

**University Students' Response to Social Media
Advertisements**

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Submitted to the
Institute of Graduate Studies and Research
In partial fulfillment of the requirements for the Degree of

Master of Arts
in
Communication and Media Studies

Eastern Mediterranean University
August 2013
Gazimağusa, North Cyprus

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ABSTRACT

The use of social media for marketing techniques has been in the increase in parallel with the increasing number of social media users and the impact of social media on the audience habits in many different areas such as politics, social movements, social contacts as well as marketing has been as a result of technology and its developments and has enhanced media messages utilization by advertisers. Advertising companies have improved direct responses from potential customers in this manner using the audience as agents of their advertising strategies. The purpose of this study is to examine the audience responses to social media advertisements. The study used a questionnaire which is answered by 300 students of the Eastern Mediterranean University, North Cyprus. The users of social media, especially the Facebook users among the university students composed the sample of this research study. The study found out that University students have been influenced by the social media advertisements.

ÖZ

Sosyal medya kullanıcı sayısındaki artışa paralel olarak sosyal medyanın pazarlama teknikleri içerisindeki kullanımı da artmıştır. Yeni medya ortamı kullanıcıların siyasal, toplumsal hareketler ve kültürel etkileşim yanında tüketim alışkanlıklarında da etki göstermiştir. Sosyal medya teknolojileri ve gelişimindeki artış oranı medya mesajlarının reklamcılar tarafından kullanımını da artırmıştır.

Sosyal medya ortamı reklamcılarının sadece potansiyel müşterilerle interaktif bir etkileşime geçmelerinde değil onları reklam stratejilerinin bir parçası olarak kullanmalarında da yardımcı olmuştur. Bu araştırmanın amacı izleyicinin sosyal medya reklamları ile olan ilişkilerini sorgulamaktır. Araştırmada 300 Doğu Akdeniz Üniversitesi öğrencisinin cevapladığı bir anket kullanılmıştır. Sosyal medya,

özellikle Facebook, kullanıcıları öğrenciler bu araştırmanın örneklemini oluşturmuştur. Bu çalışma üniversite öğrencilerinin sosyal medya ortamındaki reklamlardan etkilendiklerini ve bu reklamları kendi arkadaşları ile paylaşarak pazarlama stratejisinin bir aracı haline geldiklerinin göstermiştir.

ACKNOWLEDGEMENTS

Many people have contributed in the process of this thesis. Primary among them is my thesis supervisor Assoc.Prof.Dr.Nurten Kara whom I like to thank for her continuous advising and encouragement, beside all the guidance and corrections she provided in this research study during the hot summer days of Cyprus. I would like to thank also the distinguished lecturers of the Faculty of Communication and Media Studies who supported me through this study.

Finally, thanks to friends and most especially to my supportive Sister Chinwe and her husband Dr. Emmanuel Emedo, my Sisters Nmama, Oluchi, Urewuchi and my brothers Kelechi & Kaononye who helped in the completion of this thesis.

To you all I give my glorious love.

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Chapter 1

INTRODUCTION

The advances in world's technology have brought societies into a 'global village' as (McLuhan, 1964) argued. However, it has taken the world into an interactive communication as well. Through the increasing use of social media; the interactive communication became more popular. This enabling environment provided a new platform for companies to advertise their products in a more effective way. Although social media advertising has influenced cognitive attitudes, it has also increased influence on human choices, body and minds instinctively. It is common knowledge that whoever controls the means of communication technology has advantage over others. Companies use social media channels as a strategy to get the attention of the audience in social environments. However, brands on social networks influence consumer's decisions and choices. While advertising firms continue to advertise their brands on social networks, it has continued to influence consumers in one way or the other. Therefore, this study's goal is to investigate young adults especially university students responses to social media advertising.

Hence, by way of frequent habit, the consistent advertising on social media has influenced audience purchasing preferences. These responsive influences are created by message advertisements to position the image of the company as assessed by the use of online networks. For instance, Kellogg's company introduced a revitalized character

personified by “Tony the Tiger”, and users have been influenced based on the increase getting close to the brand due to the characterization embodied in the product.

According to Kaya & Ayman (2012), “Advertising has a great role for the diffusion of positioning strategy in the creation of brands and image” (p.74). However, “there is myriad of competition among the companies and branding has become an important aspect as a differentiation factor because advertising is an effective tool in marketing (p.74). Also, “company’s while planning campaigns, focuses on their brands to differentiate themselves from their competitors in consumers’ minds” (p.74). All the way through the constant media messages online, users have found it easier to respond to messages according to its prime importance based on their individual needs. Integrated marketing communication on the other hand has become a strategy that comprises traditional media marketing, direct marketing, public relations and other communication aspects of delivery and consumption of goods and services.

Also, users have allowed their minds to rely so much on social media networks while the medium gives them room to make choices from wide selections of products (Gronroos, 2010).

Similarly, while Communication, Advertising and Marketing work hand in hand, the use of Facebook, YouTube, Twitter and other social sites have made advertising more responsive to users. The connection of communication between the social media, user and the media messages are complementary just like the seller and the customer in a shop. There is a common frame of reference between a seller and a customer and when

there is absence of communication, deliberate and accidental messages are lost. For instance, customers make inquiries on the web about companies and products services and if the responses to the prospective customers are delayed, the perceptions of the users might take different variations; they may either take the firm as unserious or opt for a more responsive network for speedily response to their enquiries. Social media can change the perception of an audience or user through communication and advertising. There are equally incidents through which communication can change the perception of an audience through social media advertising. To make instance, internet theft has been a negative effect of social media and some users have seemingly impersonated identities of consumers in order to access their names, identifiable codes and made away with their valuables after hacking their debit cards information. This negative attribute of social media habit of users make consumers suffer especially when the culprits are not found by security agencies for stealing their valuables. So, in addition, social media has been useful in promoting brands of products and because of the negative tendencies associated with the medium, measures are also taken not to damage the good identity and potentials it has long created. Correspondingly, lack of updating network sites for easier user-friendliness to consumers on a given social media platform can reduce brand loyalty and dependability. Grönroos 2010 describes the powerful process, a positive message with strongest influence on buyers.

1.1 Purpose of the Study

The purpose of this study is to investigate the exploring of social media set of connections to generate well-known trademark patent and product awareness through

advertising firms. The subjects of this study will in addition provide evidence that social media helps consumers with mental estimates of what to choose and what not to choose. For instance, adequate dietary fiber which can slow down the absorption of sugars has through social media advertising made users aware about poor diet and obesity which are attributes of one third deaths of cancer. While this advertising keeps going on, consumers of social network sites have chosen to be careful with what they eat and what they ought not to eat. The study will investigate awareness of university students, the advertisement of social media platforms and will examine how social media advertising inspire EMU students, to buy products that interest them online or ignore the campaigns.

1.2 Problem Statement

A great number of EMU students in Famagusta North Cyprus find it uneasy to get jobs while studying. The use of social media platforms has become their major medium to keep themselves full of activity by interacting with their families, friends, individuals and companies as well. The university students have been influenced by using cheap internet phone calls and also monitoring events around the globe on network sites. This study critically reviews the impact of user's collective value creation through consumption practices and to clarify if social media advertising as a tool has the potential to influence university students.

1.3 Importance of the Study

The results of this study will be meaningful in measuring effectiveness of information through the social media and will be relevant for researchers and academia that may carry out further investigation on the subject. The theoretical findings of this study will

educate investors, companies and individuals contending for a market place in social media advertising.

1.4 Background Information

While many product companies value social media forms to promote their companies image, products and brands. The human resources management and the public relations professionals have increased their reliability to alternative media which has gained more prominence with business venturing around the globe. Audience responses on daily basis have incredibly increased higher on media messages and the social media interactive advertising has become popular among university students.

1.5 Research Questions

RQ1. Are university students purchasing goods, products and services based on advertisements on social networks?

RQ2. Does Social media advertising influence university students?

RQ3 Has Social media been used to spread information?

RQ4. Is Advertisers on social media increasing cognitive attitude of university students?

1.6 Assumptions of the Study

University students' consume more time on social networks compared with non-university students and while students engage in using it, the situation has affected their behaviour patterns. Companies' uses social media network to reach more target audiences.

1.7 Limitations of the Study

The study will be limited to responses to social media channels especially Facebook. The research sample is limited with the students of Eastern Mediterranean University, Famagusta, and North Cyprus. The study is limited with the university students' use of social media.

1.8 Definition of the Terms Used in the Study

The study uses Integrated Marketing Communication terminologies and this could be explained as definition of terms.

Advertising: "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media"(Neerism, 2013).

Branding:-This is the 'name , term, design, symbol, or any other feature that identifies ones Sellers's good or service as district from those of other sellers (AMA, Definition of Brand, 2012).

Marketing: This is the process of exposing target customers to a product through appropriate tactics and channels, gauging their reaction and feedback, and ultimately facilitating their path to purchase (Aristrocat, 2012).

Social media: This is a platform used to communicate ideas and thoughts. Social media is defined by Kaplan and Heinlein 2012 as "a group of internet based applications that build on the ideological and technological foundations of web2.0 and allow the creation and exchange of user generated content" (p.59-68). The term web 2.0 describes today's internet where users can produce, share, inform and co-operate (Kaplan, 2012).

Rebranding: The creation of a new look and feel for an established product in order to differentiate the product from its competitors. Rebranding efforts may include a name change, new logo or packaging and updated marketing materials that include the latest industry buzzwords. The goal of rebranding is to influence a customer's perception about a product or service by revitalizing the brand and making it seem more modern and relevant to the customer's needs.(Rouse, 2011)

IMC: The American Marketing Association defines Integrated Marketing Communications (IMC) as “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.” (AMA, 2012)

Social Media Campaign: Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile.(Susan, 2011)

Chapter 2

LITERATURE REVIEW

This chapter presents the literature review conducted for the present study. It will talk about briefly, the development of the internet and the uses of social media marketing, then, moves to “Uses and Gratification theory” in its relation to interactions with the world and how social media audiences response to social media advertising. According to Uses and Gratification theory introduced by Katz and his colleagues, people use the media for their benefit. The concept became known in the early 1970’s and the theory sees audiences’ as active who seek a particular media channel to satisfy their personal needs (Katz, E., Blumler, G. & Gurevitch, M., 1974).The media theory suggested further that feelings, actions and motivations related to media consumption will vary by person or grouping and also that the media competes with other information sources for audiences need satisfaction.(Katz, E., Blumler, G. & Gurevitch, M., 1974).The basic assumptions of the Uses and gratification theory states that the audience is considered as active; the mass media linking of need gratification and media choices lies with the audience members, also the media competes with other sources of need satisfaction and several goals of the mass media can be supplied by individual audience members themselves and lastly of the assumptions states that value judgments’ about the significance of mass communication should be suspended while audience orientations

are explored on their own terms. The basics of these assumptions will give insights to this particular study (Katz, E., Blumler, G. & Gurevitch, M., 1974).

