

A Work on the Determination of the Influence of Social Media on Brand Loyalty for Airlines

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ABSTRACT

This research work explores the influence of social media on brand loyalty for Airlines in Turkish Republic of Northern Cyprus. A quantitative research methodology was used in the study and a total of 350 questionnaires were administered but 299 were received back and they were in English which was considered generally obtainable and considered valid because of the presence of foreigners and with the help of the research assistants who helped in sharing the questionnaires who are the locals which helped in reducing the language problem, and the response of the analysis showed that there was a clear understanding from the respondents.

In the study, the researcher adopted a model that has the presence of seven independent variables with one dependent variable. The independent variables which are the factors that tries to show some relationship with the dependent variable in determining the validity of the topic and the research questions. The seven variables with one dependent variable are likert questions were generated and formed. These variables are (Social presence, Decision quality, Behavioral intention, Gratification Value, Utilitarian value, Familiarity and Trust) and one dependent variable (Brand Loyalty) which is the target of this work. The variables were later reduced to four variables with one dependent variable because of the spuriousity of the result at the first regression. At first, the study displayed seven hypotheses in support of the statement problem but four out of the seven hypotheses were adopted because of their validation result from the regression.

The findings from the final result validate the statement that of a truth, social media

has impactful influence on the brand loyalty.

Recommendation is based on the findings of the research. It is advisable for both private and public establishments more especially the Airlines business operatives to consider and maximize the usage of social media when considering on the strategy to get and hoodwink their potential customers. The topic is open for more findings by fellow researchers as it is gaining momentum in the business world.

Keywords: Social media, Brand loyalty and Airlines.

ÖZ

Kuzey Kıbrıs Türk Cumhuriyeti'nde yürütülen bu çalışmanın amacı havayolları sektöründe sosyal medyanın marka sadakati üzerindeki etkisini araştırmaktır. Araştırma amacına ulaşabilmek ve analiz yapılabilmesi için 350 kişi hedeflenmiş fakat 299 kişiden elde edilen veriler analizdeğer bulunmuştur. Anket soruları literatür taraması sonucunda İngilizce dilinde hazırlanmış ve Gazimağusa'da yaşayan yabancı kişiler hedef alınmıştır.

Çalışmada tek bağımlı değişken ve yedi bağımsız değişken ele alınmış ve analiz edilmiştir. Araştırmada kullanılan bağımsız değişkenlerin bağımlı değişkeni hangi derecede ve hangi yönde etkilediği analiz edilerek araştırmada oluşturulan kavramsal model test edilmiştir. Araştırmada kullanılan yedi bağımsız ve bir bağımlı değişken likert ölçek kullanılarak oluşturulmuştur. Oluşturulan bağımsız değişkenler – Sosyal açıdan var olma, Karar Kalitesi, Davranışsal niyet, Haz değeri, Elde edilen fayda değeri Aşinalık ve Güven. Bağımlı değişken ise Marka Sadakati. Analiz yapıldıktan sonra oluşturulan kavramsal modeldeki yedi bağımsız değişken, bağımlı değişkeni etkileyebilecek dört değişkene indirgenmiştir.

Araştırma bulguları sosyal medya değişkeninin marka sadakatini etkilediği sonucuna varılmıştır.

Yapılan çalışmanın sonucunda, hem kamu hem de özel sektördeki havayollarına sosyal medya üzerinde durmaları yönünde tavsiyelerde bulunulmuştur.

Anahtar Kelimeler: Sosyal medya, Marka sadakati, Havayolları

DEDICATION

The entirety of this great work is the product of mercy and great help of Almighty Allah so I dedicate the work to Him, the only Almighty

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First of all, I want to return my heartfelt thanks to the Almighty Allah for his help and guardians all through my studies here and in particular to this research work of mine. His wisdom is made available to me in the course of writing this piece. I return all thanks and praise to Almighty.

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Chapter 1

INTRODUCTION

1.1 Brief Overview of Northern Cyprus

The Turkish Republic of Northern Cyprus as it is officially called is a self-declared state located in the Eastern Mediterranean Sea. It comprises of northern part of Cyprus which is recognized only by Turkey and the southern part is recognized as the Republic of Cyprus by the international community. The Northern Cyprus is a partial presidential and a democratic state with diverse cultural heritage accommodating various influences and an economy that is highly dominated by the service sector. The economy experienced major growth in 2000 and 2010, with the GDP per capita more than doubled in 2000s, but suffers some setbacks because of international embargo because of official closure of the ports in the Northern region by the Republic of Cyprus. The official language is Turkish with the presence of so many other languages used by the foreigners in the land. The widely practiced Religion is Islam and the religious attitudes are moderate and secular considering the heavy presence of foreigners who are non-Muslims.

The country has different cities in it with the Nicosia (Lefkosa) being the largest city and the capital of the country.

1.2 Background of the Studies

Social media as the world trending phenomena is a social environment for bringing the world to a global village. This has given rise to many opportunities for

generating and disseminating information. One of the most wonderful opportunities given by social media is the ability to connect people with common interests. Many organizations have utilized and maximize the benefit of social media platform to push and portray the image of their companies to the public in a very charming ways thereby attracting many patronizes all over the world. Airline organizations are not left out of this experience of meeting the stakeholders and prospective customers via the platform of social media. Travelling agency is a business that requires timely dedication and accessible price which are the two most essential parameters negating agencies choice. Some of the policies and their making procedures are influenced by other conception factors, so brand conceived picture plays a big part in determining ticket purchase decisions. By identifying factors for it and applying them on social media, organization can maintain these relationships and transform these influencers into a brand mouthpiece. By making their experiences as regards to their travel and getting involved in reviewing their businesses, these factors can assist in enhancing the airline, cumulating in a standard brand image.

Many airlines consider media engagement as the best practice and avenue of wooing customers and potential supporters. Any airline that is not yet engaged in social media is neglecting and lacking on a greater business winning platform to link with potential patronizes. Most airlines have either Facebook account or Twitter for a purpose of business activities. Twitter serves as a medium of customers' communication and delivering of good service and Facebook is always applied in building knowledge of a brand. Apart from creating brand awareness, many airlines have gone as far as creating apps to which will ease the stress of going to their office for some services such as booking of tickets or choosing seats.

Also, various airlines have come up with ideas of creating a platform of their customers sharing their feelings and give information to airlines. This has provided opportunity to the airline to follow up their brand followers and apply good services that need urgent attention. They do this via their company's accounts on Facebook or other social media. But it is interesting to note that as far as social media is concern there are many other platforms that can bring the awareness of the brand to the users. Blogging is another platform for penetrating and hoodwinking the many users of social media especially in the areas of content marketing .There are many blogs on the social media now and these can enhance the visibility of a business or brand. It does not only increase awareness of business existence but equally generate more engaging content for your social channels such as Twitter and Facebook. Blog can work as a booster for crowning one's business as a thought leader in the industry. Also, many people using the above mentioned social media are equally sharing the treatments and feelings they received on other platforms that need to be acknowledged and follow up with attracting format. If any social involvement must good result, the first and important step is to trace where the discussion is high. After this, the next move is to get hooked with patronizes and the potential consumers to develop a good and a leading brand reputation and equally identify the brand supporters and detractors. Usually, the brand supporters are considered the customers in the top most level of the loyalty promos. The normal loyalty promos are in line with the steady consumption of same service such as buying tickets, purchasing miles with an identified cards or being involved in a service via a partner line. These do not explain the follower's social discussions. Some airlines have given miles according to the customer patronizing in any of the outlined services. Looking at the gravity of social media happenings, it's important that travelling agencies and Airlines now incorporate their patronizers' social

discussions with their loyalty promos.

1.3 Statement of the Research Problem

Social media is considered to be on a speedy trending even though it is no more regarded as a new thing among many researchers. Looking at many airlines such as Lufthansa and Turkish Airline and their daily routines, one can see the maximum usage social media platform. However, most airlines are still in contention or even worse still don't believe that Social Media can water ground for the good turn over and increase the inflow of hard coins in their accounts. In coastal and resort areas, especially within the Mediterranean, things are even "worse" since the tour operators who are dominating the market and most airline managers are Social Media illiterates because of their working tradition such as the usage of local language and lack of training. Egypt Air Cyprus Airways, Olympic Air, and others are companies known with long practice in bureaucracy and slow to change of Business style. Turkish airline is considered to be the only airline that seems to be flexible in their business culture who has lately been very Social Media oriented and from every indication they are benefiting from the outcome.

