

T.R.
ISTANBUL SABAHATTIN ZAIM UNIVERSITY
GRADUATE EDUCATION INSTITUTE
DEPARTMENT OF BUSINESS ADMINISTRATION

**THE EFFECT OF SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND EQUITY AND PURCHASE
INTENTION: A STUDY ON COFFEE SHOPS IN
ISTANBUL**

MA THESIS

Areej ALKADMANI

Istanbul

January-2024

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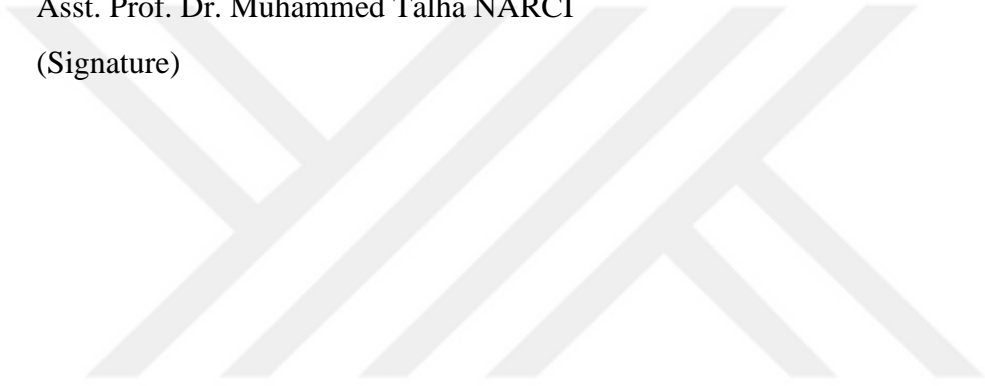
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This study has been approved in partial fulfillment of the requirements for MA
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DECLARATION OF ETHICS AND ORIGINALITY

This is to certify that this MBA thesis titled “The Effect of Social Media Marketing Activities on Brand Equity and Purchase Intention: A Study on Coffee Shops in Istanbul” is entirely my own work and throughout the process of developing it, I adhered to scientific ethics and academic regulations. By scientific ethics and Sabahattin Zaim University's thesis writing rules, I have gathered and utilized all of the material and data that I have gathered. All direct and indirect quotes, as well as all sources I have utilized in this work have been properly mentioned, both in the text and in the bibliography.

Areej ALKADMANI

Istanbul, January 2024

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Istanbul, January-2024

ABSTRACT

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EQUITY AND PURCHASE INTENTION: A STUDY ON COFFEE SHOPS IN ISTANBUL

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Social media platforms are dynamic communication and marketing channels that offer new opportunities for companies to build their business, communicate with consumers, and increase brand equity. This study aims to understand the effect of social media marketing activities on brand equity and purchase intention. To achieve this goal, this study develops a theoretical framework based on a literature review which includes the constituents of marketing through social networks tactics, brand equity and consumer purchase intention. A questionnaire was created and a total of 223 customers of coffee shop brands in Istanbul, Turkey shared their opinions about the relationship between components among this research. Information was collected and analyzed by SPSS 27 and AMOS Packages Program. The results showed that social media marketing activities significantly affect brand equity and purchase intention. Some brand equity components (brand loyalty and perceived quality) are found statistically significant. Coffee shop brands should plan for creative marketing strategies on social media, be more active, and offer promotions.

Keywords: Social media marketing, Brand equity, Purchase intention, Coffee shop business.

ÖZET

SOSYAL MEDYA PAZARLAMA FAALİYETLERİNİN MARKA DEĞERİ VE SATIN ALMA NİYETİNE ETKİSİ: İSTANBUL'DAKİ KAFELER ÜZERİNE BİR ARAŞTIRMA

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Tez Danışmanı: Dr. Öğr. Üyesi Fahrettin ÇAKIR

Ocak, 2024 – 130

Sosyal medya platformları, marka değeri oluşturmak ve tüketicilerle iletişim kurma konusunda firmalara yeni fırsatlar sunan dinamik iletişim ve pazarlama kanallarıdır. Bu çalışma, sosyal medya pazarlama faaliyetlerinin marka değeri ve satın alma niyeti üzerindeki etkisini anlamayı amaçlamaktadır. Bu çalışma, sosyal medya pazarlama faaliyetlerinin (eğlence, etkileşim, trendlik, e-wom ve özelleştirme), marka değerinin (marka farkındalığı, marka ilişkilendirmesi, marka bağlılığı ve algılanan kalite) ve satın alma niyetinin yönlerini içeren bir literatür taramasına dayalı teorik bir çerçeve geliştirmiştir. Bir anket tasarlandı ve İstanbul, Türkiye'deki kahve dükkanı markalarının toplam 223 müşterisi, bu araştırma kapsamında bileşenler arasındaki ilişki hakkındaki görüşlerini paylaştı. Bilgiler, SPSS 27 ve AMOS Paket Programı ile toplandı ve analiz edildi. Sonuçlar, sosyal medya pazarlama faaliyetlerinin marka değeri ve satın alma niyetini önemli ölçüde etkilediğini gösterdi. Bazı marka değeri unsurları (marka bağlılığı ve algılanan kalite) istatistiksel olarak anlamlı bulundu. Kahve dükkanı markaları, sosyal medyada yaratıcı pazarlama stratejileri planlamalı, daha etkin olmalı ve promosyonlar sunmalıdır.

Anahtar kelimeler: Sosyal medya pazarlama, Marka değeri, Satın alma niyeti, Kahve dükkanı işi.

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LIST OF ABBREVIATIONS

Et al: and others

E-wom: electronic word of mouth

SMM: social media marketing

SMMA: social media marketing activities

BE: brand equity

PI: purchase intention



CHAPTER I

INTRODUCTION

Humans are attracted to new technology and influenced by the surrounding community. When social media raised, it created a virtual community and changed communication techniques. Social media platforms are easy and fast to use; people can open any social media platform and create a personal account in a few minutes. A user can upload statues, photos, videos, and share opinions.

Social media gave companies new chances to achieve their goals. Using social media in marketing has become a trend or even a must. Branding has been an essential aspect because companies always try to establish, and improve their brand equity. Aaker has established a brand equity model, which consistis of; brand awareness, brand associations, brand trust, and brand excellence.

In addition, people can open the brand's social media accounts or brand official websites to gain information about products, and services, and read comments written by other users. Firms can influence segments of thoughts and behaviours of consumers through social media, namely brand knowledge and recognition, gain information, the process of purchasing, interact with the brand, and evaluate the product after pruchas action (Mangold & Faulds, 2009). The customers' positive feelings about a brand affect their behavioral intention.

Drinking coffee and opening coffee shop branches has increased lately. People are attracted to the taste of coffee, the interior design, atmosphere, free Wi-Fi internet, prices, and cup designs. Coffee shop brands shall create social media accounts on the right social media platforms. Through the coffee shop's social media accounts, people can know the branch's locations, types of coffees or beverages, and new offers. As a result, when coffee shop brands use social media in marketing it increases brand equity, and decreases the loss of competition in the market.

1.1 The Research Problem

After the rise of social media, some of the consumer's behaviours have changed and the communication ways became virtual. Firms want to increase brand equity because it leads to a stable position in the market, high loyalty, and high margins. In order for brands to rise brand equity, they have to market their products/ services, and change their marketing strategies and methods to align with the target audience. Social media is an essential method to increase brand equity. Brands that understand and provide consumer's needs have a strong brand equity. In the market, the competition between brands is high. Consumers can seek and compare many brands before making a purchase decision. So, brand equity has a huge role in consumers' purchasing decisions.

The effect of social media marketing activities (SMMA) on brand equity (BE) have been investigated in previous studies, but there is still a gap and a need to explain how SMMA affects BE and purchase intention (PI), and how BE affects PI. Examining how social media marketing activities have an impact on brand equity and purchase intention is the goal of the current study. It is among the coffee shop business in Istanbul, Turkey.

1.2 The Background of the Study

Before the internet, traditional advertising and communication was limited between companies and their consumers. People were not able to share their feedback whether it was good or bad, and were not able to communicate with the company immediately. Any comment would take time to consider and reply to. After social media the communication ways are different, consumers can write their opinions, like, share posts on various platforms, and interact with the company directly and immediately. Firms use social media to achieve many goals such as, recognize the brand, and develop a strong relationship with consumers which leads consumers to purchase their products, and become loyal to the brand. According to Ahmed et al. (2019), through a variety of social media sites, platforms, and apps, the company creates a various brand

accounts that includes information about the brand, its products, and services to presents it to the target audience. Finally, it influences a consumer purchase decision. Social media has many challenges, marketers should be aware of the competitive brands, and challenges in the market. Also, marketers should know the best SM platforms to build a strong brand equity.

1.3 The Purpose of the Study

This research seeks to explore how social media marketing efforts impact on brand equity and consumers' purchase intention. This study is performed in coffee shops in Istanbul, Turkey. In addition, this study examines brand equity dimensions and how they impact the consumer's purchase intention. This research examines brand equity from customers' perspective. Aaker's customer-based brand equity model is applied. Also, it examines different social media platforms to get more details of their impact while using them in marketing.

1.4 The Limitations of the Study

The author has faced various challenges that led to limitations; the survey was distributed among a sample of SM users in Istanbul, but it may not include all types of demographic users. There is a lack of related studies about social media marketing activities in retail coffee shops in Istanbul, Turkey. Also, the author examined the customers' perception and didn't examine the managerial perception, the author did not interview managers of coffee shop brands.

1.5 The Questions of the Study

The main questions are:

Q1: How do social media marketing activities influence brand equity in the coffee shop business in Istanbul?

Q2: How do social media marketing activities influence purchase intention in the coffee shop business in Istanbul?

Q3: How does brand equity influence purchase intention in the coffee shop business in Istanbul?

1.6 The Outline of the Study

In Chapter 1, the thesis ' goals, questions, and limitations are all defined.

In Chapter 2, the literature review is included. Particularly social media concepts and platforms. Branding, branding in social media, brand equity dimensions. Purchase intention concepts, besides the relationship between all aspects of this research. Finally, the coffee shop industry especially in Istanbul, Turkey.

In Chapter 3, the thesis` hypothesis, methodologies and strategies are chosen.

In Chapter 4, the thesis 'findings, and research procedure are all shown.

In Chapter 5, the conclusion, discussion, and recommendations for future studies are included.

CHAPTER II

LITERATURE REVIEW

2.1 Social Media Marketing Efforts

"Social" is a word which means every person who takes an action that has an impact on society (Liu & Bakici, 2019; Todisco et al., 2021). In recent years, social media development has been very fast (Liu et al., 2020). According to Howard & Parks (2012), social media is originated on Web 2.0 technologies and has web-based platforms, users can establish and distribute information for instance news, photographs, audio, and videos through their personal accounts. Through the internet, users can register on websites and SM platforms then they can publish their content. In addition, social media is a network that allows users to share information in many designs like publishing images and text comments (Kaplan & Haenlein, 2010).

Social media platforms are different from other websites in characteristics which are, users can create personal profiles, join online groups, and share their content with other users online (Kim, Jeong & Lee, 2010). In 2019, active social media users were about 45% of the global population in the world (Chaffey, 2019).

Furthermore, social media marketing had a huge change in the dynamics of the companies' marketing. Unlike the traditional form of marketing, SMM aims to promote goods and services and can target a wider customer base (Weinberg, 2009). When a firm uses SM in marketing, it works as a continuous stages in cycle shape starting of listening, evaluating, networking, and improving (O'Brien & Terschluse, 2009). Hajli (2014) stated that companies and e-commerce firms use different SM platforms to introduce their services or products and allow the consumers to share their experiences. Companies can develop their strategies and analyze the preferences or needs of their target audience (Castronovo & Huang, 2012).

Furthermore, online users have a huge role in controlling the internet. So, marketers have to pursue new ways to communicate with their consumers and influence them.

Companies are allowed to have direct contact with clients using SM because of its low-cost marketing method (Kaplan & Haenlein, 2010). Social media allows people to communicate, and share content whether they know each other or not, and in different geography presence. Kohli, Melewar, & Yen (2014) stated that SM removes all international barriers, and restrictions, and it is a digital standard for social communication. So, the difference in time and location does not effect on the communication between consumers and companies.

According to Leonardi, Huysman & Steinfield (2013), firms maintain their SM strategies by using popular platforms like Twitter, Facebook, Instagram, etc. Jackson (2018) explained that social media platforms are equalizers for companies, regardless of their diverse marketing budgets. Social media platforms allow all types of businesses to increase their presence and market their products and services. The most used SM platforms worldwide are:

- Facebook is one of the most famous networking sites. In 2004, it was formed by college students and their leader was Mark Zuckerberg. Not only people can use it to communicate but also businesses. Facebook allows numerous sections like friends, families, colleagues, and strangers to directly connect. It became a vital platform for marketing brands (Brodie, et al., 2013; Simon & Tossan, 2018). It allows for information exchange, content creation, and interaction between brands and their customers.
- Twitter is a microblogging social media platform. Twitter began in San Francisco in March 2006. It allows users to write short messages called "tweets" and follow each other without needing approval. People use Twitter to communicate and find out about trends. In addition, Twitter allows users to create, and distribute content to attract new followers. It is a communication channel which allows firms and individual users to communicate. According to Kaplan & Haenlein (2011), Twitter is used to distribute information, and updated statements, and can be used by many categories of the community namely, government institustions, representatives, celebrities, and designers.

- Instagram is a powerful social media platform. Kevin Systrom and Mike Krieger established Instagram in October 2010. It enables users to publish short videos and photos on their profiles. It also focuses on entertainment. Brands use Instagram and publish advertisements, to attract users to follow their accounts and like their posts because it is very effective on consumers. Consumers care about a high number of likes, and followers along with the positive interactions on posts and if there are brand champions because consumers believe that these elements are signs of quality (O'Brien, 2017). People on Instagram are marketers also, people take photos of themselves using products and share them on Instagram which leads to make the brand known to other users.
- YouTube was founded in February 2005 then it was gained by Google. Youtube is a video platform that includes different subjects like entertainment and education. It allows users to make a profile, upload, and watch other`s videos. Also, individuals could rapidly enter global events and write personal views. Users can open it through several devices like computers and mobile devices. Video accounts can be established by individuals and firms for no payment.

One of the examples of companies that use SMMA is, Peel the phone case company, which uses Facebook and Instagram. Facebook is used for video advertisements, and Instagram is used for pictures. Wayfair is another example, which sells furniture and home accessories. It uses the Instagram and puts direct links to its product posts (Jackson, 2018). Another example is the mattress company Casper which uses Instagram, Twitter, and Facebook. The advertising policy emphasizes on offers` value more than the product itself, and they post their most common content on every platform (Ibid).

When companies use the right social media platforms and manage their accounts in a way that makes the brand present, it means that it is using the marketing tools and reaching their goals by making the brand noticeable and with time be the consumer`s first choice (Eismann, Heinonen & Nguyen, 2016). Companies distribute their content by virtual platforms such as social media platforms, video sharing platforms, podcasts, and etc.

Finally, more investigation about the dominance of SMMA in the coffee shop industry and how it influences BE and PI. Kim & Ko (2010) examined five dimensions of social media marketing activities which include: interaction, entertainment, customization, trendiness, and word-of-mouth. In the following sections, each feature will be explained.

2.1.1. Interaction in Social Media Marketing

Social media refers to an online app interface, software, or communication channel that facilitates interactions, cooperation, or distribute information online (Richter & Koch, 2007). SM is used for innovation and knowledge goals, also for companies, the importance of SM marketing is in the connection between consumers and public, also in instant, interactive, and affordable communications (Kaplan & Haenlein, 2011). Also, interaction through SM platforms between consumers and businesses allows firms to get consumer's requests, their ideas, and opinions about the products or services. Interaction is the procedure of sharing information between firms and consumers (Gallaughar & Ransbotham, 2010). When brands interact with consumers through SM platforms like Twitter and Facebook, it creates positive attention and friendliness to the brands (Kim & Ko, 2012).

Furthermore, interaction creates a strong bond between the company and its buyers. When the firm interacts with each comment, it means that the brand cares about consumer`s opinions and care for each person individually. The way SM communications leads to fast responses to client reviews or complaints, which affects consumer satisfaction (Sano, 2014). Kaun (2010) wrote an article for the early SMM supporters, highlighted the importance of interaction and building community, and provided pieces of advice to accomplish a successful SMM.

2.1.2. Trendiness in Social Media Marketing

Trendiness topics are the latest subjects that gained people's consideration, likewise trending data that firms believe it is related and attractive to deliver to their consumers (Naaman, Becker & Gravano, 2011). Brands that offer trending products and services get consumer's attention first. When a consumer opens SM and finds trending items it leads him/her to want to have it as well. Also, Muntinga, Moorman, & Smit (2011) explained that trending information on SM serves four purposes: observing the trends, becoming aware of trends, collecting pre-purchase information, and motivation.