2.1 The Importance of Branding and Company Image

In a review of social media branding and rebranding process, the researcher would point out a related fact of trademark process leading to the closure of a world-class B B C Station in London. The report has it that in not too long ago, BBC television center closed down in London main office due to its branding strategy. Steve Berry 2013 reported online that the iconic BBC gave farewell to London with a last broadcast at the wood lane headquarters in London on the early week in March 2013. Generations of school children knew the address and postcode by heart. The center was known for live competition, entries, painting submissions for where Tony Harts Galleries are sent. Now it is virtually a ghost town, making a way for developers. In the golden age of live entertainment, it was home to the biggest names in showbiz, Eric and Ernie, Michael Parkinson, Les Dawson, Bruce Forsyth, Bob Mulhouse, David Frost etc. Opened in 1960, it was full of the decades swinging characters and was probably the only TV studio most people can name and recognize like a doughnut in the middle surrounded by workshops', scenery stores and the ring road with the sculpture of Helios the Greek god of sun at its heart. Some speculations also reveal that the alternative media may have challenged the closure of running the TV center which was not in the best interest of BBC plans. (BBC, 2013). The BBC center restructuring for a more digitalized framework is viewed as a potential strategy to gain more value from its audience and it has proven to justify that social media advertising is effective on audiences through their responsive actions towards media messages. The researcher has equally observed that

social media has become a platform to alter public opinion and share emotional reactions. According to the rebrand story, the tune of 200 million pounds as a cost cutting drives to relocate and equip the new BBC house in central London, garnered outpouring nostalgia when the news was shared on the Twitter. The news represented numerous comments and one of the comments by ‘carpet stank’ wrote “The BBC with no BBC Television center is like the Royal family with no Buckingham Palace” by Cameron Yard Jr. while another’s tweet lamented that “a part of my childhood has just been sold for 200 million pounds”. The news sight presenter Jeremy Paxman whimpered on the social media thus, “what organization at a time when it has no money allegedly –would move from cheap square footage in west London to oxford circus” (BBC, 2013). The above scenario with BBC London gives an insight that developing a brand strategy can be one of the most difficult steps in the marketing plan process. It's often “the element that causes most businesses the biggest challenge, but it's a vital step in creating the company identity” (lake, 2013).

Branding is indispensable because it conjures up in minds of consumers. Organizations strive fervently to retain the status of their brands with careful protection against unlicensed usages and production of imitations of their products. Some of the products that are guarded against imitations are for instance, basic household items like body cream lotions, consumables, household items like margarine, perfumes, Persil, Omo soaps, and dettol antiseptics etc. Brand is identified by consumers through its packet, colour or shape. It is the brands that often draw the attention of consumers thereby; developing a corporate identity and when this is actualized, consumers, stakeholders, and prospects gets more confidence about the activities and product companies’ full

range of products. Brands will also remain trusted and durable before the eyes of consumers when companies arrange their service packages according to the status of the corporate image. In addition, the only thing that comes to the mind of an individual consumer is image experience of a company or product which is what he/she has heard or read about from different channels.

The work of advertising is to reshape and create an image while the experience of product images, colours and shapes becomes the reality behind the image in consumer's personal understanding. For instance, how a company responds to complaints and crises is an evaluating ideology in the mind of consumers and should be made efficient to achieve desired objectives. Above all, branding strategies are embedded in company's goals. A good branding strategy is the one that answers the 5 journalistic W's + how; this means that brand strategies can be driven from the questions of how, what, when, and to whom the plan of a product service communication is targeted at. For a brand strategy to move audience and remain with the minds of consumers it has to be consistent, connecting emotions, creating of rewards and cultivating loyalty. It also need to measure plans. A good quality brand in marketing produces flexibility and always had in mind that competitors are also in the same market place.

2.2 The Role and Types of Advertising

The essence of advertising is to satisfy and inform the general consumers by addressing their needs through goods and services, generating sales and also generating trends. Advertising also informs potential customers by convincing them to buy a product at a reasonable price. It influences peoples mind and enhances sales and it has proven to create a purchasing behaviour among customers. The purchases customers make, reveals

their lifestyles and the principles of Marketing; (AIDA) which are Attention, Interest, Desire, and Action are all built in advertising techniques. However, the key terms describes the response process of consumers' decision making towards purchases. The process links cognitive, affective and behavioral influences of consumers towards product interests and procurements. Whereas the cognitive stage is the preference motive, affective factors appear to influence pre-and purchases of items as the cases may be. Importantly, the above explanations are also referred to as the hierarchy of effects model of response process. It is the ways consumers use advertising motivation to respond to product prices and brands choices. The basic assumption of the model states that, "consumers respond to marketing messages in a structured way based on how they think and feel and on what they do" (Pomoni, 2010). The process of responding is simply the reactions to the need and wishes of the customers. The customers want to receive information and news they really care about. To know what the customer wants, the 'who' participating processes needs to be managed: listening, understanding, responding, asking questions and acting (Evans, 2010)

2.3 Advertising on the Internet

A lot of factors make internet advertising different from storytelling approach and broadcast advertising. These differences can be seen comparing traditional advertising with advertising online. While online advertising looks very attractive, traditional advertising attracts less. Traditional advertising is less effective and marketing online has proven to offer best pull and push adverts. The both methods of publicity provide best sales to B2B advertisers. It is a fact that online ads drives traffic to websites and builds brands faster than the traditional approach. Online advertising has an upper edge

because it develops qualified leads and conducts sales. Both advertising methods are effective in customization. Then, online advertising can be classified into the following categories:

World Wide Web Home Page: The web page can identify retailers and other product providers that can prove useful for the consumer (Zeepedia, 2012).

Banners: These are easy to create and are usually placed on a website featuring complimentary products (Zeepedia, 2012).

Logos: Companies are placed at the top of the websites and generally the motto or operations of the company (Zeepedia, 2012).

Email Ads: By creating compelling email experiences advertisers hope to convey the message in a better way (Zeepedia, 2012).

Keywords on Search Engines: Advertisers can buy keywords on search engines to increase their exposure (Zeepedia, 2012).

Classified Ads: classified ads work because as far as users are concerned, they are content and not advertising as people actively seek out the classifieds when they are looking to buy such a site like ebay.com (Zeepedia, 2012).

Interstitials: These are those ads that popup when users hits a button to link to a new page. The interstitials displays and disappears as soon as the new page is loaded. It is indeed the entire web's structure (Zeepedia, 2012).

Sponsored Mailing List: - This simply means that extreme target audiences strategically gather to discuss specific interest offered to advertisers in sponsored mailing list (Zeepedia, 2012).

2.4 Development of Social Media

Social media is the use forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)(Webster, 2004). The user generated content entered usage 2005. It covers a variety of media information available. It includes all digital media technologies such as, digital video, blogging, podcasting, forums, review-sites, social networking, mobile phone photography and wikis. Hence, user generated content is a sum of all ways in which people make use of social media (Kaplan, 2012 p. 62) From clear understanding of related concepts and a look at the history of the internet where social media have evolved from, Truscott and Ellis formed in 1979 a UseNet, a world discussion system that allowed consumers to post messages. A combination of users and networks involving email and web forums and the conversation within are threaded with modern news read software (Nzlord.com).

On the 2nd of September 1969, Kleinrock Leonard, a Professor in the University of California Santa Barbara established a mechanism to what we call today, the Internet(Kleinrock, 2009). While the internet was launched as a result of the establishment of Defense Advanced project (ARPANET).The history of the internet started as a result of competitions between the United States of America (USA) and the Soviet Union Socialist Republics (USSR) in support of Technological development for

military purposes (Ozad & Kutoglu 2010). The fact that new communication technologies as well as the social media systems are fundamental in modern life styles, it has evolved to merge with social media on almost every aspect of life globally. The basic aim of social media is to establish contacts between people in far distances based on network systems. The successful fact about the internet is that it has interestingly proliferated by the year 1991, and the use of emails as contacts increased as well. That same year, the acclaimed father of the web Tim Barnes Lee launched what is today known as World Wide Web (www). Since then, the distribution of the internet use around the globe has diversely metamorphosed with great interest. With the move on this project ARPANET, communication received another dimension within civil and commercial functions. Information was transferred online through social networks. The varieties of You Tube, Facebook, MySpace, or Twitter are increasingly becoming easier to connect interactively. Consumers begin to evaluate their perception of companies' products and brands. Damien 2013 views that "social media in all started in 1997 with a social networking site by the name of six degrees. Social networking was interestingly seen as an innovative sought to bring people together online. But, unfortunately, by the time it advanced to the year 2000, sixdegrees.com closed down, due to; users were as at that time uncomfortable putting information online and interacting with strangers. Damien Vroenhoven also view that users network was not online simply because the internet hadn't caught on yet and too early for its time, people did not really know how they could use it then unlike now that it has become rampant"(Vroenhoven, 2013). Apart from the early demise of six degrees, it helped establish the central characteristics of social media that has extensively expanded to a larger user base. "Social media is an umbrella term that defines the various activities that integrate technology, social

interactions and the construction of words, pictures, videos, and audios. The interactions and the manner in which information are presented, depends on the wide-ranging perspectives and building of shared meaning, as people share their stories, and understandings''(Vocus, appolomedia blog 2013). Furthermore, social media has become an important phenomenon in marketing communication and re-engineering the interactions of companies with their customers. It is a relatively new research field and a quick literature scan reveals that many studies on the subject exist. However, to conclude that the social media has led to the demise of the traditional advertising mainstreams media according to few existing studies with scientific evidence and industrial data remains elusive. As investigations and knowledge of different social media policy grows, it would not be a surprise to see the emergence of a more viable category to illustrate the different aptitude of effectiveness of social media in socio-economic and public health involvement. While researchers are exploring different methods to measure the impact of social media campaigns through users surveys conducted over Facebook, Twitter, or other platforms, more involvement research is critically needed to study its usage patterns based on interactions between individuals and advertising companies.

However, It is unarguably true that internet is the best tool for improving reputation effectively (Jones, B.,Temperlet,J & Lima,Anderson., 2010). This is because while the internet medium attracts more audiences towards personality profiling in space of time, the traditional method do not. Still, the knack and nudge to retain competent professionals in a world that advances in technological breakthroughs, global competitions will continue to be pervasive in changing employment patterns.

Conversely, when organization focus faces “a risky environment, the corporations need to be creative as well as transparent in order to captivate and communicate effectively with their various publics (Jones, 2010, P.930). Consequently, Fitcher (2007), in a study argues that “social media are replacing traditional media in the eyes of the consumers by informing their views on brands, purchases and services offered (p.57).The trust that people have on social networks is not only to share and seek opinions but “they also act on the opinions they received” (Jansen, 2010, P.3858). In the past, traditional advertisers push out messages to the audience to see if it is effective and if not, then they scrap it and rework and re-launch on it again until it becomes efficient and right. But now, new media advertisers have known that they can simply test their messages and creativity online and make the best out of the performing ideas and turn them into expensive commercials after words. Obviously, online advertising have changed the way of traditional ads. Traditional ads do not reach a targeted audience as much as the new media do. When measured how long audience watched or listened to a particular message, if they shared it with others, if they asked for more information or clicks, what part of the message that interests them most, and how much they pay to acquire customers care once an acquisition occurred, but new media delivers rich data and the audience relies much on its reportage from third parties such as Nielsen reports etc.

