

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**INVESTIGATING THE BRAND FACEBOOK PAGES FOR BRAND  
PERCEPTION AND CONSUMER ATTITUDE IN TURKEY**

**THESIS**

**BI BI Aisha AMIN**

**Department of Business  
Business Administration Program**

**October, 2020**

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**October, 2020**

## **DECLARATION**

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis.

**Bi Bi Aisha Amin**

## **FOREWORD**

I want to express my heartfelt appreciation to my academic supervisor Assist. Prof. Dr. Burçin Kaplan, who have always gone beyond the expectations of a great professor, her inspiration will always give me the strength to succeed. I would like to take this opportunity to thank my dear parents (Mrs. Zakia Amin and Mr. D. Mohammad Rafiq Amin), I truly appreciate their efforts and love in bringing me up to be a better individual. I am also thankful to the staff of Istanbul Aydin University, International Students Union (ISU), ISSA, and International Students Office. I wish that this thesis will be useful for researchers in further study on fields related to this topic.

**October, 2020**

**BI BI Aisha AMIN**

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## **ABBREVIATIONS**

<b>Ads</b>	: Advertisements
<b>Ewom</b>	: Electronic Word of Mouth
<b>Kur</b>	: Kurtosis
<b>P-value</b>	: Probability value
<b>Ske</b>	: Skewness
<b>SPSS</b>	: Statistical Package for the Social Sciences
<b>Std. D</b>	: Standard Deviation
<b>WOM</b>	: Word of Mouth

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## **INVESTIGATING THE BRAND FACEBOOK PAGES FOR BRAND PERCEPTION AND CONSUMER ATTITUDE IN TURKEY**

### **ABSTRACT**

Nowadays social media sites are attractive for brands, almost every brand is using the platforms created by social media such as Facebook, Instagram, Twitter. Reaching the target audience has got easier through social media channels and the process of receiving consumers` feedbacks is less complicated. The way a consumer thinks about a particular brand is hugely significant in creating a consumer relationship. Organizations aim to make their products memorable and create points of differences in their products, services and strategies. In this study, the perception regarding the brand pages and their attitude towards Facebook advertisement is focused on. An online questionnaire was published. The respondents were all active Facebook users in Turkey. In this study, the main focus is on Facebook and the platform which is created through Facebook for brands. Facebook supports communication through videos and messages. This research aims to provide a deeper view of influencing consumer attitude through Facebook, this research is about building a permanent relationship with consumers. An online questionnaire was distributed through social media platform and 227 responses were collected. The findings based on the analyses used suggest that there are no significant differences between gender considering perception towards the brand pages and no differences regarding consumer attitude towards Facebook advertisements but the perception of a brand page does affect consumer attitude towards advertisements. This study concludes that building a brand needs building brand pages on Facebook and creating the most relevant ads moreover, creating conversation through these pages and advertisements.

**Keywords:** *Facebook, Social Media, Consumer Attitude , Brand Perception*

## MARKA FACEBOOK SAYFALARININ TÜRKİYE'DE MARKA ALGISI VE TÜKETİCİ TUTUMU AÇISINDAN İNCELENMESİ

### ÖZET

Günümüzde sosyal medya siteleri markalar için çok cezbedici olup, her marka Facebook, Instagram, Twitter gibi sosyal medya platformları kullanmaktadır. Sosyal medya kanalları aracılığıyla hedef kitleye ulaşmak kolaylaşmış ve tüketicilerin geribildirimlerini alma süreci daha az karmaşık hâle gelmiştir. Tüketicinin belirli bir marka hakkında düşünme şekli, satın alma kararını vermede en önemli unsurlardan biri olup; işletmeler ürünlerini akılda kalıcı kılmayı ve ürünlerinde veya stratejilerinde farklılık yaratmayı hedefler. Bu çalışmada Facebook marka sayfalarına ilişkin algı ve Facebook reklamlarına yönelik tutumlar üzerinde durulmuştur. Veri toplamada online anket kullanılmış, ankete katılanların tamamı Türkiye'deki aktif Facebook kullanıcıları arasından seçilmiştir. Çalışmada ana odak noktası Facebook ve markalar için Facebook üzerinde oluşturulan platformlardır. Facebook, videolar ve mesajlar aracılığıyla iletişimi desteklemektedir. Bu araştırma, Facebook aracılığıyla tüketici tutumunu detaylı bir şekilde araştırmayı amaçlamaktadır. Çalışma kapsamında sosyal medya platformu üzerinden online dağıtılan anketle 227 cevap toplanmıştır. Yapılan analizlere dayalı bulgular, marka sayfalarına yönelik algı açısından cinsiyet anlamında önemli bir fark olmadığını ve tüketicinin Facebook reklamlarına yönelik tutumunda bir farklılık olmadığını, ancak marka sayfası algısının tüketicinin reklama yönelik tutumunu etkilediğini göstermektedir. Bu çalışma, bir markayı iyileştirmenin sosyal medyada marka sayfaları oluşturmayı, en alakalı reklamları kullanmayı ve aynı zamanda bu sayfalar ve reklamlar aracılığıyla iletişim oluşturmayı gerektirdiğini göstermektedir.

**Anahtar Kelimeler:** *Facebook, Sosyal Medya, Tüketici Tutumu, Marka Algısı*

## **1. INTRODUCTION**

There are different types of internet marketing such as social media which has different categories like “Facebook”, “twitter”, Instagram (Law, 2018). Internet and globalization are two important factors affecting marketing strategies and consumers.

Marketers plan everything to increase their profit and build relationships with consumers, knowing the reaction of consumers toward ads on Facebook will bring an opportunity to plan better marketing strategies. Facebook and Instagram “Facebook has 1.13 billion daily active users as compared to Instagram which has 500 million monthly active users, Facebook is leading in numbers” (Agarwal, 2018). In this paper, the impact of Facebook ads on consumer attitude and brand perception is investigated.

Simply customers can be divided into two categories such as “End- Customer” who buys for usage and “Resellers” who buys and sells the product and services. Generally “customers” are the reason of surviving businesses. “Consumer behavior “can define the “demand” regarding productions and it is mainly used to recognize the target market and provide a profit (Sivakumar, 2019).

In this study, the attitude of consumers, their feelings, the way they act toward Facebook ads is going to be studied moreover, their perceptions about the content of brand pages are studied. “Consumer engagement refers to a company’s efforts to build relationships with individuals through personalizing interactions on multiple channels, to gain and retain loyal customers” (Astute, 2016).

### **1.1 Problem Statement**

Consumer attitude and their perception of brands are important for marketers because marketers plan to attract consumers. Nowadays internet has brought

plenty of facilities to the process of transferring information for example, by just putting a like on a brand page, the information related to their productions are revealed, specifically, as one of the studies suggests that per day average exposure to ads are about “4000- 1000” (Folge, 2018).

Brand resonance is characterized by strong connections between the consumer and the brand. Brands with strong resonance benefit from increased customer loyalty and decreased vulnerability to competitive marketing actions. In the brand resonance pyramid the basic part starts with “salience” continuous to the performance of brand, “imagery” and the third phase is relating to “feeling” and “judgment” (Keller, 2006).

The main question of this study is to find the attitude and perception of consumer about those advertisements which are realizing through brands` Fan pages on Facebook, before answering the survey the participants were asked to imagine their favorite brand`s page on Facebook. The reason of choosing the concept of consumer attitude is the aspect of attitude, the attitude is composed of “affection”, “behavior” and “cognitive” and these aspects help marketers to know more about their consumers. The reason for using the concept of brand perception in this study is to find the thoughts and perceptions of consumers about brands. Through this study, it is possible to investigate more about consumers and their needs from the content of Facebook brand pages and the strategies which can attract their attention more effectively and can also contribute to better sales.

There are other platforms both in traditional marketing styles such as television and radio and the inbound marketing where social media sites, blogs, review forums are mentioned as examples. Choosing the Facebook among these platforms have the following justifications: Facebook is a type “networking platform” which provides the facility to stay connected with peers (Agarwal, 2018), Facebook gives the chance to reach the “target audience” in a variety of options even it`s possible to know the “consumers` journey” in order to “segment” them better. For “building relationship” with “consumers” new techniques must be investigated the aim of the process should be sending the “right” content to the “right audience” at the “right time” and also keeping your connection with them alive (Weiss, 2019).

## **1.2 Purpose and Objectives**

The aim of this research is to provide a deeper view on influencing consumer attitude through Facebook, this research is about building a permanent relationship with consumers moreover, to explore the manners and directions to always exist in consumers` minds and increase brand awareness. Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand” (Kopp, 2019). The objectives of the research are as following:

- Measuring consumer attitude toward Facebook ads which are published through Facebook brand pages.
- Measuring the effect of gender on consumer attitude toward Facebook ads.
- Measuring perception differences in brand pages regarding gender.

## **1.3 Research Questions**

Is there any difference in perception about the brand’s Facebook page according to gender?

Is there any difference in consumer attitude toward the brand’s Facebook advertisement according to gender?

Is there any significant impact of perception about the brand’s Facebook page on consumer attitude toward brand’s Facebook advertisement??

## **1.4 Nature of the Study**

Essentially the nature of this study is descriptive, The target market for gathering the data are teenagers, middle aged, youngsters and old-aged normal social media users. For purpose of checking their standpoint the questionnaires were distributed to result their view points. The targeted sample of this research is more than 200 responses.

## **2. LITERATURE REVIEW**

### **2.1 Introduction**

There are different procedures of attracting consumers moreover, facilities created by internet have changed the platform of competition. It's easier to reach the target audience no matter where they live furthermore it's important to gain consumers' loyalty in order to stay competitive with rivals. Technology has changed the way of gaining competitive advantage for example, it has reduced the cost of advertising but while doing so, it has made the competition tougher. When a Facebook fan page is designed and the advertisings are prepared the main goal of this process is to gain consumer attention and affect their attitude toward brands as at the end it will affect purchase intensions positively.

