

**IMPACT OF SOCIAL MEDIA ON BRAND EQUITY
IN GENERATION Z CONTEXT**

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Impact of Social Media on Brand Equity
In Generation Z Context

Z Nesli Baęlamında Sosyal Medyanın Marka Varlıęı Üzerindeki Etkisi

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- 3) Algılanmıř Kalite
- 4) Marka Baęlılıęı
- 5) Marka Varlıęı
- 6) Sosyal Medya
- 7) Z Nesli
- 8) Marka Deęeri

Key Words (English)

- 1) Brand Awareness,
- 2) Brand Image,
- 3) Perceived Quality
- 4) Brand Loyalty
- 5) Brand Equity
- 6) Social Media
- 7) Generation Z
- 8) Brand Equity

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	vii
LIST OF TABLES	viii
ABSTRACT	x
ÖZET	xii
1. INTRODUCTION	1
1.1 Background	1
1.2 Generation Z	3
1.3 Social Media (SM) Adapt or Perish	6
1.3.1 Importance of Social Media	8
1.4 Problem Statement and Research Purpose	10
1.5 Outline of Thesis	11
2. THEORETICAL BACKGROUND	13
2.1 Marketing to Generation Z	13
2.1.1. Examples of Companies Adapting To Generation	16
2.2 Brand Equity	17
2.3 Brand Awareness	25
2.4 Perceived Quality	28
2.5 Brand Image	30
2.6 Brand Loyalty	32
2.7 Branding in Social Media	33
2.8 Impact of Social Media on Brand Elements	36
2.9 Social Media Phenomenon	37
2.10 Cobra Model	39
2.10.1 Consuming COBRA type	40
2.10.2 Contributing COBRA type	40
2.10.3 Creating COBRA type	40

2.11	Proposed Conceptual Framework	42
3.	EMPIRICAL RESEARCH	44
3.1	Research Approach	44
3.2	Research Method	45
3.3	Research Design	47
3.3.1	Questionnaire Design	47
3.3.2	Scale development	48
3.4.	Sampling	49
3.5.	Instrumentation	49
3.6.	Data Analysis	50
3.6.1.	Scale Measurement	51
3.6.2.	Inferential Analysis	51
4.	TEST RESULTS	52
4.0.	Overview	52
4.1.	Descriptive Analysis	52
4.2.	Factor Analysis and Reliability Tests	59
4.2.1.	Factor and Reliability Analysis – BRAND AWARENESS	60
4.2.2.	Factor and Reliability Analysis – PERCEIVED QUALITY	61
4.2.3.	Factor and Reliability Analysis – BRAND IMAGE	62
4.2.4.	Factor and Reliability Analysis – BRAND LOYALTY	63
4.2.5.	Factor and Reliability Analysis – BRAND EQUITY	64
4.2.6.	Factor and Reliability Analysis – SM CONTRIBUTION	65
4.2.7.	Factor and Reliability Analysis – SM CREATION	66
4.2.8.	Factor and Reliability Analysis – SM CONSUMPTION	67
4.3.	Regression Analysis	68
4.3.1.	Simple Linear Regression between Brand Awareness and Brand Image	68
4.3.2.	Simple Linear Regression between Brand Awareness and Perceived Quality	69
4.3.3.	Multiple Linear Regression among Brand Loyalty, Perceived Quality and Brand Image	70

4.3.4.	Simple Linear Regression between Brand Image and SM Creation	71
4.3.5.	Simple Linear Regression between Perceived Quality and SM Consumption	72
4.3.6.	Simple Linear Regression between Brand Loyalty and SM Contribution	73
4.4.	Independent Samples t Test Analysis	74
4.4.1.	Independent Samples t Test Analysis by Gender for Loyalty	74
4.4.2.	Independent Samples t Test Analysis by Gender for Perceived Quality	74
4.4.3.	Independent Samples t Test Analysis by University Type for Loyalty	75
4.4.4.	Independent Samples t Test Analysis by University Type for Perceived Quality	76
4.5.	One Way ANOVA Analysis	77
4.5.1.	One-Way ANOVA for Price Loyalty and Income level	77
4.5.2.	One-Way ANOVA for Perceived Quality and Income level	78
4.5.3.	One-Way ANOVA for Preferred SM Site and SM Contribution	79
4.5.4.	One-Way ANOVA for Preferred SM Site and SM Creation	80
4.5.5.	One-Way ANOVA for Preferred SM Site and SM Consumption	81
4.5.6.	One-Way ANOVA for Preferred SM Site and “SM Makes Buying Decision Making Advanced”	82
4.5.7.	One-Way ANOVA for Preferred SM Site and Perceived Quality	83
4.5.8.	One-Way ANOVA for Preferred SM Site and Brand Image	84
5.	CONCLUSION AND IMPLICATIONS	85
5.1.	Descriptive Analysis Findings	88
5.2.	Empirical Analysis Findings	91
5.3.	Implications	93
5.3.1.	Theoretical Implications	93
5.3.2.	Business Implications	93
5.4.	Future Research	96