Social media provides tools for consistent brand building. Schawbel, (2011), argues that “in the age of digital technology, your name is the only currency. Before the age of the internet, we make an impression standing out by treaty handshakes a kind of accord and trust. Brands create value, they are intangible assets” ... that produce added benefits for the business(Kapferer, 2008).Wansink, (2001) argues that: ‘brands and packaging plays

key roles in product success especially in the fast consumer industry' Wansink (2001) and impressive advertising can affect consumers purchasing decisions at the point of sale (Sara, 1990).Neil Kokemuller 2011 argued that “branding and rebranding are both challenging marketing objectives which shared challenge that both require an ongoing investment” (Kokemuller, 2011). This is especially limiting for small companies with restricted marketing budgets. Initial branding is a challenge because you start your communication with a blank slate. From scratch, you have to consistently and effectively build a reputation for your company or product. Neil went ahead to say that “rebranding is essentially an effort to transform the way customers perceive your brand. You have to undo the impact of your previous branding efforts to get people to see your brand in a different light” (Kokemuller, 2011). Branding and rebranding both present possibilities of either success or failure. Successful branding helps you attract customers, achieve high price points and garner loyalty. Failure means wasteful investment in marketing and limited upside potential for your company or products. Successful rebranding can perpetuate viability of a long-running company in a changing environment. It can also help a struggling brand refresh and gather momentum. Failed rebranding may cause a strong brand to either return to previous brand messages or attempt another rebranding effort. At the extreme, failure to rebrand can cause a struggling company to recognize that the end is near. Social media advertising do not only help organizations advertise their products but it has also been used to recruit potential applicants that best fits into organizations aims and objectives. Nevertheless, not all the companies have embraced the alternative media channels. Some firms still use only traditional offline media like the newspapers, radio and televisions etc. So, while the firms that have established their presence on traditional and alternative

standards, reduces their public relations pressure by announcing their PR events by using social media to reach out to mass audiences. Also companies who remain to one particular medium find it difficult to compete in advertising market places. Hence, “a world where consumers have an increased less control over the information made available to them on cyberspace” (Kaplan, 2012).

The act of creating identity for a product or service, have become important for organizations to uphold their past image from the present. Establishments and product organizations have created identifiable names in the market places by branding their cars, logos, symbols, products, etc. Some have tried changing their names to new ones. The basic aim of organizations brand advertising is to develop an unending admiration of identity in the minds of consumers. Advertising messages are routinely communicated when there is a set of new board of directors of establishments. While they are sending out their goodwill messages to prospective customers, they at the same time convey messages that best represents the organizations trusts and build ups. In order words, a review of previous research on representations acknowledge that corporations have understood that the possibility of promoting themselves with less cost involvement, yields competitive advantages to their quality of service improvements. It has been the bone of contention on the minds of researchers for effective trademark strategies because ‘there is no telling of what the future will hold for business, but social media will only continue to grow’(Coon, 2004).

2.5 Interactions with the World through Social Media

Social Media Marketing (SMM) is still very new, an electrifying dangerous medium designed for marketers. According to Damien Van Vroenhoven 2013 in his blog, origin of social media, “website like Facebook, MySpace, suddenly cropped up. The social media explosion did not happen overnight. You might be surprised to know that major networking sites as we know have been evolving for a decade” According to Fournier (2011) and Odhiambo (2012) social media is a tool for marketing and creating brand awareness, although it requires collaboration, participation and socially linked behavior which has allowed consumers to serve as creators and disseminators of branded contents (p.54). In the views of Chaffey, 2004 the act of moving brands online may cause damage or harm by reducing the equity of the brand site if there is poor performances, structure or information contents. (p.358). The establishing companies in the efforts to save cost are gradually leaving traditional advertising, for cheaper alternatives in social media environments. The social media has enhanced the acquisition of skills, communicating with various academic institutions, escaping realities and most presumably, earning and making money. The rate of social media influences integrate communication habits into young people especially YouTube and why the channels are predominant is because it serves as an educative tool unlike Television, supports knowledge, though it depends on how it is being used.

Yeoman and Wheeler (2008) views that: “YouTube afford students unprecedented opportunities to share their ideas; celebrate their creativity and receive immediate feedback from fellow students” (P.988). This does not only hold people’s attention but also impel them to contribute, and bring them closer to desired qualities for educational

potentials. For instance, heightening the audience visual literacy, an important skill in today's electronic culture is enhanced with YouTube audio visual channel. In an influential body of work stemmed from Phillip Kotler's (1965) consumer response theories; the first theory Marshalling Economic model described rational economic – based purchase decisions while in the second theory the Pavlorian learning model describes consumers' needs or motives for a purchase. This model of Kotler (1965) is vital in this study because it believed that advertising acted as a cue that could elicit response or a purchase from consumers''. (p.13). Audiences are more responsive to online advertisements to traditional medium. According to (Marko, M. & Raulas, M, 2004)interactivity between a customer and a company increases the number of brand contents and time speed with the brand company(p. 458).If a company uses interactive media and interactive tools, it can enhance customer's service perceptions and contribute to co-creation. However, the customers brand perception is frequently referred to as brand image, which is a set of links, impulses, and evaluation of reactions associated with the entangled views about the brand. The brand identity is the image the company wants to create (Aaker, 1996). From a view point, consistent identification and appearance of an organization before the eyes of the consumers develops branding itself and other factors of the company's image promotions are built on the same brand development as a practice to ensure reliability and consistency before established and would be clientele's.

For many years now, traditional advertising media has been used in promotion, social media advertising, public relations, and direct marketing to encourage prospects and to take action or persuade existing customers to continue buying their products and

services. But today, these forms of traditional media are not comparable due to the sudden rise in alternative channels. Jaffe (2005) argues that “these old advertising channels are dead but not buried” (p.7). Yet, some of these old channels of advertising are still effective. According to Calder, (1998), and O’Guinn, (2009) they supported the argument that there are some circumstances for which traditional advertising are more effective. Although they suggested that it would have been better if there was in-depth comparative study that is looking at each traditional advertising channel into detail(Calder, B.,Alexa,A & Lacobucci,D., 1998).However, with the observation of integrating organizational set of goals, traditional advertising systems are now supplemented with the power of the online channels in other to carry existing and prospective customers along. From the view point ofElena, (2011)the success of Barrack Obama becoming one of the most powerful leaders of the world has been attributed to his proactive use of the social media. Obama used a medium accessible to everyone and has proved the credibility of social media influence on audiences towards his presidential race. On the other hand, teenagers uploading pictures on Facebook and other social environments have equally demonstrated strong persuasions of social media interactions, marketing, advertising, knowledge buildup and job searches successfully. It is intriguing on how Obama the US president won the presidential election and how his campaigns through social media like Facebook, Twitter and YouTube won him the hearts and minds around the globe. To find out information on Obama’s campaigns, a search on Google in three words ‘Obama social media’ reveals over 1,500,000 results. Obama utilized MySpace, Facebook, Twitter, emails and blogging to promote his image and messages to the public and at the same time, was receiving responses from the public as well through Obama’s social media. He of the digital age used ‘ipresident’ a

strategy brand to support his candidature. According to Marc-Andreessen, (2008) “Obama was the first politician who understood that technology was a given and it could be used in new ways” (Carr, 2008)all though, the Kennedy Nixon debate on T.V in 1960 was powerfully regarded as the first effective tool among events in United States politics.

When Obama came to power, he established the traditional media of telling stories through his books ‘Dreams from my father’ and ‘The Audacity of Hope’. The literature paved way for him to build his image towards his aspirations and it would be observed that the extensions of his story books have left the traditional media prints to emerge historically in Obama social media channels. Through the use of Tweeter, Facebook, YouTube, LinkedIn, MySpace, he created a social media movement. In pew study, it was examined that the social media activity use by Obama and Romney campaigns from June 4 to June 17 found out that the Romney camp tweeted an average of once a day while Obama campaigns tweeted an average of 29 times.(Moore, 2012). While the reports has it that, ‘president Barrack Obama created an environment of transparency never before experienced in American Politics’, it is also meaningful to point out that the responsiveness of audience in the direction of social media messages could be attributed to the audience likeness towards the character as in the case of Obama race. The persuasive deliveries of his presidential speeches got responses and effectively moved the audience. Even in some environments, people passionately clicked the like buttons on every of his comments especially Facebook while others shared his comments and speeches regularly. This action of the audience through liking, comments and sharing justifies the impact of online advertising.

Kaplan and Heinlein (2012) proposed that “Social media is a collaborative project in different types such as Wikipedia, blogs such as blogger, social networking sites like Facebook, content communities like YouTube, and virtual worlds like second life”. (Kaplan, 2012).As of 2012, social media has become one of the most powerful sources for news updates through platforms such as YouTube, Facebook, blogger, twitter, word press, LinkedIn, Pinterest, Google+, Tumblr, My space, and Wiki(Nielsen, 2012).The social network sites have particularly created opportunities in businesses. Product companies and advertising firms as the case may be utilizes the data registered online by users on networks for research purposes. Organizations often check how many users that have visited their sites and the tools have helped them evaluate the influx or decline of visitors to their sites. Data’s provided by online users such as emails and phone numbers are used to send out branded text messages, emails and brand notifications from time to time. It has enhanced customer relationship management through the interactive processes of the messages in text, emails and brand notifications.

Social media plays an important role in how consumers discover, research and share information about brands and products. According to Nielsen and NIM incite in social media report (2011) 60% “consumers researching products through multiple online sources learned about a specific brand or retailer through social networking sites” (Nielsen, 2012).However, Nielsen argues that consumers express their loyalty to their favorite brands and products and many reap discounts and benefits from brands for helping promote their products. He suggested also that customers also share their negative and positive experiences on line on several products to either punish the

companies or praise them. He said these engagements solidify the customer service level of the companies (Nielsen, 2012).

In relation to this argument, social media helps its users to learn and acquire knowledge. It advertises and builds friendship and has recently been used against exploitive regimes, demanding opinionated voices and protests. For instance, there is claim that communication through internet based services can be done more privately than in real life. As a result, a typical example of the impact and effectiveness of social media has been linked to the recent Egyptian revolution in 2011, where people used Facebook to gather and protest etc. (Xiaolin, 2011) Social media is a rapid response tool to issues or questions used to promote brands and converse with consumers. One of the social media channels YouTube is a web in social website category that has the feature of advertising, uploading, commenting and sharing of relevant information. It is a medium where people can learn many things and as well get much information about what is going around the world. It is a digital device that has audio-visual supports that enable users' ample opportunities to upload, view, advertise, comment and share vital information across to people. It has audio impact that enables viewers to listen while as well watching it. The audio gives a better understanding to the visual feature of it. Students at various institutions of learning believe that YouTube has been an effective catalyst and facilitator for classroom discourse and analysis that has reduced many tasks by enhancing learning practices. Though social media is beneficial by allowing its users to follow up events in their various countries, it has also helped in curing boredom. It has also shown that it could be used for misinformation, propaganda and job recruitment. An individual with too many friends on environments like Facebook

appears to focus too much on the channel and habitually, makes friendship out of desperation for interaction which been an attributes of social networking influence. According to Tong 2008 in journal of computer mediated communication, users “spend a great deal of time on their computers ostensibly trying to make connections in a computer mediated environment where they feel more comfortable than in face to face social interaction”(p. 531-549).

Social network sites allows people freedom of expression; freedom of speech including to condemn the government. Both the People’s Republic of China and some European Countries have initiated the state of freedom of speech in their repertoires. The practice of democracy is beneficial to the society for example; the practice of democracy in Indonesia has been enriched by the development of social media networking” (Woodward, 2011).Through social media, “the public can actively participate in efforts to combat corruption, reform the bureaucracy, encourage law enforcement, and maintain the democratic process, electioneering, and ensuring good governance” (Yahaya, 2011 187-198). Specifically, from an individual perspective, “students for Barrack Obama” in the 2008 US presidential elections with the use of data analytics was able to utilize data through the use of social media and also to rally for Barrack Obama which was possible by the hiring of engineers and coders. The hiring of experts and consultants of social media networking changed the market place. At a point in that campaign, computers knew the names of voters who voted for the 2008 US elections.In addition, from the advertising company’s perspective, the Ford Motor Company which was assumed as the first to introduce their auto brands through the social media has innovatively created a group ad network where other firms followed the concept and

these has increased consumers loyalty, confidence, and reliability on Ford auto products. Social media encourage people to stay in contact with friends regardless of distance. Hence, people share pictures with all online friends and it is easier to make plans, discuss class related activities and very surely, it is a cure for ennui.