In the statement of mashable running an airline or hotel is much like running a cinema, with more operational complexity though...(mashable 2011). The cost of operating an airline or hotel is the same irrespective of whether the whole seats or rooms are booked and sold out or not. Any leftover or unsold seats or rooms at the minutes of departure are termed distressed inventory. The truth remains that if you consider the proper utilization of social media platform such as twitter or Facebook, it will greatly reduce the amount of unsold or left over seats and rooms of both airlines and hotels. Any seat sold before the departure of aircraft via social media is greatly enhancing the business activities of the airlines by reducing the amount of accrued

lost. In order to achieve this purpose the airlines should be able to create a tariff category that will be strictly available to the users of the specific social media platform. The idea will be to pull many customers that will consider the convenience of using the platform without undergoing some little physical excises by going to offices or agents. The tariff category should be the one capable of encouraging the customer both in less stress and the price. This could start as a promo or loyalty program but the brain behind it is that it will stay so far as the business continues. But there should be a clear distinction between the tour operators and the system of using the social media platform to avoid conflict in business. This could equally enhance the early booking of seat and total clearing of the available seats at the last minutes of departure. The airline will equally use the twitter or facebook to circulate the information on the available seats and encourage the clearing of such seats at discounted rate. This will equally encourage more people on board the flight. Apart from the use of the social media platform to clear the distressed inventories, the airlines are lacking in the areas of incorporating a booking tool that will be available in multiple languages. They can solve this by incorporating or integrating a booking machine with a multiple languages in the social media that has the capacity of connecting the world. Example of this tool is Sybelio version 5.0 which has the ability of creating and hosting a URL with over 15 languages and capable of posting information on the most popular social media like twitter and Facebook. The customers will always want to be treated as a king by recognition. This can be feasible by integrating an application that have the capacity to identify the most and frequent fliers and the loyalty programs. When this is done and the customers are being followed up with some rewards, it will create an avenue of making the customers more dedicated and loyal and it is

capable if changing the language of a customer from them to me or us. The airlines are lacking in the areas of online communities. They can increase the amount of customers that sees to the patronizing their business by providing a friendly and homely community online. This will give the customers the sense of belonging and they will start doing the unpaid marketing to the organization. The first mission of social media is to create a relationship. This should be a focal point for any airline considering the usage of social media platform. With this in their minds there should be some level of relationship building. The Lufthansa airline is good at this, they understand the importance and have created and lunch an app called Myskystatus which allow the customers to share their locations while on board the flight with friends via Facebook and twitter. Remember, this is kind of deviation from revenue making to relationship building ,giving the customers the life experience worth sharing with friends on the social media.

It was because of some of the above mentioned forces that could better the businesses of the airlines via the maximum usage of social media platforms which is not yet recognized by some of the airlines, that necessitate the researcher to embark on the enlightenment work by researching on the influence of the social media to the brand loyalty of the airlines. This work will go a long way to enlighten and encourage the many airlines in the land of TRNC on the effectiveness and usage of the social media and will eventually contribute to their revenue generating and will indirectly benefit the Cyprus by adding to their revenue generating from the airlines.

1.4 Research Questions

The following questions are raised in the course of working on this research with a

view of providing the begging answers.

a. To what extend do the social media influence the activities of airline business in Cyprus.

b. What pulls the legs and attentions of the potential customers to the airline companies?

c. What determines the choice and loyalty of the customers in flight usage?

d. What is the best means of creating a brand and give it a gold value which portrays and force the acceptance to the public.

e. To what extend do the effective usage of social media affect the revenue generating of the involved airlines in Cyprus.

e. How do the social media foster the digital customer relationships between the products, company and the fans?

1.5 Objectives of the Study

a. To determines what pulls the attentions of the customers and drive their loyalty and behaviors to the airlines.

b. This study will also try to demonstrate how to manage digital customer relationships among the products, company and the customer

c. This study will also aim to help the airline companies gain a better understanding of passengers' usage of social media and shape their marketing strategies accordingly.

1.6 Significance of the Study

The research would prove important to the key players in the airline business such as ticketing agents, stakeholders /customers and tour business operators, which are the key variables of this study. The study would be particularly significance to the;

- a. Airline operators in the Turkish Republic of Northern Cyprus (TRNC) both local and international airlines.
- b. Stakeholders in the airline sector such as investors and the government
- c. Third party in the airline business such as the registered agents and the tour business operators who engages in the booking of flight and hotel rooms for the customers.
- d. The academics and the practitioners such as the brand and marketing managers on the management of the digital customers and the needed marketing strategies to adopt.

1.7 Scope of the Study

Considering the nature of the size and the population of the Turkish Republic of Northern Cyprus and the Famagusta as one of the business hub and thriving cities for the airline business, the research is limited to the Famagusta. Famagusta has been known as one of the business hubs in the Northern Cyprus with about 40 thousand population. Within the city, the study is focused on the airline business activities which are the center of the study.

1.8 Limitations of the Study

The main limitations expected from the data would be from the respondents. This could be because of language barrier. The people from this part of the world are so used to the native languages especially the widely usage of Turkish language in every day and activities of their lives. Another challenge is the fear of letting out information considered to be confidential to the business and against the ethics of the business as they may perceive

Chapter 2

LITERATURE REVIEW

This chapter will be exploring the previous studies on this topic from different researchers for better understanding of the topic as relates to the influence of social media to the brand loyalty in the airlines. We will equally be looking at “the state of the state” (i.e. the current happenings in the Airline industries) of the airlines in our focused geographic regions. We shall also be considering the overview of the Turkish Republic of Northern Cyprus as it relates to the airlines business activities. There will be a brief insight on the various variables we are using in this research such as the social media, corporate social responsibility, ticketing agents, tour business operators and the stakeholders (government, investors and customers).

According to Kirtis and Karahan (2011) increasing brands presence and other marketing techniques via media doesn't increase the burden of the firm and it is accounted as the most affordable tool to disburse service to the identified group or fans importantly in these hard moments. Social media is a forum that permits anyone to come up as a producer of the identified service and spread it via discussion and communication in the pattern of structured channel based on friendships, and it is acknowledged as the best readily popular tools in business activities. Suppliers are maximizing the usage of social media to actualize their formats and targets in a lower cost both in finance and time. Kaplan and Haenlein

(2010) throw light on the social media as “a form of internet based applications that is based on the ideological and the scientific basics of Web 2.0, and it allows the creation and exchange of user generated content”. Laroche, Habibi and Richard (2012:p28) opined that the product is not utilized by people passively; instead, it is created, distributed and utilized by user’s actively generated product. According to (Lee and Tyrell,2013) Preferred social network sites are Facebook, LinkedIn, YouTube, Twitters and My Space and the social networking media rated most useful are Facebook, LinkedIn, YouTube, Blogs, Webinars and Twitter (Lee, Tyyrell and Erdem, 2013)

2.1 Social Media and Corporate Social Responsibility (CSR)

Looking at the global nature of world interactions, it has become apparent for the marketers of the new age to develop the marketing strategies to stimulate favorable consumers’ responses to brands and further active engagement to brand communication via online community. This is feasible through active engagement on social media platforms. Over the years, marketers have attempted to increase the volume of customers or find a way to increase the number of consumers who are willing to be “connected” with brands (Berkowitz 2010; Exact Target 2010). As one of the key efforts, marketers have focused on partnering their brands with charitable activities, which is termed as, in general terms, Corporate Social Responsibility (CSR) Campaigns. This is defined as “the effort of (a corporation) to improve the surrounding community’s living positively via selective business activities and addition of funds” (Kotler and Lee 2004,p135). CSR Campaign, thus, combines different promotional mixes such as advertising and public relations under the umbrella concept of integrating marketing strategies for brands (Tangari, folse, Burton and kees 2010). How customers respond to brands has been an important criterion to examine the effectiveness of CSR campaigns in the

marketplace. Marketers embarking on social activities are considered creating a good ground for

customers connecting with their brands in a favorable light (Morrissey 2008). The favorable response of customers to brands that performed CSR campaign has been substantially documented throughout advertising ,public relations and marketing literature(Cornwell and coote 2005); gwinner and Eaton 1999; Dean 2003/2004; Nan and Heo 2007; Pope and Voges 2000). However, one the areas that has not been effectively researched on in academia is the effectiveness of CRS campaign in social media (Hyun Ju Jeong 2001).