Kim & Ko (2012) stated that two essential terms express trendiness; up-to-date information, and current trends. In addition, trendiness aims to gain a positive consumer opinion about the brand. Nowadays, consumers seek updated information about brands by using SM platforms. Companies that care about the environment, news around the world, topics, and events, then create campaigns or products related to it, lead consumers to love the brand, trust the brand, and make people think that the brand cares about people's needs not only sales.

2.1.3. Entertainment in Social Media Marketing

Entertainment creates positive feelings related to the brand. Entertainment delivers an exciting and happy feeling that leads to increase engagement and customer experience on SM. A study conducted by Froget, Baghestan, & Asfaranjan (2013) has shown that Facebook is used by people for purposes of entertainment and discussion. Godey et al. (2016) explained that entertainment is the enjoyment and satisfaction feelings that users gain when involving with a brand's SM accounts. Moreover, entertainment through SM affects consumer's purchasing behaviour online. It strengthens connection between brands and consumers, so it which motivates proactive engagement and consumers to delight in activities on their schedule (Netemeyer, et. al., 2004). Entertainment content is one of the most essential aspects of SM, it positively influences the perception of followers and increases follow-up users (Kang, 2005).

2.1.4. Customization in Social Media Marketing

Customization refers to the degree that a brand's SM offers special services to satisfy the preferences of consumers (Godey et al., 2016). As a result of SM techniques, firms can customize brand communication by communicating with consumers, building new techniques to reach consumers, and improving the bond between the brand and consumers (Kim & Ko, 2012). Customization means that the company cares and values the differences and needs among consumers. Companies can build and customize products, which leads to create a bond between consumers and the brand. Schmenner (1986) stated that customization happens when the firm adds to the product/service and then present it in a unique features that matches the consumer's preference. According to Seo & Park (2018) consumer loyalty is one of customization results, and it depends on the business's interaction with brand's consumers.

2.1.5. Electronic Word of Mouth (E-WOM) in Social Media Marketing

Social media combines features of the traditional marketing communication mix to a "highly magnified form of word-of-mouth" between consumers, and companies have limited control over the content or the regularity of this communication (Mangold & Faulds, 2009). Electronic word of mouth is consumer-to-consumer communications about the brand (Muntinga, Moorman, & Smit, 2011). According to Cheung et al. (2021) study; it shows that consumers believe and trust the information they receive from e-wom. Some consumers are ready to share their experience with a product, service, or brand. Chu & Kim (2011) stated that the use of e-wom on SM platforms may be related to three goals which are; gathering information, sharing information, and exchanging information with other online users.

Users can implement e-wom as the spread or like tool of data on SM programs. Most consumers tend to gather information and recommendations from other users before their buying decision. Previous investigations finalized; e-wom is necessary feature in the digital advertising achievement (Ayanso, Lertwachara & Mokaya, 2014; Karadeniz & Kocamaz, 2019).

2.2 Branding

Brands have controlled every side of human`s daily lives namely financial, community, cultural and faith (Kapferer, 2008). Branding is important to create a competitive advantage. It creates a special impact about the trademark on buyers` mind and it is necessary for items, similarly facilities. Davies & Chun (2002), highlighted branding in couple separate aspects; inner branding; firms shape their appearance among employees, and outer branding; firms shape the image in consumers`s mind.

Establishing brand equity is a main part of branding (Keller, 1998). Whithout a doubt, firms have to make sure that they are marketing their brands in the right way to create a positive impact on consumers. Kapferer (2008) stated that managers are aware that branding is the core resource for a firm. Also, managers need to build brands by crafting strong and long duration procedures. It shall be considered and planned with the organization`s plan. As a result of a strong strategy; a strong brand equity. The branding strategy and management processes are shown in the following figure.

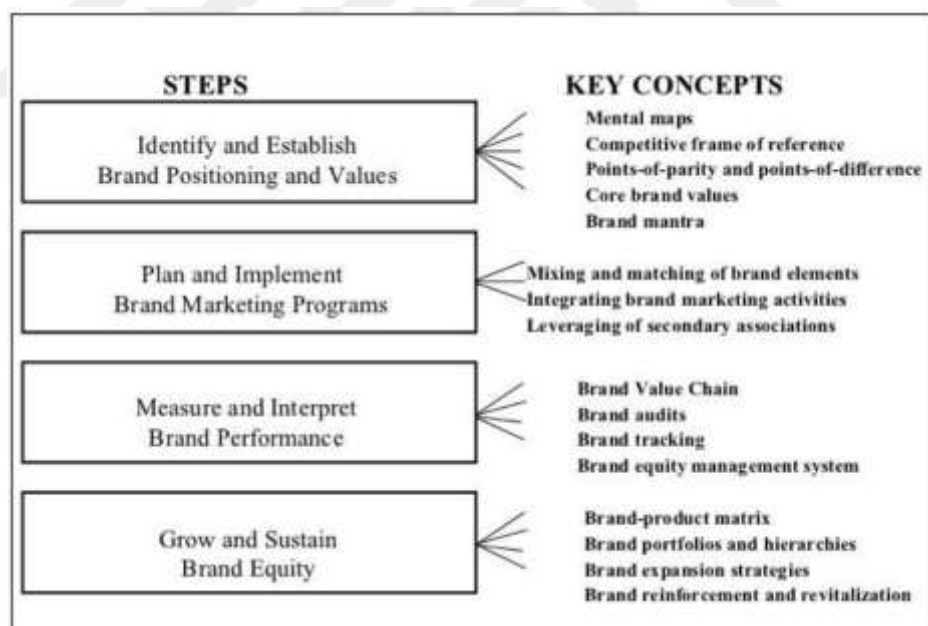


Figure 2. 1: Strategic Brand Management Process

Source: Keller (2013, 59)

2.2.1 The Concept of Brand Equity

Aaker (1992) stated that the high recognition of brand's label and symbol are connected with high brand equity. Brand's label is affected by the rise of brand equity (Kamakura & Russell's, 1993). Almost all definitions of BE are about purchaser's favoritism for an exact label besides extra value in an item (Winters, 1991; Chaudhuri, 1995). The most common models of BE;

- Keller (2008, 29) concluded that BE was the best recognized and possibly crucial advertising concept in the eighties. He considered BE in the facilities area and industrial area. Also, studied BE from the client viewpoint. Keller (2013) created a BE prototype that has six stages. The first step; includes creating a bond between the brand and specific good in client's awareness. The next step; building appearance and act of items to satisfy buyers. The third step; includes focusing on gaining purchasers' positive judgements and emotional toward the brand. The final step; approaching brand significance level by improving trust, and engagement between the brand and consumers.

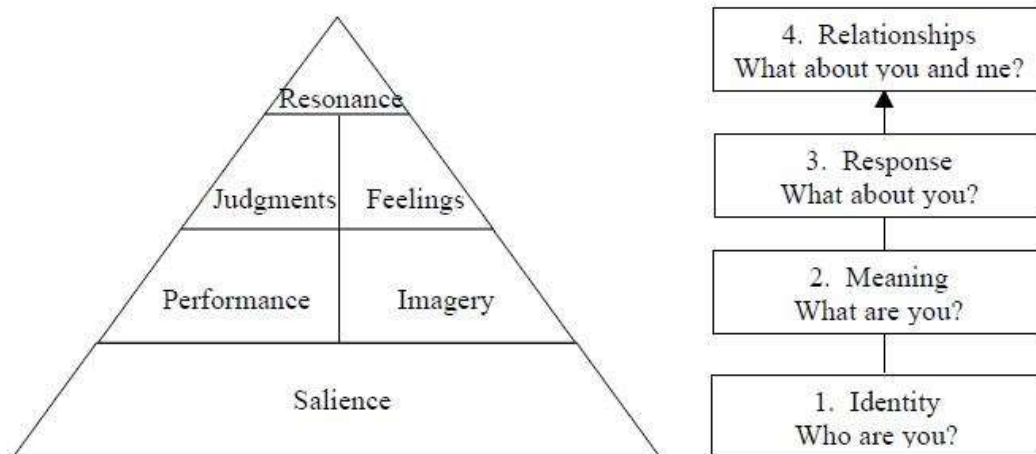


Figure 2. 2: Keller`s Brand Equity Model

Source: Keller, 2013

- Kapferer's model categorizes BE in three dimensions: brand assets, brand power, and brand worth. Kapferer established a relation among a BE element and another BE element through BE values.

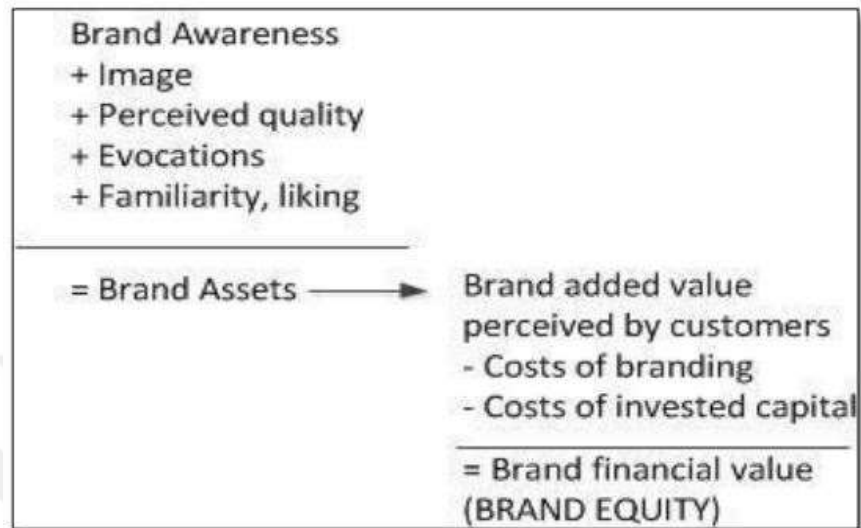


Figure 2. 3: Kapferer's Brand Asset to Brand Equity Model

Source: Kapferer, 2005

- Feldwick's brand equity model. Feldwick (1996) defined BE as brand description, strength, and value. Also categorized BE into three dimensions:
 - The brand's value as an independent asset.
 - The strength of the consumer's connection with the brand.
 - Opinions owned by consumers towards the brand.

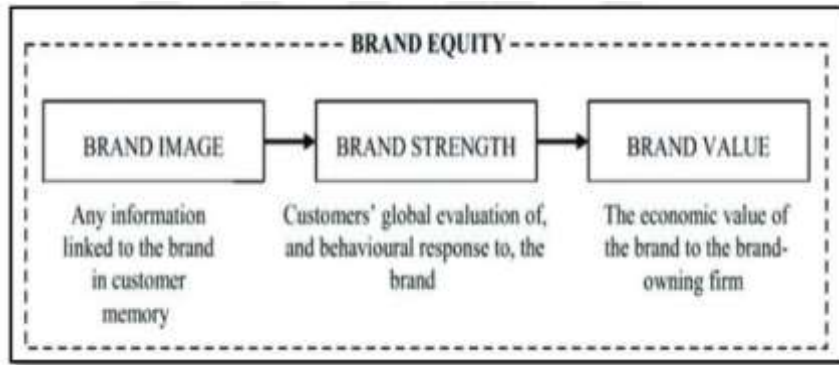


Figure 2. 4: Feldwick's Brand Equity Model

Source: Feldwick, 2006

The most acknowledged model is Aaker's model. Who divided BE into five dimensions; perceived quality, brand awareness, brand loyalty, brand association, and other proprietary brand assets. The first four elements are buyer opinions of a brand. This model means that BE will increase if these elements increase.

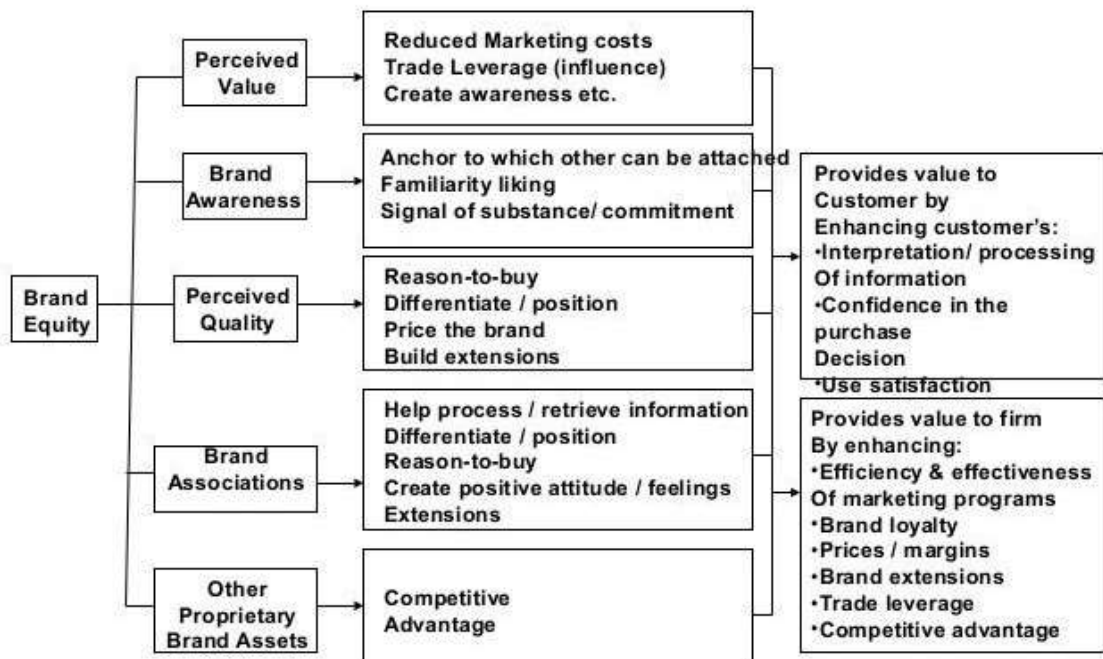


Figure 2. 5: Aaker Brand Equity Model

Source: Aaker, 1991

Furthermore, brand equity can be observed through two aspects, the financial aspect and the consumer aspect. Some studies approach the brand equity concept in a monetary aspect for example (Simon & Sullivan, 1993), and some studies approach it in a buyer aspect for example (Aaker, 1991; Keller, 1993). Also, Hanaysha, Abdullah & Abd Ghani (2013) mentioned that previous studies have studied BE in different fields as outcome elements, adjusting elements, and autonomous element brand equity increases by relating it to the consumers' needs and can influence consumer loyalty by marketing programs that keep current consumers and attract more customers.

Positive brand equity has many advantages for brands, such as achieving higher margins and achieving higher customer preferences. Finally, the Aaker model is widely known by various scholars and it will be examined in this reaserch.

2.2.1.1 Brand Awareness

Aaker (1996) defined brand awareness as a critical aspect of owning the brand and regularly underestimated. The brand shall be known because all other BE dimensions are related to it and come after it. A high brand recall leads to competitive advantage, it ensures the brand to be top of consumer`s mind. Another concept is defined by Aaker (2009), brand awareness involves of several levels, starting from the not being aware of the brand level ending with considering that there is no other firm that sales the item level. The (awareness pyramid) is in the following figure.



Figure 2. 6: Brand Awareness Hierarchy

Source: Aaker, 1991

In the first stage of the brand awareness hierarchy, clients do not know about the brand. So, the firm must make actions to increase consumer awareness (Nguetsop et. al., 2016). The second level is brand recognition, which is critical to define if the customer has seen or heard about the brand before. Then in the brand recall level, the firm wants to make sure that the customer identifies the brand. In the ultimate stage, the buyer has brand awareness. The important actions are, to provide all the customer's expectations and get more consumers up to this level (Bertsch & Ostermann, 2011).

The first point in developing awareness of the company is gaining brand recognition, it comes from external features such as logo, packaging design, color, slogans, etc. Firms have to make sure that they create products/ services of high value hence leading to improved brand recognition among consumers (Avis, 2012). There are various ways to achieve brand awareness for new products, such as Advertising, e-wom, and sponsoring social events. Aaker (1996) stated that brand recognition is appropriate with new firms.

Furthermore, brand awareness has couple aspects to establish a powerful brand which are breadth, and depth. As for the depth aspect, it is the level of easiness of brand recall. When customers recall a brand quickly it means the brand has a high depth. For breadth

aspects, the brand might come to mind based on different purchase situations (Keller, 2001). The primary factor is being able to distinguish brand awareness from brand knowledge (Percy & Rossiter, 1992). Gustafson & Chabot (2007) defined brand awareness as the degree that buyers know about the trademark and its goods. Brand awareness reduces marketing expenses because the existing consumers are aware of the brand and satisfied. Also, it rises clients trust and then rise in trades and incomes. By building brand awareness, image, trust, and reputation, a brand guarantees the future profits and success of the business (Kapferer, 2008). Vrontis & Pappasolomou (2007) stated that the client's superior brand awareness leads to a great brand profit. Current clients work as brand advertisers, also motivate new clients (Aaker, 1991). According to Rossiter & Percy (1987) brand awareness is the shopper's capacity to recognize the label, and its features to make an acquisition choice. Brand awareness influences consumer purchasing decisions, especially when offering benefits; know, select, and think about it (Keller, 2003; Atilgan, Aksoy & Akinci, 2005). The most popular brands can be easily recognized, categorized, and purchased (Baldauf, Cravens & Binder, 2003).