The history of marketing relates to hundred years of conceptualization of economic concepts, from those days till now world has changed for example, technology has changed wagon and horses to self-driving cars and also marketing to e-marketing. Those changes have major goals which is satisfying customers` needs and facilitating the process of exchange (El-Ansary et al., 2016).

Mitchell and Olson in 1928 argued that the way consumers "assess" advertisement can affect the brand attitude, advertisement transfers information about the characteristics of a brand moreover, ads c affect the attitude toward a brand and purchase intensions (Raluca & Loan, 2012) The reason behind creating communication between "marketers" and members of brand community is transferring information to the "marketers" and providing them the valuable details (Ramle & Kaplan, 2019).

There are different indicators of marketing performance such as "brand awareness" influencing people, "generating leads", making customers and adding value to reinforce and enhance customer relationship (Marr, 2019). Marketing performance is measured by "word of mouth" and "purchase

intension” (Casas, 2015). Inbound marketing is about attracting visitors` attention and turn them to loyal customer by spreading beneficial content. Inbound marketing is based on the “pull strategy” (Bezhovski, 2015). In an empirical study, the aspects of brand equity of low involvement products were studied, as result the process of building a brand starts from brand awareness which was followed by creating “quality perceptions” and creating a unique “brand personality” and ended to creating brand loyalty and relationship with consumers (Nuweihed, 2018).

Progress of web 2.0 technology have made masses of people connected; an example of these progresses is the creation of Facebook. Facebook was launched in 2004. As it is mentioned inbound marketing has different types as following:

**Social Media:** The platform where companies share information about their products and services with consumers.

**SEO:** Is the procedure of improvement of websites to bring them on the top of the search results

**PPC:** Its paid when only consumers click to see their ads. (Hendrick, 2020)

Inbound marketing aims to provide relevant and needed information for visitors instead of disturbing and unrelated messages. The idea is based on attracting people and changing them to leads through variety of channels. Practically it starts from attracting the strangers converting them to visitor or those who visit the related content by connecting. After connecting the visitors, they turn to leads and then by getting engaged with the contents they change to loyal customers. "marketers often use the terms brand equity, brand image and brand personality interchangeably" (Tauber, 1988)

## **2.2 Social Media and Advertisement**

Social media make brands extend “publicly” as well brands related posts and public`s reaction to posts are somehow visible through likes and shares (Kindness, 2017). Social media is known as platform of reinforcing brand awareness and consumer engagement, there is a correlation between profitability and social media usage. Likes on Facebooks are somehow related



to Return On Investment or (ROI) but still it's difficult to measure ROI furthermore likes on each page related to brands are somehow increasing brand awareness (Barnard & Knapp, 2011 as cited in Cadet, 2016).

“Social media is great opportunity to establish significant relationships and create ways of social interaction defined through dynamic exchanges between their members. Social media is booming in terms of the number and variety of platforms and users” (Machado & Davim, 2016)

Lavidge and Steiner (1961) explained that advertising is the process of convincing people and making them put steps forward from knowing the brand to liking and purchasing. Consumer attitude toward related brands will be evaluated and indicate the marketing performance of the brand (Poh and Adam, 2012 as cited in Zhang 2013). Marketing performance is measured by word of mouth and purchase intension (Casas, 2015).

Nowadays marketers are to connecting with consumer and hearing from them which ends to loyalty of consumers also their positive attitude toward brand (Keller, 2013).

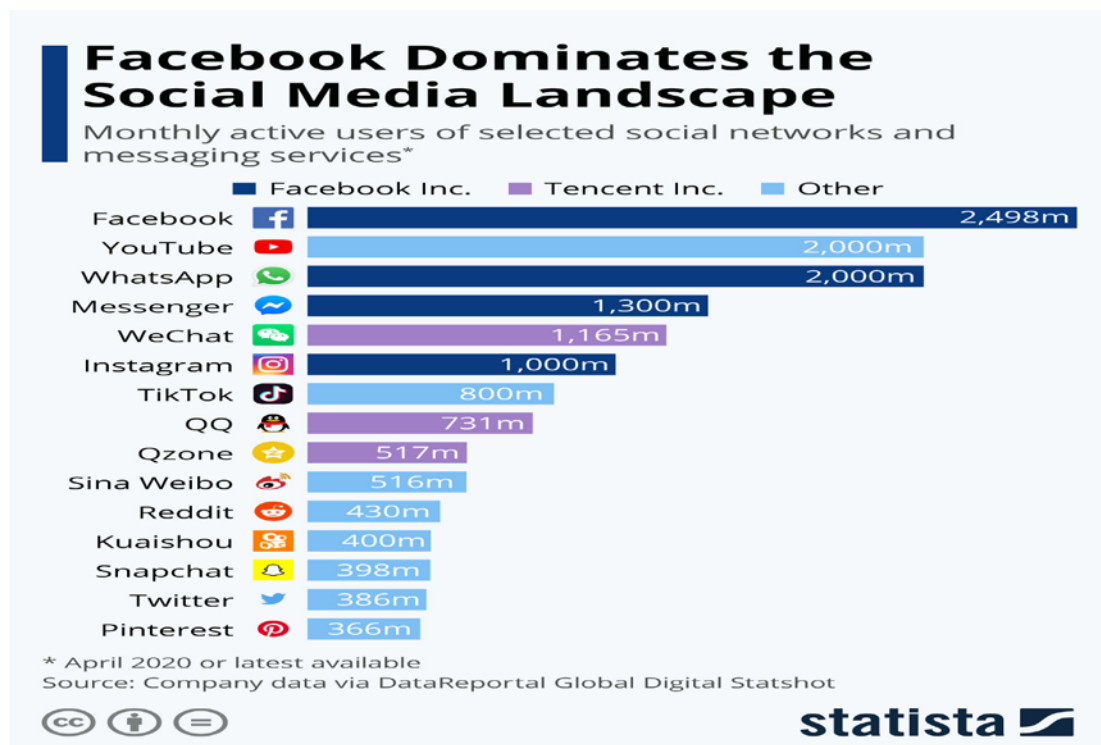
“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010)

“Social media is a technology allowing the nation to publish instantly and economically on the internet. It encourages live discussion on a huge range of topics, with not only friends, but businesses and consumers It allows consumers to advertise their purchases or air their complaints and business owners to receive feedback about their products or services” (Curran et al., 2011).

Facebook requires pages for advertising which could be achieved through application. Facebook allows the creator of related brand pages to access their targets by sending them notifications of advertising through the information related to gender, location, age, keywords (Curran et al., 2011).

The first step of creating Facebook ads is creating a business account for your page then creating Facebook pixels which can track and monitor visitors and help to reach most relevant audience, reaching audience is the initial step also next step is to make ads from Facebook posts (Jenkins, 2018).

The following figure shows the usage of social media sites.



**Figure 2.1:** Dominates the social media Landscape

**Source:** Dominates the social media Landscape, Statista, 2020. (Richter,2020)

### 2.3 Facebook Brand Page

On Facebook brand pages interactivity is known as an important source of engagement (Cvijik & Michahelles, 2013).

Facebook is enhanced into a strategic communication tool for public relations practitioners because it reinforces the notion of two-way symmetrical communication (e.g., Waters, Burnett, Lamm, & Lucas, 2009; Weinberg, 2009 as cited in Waiyachote, 2013)

“Facebook fan pages allow a brand to create an online community of brand users through the social networking site. By pressing Facebook's "like" button, a Facebook user can become a fan of the page and can interact with the brand and other consumers” (Bushelow, 2012).

In accordance with the data collected, Facebook directs 26% of traffic toward websites moreover 20% of consumers prefer to buy from Facebook pages rather than brand’s website. In the region of 10 million small businesses are using

Facebook and 89% of organizations do use social networking sites for advertisement purposes (Murphy 2012)

Past purchases can cause the buyer to repeat their purchase beside that building trust and being present on social media works as a mediator (Weisberg et al., 2011).

In a research done in United States of America regarding social networking sites and purchase intension it was found that there is a positive relationship between the impact of posts which were shared by friends on purchase intension. 81 % percent who faced their friends` posts regarding special brand those posts affected their purchase intension (Olsenki, 2012).

Facebook have the most active users compared to other networking sites. It`s important to know what to include in your contents of Facebook posts, there is 8% of page reach and (like down by 2.7 year by year) beside that there are 27.1 % of paid posts vs total reach. Facebook has created a good platform to reach business opportunities (Chaffy, 2019)

There is an increased level of communication between consumers and the related brand if internet-based techniques are used (Health, 1998 as cited in Waiyachote, 2013)

Found that between Facebook and Twitter, Facebook yielded higher social connections among members. ( Redd, S. M. 2010 as cited in Karam, 2013).

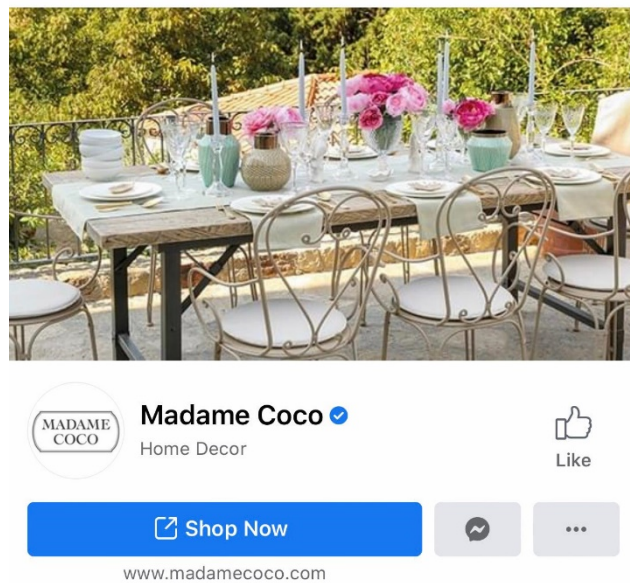
Facebook brand page makes the expenses reduced for marketing plans for example instead of posters or TV ads Facebook posts are enough, it`s easier to reach audience in accordance with demography and interests. By posting plenty of good information Facebook brand pages can end to consumer loyalty also can reach to information related to rivals by spy on competitors (Parkinson, 2020)

As consumers are exposed to several content on Facebook it`s difficult for them to choose their participations but two factors such as brand trust and personal trust are the indicators of consumer participation on Facebook brand pages (Karam, 2013)

In accordance with the study done in India, there are four general reasons to for following or liking a brand page such as brand activism, passion toward the

brand, expecting compensations and expressing ourselves to others and beside that it was also suggested that Facebook fan pages aren't the primary source of information but it is used to effect opinions of the world toward the brand

In other study the impact of consumers' activities related to brand on consumer brand relationship and consumer well-being in Facebook platform were discussed and the result showed that consumers' active participation regarding brands can increase the chances of marketing activities such as brand attitude (Koo, 2015).