Even though social media are suggested to enhance consumer connection with brands in voluntary and public ways in industry (Exact Target 2010; Morrissey 2008; Slutsky 2011), and are expected to become potential media channels to spark consumers participation in CSR campaigns (Abrams 2011; maul 2011), scholastic efforts and investigations of CSR campaigns in social media have not been rigorously made (Hyun 2011).

2.2 Social Media and Customer Advocacy

Consumer's behavior on the brand information has moved the customers from acting as "the end " receivers of the link in the marketing functions to acting like co-creator and duplication of brand news and information, and it enhances double actions and allow for face to face sales(Jahn and kunz,2012). social media sites (SMS) as a trending phenomenon , makes available a wide range of webpage services that aid users to share views with fans on the page, and this gives to a new communication channel (Lim and Palacio-Marque's, 2011; Wang et al., 2010). Community group on SMS have moved to increased online attendance for brand formation via interaction. Organizations can now interact and chat withtheir

patronizers via fan pages and make them more loyal and bringing them on the line of advocating for the companies.

As put by social bakers, Among Social media service Facebook remains the most popular, dominating millions participants worldwide in May 2012 and increase more in million participants in Europe (Social bakers, 2012a). That is to show the extend of penetrating the globe via social media thereby gathering more loyal customers that will do more of marketing on behalf of the designated companies. This has provoked many advertisers in investing in the fan pages thereby increasing their marketing budget (Carla Ruiz-Mafe 2014). Loyalty is considered the chief determinant of customer's advocacy. Loyalty as a concept has gained much attraction from so many articles in the beginning of year 2000 which includes marketing and business literatures (e.g. Cater and Zabkar, 2009; Chiou, 2004; Flavian et al., 2006; Lin and Wang, 2006; Rauyruen and Miller, 2007) etc. Forces against loyalty can emanate from each of the level or categories like joining of products searching, enhancing wanting for assumed good brands, decreasing in performance or generated scarcity, and others. Notwithstanding, Loyalty is not purely exact as constant or non-variance in purchasing effort, however, there seems to be a link between the concepts as the change of the manner they are calculated (Zeithaml et al., 1996).

2.3 Ticketing Agents

The Ticketing Agents act as part and parcel of the airline business by rendering a third person service to the passengers but because of the increase in the e-commerce and the availability of social media, there has been major variations in air transportation, and it breakdown the process of ticketing. Internet or e-

commerce is playing an important role in the airline business. In addition to the paper tickets by

the Agents, there is the availability of electronic ticketing in all the major airlines for domestic and international air travel. Electronic ticketing enables an airline to have update of the sale and track the usage of transportation. Passengers are now saved the inconveniences of carrying flight coupons or risk of losing their tickets. With the help of the social media platform, Passengers have access to the information and the ability to shop for the cheapest transportation, make or change a space, request refunds if the need be etc., not only from their travel agent but from their own personal computer or from their android telephone, on the way to the airport. This, on the other hand create enabling environment for the clearing of the distressed seats. A boarding pass is given at the airport in exchange for evidence of a reservation (an airline confirmation number) and payment (cash or a major credit card). The number of air travelers embracing and maximizing the usage of Internet for making orders, making reservations and buying of electronic tickets is dominating daily. Self-service automated machines for ticketing are also generally present at major airports around the nation.

The further step needed for airlines are to automate the check-in system. Electronic self-service check-in appliances at the targeted airports will soon be ready for use for most passengers using electronic tickets and make the business more viable. Self-service machines will help passengers to verify their itinerary, received class of service upgrades, choose the exact seat assignments, check baggage with bar-coded baggage tags and obtain their own boarding passes.

2.3 State of the State

The online communities have been on the increase because of the availability of social media. With innovations in android phones and speedy rated data networks, customers can constantly be hooked to social networks. They see their social networks as an essential part of advice, answers and a means to spread their encounters (Cognizant 20-20). Such steady linking was among the main tools in pushing airlines to set up accounts on Facebook or others, thereby initiating a presence and engaging on a forum where their patronizers are interacting or discussing. Scrutinizing the social media accounts of some of the first generations in this way, it is clear pointer that each organization has a large quantity of patronizers both loyal and passers-by customers accessing them, and most of them are providing quality customer service using Twitter or Facebook platform. The many followers display the quantity of social fund that an airline can raise if it follows customers duly and effectively and respond to their views and suggestions. Currently, most airlines are in constant use of Twitter as a tool in a follow up means to render customers with urgent feedback to any inquiries and, at times, to be involved in problem-solving and counseling. Also, many airlines use social media such as Facebook to introduce and spread the awareness of special promos and offers and as a supplementary link to enhance the ticketing procedure. Most carriers activate blogs to spread cover-scenes actions, experiences, feelings, information and conceived knowledge gathered by members of the staff, as well as to interact with customers to gain a good understanding of their acceptance and dislikes. Notwithstanding, the usage of some of these blogs are low. To increase performance, these carriers need to ask an important question: What is the essence of a customer visiting the site, interact with the world by reading the blog and add

their opinions? Of what concern is it for him or her to comment their ideas, views and feelings with the carriers and their customers on social media? Above the customer service, it remains unascertainable why customers would feel pushed to share and discuss their experiences, whether good ones or ugly ones. When a customer is seen going above his curiosity and enticement concerning a particular brand, we say that the customer is becoming an advocate to the brand.

2.4 Overview of the Turkish Republic of Northern Cyprus as it Relates to the Airlines Business Activities

In the last few years the essence of Turkish Republic of Northern Cyprus as an offshore business attraction has enhanced drastically. This gave rise to attend the increasing request of the foreign investors and merchandise for accurate and latest update about offshore business performance considering Northern Cyprus as their root. For this, they need to be informed of the kind of legal procedures to be followed and entity (such as Financial institution) to be used, the acceptable monetary exchange level, the duties and other domestics policies involved to such businesses and offers some wildly update about the country. The TRNC runs an economy based on the free enterprise system, where the forces of public and private enterprises are seen in interplay with the individual sector being popular in economic performance. The Authorities has enhanced and improved the economic environment by pursuing an encouraging economic policies targeted at promoting and keeping a conducive and favorable investment platforms for citizens and foreigners who which to engage in foreign direct investment (FDI) and supplementing where seen as necessary, private institutions activities. However, public, asides from enhancing the country's amenity provides indicative strategies to the private hands. The country has two airports that represent their airports at the

national level, Ercan being the first Airport, located in Nicosia (Lefkosa), and the second airport being Gecitkale Airport, in Famagusta. The airports oversee the scheduled carriers handled by Country's Airlines, Turkish, Istanbul Airline, and Onur Air and Mediterranean Airlines operate a recognized number of chartered passenger and freight carriers. The seaport of Famagusta gives the significant information on ferry operation. Social media as a link to the Brand loyalty is a multidimensional topic that goes in hand with many variables and factors as both the direct and indirect forces to push the loyalty to a level of reality. The measurement of brand loyalty could be ascertain by such factors as Social presence, Decision quality, Behavioral intention, Gratification Value, Utilitarian value, Familiarity, Trust and Brand loyalty. With the availability of the interactive variables that are capable of influencing the brand loyalty. The formulation of the relational antecedent linking the variables to the Brand loyalty will be formed on line with the formulation of the Hypothesis and the model expressing the affecting relationships with the determining variables as such mentioned above.