2.2.1.2 Brand Associations

Brand associations are the product physical appearance. Aaker (1991) defined brand association; everything a buyer remembers about a brand, it also means all values and perceptions that a brand represents for a consumer. Keller (1993) defined it as the views shaped by consumers about a particular brand according to information that consumer has faced from external resources. According to Chen (2001), brand association is categorized in two ways, product associations and managerial associations. Brand associations are intangible parts of a brand's appearance that are not solid, actual, or touchable elements and advantages (Levy, 2009). Kotler & Keller (2012) suggested that brands excel in building visual representations that allow consumers to distinguish their exclusive expertise from other brands.

Brand association plays a dynamic role in competitive markets. It is the color, style, form, and features that distinguish it from other brands in the consumer's mind when

the brand is heard (Iversen & Hem, 2008). A strong brand association has an impact on the firm and consumers. On the firm's side, it helps increase the competition with other companies, while on the consumer's side, it encourages consumers to foster repeated purchases (Porter & Claycomb, 1997). As Govers (2013) stated brand association can control the market competitors and increase the competitive advantage. Brand association shows a positive image of the brand which attracts consumers. Most experts admit that the perception that consumers have of a brand is mirrored by the brand associations that they retain in their memory (Jamal & Goode, 2001). Keller (1998:62) distributed brand associations as:

- As Keller (2003) mentioned the first category is the conditions that happen in the united brand evaluation.
- Characteristics of a product or service.
- Sectors; useful, symbolic, and practical benefits.

When brand association is increased, brand equity is increased too (James, 2005). Additionally, when a consumer associates a product with a well-known brand, a company gets high brand equity. If brand association is increased, thus trust might improve (Yoo, Donthu & Lee, 2000). In addition, Keller (1998) has stated a conceptual model for brand association consists of three aspects: gained benefits, brand attitudes, and product/service characteristics. Brands want to form a cheerful perception in purchaser's minds and emphasis on brand associations to develop attitudes and control the purchasing behavior of consumers. Consumers remember a brand by creating a connection with the association of symbols/logos, product features, celebrity endorsements, and trademarks, ultimately influencing their buying behavior (Kuhn, Alpert & Pope, 2008). Cho & Fiore (2015) stated dimensions of brand image which include three types of consumer associations with a brand:

- Mental associations; refers to the individual thoughts, opinions, and assessments that consumers have about a trademark (Keller, 2001).
- Emotional associations; which are the feelings and sensations that consumers have to a brand, namely pleasure, glad, thrill, or rage (Keller, 2001).

- Sensory associations; which are the bodily senses, namely see, hear, smell, taste, and contact) that customers have about a brand (Hultén, 2011; Smith & French, 2011).

Furthermore, it makes customers get special feelings, attitudes, and motivation to buy the brand (Aaker, 1991). When a customer is making a purchase decision, his/her feelings and opinions play an essential role (Hollenbaugh & Ferris, 2014). In conclusion, brand associations give importance to the brand.

2.2.1.3 Brand Loyalty

Despite the other components of BE, brand loyalty comes from the tangible purchase besides product utilization (Baldauf, Cravens & Binder, 2003). There are many classifications for brand loyalty. It can be evaluated based on two key components; behavioral loyalty and cognitive loyalty. Keller (1998) explained that behavioral loyalty happens based on multiple purchases, trust toward a certain trademark is the key explanation for loyalty performance. Cognitive loyalty refers to a situation when a consumer requires an exact item, subsequently a certain brand approaches to buyer`s thoughts. Based on the following Aaker`s loyalty pyramid, Ovidiu (2005) discussed that brand loyalty creates value by decreasing marketing expenses and capitalizing on business opportunities. Aaker (1991) listed five types of brand trustworthiness:

- Fence sitters are customers who are unaffected by other brands.
- Passive loyal are customers who consume products without hesitation.
- Price switchers are customers who adjust with the change of prices of products.
- Dedicated; are loyal customers toward the brand.
- Non Customers.



Figure 2. 7: Brand Loyalty Hierarchy

Source: Aaker, 1991

In addition, brand loyalty is essential for companies that offer similar products in a competitive environment. The methods used by competitors to get new customers do not affect loyal customers (Tong & Hawley, 2009). According to (Ogba & Tan, 2009) described two kinds of commitment:

- Emotional commitment means the degree to which consumers like to sustain their relationship with the brand. It is a sentimental bond type for a specific organization or trademark.
- Rational (computational) commitment; it happens when the two sides find it challenging to substitute their partner and accomplish the given resources.

Brand loyalty consumers can commit to a brand by their purchase intention and setting it as their primary option to buy (Yoo & Donthu, 2001). Brand commitment is when a consumer continually purchases the same brand even if other brands are available, BE also means a buyer`s committed repurchasing behavior, regardless of the changes in price and product features. Al-Hawary (2013) stated that brand loyalty is important for firms to ensure that the products are kept top in the minds of consumers and avoid them from buying from other brands. Brand loyalty delivers a sense of trust that

empowers consumers to pay the premium price for their brand. Generally, consumers spend extra money on branded products because of the emotional attachment that they have with known brands (Hamann, Williams Jr & Omar, 2007). When consumers build a strong attachment to a particular brand, companies gain a sustainable competitive advantage which grows brand equity (Kuhn, Alpert & Pope, 2008). As a result, consumers do not buy from other competitive brands. Also, when a consumer has a positive opinion about a brand, it leads to brand loyalty (Hasan & Sohail, 2021). According to Yoo, Donth, & Lee (2000) consumers who have brand loyalty act like brand ambassadors, they share their involvements with their near associates besides recommend the label. In this case, brand trust has a vital rule during the company's development in the consumer base.

2.2.1.4 Perceived Quality

A high brand equity can be attributed to a premium brand excellence and favoritism (Yoo, Donth, & Lee, 2000). There are many definitions about perceived quality and consumer perception:

- Customers who have a positive judgment about a product or service, are going to favor it over other competing brands (Kayaman & Arasli 2007).
- To reach customers' high expectations, the branded product shall be in a high quality, better than alike goods available (Severi & Ling, 2013).
- Perceived quality is the client's observation of products excellence and functionality (Zeithaml, 1988).
- Perceived quality is the judgments made by consumers toward a specific product's excellence and desirability (Erenkol & Duygun, 2010).
- Perceived quality is a personal view and is a perception of excellence or superior features that belong to the brand (Aaker, 1991).
- It represents a real quality that is perceived by consumers when using a specific product (Jahn & Kunz 2012).

Also, Perceived quality is the consumer`s decision about an item or brand esteems (Aaker, 1991). Furthermore, quality of services is important to reach customer satisfaction. Clients are not accepting low level of services or goods in places such as restaurants, coffee shops, etc. so, a firm is required to have a high service quality of employees to keep its image.

2.2.2 Branding in Social Media

As a result of the arrival of SM, clients were transferring to it and leaving the brand`s official websites. Social media offers complete information about brands which helps consumers know and compare products or services. From a brand perspective, SM performs many tasks such as content sharing and sponsored stories. Using the right SM platform is important for every brand to reach the right consumers and engage with them. Lua (2019) stated that a firm does not have to maintain an account on every SM platform. So, choosing the right platform depends on the target customers and brand image.

In addition, Zhang et al. (2015) stated that BE has a significant impact on commitment and value-making of a brand. Brand communities were created by the brands and their consumers, to facilitate the communication and increase the sales eventually. Laroche, Habibi & Richard (2013) stated that brand communities on SM platforms increase brand confidence and loyalty by improving a bond among clients similarly firms, consumers, organization, and firm`s goods. As an example of many forms of marketing through SM; brand narration which is telling stories about the brand, it leads to creating consumer memory, building awareness, and building brand-consumer relationships. Also, publishing questions about the brand and offering prizes to the correct answers. Marketing through influencers is another trendy way, it is a strong way to increase brand recall. As a conclusion, brands can be managed by; be aware of the needs and expectations of consumers, use the appropriate marketing tool and SM platform, and last, providing the products that lead consumers to purchase.

2.2.3 Impact of Social Media on Brand Elements

Over time, the BE concept has gained importance, especially in the situation of understanding the effects of marketing actions (Reynolds & Phillips, 2005). Entertainment influences client behaviour toward the brand and rises communication between the buyer and the brand, then leads to good communication (Netemeyer et al., 2004). Also, previous research has shown that SM is usually used by small businesses to build consumer awareness, consumer relationships, loyalty, spread news, and decrease marketing and communication budgets (Ahmad, Ahmad, & Bakar, 2018). The trendiness activity gives information about products which consists of four motivations: surveillance, pre-purchase information, knowledge, and inspiration (Muntinga, Moorman, & Smit, 2011). According to Kljucanin, Shahbazi, & Pourjanekikhani (2012), SM is endorsing brand awareness in:

- Increase interaction among consumers and give them social support.
- Growing social trade.
- Create value to consumers which leads to increasing inspiration.

In addition, visual material can be used to increase user interaction on SM. Firms who successfully implement a "visual branding strategy" gain financial profits from it on SM (Perkins, 2014). Furthermore, SM helps improve the brand's image, to gain benefits from SM; firms have to continually make strategies to maintain their presence in the market (Pozin 2014). Social media gives chances for brands to promote and change the customer's perspective towards the brand (Mata & Quesada, 2014). The interaction between the company and its consumers directly increases brand loyalty. SM can control interactions with the brand's consumers through SM is a beneficial tool that leads to building and recalling brand loyalty (Pozin, 2014).

2.3 Purchase Intentions

2.3.1 Purchase Intentions Definitions

Purchase intention is the customers' desire to buy a service or product. PI is consumers' possibility of purchasing a product or a service (Suryawanshi, 2020). A buyer determines to purchase a specific item under certain conditions. Market researchers established the definition of purchase intention based on the shopper's readiness to buy an item or facility (Ayanso, Lertwachara & Mokaya, 2014; Karadeniz & Kocamaz, 2019). In addition, PI means the buyer's former and mindful strategy to acquire an item (Spears & Singh, 2004). Purchase intention is critical to approaching customers and successful organizations (Cobb-Walgren, Ruble, & Donthu, 1995).

According to previous studies, PI is associated with numerous concepts, such as brand experience (Zarantonello & Schmitt, 2010), brand attitude (Spears & Singh, 2004), and attitude toward advertisements (Kempf & Smith, 1998; Lutz, MacKenzie & Belch, 1983). Finally, PI is the tendency of consumers towards a specific goal where it is typically measured in terms of purchasing behavior. A purchase intention becomes an actual purchase action when a consumer has a particular need or when the price of a product is appropriate for the consumer.

2.3.2 The Process of Making a Purchase Intention

consumer behavior is a consumer's choice of a product or a specific brand that fulfills the consumer's wants, and influences brands and society. According to Taşkın & Yükselen (2019) when a brand is aware and knows about consumer's purchasing behavior, it leads to know and expect the consumer response towards the brand and the processes that the consumer uses before purchasing and post-purchasing period.

Every day, consumers make several decisions about food, clothes, study, etc. Some external environmental elements influence the decision-making processes. Moreover, other internal factors influence the decision-making process which include individual personalities, preferences, and influences (Pennington, 2014). When making buying goods, consumers attempt to find specific details based on external influences as well

as their personal experiences. After a certain quantity of data collection, customers begin to assess, think about in their minds and compare, which finally lead to their purchase behavior (Chen & Lin, 2019). Engel, Kollat & Blackwell (1968) created consumer's purchasing decision-making process model which includes 5 steps:



Figure 2. 8: Process of Purchase Decision

Source: Kotler & Armstrong, 2018

- Problem recognition: every buying process begins when the consumer realizes the need. It starts with the existence of a problem, or a desire that a customer wants to satisfy. Companies can predict when the target audience will develop these needs, then provide products in the most appropriate time.
- Information collecting: people don't know everything around them, so it is natural to research products and services that can meet their needs. There are two types of research, internal; which refers to an individual's memory and previous experiences., External; which refers to information taken from family and friends, or through social networks, stores of sales, and others.
- Evaluating alternatives: when a consumer decides his/her needs; will start searching for the most suitable product for him.
- Purchase decision: after collecting information, the consumer has to make the decision.
- Post-purchase evaluation: the aim is to create a loyal customer for a lifetime rather than a one-time customer.

2.3.3 Factors Affecting Purchase Intention

Multiple factors affect PI, it is connected with consumers' preferences and attitudes. When a customer finds the product, updated information, or any other enticing options it may influence the decision process (Bebber et al., 2017). Consumers may not purchase certain product because there may be no information at all.

In addition, a marketing campaign aims to motivate the customer to consider their product and, purchase it. Consumer satisfaction depends on the brand providing consumer`s expectations which leads to purchase decisions. Studies have shown that previous purchasing activities effect on deciding about the future shopping intentions besides decisions (Hasanat et al., 2020). After a purchase, a consumer may have the intention to re-purchase the brand and the intention to recommend to friends. In their social cycle, previous clients have a significant impact on potential buyers. So, they would make potential consumers develop some preferences towards a particular brand.

As for the relationship between BE and PI, marketing research has shown that good BE increases purchase intention (Yoo, Donthu, & Lee, 2000). Aaker (1991) explained that a client intention toward acquisition is impacted by their positive impression about a brand. Furthermore, there is a relationship between SMMA and PI. Social media is an important tool for consumers to find product information, and it can influence their purchasing decisions. Madlberger & Kraemmer (2019) stated that the purpose of a firm`s SM account is to attract consumer interest and develop a willingness to buy their product/service, these accounts are developed with the belief that targeted consumers are probably going to make an analytical review of the brand before purchasing it. Erragcha & Babay (2020) have stated that the development of SM has led consumers to prefer particular brands and services.

Moreover, two factors have an influence on PI and SM platforms which are intrinsic and extrinsic. Intrinsic factors are the differences between customers like psychographic variables while extrinsic factors are those factors that consumers are exposed like online ads. So, a decision to buy an item or service is linked to what other consumers share on SM.

Social media users and brand consumers prefer to purchase through websites and platforms they have confidence in (Tsiakis, 2015). Communication between SM users encourages online shopping (Silvia, 2019). On SM, companies who use trust elements in their branding messages can ensure interaction and engagement with consumers, resulting in consumer online shopping. In addition, studies have shown that online reviews about a brand provide a more detailed description of the product compared to the description of the company itself (Erragcha & Babay, 2020).

Besides, numerous studies have shown that SM platforms are affecting pre-purchase stages and that branding messages endorsed by favorable users have a huge effect on purchase intentions (O'Reilly & Lancendorfer, 2015). People who use SM are more prepared to purchase when brands are responsive, offering promotions, posting educational and instructional content, and sharing attractive visuals (Jackson, 2018). Having fun using SM platforms leads to an increase in consumer satisfaction, which leads to purchase decision.

Posting and sharing advertisements, reviews, and comments about product labels leads to consumer engagement (Madlberger & Kraemmer, 2019). Previous studies have shown that reward is among the consumer motivation tools that can be made through SM platforms (Karadeniz & Kocamaz, 2019; El kedra & Şener, 2020). Reward includes promotions, monetary gain, special offers, and discounts. Companies develop Facebook and Instagram pages, to attract potential consumers with rewards. SM platforms have a high effect on consumer's purchasing and selling activities (Kapoor et al., 2018). Social media platform's influence on PI is categorized into:

- The functional part includes efficiency.
- Hedonic part includes enjoyment.
- Monetary part includes discounts and offers.
- The psychological part includes positive feelings.
- The social part includes belonging with others.

Based on SMMA, marketers use certain SM platforms and post certain types of content to reach the target audience, then the consumer follows the brand and purchase from it. In conclusion, SMMA affects PI in some ways.

2.4 Coffee Shop Industry

There is a saying that coffee first appeared in Yemen. Coffeehouses spread in different cities in Europe in the late 17th. Also, in the late 1700s, coffee became favored over tea in America. As Allhoff (2011) mentioned, one of the first speeches of Independence was publicly read at a coffeehouse.

Nowadays, coffee shops allow people to drink a cup of coffee, gather with their friends, and get their work done. Providing customers' interests becomes an important factor for coffee shop brands. Expert barista, atmosphere, less time of waiting at the cashier and tasty coffee are most expected by the consumers. Another way to attract customers is by providing Wi-Fi internet access in the coffee shop.

In addition, coffee shop managers can boost the marketing strategies by grasping the factors influencing customers' brand involvement and lastly build brand loyalty among them (Parasuraman, Zeithaml & Berry, 1985). Loyalty cards are the most economical strategy for gaining consumers. A study by Cha et. al., 2015 highlighted that customers' visits to coffee shops can vary between regular and occasional, as a result, building brand loyalty is critical to maintaining a long-term consumer relationship. Every coffee shop has its special identity, it reflects a different culture, vision, and quality of coffee. Social media platforms show the variety of coffee shops around the world.