2.6 Social Media and Marketing

Both public and private users' of social media have adopted a high scientific medium into their collection. Multiple users of social media are in the increase specifically and to monitor its development has become elusive to critics.

While some claims that social media is all about social activities and fun making, there has been an increase in how it creates relationship by building a long lasting development in product companies' brand promotion and self-positioning. The issue why companies indulge in using social media could be based on their time constrains. It is used to pastime, for effective relations, fashion style depictions, problem sharing, sociability and social information and also to get close to social events in a particular social network. It is assumed that promotion of brands online gets quicker responses than the traditional advertising. The customers brand perception is frequently referred to as brand image, which is a set of links, impulses, and evaluation of reactions associated with the entangled views about the brand. According to brick marketing, branding is also a way to build an important company asset, which is a good reputation. Whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can

encourage the company to maintain that expectation, or exceed them, bringing better products and services to the market place.(Brickmarketing, 2012)

Based on two important trends on a review of the literature, firstly, users do not apply a specific form of social media but strive to deploy a range of instruments for communication. This trend shows that one type of social media does not replace another, but rather becomes integrated into a handle of media use that includes online and offline forms of communication. (Quan-Haase 2010).Secondly, users do not conform to a particular channel, they changes from one environment to another almost like someone changing TV stations from one cartoon network to sports channels. It is too unexciting at times to stay in one social network channel for long and it is also boring some times by watching a TV cartoon for long without checking the BBC News hour headlines. So, users of social media have adopted more than one environment to interact effectively with people and advertising companies. This adoption of online services follows social media habits which get to the highest points where one channel based on individual likes, becomes admirable to users. It becomes also an accessible daily routine for information consumption and dissemination when users finds out through their personal evaluations that one particular environment is more inspiring than the others.

However, each form of social media has its own biases in terms of the kinds of communication it facilitates for users (Quan-Haase 2010). Quan, Alyson &Young 2010 views that, “users do not completely use one form of social media with another because each form supports unique communication needs that the other cannot completely fulfill” (p.350). The study also suggest that why and how individuals use social media is

to satisfy particular needs like passing out time, viewing the latest fashionable clothes around the globe, sharing personal challenges with friends and relatives, getting social information of celebrities and events among others based on Uses and Gratification Theory. (Quan-Haase, A., & Young,A.L, 2008). The theory was developed originally to examine traditional media such as newspapers and television (Palmgreen, P., & Rayburn, J.D., 1979), therefore, recent studies have applied the framework to new media.

The study by Quan-Haase and his colleagues was the first of its kind with a combination of both methods of research –interviews and surveys in a comparison of Facebook and IM gratification to explore the inspirations for using Facebook and Instant Messaging as reasons why users have continued to meet their gratification needs. The basis of their argument was that users do not limit themselves to a particular form of social media but rather, they communicate through several sites and secondly users adopt new trending sites and embrace them as part of their communication habits. (Quan-Haase, A., & Young,A.L, 2008).According to the six cores of their findings, characteristic of Facebook gratification helps pastime, builds affection, follow up on trends of fashion, sharing problems, and creates sociability and social information. The motivation of social media users has been observed on the peculiarity of its popularity. The popularity of a particular social media platform is used through references from friends, and this as it relates to students is to keep in touch with friends and family in a convenient manner. The social networks now play a major role in the adoption of technological processes. It has shown the gratification structure and it has in touch with contacts, to coordinate events, and to keep up to date with activities of friends and family.

While social network sites influences audience responses through social media advertising, it has become at the same time a veritable tool for learning. When the audience uses the social media networks, they absorb information quickly, in imageries, videos and as well as text, from multiple sources simultaneously: especially YouTube. They operate at what Presky, (2004) describes as “twitch speed”, expecting multiple and instant responses and feedback when they are sharing educative videos across to their colleagues. For example, students have through the use of YouTube read ahead of their class subjects in a self-directed learning behaviour which presumably, have become a collaborative library with socialized bookmarking tools. Social media has helped individuals through ask and answer discussions thereby, providing personal and professional knowledge. It has increased the rate of video sharing/viewing, picture sharing, blogging, podcasting and calendaring. The audience, especially students, has provoked learning through the dynamic and adaptive social media structure. Students use the platform to guide and ease their level of understanding. According to (Wheeler, 2008)YouTube “afford students unprecedented opportunities to share their ideas; celebrate their creativities and receive immediate feedback from fellow students” (p.988).

The early theories of media effects reflects on the immediate influences on individuals who could not form their own opinions according to (McQuail &Windahl 1993) the exposure to standardized cultural goods, caused audience members to become homogenous, uncritical and passive group with little power to resist the appeal and influence on the mass media (Quan-Haase, A., & Young,A.L, 2008).The fulfillment of social media users not learn about social actions and meeting coordination’s but it has

made people to depend on social network sites concerning their shopping demands and the effects of the social networking sites have habitually influenced their way of thinking by allowing them to choose their shopping products based on their gratifying needs. Thematically, the use of a particular medium is referred to as the gratifications obtained while the contrasting gratifications sought are the “needs “or “motives” to the satisfaction of audience members obtained before engaging with social medium. The theory viewed that “obtained gratifications may differ from those sought and the resulting gap can predict the level of satisfaction/dissatisfaction that individuals experience from the usage of a particular medium. (Palmgreen, P., & Rayburn, J.D., 1979). Thus: “when a medium provides or surpasses the expected gratifications initially sought, this leads to recurrent use of the medium and ultimately to unsurprisingly consumption habits. In cases where a medium does not fulfill the sought after gratifications, audience members will often become disappointed and will predictably cease utilizing the specific program –which leads the audience to try to find out a different medium that can provide the kinds of gratifications they are seeking, within the collections of media cites(Palmgreen, P., & Rayburn, J.D., 1979).

2.7 Use of Social Media Advertising

Social media advertising has a dominant characteristic in personifying identities. It is an inspiring strategy used by corporate entities to advertise and promote itself in the market places. Before the eyes of consumers on social media environments, advertising brands, services and purchases are offered by companies to change the perceptions of the consumers’ hearts through influential advertisements.

In this study, social media advertising will be examined on if social media ads are in the mind of consumers and also if their responses have helped advertising companies reach out to wider audiences through social networking. Because consumers act on the opinions of what they receive and the things they view with their eyes organization faces responsive actions, admirations and buying attitudes when creativity is initiated in their social media interactions. Nevertheless, buying attitudes, admirations and interactions with product advertisers cannot be effective without branding.

Branding as a strategy indeed has helped companies shed their negative images of past with a new improved identity. Jacques Chevron (1999) reaffirms "Positioning," as a confusing factor among professionals and non-professionals who engage in branding processes. He suggested that many branding experts, be they from the academic or from the business world, routinely advertises using the tools of marketing to assist their branding strategies. This tools of marketing helps them to research on customers' perceptions of the brand or investigate their needs and wants. In his words "research the customer instead of using a more thoughtful method to identify brand values, and you'll get responses ranging from the unresponsive because all marketing knowledge has its source in the customer" to the almost poetic "because our customer owns the brand." It is no wonder that, as a result of all this confusion, one hears Product Managers (who are themselves often mislabeled as Brand Managers) speak of "brand repositioning" when they mean "product repositioning" as if the terms "brand" and "product" were interchangeable but the business strategist would be well advised to keep the two concepts well separated(Chevron, 1999). In a better sense, branding itself is advertising in cover. To retain the process of brands in the minds of consumers, social media

advertising should be done with every sense of sensitivity. This is important in order not to isolate old customers. While advertising companies on social media strives to pull crowds, audiences put in their emotions with full trust on what brand can offer. Hence, the issue of advertising on social media is done in response to domestic and outside concerns. It is also a strategy used by firms to surpass other competing rivals in the marketing environments. For this brand to influence consumers or audiences, it has to be reprocessed accurately and consistently. On the other way round, company's use brands to hide their unprofessional conducts of the past but good branding reproduces substantive messages. To protect themselves from possible challenges, advertising companies on social media invest heavily to keep and maintain their personality from blackmails in a competitive marketplace. However, Sinclair, (1999) argues that "a brand is a resource acquired by an enterprise that generates future economic benefits" (p.13) He went ahead to say that once a brand has negative connotations associated with it; it can lead to decreased profitability (p.13). While Roger Sinclair supports that business the world over acknowledge the value of brands, he gives recognition that companies around the globe may give the impression of brands in terms of its relevancy to consumers and changing market conditions. Also Keller, (2001) asserts that "the power of a brand lies in what customers have learned, felt, seen and heard about the brand overtime" (p.3). Therefore: "the customer's total experience is created via the company's different communication channels and where the customers interact with the company via the internet, the experience must be consistent and in accordance with the customers' offline brand experience (Martensen, 2004).

While researchers continue to investigate the influence of media messages, the reliability of users on social media product advertising and shared interactions will continue to be a discourse. Similarly, in a ranking research by Austin & Felix (2012), the number one company in social media buys more than three times the number of impressions as the biggest client (Jim, 2012). The ranking research views that companies online are now attracting their trust on computer specialists whose heart of intangible values are placed on consumers and investors. Social media essence is to form symbolic representations of social processes in the minds of users. It has become an apparatus of inner mind development. When social media is mentioned, social networks also come to mind because the both are inseparable. The researcher views that audience perception of importance is reactionary to the cognitive habits of user's responses especially towards media messages. The connotation that is seen on Facebook influences by way of interactive comments made by users or comments made by advertising firms. The same meanings are generated by the analysis of individual experiences viewed on channels like YouTube. The development of online networks is increasing students' responses to information and learning. While the channels are used continuously in commercial ways, it continues to affect the growing status of the networking sites like sharing of corporate videos online. When this continues happening, a kind of informational strength is transferred from the advertising companies to the consumer audience. The issue of not having feelings about the influence of social media advertising is rarely based on individuals. When corporate videos are shared online, either the videos are ignored or shared along in various networking platforms. This sharing of electronic corporate videos or brand products for positioning, branding or promotional strategies

becomes an electronic word of mouth marketing which continues its sharing processes that have no end in sight.

A look at the fast change in social network, more understanding of how advertising works is improving with social media advertising strategies. The habits of consumers' due to online messages will continue to bear direct manipulations of social media influences in order to win human minds and get effective responses from users. Hence, the media manipulations which continue satisfying the public's curiosity will continue to flood online feeds for advertising companies, and the messages will continue to be shared by users or be ignored.

The effectiveness of social media and its advertising responses are evaluated based on the views of the users and the duration of time they stay glued online. This study also found out that the essence of value is created more in social media environments because of cost effectiveness of continuation than traditional advertising. These were investigated on the students by asking them if social media influences the choices of user's purchasing power. The reshaping of users choices by the internet do not only change their behaviour and purchasing choices but it becomes a marketing strategy for awareness and positioning. Although many online advertising feeds are sent over the internet on daily basis, companies ought to be courteous in structuring their online messages. The determinant of influence or effectiveness of social media on its users will continue to allow advertisers relate profound messages to their mass audiences in different ways. However, one of the vital questions asked in this study, have you purchased a product on social network due to interests and your likeness for the product

online? This question was important because it tries to comprehend the attitude of social media users towards advertising messages.

Additionally, the researcher asked the participants; when you like a brand on Facebook do you click it? It gives value through social media when a brand like juice is branded on Facebook which is assessed from any social network. The users by mere clicking of the mouse on the juice will be directed to a site where they will insert their residence or city and by the time the city is keyed in the site, it will take the users to venues in and around their neighborhood where they can find the particular brand of juice they liked on Facebook. The users may also see the recipes that are served to customers who drink that same juice on that particular venue. The researcher's analysis here is to give an insight that Facebook and social networks functions as a promotional value for the interests of users while it stands to be an advertising strategy for advertising companies.