Relational antecedent to linking Brand loyalty with Social presence, Decision quality, Behavioral Intentions, Gratification Value, Familiarity, Trust and Brand Loyalty

H1: Social Presence influences Brand Loyalty positively toward using the agency's webpage on Social Networks

Social presence as a concept has been in use for a long time. It has been in existence as long as 70's. Social presence is described as a quality associated with communication medium. There are Factors that enhance the degree of social

presence such as face to face encounters which is facial expression, posture, nonverbal signs, and audible cues. Some social media will have a higher degree of social presence (e.g., visual) than others (e.g., sound). Therefore different media have varying capacity to express cues that create in user information of social actors

(Short, et al., 1976). Other media studies focus on the psychological connections, where social presence is connected more to warm feelings. As put by Hassan, Warm feelings media can be seen as those that sends a feeling of human contact, feelings, and sociability (Hassanein and Head, 2007). In the offline environment, previous studies has indicated that customers' feelings and reactions are controlled and influenced not only by their interactions with physical sales personnel, but also by their feelings about the physical appearance and behaviors of other consumers and customers surrounding them (Argo, et al., 2005). The fact is, not all human communication is face to face or physical contacts, but also through telephone, email, teleconferencing, and other media technologies and social media. The main feature of all such communication is the factor of mediation, or communicating with people who are not at present in our physical environment. Biocca and Harms postulates that with various social media, people can still feel the presence of other people even when there is no visual connection or face to face communication. Categories of social presence differ based on the characteristics of the channel, the kind of interactions, and personal differences (Biocca and Harms, 2002).

H2: Decision Quality influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

According to a study work by Mike Sau in the work titled 'Harnessing social

media' 'their recent research, over the past 12 months, social media has taken the responsibility of influencing the purchasing decisions of almost 18% of travel customers and 14% of leisure customers who only use social media for just leisure purpose (Mike Sau; April 2013). Noticeably, social media has a greater and higher influence on travel purchase decisions than it does on other purchases. The reason could be due to the social and visually appealing and attracting nature of the hospitality sector, for example sharing videos and photographs of the interesting programs and giving information on abilities and locations. The decision value of the potential customers can and has been on the increasing level affected in the recent trend of the exposure of many people (both adults and younger ones). This is feasible with billions of global users, platforms such as Facebook and Twitter provide a format to reach a bigger percentage of potential customers with some amount of ease. Successful targeting and result yielding, however, requires a dynamic, strategic and dedicated approach. It is a known Fact that marketing to existing customers is the second most popular strategy after getting their attention via social media, followed by monitoring and following brand reputation.

H3: Behavioral Intentions influences Brand Loyalty positively toward using the agency's webpage on Social Networks

Behavior toward the usage of a given product goes a long way to determine level of loyalty attached to the product and demand. Such as willing to make mention of the product or the service to some other people, Willingness to recommend the service to others or the webpage of the organization where they can subscribe the service or product and their attitude toward the service or webpage when other products and service are available and this is synonymous to their loyalty toward the brand. The

repeat visit of the behavior and the antecedent towards or leading to the behavior was clearly distinguished by the Bloemer and De Ruyter, 1997 taking into cognizance that dedication to an organization product is essentially for the account of true loyalty in the organization and does not stop with constant purchasing because of habit.

H4: Gratification Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H5: Utilitarian Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

Gratification and utilitarian values tends to work hand to hand and their influence on the decision value is very sensitive and high. In general, consumers recall more accessible or vivid information in memory and therefore use it for making a decision. This is regarded as the availability of information for decision-making (Hoyer & MacInnis, 1997). When no exact information, such as direct experience with the attitude object, is available, consumers always depend on their preconceived knowledge or the availability information to make a judgment. The brand page is a new medium and it is always assumed that consumers' beliefs about brand pages on social media originated primarily based on their previous experiences with branded content on social media, such as social media awareness. Publicity and advertising research argue that attitude geared toward advertising is an important perceptual antecedent of brand attitude that in turn influences and determine purchase intention (Ko et al., 2005). Fresh consumers' attitudes toward advertising have increasingly grown negative in recent years (Zanot, 1981). A study

by research firm Dynamic Logic confirms that consumers' attitudes toward social media awareness are less favorable than their attitudes toward print and TV awareness (Patel, 2010). Based on this widely assumption, it is believed that consumers' attitudes toward social media advertising are positively connected to intention to join a brand page.

H6: Familiarity influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H7: Trust influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

Familiarity is achieved through awareness which is your introduction to the entire globe and outside world, your first encounter with an unknown. Findings have proven that brand loyalty requires trust and since familiarity is the greater share of a consumer's trust, information and awareness is the first step in building that new and lasting relationship.

Where before familiarity via awareness required expensive advert time across public platform, social media awareness is about generating compelling content that are both visually pleasing and come with a chained-and-equipped call to action. Your emblem, tagline, products and message all contribute to your overall awareness (Dave Landry Jr: 2016).

The consumers' awareness is like a never-ending race which creates more

familiarity in the long run. Your brand strength begins to weak and fades the moment they avert their eyes and if left to care for itself, will eventually fade into a tin air. People always prefer brands they have seen or better heard of because there's a chain built-in pointer to trustworthiness. This means that customer may likely go or buying from you is directly tied to their familiarity and trust on your brand built via awareness, even if they have never purchased from you before.

The Hypothesis with the Research Model can be seen as follow:

Hypothesis

H1: Social Presence influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H2: Decision Quality influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H3: Behavioral Intentions influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

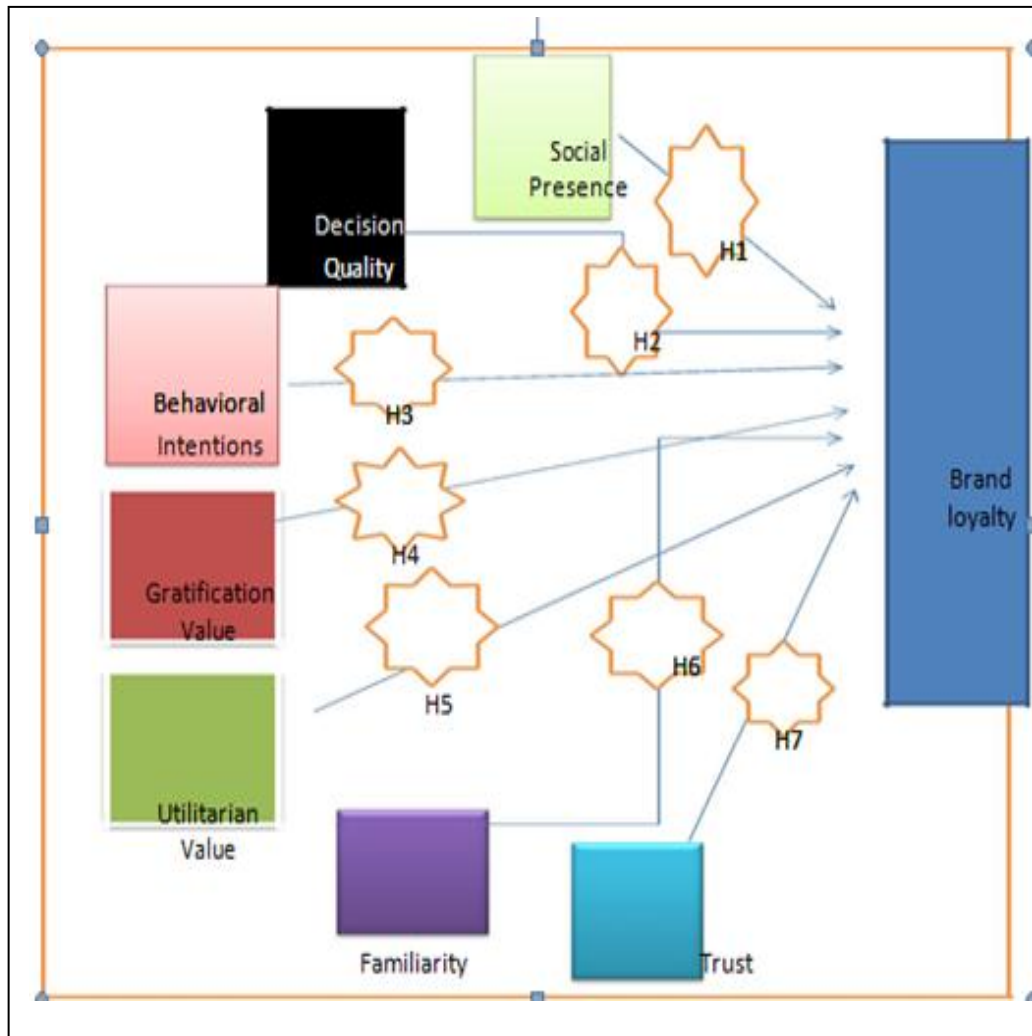
H4: Gratification Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H5: Utilitarian Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H6: Familiarity influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H7: Trust influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

2.4 Research Model



Chapter 3

RESEARCH METHODOLOGY

This chapter throws explicit light on the presentation and as to how the research is conducted. It shows the research design, sample size, population of the study, and sampling technique employed in the study. Other items explained under the methodology include source of data collection, construction and administration of questionnaire and the techniques used to make the final data analysis.