**Figure 2.2:**

**Source:** Madame CoCo Facebook Page (official). Access Date 28.6. 2020

Facebook in 2020 is developing new trends which is changing and enhancing the platform for better such as creating "group-centric" design, there are some facilities of this "redesign" like enhancing the access for exploring other "groups" also the related "updates" will be displayed on "news feed" (Sehl, 2020).

There are around 67% of "social advertisers" who suggest that Facebook is the most effectual "social media site", there are 7 million advertisers on Facebook and average cost-per-click on Facebook is \$1.72, potential reach of advertising for Facebook is 1.9 billion" (Siu, 2020).

Brands are more than just tags it's more about creating relationship with "consumers" and keeping them loyal to your brand, "social media" have been

used for around 40 years although Facebook created the platform for marketing and by doing so the attentions of “marketers” were obtained (Chen, 2020).

“Facebook, on the other hand, is a platform intended for networking and connecting with friends. It’s for people connecting with people you know.

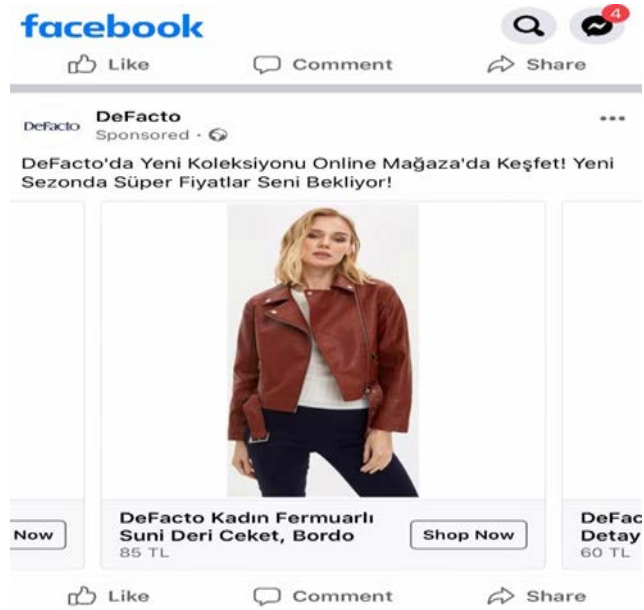
#### **2.4 Facebook Advertising of Brand Pages**

Facebook provides huge scope for marketers through its platform which has a big amount of audience moreover, Facebook attracts the attention of users, an average 50 minutes of users are spent on Facebook. Targeting is possible through options that Facebook provides (Lee, 2016).

“Facebook will allow targeting based on demographic profiles and interests that users reveal about them on their pages. The more targeting options that are available to a social network, the more likely they are to be able to get better prices” (Curran, et al., 2011).

Those who plan marketing strategies for companies they prefer social media and suggest the contribution 92% moreover, 89% of marketers are keen to learn about the effectiveness of social media and engaging consumer through social media sites (Cadet, 2016).

There are situations that Facebook ads can be beneficial for businesses, the important points are knowing marketing channels and knowing if the “business model” fits in to the “network” moreover, Facebook ads are used in order to “generate demands” (Patel, 2020) Here is an example of Facebook ads:



**Figure 2.3:** Example of Facebook Advertisement. Source: Defacto Facebook Page (Official) access date 28. 6.2020

There are options that Facebook creates the option in order to target audience such as “location”, “age”, “gender”, “interests” even “relationship status”, “connection” and “language” (Patel, 2020).

## 2.5 Types of Facebook brand pages

There are types of Facebook brand pages as following:

Local Business or Place: this type of page is created when you have physical place where people can approach it. There are 40 categories available and can be choose in accordance with requirements of the business. Company, Organization, or Institution: It doesn't need a local place but if you have different stores this type of page will help you to find the nearest (Vahl et al., 2020).

Brand or Product: If your aim is to sell products then this is the type of page needed Artist, brand or Public Figure which is used by celebrities and artists, Entertainment is used by those who owned magazine, radio or TV shows, Cause or Community is used when you are official acknowledged (Vahl et al., 2020).

## **2.6 Consumer Attitude**

Attitude from the prospective of consumer-oriented theory, indicates that the object should be related to marketing concept, such as ads, products, services, customer services quality retailer and etc. (Asiegbu et al., 2012). Attitude is learned, marketers suggest that if attitude is learned then there are several procedures which reinforce the learning process such as experience from products or services, advertising, customer service, information which is earned from others and “mass media” (Asiegbu et al., 2012).

Consumer attitudes differ in accordance with their environment, status of development and country (Jacoby, 2001). Attitude is the result and assessment of people, ideas or any other object, attitude could be positive or negative but the main point is the aspects of attitude which are called as ABC of attitude, A is for affective, B is for behavioral and C for cognitive. (Long- Crowell, 2020).

Affective component of attitude indicates the emotions which affects other person for example someone love babies because they are cute, Behavioral part shows the way people act toward an object for example hugging babies, the cognitive component of attitude is related to thought and view of a person about objects for example smoking is harmful (Iedunote, 2019).

In a study done by Shaver in 1992 it was revealed that consumer confidence is the indicator of purchase intentions and can also predict the consumer attitude and show the most possible purchase decision (Shaver ,1992 as cited in Qiyong 1994).

Muheling (1987) found that consumer attitude toward advertisement have is related to several factors such as the strategies of creativity used by advertiser also the social and economic aspects of consumers` live is effective on their perceptions (Kwon, 2005)

As we review the literature found that people who are more social escapism like and adore ads on social media because the enjoy it from the point of entertainment and those people who are keener to get information, they prefer social media ads from information perspective and also from perceived entertainment (Zhou, 2002).

In a study where socialization agent (social groups) and social variables such as education, income, age and gender were as independent variables and attitude was defined as an outcome it was found that talking about the product placement in television can positively effect consumer attitude and their purchase intensions also social variables have impact on consumer attitude and purchase intension (Kwon, 2005)

In a study were millennial attitude toward food- truck dining were investigated, it was found that hygienic, convenience, hedonic factors and environmental risks are affective on consumer attitude toward food-truck dining to be more precise hedonic factors are considered as positive effect on consumer attitude and hygienic, convenience and environmental risks have negative impact on consumer attitude toward food- trucks dining (Yoon & Chung, 2017).

## 2.7 Facebook and the Impacts Studies Review

**Table 2.1: A review of studies related to Facebook and the impacts related**

<b>Study:</b>	<b>Research Question</b>	<b>Variable</b>	<b>Result</b>
Seungho Chung (2017)	“What is the relationship between Facebook engagement and attitude toward Facebook advertising? How do factors like gender, motivation to use Facebook and immersion affect the relationship?”	Independent variables: Facebook ads engagement, Dependent Variables: attitude toward “Facebook advertising”	There is a positive relationship between variables
Priyanka Rai( 2011)	“Do Indian men and women living in India and the United States have different privacy concerns related to their Facebook profiles?”, “Do Indian men and women living in India and the United States have different attitudes toward advertising on Facebook?”	Independent Variable: Gender, Dependent: “Privacy concern”, “Targeted advertising”	Indian Women who are keener to their privacy than men and they are more careful about posting profile info on Facebook



**Table 2.1:** (More) A review of studies related to Facebook and the impacts related

Fabienne Tahirah Cadet (2016)	1- "Does the type of appeal used in posts on company Facebook pages have an impact on viewer engagement?" "2." Are certain types of companies more prone to use a certain type of appeal?" 3. "Is the advertisement value of Facebook posts impacted by the type of appeal used?" "4. Does company Facebook posts have an impact on a firm's financial performance?"	Independent : Facebook Pages and Facebook posts and dependent variable are Financial performance, Engagement of viewers, "information" and "irritation"	"advertising value" is distinct between them also The company kind has no relationship with "post appeal" moreover "stock performance" isn't related with post
Lorna Martin-DeShay	1. "Why do Facebook users, when viewing a brand-oriented page, choose to follow through and select the like button?" 2. "How does a prior attitude about a brand influence a user's decision to select the like button?" 3. "How does a user's attitude toward a brand advertisement influence the choice to use the like button?"	Independent variables are Prior attitude and perceptions, Users attitude dependent variables putting like on Facebook page or becoming follower	"Brand popularity", "product selection" and "brand familiarity" was the reason behind liking pages, "brand loyalty", "brand knowledge, brand familiarity", and "personal preference" were determined as influencer of consumers to like pages and their own perceptions about the product and services are their influencer to like a brand page.

## 2.8 Components of Consumer Attitude

Attitude have three major parts such as cognitive, affective and behavior as cognitive is related to knowledge, affective refers to emotions and conative is related to behavior (Howard, and Sheth, 1969, as cited in Asiegbu et al., 2012).