2.4.1 Coffee Shop Industry in Istanbul, Turkey

Coffee (kahve) has two meanings in the Turkish language; a beverage and a shortening of coffee house (kahvehane). In the Turkish culture, coffee has played a significant role. Coffee entered Istanbul during the Ottoman Empire in 1520-1566, when the

mayor of Yemen brought coffee to Istanbul upon the request of Sultan Suleiman 1st, the consumption of coffee spread out fast into the society. Before coffee houses, Muslims used to gather in mosques and homes.

In 1999, the first coffee shop was established by a foreign investment (My Life, 2014). According to (Enz, 2009) the Turkish market will be the highest potential market for performing commerce. With the increase of drinking coffee in Turkey, the development of the coffee industry is an expected outcome, which leads to a great opportunity for local and foreign investors.

In addition, organizations at any level could use SM, large national organizations and small businesses, as well as coffee shops (Kaplan & Haenlein, 2010). There are numerous explanations why people follow a brand account and like brand posts on SM; to understand the effects of SMMA on BE, and to examine the effects of these actions on PI, the information about how people in Istanbul, Turkey engage with coffee shops brands accounts on SM, and the effects of SM on BE and PI will be gathered. The most coffee shop brands who have achieved remarkable success worldwide are:

- Globally, Starbucks is the top coffee retail brand. The first Starbucks branch was established in Seattle in 1971 (Avery, 2013). Starbucks has a great competitive advantage because; it offers a high quality of coffee, it has a strong brand image, high recognition, and a high consumer loyalty. Michelli (2007), explained that the five principles that Starbucks practices support the company by “turning ordinary into extraordinary” to succeed a high level of success and become an internationally recognizable brand in the coffee industry. The five principles are:
 - A. Principle 1; “Make it your own” which means full engagement of employees and consumers. Employees will be happier and satisfied, and consumers will be loyal which leads to adding value to Starbucks and boosting sales.
 - B. Principle 2; “Everything Matters” which gives attention to all business details and ensures the production of products and services with high quality.

- C. Principle 3; “Surprise and Delight” which is seen in their efforts to please consumers, and employees which motivates employees to please and surprise their consumers.
- D. Principle 4; “Embrace Criticism” The managers of branches face the criticism seriously, use it as feedback, and work toward finding the best solutions which lead to an increase in the loyalty of their consumers.
- E. Principle 5 “Leave Your Mark” moves from “a business that sells a product, to a business that makes a difference”, and attracts more consumers through its global awareness and development (Michelli, 2007). Consumers have a strong loyalty to brands that are environment-friendly (Pratap, 2019).

Starbucks uses numerous SM platforms and works a lot in its marketing strategy to have a noticeable presence on social media. Starbucks uses SM platforms to encourage consumer-driven creation and ideas (Welch & Buvat, 2013).

- Kahve Dünyası; the first Turkish coffee shop. In 2004, it was established in Eminonu, Istanbul, and today is the 2nd in Turkey with it 104 branches after Starbucks’ 183 branches. The figure below shows the branch numbers of the top coffee shop brands in Turkey. Kahve Dünyası entered the industry as a retailer of coffee beans. It played a central role in establishing of Altinkiliclar coffee plant and Altinmarka cocoa and chocolate plant. After that, it began to offer the products of these establishments directly to consumers. It offers a variety of products; coffee, ice cream, chocolates, and baked goods. Kahve Dünyası has three types of sales points; shops, metro station booths, and corners.

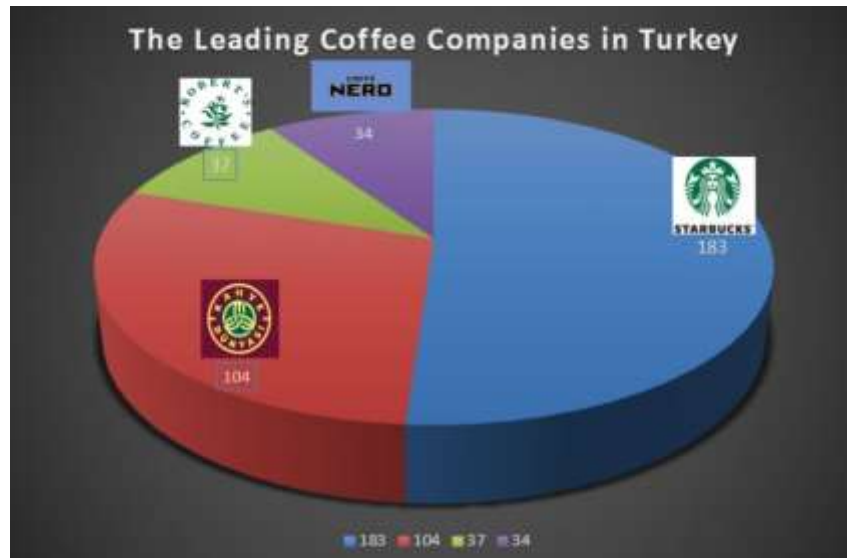


Figure 2. 9: Branch Numbers of Top Coffee Companies in Turkey

Source: Pazarlamasyon, 2014

- Robert's Coffee; Robert's Coffee was founded in 1987 in Helsinki, Finland. Robert's Coffee was established in numerous countries such as Finland, Sweden, Estonia, Turkey, and Japan. The company is owned by the Paulig family, it focuses on first-class, roasted coffee, and a pleasant environment. The founder of Robert's Coffee, Robert Paulig gained inspiration from the coffee culture in the United States, then wanted to develop the company as a franchise and wished to have a coffee shop on every street corner in Finland and Sweden (Robert's Coffee, 2015). Robert's Coffee uses its advertising way and company information. They use beverages, furniture, and materials used inside their branches.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Hypothesis Development Process

Many studies have shown that BE dimensions is affected by social media marketing activities. SMMA are affective and can help build BE (Yazdanparast, Joseph & Qureshi, 2015).

Customization is the combination of a consumer`s side and the brand`s side, the consumer`s personality and the firm`s identity. The customization activity is used to show the preference and uniqueness of brands and to increase customer loyalty (Martin & Todorov, 2010). When a consumer is making a purchase, interaction helps in building brand trust and takes away confusion (Khadim et al., 2018). Hennig-Thurau et al. (2013) stated that e-wom is another way of spreading information, customers believe that e-wom is distributing data around a specific item or brand to further consumers through online platforms. Furthermore, in Kim & Ko (2012); Godey et al. (2016); Yadav & Rahman (2017); Seo & Park (2018) studies, entertainment and trendiness, are significant elements of SMMA that affect BE. Also, Ebrahim (2020) stated that trendiness has an important impact on brand trust. According to these studies, the following hypothesis were developed.

H1: Social media marketing activities have an advantageous Impact on brand awareness

H2: Social media marketing activities have an advantageous Impact on brand associations

H3: Social media marketing activities have an advantageous Impact on perceived brand quality

H4: Social media marketing activities have an advantageous Impact on brand loyalty

Businesses that use SM witness better consumer purchase behavior. SM networks let consumers search for data in a quick, suitable, and accessible way, so consumers use social media to gain information that helps them make purchase decisions (Mir & Rehman, 2013).

H5: marketing through social networking is advantageously impacted over purchase intention.

Brands that have high brand recall and recognition have a competitive advantage in the market. Laksamana (2018) stated that consumers that have a high brand loyalty, also have a high repurchase intention. The bond between BE and PI is a strong relationship (Aaker, 1991). Kim & Ko (2010) stated; SMMA have a high impact on PI.

H6: Brand equity has an advantageous impact on purchase intention.

3.2 Research Design

It refers to the strategy, and techniques that the researcher has utilized in gathering and studying data to conduct a description for questions and assumptions of the study. A quantitative analysis used to test the influence of SMMA on BE and PI, among coffee shops in Istanbul, Turkey. The analysis of data included validity, reliability tests, and several regression analysis.

3.3 Research Model

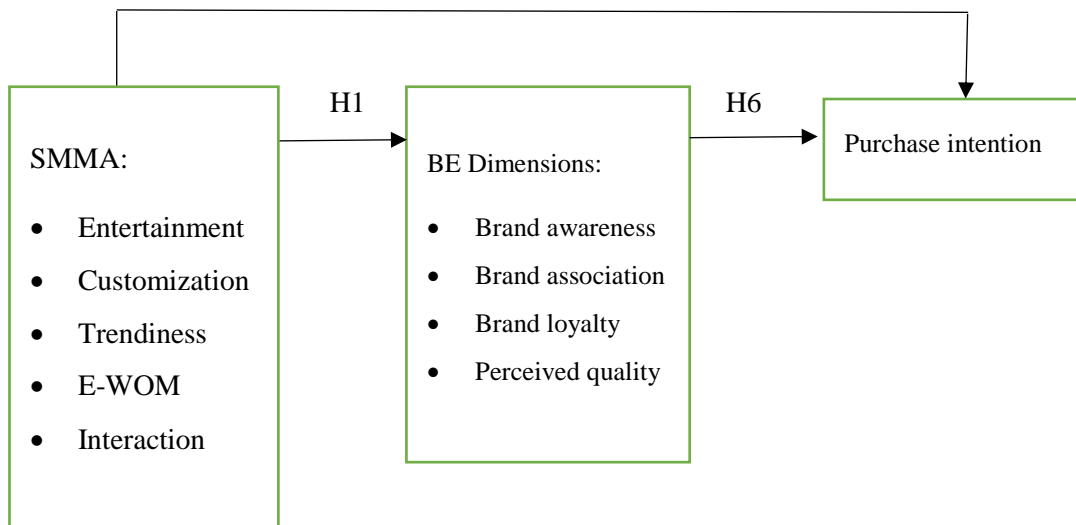


Figure 3.1: Relationship between Concepts; the Effects of SMMA on BE Dimensions and PI

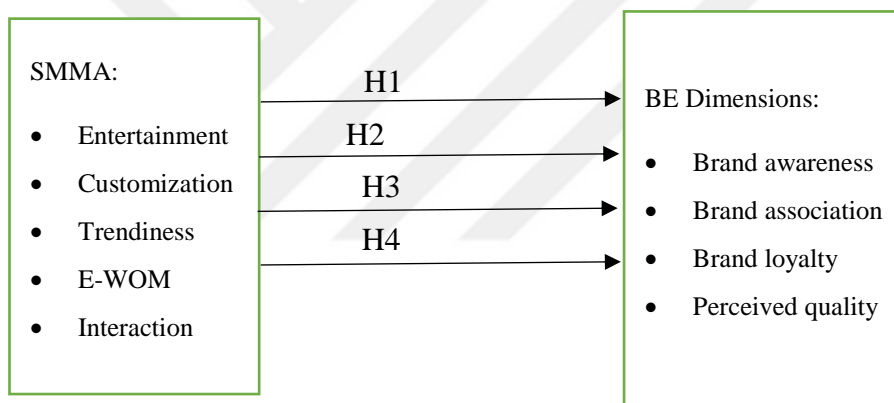


Figure 3.2: Relationship between Concepts; the Effects of SMMA on BE Dimensions

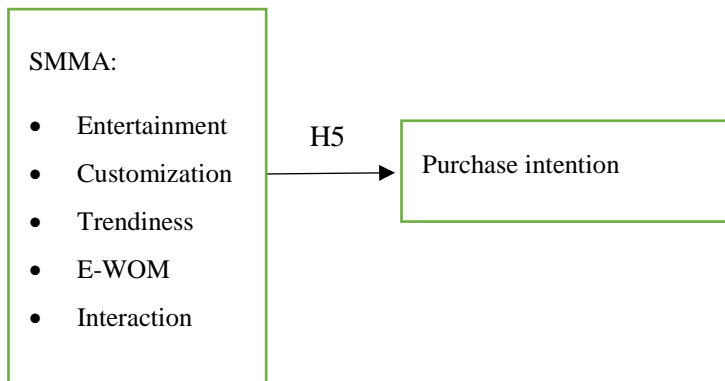


Figure 3.3: Relationship between Concepts; the Effects of SMMA on PI

3.4 Population and Sampling

This study is performed among coffee shops in Istanbul, Turkey. The target people of this research are customers who follow coffee shop brands on SM platforms. An online questionnaire (Google Forms) was spread to the respondents through multiple ways which are; WhatsApp, Instagram, Facebook, LinkedIn, and in the street. The questionnaire was distributed in Turkish, English, and Arabic language. The researcher tried to deliver the survey to the participants with different demographic characteristics.

3.5 Data Collection

The data were collected by distributing an online questionnaire (Google Form) through SM. The contributors had to evaluate the rank of each measure on the scales (1 bottommost, 5 uppermost). Then researcher gathered data from online questionnaires among October and November 2023. A total of 223 respondents have answered and data were used in the research analysis.

3.6 Questionnaire Design

The survey included four different sections of questions; in the first section, demographic characteristics which include 7 questions asking for sexual category, oldness, relationship condition, schooling level, monthly income, and coffee shop that the respondent follows on the SM platform, and the main SM platform that the respondent uses to follow or interact with the chosen coffee shop brand. In the second section, five SMMA which includes the following (entertaining content, customizing content and goods, interacting with shoppers, e-wom, and up to date info) in 18 examinations carried out based on (Kim and Ko, 2010). The third section, measured brand equity which includes the (loyalty of clients to a specific brand, items or services` quality, awareness of clients toward a brand, and finally the association related to a brand) in 19 requests for information were adopted from (Seo & Park, 2018) & (Yoo, Donthu & Lee, 2000). In the last section, measuring purchase intention using 7 questions adopted from (Husnain & Toor, 2017).

CHAPTER IV

FINDINGS FROM THE STUDY

SPSS 27 and AMOS Packages Program was utilized in analyze data of this research. Before analyzing the questionnaire, the data was cleaned and missing data was compensated by estimating the mean average values for all variables and dimensions. This study includes independent variables: SMMA (interaction, entertainment, customization, trendiness, and e-wom). And dependent variables: BE (brand awareness, brand associations, brand loyalty, and perceived quality) and consumer PI. The hypothesis of this study are:

H1: marketing efforts among SM have an advantageous impact on the client`s awareness of the brand.

H1a: Entertaining content has an advantageous impact over client`s awareness of the brand.

H1b: Customization in content and facilities has an advantageous impact toward the client`s awareness of the brand.

H1c: Interacting with clients has an advantageous impact over the client`s awareness of the brand.

H1d: E-wom between clients has an advantageous impact over the client`s awareness of the brand.

H1e: Trendy info and goods has an advantageous impact over the client`s awareness of the brand.

H2: marketing doings through SM have an advantageous impact on brand associations

H2a: Entertainment as an element of SMMA has an advantageous impact on brand associations

H2b: Customization as an element of SMMA has an advantageous impact on brand associations

H2c: Interaction as an element of SMMA has an advantageous impact on brand associations

H2d: E-wom as an element of SMMA has an advantageous impact on brand associations

H2e: Trendiness as an element of SMMA has an advantageous impact on brand associations

H3: marketing actions through SM have an advantageous impact upon the perceived quality of a certain brand

H3a: Entertainment has an advantageous impact upon the perceived quality of a certain brand

H3b: Customization avoidance has an advantageous impact upon the perceived quality of a certain brand

H3c: Interaction has an advantageous impact upon the perceived quality of a certain brand

H3d: E-wom has an advantageous impact upon the perceived quality of a certain brand

H3e: Trendiness has an advantageous impact upon the perceived quality of a certain brand

H4: marketing doings through SM have an advantageous impact on the client`s loyalty toward an established brand

H4a: Entertainment has an advantageous impact on the client`s loyalty toward an established brand

H4b: Customization avoidance an advantageous impact on the client`s loyalty toward an established brand

H4c: Interaction has an advantageous impact on the client`s loyalty toward an established brand

H4d: E-wom has an an advantageous impact on the client`s loyalty toward an established brand

H4e: Trend has an an advantageousi on the client`s loyalty toward an established brand

H5: marketing actions over and done with SM have an advantageous impact on the clinet`s intention toward buying an item from an iconic brand.

H5a: Entertainment has an advantageous impact on the clinet`s intention toward buying an item from an iconic brand.

H5b: Customization has an advantageous impact on the clinet`s intention toward buying an item from an iconic brand.

H5c: Interaction has an advantageous impact on the clinet`s intention toward buying an item from an iconic brand.

H5d: E-wom has an advantageous impact on the clinet`s intention toward buying an item from an iconic brand.

H5e: Trendiness has an advantageous impact on the clinet`s intention toward buying an item from an iconic brand.

H6: BE has an advantageous impact on purchase intention.

H6a: Brand awareness has an effect on purchase intention.

H6b: brand associations has an effect on purchase intention.

H6c: Brand Loyalty has an effect on purchase intention.

H6d: Perceived Quality has an effect on purchase intention.