3.1 Research Design

The Research Design is used as a research pattern to show and explain how all of the major parts of the research work jointly to establish and address the central research questions. The Research Design and pattern for this study is descriptive method. Descriptive Research is purely qualitative work and focuses on carrying out a study whereby the researcher collects both primary and secondary data, especially primary data based on relevant information which could be used to interpret the on-going conditions of events, situations, beliefs, practices, Behavior and attitudes of respondents. As put by Osula, the descriptive research will put one can in a position to obtain the direct relationships between two or more issues being studied (Osuala, 2005).

The survey design of the research is aimed to assess the impact of social networks on the brand loyalty, more specifically in the areas of Airlines Agencies regarding the promotion of efficient marketing strategies that will help promote their business

activities and confidence level of their customers and patronizes high services quality in Famagusta, T.R.N.C. The impacts here are measured using the attitudinal scale measurement using the Five (5) Point Likert Scales. In view of the ongoing, the scope of the research and its coverage are assumed to be adequate enough to aid the researcher carry out the study. The model presented is to portray the nature of the factors that the Airline Agencies think the social Networks could deploy/provide to improve on customers relationship, their overall business efficiency, and improvement and strengthened their marketing base and customer's belief on them.

3.2 Sample Size

According to the Research Advisor, 2006, pp.96-114 “for a population that is within the range of 1000 and 1200, adequate sizes of the sample is 291 at a confidence level of 95 per cent and margin of error of 5 per cent.” This research employed the two hundred and ninety one managers and stakeholders of the airlines and agencies to be the sample size of this research. Careful measures were taken before considerations were made about the factors that induces the brand loyalty.

3.3 Population Of The Study

The population of this study consist the managers and stakeholders(students) of the Airlines and the Agencies. The specific characteristics of the population are that, the study has recognized the owners and managers of these Agencies and other stakeholders such as travelling agencies students of EMU in TRNC to be the relevant participants in the study. Therefore, (owners and managers of Agencies and students) are considered to be the total sum of participants.

3.4 Data Collection Method

The collection of the data was done in a qualitative measure. The research employs

primary sources only. The primary source makes available fresh raw-fact to the 25 researcher that can be used to answer the Research Question and prove the significance of this work.

3.5 Sources OF the Primary Data

The primary source of the data in this work is questionnaire. The questionnaire is among the instruments that were used in gathering the primary data.

3.6 Questionnaire of the Study

The Questionnaire was prepared by the researcher using 5-points Likert rating scale questions. The questions are grouped into sections 1 and 5, which contain the two extremes of strongly disagree and strongly agree, and the Research Questionnaires were derived from the Literature Review (Chapter II) & (Carla Ruiz-Mafe 2014)

3.7 Pilot Study and Testing

The pilot study is likened a pre-sample stage which enables the researcher to carry out validity test and to reveal the ways of understanding the test guideline, sensibility of experimental setting, and adequacy for restoring questions and to reveal if confusing questions are being asked in the instruments and suggest the ways of amendment. To prove the reliability and validity of the research instruments, twenty five (20) people from the sample population are administered the copies of the items of the research 39 questionnaires so that the entire items of questions from the instruments are evaluated. The researcher has retrieved only twenty (20) copies from them.

3.8 Administration of the Questionnaires

The questionnaires were administered by the researcher to ascertain the authenticity of the information provided by the respondents. The instrument is also designed to contain a letter of introduction and oral/verbal introduction which solicits

cooperation with open heart and void of bias from the people that will attend to the questionnaire and, equally a guard is made for explaining some technical terms to the respondents. He also employs Research Assistants and friends who were indigenes; the purpose of which is to use an insider who might have familiarity and create the atmosphere of brotherhood with the respondents so that he can retrieve the questionnaires on behalf of the researcher.

3.9 Data Analysis Techniques

For the purpose of this study, the Reliability test was done in this work and the results were shown in the chapter four (4). The reliability test was done with the whole likert questions in the questionnaire, which were transformed to form our seven (7) independent variables to test the validity of our claim in this study. Case processing summary, Tests of Normality and Descriptive Statistics in the form of tabulation depicted the responses obtained from owner/managers of Airline Agencies and other stakeholders in the business in Famagusta, North Cyprus in order to help in explaining the findings from the research exercise. The final result will be gotten with the help of Regression analysis and conclusions and recommendations will be based on the results and findings.

3.10 Area/Location of the Study

The study is carried out in Turkish Republic of Northern Cyprus whose capital is Nicosia with focus on Famagusta. The Turkish Republic of Northern Cyprus as it is officially called is a self declared state located in the Eastern Mediterranean Sea. It comprises of northern part of Cyprus which is recognized only by Turkey and it is recognized as the Republic of Cyprus by the international community. The Northern Cyprus is a partial presidential and a democratic state with diverse cultural heritage accommodating various influences and an economy that is highly

dominated by the service sector. The economy experienced major growth in 2000 and 2010 ,with the GDP per capita more than doubled in 2000s, but suffers some set backs because of international embargo and the official closure of the ports in the Northern region by the Republic Northern of Cyprus . The official language is English and Turkish with the presence of so many other languages used by the foreigners in the land. The widely practiced Religion is Islam and the religious attitudes are moderate and secular considering the heavy presence of foreigners who are non Muslims.

The country has different cities in it with the Nicosia (Lefkosa) being the largest city and the capital of the country.

In the last few years the importance of Turkish Republic of Northern Cyprus as an offshore business center has increased substantially. This has given rise to attend the high request of the foreign potential investors and businessmen for current information concerning offshore business activities using Northern Cyprus as their base. For this reason, they need to be informed of the forms of legal entity such as financial institutions to be used, the monetary exchange control requirements, the duties and tax and other tariffs offered to such businesses and gives some general information about Northern Cyprus. The TRNC runs an economy based on the free enterprise system, where the forces of public and private enterprises are seen in interplay with the private sector being the backbone of economic activity. Government has enhanced and improved the economic environment by pursuing a stimulating economic policy aimed at promoting and maintaining a favorable investment conditions for locals and foreigners who wish to engage in foreign direct investment (FDI) and complimenting where necessary, private initiative and

investment deemed. Thus, Government, apart from developing the island's infrastructure, provides indicative planning to the private sector. There are two national airports, the main Ercan Airport, situated in Nicosia (Lefkosa), and Gecitkale Airport, in Famagusta. These handle scheduled flights operated by, Turkish Air, Istanbul Air, and Onur Air and Mediterranean Airlines handle a significant

Chapter 4

DATA PRESENTATION AND ANALYSIS

Here, in chapter four, the data generated from the field for the purpose of this research is presented and analyzed. The chapter presents a summary of the responses to the questionnaires given to the respondents that have participated in the study. The result obtained from the data analysis was subsequently discussed and interpreted. Therefore, answers for research questions, which were earlier presented in chapter one are found in this chapter.

4.1 The Characteristics of the Respondents

Three Hundred and twenty (320) copies of questionnaires were distributed to the potential respondents that contributed in this work but two hundred and ninety one respondents which is about (91%) of the work turned up and were considered to be useful in the analysis. What determines the responses of the respondents is based on their perceptions and convictions of the questions raised under each variable. The options available for the respondents are in five options which are in five (5) point likert range. They are Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree.