The research conducted by Austin & Felix(2012) based on total impressions served from January to august 2012, the price points by proxy were measured according to the economic overall activity in the space by 'Comscore' ads served on Facebook, LinkedIn, Twitter, Tumblr, MySpace, Pinterest, deviant Art, and similar sites (but no blogs). The findings was fascinating when compared to the ranking of Facebook biggest advertisers although, some of the biggest companies are spending heavily on Facebook but the players in the gallery rank of brands, impression served describes the clients overall social media marketing strategy. Kellogg won with 1.89billion impressions. This was attributed due to the fact that Kellogg does not only use social media for promotions but also uses it for consumers research/listening to consumer's responses and ideas. (Jim, 2012). Subsequently, in relation to this study, the researcher observed that social

media draws a lot of audiences to advertising channels based on the audience disposition effect towards the liked social site. Social media helped to obtain facts and discuss business relationships. It has also enhanced anti-social ideologies and behaviour .So, while the advertisements are going on in social media environments; first hand reports of happenings are being observed. The diverse social networking messages are developed as media voices and has in several ways helped supportive observers follow in solidarity, events within and around the globe.

Advertising companies on social media environments continue to make more money online as compared to the companies utilizing only traditional method of advertising. Some companies like Samsung, Fab, Kellogg's, EBay. American Express, Experian, Dell Computers have made more progress in sales, consumer interactions and closer relationships. Some of the companies on social networks are briefly identified below.



Figure 2. 1: Dell Computers

According to business insider, as early as 2009, Dell computers were making \$9million a year in revenues from sales generated by Facebook and other social network sites (businessinsider.com/the -30biggest-social-media-advertisers2012).

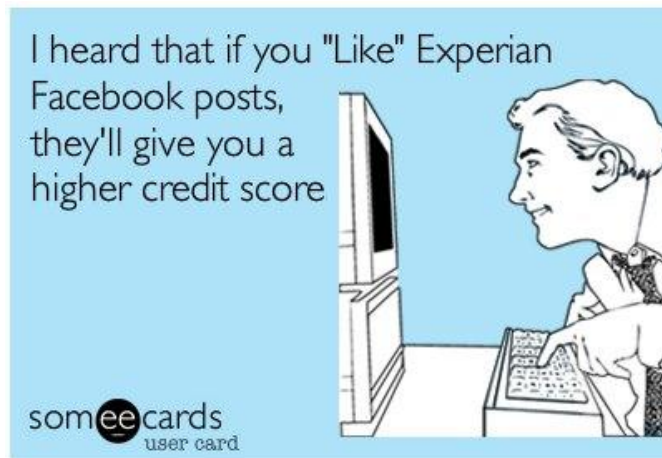


Figure 2. 2: Experian

“Experian is one of the gig buyers and advisers on social media marketing out there. The companies “Techlightenment” unit offers social media advertising, brand monitoring, polling and social CRM services to Facebook .It has a partnership with ad knowledge whose Facebook ad buying unit Ad parlor is a huge Facebook buyer” (businessinsider.com/retrieved 24/3/2013).



Figure 2. 2: Facebook



Figure 2. 3: American Express

American express in its efforts since 2011 has one of the most sophisticated mixes of social platforms in corporate America and its interactive efficiency has enabled consumers to purchase products online easily (businessinsider.com/retrieved 24march2013).



Figure 2. 4: E-Bay

“EBay thrives when its sellers and buyers make their own social media efforts to drive traffic to their sites. The company’s social media chiefs regard themselves as an inherently social brand” While the users are busy purchasing products online, the company interactively utilizes user’s data collections for research and value creation purposes (businessinsider.com/retrieved 24march2013)



Figure 2. 5: Samsung

<http://perksconsulting.posterous.com/tag/socialnetworking>

Samsung through social network has envisioned to compete with Facebook before the end of 2013 perhaps, such a solution would dovetail with Samsung's global strategy of littering the planet with its devices and appliances so that they will eventually form a gigantic infrastructure that can communicate easily with itself. In the meantime, according to businessinsider.com, it is killing apple and the iphone in viral video (businessinsider.com/retrieved 24march2013).



Figure 2. 6: Kellogg's

<https://www.facebook.com/frostedflakes>

Kellogg's has used an interactive animal to promote their products and this excites social media users. The responses to ads have contributed to building strong lasting relationship with clientele and the advertising companies. Early 2013, Tan Burgees-lead singer of indie pop-band, 'the charlatans' –suggested on Twitter that the Kellogg Company make a cereal Totes Amaze balls and The Kellogg Company complied (Jim, 2012) and also the companies use of animal characters in their brands has yielded more responses to their sales. Children especially takes the character the way cartoons are seen on media channels and in so doing, have attracted their parents to buy the brands

for them. For instance, the kids shown on You Tube commercials find joy eating breakfast with Tony the Tiger(Annieanimation, 2007).However, (Patterson, M. & O' Malley, 2006) argues that personification of the brand is insufficient for the brand to be considered a legitimate relational partner. Rather, brands need to be anthropomorphized, or humanized, in order for people to have relationships with them. While brands can be animated through brand characters or are somehow possessed by the spirit of past or present nature, complete 'anthropomorphisation' of the brand involves imbuing it with human qualities such as emotion, thought and volition (p. 11).

Social media has great impact on businesses and industry world over with the consistent increase on social network activities. As a company exists, changes towards targeting audiences are made in order to position a brand of the company among competitors in the market places. The market place brands are showcased through brand awareness, brand associations, and brand loyalty.

Chapter 3

RESEARCH METHODOLOGY

These chapters deal with the Research Methodology, Research Design, Population and Sample of the study and Data collection technique. The researcher analyzed for better understanding the research procedure of how the research process was carried out.

3.1 Research Methodology

The present study is based on Qualitative Research Methodology. The survey method in this investigation was chosen to examine the audience's response to social media advertising. Questionnaire data is most often collected in the form of a survey and the research process typically involves the development of questions as well as scales that are used to measure feelings, satisfaction and other important variables at numerical level. The quantitative approach "Explains phenomena by collecting numerical data that are analyzed using mathematically based methods" (Aliaga & Gunderson, 2002, p.1).The sample was 300 students who were non randomly chosen from the population of the male and female students of Eastern Mediterranean University, North Cyprus.

3.2 Research Design

For the research design, a case study has been favoured. A questionnaire was prepared and was administered on students of Eastern Mediterranean University; North Cyprus. These students who use social media for interactions participated actively in this study. The aim of this study is to examine the response effect of social media advertising on

university students. The researcher designed a questionnaire in the study by asking respondents about their demographic information such as; age, gender, nationality, beside their use of social networks such as; the social network for which they have created a profile, how many hours they stay on the internet, how they respond to social media advertising and their interest on surfing the social networks, which were all measured in a total of 19 questions.

The result of the 19 questions designed for this study will be the focus in this investigation. This study will attempt to bring out the relevancy of information; news gathering and students social media relations within and around the globe. The result will not only show that impact social media environment that has been created by university students through its use, but will show that information helps acquire knowledge. Social media enhances awareness and it also improves interactive advertising made possible by users with or without being paid by advertisers.

3.3 Population and Sample of the Study

In EMU students are estimated to be about 14,000 in number and non-randomly, 300 students were selected and purposive sampling method was used. They were selected to test the impact of audience's exposure to social media advertising and to measure if there is change in behaviour patterns of users after sharing information through social networking sites. The questionnaires were administered by the researcher among Church members of St Mark's Anglican Church Chaplaincy EMU, who mostly were students who were using Facebook. The study was carried out on Sunday 16th June and Sunday 23rd June 2013. The questionnaire was also answered by the students at the EMU beach;

at the ‘Sabanci’ hostel and also at Akdeniz hostels of Eastern Mediterranean University in Famagusta, North Cyprus. The researcher only gave the questionnaires to students who affirmed that they use social media set of connections.

3.4 Data Collection Techniques.

The instrument consists of 19 questions answered by three hundred (300) students of the Eastern Mediterranean University, North Cyprus. The questionnaire seeks to examine audience’s behaviour, responses, awareness, opinions, and perception towards social media advertising and messages. A copy of the questions can be found in the study and at the Appendix A. The respondents were given 5 to 10 minutes time answer the questionnaire. Detailed questions are formulated ahead of time. The structured questionnaire study starts with more general questions to allow enthusiasm and flexibility. The primary purpose of the interview is to examine the response of social media advertising by university students of Eastern Mediterranean University, North Cyprus. The study seeks to provide information about degree of effectiveness of advertising through social media and the student responses to ads. The main target of the study is to find out if the social media environment which the students use for different purposes and needs, promotes the consumption behaviour and also if it helps the companies market their products more, or not.

3.5 Data Analysis

The demographic characteristics of respondents were collated and examined alongside the literature, in order to reach a reliable and strong conclusion. This will be helpful for academics and professionals in the field. The statistical procedures of this study are using IBM SPSS 19.0 program. The analysis of the data composed helped in explaining

findings and establishing conclusions. The statistical results included means, standard deviation, frequencies etc.

3.6 Research Procedures

The researcher gathered his literature reviews from visiting the EMU library and also considered a tentative topic that was later approved by the supervisor. The questionnaire and literature was designed at the EMU library and the investigation lasted from Sunday 16th June 2013 to Sunday 23rd June 2013. First, the questionnaire was shared among the 300 participating students of EMU who uses social media set of connections. Out of 300 students that participated, the researcher recorded a total of 19 departments and 25 countries among the student's participants that took part in the exercise. The research allows respondents a 5 -10 minutes duration to answer the given questionnaire .The participants were met in different locations to answer the questionnaire. The locations were at the St Marks Anglican church chaplaincy, Sabanci hostel, Akdeniz hostel and EMU beach, all in Famagusta North Cyprus between the 16th and 23rd June 2013.

Chapter 4

4.0 ANALYSIS AND FINDINGS

This research is carried out regarding social media advertising. This study is an attempt to find out if social media users, especially Facebook users, are developing or increasing their consumption habits due to the ads running on web pages. Also, it is aiming to find out if persons are encouraging their friends to buy more by means of online system information or not. As mentioned in chapter three above, the use of the research questionnaire has been conducted with 300 students of Eastern Mediterranean University, North Cyprus. The selected respondents were students from NIGERIA, TRNC, TURKEY, IRAN, and others as specified in the study.

This particular chapter tries to show the analysis of the collected data's for the study and drawn findings from them. The demographical analysis of the uniqueness of the respondents and their response to social media advertising was considered. Quantitative analysis in this research considered data interpreted on SPSS 19.0 and also examined on cross tabs represented by the population and the result of the entire operation. The sample was selectively drawn from the population of Eastern Mediterranean university students North Cyprus who uses social set of connections. The demographic analysis and of the Respondents are given thus:

The researcher evaluated whether the number of students who respond to social media advertisements was equal to the number of the students who do not. The result showed that more than half of the student's participants have responsive influence to social

media advertisements. To justify the results the researcher cross examined the findings through cross tabulation. Cross tabs in this study are used to examine the correlation and interaction between two variables. It has found out that social media advertising has influenced cognitive attitudes of university students and has been used ultimately in spreading information. Comparable results emerged in the number of friends participating students have in their primary network. Result show that university students buy products online by the impression they have on advertising displayed on social network sites. Based on cognitive attitudes of university students, there is curiosity on the students' users to see what their friends are feeling about interactive advertising. The result show that the feelings and sharing of pictures, photos, and other online activities justifies that students are selective on events and sharing of information online. It is important that higher percentage of students uses online media platform to get in touch with their friends and families'. Also, the outcome shows it has been an important source of motivation to them using social network channels. It is a responsive attitude when students answers that they click like on social network when they come across a brand that interest them. In table 4.1; Out of the 300 respondents 172 (57.3%) were males and 128 (42.7%) were females. However, for the participating students, the first four populated nations on the campus were chosen while the entire 21 countries were referred to as others in this study.