4.1 The Examination of Questionnaire Respondents

To reach information about sample population, seven questions were included in survey.

Table 4. 1: The Examination of Questionnaire Respondents

Variables		Frequency (N=223)	Percent (%)
Gender	Male	92	41.3
	Female	131	58.7
Age	20 and below	24	10.8
	21-30	99	44.4
	31-40	58	26.0
	41-50	25	11.2
	51 and above	17	7.6
Marital Status	Single	127	57.0
	Married	87	39.0
	Divorced	9	4.0
Level of Academic Achievement	senior and secondary level	15	6.7
	Student pursuing a first degree	147	65.9
	Graduate-level coursework	56	25.1
	Highest academic level	5	2.2
Income	11.401 and below	88	39.5
	11.402 -20.000	8	3.6
	20.001-30.000	94	42.2

	30.001-40.000	13	5.8
	40.001 and above	9	4.0
Coffee Shop Brands	Espresso lab	59	26.5
	Gloria`s jeans	9	4.0
	Kahve Dunyasi	51	22.9
	Özsüt	6	2.7
	Mikel	4	1.8
	Robert`s Coffee	4	1.8
	Starbucks	27	12.1
	Other	25	11.2
	Not specified	38	17.0
Social Media	Facebook	27	12.1
	Instagram	148	66.4
	Twitter	18	8.1
	YouTube	1	0.4
	TikTok	11	4.9
	Snapchat	15	6.7
	Not specified	30	13.4

In the table 4.1, 26.5% of respondents chose EspressoLab as their most lovable coffee shop brand. Kahve Dunyasi was the 2nd lovable coffee shop brand. 66.4% of respondents chose Instagram as the most used social media platform to follow their coffee shop brand`s marketing efforts.

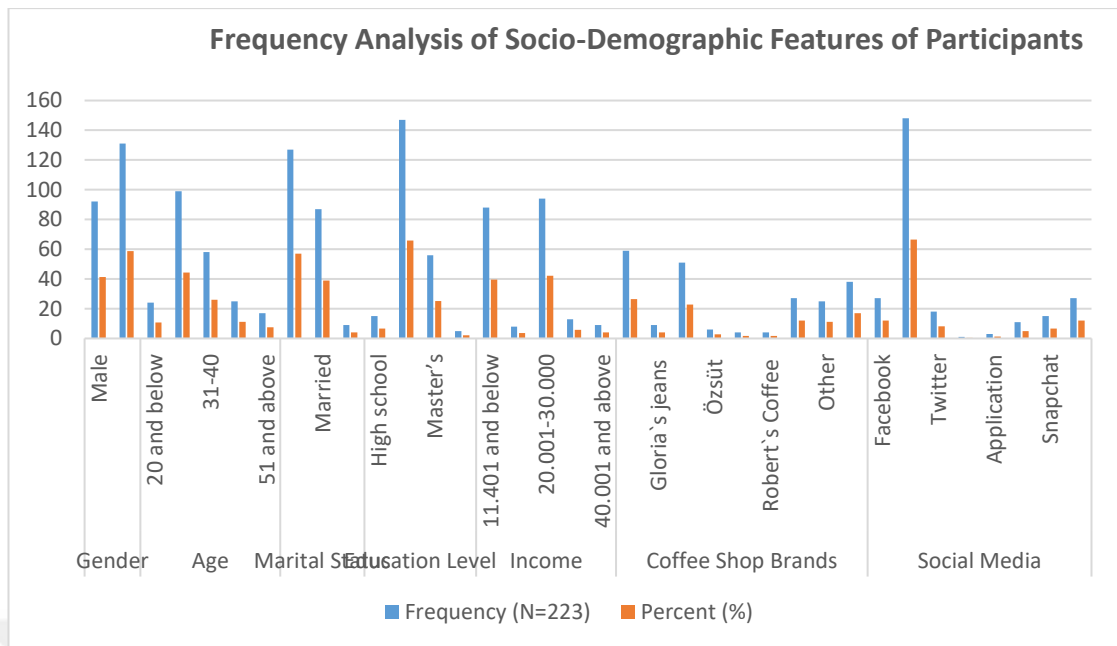


Figure 4.1: The Social and Demographic Characteristics of the Participants

4.2 Data Screening of Respondent

The first and very important stage involves assigning the drafting elements (Fox, 2006). The researcher must examine the collected data to ensure that the data was appropriately entered into the application, empty and far from missing values or any other errors. In addition, to ensure that the factors are distributed in a normal way. The researcher has demonstrated all the independent and dependent variables, factors, and errors of relative approximation. The normal condition was examined and tried to approximate the maximum probability of evaluating the normal distribution of the data and elements. The results showed that there were no missing values and all the structures and variables were consistent. Validation of the normal state examination of all elements and factor variables in the study model is in the following table.

Table 4. 2: Data Screening of Respondent

Items		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
SMM_1_1	SD	9	4.0	4.0	4.0	3.295964126	0.876279933
	D	21	9.4	9.4	13.5		
	N	102	45.7	45.7	59.2		
	A	77	34.5	34.5	93.7		
	SA	14	6.3	6.3	100.0		
SMM_2_1	SD	15	6.7	6.7	6.7	3.295964126	0.950263993
	D	16	7.2	7.2	13.9		
	N	96	43.0	43.0	57.0		
	A	80	35.9	35.9	92.8		
	SA	16	7.2	7.2	100.0		
SMM_3_1	SD	17	7.6	7.6	7.6	3.170403587	1.038720331
	D	32	14.3	14.3	22.0		
	N	91	40.8	40.8	62.8		
	A	62	27.8	27.8	90.6		
	SA	21	9.4	9.4	100.0		
SMM_4_1	SD	8	3.6	3.6	3.6	3.31838565	0.911376098
	D	18	8.1	8.1	11.7	3.31838565	0.911376098
	N	67	30.0	30.0	41.7	3.31838565	0.911376098
	A	101	45.3	45.3	87.0	3.31838565	0.911376098
	SA	29	13.0	13.0	100.0	3.31838565	0.911376098
SMM_5_1	SD	11	4.9	4.9	4.9	3.64573991	0.750415659
	D	15	6.7	6.7	11.7		
	N	61	27.4	27.4	39.0		
	A	109	48.9	48.9	87.9		
	SA	27	12.1	12.1	100.0		
SMM_6_1	SD	7	3.1	3.1	3.1	3.206278027	0.950370271
	D	32	14.3	14.3	17.5		
	N	82	36.8	36.8	54.3		

	A	87	39.0	39.0	93.3		
	SA	15	6.7	6.7	100.0		
SMM_7_1	SD	8	3.6	3.6	3.6	3.376681614	0.940477989
	D	25	11.2	11.2	14.8		
	N	89	39.9	39.9	54.7		
	A	85	38.1	38.1	92.8		
	SA	16	7.2	7.2	100.0		
SMM_8_1	SD	1	0.4	0.4	0.4	3.64573991	0.750415659
	D	14	6.3	6.3	6.7		
	N	68	30.5	30.5	37.2		
	A	120	53.8	53.8	91.0		
	SA	20	9.0	9.0	100.0		
SMM_9_1	SD	10	4.5	4.5	4.5	3.659192825	0.905684388
	D	8	3.6	3.6	8.1		
	N	58	26.0	26.0	34.1		
	A	119	53.4	53.4	87.4		
	SA	28	12.6	12.6	100.0		
SMM_10_1	SD	8	3.6	3.6	3.6	3.6367713	0.884242627
	D	10	4.5	4.5	8.1		
	N	64	28.7	28.7	36.8		
	A	114	51.1	51.1	87.9		
	SA	27	12.1	12.1	100.0		
SMM_11_1	SD	12	5.4	5.4	5.4	3.206278027	0.950370271
	D	31	13.9	13.9	19.3		
	N	94	42.2	42.2	61.4		
	A	71	31.8	31.8	93.3		
	SA	15	6.7	6.7	100.0		
SMM_12_1	SD	8	3.6	3.6	3.6	3.376681614	0.940477989
	D	35	15.7	15.7	19.3		
	N	90	40.4	40.4	59.6		
	A	79	35.4	35.4	95.1		

	SA	11	4.9	4.9	100.0		
SMM_13_1	SD	9	4.0	4.0	4.0	3.430493274	0.955478857
	D	28	12.6	12.6	16.6		
	N	73	32.7	32.7	49.3		
	A	96	43.0	43.0	92.4		
	SA	17	7.6	7.6	100.0		
SMM_14_1	SD	11	4.9	4.9	4.9	2.928251121	1.045910134
	D	20	9.0	9.0	13.9		
	N	75	33.6	33.6	47.5		
	A	96	43.0	43.0	90.6		
	SA	21	9.4	9.4	100.0		
SMM_15_1	SD	24	10.8	10.8	10.8	3.233183857	0.97230672
	D	46	20.6	20.6	31.4		
	N	87	39.0	39.0	70.4		
	A	54	24.2	24.2	94.6		
	SA	12	5.4	5.4	100.0		
SMM_16_1	SD	13	5.8	5.8	5.8	3.426008969	0.964526556
	D	32	14.3	14.3	20.2		
	N	82	36.8	36.8	57.0		
	A	82	36.8	36.8	93.7		
	SA	14	6.3	6.3	100.0		
SMM_17_1	SD	11	4.9	4.9	4.9	3.412556054	0.805512659
	D	19	8.5	8.5	13.5		
	N	81	36.3	36.3	49.8		
	A	88	39.5	39.5	89.2		
	SA	24	10.8	10.8	100.0		
SMM_18_1	SD	5	2.2	2.2	2.2	3.650224215	0.955584555
	D	20	9.0	9.0	11.2		
	N	86	38.6	38.6	49.8		
	A	102	45.7	45.7	95.5		
	SA	10	4.5	4.5	100.0		

BE_1_1	SD	11	4.9	4.9	4.9	3.784753363	0.837381594
	D	7	3.1	3.1	8.1		
	N	67	30.0	30.0	38.1		
	A	102	45.7	45.7	83.9		
	SA	36	16.1	16.1	100.0		
BE_2_1	SD	8	3.6	3.6	3.6	3.713004484	0.938736661
	D	5	2.2	2.2	5.8		
	N	44	19.7	19.7	25.6		
	A	136	61.0	61.0	86.5		
	SA	30	13.5	13.5	100.0		
BE_3_1	SD	11	4.9	4.9	4.9	3.829596413	0.952768994
	D	7	3.1	3.1	8.1		
	N	52	23.3	23.3	31.4		
	A	118	52.9	52.9	84.3		
	SA	35	15.7	15.7	100.0		
BE_4_1	SD	6	2.7	2.7	2.7	3.843049327	0.952726591
	D	12	5.4	5.4	8.1		
	N	51	22.9	22.9	30.9		
	A	99	44.4	44.4	75.3		
	SA	55	24.7	24.7	100.0		
BE_5_1	SD	7	3.1	3.1	3.1	2.426008969	1.040896071
	D	13	5.8	5.8	9.0		
	N	40	17.9	17.9	26.9		
	A	111	49.8	49.8	76.7		
	SA	52	23.3	23.3	100.0		
BE_6_1	SD	39	17.5	17.5	17.5	3.035874439	0.962618905
	D	96	43.0	43.0	60.5		
	N	50	22.4	22.4	83.0		
	A	30	13.5	13.5	96.4		
	SA	8	3.6	3.6	100.0		
BE_7_1	SD	18	8.1	8.1	8.1	3.33632287	0.899889344

	D	34	15.2	15.2	23.3		
	N	104	46.6	46.6	70.0		
	A	56	25.1	25.1	95.1		
	SA	11	4.9	4.9	100.0		
BE_8_1	SD	8	3.6	3.6	3.6	3.044843049	1.060238732
	D	25	11.2	11.2	14.8		
	N	90	40.4	40.4	55.2		
	A	84	37.7	37.7	92.8		
	SA	16	7.2	7.2	100.0		
BE_9_1	SD	19	8.5	8.5	8.5	3.726457399	0.828310724
	D	48	21.5	21.5	30.0		
	N	75	33.6	33.6	63.7		
	A	66	29.6	29.6	93.3		
	SA	15	6.7	6.7	100.0		
BE_10_1	SD	4	1.8	1.8	1.8	3.587443946	0.890502548
	D	8	3.6	3.6	5.4		
	N	67	30.0	30.0	35.4		
	A	110	49.3	49.3	84.8		
	SA	34	15.2	15.2	100.0		
BE_11_1	SD	6	2.7	2.7	2.7	3.587443946	0.890502548
	D	14	6.3	6.3	9.0		
	N	75	33.6	33.6	42.6		
	A	99	44.4	44.4	87.0		
	SA	29	13.0	13.0	100.0		
BE_12_1	SD	2	0.9	0.9	0.9	3.668161435	0.675984255
	D	5	2.2	2.2	3.1		
	N	73	32.7	32.7	35.9		
	A	128	57.4	57.4	93.3		
	SA	15	6.7	6.7	100.0		
BE_13_1	SD	5	2.2	2.2	2.2	3.618834081	0.801465147
	D	8	3.6	3.6	5.8		
	N	76	34.1	34.1	39.9		

	A	112	50.2	50.2	90.1		
	SA	22	9.9	9.9	100.0		
BE_14_1	SD	7	3.1	3.1	3.1	3.843049327	0.809589837
	D	3	1.3	1.3	4.5		
	N	42	18.8	18.8	23.3		
	A	137	61.4	61.4	84.8		
	SA	34	15.2	15.2	100.0		
BE_15_1	SD	46	20.6	20.6	20.6	2.143497758	0.868383794
	D	120	53.8	53.8	74.4		
	N	39	17.5	17.5	91.9		
	A	15	6.7	6.7	98.7		
	SA	3	1.3	1.3	100.0		
BE_16_1	SD	16	7.2	7.2	7.2	3.112107623	0.963751373
	D	34	15.2	15.2	22.4		
	N	92	41.3	41.3	63.7		
	A	71	31.8	31.8	95.5		
	SA	10	4.5	4.5	100.0		
BE_17_1	SD	12	5.4	5.4	5.4	3.251121076	0.981672639
	D	34	15.2	15.2	20.6		
	N	79	35.4	35.4	56.1		
	A	82	36.8	36.8	92.8		
	SA	16	7.2	7.2	100.0		
BE_18_1	SD	13	5.8	5.8	5.8	3.206278027	0.973780621
	D	34	15.2	15.2	21.1		
	N	84	37.7	37.7	58.7		
	A	78	35.0	35.0	93.7		
	SA	14	6.3	6.3	100.0		
BE_19_1	SD	8	3.6	3.6	3.6	3.372197309	0.895704522
	D	24	10.8	10.8	14.3		
	N	83	37.2	37.2	51.6		
	A	93	41.7	41.7	93.3		

	SA	15	6.7	6.7	100.0		
CPI_1_1	SD	6	2.7	2.7	2.7	3.542600897	0.893785581
	D	20	9.0	9.0	11.7		
	N	67	30.0	30.0	41.7		
	A	107	48.0	48.0	89.7		
	SA	23	10.3	10.3	100.0		
CPI_2_1	SD	7	3.1	3.1	3.1	3.533632287	0.889117788
	D	17	7.6	7.6	10.8		
	N	71	31.8	31.8	42.6		
	A	106	47.5	47.5	90.1		
	SA	22	9.9	9.9	100.0		
CPI_3_1	SD	6	2.7	2.7	2.7	3.434977578	0.829650895
	D	15	6.7	6.7	9.4		
	N	94	42.2	42.2	51.6		
	A	92	41.3	41.3	92.8		
	SA	16	7.2	7.2	100.0		
CPI_4_1	SD	10	4.5	4.5	4.5	3.251121076	0.939467982
	D	29	13.0	13.0	17.5		
	N	97	43.5	43.5	61.0		
	A	69	30.9	30.9	91.9		
	SA	18	8.1	8.1	100.0		
CPI_5_1	SD	9	4.0	4.0	4.0	3.269058296	0.910045297
	D	28	12.6	12.6	16.6		
	N	95	42.6	42.6	59.2		
	A	76	34.1	34.1	93.3		
	SA	15	6.7	6.7	100.0		
CPI_6_1	SD	9	4.0	4.0	4.0	3.358744395	0.903697232
	D	23	10.3	10.3	14.3		
	N	85	38.1	38.1	52.5		
	A	91	40.8	40.8	93.3		
	SA	15	6.7	6.7	100.0		

CPI_7_1	SD	7	3.1	3.1	3.1	3.31838565	0.870938757
	D	25	11.2	11.2	14.3		
	N	95	42.6	42.6	57.0		
	A	82	36.8	36.8	93.7		
	SA	14	6.3	6.3	100.0		
Total	223	100.0	100.0				

4.3 Correlation analysis

The table shows the matrix of inter-correlation coefficients for the factors and variables in the study, where the highest value is 0,829 and the lowest value is 0,393.