Generally, attitudes are made of three aspects such as "Cognitive component", "Affective component" and "Behavioral component" which is also called as ABC model of attitude (Long- Crowell, 2020). The ABC model of attitudes emphasizes the interrelationships among knowing, feeling, and doing

(Madichie, 2012). The ABC model suggests that there is consistency between these three aspects for example if someone knows about the quality of Apple iPhone, it doesn't indicate the feelings of that person toward Apple iPhone and doesn't guarantee the purchase Attitude is complicated in some cases it seems to be related to an particular object but in some cases it changes from one person to another (Madichie, 2012).

The cognitive component of consumer attitude defines knowledge and opinions of a person toward an objected, moreover it relates to information gathered from different sources and the direct experience of consumers Affective: Illustrates the "emotions" and "feelings" (Noel. 2020) such as hating or liking something (Iedunote, 2017). Behavioral: Shows behavior of an individual toward an object (Long- Crowell, 2020).

Attitudes indicate opinion and ideas, overall attitude could be both "positive" and "negative" in some situations attitude could be uncertain for instance, sometimes we have different emotions toward a particular object (Kakri, 2019).

## **2.9 Attitude and Perception**

As Allport suggests attitude indicates the "state" of mind where it is ready to act in a particular way toward an object which can be learned through "experiences" and can also be "temperament" (Picken, 2005). Attitude is the result and assessment of people, ideas or any other object, attitude could be positive or negative but the main point is the aspects of attitude which are called as ABC of attitude, A is for affective, B is for behavioral and C for cognitive. (Long- Crowell, 2020). Perception is related to thoughts and views, attitude is the reflection of thoughts in behaviors for example, people might dislike something by talking or complaining but their perception about that related object creates first (Tauber, 2014). In a study done by Kaplan in Turkey consumer perception's impact on consumer loyalty was examined, the findings claim that there are factors influencing "customer loyalty" such as customer perception about quality of service, consumer perception about product, "comparative price perceptions", "discount perceptions", "value perceptions", and "customer satisfaction" (Kaplan, 2015).

Brand perception is the way consumers think of your brand. Brand perception is one of the factors which leads purchase intentions and that's the reason of marketers who focus on what perception consumer holds regarding brands (Romaniuk & Sharp, 2002).

## **2.10 Consumer Buying Behavior**

Facebook ads do affect “consumer`s buying behavior” positively but Facebook environment affects the consumer`s “buying behavior negatively” (Rehman et al., 2014). On the other hand, consumers are more likely to get impressed through engagement rather than ads and promotions (Arnold, 2017)

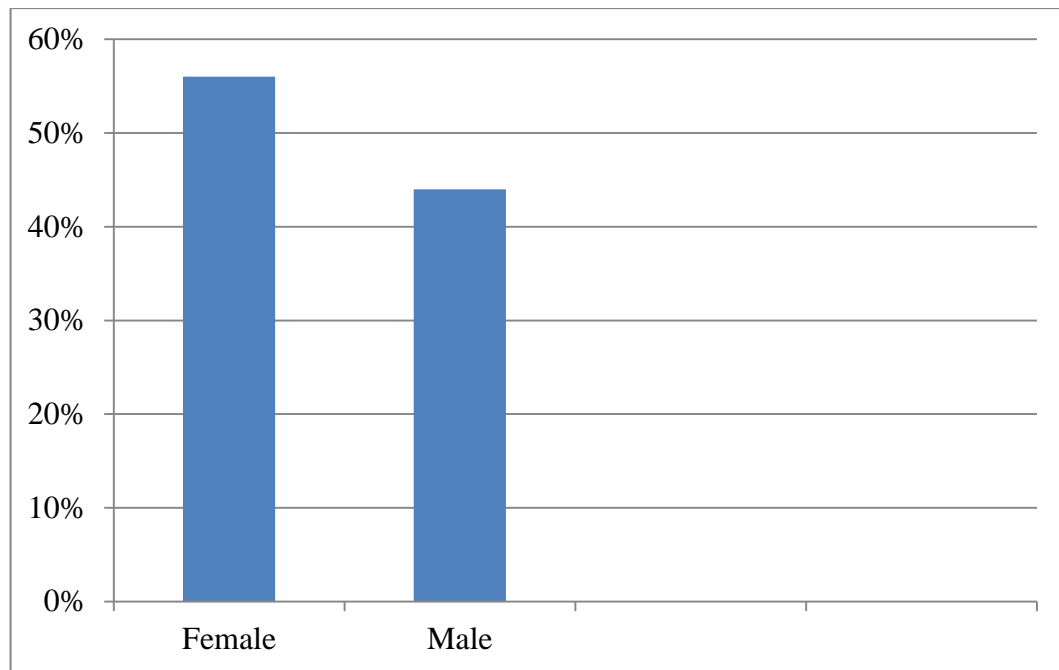
Consumer buying behavior indicates the “actions” taken by consumer which could be “online” or “offline” before purchasing the “product” and or “service” even engaging with social media sites and searching for the desired item can be an example (Ehlich, 2020).

### **2.10.1 The gender effect on consumer attitude**

Men prefer “formal speech” than women. In “interactions” women`s behavior are more warmer than men (Atanasova, 2016).The effect of gender is endemic to all kinds of social media such as Facebook, Instagram, Blogs and online games (Webb, 2015).

Women use social media to share personal information than men, on the other hand men use social media for business reason than women (Vermeren, 2015).

Gender has a significant impact on attitude toward brand image and purchasing minimal marketing products (Haron, 2015). In previous psychological studies the effect of gender on sustainable consumption was mentioned (Luchs & Mooradian, 2011). Among Millennial`s generation customer behavior was analyzed, as the result showed women were more keen to have loyalty card than men. They use loyalty cards more often than men (Kraljević & Filipović, 2017).



**Figure 2.4:** Distribution of Facebook users worldwide as of April. Source: Statista (Clement, 2013). Access Date 12.6.2020

### 2.10.2 Consumer attitude and advertising

Advertising is all about increasing brand awareness and making the potential consumers to buy the product or services meanwhile advertising makes consumers more curious about their choices. In social networking sites brands aim for creating relationship with their consumers by posting their products or services (Akkaya et al., 2017).

Attitudes are the “general” assessments of entities, events, humans and brands even including our own, attitudes continue and last for a period of time they are also “general” and it includes the tinny details to overall evaluation of products and product categories (Madichie, 2012).

There are different way of shaping attitudes some of them contains “learning” and “cognitive process” for example if someone who wants to “model” the behavior of their peers or even endorsers their attitude toward the related brand is also affected (Madichie, 2020).

Attention to each and every advertisement is difficult specially in such a competitive era there are studies done regarding consumer attitude toward advertisings and the result explains that whether it is online or traditional channel used for advertising normally it`s ignored by people even Borgret 1985

suggests that it's difficult to process those much of advertising for an individual (Wang et al., 2002). "The literature of advertising has covered studies from both advertisers and consumers' perspectives. For example, from an advertiser's perspective, each directional ad also has a brand building function since it has certain qualities (e.g., a symbol/icon or brand name) that add to brand recognition. From a consumer's perspective, an ad may not motivate further action if it is not perceived to be relevant to his or her current needs, but unique qualities of the ad might result in brand building." (Wang et al., 2002).

Marketers have to know consumers' needs while planning any strategy and any advertisement because ads are the only way to connect audience with brands the first step begins with identifying the target or potential consumers, the next step is to know what they expect and what are their needs also the third main point is to know the lifestyle of audience like when they prefer to watch television mostly (Juneja, 2015).

Digital advertisement is the transferring information to audience through online communication platforms with realizing of "Google AdWords in 2000, Google AdSense in 2003 and Facebook ads in 2007" digital advertising became popular (Deshpande, 2019).

The most common and simple definition of WoM is to convince the real and organise conversations of people about productions and or brands and the main purpose of marketing and advertising is to create WoM (Mcmillen, 2016).

As top statistics shows the following outcomes of WoM:

- 74 % of people do believe that word of mouth does influence their decision while making any purchase.
- Recommendation by peers is the most effective factor
- 72% of people do believe on positive comments written about brands (Mcmillen, 2016).

Even in some cases word of mouth is defined as a kind of advertisement that doesn't need any payment and can be reinforced by events (Mosley, 2018). The reality of WoM is to create awareness and motivation for a brand or events, there are types of WoM such as "Conversation, Communication, Social media, Media, Communities and Reviews "(Spacey, 2017).

Conversation is verbal type of transferring information, “Communication” refers to emailing and chatting, “Social media and communities” refers to conveying information through online platform and reviews are mostly created by experiences (Spacey, 2017).

The main reason of 20% - 50% purchases is WOM and the main incentive when they want buy expensive productions for example if they want to buy some luxuries item they would ask and investigate about it from their peers and online (Onghai, 2012)

“WOM involves consumers sharing attitudes, opinions, or reactions about business, products, or services with other people.” (Herr et al., 1991).

From the prospective of branding creating relationship with consumer and making them engaged

with the brand is related to “brand resonance” in order to build and reinforce “brand equity” each brand needs to create brand resonance (Keller, 2013)

In order to motivate or change consumer attitude the first step begins with understanding the point of view of consumers about products for doing so getting feedback is the most important key, the second step relates to collecting data and analyzing the data gathered and the result will show the gaps which must be filled (Long-Crowll, 2020).

The process of enhancement doesn’t stop with only filling the gaps but the new information must be conveyed to consumers in order to change their attitude, by doing so and keeping the track of progress we can affect consumer attitude (Long-Crowll, 2020).

“The ABC model of attitudes emphasizes the interrelationships among knowing, feeling, and doing. We cannot determine consumers’ attitudes toward a product simply by identifying their beliefs about it” Madichie, 2012).