Table 4. 1.Descriptive Statistics of Gender Participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	172	53.6	57.3	57.3
	FEMALE	128	39.9	42.7	100.0
	Total	300	93.5	100.0	

Table 4.2 gives the information about the ages of the participant students. The under 18 has the second highest number of participation with 90 students which represents 30.0 percent of the total user participation. The ages of 18 - 24 followed up with 60 students represented with 20.0 percent and ages 25 - 29 has 92 the highest participation number of students with a 30.7 percent of the total percentage of participation. While ages 30-39 has 58 the lowest participation which is 19.3 percent involvement respectively. A total of 90 participant students under the age of 18 represents 30.0% of the entire participants and this study found that younger students are the most vibrant groups that uses the medium for interactions with friends and families than the 25-29 years age group where found as the most experienced groups that most likely will be using the social media for professional job searches and global follow up on events.

The ages 30-39 in this study is viewed by the investigator as the older age groups that keep away gradually from usage of computers. This is because the younger students were born in the time of the digital era and the effect of digital nature has influenced them more than the older groups. The younger students have equally the tendency to

acquire technological tools the more than the older ones. This is because the more older users become the more decreased in their quest for the acquisition of self-improving devices.

Table 4.2 Descriptive Statistics of Ages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNDER 18	90	28.0	30.0	30.0
	18-24	60	18.7	20.0	50.0
	25-29	92	28.7	30.7	80.7
	30-39	58	18.1	19.3	100.0
	Total	300	93.5	100.0	

Table 4.3 identifies the student’s distribution of participation according to the nationalities in the questionnaire. Nigeria has 66 participants in the study representing a 22.0 % and the Republic of Turkey students has a total number of 61 students with a 20.3 % representation. The Turkish Republic of Northern Cyprus with 65 participated students in the study represents 21.7 % while the Iranian students were 41 in numbers representing 13.7 % .The researcher created “others” to include other students from other nationalities and they got 67 the highest number of students that participated in the study with a cumulative of 22.3 % for participation. The researcher took note of the nationalities and departments of the student participants but excluded it in the analysis of the 300 participating students in order not to make an unclear and long definition after noticing they were more than 19 departments among 25 countries that took part in the exercise. The nationalities were chosen by the researcher based on the first four

populated countries among the students in the institution while “others” represented other nationalities outside the first four. Others in this study involves students from Iraq, Egypt, Azerbaijan, Zimbabwe, Pakistan, Somalia, Ethiopia, Cameroun, Ghana, Equatorial Guinea, Sudan, Palestine, Bangladesh, China, Senegal, Korea, Kazakhstan, Afghanistan, Togo, Rwanda, Jordan etc. Based on this investigation, the researcher found that students who seem to come from far countries stay more online in order to be up to date on the events happening back home in their individual nationalities.

4. 2. Descriptive Statistics of Participating Nationalities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NIGERIA	66	20.6	22.0	22.0
	TURKISH	61	19.0	20.3	42.3
	TRNC	65	20.2	21.7	64.0
	IRAN	41	12.8	13.7	77.7
	OTHERS	67	20.9	22.3	100.0
	Total	300	93.5	100.0	

Table 4.4: shows the percentage of students who responded that they post and comment on social media and those who do not post all based on their nationalities. One of the students did not comment at all on the question. The students who answered Yes, that they post and comment on Facebook were 202 in figure representing 67.6% while the ones that answered No, were 97 in number with a cumulative percentage of 32.4 % in participation. The table also demonstrated that the rate of responses to advertisements on social media networks are higher and this invariably implies that 67.7% of university students who answered this question are ardent viewers of advertising messages on social networks. The high percentage of the effect of their responses has also justified

that those whose needs are satisfied by the gratification of social media responses are higher than those who are not and also responses to social media texts affects the behaviour patterns of users who responds to it than those who do not.

4. 3. Descriptive Statistics of Students’ Responses to Posts and Comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	202	62.9	67.6	67.6
	NO	97	30.2	32.4	100.0
	Total	300	93.1	100.0	
Total		300	100.0		

Table 4.5 identifies how many hours the participating students stay online in a day. A total of 111 students answered that they stay online for 0-3 hours daily representing 37.0 % duration online and a total of 114 students with 38.0% agreed that they stay online for 4-9 hours in a single day. The total of 60 students agreed that they stay between 10-15 hours on social networks in a day with a percentage of 20.0 extents while only 15 students admitted that they glued to online networks between 16-24 hours on daily basis representing 5.0 % duration in a day. The analysis is not significantly likely to be consistent the researcher observed, but the cumulative tend to hold a strong view in this study. The hours spent by students on social networks in a day justifies the extent of influence the medium has on University students .The longer hours spent online by the users has increased the satisfaction of needs like information dissemination, interactions, knowledge acquisitions and have also become an accompaniment to cure boredom.

4. 4. Descriptive Statistics of Hours Students Spent on Social Media Networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-3 HOURS	111	34.6	37.0	37.0
	4-9 HOURS	114	35.5	38.0	75.0
	10-15 HOURS	60	18.7	20.0	95.0
	16-24 HOURS	15	4.7	5.0	100.0
	Total	300	93.5	100.0	

Table 4.6 shows why students use online networks. A group of 100 students representing 33.3 % answered that they use online networks to keep in touch with friends and family followed by 53 students with 17.7% that they use online networks to meet new people and share experiences about life. A total of 58 participants said that they use online networks to make professional and business contacts which are 19.3 % percentage on the question. The students who answered that they use online networks to find information and search for job opportunities were 47 in number with 15.7 % percentage while a total of 42 students representing 14.0 % agreed that they use online networks to share photos, videos and play games. This study found out that students uses online interaction to keep in touch with their friends and families .It also shows that students uses the medium to meet new people and share experiences about life. To some of them, using the channels to make professional business and contacts purposes is very crucial and however, to find information and search for job opportunities. This study found that in a normal circumstance, one can keep in touch with friends and families by writing letters through the speed posts but it takes long. One can as well meet new set of

people or friends and share experiences but it will not be equivalent to the proportion of the amount of friends made through the online networks like Facebook. Many students could send out business proposals and it stays months before they get response or before it arrives to the destination but today, with the increase of technology it could be done now through emails and have made communication easier. The sharing of videos and playing games has increased. And also is the rate of communication culture and has drawn the responsive action of such media texts into behaviour patterns of users. Nevertheless, this particular table demonstrates that social media continues to satisfy consumers based on their individual needs. Table 4.7 explains how many friends the student participants have in their primary networks. The students who have between 1-500 friends in their social networks were 50 in number showing 19.3% percentage. Students who were 146 in the table scored the highest in proportion of how many friends they have with 48.7 % .The students who have the range of friends from 1001-2500 has a total number of 60 on a row of 20.0 % participation. While the range of social networks friends from 2501-5000 were 36 in number showing 12.0% of the exercise for this question. The researcher observed that most of the online friends are made out of desperate urge of students to have someone to interact with and exchange ideas. While it has shown that social media is used to make friends easily than face to face approach, it has become 'a herculean task' to control a range of 1-500 bulk of friends in a network and would be difficult for students who have 5000 friends. So, the question justified that, the more responses are made by online users, the more influencing it is on university students.

4. 6. Descriptive Statistics of Number of Friends' in Students' Primary Social Network

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-500	58	18.1	19.3	19.3
	501-1000	146	45.5	48.7	68.0
	1001-2500	60	18.7	20.0	88.0
	2501-5000	36	11.2	12.0	100.0
	Total	300	93.5	100.0	

Table 4.7 expresses why students use online networks. A group of 100 students representing 33.3 % answered that they use online networks to keep in touch with friends and family followed by 53 students with 17.7% that they use online networks to meet new people and share experiences about life. A total of 58 participants said that they use online networks to make contacts with a 19.3 % percentage on the question. The students who answered that they use online networks to find information and search for job opportunities were 47 in number with 15.7 % percentage while a total of 42 students representing 14.0 % agreed that they use online networks to share photos, videos and play games. However, this study found out that student uses online interaction to keep in touch with their friends and families, meeting new people and sharing experiences about life. Since the great number of university students use social channels for searching and spreading information as well, this study justifies also in a normal circumstance, where students can keep in touch with friends and their families by writing letters through the speed posts but it takes long. Students can as well meet new set of people or friends and share experiences but it will not be equivalent to the proportion of the amount of friends they make through the online networks like Facebook. Many students could send out business proposals and it stays months before they get response or before it arrives to the destination but today, with the increase of

technology it could be done now through emails and have made communication easier. The sharing of videos and playing games has increased with the rate of communication culture and has drawn the responsive action of certain media texts into students' behavioural patterns. Nevertheless, this particular table demonstrates that social media continues to satisfy consumers based on their individual needs.

4.7. Descriptive Statistics of Why students use online networks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TO KEEP IN TOUCH WITH FRIENDS AND FAMILY	100	31.2	33.3	33.3
	TO MEET PEOPLE AND SHARE EXPERIENCES	53	16.5	17.7	51.0
	TO MAKE CONTACT	58	18.1	19.3	70.3
	TO FIND INFORMATION	47	14.6	15.7	86.0
	TO SHARE PICTURES, VIDEOS, MUSIC AND PLAY GAMES	42	13.1	14.0	100.0
	Total	300	93.5	100.0	
Total		300	100.0		

Table 4.8 identifies the participants who have access to social media platforms. The students who scored 129 uses laptop computer to access the internet has 43.0 % followed by the users of computer desktop which has 108 students with 36.0 % percentage .The respondents who uses Tablets like ipads, Galaxy tabs and others were 55 in number placed on 18.3 percent access to social network .The users of mobile phones to access the social networks has 2.0 % and were 6 in number. Only 2 respondents a cumulative ratio of 0.7 % admitted using internet cyber cafes. The researcher found that more than 90 percent of students have access to the internet from their respective dormitories and residencies within the city of Famagusta. The 0.7

percent of using cyber café which was the earliest point of accessing the internet some years ago showed that the visit to cyber cafes for access to online networks has reduced to more than 85 percent due to the advances of technology and developments. In cross terms between the users of laptop computers and desktop computers, the study found out those 43.0% students use their personal laptop computers against the 36.0% students that use desktop computers. This shows that user's affection to social media networks has made them acquire personal laptop computers to keep close and satisfy their needs than the desktop users who could not carry it along. The desktop computer is cheaper to be compared to laptop computers. The researcher observed also that those who have more money to buy technological tools will continue to be relevant in the society by consistent having of access to information than those who do not.

4. 5. Descriptive Statistics of Students' Access to Social Media Platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DESKTOP COMPUTER	108	33.6	36.0	36.0
	LAPTOP COMPUTER	129	40.2	43.0	79.0
	TABLETS (IPAD ,	55	17.1	18.3	97.3
	GALAXY TAB AND OTHERS)				
	MOBILE PHONES	6	1.9	2.0	99.3
	USES CAFÉ	2	.6	.7	100.0
	Total	300	93.5	100.0	

Table 4.9 shows the percentage of students who respond to social media advertising and those who do not. A total number of 180 participants said yes that they have responded to social media advertising with 60.0 % while the total of 120 students with 40.0 % said no that they do not respond to online advertisements. The demonstration of response to advertisement online by 60 percent of participants shows that social media advertising is

in the mind of University students and their responses have helped advertising companies reach out to wider audiences than those who do not respond to it.