Table 4. 3: Correlation of Variables

	Items	BE	PI	Entertainment	Customization	Interaction	E-wom	Trend	SMMA	Brand Awareness	Brand	Brand Loyalty	Perceived Quality
Correlation	BE	1.000	0.653	0.526	0.622	0.467	0.536	0.569	0.664	0.815	0.777	0.788	0.804
	PI	0.653	1.000	0.517	0.585	0.484	0.508	0.465	0.626	0.486	0.596	0.599	0.617
	Entertainment	0.526	0.517	1.000	0.646	0.457	0.552	0.494	0.788	0.412	0.510	0.413	0.473

Customization	0.622	0.585	0.646	1.000	0.559	0.571	0.529	0.811	0.543	0.525	0.494	0.558
Interaction	0.467	0.484	0.457	0.559	1.000	0.480	0.444	0.738	0.403	0.435	0.393	0.408
E-wom	0.536	0.508	0.552	0.571	0.480	1.000	0.550	0.829	0.485	0.461	0.428	0.452
Trend	0.569	0.465	0.494	0.529	0.444	0.550	1.000	0.740	0.502	0.474	0.461	0.446
SMMA	0.664	0.626	0.788	0.811	0.738	0.829	0.740	1.000	0.568	0.585	0.542	0.574
Brand Awareness	0.815	0.486	0.412	0.543	0.403	0.485	0.502	0.568	1.000	0.613	0.484	0.620
Brand Association	0.777	0.596	0.510	0.525	0.435	0.461	0.474	0.585	0.613	1.000	0.664	0.741
Brand Loyalty	0.788	0.599	0.413	0.494	0.393	0.428	0.461	0.542	0.484	0.664	1.000	0.630

	Perceived Quality	0.804	0.617	0.473	0.558	0.408	0.452	0.446	0.574	0.620	0.741	0.630	1.000
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The purpose is to provide clarification on the links between two variables. Moreover, the r-value is expressed as a number between -1 and 1. $r=0$ means there is no correlation. The closer r is to zero, the weaker the linear relationship.

- The element entertainment values are as shown (3.33 ± 0.587) as well as customization (3.50 ± 3.50) is prominent at a statistical level ($p<0,01$). Also, the two variables have a positive correlation (when entertainment increases, customization increases as well) and weak linear relationship between them ($r=.285$).
- Entertainment (3.33 ± 0.587) and interaction (3.36 ± 3.36) are statistically significantly correlated ($p<0,01$). Also, the two variables have a positive but weak linear relationship ($r=.234$).
- Entertainment (3.33 ± 0.587) as well as e-wom (3.20 ± 0.717) are prominent at a statistical level ($p<0,01$). Moreover, the two variables have a positive and weak correlation ($r=.310$).
- Entertainment (3.33 ± 0.587) and trend (3.44 ± 0.787) are statistically significantly correlated ($p<0,01$). Also, the two variables have a positive and weak correlation ($r=.268$).
- Entertainment (3.33 ± 0.587) and brand awareness ($3.69\pm .774$) are statistically significantly correlated ($p<0,05$). Also, the two variables have a positive and weak correlation ($r=.228$).
- Entertainment (3.33 ± 0.587) as well as brand associations ($3.51\pm .667$) are prominent at a statistical level ($p<0,05$). Moreover, the two variables have a positive and weak correlation ($r=.243$).

- Entertainment (3.33 ± 0.587) and brand loyalty (3.29 ± 0.839) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.248$).
- Entertainment (3.33 ± 0.587) and perceived quality (3.62 ± 0.678) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.229$).
- Customization (3.50 ± 3.50) and interaction (3.36 ± 3.36) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.248$).
- Customization (3.50 ± 3.50) as well as e-wom (3.20 ± 0.717) are prominent at a statistical level ($p < 0,01$). Moreover, the two variables have a positive and weak correlation ($r = 0.277$).
- Customization (3.50 ± 3.50) and trend (3.44 ± 0.787) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.248$).
- Customization (3.50 ± 3.50) and brand awareness (3.69 ± 0.774) are statistically significantly correlated ($p < 0,05$). Also, the two variables have a positive and weak correlation ($r = 0.260$).
- Customization (3.50 ± 3.50) as well as brand associations (3.51 ± 0.667) are prominent at a statistical level ($p < 0,05$). Moreover, the two variables have a positive and weak correlation ($r = 0.216$).
- Customization (3.50 ± 3.50) and brand loyalty (3.29 ± 0.839) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.256$).
- Customization (3.50 ± 3.50) and perceived quality (3.62 ± 0.678) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.234$).
- Interaction values are shown as ($4,23 \pm 0,48$) as well as e-wom (3.20 ± 0.717) are prominent at a statistical level ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = 0.271$).

- Interaction values are shown as $(4,23\pm 0,48)$ as well as trend $(3,44\pm 0,787)$ are prominent at a statistical level ($p < 0,01$). Moreover, the two variables have a correlation, it is positive and mild ($r = .241$).
- Interaction values are shown as $(4,23\pm 0,48)$ as well as brand awareness $(3,69\pm .774)$ are prominent at a statistical level ($p < 0,05$). Moreover, the two variables have a positive and weak correlation ($r = .224$).
- Interaction values are shown as $(4,23\pm 0,48)$ besides the link with brand associations $(3,51\pm .667)$ are prominent at a statistical level ($p < 0,05$). In addition, the two variables have a correlation, it is positive and mild ($r = .208$).
- Interaction values are shown as $(4,23\pm 0,48)$ besides the link with brand loyalty $(3,29\pm .839)$ are statistically significantly correlated ($p < 0,01$). In addition, the two variables have a correlation, it is positive and mild ($r = .236$).
- Interaction values are presented as $(4,23\pm 0,48)$ besides the link with brand quality $(3,62\pm .678)$ are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and very weak correlation ($r = .198$).
- E-wom $(3,20\pm 0,717)$ and trend $(3,44\pm 0,787)$ are statistically significantly correlated ($p < 0,01$). Also, the two variables have a correlation, it is positive and mild ($r = .223$).
- The element e-wom values are shown as $(3,20\pm 0,717)$ besides the link with brand awareness $(3,69\pm .774)$ are statistically significantly correlated ($p < 0,05$). Also, the two variables have a correlation, it is positive and mild ($r = .295$).
- The element e-wom values are shown as $(3,20\pm 0,717)$ besides the link with brand associations $(3,51\pm .667)$ are prominent at a statistical level ($p < 0,05$). Also, the two variables have a correlation, it is positive and mild ($r = .242$).
- The element e-wom values are shown as $(3,20\pm 0,717)$ besides the link with brand loyalty $(3,29\pm .839)$ are statistically significantly correlated ($p < 0,01$). Also, the two variables have a correlation, it is positive and mild ($r = .282$).
- The element e-wom values are shown as $(3,20\pm 0,717)$ besides the link with brand quality $(3,62\pm .678)$ are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak linear correlation ($r = .242$).

- Trend (3.44 ± 0.787) and brand awareness ($3.69 \pm .774$) are statistically significantly correlated ($p < 0,05$). Also, the two variables have a positive and weak linear correlation ($r = .295$).
- Trend (3.44 ± 0.787) besides the link with brand associations ($3.51 \pm .667$) are prominent at a statistical level ($p < 0,05$). Moreover, the two variables have a positive and weak linear correlation ($r = .240$).
- Trend (3.44 ± 0.787) and brand loyalty ($3.29 \pm .839$) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = .293$).
- Trend (3.44 ± 0.787) and perceived quality ($3.62 \pm .678$) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = .229$).
- The element brand awareness values are shown as ($3.69 \pm .774$) besides the link with brand associations ($3.51 \pm .667$) prominent at a statistical level ($p < 0,05$). Moreover, the two variables have a positive and weak correlation ($r = .317$).
- Brand awareness ($3.69 \pm .774$) and brand loyalty ($3.29 \pm .839$) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = .314$).
- Brand awareness ($3.69 \pm .774$) and perceived quality ($3.62 \pm .678$) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = .326$).
- Brand associations and brand loyalty ($3.29 \pm .839$) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = .372$).
- Brand associations and perceived quality ($3.62 \pm .678$) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive and weak correlation ($r = .336$).
- Social media marketing activities besides the link with brand equity, the values are shown as (3.32 ± 0.587) are prominent at a statistical level ($p < 0,01$). Moreover, the two variables have a negative and weak correlation ($r = -.360$).

- Social media marketing activities and purchase intention (3.32±0.587) are statistically significantly correlated ($p < 0,01$). Also, the two variables have a positive (SMMA and PI move together) and moderate correlation (It's better than a weak linear correlation) ($r = .403$).

Table 4. 4: The Examination of Correlation

Spearman's rho Coefficient	N	Mean	SD	Brand Awareness	Brand Associations	Brand Loyalty	Perceived Quality	SMMA	BE	PI
Entertainment	223	3.33	0.587	.412**	.510**	.413**	.473**	.788**	.526**	.517
Customization	223	3.50	0.714	.543**	.525**	.494**	.558**	.811**	.622**	.585
Interaction	223	3.36	0.617	.403**	.435**	.393**	.408**	.738**	.467**	.484
E-wom	223	3.20	0.717	.485**	.461**	.428**	.452**	.829**	.536**	.508
Trend	223	3.44	0.787	.502**	.474**	.461**	.446**	.740**	.569**	.465

SMMA	223	3.32	0.587	.568	.585	.542	.574	1	.664**	.626
BE	223	3.69	0.774	.815	.777	.788	.804		1	.653
PI	223	3.40	.694	.486	.596	.599	.617			1

The results of the Kaiser-Meyer-Olkin or Measure of Sampling Adequacy Test KMO were confirmed, the results were equal to 0.698, higher than 0.6, which means that the measurement is good and acceptable.

4.4 Confirmatory Factor Analysis

It examines theories among factors plus relationships between variables. To apply CFA, the researcher must know each variable in model then examine the variable before it was created in a relationship. When P-value describes the F (Fit) statistic hypothesis testing. If P is lower than the significance level ($\alpha = 0.05$) then our model fits the data well. If P is lower than 0.05 then the correlation is statically significant, there is a relationship between two variables.

The beta average for the SMMA Measure is (0.242-0.634). Moreover, all five components of SMMA are prominent at a statistical level ($p < 0,01$).

Table 4. 5: CFA of SMMA

Sub Dimension	Items	B	Std. Error	Beta	t	p	R2
Entertainment	SMME_1_1	0.250	0.000	0.306	134166360	0.000	0.647
	SMME_2_1	0.250	0.000	0.332	144657897	0.000	0.640
	SMME_3_1	0.250	0.000	0.364	169209811	0.000	0.731
	SMME_4_1	0.250	0.000	0.329	156775452	0.000	0.768
Customization	SMMC_5_1	0.200	0.000	0.310	211552332	0.000	0.714
	SMMC_6_1	0.200	0.000	0.295	195988016	0.000	0.680
	SMMC_7_1	0.200	0.000	0.291	194609846	0.000	0.686
	SMMC_8_1	0.200	0.000	0.242	168507406	0.000	0.744
	SMMC_9_1	0.200	0.000	0.292	204533517	0.000	0.751
Interaction	SMMI_10_1	0.250	0.000	0.307	115739658	0.000	0.686
	SMMI_11_1	0.250	0.000	0.331	113322103	0.000	0.567
	SMMI_12_1	0.250	0.000	0.313	109546344	0.000	0.594
	SMMI_13_1	0.250	0.000	0.327	117490314	0.000	0.624
E-wom	SMMW_14_1	0.333	0.000	0.403		0.000	0.718
	SMMW_15_1	0.333	0.000	0.443		0.000	0.757
	SMMW_16_1	0.333	0.000	0.411		0.000	0.657
Trend	SMMT_17_1	0.500	0.000	0.634		0.000	0.772
	SMMT_18_1	0.500	0.000	0.528		0.000	0.772

In table 4.6, we examine the compatibility of the CFA with the SMMA scale through Fit Indexes. It is shown that the value of CFI is (0,976), as well as, GFI which means the value of Goodness of Fit Index is (0,960), the value of NNFI is presented as (0,981), finally the value of NFI is presented as (0,965). The Chi-square/df(cmin/df) value is shown as (1,086), as well as RMR which is shown as (0,003), finally, the value of RMSEA is shown as (0,015**). The model is considered validated because of the decent and acceptable fit achieved.

Table 4. 6: The Examination of Compatibility of the CFA Model with the SMMA through Fit Indexes

Fit Indexes	Model
χ^2/df	1,086
GFI	0,960
CFI	0,976
NNFI/TLI	0,981
NFI	0,965
RMR	0,003*
RMSEA	0,015**

In table 4.7, The beta average for the BE Measure is (-0.020- 0.481). Moreover, all four components of BE are prominent at a statistical level ($p < 0,01$).

Table 4. 7: CFA of BE

Sub Dimension	Items	B	Std. Error	Beta	t	p	R2
Brand Awareness	BEAW_1_1	0.194	0.055	0.238	3.539	0.000	0.718
	BEAW_2_1	-0.015	0.049	-0.020	-0.312	0.0012	0.757
	BEAW_3_1	0.306	0.056	0.384	5.448	0.000	0.657
Brand Association	BEAS_1_1	0.333	0.000	0.398		0.000	0.633
	BEAS_2_1	0.333	0.000	0.403		0.000	0.669
	BEAS_3_1	0.333	0.000	0.481		0.000	0.841
Brand Loyalty	BEL_1_1	0.333	0.000	0.390	709070616	0.000	0.420
	BEL_2_1	0.333	0.000	0.387	666000862	0.000	0.376
	BEL_3_1	0.333	0.000	0.354	727026531	0.000	0.534
	BEP_1_1	0.333	0.000	0.406	164962179	0.000	0.503

Perceived Quality	BEP_2_1	0.333	0.000	0.434	172199637	0.000	0.479
	BEP_3_1	0.333	0.000	0.324	147624571	0.000	0.631

In table 4.8, we examine the compatibility of the CFA with the BE scale through Fit Indexes. It is shown that the value of CFI is (0,985), as well as, GFI which means the value of Goodness of Fit Index is (0,945), the value of NNFI is presented as (0,964), finally the value of NFI is presented as (0,989). The Chi-square/df(cmin/df) value is shown as (1,098), as well as RMR which is shown as (0,007), finally, the value of RMSEA is shown as (0,035). The model is considered validated because of the decent and acceptable fit achieved.

Table 4. 8 : The Examination of Compatibility of the CFA Model with the BE through Fit Indexes

Fit Indexes	Model
χ^2/df	1,098*
GFI	0,945**
CFI	0,985
NNFI/TLI	0,964
NFI	0,989
RMR	0,007*
RMSEA	0,035**

4.5 Cronbach's Alpha Measurement

“Cronbach's alpha is a way of assessing reliability by comparing the amount of shared variance, or covariance, among the items making up an instrument to the amount of overall variance. The idea is that if the instrument is reliable, there should be a great deal of covariance among the items relative to the variance” (L.M. Collins, 2007).

Before testing hypothesis reliability analysis should be investigated. According to that, Cronbach's alpha was examined. In Cronbach's alpha, the results are between 0 and 1. If the result is more than 0.7 then the level of reliability is acceptable. But if the result is less than 0.7 then the level of reliability is not high and not accepted.

Table 4. 9 : Cronbach's Alpha Measurement Model

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.967	0.970	51

The table shows that Cronbach's Alpha value is 0.970, and the number of variables examined = 51. The values above the threshold of 0.7 are accepted. Therefore, Cronbach's alpha formulations considered sufficiently error-free.

4.6 Reliability and Validity Analysis

To ensure that the results of this study are facts and applicable, reliability test and validity test of the chosen methodology shall be examined. Validity determines that the results align with the principles of the scientific research technique. The researcher made more tests to ensure the reliability and validity. Composite reliability (CR) value is a way to measure the internal consistency of the items, it is similar to Cronbach's Alpha measurement. It is better to use CR with CFA model. Average contrast extracted (AVE) is a way to measure validity. While Maximum Shared Variance (MSV) supports AVE.

In the current study, 12 structures were measured (entertainment, customization, brand wquity, purchase intention, interaction, e-wom, trend, brand awareness, brand association, brand loyalty, brand equity, and social media marketing).

In Cronbach's Alpha, when Alpha is more than 0.70 it acceptable and means the items in test are correlated with each other. So, the results have superior components reliability highlited with 0.809 (entertainment), 0.798 (customization), 0.829 (interaction),also the value 0.808 refers to (e-wom), and the final value 0.822 (trend). As for BE, brand awareness value (0.855), brand loyalty value (0.848), quality of goods (0.801468), and finally brand associations (0.7967). (Alpha value > 0.70 means the variables in test are correlated with each other).