**Table 2.2: Consumer attitude Studies Review**

Study:	Research Question	Variable	Result
Priya Nambisan (2005)	“How do we conceptualize customer’s experience in an online product community? Or, what are the dimensions of customer’s online product community experience?”	“Online Community experience” caused mediation. The independent variable is “Online Community Participation” and the dependent variable is “Consumer attitude”	Customers must be considered before building community, all “dimension of OCE” has a positive impact on consumer attitude toward productions (Nambisan, 2005)
Fiona O. S. Caramba-Coker (2009)	“Q1. Do cultural constructs have an effect on the consumer’s attitude towards SST? Q2. To what extent does cultural constructs impact the behavioral intention of the consumer”	“self-construal” and “Face work” as independent variable. “Consumer preferences” Consumer behavior and attitude	“face work and self-construal” have a significant impact on the consumer’s “preference towards SST service” encounters over interpersonal interactions. The findings also showed that of the four “cultural constructs”, independent self is the “strongest predictor of the correlation between culture and consumer preferences” (Cramba-Coker, 2009)
Lim Kah Boon , Yeo Sook Fern and Chong Lee Lee(2019)	“Factors affecting consumer attitude toward mobile advertisements”	Independent variables are “entertainment, credibility, in formativeness, irritation and Personalization” and dependent on is “consumer attitude” toward mobile advertisement	Personalizing of information and “credibility” have effect on consumer attitude toward mobile advertisement (Boon et al., 2019)

Ali	credibility, interactivity,	Consumer attitude	As the impact of social media
Iranmanesh and Elham	“perceived usefulness and ease of use influence	toward “social media” is independent variable	pages are positive accordingly it will affect “purchase intentions “positively
Hadi Najafabadi	attitude towards a BMCC fan page”	and dependent one is “purchase intention”	(Iranmanesh & Najafabadi, 2013)

### 2.10.3 Perceptions about brand

Brand Perception is the way that consumer think of your brand where as brand identity refers to the image which brands want to create (Spacey, 2017). Brand perception or brand image illustrates the perception of consumers toward brand in other words the term brand perception indicates the thoughts and idea of consumer regarding brands. Brand perception is the vital aspect in order to gain profit. The internet revolution has concluded to many other ways of shaping consumers` view of brand for instance social media sites (Schwarz, 2017).

Most important thing in changing or developing a perception is to getting to know it, we know about our brands but it`s our own “aspiration” rather than the idea of consumers (Smith, 2015). The concept of brand perception management refers to managing what ideas and thinking of consumers regarding brand (Gad, 2020).

Consumers are keen to know about “products” and services of “brands” and this function “need to Know” increases the possibility of brand positioning and that`s the reason of designing the strategies which will affect the knowledge of consumer about products of brands (D`Souza,2008).

When it comes to online trust it was found that the great amount of “e-commerce knowledge”, “perceived risk” and “perceived trust” have their impact on “online trust” (WR, 2015).

In brand resonance pyramid the basic part starts with “salience”, continuous to performance of brand and “imagery” and third phase relates to “feeling” and “judgment” (Keller, 2006).

### 2.10.4 Cognitive components and brand awareness

Social media sites create the platform for products and services of a brand to attract their audience and it has positive impact on brand awareness (Tritama &



Tarigan, 2016). There are different types of social media such as Facebook, Instagram, Twitter. Brand awareness is related to the process of “recognition” of productions of the brand also studies illustrates that “brand awareness” can create more amount of sales for brand moreover social media sites can encourage the brand awareness (Kopp, 2019).

In order to change consumer attitude there are several steps which must be taken and one of them is affecting motivational function of consumers and one of the major part of motivating consumer is affecting the knowledge function of consumer (D`Souza,2008).

Consumers are keen to know about “products” and services of “brands” and this function “need to Know” increases the possibility of brand positioning and that`s the reason of designing the strategies which will affect the knowledge of consumer about products of brands (D`Souza,2008)

Positioning is the process of generating “perceptions” regarding “brands” in “consumers` minds” which can make the products of related brand aside from other rivals (Latif et al., 2014)

Attitude is the result and assessment of people, ideas or any other object, attitude could be positive or negative but the main point is the aspects of attitude which are called as ABC of attitude, A is for affective, B is for behavioral and C for cognitive. (Long- Crowell, 2020).

On the other hand, studies show that when consumers are exposed to familiar and unfamiliar brands at the same time the familiarity and or brand awareness will affect their decisions related and they can choose their it faster (Inkwell, 2020).

#### **2.10.5 Consumer relationship**

Providing the best quality service is known as an important aspect of customer retention but it isn` t enough, if a brand wants to gain consumer loyalty, they have to make their experience better with the brand, It is necessary to continuously engage with consumer and make them feel that the brand is dedicating to them (Amaresan, 2020)

Brands aim for creating relationship with consumers, this relationship must provide positive results for both ends, in this process marketing strategies aim for making an image of their brands in consumers` minds (Maria & Louriero, 2014)

Providing the best product or services is a big challenge but it doesn`t define the success of business, there are other factors such as the way of selling and what consumers receive after selling process, these all makes businesses to focus on customer service strategies. In a study done in 2018 it was revealed that people prefer customer service in 2018 as the percentage says 59% of consumers prefer better customer service than 2017 (Fontanella, 2019).

Organizations are focusing on consumer brand relationship since 20<sup>th</sup> century, they are trying to find the ways to create or enhance this relation, there are brands in consumers` lives which have special meaning for them, all types of companies are planning more consumer centric strategies and they are owning plans for better consumer relationship management (Maria & Loureiro, 2012)

Nowadays the marketing has changed a lot and in this new world of marketing consumer engagement is the center of focus (Brodie et al., 2011).

Consumer engagement is about connection and communication of consumers with brands once it`s achieved it must be maintained meanwhile there are approaches to measure it such as “Purchase Frequency”, “Repeat Purchase Rate” and “Average Order View” (Mceachern, 2019).

Social media sites have created the platform for brands to compete with each other and this competition is getting tough day by day, one of the earliest example of social media was named Friendster and was invented by Jonathan Abrams (Tritama & Tarigan, 2016), In this study the effect of Facebook ads on information which consumers have about product and services of brands are going to be investigated.

On the other hand, studies show that when consumers are exposed to familiar and unfamiliar brands at the same time the familiarity and or brand awareness will affect their decisions related and they can choose their it faster (Inkwell, 2020).

Attitude is the result and assessment of people, ideas or any other object, attitude could be positive or negative but the main point is the aspects of attitude which are called as ABC of attitude, A is for affective, B is for behavioral and C for cognitive (Long- Crowell, 2020).

### **2.10.6 Importance of Electronic Word of Mouth**

The evolution of “internet” produced us “social media sites” where WOM has developed its platform to electronic WOM. Investigations done regarding “media” and “consumer behavior” concluded that all types of “media” do show their impacts on consumer attitude but the width isn’t defined yet (Murray, 2017).

As we think electronic WOM is a new concept but in practical live whenever we start a conversation about brands actually it’s spreading WOM and by doing this on internet it turns to electronic WOM which is also a type of “Buzz marketing” (Kremer, 2020).

There are some Characteristics of eWOM such as:

1. It’s type of interpersonal communication
2. More related to trade and brand building
3. The organic conversation about a brand is motivated for example sharing the beauty contents with peers (Kremer, 2020).

Generally, WOM is accepted as a very important source of information moreover, investigation found that both WOM and eWOM have significant effects on “purchase intentions” of “consumers” (Jackson, 2011)

In a study done by “Bickart & Schindler” in 2001 it was found that when the information is transferred from one consumer to another consumer it’s more credible than other channels in order to convince the interest of consumers (Bickart & Schindler as cited in Jackson, 2011).

If we desire to generate WOM about brands one of the most useful ways are forwarding and sharing emails by doing so the content of the message will be transferred without manipulation and it will create as “snowball” effect among “interpersonal social network” (Alexander, 2006). In recent years the review

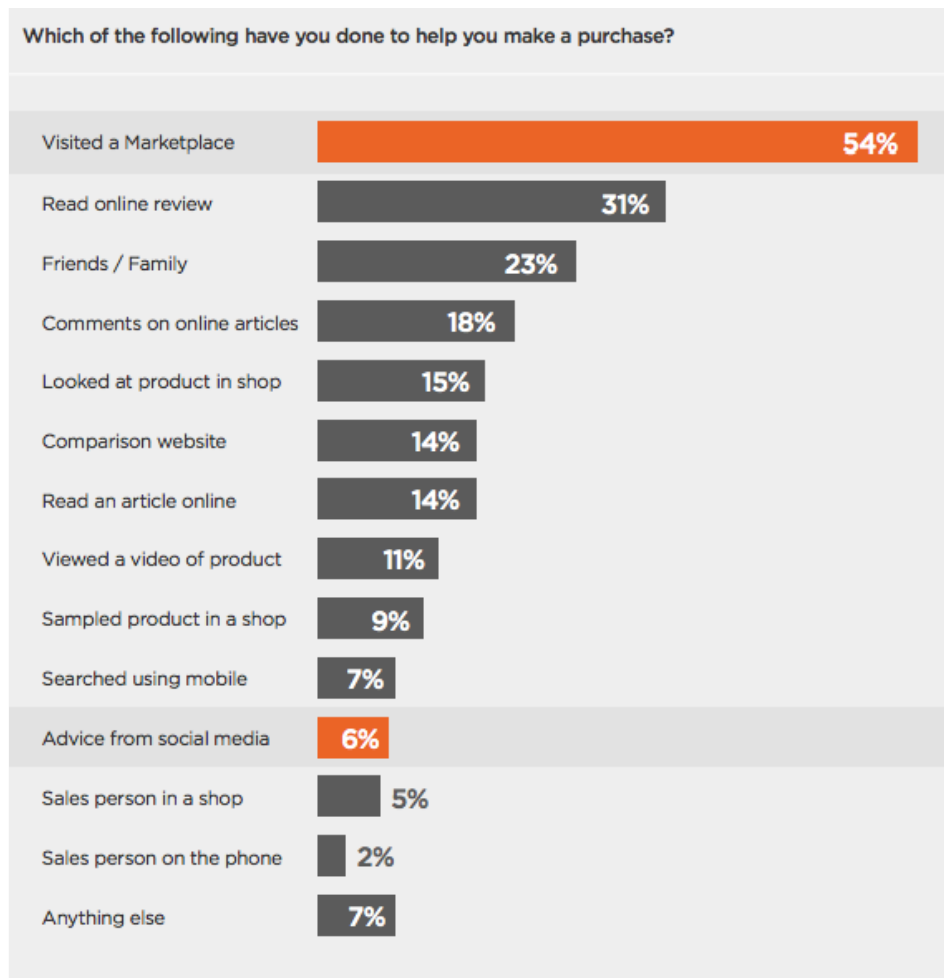
generated about organizations or companies is a type of eWOM for example when a person wants to select a travel agency for their “vacation” they visit “Trip Advisor” or visit other websites in order to get information and the reviews provide them information about related brands (Hotech, 2018). Technology provides the way for eWOM to develop and it’s also creating the possibilities to share information from the channel of consumer as “consumer to consumer” moreover there is no boundaries for these facilities (Graham & Havlena, 2007 as cited in Murray, 2017)

The WOM is almost “free” you don’t need to pay people to generate “conversation” but the strategy you select is very important, hearing peers’ recommendations are most credible than advertisements for consumers (Kokemuller, 2015). it makes the impact of “marketing” more “effective” for example if someone gets good “service” from you they would share to people “similar” to them and this will make you reach your target and “consumers” aren’t interested in ads meanwhile the way to make them listen is providing eWOM (Kokemuller, 2015).