4. 6.Descriptive Statistics of Students’ Responses to online Advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	180	56.1	60.0	60.0
	NO	120	37.4	40.0	100.0
	Total	300	93.5	100.0	

Table 4.10 shows how the respondents’ feels about advertising on social networks .The total of 117 students scored higher on this particular question with a fraction of 39.0 % agreeing that they have no feelings on social media advertising. Participants who said that social media advertising are useful were 100 in records with a cumulative percentage of 33.3 % and the ones who agreed that social media advertising has a responsive effect on them were 18 and scored 6.0 % at the same time as 65 respondents who felt social media is very annoying had 21.7 % percentage score. The researcher also observed that in the cause of trying to manipulate the feelings and emotions of users, social media advertising at times “pops up”. Advertising annoys users sometimes, and it renders influences on users even though the kind of influence is not always a positive type coupled with its learning tools but it influences users by making them feel bad when the manipulative social media messages starts popping up.

4.10. Descriptive Statistics of Students Feelings on Social Networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY ANNOYING	65	20.2	21.7	21.7
	USEFUL	100	31.2	33.3	55.0
	RESPONSIVE	18	5.6	6.0	61.0
	NO FEELINGS	117	36.4	39.0	100.0
	Total	300	93.5	100.0	

Table 4.11 shows the number of students who has bought a product or service based on social media advertising and those who has not. The fraction of students who responded yes were 181 with 60.3 % involvement while a total of 119 showing Of 39.7 % score said that they have not bought a product or service based online. The demonstration that 181 students respondents with higher score of 60.3% feelings in buying products or service based on social media, give good reason for effectiveness of social media advertising in changing consumers purchasing power than 119 of 37.7 % of students respondents who do not.

4. 11 Descriptive Statistics of Number of Students' Product/Services Purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	181	56.4	60.3	60.3
	NO	119	37.1	39.7	100.0
	Total	300	93.5	100.0	

Table 4.12 shows the percentage of the students who agreed that they are members of a fan page on Facebook and those who were not. The students who consented to have joined fan pages on Facebook were 156 with 52.0 score point while a total number of 144 respondents with 48.0 % score point do not belong to any fan page on Facebook.

4. 12. Descriptive Statistics of Students on Facebook's Fan Page

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	156	48.6	52.0	52.0
	NO	144	44.9	48.0	100.0
	Total	300	93.5	100.0	

Table 4.13: identifies participants who click like when they come across a brand that interests them on Facebook and those who do not. The total number of 227 students answered yes scoring 75.7 % while students who declined from clicking like on Facebook were 73 in number with a fraction score of 24.3 %

4. 13. Descriptive Statistics of Participant Users who click like on brands of interest on Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	227	70.7	75.7	75.7
	NO	73	22.7	24.3	100.0
	Total	300	93.5	100.0	

The researcher found out that clicking of like buttons on Facebook by participants in table 13 and the act of joining a fan page on Facebook in table 12 by the showed percentages justifies the praxis that users of social media networks are tremendously helping advertising companies promote their products online without being paid.

Table 4.14 shows user's regular visits to social media and the percentage search for information and events follow up around the world. The total of 124 students for this study visits Facebook regularly on a 41.3 % score point and the number of students who visits LinkedIn were 26 representing 8.1 % involvement while other social media networks that were regularly visited by the participating students were 34 in number with 11.3 % involvement.

4.14. Descriptive Statistics of Social Sites Students Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FACEBOOK	124	38.6	41.3	41.3
	TWITTER	116	36.1	38.7	80.0
	LINKEDIN	26	8.1	8.7	88.7
	OTHERS	34	10.6	11.3	100.0
	Total	300	93.5	100.0	

Table 4.15 shows the statistics of internet sites that influenced the participants by the things they see on. The numbers of students influenced by companies' websites were 136 with a cumulative percent of 45.3 percent whereas students who said that online newspapers influenced got them influenced most were 95 in number with 31.75 percent

influence and the students who believed blogs and forums influence them were 32 in number with 10.7 % influence. Those students who got influenced by Google were 16 with an influence percentage score of 5.3 % while a total of 21 students have a 7.0 influence from Facebook, Twitter and other similar categories. The researcher observed again that the kind of influence the respondents have were based on the type of influence social networks have effected on them while they are studying. It would have been the Facebook, Twitter categories if the influence were an interactive form. Based on the fact that companies' websites influenced them more even as they read, the type of influence should be likened to informative influences which could be differentiated from interactive influence.

4.15. Descriptive Percentage of Internet Influence on Participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COMPANY WEBSITES	136	42.4	45.3	45.3
	ONLINE NEWSPAPERS	95	29.6	31.7	77.0
	BLOGS AND FORUMS	32	10.0	10.7	87.7
	GOOGLE	16	5.0	5.3	93.0
	FACEBOOK TWITTER ETC	21	6.5	7.0	100.0
	Total	300	93.5	100.0	

Table 4.16 describes a total of 109 students' respondents with a percentage score of 34.0% who said that they do not share their experiences on social media and a total of 191 students represented by 59.5% who admitted they share their experiences in social media channels.

4. 16. Descriptive statistics of Students Experiences in Social Media

		Frequency	Percent	Valid Percent	
Valid	NO	109	34.0	100.0	
	YES	191	59.5		
Total		300	100.0		

Table 4.17: shows the percentage of the respondents and why they share their experiences on social network. The students who said that they share their experiences on social networks to encourage others have 44.0% with 132 participants. About 132 respondents who shares their experiences to commend a good job scores 44.7 percent and the respondents who believed that they share their experiences to bond with others by the same similar views were 25 in number scoring 8.3 % experience share while the students who shares their experiences on social media in other to expect responses from companies or fellow users were 9 in number with 3.0 % cumulative respectively. These act of sharing personal or company experiences online the researcher observed has improved interactions between individuals and advertising companies.

4.17. Descriptive Statistics on Why Students Share Experiences on Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TO ENCOURAGE OTHERS	132	41.1	44.0	44.0
	TO COMMEND ON A GOOD JOB	134	41.7	44.7	88.7
	TO BOND WITH OTHER S WITH THE SAME EXPERIENCE	25	7.8	8.3	97.0
	TO EXPECT RESPONSE FROM FELLOW USERS	9	2.8	3.0	100.0
	Total	300	93.5	100.0	

Table 4.18 shows the response of students when asked if social media advertising influences their choices. The researcher used the word user to refer to the consumers of media texts. A total number of 194 students representing 64.7 % choice influence said yes that social media advertising influence user’s choices while 106 responding students scoring 35.6 percent choice influence said that social media advertising does not have influence on its user’s choices. So, the higher percentage of 64.7% representing 194 students’ participants on the choice influence justifies the assessment that social media advertising is effective in changing consumer’s purchasing power.

4. 18. Descriptive Statistics of Students' Responses on Advertising.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	194	60.4	64.7	64.7
	NO	106	33.0	35.3	100.0
	Total	300	93.5	100.0	

Table 4.19: shows the ratio of students when asked if the development of social media has increased their responses to information and learning. The aggregate number of students that answered yes was 164 with a percentage of 54.7% while on the other round, 45.3 % representing 136 participating students declined that the development of social media has not increased their responses through information and learning consultations on social media environment.

4. 19. Descriptive Statistics of students Responses on Impacts and Learning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	164	51.1	54.7	54.7
	NO	136	42.4	45.3	100.0
	Total	300	93.5	100.0	

The result found that use of social media is rising in parallel among students from the first four populated countries, out of 25 countries that took part in the exercise.

Summarized below shows the results obtained on cross tabs: The cross tab allows us to understand that both males and females have shared their experiences on social networks and it has increased their responses to information and learning. It allows us to understand that both genders of participants share their experiences through accessing of social media platforms. The study found out that Facebook has the highest percentage of sharing experiences on interactive media among university students in EMU than the other networks. Those students from Nigeria and Turkey have higher percentage of response and sharing experiences to information and learning on social networks than TRNC and Iran. The table shows in this crosstab study that there are more male users of personal laptop computers than females. It equally shows that higher percentage of students uses laptop computers more than desktop computers. Male students in Eastern Mediterranean University accesses social media platforms than their female counterparts. However, in a cross tabulation of computer desktop and laptop computer users, students who shares experiences in response to social media advertising are higher than those who do not.

Table 4.19: Cross Tabulation

Count							
MALE YES FEMALE NO		HOW DO YOU ACCESS SOCIAL MEDIA PLATFORMS?					Total
		DESKTOP COMPUTER	LAPTOP COMPUTER	TABLETS (IPAD,GAL AXY TAB AND OTHERS)	MOBIE PHONES	USES A CAFÉ	
DO YOU SHARE YOUR EXPERIENCES ON SOCIAL NETWORKS?	YES	108	83	0	0	0	191
	NO	0	46	55	6	2	109

Computed only 2x2 tables where statistical difference between the cross tab is found. The cross tabulation shows the frequency of each response to the given social networking sites.

The findings of the research show that there are statistically differences between the responses of students' users who are males and those who are females. The most interesting finding is that social media continues to satisfy users' needs through

consistent communication. Results suggests that Facebook has become the most visited network site among the university students

The male category represents 53.6 percent proportion of participation while their female counterparts have 39.9 % participation respectively. Interestingly, table 1 demonstrated that male student's usages of social media are higher than their female counterparts in Eastern Mediterranean University

This research will also help firms who are determined to target on social media campaigns to proactively strategize their uniqueness in order to get pointers from consumers. The analyses in tables were both in bar charts and tables. Even though it is believed that social media has both negative and positive attributes the researcher found that the processes of sharing of social media messages could easily be used to create and spark crises. The nationalities of the participants in group were also represented in the study: Nigeria tops the chart with 20.0 % of users participants, Republic of Turkey followed with 20.3%, Turkish Republic of Northern Cyprus followed with 21.7 % participants while the respondent students from Iran recorded 13.7 % participation. Other countries represented with others in this study scored the highest student participation with 22.3%.

Chapter 5

SUMMARY AND CONCLUSION

The comprehensive summary of the study are given in this chapter. The research questions were revisited and conclusions are drawn from the study. Suggestions were equally made for further research.

5.1 Summary of the Study

The aim of the study examined the audience response to social media advertising. The richness in the use of social media network applications has popularized the proliferation of interactive Advertising all over the world. University students engage with social media channels to satisfy their curiosity and needs. In so doing, the tool has equally influenced their cognitive attitudes and seemingly made them addictive due to misuse of the medium. The studies of modern world and the global development with the help of advanced technology has moved at a high rate considering the fact that information gathering has been made easier with the introduction of the internet and social networks. The medium of information has transcends beyond the class room exchange between the instructor and the learners. Information now has no class boundary. One can stay connected through a technologically mechanized device and receive knowledge when he or she is not physically there.

The world has improved with development of technology and the society has embraced the social network in search for information. It has also increased brands competitions in various market places. Therefore, advertising media messages on social media environments potentially influences purchaser's perceptions. University students have been influenced by the social media advertisements and contribute its marketing by forwarding and sharing online ads with their own friends. The study found out that social media relaxes peoples mind by pacifying them through entertainment values, and participating on their sense impression rather than ideologies (e.g.) pictures, videos, music etc. Students of Eastern Mediterranean University are more familiar to interactive relevance and communication needs. The present study is conducted to explore if university students are influenced by social media advertising. The study found that social media set of connection which has become "a do without" in people's lives, has enhanced their psychological and social desires. The present study justifies that university students engage in spreading of information across the web and have incredibly redefined relationships and friendship through the habitual use of Facebook. In order to get supportive responses to the research questions the researcher also found out in this study that responsive influences' can be informative or interactive as the case may be. The consistent reading of newspapers and other informative sites increases the informative influences of users while using social channel like twitter, Facebook, and others increases the interactive influences of users more.