The scale of descriptive analysis/statistics of the sample revealed that 176(65.5%) members of the respondents were male while female respondents were 49(39.5%). This exposition indicates that males were the majority respondents in this study. With respect to the age range of the participants, the range is grouped into five(5) different groups starting from the range of (15-22)(34.4%) , (23-28)(51.2%) , (29-

37)(11.7%) , (38-47)(2.4%) to (49-57)(.3%) , the surveyed showed , (23-28)(51.2%) of the respondents have the highest attended to the questionnaire than any of the age range while (49-57)(.3%) have the least attendance to the questionnaire. This is not a surprise if we consider the location and the environment where the survey was carried. The majority of the respondents were students and workers in the travelling agencies who are in their prime ages of 23 to 40. Based on the occupation and the departments of the respondents, the data analysis revealed that 269(92.5%) of the respondents depicts the students and travelling agents in different departments ranging from reservation clerks(for travelling/ ticketing agencies) to various departments of the students (Banking and Finance, civil engineering, Economics.... etc.) Still on the occupation, 22(7.6%) percent of the respondents are people in the Hospitality and management department while the respondents from Architecture and Urban and designers departments are 7(2.4%). Respondents from Marketing and Business departments amounts to 34(11.7%) , then the rest of the respondents(insurer, civil servants, designers ,stock exchange, employers and self employers and teachers) made up of 16(5.4%) of the survey. The nationality of the respondents were equally taken, the questionnaires shows that the respondents were from different nations of the world. This is possible when you considered the concentration of many foreigners in the location and environment where the survey was carried. Nations ranging from different countries from Africa to Turkish Cypriot, Turkish, Kurdish, Palestine, Bangladesh, kyrgt, Iraq, Iran, Lebanese, Tajik, Mongolia, Malaysia and others contributed in the survey. The following information displays the rate of participatory from different countries; Nigeria, a country from African displayed the highest number of respondents with 170(58.5%) of the respondents followed by Turkish Cypriot with 29(10%), Iran 20(6.9%), Cameroun 16(5.5%), Iraq 7(2.4%),Morocco and Kenya with 6(2.1%) respectively, Ghanaian and Zimbabwe with 4(1.4%) respectively and Kyregt 3(1.2%) followed with other nations with 2(.7%) and 1(.3%) which can be seen from the descriptive

statistics/analysis. With respect to the marital status of the respondents, we have items under Single, Married, Engaged and Divorced. The respondents with the status of single amount to 237(81.7%) of the respondents followed by the Married with 47(16.4%), then, comes the Engaged with 6(2.1%) while only 1(.3%) of the people that responded to the questionnaire claimed Divorced status. There is also the availability of the number of the children of the respondents ranging from Non to seven (7) as shown by the survey. The respondents with no child have the highest frequency of the respondents at 255(87.6%), this is followed by the respondents with only one child and two children which amounts to 21(7.2%) and 11(3.8%) respectively. This is followed by the respondents with 3(.7%),4(.3%) and 7 (.3%) children, respectively.

4.2 Analysis of Questionnaire Responses

Data collected are presented and analyzed with Linear regression analysis with seven (7) different tables with each table containing; Case processing table, Descriptive tables and test of normality. After the presentation of the above mentioned tables, the final table (Regression) which will test and show the significant of each connection and which will show the results and the effects of each independent variable to dependent variable will be presented to summarize the findings of the entire work. The case processing tables are the clear cut of analyzing each independent (Social presence, Decision quality, Behavioral intention, Gratification Value, Utilitarian value, Familiarity and Trust and Brand Loyalty) variables. The table displays the chosen variable, the valid number of the respondents, the total number of respondents and each appears with accompanied percent. The Descriptive tables will present the variables with the table showing the number (N), the mean and the

standard deviation of the respondents with the confidence interval. Test of normality is also another table in each group. It simply test the balancing of the P_value and T_test and assist in significance corrections. Where there is discrepancies like the unequal characteristics of the P_Value and T_test, the normality test will simply reflect it and if there is need for correction, then, the transformation of the variable will be carried out with the spss by squaring the variable, run and replace the out outcomes with the new outcomes. There are eight variables considered in testing the validity of the statement of the problem and the Hypothesis. Thus;

H1: Social Presence influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H2: Decision Quality influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H3: Behavioral Intentions influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H4: Gratification Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H5: Utilitarian Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H6: Familiarity influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H7: Trust influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

These variables were used to postulate our model which presented this work in a

linear model having the presence of one dependent variable and seven independent variables. The final regressions were done based on these variables, though there were dropping of some of the variables that were not positive and insignificant in testing the validity of the work. Before the whole process of the test, there is a transformation of each variable which gave them new names such as Social_Presence, Decision_Quality, Behavioural_Intention, Gratification_Value, Utilitarian_Value, Familiarity, Trust and Brand_Loyalty. These were gotten from the seven Hypothesis generated in this work which are meant to assist in ascertaining the generalization of this work that social media (which includes Facebook, webpage, twitters etc.) influences the brand loyalty in the travelling/Airlines.

The study aims at showing the impact of social media in building brand loyalty, using Airlines/Travelling agencies. What determines the responses of the respondents is based on their perceptions and convictions of the questions raised under each variable. The options available for the respondents are in five options which are in five (5) point likert range. They are Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree.

4.3 Test Analyses

Three types of test analyses were used in this study but two of the tests were considered to drive home our claims on the research. They are:

4.3.1 Reliability Test

The reliability test is the Cronbach Alpha test use to determine the reliability of the scale when you are working with likert questions. The cronbach alpha is use to determine the normality of the distribution from the result. If the result is high, that is one (1) or close to one, it means that it has a good normality distribution. In

summary, cronbach alpha measures the internal consistency reliability of the questionnaire using for the research. When the outcome of the test is one(1), it means a perfect consistency and anything less than that shows the amount of error variance in the score. One of the ideas behind the cronbach alpha is to reduce or minimize the error variance and increase the internal consistency in the reliability of the measurement of the score. In this work, the test was computed and the result was 0.894 and this indicates that there is 89% variance in the score of the variance reliability with a very small error variance score of 11% which maintains a good scale in the internal consistency scale.

4.3.2 Regression Test

The regression test is the final test that portrays the findings of the work to which we based our conclusion and recommendation. Because of some discrepancies in some of the test before the regression such as noticed from the normality test of one of the variables and the negative appearance on some of the slopes in the second regression test, the regression test was done in three stages and the final stage was considered valid enough for our claim in this study and that is where we based the interpretation, findings, conclusions and recommendations of this work.

The regression test was purely on linear regression. We based the work on some steps of regression to ascertain the authenticity of this work to avoid any spurious sign which will definitely affect the entire work and the summary, conclusion and the recommendations.

4.4 Exploration of the Tables

4.4.1 Reliability Test

Table 1: Case Processing Summary

		N	%
Cases	Valid	288	99.0
	Excluded ^a	3	1.0
	Total	291	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.895	30

35

4.5 Regressions

Regression is supposed to be the final result that validates the authenticity of the work and the answer to the assumed question and the statement of the problem when every mechanism is followed and no problem occurred in the process of analyzing the data and the variables. When the linear regression analysis is done, there is the probability of many tables appearing but for the sake of interpretations of the results generated from the linear regression, analysis is limited only to the tables such as (a) Model summary (b) Anova and (c) Coefficients. The model summary displays the R square and the Adjusted R square. R square is always helpful in interpreting and analyzing the regression work. In most cases it is expected of the R Square to be high so as to show that it has high variation in the regression because it is assumed that the greater variance that is explained by the regression analysis the nearer the data position will draw to the fitted regression

line. Also, if a model could explain 100% of the shifting (Variance) in a regression model, the fitted numbers would be same with the observed numbers and, therefore, all the data positions would align with the fitted regression line making the model so good and acceptable. Examples:

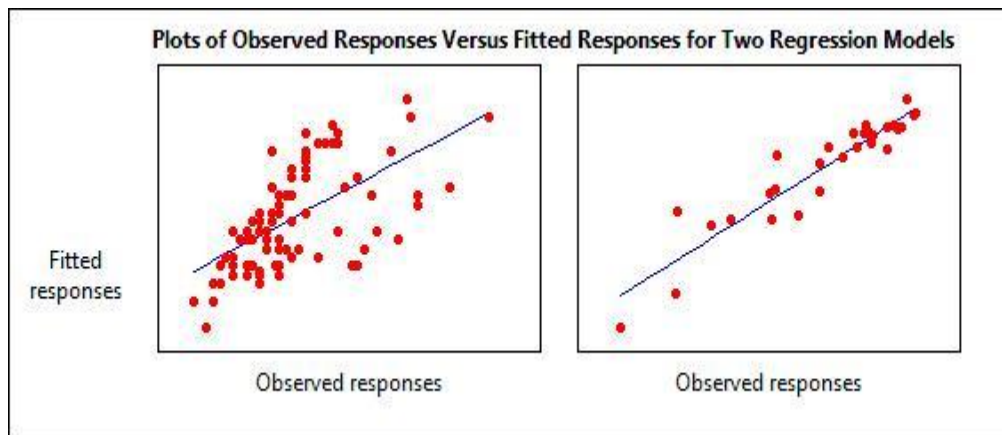


Figure 1. Plots of observed Respondent versus Fitted respondent for two regression model: SOURCES: Jim Frost 30 May, 2013(MINTAB BLOG)

But, nevertheless, the low R Square did not mean that the work is entirely bad! In fact, it is more palatable to have R Square that is below 50% (.500) in some cases especially when it involves prediction of humans and their behaviors which has high percentage of physiological bearing. Humans are popularly known as more unstable beings in behavior. This is expected to be the case of this study because of its high concentration of human behavior towards determination of what makes and control their loyalty.