Table 4. 10 : Factor Loads of Questionnaire Values

Items		Component	Cronbach's alpha	CR	AVE	MSV
Entertainment	SMM_1_1	0.56	0.889	5.129835	0.310249	1.869755
	SMM_2_1	0.560				
	SMM_3_1	0.475				
	SMM_4_1	0.515				
Customization	SMM_5_1	0.545	0.798	3.316766	0.443556	1.662951
	SMM_6_1	0.528				
	SMM_7_1	0.666				
	SMM_8_1	0.516				
	SMM_9_1	0.479				
Interaction	SMM_10_1	0.603	0.829	4.606049	0.363609	1.837808
	SMM_11_1	0.485				
	SMM_12_1	0.418				
	SMM_13_1	0.487				

E-wom	SMM_14_1	0.590	0.808	3.379377	0.348164	1.719053
	SMM_15_1	0.415				
	SMM_16_1	0.646				
Trend	SMM_17_1	0.599	0.822	1.949184	0.358801	1.326258
	SMM_18_1	0.545				
Brand Awareness	BE_1_1	0.639	0.854833	11.21645	0.408321	2.928788
	BE_2_1	0.576				
	BE_3_1	0.673				
	BE_4_1	0.649				
	BE_5_1	0.717				
	BE_6_1	0.006				
Brand Association	BE_7_1	0.621	0.796695	15.38378	0.385641	3.462192
	BE_8_1	0.661				
	BE_9_1	0.502				
	BE_10_1	0.741				
	BE_11_1	0.706				
	BE_12_1	0.612				
Brand Loyalty	BE_13_1	0.675	0.847809	6.651699	0.455625	2.219422
	BE_14_1	0.575				
	BE_15_1	-0.097				
	BE_16_1	0.641				
	BE_17_1	0.678				

Perceived Quality	BE_18_1	0.700	0.801468	2.3406	0.49028	1.457161
	BE_19_1	0.653				
Purchase Intention	CPI_1_1	0.649	0.801468	20.5811	0.421331	3.773525
	CPI_2_1	0.662				
	CPI_3_1	0.429				
	CPI_4_1	0.657				
	CPI_5_1	0.670				
	CPI_6_1	0.691				
	CPI_7_1	0.714				

a: Average Variance Extracted = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variances)}. b: Composite reliability = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (square of the summation of the error variances)}. c: denotes for a discarded item due to insufficient factor loading below cut off 0.5.”

Also, latent variables are exogenous or endogenous. The exogenous variables (independent variables) are not influenced by other latent variables, but the endogenous variables (dependent variables) are influenced by other latent variables.

Table 4.5 also displays that the AVE, which reflects the total amount of variance in the indices represented by the latent combination, was 0.310249, 0.443556, 0.363609, 0.348164, 0.358801, 0.408321, 0.385641, 0.455625, 0.49028, 0.421331, for Entertainment, Customization, BE, PI, Interaction, E-wom, Trend, BE elements respectively.

The indices have a weak factor loads ranging from 0.31025 to 0.4903. Indicating that the meaning of the factors has not been preserved by these indices, (all values must be above the 0.5).

The composite reliability value, which depicts the degree to which it reaches. The building indicators indicate that the underlying structure was 5.1298, 3.317, 4.60605, 3.379, 1.949, 11.216, 15.384, 6.652, 2.341, 20.5811, for Entertainment, Customization, BE, PI, Interaction, E-wom, Trend, BE elements respectively.

The degrees in the scale Maximum Shared Variance (MSV), was 1.8697, 1.663, 1.838, 1.7191, 1.326, 2.9288, 3.4623, 2.219, 1.4572, 3.774 For Entertainment, Customization, Brand Equity, Purchase Intention, Interaction, E-wom, Trend, BE elements respectively.

All these values were above the threshold of 0.7 value. Therefore, Maximum Shared Variance (MSV) for all formulations was considered sufficiently error-free.

4.7 Regression Analysis

Analysis of Variance or ANOVA is used when dealing with three or more groups of data, to get information about the relationship between the dependent and independent variables (Will Kenton, 2023). In ANOVA if $p > 0.05$ it means it is not significant, the null hypothesis is true, there is not enough evidence in this study to support the hypothesis. Autocorrelation and multicollinearity are tested. Autocorrelation is the level of correlation of a variable's values over time. Multicollinearity to explain the correlated independent variables are one can be predicted from the other. Also, Durbin-Watson value to test autocorrelation from regression analysis. Value ranges between 0-4. Values from 0 - 2 point means positive autocorrelation and values from 2 - 4 means negative autocorrelation.

The model 1 is examined by ANOVA and the outcomes are presented in Table 4.11. the model 1 is prominent at a statistical level. which means the hypothesis is supported and accepted ($p < 0.05$).

Table 4. 11: ANOVA Outcomes in SMMA Impact Brand Awareness

Source	Sum of Squares	Df	Mean Square	F	P
Regression	50.372	5	10.074	26.420	.000 ^b
Residual	82.747	217	.381		
Total	133.120	222			

In Table 4.12, the model is investigated. The two elements entertainment besides the other element interaction don't impact brand awareness (H1a and H1c are not valid) ($p > 0,05$). Nevertheless, customization, trend, and e-wom are prominent at a statistical level so, the hypothesis are accepted ($p < 0,05$).

The changes in customization by 0.381 units, e-wom by 0.161, and in trend 0.239 will lead to the increase in brand awareness. The model's determination coefficient (R^2) is 0.378, which means that approximately %37,8 of the variation of brand awareness factor is dispelled through the clarification provided by customization and trend. Beacause of various variables and correlations between them, testing techniques are implemented to analyze linearity and autocorrelation through the model. Consequently the Tolerance threshold that applies above 0.2 additionally, the ranges of VIF are beneath 3, the data does not exhibit collinearity. The range of Durbin Durbin-Watson presented as 2.011, the range is higher than 2 and close to 2 so the autocorrelation is present.

Table 4. 12: The Outcomes of the Regression Considering of SMMA Impact on Brand Awareness

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	P	95.0% Confidence Interval for B		Collinearity Statistics		R2	Durbin Watson
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF		
(Constant)	0.870	0.259		3.353	0.001	0.359	1.381			0.378	2.011
Entertainment	-0.019	0.081	-0.018	-0.237	0.813	-0.178	0.140	0.519	1.927		
Customization	0.381	0.100	0.304	3.812	0.000	0.184	0.578	0.452	2.214		
Interaction	0.064	0.073	0.059	0.880	0.380	-0.079	0.207	0.633	1.579		
E-wom	0.161	0.071	0.164	2.261	0.025	0.021	0.302	0.544	1.838		
Trend	0.239	0.070	0.234	3.399	0.001	0.100	0.377	0.605	1.652		

The model 2 is examined by ANOVA as shown in Table 4.13. The model is prominent at a statistical level. which means the hypothesis is supported and accepted ($p < 0.05$).

Table 4. 13: ANOVA Outcomes in SMMA Impact Brand Associations

Source	Sum of Squares	Df	Mean Square	F	P
Regression	37.109	5	7.422	26.063	.000 ^b
Residual	61.794	217	.285		
Total	98.903	222			

In Table 4.14, the model is investigated. The variable interaction besides the other variable e-wom do not statistically impact brand associations ($p > 0,05$). (H2c and H2d

were rejected) Nevertheless, entertainment, customization, trend is prominent at a statistical level ($p < 0.05$).

To enhance brand associations, the entertainment value shall modify by 0,188 units, customization by .200 units, and trend by .153 units. R² (Determination Coefficient) of the Model is .375, approximately %37,5 associated with brand associations element is dispelled through the clarification provided by entertainment.

Testing techniques are implemented to analyze linearity and autocorrelation through the model. The Tolerance threshold that applies above 0.2. Additionally, the ranges of VIF are beneath 3, the data does not exhibit collinearity. The range of Durbin Durbin-Watson shown as 1.816, the range is close to 2 so, the autocorrelation is present. As a result, the H_{2a}, H_{2b}, and H_{2e} hypotheses were confirmed.

Table 4. 14: The Outcomes of the Regression Considering of SMMA Impact on Brand Associations

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	P	95.0% Confidence Interval for B		Collinearity Statistics		R ²	Durbin Watson
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF		
(Constant)	1.039	.224		4.635	.000	.597	1.481			.375	1.816
Entertainment	.186	.070	.199	2.674	.008	.049	.323	.519	1.927		
Customization	.200	.086	.185	2.321	.021	.030	.371	.452	2.214		
Interaction	.110	.063	.119	1.760	.080	-.013	.234	.633	1.579		
E-wom	.078	.062	.093	1.272	.205	-.043	.200	.544	1.838		
Trend	.153	.061	.173	2.514	.013	.033	.272	.605	1.652		

The model 3 is inspected as shown in Table 4.15 and the model is prominent at a statistical level ($p < 0.05$).

Table 4. 15: ANOVA Outcomes in SMMA Impact Brand Loyalty

Source	SS	Df	MS	F	P
Regression	49.559	5	9.912	20.188	.000 ^b
Residual	106.541	217	.491		
Total	156.100	222			

In table 4.16, the model 3 is inspected. All elements do not have statistical impact on brand loyalty ($p > 0, 05$). Nevertheless, trend is prominent at a statistical level ($p < 0.05$). Change in trend will increase brand loyalty by .234 units.

R2 (Determination Coefficient) of the Model is .317, approximately %31, 7 associated with brand loyalty element is dispelled through the clarification provided by customization. Consequently the Tolerance threshold that applies above 0.2. Additionally, the ranges of VIF are beneath 3, the data does not exhibit collinearity. The range of Durbin Durbin-Watson shown as 2.019, which is Higher than 2 therefore autocorrelation is present.

Table 4. 16: The Outcomes of the Regression Considering of SMMA Impact on Brand Loyalty

Model 3	Unstandardized Coefficients		Standardized Coefficients	t	P	95.0% Confidence Interval for B		Collinearity Statistics		R2	Durbin Watson
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF		
(Constant)	.433	.294		1.471	.143	-.147-	1.013			.317	2.019
Entertainment	.070	.091	.060	.766	.444	-.110-	.250	.519	1.927		
Customization	.320	.113	.235	2.820	.005	.096	.543	.452	2.214		
Interaction	.108	.082	.092	1.305	.193	-.055-	.270	.633	1.579		
E-wom	.107	.081	.100	1.320	.188	-.053-	.267	.544	1.838		
Trend	.234	.080	.211	2.930	.004	.076	.391	.605	1.652		

In Table 4.17. The fourth model is prominent at a statistical level ($p < 0.05$).

Table 4. 17: ANOVA Outcomes in SMMA Impact Brand Quality

Source	SS	Df	MS	F	P
Regression	37.273	5	7.455	24.935	.000 ^b
Residual	64.874	217	.299		
Total	102.147	222			

In table 4.18, every one of the variables is examined in the model 4. All elements do not statistically impact perceived quality ($p > 0,05$). Nevertheless, customization is prominent at a statistical level ($p < 0.05$).

Change in customization will increase perceived quality by .346 units. R² (Determination Coefficient) of the Model is .365, approximately %36,5 associated with perceived quality element is dispelled through the clarification provided by customization. Consequently the Tolerance threshold that applies above 0.2. Additionally, the ranges of VIF are beneath 3, the data does not exhibit collinearity. The range of Durbin Durbin-Watson shown as 2.073, which is Higher than 2 therefore autocorrelation is confirmed. the H3b hypotheses were confirmed. On the other hand, the rest of hypotheses were rejected.

Table 4. 18: The Outcomes of the Regression Considering of SMMA Impact on Brand Quality

Model 4	Unstandardized Coefficients		Standardized Coefficients	t	P	95.0% Confidence Interval for B		Collinearity Statistics		R2	Durbin Watson
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF		
(Constant)	1.127	.230		4.907	.000	.675	1.580			.365	2.073
Entertainment	.109	.071	.115	1.531	.127	-.031-	.250	.519	1.927		
Customization	.346	.088	.315	3.907	.000	.171	.520	.452	2.214		
Interaction	.067	.064	.071	1.040	.299	-.060-	.194	.633	1.579		
E-wom	.087	.063	.101	1.375	.170	-.038-	.211	.544	1.838		
Trend	.121	.062	.136	1.953	.052	-.001-	.244	.605	1.652		

In Table 4.19, The fifth model is prominent at a statistical level ($p < 0.05$).

Table 4. 19: ANOVA Outcomes in SMMA Impact Purchase Intention

Source	SS	Df	MS	F	P
Regression	47.287	6	7.881	28.479	.000 ^b
Residual	59.774	216	.277		
Total	107.061	222			

In table 4.20, the model 5 is inspected for each variable. Social media marketing, entertainment, customization, interaction, e-wom, and trend are prominent at a statistical level ($p < 0.05$).

Changes in social media marketing by -1.160, entertainment by .374 units, customization by .529 units, interaction by .390 units, e-wom by .420 units, and trend by .286 units will increase purchase intention.

The Model's Determination Coefficient (R²) is 0.442, meaning that approximately 44.2% of the variation in the purchase intention is dispelled through the clarification provided by all SMMA. Consequently the Tolerance threshold that applies above 0.2. Additionally, the ranges of VIF are beneath 3, the data does not exhibit collinearity. The range of Durbin Durbin-Watson shown as 2.112, which is higher than 2 therefore an autocorrelation is confirmed.

Table 4. 20 : The Outcomes of the Regression Considering of SMMA Impact on Purchase Intention

Model 5	Unstandardized Coefficients		Standardized Coefficients	t	P	95.0% Confidence Interval for B		Collinearity Statistics		R ²	Durbin Watson
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF		
(Constant)	.513	.227		2.258	.025			.513	.227	.442	2.112
Entertainment	.374	.121	.385	3.078	.002	.166	6.039	.374	.121		
Customization	.529	.127	.470	4.165	.000	.203	4.927	.529	.127		
Interaction	.390	.119	.403	3.265	.001	.170	5.885	.390	.119		
E-wom	.420	.137	.476	3.072	.002	.108	9.299	.420	.137		
Trend	.286	.100	.312	2.860	.005	.217	4.598	.286	.100		
Social Media Marketing	-1.160-	.488	-.981-	-2.376-	.018	.015	65.962	-1.160-	.488		

In Table 4.21, The sixth model is prominent at a statistical level ($p < 0.05$).

Table 4. 21: ANOVA Outcomes in BE Impact on PI

ANOVA	SS	Df	MS	F	P
Regression	50.905	5	10.181	39.341	.000 ^b
Residual	56.157	217	.259		
Total	107.061	222			

In table 4.22, the model 6 is inspected for each variable. Brand awareness, brand association, and brand equity have no statistical effect on purchase intention ($p > 0,05$). Nevertheless, brand loyalty as well as perceived quality is found prominent at a statistical level ($p < 0,05$).

Changes in and brand loyalty by .167 units, and perceived quality by .224 units will increase purchase intention. The model's determination coefficient (R^2) is 0.475, meaning that approximately 47.5% of the variation in the purchase intention factor is dispelled through the clarification provided by brand equity. Testing techniques are implemented to analyze linearity and autocorrelation through the model. Consequently the tolerance threshold that applies above 0.2. Additionally, the ranges of VIF are beneath 3. The data does not exhibit collinearity.

The range of Durbin Durbin-Watson presented as 1.982, the range is close to 2 so the autocorrelation is present.

Table 4. 22 : The Outcomes of the Regression Considering of BE Impact on Purchase Intention

Model 6	Unstandardized Coefficients		Standardized Coefficients	t	P	95.0% Confidence Interval for B		Collinearity Statistics		R2	Durbin Watson
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF		
(Constant)	.686	.211		3.254	.001			.686	.211	.475	1.982
Brand Awareness	-.011-	.086	-.012-	-.129-	.897	.265	3.774	-.011-	.086		
Brand Association	.138	.087	.133	1.594	.113	.349	2.862	.138	.087		
Brand Loyalty	.167	.075	.202	2.236	.026	.297	3.363	.167	.075		
Perceived Quality	.224	.090	.218	2.485	.014	.313	3.197	.224	.090		
Brand Equity	.266	.189	.225	1.413	.159	.095	10.512	.266	.189		

CHAPTER V

CONCLUSIONS

5.1 Discussion

The aim of this study was to examine the effect of social media marketing activities on brand equity and purchase intention among coffee shop brands in Istanbul, turkey. The aim of using SMMA is to get new customers, increase sales, more positive e-wom communication, and establish customer loyalty (Tsimonis & Dimitriadis, 2014).

- The elements; customization, trendiness, and e-wom have an impact on the awareness of the brand. They are prominent at a statistical level ($p < 0.05$). through social media, consumers use e-wom as a way of sharing opinions about brands. Also, consumers follow the latest news and updates. So, brands that offer customized products, offer trendy information, and have positive views from the consumer`s side, get a high brand awareness, and recognition.
- entertainment, customization, trendiness are influencing brand associations ($p > 0,05$). They are prominent at a statistical level ($p < 0.05$). Brands that are present in social media, can communicate and establish a strong relationship with consumers. When customers spend a joyful time on brand`s social media accounts it leads to increase brand association.
- Trendiness has a huge impact on brand loyalty. It is found statistically significant ($p < 0.05$). Companies that focus on social media trendiness, gain more attention from consumers and increase brand loyalty. Laksamana (2018) explained that SM marketing has an important influence on brand trust, and perception of value of brand.
- Customization has an impact on perceived quality. It is found statistically significant ($p < 0.05$). when a company make a special and customized product to a certain consumer, not only brand association is increased but also perceived quality.