5.2 Conclusions Drawn From the Study

The researcher gathered his literature reviews from visiting the EMU library and also reviews for a topic that was later approved by the supervisor. The venue of the research

was carried out at the St Marks Anglican church chaplaincy, Sabanci hostel, Akdeniz hostel and EMU beach, all in Famagusta North Cyprus. The questionnaire and literature was designed at the EMU library and the investigation lasted from Sunday 16th June 2013 to Sunday 23rd June 2013. A total of 300 participating students who uses social media took part in this study and they answered the questionnaire based on a 5 -10 minutes time the researcher designed.

Each Research Question was tested and the findings were examined.

RQ 1: Are University students purchasing goods, products and services based on advertisements on social network?

In a question proposed by the researcher in the assessment to the research Question 60.3% said yes that they have purchased a product or service based on advertised brands on the social networks, while 39.7 % said No to it. Conversely, due to cognitive attitudes of users and the responsive influence of product brands that they come across on network sites, and the justification from the highest score shown in this question substantiates that social media advertising have potentially come to be effective in changing consumer's purchasing power.

RQ 2: Does Social media advertising influence university students?

The total percentage of 54.7% representing 164 respondents answered yes when asked if the development of social media has increased their responses to information and awareness besides spreading this information among friends. While a total of 136 showing 45.3% students said that it has not. This research question was also examined through sharing of experiences on social networks. The researcher proposed a question

if students share their experiences on social media network and the study found out that 59.5 % of 191 students share their experiences to encourage other users; while 34.0% of 109 students do not share. The researcher found on Facebook that people do not just like or share a post that interests them but they take a minute to ask their selves a question about what interest them on the post they ought to share even when they disagrees. This assertion justifies that user's make comments especially on Facebook, to either encourage the writer of the post or makes the writer assured that his/her posts are read by friends expressively to initiate interactions, sharing of ideas and similar experiences. The researcher observed as a consumer of Facebook interactive channel that users avoids excessive notifications thereby blocks irrelevant and frequent notifications messages pouring in on their links. Examining also, the researcher views that if someone like an advertisement on the web pages and expresses it through the clicking of the like buttons, it proves that an action of influence has taken place and if appropriately observed the researcher suggests, clicking like buttons is better than doing nothing.

However, not every user of social network sites have the gift of writing beautifully, so, by preferring a like status on Facebook just to walk away, is better than commenting and repeating the obvious. The idea of clicking statuses as experienced by the researcher which made users smile, laugh or meditate has influenced university students. The pressing of like which is better than doing nothing is seen as an act of responsive influence. Hence, the gift of liking, agreeing, smiling, laughing and meditating towards online messages buttresses the fact that social media advertising has responsive influences on its users.

RQ 3: Has Social media been used to spread information?

To examine this question, the researcher tested the student respondents. Has the development of social media increased their responses to information and awareness? The respondent's students who were 164 in number answered yes that the development of social media has increased their responses to information and awareness while the remainder of the 136 students said that social media have not. To strengthen this fact, a sub question was raised: Which social network do you visit more for information about events around the globe? The Total of 124 students for this study visits Facebook regularly on a 41.3 % score point and the number of students who visits LinkedIn were 26 representing 8.1 % involvement while other social networks sites that were regularly visited by the participating students were 34 in number with 11.3 % involvement. However, a typical student of Eastern Mediterranean University has become an ardent user of Facebook according to this study and because of this trend; the increase in educational and learning abilities through the introduction of social media channels has effectively improved spreading of information.

RQ 4: Is Advertisers on social media increasing cognitive attitude of university students?

The consumers in this study are student users. The question: when you come across a brand that interests you on Facebook do you click like? The high number responses on this particular question mainly illustrates that the clicking of like buttons on Facebook has become their habits. The total number of 227 students participants admitted that they click like on Facebook if they come across an interesting brand having 75.7 % of like

clicking while students who do not click like on Facebook were 73 in number with a fraction score of 24.3 % of not clicking like.

In another inquisition to answer the research question on how many friends the student participants have in their primary networks. The total sum of 58 students who have between 1-500 friends in their primary social networks showed 19.3% primary network interest; Students who were 146 in the table scored the highest in the proportion with 48.7%; the students who have the range of friends from 1001-2500 have a total number of 60 with 20.0 % participation. While the range of social networks friends from 2501-5000 were 36 in number showing 12.0% of the exercise.

Evaluating the users and the habits on social networks based on the percentages of friends, brands on social media influences consumers through sharing and interactive communications. Through brands also, social media messages are seen to some extent as annoying according to the response of the users. The researcher clarifies this with the often occurrence of Pop up adverts and other unwanted messages in online media networks which as a result of its manipulative tendencies, continues to disturb the interactions of audiences and in so doing a reasonable percentage of users may intentionally or mistakenly click on it while its pops strategically draws attention. So, brand on social media influences consumers.

The researcher found that social media creates influences on the audience through the gratification from accessing the internet, like communication through emails, following up current affairs; getting updates on news, getting enjoyment and entertainment, and engagement in a dialogue like chatting with relatives and friends. It is notable that social

media channels consumes time and helps in finding information related to investigative studies.

From the ages of participants, users of social networks with grouping population and under 18 years has been greater than the other groups. Whereas there are 92 students with 30.7% within the age bracket of 25-29 years in this study, the ages 18-25 with a total of 60 students scored 20.0 while the ages 30-39 has 19.3 % with 58 respondents. The fact that under 18 years students has lesser work experiences, they are considered the most vibrant in using the medium for interactions with friends and families while other groups engages with social networking for either professional job searches and events follow up around the world.

5.2.1 Findings

Findings were drawn from this study and firstly, it will be pertinent to state that social media and the advance in development will continue to play an important role in marketing and promotions. The opinions of people will be formed by the messages they view on social media networks. Advertising companies will continue to compete among each other to draw the attention of users and retain their long-time buying behaviour. This study justifies that social media relaxes peoples mind by pacifying through entertainment values, and participating on sense impression rather than ideologies e.g. pictures, videos music etc.

This study have also highlighted that while advertising companies have created a strong effect on the contents of the news, social media has left people lonely and dissatisfied with their lives after watching positions of friends and families whose beauty and

happiness are shown on beautiful pictures of holiday vacations thereby, becoming the biggest bitterness of effects by generating feelings of envy. The acquisition of personal devices to access the social networking sites has increased the level of consumption of university students. Another finding from this study shows that advertising companies are making more money while users are sharing and promoting their products online without being paid. The students' interest for interactions, information and knowledge has increased their responsiveness towards social media messages while the needs and gratifications of users are motivated by social media messages. Although, social media fulfill user's wants, it continues to change their habits ultimately. These needs are different as the case may be, based on the channels of interactive networks individuals use for indulgence. Conclusion was drawn out that social media advertising has potential influence on consumer audiences.

5.3 Recommendations and Further Research

For the future research, to retrace the development of social networking, the researcher suggests that investigators may study on the patterns of usage; specifically the extent of sharing, downloading and exchanging of information on social media channels. There is need to examine and prepare a comparative study on audiences whose achievements through the use of social networking has drawn global attention to inspire users and also to find out who do not engage at all in social media interactions aside from university students. A qualitative research groomed with interviews and observation methods can be conducted to investigate among social media users if a particular social network site is more habitual and responsive than the others.

Another future aspect that researchers should look out for is making the time spent online worthwhile by finding avenues where users can as well make a lot of money while spending time on social network environments.

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APPENDICES

APPENDIX A: QUESTIONNAIRE

1. PLEASE SPECIFY YOUR GENDER

- A. MALE
- B. FEMALE

2. PLEASE SPECIFY YOUR AGE BRACKET

- A. UNDER 18 YEARS
- B. 18 - 25
- C. 26 - 29
- D. 30 – 39

3 WHAT IS YOUR NATIONALITY?

- (A) NIGERIA
- (B)TURKISH
- (C) TRNC
- (D) IRAN
- (E) OTHERS

4. DO YOU RESPOND TO PEOPLES COMMENTS ON SOCIAL MEDIA MESSAGES?

- A. YES
- B. NO

5. HOW MANY HOURS DO YOU SPEND ON SOCIAL NETWORKS IN A DAY?

- A. 0-3 HOURS
- B. 4 - 9 HOURS
- C. 10 - 15 HOURS
- D. 16 - 24 HOURS

6. WHY DO YOU USE AN ONLINE SOCIAL NETWORK?

- A. TO KEEP IN TOUCH WITH FRIENDS AND FAMILY.
- B. TO MEET NEW PEOPLE AND SHARE EXPERIENCES ABOUT LIFE
- C. TO MAKE CONTACTS
- D. TO FIND INFORMATION.
- E. TO SHARE PHOTOS, VIDEOS, MUSIC AND PLAY GAMES.

7. HOW MANY FRIENDS DO YOU HAVE ON YOUR PRIMARY SOCIAL NETWORK

- A. 1 - 500
- B. 501 - 1000
- C. 1001 - 2500
- D. 2501 – 5000

8. HOW DO YOU ACCESS SOCIAL MEDIA PLATFORMS?

- A. DESKTOP COMPUTER

B. LAPTOP COMPUTER

C. TABLETS (IPAD, GALAXY TAB AND OTHERS)

D. MOBILE PHONES

E. USES A CAFE

9. HAVE YOU EVER RESPONDED TO AN ONLINE ADVERTISEMENT?

A. YES

B. NO

10. HOW DO YOU FEEL ABOUT ADVERTISING ON SOCIAL NETWORKS?

A. VERY ANNOYING

B. USEFUL

C. RESPONSIVE

D. NO FEELINGS

11. HAVE YOU EVER PURCHASED A PRODUCT OR SERVICE BASED ON AN ADVERTISEMENT ON A SOCIAL NETWORK?

A. YES

B. NO

12. ARE YOU A MEMBER OF A FAN PAGE FOR A BRAND OR PRODUCT ON FACEBOOK?

A. YES

B. NO

13. WHEN YOU LIKE A BRAND ON FACEBOOK DO YOU CLICK LIKE?

A. YES

B. NO

14. WHICH NETWORK DO YOU VISIT MORE FOR INFORMATION AND EVENTS AROUND THE GLOBE?

A. ONLINE NEWSPAPERS

B. BLOGS AND FORUMS

C. FACEBOOK

D. TWITTER

E. YOUTUBE

15. WHICH SOCIAL MEDIA INFLUENCES YOU WITH THE THINGS YOU SEE ON IT?

A. FACEBOOK

B. TWITTER

C. LINKEDIN

D. MYSPACE

E. OTHERS

16. DO YOU SHARE YOUR EXPERIENCES ON SOCIAL NETWORKS?

A. YES

B. NO

17. WHY DO YOU SHARE YOUR EXPERIENCES ON SOCIAL MEDIA?

- A. TO ENCOURAGE OTHER USERS
- B. TO COMMEND A GOOD JOB
- C. TO BOND WITH OTHERS WITH THE SAME EXPERIENCE
- D. TO EXPECT RESPONSE FROM THE COMPANY

18. IS SOCIAL MEDIA ADVERTISING INFLUENCING YOUR CHOICE?

- A YES
- B NO

19. HAS THE DEVELOPMENT OF SOCIAL MEDIA INCREASED YOUR RESPONSES TO INFORMATION AND LEARNING?

- A YES
- B NO