6.	LIMITATIONS	97
	REFERENCES	98
	APPENDIX	103

LIST OF FIGURES

Figure 2.1.1.	Social Issue Importance by Generation	15
Figure 2.1.2.	Belief in Advertising by Generation	15
Figure 2.4.1	Keller's Brand Equity Prism	25
Figure 2.11.1.	Conceptual Model proposing Mutual Impacts of Social Media and Brand Equity in Gen Z Context	51

LIST OF TABLES

Table 2.1.1.	Functions of the Brand for the Consumer	19
Table 2.8.1.	Social Media Communications	36
Table 4.1.1.	Descriptive Frequency List	52
Table 4.1.2.	Preferred SM Sites	53
Table 4.1.3.	Social Media vs. Mass Media	54
Table 4.1.4.	Impact of SM Customer Oriented Activities	55
Table 4.1.5.	SM on Decision Making	5
Table 4.1.6.	On-line Payment	56
Table 4.1.7.	Brand Influencers	56
Table 4.1.8.	Sources Influencing Buying Decision	57
Table 4.1.9.	Trusted Source Brand	58
Table 4.2.1.1.	Factor Analysis result of Brand Awareness	60
Table 4.2.2.1.	Factor Analysis result of Perceived Quality	61
Table 4.2.3.1.	Factor Analysis result of Brand Image	62
Table 4.2.4.1.	Factor Analysis result of Brand Loyalty	63
Table 4.2.5.1.	Factor Analysis result of Brand Equity	64
Table 4.2.6.1.	Factor Analysis result of SM Contribution	65
Table 4.2.7.1.	Factor Analysis result of SM Creation	66
Table 4.2.8.1.	Factor Analysis result of SM Consumption	67
Table 4.3.1.1.	Simple Linear Regression Brand Awareness and Brand Image	68
Table 4.3.2.1.	Simple Linear Regression Brand Awareness and Perceived Quality	69
Table 4.3.3.1.	Multiple Linear Regression among Brand Loyalty , Brand Image and Perceived Quality	70
Table 4.3.4.1.	Simple Linear Regression between Brand Image and SM Creation	71
Table 4.3.5.1.	Simple Linear Regression between Perceived Quality and SM Consumption	72

Table 4.3.6.1.	Simple Linear Regression between Brand Loyalty and SM Contribution	73
Table 4.4.1.1.	Independent t Test by Gender for Price Loyalty	74
Table 4.4.2.1.	Independent t Test by Gender for Perceived Quality	75
Table 4.4.3.1.	Independent t-Test by University Type for Price Loyalty	75
Table 4.4.4.1.	Independent t Test by University Type for Perceived Quality	76
Table 4.5.1.1.	One Way ANOVA results for Price Loyalty and Income Level	77
Table 4.5.2.1.	One Way ANOVA results for Perceived Quality and Income Level	78
Table 4.5.3.1.	One Way ANOVA results for Preferred SM Sites and SM Contribution	79
Table 4.5.4.1.	One Way ANOVA results for Preferred SM Sites and SM Creation	80
Table 4.5.5.1.	One Way ANOVA results for Preferred SM Sites and SM Consumption	81
Table 4.5.6.1.	One Way ANOVA results for Preferred SM Sites and “SM Makes Buying Decision making Advanced”	82
Table 4.5.7.1.	One Way ANOVA results for Preferred SM Sites and Perceived Quality	83
Table 4.5.8.1.	One Way ANOVA results for Preferred SM Sites and Brand Image	84
Table A.1.	Generation Z - Brand Equity Relation	110
Table A.2.	Social Media - Brand Equity Relation	111
Table A.3.	Z Nesli - Marka Değeri İlişkisi	119
Table A.4.	Sosyal Medya - Marka Değeri İlişkisi	120

ABSTRACT

The purpose of this thesis is to enlighten the inter-relational effects of three major marketing objects; Brand Equity, Social Media (SM) and Generation Z cohort . The concept of Brand Equity induces a relationship that forms distinctive ties between companies and their audiences resulting in long-term buying behavior (Keller, 2013). The comprehension of the concept of brand equity promotes rivalry barriers. (Yoo, Donthu, & Lee, 2000). Brand being the most precious asset may no longer be immune of the impacts of the overwhelming penetration of Social Media (SM), throughout all parts of our lives across generations. Classical theory of branding, Consumer Base Brand Equity (CBBE) as it was defined by Keller, Aaker, Kopter (1993/1996) et al, will have to prove its consistency and validity as it is exposed to this new generation that is about to dominate the potential buying power of the markets.