- All SMMA (entertainment, customization, interaction between the firm and clients, e-wom, Then finally trendiness) have an impact on purchase intention. They are prominent at a statistical level ($p < 0.05$). Companies that offer consumers' needs and communicate regularly with consumers every day tend to increase consumer purchase intention. According to previous studies, firms that offer information and entertainment, which are of SMMA, effect on PI (Kim & Ko, 2010; Yadav & Rahman, 2017); Orel & Arik, 2020). The online communities allowed customers to know information and marketing messages, which led them to make the purchase behavior because they believe that these information are useful (Malmivaara, 2011).
- Brand awareness, and brand association have no statistical effect on purchase intention ($p > 0.05$). but brand loyalty and perceived quality are found statistically significant ($p < 0.05$). High-quality products leads to repurchase intention and then increase brand loyalty. Studies proved that brand trustworthiness has a powerful impact on the PI and loyalty of consumers (Chaudhuri & Holbrook, 2001). Yoo, Donth, & Lee (2000) concluded high brand equity lead to high purchase intention. However, the findings do not align with the previous study done by Keller (1993) who stated that brand awareness has a major part in affecting a customer making decision of purchase.

In conclusion, the results align with previous studies (Kim & Ko, 2010) stated that SMMA increases customer loyalty, and is important in increasing a tough and long-term link among a consumer and a firm. Findings showed that SMMA influence BE and PI. Social media is an effective tool for businesses to communicate with current and potential customers. Also, BE influence PI.

5.2 Conclusion

Worldwide, communication technologies such as the internet, social media platforms, mobile apps, and others become a part of billions of people's daily lives (Meechunek, 2017; Euajarusphan, 2021). Because the technology and social platforms have raised, the communication ways have changed. People use social media, to communicate with each other, share information, and opinions, and make purchase decisions.

Any firm aims to increase brand equity which is an essential cause in achieving a firm's profitability. Firms can increase their brand equity by using well-planned social media marketing strategies. Through social media, firms can present their products, services and new branches. They can distribute trendy information, entertainment, customize content and products, and interact with buyers.

In addition, an individual who wants to purchase a specific product searches for information about products through social media. After that, a consumer will make a purchase decision. Users receive information from friends or e-wom through social media.

Social media has a huge influence in shaping views of brands and motivating purchasing decisions. Brands with high brand equity are noticed first then consumers are ready to pay the premium price. In this context, social media has an essential effect on consumers' purchasing intention and brand equity.

The retail Coffee business has expanded. Coffee shop brands should use SMMA to provide information about the brand and trendy products and services to encourage customers to purchase from the brand. Many coffee shop brands still do not use social media effectively, which leads to a negative effect on brand equity and potential loss in competition.

5.3 Recommendations for Future Research

The writer advises investigating different industry types. Investigating a wider range of companies might show different insight around the sorts of commercialization required among various businesses.

Only five elements of social media marketing activities were studied which were; entertainment, customization, interaction, e-wom, and trendiness. Additional research on other aspects is necessary; the writer recommends examining other aspects such as content sharing, accessibility, and credibility. Various aspects provide more details and a clearer perspective on the effect of social media marketing activities.

In addition, brand equity was studied from the consumer's side. The writer advises that future studies have to consider the financial aspect of brand equity.

There is a great number of consumers who search for products in online stores, then they purchase these products from on-site stores. In future studies, online and offline shopping can be discovered.

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APPENDICES

Appendix 1. Proposal Letter for Participation in Survey (English)

Respected respondent,

This online questionnaire is being performed by Areej Alkadmani, an MBA student at Istanbul Sabahattin Zaim University, for her master's thesis. The study seeks to determine the impact of social media marketing activities on brand equity and purchase intention in retail coffee business in Istanbul, Turkey. This survey is optional and anonymous. As a result, the data obtained will be kept anonymous and used just to complete the thesis.

The survey contains 51 questions, and this survey will take around 7-10 minutes of your time to complete. Whenever you have a question about any aspect of the survey, or the whole research in general, please don't hesitate to get in touch with me at.

Kind Regards,

Areej Alkadmani

Istanbul Sabahattin Zaim University

Institute of Social Sciences

Business Management

Graduate Student

Appendix 2. Survey Form (English)

Demographic questions

1) Gender

- Male
- Female

2) Age

- 20 and below
- 21 – 30
- 31 – 40
- 41 – 50
- 51 and above

3) Marital status.

- Single
- Married
- Divorced
- Widowed

4) Educational

- High school
- Undergraduate
- Graduate (Master's)
- Graduate (PhD/Doctoral)

5) Personal monthly income

- 11401 TL and below
- 11402 -20.000TL
- 20.001 -30.000 TL
- 30.001 -40.000 TL
- 40.001 TL and above

6) Which of the following coffee shop brands do you primarily follow or interact with on social media? (Please select (a single brand) the brand you have the most engagement with, i.e., liking posts, commenting, or sharing content.)

- Espresso lab
 - Gloria`s jeans
 - Kahve Dunyasi
 - Özsüt
 - Mikel
 - Robert`s Coffee
 - Starbucks
 - Other
- 7) What is the main social media platform you use to follow or interact with your chosen coffee shop brand (from the above)?
- Facebook
 - Instagram
 - Twitter
 - YouTube
 - Snapchat
 - Tiktok

Social Media Marketing Scale Items

- 8) The contents found on coffee shop **X**'s social media seem interesting.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
- 9) It is exciting to use Coffee Shop **X**'s social media.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
- 10) It is easy to kill time using Coffee Shop **X**'s social media.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree

11) It is fun to collect information on brands or coffee products through Coffee Shop X's social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12) It is possible to search customized information on Coffee Shop X's social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13) Coffee Shop X's social media provides customized services.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14) Coffee Shop X's social media provides lively feed information I am interested in.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15) It is easy to use coffee shop X's social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16) Coffee Shop X's social media can be used anytime and anywhere.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

17) It is easy to convey my opinion through coffee shop **X**'s social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18) It is possible to exchange opinions or conversations with other users through Coffee Shop **X**'s social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

19) It is possible to do two-way interaction through coffee shop **X**'s social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

20) It is possible to share information with other users through coffee shop **X**'s social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

21) I would like to pass out information on brands, products, or services from Coffee Shop **X**'s social media to my friends.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

22) I would like to upload content from Coffee Shop **X**'s social media on my blog or microblog.

- Strongly disagree
- Disagree

- Neutral
- Agree
- Strongly agree

23) I would like to share opinions on brands, products, or services acquired from Coffee Shop X's social media with my colleagues.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

24) Using Coffee Shop X's social media is very trendy.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

25) Contents found on coffee shop X's social media are up-to-date.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Brand equity scale items

26) I am aware of the coffee shop X brand.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

27) I know what coffee shop X looks like.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

28) Some characteristics of the coffee shop **X** come to my mind quickly.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

29) I can quickly recall the symbol or logo of the coffee shop **X** brand.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

30) I can recognize the Coffee Shop **X** brand among other competing coffee shop brands.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

31) I have difficulty in imagining the coffee shop **X** brand in my mind.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

32) I consider myself to be loyal to the Coffee Shop **X** brand.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

33) The coffee shop **X** brand would be my first choice.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

34) I will not buy other brands if the Coffee Shop **X** brand is available.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

35) The coffee shop **X** brand is of high quality.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

36) The likely quality of the coffee shop **X** brand is extremely high.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

37) The likelihood that **X** would be functional is very high.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

38) The likelihood that the Coffee Shop **X** brand is reliable is very high.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

39) Coffee shop **X** must be of very good quality.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

40) Coffee shop **X** appears to be of very poor quality.

- Strongly disagree

- Disagree
- Neutral
- Agree
- Strongly agree

41) It makes sense to buy coffee shop **X** brand instead of any other brand, even if they are the same.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

42) Even if another brand has the same features as the Coffee Shop **X** brand, I would prefer to buy the Coffee Shop **X** brand.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

43) If there is another brand as good as the Coffee Shop **X** brand, I prefer to buy the Coffee Shop **X** brand.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

44) If another brand is not different from the Coffee Shop **X** brand in any way, it seems smarter to purchase the Coffee Shop **X** brand.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Consumer's purchase intention

45) Using social media of the coffee shop **X** brand helps me make decisions better before purchasing products and services.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

46) Using social media of the coffee shop **X** brand increase my interest in buying products and services.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

47) I am very likely to buy products or services recommended by my friends on social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

48) I will definitely buy products as marketed on the coffee shop **X** brand's social media, I follow.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

49) I intend to purchase products as marketed on the coffee shop **X** brand's social media, I follow.

- Strongly disagree
- Disagree
- Neutral
- Agree

- Strongly agree

50) It is likely that I will purchase products as marketed on coffee shop X brand's social media, I follow.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

51) I expect to purchase products as marketed on coffee shop X brands' social networking sites, I follow.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Appendix 3. Proposal Letter for Participation in Survey (Turkish)

Sayın katılımcı,

Bu anket İstanbul Sabahattin Zaim Üniversitesi Yüksek Lisans (İşletme) öğrencisi Areej Alkadmani tarafından tez amaçlı yürütülmektedir.

Çalışma, İstanbul, Türkiye'deki perakende kahve işletmesinde sosyal medya pazarlama faaliyetlerinin marka değeri ve satın alma niyeti üzerindeki etkisini belirlemeyi amaçlamaktadır. Bu anket tamamen isteğe bağlı ve anonimdir. Sonuç olarak elde edilen veriler anonim tutulacak ve sadece tezin tamamlanması amacıyla kullanılacaktır.

Anket 51 soru içermektedir ve bu anketin tamamlanması yaklaşık 7-10 dakikanızı alacaktır.

Anketin herhangi bir yönü veya genel olarak araştırmanın tamamı hakkında bir sorunuz olduğunda lütfen benimle iletişime geçmekten çekinmeyin.

Saygılar,

Areej Alkadmani

İstanbul Sabahattin Zaim Üniversitesi

Sosyal Bilimleri Enstitüsü

Yüksek Lisans Öğrencisi

Appendix 4. Survey Form (Turkish)

1) Cinsiyetiniz

- Erkek
- Kadın

2) Yaşınız

- 20'den küçük
- 21 – 30
- 31 – 40
- 41 – 50
- 51 ve üstü

3) Medeni Durum

- Tek
- Evli
- Boşanmış
- Dul

4) Eğitim durumunuz

- Lise
- Lisans
- Yüksek lisans
- Doktora

5) Aylık ortalama geliriniz

- 11401 TL ve altı
- 11402 -20.000TL
- 20.001 -30.000 TL
- 30.001 -40.000 TL
- 40.001 TL ve üzeri

- 6) Lütfen sosyal medyada takip ettiğiniz (X) markasını belirtiniz. (Sosyal medyada takip ettiğiniz bir kafeyi seçin, gönderileriyle etkileşime geçin, gönderilerini beğenin ve gönderilerine yorum yapın)
- Espresso lab
 - Gloria`s jeans
 - Kahve Dunyasi
 - Özsüt
 - Mikel
 - Robert`s Coffee
 - Starbucks
 - Diğer
- 7) Daha önce seçtiğiniz kafe markasını takip etmek veya onunla etkileşime geçmek için kullandığınız ana sosyal medya platformu nedir?
- Facebook
 - Instagram
 - Twitter
 - YouTube
 - Snapchat
 - Tiktok
- 8) Önceki sorular, seçtiğiniz (X) kafe markasına dayalıdır.(X) markasının sosyal medyasının içeriğibana ilginç geliyor.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 9) (X) markasının sosyal medyasını takip etmek beniheyecanlandırıyor.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum

10) Kafe (X)'in sosyal medyası üzerinden markalar veya kahve ürünleri hakkında bilgi toplamak eğlencelidir.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

11) Kahve dükkanı X'in sosyal medyası üzerinden markalar veya kahve ürünleri hakkında bilgi toplamak eğlencelidir.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

12) (X) markasının sosyal medyası kişiye özel, bilgi aramayı sağlar.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

13) (X) markasının sosyal medyası kişiye özel hizmet sağlar.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

14) X markasının sosyal medyasında paylaştığı içerikleri ilginç buluyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum

Kesinlikle katılıyorum

15) Kahve dükkanı X'in sosyal medyasını kullanmak kolaydır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

16) Kahve dükkanı X'in sosyal medyası her zaman ve her yerde kullanılabilir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

17) (X) markasının sosyal medyası aracılığı ile fikrimi kolayca söyleyebilirim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

18) (X) Markasının sosyal medyasında başkalarıyla sohbet edebilir veya fikir alış verışı yapabilirim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

19) X markanın sosyal medyası aracılığı ile başkalarıyla sohbet etmek mümkündür.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

- Kesinlikle katılıyorum
- 20) (X) Markasının sosyal medyasında başkalarıyla bilgi paylaşılabilir.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 21) (X) Markasının sosyal medyasında arkadaşlarıma marka, ürün ve hizmetleri hakkında bilgi iletme istiyorum.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 22) (X) Markasının sosyal medyasındaki içeriği kendi bloguma veya mikro bloguma yüklemek isterim.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 23) Kahve dükkanı X'in sosyal medyasından edindiğim markalar, ürünler veya hizmetler hakkındaki görüşlerimi meslektaşlarımla paylaşmak isterim.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 24) (X) Markasının sosyal medyasını kullanmak çok popülerdir.
- Kesinlikle katılmıyorum
 - Katılmıyorum

- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

25) (X) Markasının sosyal medyasının içeriğinde en yeni bilgiler vardır.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

26) X markası çok iyi bildiğim bir marka.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

27) Kahve dükkanı X'in nasıl göründüğünü biliyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

28) X markasının özellikleri hemen aklıma gelir.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

29) X markanın sembolünü ya da logosunu hızlı bir şekilde hatırlayabilirim.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım

- Katılıyorum
 - Kesinlikle katılıyorum
- 30) X markasını diğer rakip markalar arasında tanıyabilirim.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 31) Kahve dükkanı X markasını zihnimde canlandırmakta zorlanıyorum.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 32) X markasının sadık müşterisiyim.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 33) X markası, benim ilk tercihimdir.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
- 34) Eğer Kahve Dükkanı X markası mevcutsa, başka markaları satın almayacağım.
- Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum

Kesinlikle katılıyorum

35) Kahve dükkanı X markası yüksek kalitelidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

36) Kahve dükkanı X markasının muhtemel kalitesi son derece yüksektir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

37) X markasının işlevsel olma ihtimali çok yüksektir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

38) X markasının markasının güvenilir olma olasılığı çok yüksek

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

39) X çok kaliteli bir markadır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

40) X markası çok kalitesiz görünüyor.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

41) (X) markası kadar iyi başka bir marka olsa da, (X) markasından almayı tercih ediyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

42) Her ne kadar başka bir marka, (X) markası ile aynı özelliklere sahip olsa da, (X) markasından satın almayı tercih ederim.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

43) Diğer marka kullandığım marka X kahve dükkanı kadar iyi olsalar bile ben yine de kullandığım marka X kahve dükkanı satın almayı tercih ederim.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

44) Başka bir marka, (X) markasından farklı değilse, (X) markasından satın almak daha akıllıca görünüyor.

- Kesinlikle katılmıyorum

- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

45) X markasının sosyal medyası, alışveriş kararlarımda bana yardımcı olur.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

46) Kahve dükkanı X markasının sosyal medyasını kullanmak, ürün ve hizmetlerini satın alma konusundaki ilgimi artırıyor.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

47) Sosyal medya aracılığıyla bilgi aldığım bir markanın ürününü satın alacağım çok muhtemeldir.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

48) Sosyal medya aracılığıyla bilgi aldığım bir X markanın ürününü kesinlikle satın alırım.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

49) Takip ettiğim kahve dükkanı X markasının sosyal medyasında tanıtılan ürünleri satın alma niyetim var.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

50) Takip ettiğim kahve dükkanı X markasının sosyal medyasında tanıtılan ürünleri satın alma olasılığım yüksektir.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum

51) Takip ettiğim kahve dükkanı X markasının sosyal medya platformlarında tanıtılan ürünleri satın almayı umuyorum.

- 1) Kesinlikle katılmıyorum
- 2) Katılmıyorum
- 3) Kararsızım
- 4) Katılıyorum
- 5) Kesinlikle katılıyorum

RESUME

A. Education

Graduate: Istanbul Sabahattin Zaim University
MBA, Business Administration and Management
(2021- 2024)

Undergraduate: Alahliyya Amman University
Bachelor of Architecture and Design
(2013 - 2014)

Undergraduate: Arab European University
Bachelor of Fine Arts
(2009 - 2012)

B. Experience

Freelancer

Interior Design
(2019 – Present)

Projects world

Interior Design
(2017)