A study conducted by MarketShare proved that They studied several different brands and found that Word of Mouth increased marketing effectiveness up to 54%, Until this study, it was difficult to measure if what people say to each other about their brand experience has a direct effect on sales (Jankowski, 2013).

“Electronic WOM” is mostly used in “hospitality” world for example when consumer want to get service from a “hotel” they do visit “review site” and by reading comments and information sharing the “consumer behavior” is affected by “eWOM” (Kim, 2004)

The following chart shows the importance of online word of mouth:



**Figure 2.5:** importance of online word of mouth

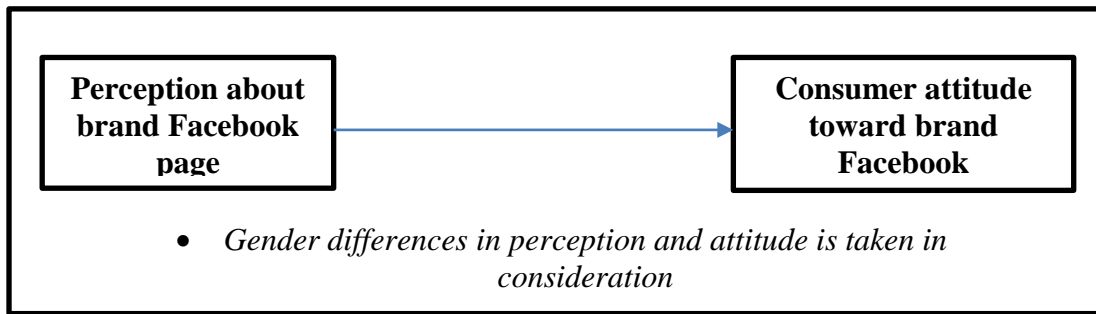
**Source:** Consumers now pay more attention to online reviews than Word- Of- Mouth, Econsultany, (Moth, 2012). Access Date 1.9.2020

### 2.10.7 Conceptual framework:

In this part of the study we are going to focus on our hypotheses and explain them one by one moreover data collection and the type of research is going to be discussed and at end the of this part the finding of the analyzing process will be presented.

If your brand is successful to build “conversation” as nowadays 80% percent of audience seek their “peers” advises rather than ads (McGrath, 2019). Attitude have three features and one of them is “behavior” or “response” beside that “feelings” and “evaluations” are also considered as features of attitude (Jain, 2014).

Independent variable is Perception about brand Facebook page and Consumer attitude toward brand Facebook advertisement, as shown in Figure 2.5:



**Figure 2.1:** The Study Conceptual framework

This Study will implement this framework is comparing between females' and males' attitude. According to the conceptual framework and previous research studies, the following hypotheses of this Study were shaped as the following:

**First Hypothesis:**

- **H1:** There is a difference in Perception about the brand's Facebook page in accordance with gender
- **H0:** There is no difference in Perception about the brand's Facebook page in accordance with gender.

**Second Hypothesis:**

- **H1:** There is a difference in Consumer attitude toward the brand's Facebook advertisement in accordance with gender
- **H0:** There is no difference in Consumer attitude toward the brand's Facebook advertisement in accordance with gender

**Third Hypothesis:**

- **H1:** There is a significant impact of Perception about the brand's Facebook page on Consumer attitude toward brand's Facebook advertisement.
- **H0:** There is no significant impact of Perception about the brand's Facebook page on Consumer attitude toward brand's Facebook advertisement.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Introduction**

For any study, the key factors leading to the selection of the research methodology are the research issue, intent, and context, an appropriate methodology should be selected and developed to achieve the targeted results.

This chapter will discuss the methods and procedures for the study. It includes the study design, the associated population, the sampling process, the techniques used for data collection, and the statistical analysis.

#### **3.2 Research Design and Setup**

This research is studying the relation between Perception about brand's Facebook page as an independent variable and Consumer attitude toward brand's Facebook advertisement as a dependent variable comparing between females' and males' attitude. The method used for this study is quantitative method.

For this study, the data were collected via a questionnaire provided electronically to the respondents, which will result in further information being obtained. Participants of the questioner replied to the two main parts of queries, the part of demographics data and the part of the study hypotheses variable queries. The survey was accepted by the ethical committee of the University of Istanbul Aydin.

The study started by seeking a suitable idea and variables according to the previous literature, which would lead to the creation of the research hypotheses and the conceptual structure. The study was planned and the data required were collected accordingly and analyzed for conclusion by SPSS.

### 3.3 Population

This study is discussing the relationship between Perception about brand's Facebook page as an independent variable and Consumer attitude toward brand's Facebook advertisement as a dependent variable comparing between females' and males' attitude. the target population were people who use Facebook in Istanbul – Turkey, concentrating on youth.

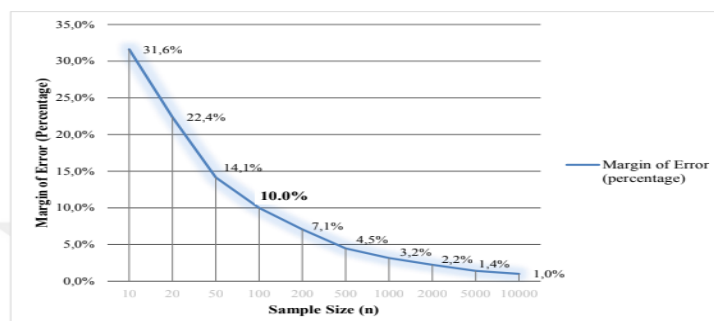
To be more specific the researcher targeted student of universities to study the attitude of young generation.

### 3.4 Sampling Technique

In this study a convenience sampling method was used to select the target respondents, according to (Etikan & Bala, 2017) such method is done “according to the researcher judgment without using any probability technique, it targets respondents with certain criteria, such respondents are considered as a convenient source of data”.

250 sample was determined as according to (Varoquaux, 2018) “from 200 to 300 observation will leads to 7% errors”,

The margin of error formula is :  $Z * \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$  (Surendran, 2019), and following graph explained in (Reyes & Ghosh, 2013) shows the relation between the sample size and the margin of error, and will lead to conclude that the more sample size the less error.



**Figure 3.2:** Sample size & Margin of Error

**Source:** Bayesian Average Error-Based Approach to Sample Size Calculations for Hypothesis Testing (Reyes & Ghosh, 2013)



### **3.5 Data Collecting Tool**

The Data collection process was practiced through survey and the questions were borrowed from two studies as one of studies was written by ANA MARGARIDA BARRETO (2013) and the other part of the questions were from XUEYING ZHANG (2005). Survey was distributed through Facebook, Messenger and WhatsApp. Survey is composed of 28 questions and it was made with the help of Survey Planet application there were multiple choice questions and Likert scale used meanwhile respondent could select five items in order to respond Likert questions such as (Strongly disagree, Disagree, Neither, Agree, Strongly Agree). Responses were accepted only from Facebook active users. The questioner starts with demographic part to know the respondent more and how related to the study, the second part is the variables questions.

### **3.6 Statistical Analysis**

The study used two statistical techniques which are: Simple Percentage Analysis and Regression Analysis

- Simple Percentage Analysis: This analysis is based on the frequency distribution of the data collected and show the results in percentages it gives an overview and a summary about the results but it doesn't test the hypothesis.
- T-test: An Independent Samples T-test compares the means for two groups. It helps you to compare the means of two sets of data. For example, you could run a T-test to see if the average test scores of males and females are different
- Regression Analysis: is a strong statistical analysis that examines the relationship between two or more variables one dependent and others independent. It tests the effect of one or more independent variables on a dependent variable (Hirst, 1970).

The software for analyzing which was used for this study is IBM SPSS version

- IBM SPSS: is a common software which is used for the social sciences analysis surveys analyzing it works on primary data to process it and get results (Landau & Everitt, 2004).

## 4. ANALYSIS AND DISCUSSIONS

### 4.1 Introduction

This chapter includes the analyses, it includes the Simple percentage analysis and regression analysis assumptions, regression hypothesis testing with an explanation about the results.

### 4.2 Descriptive Analysis

To understand the targeted respondents and their answers, Simple percentage analysis was done. such analysis gives an accumulated summary of the respondent's answers according to the frequency distribution of the data collected; it is calculated by the following formula:  $\text{Percentage} = (\text{Number of Respondents} * 100) / \text{Total Number of Respondents}$ .