Both the Anova and the Coefficients explains the significance of the regression and positive or negative nature of significant on the sides of the beta and the slopes.

Table 2: Variables Entered/Removed

1	Trust, Grat_Value, Social_Presence, Decision_Quality, Behav_Intention, Familiarity, Utiliaan_value ^a	.	Enter
---	---	---	-------

a. All requested variables entered.
 b. Dependent Variable: Brand_loyalty

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.997 ^a	.994	.993	.05906

a. Predictors: (Constant), Trust, Grat_Value, Social_Presence, Decision_Quality, Behav_Intention, Familiarity, Utiliaan_value

looking at the above model, it is observed that the R Square and Adjusted R Square are 99.4% (.994) and 99.3% (.993) and these results though might tell a good stand on some other work but not on this because of behavior nature of humans in this work, so we cannot based the accurateness of our finding on this!

Table 4: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.992	7	21.427	6144.054	.000 ^a
	Residual	.976	280	.003		
	Total	150.968	287			

a. Predictors: (Constant), Trust, Grat_Value, Social_Presence, Decision_Quality, Behav_Intention, Familiarity, Utiliaan_value
 b. Dependent Variable: Brand_loyalty

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	4.237	.031		135.689	.000
	Social_Presence	.049	.010	.029	5.079	.000
	Decision_Quality	.063	.002	.157	26.698	.000
	Behav_Intention	.060	.001	.254	41.321	.000
	Grat_Value	.059	.002	.143	24.010	.000
	Utiliaan_value	.061	.001	.298	41.729	.000
	Familiarity	.059	.001	.306	46.323	.000
	Trust	.064	.002	.159	28.065	.000

a. Dependent Variable: Brand_loyalty

Both the Anova and the coefficients above show a very good result looking at the significant nature of the variables and positive nature of the beta and the slopes. Both of them show that the regression is significant at .000 of the p-value. The slopes (the unstandardized and standardized coefficients) are all positive. But there is discrepancies in the normality test of familiarity which contradict the rule of normality test which made it that the p value is supposed to be above 0.05 and should not be less than or equal to 0.05, but this is violated in the normality test done for the familiarity as a variable in support of its null hypothesis.

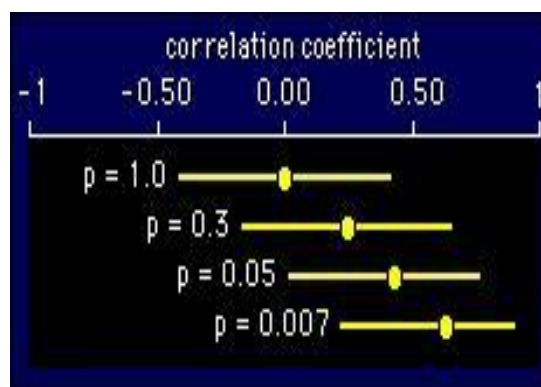


Figure 2. Correlation coefficient Sources: A New view of Statistics

For certainty and sure of the work, I went further to regress the work for the second stage.

We first of all transform the normality test of Familiarity to correct the discrepancies in the p-value and t-test.

Thus:

Table 6: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Familiarity	291	100.0%	0	.0%	291	100.0%

Table 7: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Familiarity	.098	291	.000	.974	291	.000

a. Lilliefors Significance Correction

4.5.1 Second Regression

Table 8: Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Trust, Social_Presence, Gratification_Value, Decision_Quality, Behavioural_Intention, Familiarity, Utilitarian_Value ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Brand_Loyalty

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.460	.446	2.78720

a. Predictors: (Constant), Trust, Social_Presence, Gratification_Value, Decision_Quality, Behavioural_Intention, Familiarity, Utilitarian_Value

Table 10: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1851.267	7	264.467	34.043	.000 ^a
	Residual	2175.178	280	7.768		
	Total	4026.444	287			

a. Predictors: (Constant), Trust, Social_Presence, Gratification_Value, Decision_Quality, Behavioural_Intention, Familiarity, Utilitarian_Value

b. Dependent Variable: Brand_Loyalty

Table 11: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.634	1.640		-3.436	.001
Social_Presence	.188	.067	.146	2.811	.005
Decision_Quality	-.040	.111	-.019	-.361	.719
Behavioural_Intention	.015	.068	.013	.224	.823
Gratification_Value	-.084	.092	-.053	-.909	.364
Utilitarian_Value	.148	.070	.138	2.118	.035
Familiarity	3.856	.508	.433	7.599	.000
Trust	.392	.108	.188	3.640	.000

a. Dependent Variable: Brand_Loyalty

The above regression which displays the outcome of the linear regression shows a moderate R Square and Adjusted R Square, 46% (.460) and 44.6%

(446) respectively. The reflection on the Anova depicts that the regression is statistical significance but the results of the coefficients shows that some of the variables are significant with positive slopes while some are on the contrary view and this calls for dropping of some of the variables thereby reducing the variable to five (5) variables instead of the original eight (8) variables. This led us into regressing the work further for a better and precise result and arrived at the below result which is good.

4.5.2 Final Stage of Regression

Table 12: Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Utilitarian_Value Social_Presene, Trust, Familiarity ^a		Enter

A) All requested variables entered.

b. Dependent Variable: Brand_Loyalty

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.670 ^a	.449	.442	.35979

a. Predictors: (Constant), Utilitarian_Value, Social_Presence, Trust, Familiarity
b. Dependent Variable: Brand Loyalty

Table 14: Final ANOVA

model	Sum of squares	df	Mean square	F	sig
1 Regress	29.895	4	7.474	57.733	.000
Residual	36.635	283	.129		a
Total	66.530	287			

Table 15: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.416	.247		1.683	.093
	Social_Presence	.168	.055	.148	3.043	.003
	Familiarity	.495	.064	.432	7.745	.000
	Trust	.204	.069	.154	2.954	.003
	Utilitarian_Value	.125	.059	.119	2.114	.035

a. Dependent Variable: Brand_Loyalty

With the final regression, both the number of the Hypotheses and the variables have been affected and reduced to four (4), thereby dropping some of the variables that made the previous regression has spurious results. The new Hypothesis however area as follow:

H1: Social Presence influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H2: Familiarity influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H3: Trust influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

H4: Utilitarian Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

The above regression which displays the outcome of the linear regression shows a moderate R Square and Adjusted R Square, 44.9% (.449) and 44.2% (.442) respectively. The reflection on the both the Anova and the coefficients above show a very good result looking at the significant nature of the variables and positive nature of the beta and the slopes. Anova show that the regression is significant at .000 of the p-value. The slopes (the unstandardized and standardized coefficients) on the coefficient table are all positive. Anova depicts that the regression is statistical significant at total factor, but the results of the coefficients displays that the variables are significant at different levels with positive slopes. Thus: Anova show that the regression at the total factor is significant at .000 of the p-value

1. Social_Presence:

H1: Social Presence influences Brand Loyalty positively toward using the agency's webpage on Social Networks. The slopes (the unstandardized and standardized coefficients) on the coefficient table are all positive at 0.168 and 0.148, and its p value shows that it is statistically significant at .003 which is good and in support of the hypothesis.