Social Media on the other hand, facilitating the dynamic communication engagements with innovative and provocative tools, offering immense opportunities to establish exchange grounds of information in multiple forms - Text, Voice, Video- formatted and unformatted together called “ Big Data “, has shaken the businesses and the social lives alike, for the individuals and the firms. SM has opened new horizons for marketers to create new paradigms to apply to almost all the aspects of marketing, particularly to the area of Brand Management.

Generation Z, which is also called Gen Z or Pivotal, playing an influential role on the purchase decision of households, has already gained a determinant position in the marketing equation which results in a new paradigm of defining brand elements, therefore necessitating redefining or re-adjusting the branding theories. This empirical study has selected a sample group of Gen Z among the students of Bilgi University, Istanbul Technical University, Nigde University, Maltepe University targeting to come up with an insight into the Generation Z values and behaviors. To achieve this we have not limited the object of “Brand” to any particular name and also we have not emphasized any particular social media

network, instead we left it to respondents' prerogative to best express themselves with the brand and SM network that they feel they are better associated with and that reflect their personalities. The questionnaire was prepared to collect quantitative data from participants representing Gen Z who were born after 1994 and who heavily use Social Media Networks.

Keywords: Brand Awareness, Brand Image, Perceived Quality, Brand Loyalty, Brand Equity, Social Media, Generation Z, Gen Z

ÖZET

Bu tezin amacı, Z nesli, Sosyal Medya ve Marka Değeri olarak bildiğimiz üç temel pazarlama unsurunun karşılıklı etkileşimine ışık tutmaktır. Marka Değeri kavramı, şirketler ve muhatapları arasında ayrıcalıklı bağlar kurarak, uzun dönemli satın alma eğiliminin beslenip büyütülmesine meydan verir (Keller, 2013). Marka Değeri kavramı bilinçlendirmesi ve geliştirilmesi rekabet engellerini artırır ve marka varlığına yol verir (Yoo, Donthu, ve Lee, 2000). Markalar, en değerli varlıklar olarak, tüm nesiller itibariyle, yaşamın her kısmında, Sosyal Medya (SM) nin önüne geçilemez egemenliğinin etkisinden bağımsız değildir. Keller, Aaker, Kopter (1993/1996) ve takipçileri tarafından tanımlandığı şekliyle markalaşmanın klasik teorisi olan, Müşteri Tabanlı Marka Değeri (CBBE), pazarın satın alma gücüne egemen olan bu yeni nesil e karşı tutarlılığını ve geçerliliğini ispat etmek durumundadır.

Diğer taraftan Sosyal Medya, yenilikçi ve çekici araçlarıyla, dinamik bir ilişki ortamında, değişik formlarda-Metin, Ses, Görüntü- birlikte “Big Data” olarak tanımlanan bilgilerin değişim ortamlarının oluşumunda büyük olanaklar sunarak, kişiler ve firmalar için, iş ve sosyal yaşamı köklü olarak sarsmıştır. SM pazarlamanın tüm yönlerine, özellikle de Marka Yönetimine uygulanmak üzere özgün yaklaşımların yaratılmasına yeni ufuklar açmıştır.

Z nesli ki Gen Z veya Pivot nesil olarak da tanımlanır, hane halkının satın alma kararlarında etkileyici bir rolü vardır ve marka unsurlarının yeni bir modelle tanımlanması sonucunu doğuran pazarlama denkleminde etkili bir faktör olan, böylece marka teorilerinin yeniden tanımlanması veya yeniden uyarlanması gereğini doğuran bir nesildir. Böylece, bu gerçeklik pazarlama olgusunun bu üç ana unsurunun karşılıklı etkileri ve bağlantıları konusunda bütünsel bir analiz için kapsamlı bir araştırmayı hak etmektedir.