First part of this analysis represents the Demographic data which dives an idea about the respondent's characteristics it includes for questions as below:

**Table 4.1: Demographic Q1, Male – Female**

<b>Position</b>	<b>Frequency</b>	<b>Percent</b>
Males.	131	58%
Females.	96	42%
<b>Total</b>	<b>227</b>	<b>100.0</b>

After removing the unengaged respondents, the total responses are 227 responses which are divided almost half and half between females and males as 58% of the responses are from males and 42% are from females.

**Table 4.2: Demographic Q2, Age:**

Age	Females		Males	
	Frequency	Percent	Frequency	Percent
15-18	1	.8%	3	3.1%
19-30	78	59.5%	59	61.5%
31-45	46	35.1%	26	27.1%
46-60	6	4.6%	7	7.3%
61-75	0	0%	1	1%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

The respondents represent the youth generation as half of them are between 19 and 30 years' old and more than 25% are between 31 – 45 years' old. The T-test P-value of 0.83 confirms that there is no difference in age between females and males.

Second part of the simple regression analysis will show the characteristics of respondents:

This part is to describe the characteristics of the respondents comparing between the characteristics of females and males.:

**Table 4.3: Q1: Were you already a brands consumer when you become follower/ friends on Facebook page:**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
Yes	68	51.9%	51	53.1%
No	63	48.1%	45	46.9%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

Half of the respondents (females and males) were already brand consumers when they become followers or Friends to the brand page on Facebook. The T-test P-value of 0.86 confirms that there is no difference between females and males.

**Table 4.4: Q2: Did you know a brand before becoming a follower/ put a like on their Facebook page**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
Yes	84	64.1%	70	72.95
No	47	35.9%	26	27.1%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

More than half of the respondents, almost all of them (females and males) did know a brand before becoming followers or before putting a like on their Facebook page. The T-test P-value of 0.16 confirms that there is no difference between females and males.

**Table 4.5: Q3: How did you find about brand`s profile on Facebook**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
Searching	37	28.2%	21	21.9%
Advertising	60	45.8%	37	38.5%
Friends recommendation	27	20.6%	19	19.8%
Heard about it (Online or offline WOM)	7	5.3%	19	19.8%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

Almost half of the respondents find about brand`s profile on Facebook by Advertising. Searching for the page become in the second place. The frequency distribution of this question is different between females and males. The T-test P-value of 0.006 confirms that this difference.

**Table 4.6: Q4: Are you a brand`s follower on Facebook:**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
Yes	66	50.4	44	45.8
No	65	49.6	52	54.2
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

Half of the respondents, (females and males) are brands followers on Facebook. The T-test P-value of 0.50 confirms that there is no difference between females and males.

**Table 4.7: Q5: Why did you become Follower:**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
My friend recommended	34	26%	16	16.7%
To get information about products/ services and events	57	43.5%	40	41.7%
For participating in promotion	7	5.3%	2	2.1%
For benefit	9	6.9%	5	5.2%
For professional purpose	3	2.3%	6	6.3%
Other	21	16%	27	28.1%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

Almost half of the respondents, (females and males) become a follower for a brand Facebook page to get information about products/ services and events. The T-test P-value result of 0.01 shows a difference between females and males.

**Table 4.8: Q6: How often do you visit brand`s Facebook page:**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
Everyday	17	13%	10	10.4%
More than one time a week	27	20.6%	15	15.6%
One time a week	24	18.3%	15	15.6%
More than once time in month	11	8.4%	12	12.5%
One time in a month	22	16.8%	9	9.4%
I don`t visit	30	22.9%	35	36.5%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

Respondents visit brands Facebook pages weekly. The T-test P-value of 0.09 confirms that there is no difference between females and males.

**Table 4.9: Q7: Do you used to engage with the brand before becoming friends / follower on Facebook:**

Answer	Females		Males	
	Frequency	Percent	Frequency	Percent
Yes	67	51.1%	39	40.6%
No	64	48.9%	57	59.4%
<b>Total</b>	<b>131</b>	<b>100%</b>	<b>96</b>	<b>100%</b>

Half of the respondents, (females and males) used to engage with the brand before becoming friends or follower to the brand page on Facebook. The T-test P-value of 0.12 confirms that there is no difference between females and males.

#### 4.3 Descriptive statistics:

Below is list of Mean and Standard Deviation for all the Survey questions:

**Table 4.10: Descriptive statistics:**

	Mean	Std. Deviation
Perception about the brand Facebook page		
Q1: Are you more satisfied with their products/ Services.	3.04	1.249
Q2: Do you consume more their products.	2.70	1.330
Q3: Does the brand image change for better.	1.09	.492
Q4: Do you know more about their products.	2.78	1.394
Q5: Are you more loyal to the brand.	2.81	1.434
Q6: Do you feel that the brand really cares about building relationship with you.	2.80	1.403
Q7: Do you feel the brand is more open.	2.89	1.324
Q8: Do you feel the brand is more trustable.	3.01	1.402

**Table 4.11:** (More) Descriptive statistics:

Q9: Do you feel the brand is more competent.	3.02	1.335
Q10: Do you feel the brand is more listener.	2.92	1.346
Consumer attitude toward brand Facebook advertisement		
Q11: I always pay attention to the ads of the brand on Facebook.	2.30	1.408
Q12: I fully ignore the brand ads on Facebook.	2.33	1.511
Q13: Th brand's ads make me less willing to use Facebook.	2.53	1.418
Q14: The brand's ads are necessary for funding Facebook.	2.78	1.486
Q15: I often check the brand's ads for information.	2.42	1.346
Q16: I would forward the brand's ads for my friends.	2.19	1.360
Q17: The brand's ads add value to Facebook.	2.50	1.434

#### **4.4 Reliability Assessment (Alpha test):**

Reliability is the method that is done to evaluate the quality of the measurement tools (respondents' answers to the questioner), when doing a research using quantitative study that should be measured indirectly a measurement instrument is common to be used.

According to Muijs (2004), Reliability is defined as "to what level the test scores are free from measurement error that occur when testing something. If there is an unreliable measurement the relation between variables will be insignificant. One way of testing reliability is Alpha test which is "an internal consistency measure, shows how closely related a set of items are as a group. It explains If the scale is reliable or not.

According to Muijs (2004), when the test results are more than 0.70 then the measurement is reliable.

The reliability test results of each variable of this study are shown below:



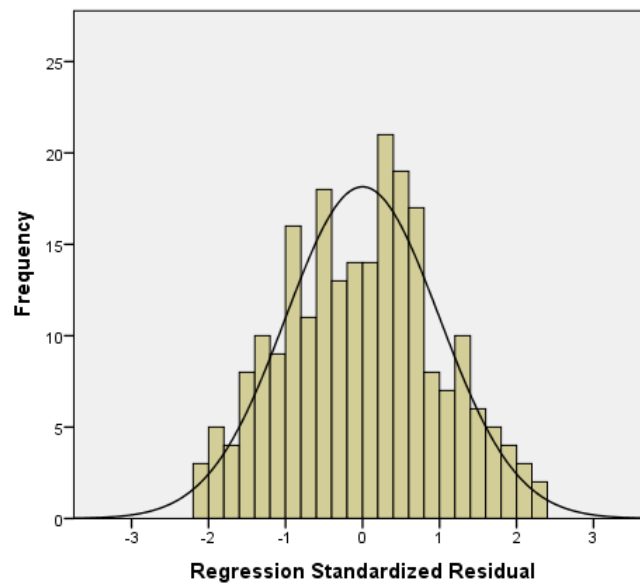
**Table 4.12: Reliability Assessment (Alpha test):**

Variable name	Reliability Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Perception about brand Facebook page	.93	.93	9
Consumer attitude toward brand Facebook advertisement	.76	.76	7

According to the results above it can be concluded that the study measurement is reliable to be used for testing the hypothesis.

#### 4.5 Normality Assessment

Normality assessment is a main condition for many statistical tests in this study the dependent variable data is almost normally distributed as noted in the figure below. The normality distribution of the data is not perfect due to the samples number as the more samples the more accurate distribution to get.



**Figure 4.3: Normality assessment**

Part of Normality assessment is making sure that there is no Skew and Kurtosis:

- Skew: “when the data distribution is not asymmetrical around its mean, either below or above the mean” (Kline, 2011) for not having a Skew the Skew analysis results must be between 3 and -3.
- Kurtosis: “when the data has a higher or lower peak comparing to normal distribution” for not having a Kurtosis the Kurtosis analysis results must be between 8 and -8.

According to the results shown in the below table it can be concluded that there is no Skew and Kurtosis.

**Table 4.13: Skewness and Kurtosis results:**

	<i>Skewness</i>	<i>Kurtosis</i>
Perception about brand Facebook page		
Q1: Are you more satisfied with their products/ services.	-.075	-.900
Q2: Do you consume more their products.	.325	-.895
Q3: Does the brand image change for better.	6.331	42.498
Q4: Do you know more about their products.	.162	-1.190
Q5: Are you more loyal to the brand.	.174	-1.284
Q6: Do you feel that the brand really cares about building relationship with me.	.104	-1.237
Q7: Do you feel brand is more open.	.054	-1.074
Q8: Do you feel the brand is more trustable.	-.064	-1.259
Q9: Do you feel the brand is more competent.	-.029	-1.143
Q10: Do you feel the brand is more listener.	.044	-1.121
Consumer attitude toward brand Facebook advertisement		
Q11: I always pay attention to ads of the brand on Facebook.	.704	-.839
Q12: I fully ignore the brand’s ads on Facebook.	.720	-.968
Q13: The brand’s ads make me less willing to use Facebook.	.482	-1.039

Q14: The brand's ads are necessary for funding Facebook.	.212	-1.353
Q15: I often check the brand's ads for information.	.455	-1.039
Q16: I would forward the brand's ads for my friends.	.777	-.743
Q17: The brand's ads add value to Facebook.	.459	-1.132

#### 4.6 H1 and H2 Hypothesis T-test Results:

An Independent Samples T-test compares the means for two groups. It helps you to compare the means of two sets of data. For example, you could run a T-test to see if the average test scores of males and females are different.