2. Familiarity:

H2: Familiarity influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

The slopes (the unstandardized and standardized coefficients) on the coefficient table are all positive at 0.495 and 0.432, and the P value shows that it is statistically significant at .000 which is very good and in support of the hypothesis.

3. Trust:

H3: Trust influences Brand Loyalty positively toward using the agency's webpage on Social Networks

The slopes (the unstandardized and standardized coefficients) on the coefficient table are all positive at 0.204 and 0.154, and the P value shows that it is statistically significant at .003 which is very good and in support of the hypothesis

4. Utilitarian Value:

H4: Utilitarian Value influences Brand Loyalty positively toward using the agency's webpage on Social Networks.

The slopes (the unstandardized and standardized coefficients) on the coefficient table are all positive at 0.125 and 0.119, and the P value shows that it is statistically significant at .035 which is as well good and also in support of the hypothesis

Chapter 5

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of the Findings

The speedy increasing engagement of Social Media, researchers and practitioners are advised to understand the predictors of customer loyalty and thus the factors influencing their behavior. The purpose of this thesis will be to identify the main drivers of social media usage in the Airline sector. The research aims at assessing the Influence of social media to on brand loyalty for Airlines and travelling in Northern Cyprus. The study used a structured questionnaire as data collected and was analyzed with various analysis and tables such as case processing summary, Tests of Normality and descriptive statistical tables and linear regression table in Chapter IV. The major findings of the study are subsequently summarized. It was revealed that until recently, social presence, familiarity, trust and utilitarian value have been initiated on the agencies webpages/social media (Facebook, Twitter) which influence the brand loyalty of customers to a given brand in the Airlines and travelling agency. It is observed as among the findings that some highlighted variables such as decision value, gratification and behavioral intentions could not do much as expected in pushing the customer's loyalty on a brand. Though, the topic is still open for more research and other results that might differ from the result on this work considering the circumstances in predicting human behavior which can never be static but subject to variations and changes as some unforeseen factors may take charge, it has not put out the authenticity of this work. It was

observed that most of the owners/ manager of Airlines/ travelling agencies would be very good in attracting customers and keeping them thereby building timely loyalty on their products/brands via social media/webpages of their company and this will enhance the prospects of the companies and benefit them both in long term and short term.

5.2 Conclusion

Following the findings of the study, the research concludes that social media plays a vital role in determining the advancement of customer's loyalty in a given brand among the Airlines/travelling agencies but this is only possible if there is availability and accessibility of the organization's webpage/social media (Facebook, Twitter) and reasonably affordable price of their products as might have been portrayed via the social media. Thus this study has also helped the airline companies gain a better understanding of passengers' usage of social media and will definitely shape their marketing strategies accordingly. This study has also demonstrated how to handle online customer-friendliness. While social media are massively seen as playing a strategic role in impacting the brand via building and development of loyalty from the potential customers, they suffer from negative communications arising from the spurious nature of media.

5.3 Recommendation

Based on the conclusions drawn, the researcher want to state that in recent times, most industries of the world in general and Northern Cyprus in particular are now realizing the importance of Social media and Media awareness as being crucial to building and keeping the loyalty of their customers to their brands and products. The economic development of their organizations is based on the improvement on their webpage which is capable of retaining the continuous patronizing of their

customers. It is therefore, important to consider the Objectives of this work and make recommendations based on how to actualize the highlighted points on the objectives. Thus, To what extent do the social media influence the activities of airline business in Cyprus, What pulls the legs and attentions of the potential customers to the airline companies, What determines the choice and loyalty of the customers in flight usage conditions and policies that would ensure sustained growth in this sector. It is seen from the result of this work and the conclusion that the social media has proved a very high level of influence on airline business in Northern Cyprus. The social media has proven that it is capable of pulling the attention of the potential customers to the airlines companies and their appearance on the social media has proven the capacity of influencing the choices and loyalty of the customers, so it is expedient and recommended for the travelling agencies to maximize the usage of social media and webpages to maintain and keep their products and patronizes.

It is advisable for both private and public establishments more especially the Airlines business operatives to consider and maximize the usage of social media when considering on the strategy to get and hoodwink their potential customers. The topic is open for more findings by fellow researchers as it is gaining momentum in the business world.

It is equally recommended that the future researchers on same topic should maximize the usage of indigenous people of Cyprus in the distribution of their questionnaire to avoid none reaching out of the locals because of language barrier.

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APPENDIX

Appendix A: Questionnaires

PART I

NOTE: In answering the following questions, please put a tick ()

Before you commence, please answer two below questions:

- 1- What is your agency's name?
- 2- Does your agency have website, or webpage on social Media (Facebook, Tweeter, and Instagram or ...)? Please write it.

Degree of Frequency:

1= Strongly Disagree 2= Disagree 3=Neutral 4= Agree 5=Strongly Agree

Q U					
Social Presence on agency's webpage on social Media					
		☹		☺	☺
1	I felt a sense of human contact in the webpage.	1	2	3	4 5
2	I felt a sense of human warmth in the webpage.	1	2	3	4 5
3	I felt a sense of sociability in the webpage.	1	2	3	4 5
4	I felt a sense of human sensitivity in the webpage.	1	2	3	4 5
Decision quality on agency's webpage on social Media					
		☹		☺	☺
5	The quality of recommendations is high in the webpage.	1	2	3	4 5
6	Recommended services fit my desire in the webpage.	1	2	3	4 5
Behavioral Intentions on agency's webpage on social Media					
		☹		☺	☺
	I would be willing to talk positively about this webpage to my	1	2	3	4 5
8	I would be willing to recommend this webpage to my	1	2	3	4 5
9	The likelihood that I would make purchases on this webpage is	1	2	3	4 5
10	I intend to keep buying the services from the webpage.	1	2	3	4 5
Gratification value on agency's webpage on social Media					
		☹		☺	☺
11	During the navigating process, I felt the excitement on the hunt	1	2	3	4 5
12	I enjoyed being immersed in exciting new information about airlines services on this webpage.	1	2	3	4 5
13	Compared to other things I could have done, the time spent	1	2	3	4 5
Utilitarian value on agency's webpage on social Media					
		☹		☺	☺
14	Buying from this webpage would make easier for searching my	1	2	3	4 5
15	I think of this webpage as an expert in the services it	1	2	3	4 5
16	If I want to buy ticket, the information and services	1	2	3	4 5

	on this					
17	You easily connect to other customers of this agency's webpage on social Media.	1	2	3	4	5
18	It is a positive idea to use social Media platforms.	1	2	3	4	5
Familiarity of agency's webpage on social Media		☹		☹		☺
19	I think this webpage is well known for looking suitable	1	2	3	4	5
20	I think this webpage is number one among agency's webpage	1	2	3	4	5
21	I think this webpage brand services go with my way of life style	1	2	3	4	5
22	You find it easy to use the webpage to access information about this brand.	1	2	3	4	5
23	You find it usefulness in accessing information and services with the webpage.	1	2	3	4	5
Trust to agency's webpage on social Media		☹		☹		☺
24	You are aware that the information offered by the webpage is	1	2	3	4	5
25	you think that your brand's webpage is concerned with the	1	2	3	4	5
Brand loyalty by agency's webpage on social Media		☹		☹		☺
26	I use services from the agency's webpage because it is the best	1	2	3	4	5
27	If I had it to do all over again, I'd buy services from this	1	2	3	4	5
28	If the webpage is not available, it makes a great difference to	1	2	3	4	5
29	In comparison to other brands I know, the webpage is growing	1	2	3	4	5
30	I say positive things about the webpage to other people.	1	2	3	4	5
31	I deal with the agency's webpage because I want to, not	1	2	3	4	5
32	I consider myself to be a loyal patron of the agency's	1	2	3	4	5

PART II

Please comment briefly on the following issues:

1. According to your point of view, do you think the use of social Media will contribute (Enhance) Customers loyalty to the brand

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2. Further Comments:

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PART III

Instruction: Please () as appropriate as concerns
tick () you:

- 1. **Gender:** Male () Female ()
- 2. **Age:** 15-22 :() 23-28 :() 29-37 :() 38-47 :() 48-57: ()
58-67 :()
- 3. **Nationality :**
- 4. **Marital Status :**
- 5. **No. of Children :**
- 6. **Occupation :**
- 7. **Department :**