If the testing P-Value is less than 0.05 there is a difference between the groups. The table below shows that Perception about brand's Facebook page and Consumer attitude toward brand Facebook advertisement is not different between Females and males.

**Table 4.14: T-test results:**

	Relationships	P-value	Interpretation
H1	Perception about brand's Facebook page	0.51	No difference
H2	Consumer attitude toward brand Facebook advertisement	0.14	No difference

#### 4.7 Regression Analysis for H3 Hypotheses Testing

Regression is defined according to Gkioulekas & Papageorgiou (2019) as “a predictive analysis tool that examines the relationship between independent and dependent variables, with a goal of fitting a mathematical function describing how the value of the response changes when the values of the predictors vary”

Linear regression is the simplest form of regression which in the case multiple regression, works on explaining the data by simply fitting a hyperplane minimizing the absolute error of the fitting.

Regression Analysis for Hypotheses Testing result is the P value that is between 0 and 1 and, for accepting or rejecting a hypothesis we look at the cutoff point 0.05 if its less than 0.05 the hypothesis is accepted and if it is more than that it is rejected (Hair Jr, et al., 2014).

The Regression Analysis for Hypotheses Testing results is shown in the below table:

**Table 4.14:**

<b>R- Square</b>	0.312	<b>F statistics</b>	102.162
<b>Adjusted R- Square</b>	0.309	<b>Mean Square</b>	27.886
<b>S. E. of regression</b>	5.281	<b>S. D. Dependent Var.</b>	.995
<b>Sum Square Resid</b>	6274.444		

**Table 4.15: Coefficient**

<b>Coefficients</b>						
<b>Model</b>		<b>Unstandardize</b>	<b>Standard</b>	<b>Standardiz</b>	<b>t</b>	<b>p</b>
		<b>d</b>	<b>Error</b>	<b>ed</b>		
H <sub>0</sub>	(Intercept)	17.053	0.422		40.438	< .001

**Table 4.16: The Regression Analysis for Hypotheses Testing results:**

<b>Coefficients</b>					
<b>Model</b>		<b>Unstandardized</b>	<b>Standardized</b>	<b>T</b>	<b>Sig.</b>
		<b>Coefficients</b>	<b>Coefficients</b>		
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	
	Perception about brand Facebook page	.359	.036	.559	10.108 .000

a. Dependent Variable: Consumer attitude toward brand Facebook advertisement

The P-value which is less than 0.05 results lead to conclude that all the hypotheses are accepted.

Consumer attitude toward brand Facebook advertisement = 7.7736 + 0,359 (Perception about brand Facebook page



## **5. CONCLUSION AND RECOMMENDATIONS**

Social media has brought many facilities such as making the reaching process easier, creating a platform with low or even zero cost for advertisement and generating Word of Mouth. Facebook is one of those platforms which brands use to promote or introduce their product. There are countless strategies of Facebook to promote brands, for example, if a friend puts a like on a brand page you get the information that your friend has liked this brand moreover, there are Facebook ads that are published through Facebook brand pages (Marrs, 2020). The attitude is composed of perceptions, emotions and behaviors, for marketers, it's important to consider consumer attitude toward their brands. The platforms created by social media sites provide opportunities for marketers to know their target audience.

### **5.1 Research Summary**

The problem of this research is about factors which affect consumer attitude toward Facebook ads and brand perceptions, gender was assumed as one of those factors. This conclusion part includes the summary of the result and the limitation explained.

The literature review focused on different aspects of consumer attitude, perception about brands and Facebook ads, the three most important parts of attitude such as cognitive, affective and behavior were mentioned. Online Survey was used to gather data and independent sample t-test was used to analyze the data. The name of data analysis used is SPSS, At the beginning, the demographic information was analyzed and the second step was providing the descriptive analysis of both nominal, ordinal and likert scales moreover, the reliability analysis was also applied to the questions which indicate the measures are reliable to measure the attributes.

## 5.2 Findings and Conclusions

Facebook is one of the most popular type of social media, it is growing gradually, beside other communication facilities Facebook has made the process of reach easier, there are no limitation to find target audience moreover, the cost of advertising through social media is much lower than other traditional options. This study is focusing on Facebook brand pages, consumer attitude and their perception of brand.

The findings of this study suggest that there are no differences in perception about brands regarding gender moreover, according to gender, there are no differences in consumer attitude toward Facebook ads of their favorite brand's pages, perception is the way of thinking but attitude is more general. Based on the analysis the finding suggests that the perception about brand page have a significant impact on consumer attitude toward Facebook advertisement. The finding of this study is somehow close to the findings of Xueying Zhang's research in 2013 where gender didn't appear affective on "users' experience with Facebook" (Zhang, 2013).

There are studies that considered gender as a factor of difference regarding perceptions. In a study which was about gender differences regarding Facebook privacy, it was found that women are more concerned about their privacy in Facebook platform than men, the study was applied to Indian people who live in America (Rai, 2011). Perception is all about having an idea and understanding an object. In another study which was done regarding gender differences in social networks, it was assumed that there is a difference between female and male gender regarding their relationships with their friends, the study found that both genders rate their peers similarly (Benenson, 1990). Perception is the way of viewing the objects although it is a very subjective variable and finding measures are only possible as if it is suggested to be situation-specific or population-directed, perception is not "objective" (McDonald, 2011).

Consumer attitude is an important aspect of marketers' strategy there are different factors that affect consumer attitude. Online community experience has a positive impact on consumer attitude (Nambisan, 2005). Personalizing of information and "credibility" have an effect on consumer attitude toward mobile

advertisement (Boon et al., 2019). Attitude is composed of knowledge, feeling and action (Madichie, 2012).

Consumer attitude toward technology and the usage of computer differs regarding gender as men were indicating the usage easier than women (Bain & Rice, 2006). One of the most important factors which convince consumer purchase intention is consumer attitude toward “private label food products” (Jaafar, et al., 2012).

### **5.3 Implications and Recommendations**

The process of brand building is affected by social media sites, now if a brand wants to succeed, marketers must include social media presence in their strategies. Nowadays people are affected by brand pages in social media sites, whereas Facebook indicates the likes of friends or the pages they are following. This study claims that perception about brand pages affects consumer attitude toward the content of that page, the importance of creating relevant and right information in social media sites is mentioned. There are two most important aspects of marketing known as marketing strategies and marketing mix, in marketing strategies there are three important steps included as segmenting, targeting and positioning, this investigation is mostly focused on positioning. This study contains the significance of brand pages and how they affect consumers. In order to keep or create consumer relationships, marketers should focus on their brand pages and the advertising timing and methods in accordance with their culture and environmental issues. Brand pages should share real and righteous information regarding their brand and products. Personalizing of information and “credibility” have effect on consumer attitude toward mobile advertisement (Boon et al., 2019). The advertising should be planned relevant to targets demographic information which is provided through Facebook. In other study the impact of consumers’ activities related to brand on consumer brand relationship and consumer well-being in Facebook platform were discussed and the result showed that consumers’ active participation regarding brands can increase the chances of marketing activities such as brand attitude (Koo, 2015). Keeping consumer engaged with the sort of ads can increase the loyalty of consumers.



#### **5.4 Limitations**

This study discusses Perception about brand Facebook page, Consumer attitude toward brand Facebook advertisement. It is limited to attitude toward Facebook only moreover, it is implemented in Istanbul – Turkey, hence, the results may be different in case of implementing the same study somewhere else. The amount of sample is 227 so it cannot be generalized on the whole population.

#### **5.5 Suggestions for further researches:**

The sample size for this study is limited further researches is needed in order to increase the generalizability of this study, this study is done in Turkey further investigations are needed to study other regions and help to generalize this study. Other variables such as consumer behavior should be focused in the following studies.

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## **APPENDICES**

### **Appendix A: Survey Questionnaire**

## **Appendix A: Survey Questionnaire**

### **Survey questions categorizing:**

- **Survey`s Beginning Message**
- **The following questions are for Facebook users only, please consider your favorite brand or brands while responding to the questions**
- **Demographic questions:**
  1. Gender
  2. Age (15-18, 19-30, 31-45, 46-60, 61-75)
- **Descriptive questions:**
  1. Were you already a brands consumer when you become follower/ friends on Facebook page.
  2. Did you know a brand before becoming a follower/ put a like on their Facebook page?
  3. How did you find about brand`s profile on Facebook? (Searching, Advertising, Friends recommendation, Heard about it (Online or offline WOM))
  4. Are you a brand`s follower on Facebook?
  5. Why did you become Follower? (My friend recommended, to get information about products/ services and events, for participating in promotion, for benefit, for professional purpose, other)
  6. How often do you visit brand`s Facebook page? (Everyday, more than one time a week, one time a week, more than once time in month, one time in a month, I don`t visit).
  7. Do you used to engage with the brand before becoming friends / follower on Facebook?
- **Perception about brand Facebook page: (Likert scale)**

Since you started following the brand page on Facebook Please rank the following situations

  1. Are you more satisfied with their products/ Services?
  2. Do you consume more their products?
  3. Does the brand image change for better?

4. Do you know more about their products?
5. Are you more loyal to the brand?
6. Do you feel that the brand really cares about building relationship with me?
7. Do you feel brand is more open?
8. Do you feel the brand is more trustable?
9. Do you feel the brand is more competent?
10. Do you feel the brand is more listener?

• **Consumer attitude toward brand Facebook advertisement: (Likert scale)**

11. I always pay attention to ads of the brands on Facebook.
12. I fully ignore the brand`s ads on Facebook.
13. The brand`s ads make me less willing to use Facebook.
14. The brand`s ads are necessary for funding Facebook
15. I often check the brand`s ads for information.
16. I would forward the brand`s ads for my friends.
17. Ads add value to Facebook.

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