Bu deneysel çalışmada, İstanbul Bilgi Üniversitesi, İstanbul Teknik Üniversitesi, Niğde Üniversitesi ve Maltepe Üniversitesi öğrencileri arasından, bu neslin davranış ve değerleri hakkında bir bilinç sağlayacak Gen Z denek grubu

seçilmiştir. Bunu elde etmek için Tez nesnesini belirli bir Marka adına ve belirli bir Sosyal Medya network üne sınırlamadık, bunun yerine deneklerin kişiliklerini en iyi yansıtacak ve daha yakın bağ kurduklarına inandıkları Sosyal Medya hesabı ve Marka seçimini kendi tercihlerine bıraktık. Anket saha çalışması 1994 sonrası doğan ve yoğun bir şekilde sosyal medya kullanan ve Gen Z yi temsil eden katılımcılardan toplanan kantitatif bilgilerle hazırlanmıştır.

Anahtar kelimeler: **Brand Awareness, Brand Image, Perceived Quality, Brand Loyalty, Brand Equity, Social Media, Generation Z, Gen Z**

1. INTRODUCTION

1.1 Background

21st Century has done a break through entrance into the social, cultural, political and business lives of mankind. This is a truly digitized world which has shaped a new sphere with new methods, concepts, technologies, communication paradigms and a totally different ball game. Internet and therefore Social Media being a new platform of communication, Industry 4.0 and 3D printing, self-driving cars, Mobile communication invading every corner of daily life, Big Data and Information on Demand with Cloud Information applications and with advanced transportation, the world being a village, and finally global economies being on each others' throat regardless of political differences, Marketing in general and Branding in particular are obliged to re-define their theories, methodologies and practices.

In such a complicated and intermingled world with fierce and borderless competition, Brand Equity has been the prime concern of all the businesses striving to survive. With the deluged abundance of financial and human capital around the world, the talent and culture of producing superior goods and services and having agile organizations with consistent resource planning, sustainable brand creation and generating awareness, and tuning all these activities to the cultures and demographics of this indigenous generation who only knows this era and has no connection with the past, offer big challenges as well as new opportunities for the businesses.

The Brand has become the most important asset of the companies. Therefore the new age consumers and their habits, values and behaviors are the paramount importance for the Brand Management. One other dominant characteristics of this new era is the way the information flows, the way people communicate with each other, the way the news travels and the messages are delivered across, that is communication media.

Extensive research have been undertaken to date, based on the teachings of Keller, Kopter, Aaker et al. , but not much attention has been given to the fact that Gen Z coupled with SM has a revolutionizing effects on branding practices. As the impact of SM has deepened in marketing, the theories related to Social Media are taking pace. We used COBRA interpretation of Bruno Schivinski's (2015) model to measure the impact of Social Media and Brand Equity. To summarize, we have conducted this research to examine the impact of Brand Awareness, Brand Image, Perceived Quality and Brand Loyalty reciprocally as well as their independent and combined effects on Brand Equity, and show their correlations in context with SM and Gen Z acting as two dimensions to reflect totally new consumer perceptions and value measurement elements.

Gen Z cohort as native digital, utilizing all the facilities and features of SM as a new communication and engagement agora and displaying fundamentally diverse consumer behavior, has called the attention of marketers and brand management soon after they have come into existence. This is why, as the research project we have selected Brand Awareness and Brand Image elements which are heavily influenced by the communication facilities of SM, and Perceived Quality and Brand Loyalty which are deeply affected by the value perceptions and behaviors of Gen Z.

These are the driving forces and realities why this research has targeted to study and check the impacts of 21st Century generation, Generation Z , native digitals, together with the new communication platform dominating the media, the Social Media, and try to understand how they shape the Branding matters, especially Brand Awareness, Brand Image, Quality Perception, Brand Loyalty and eventually Brand Equity.

1.2 Generation Z

Although there were multiple nominations for the name to represent the generation cohort who were born after 1994 as “Generation Z”, “Pivotal Generation”, “Gen Z”, and “Post Millennial” it seems a consensus has been reached to call them Generation Z. It is generally agreed upon that Generation Z has much different characteristics from the predecessor generation, Millennial. Unlike the preceding generation, this generation is inciting a lot of expectations for the societies as consumers, citizens, entrepreneurs and employees. Marketers, educators and even the parents are tackling with issues that they have never been exposed to before. This new generation may bring along a truly transformed society we have never projected and never have been prepared for. “Gen Z presents a fast growing challenge to brands, marketers, and sales professionals, as well as employers, managers, civic leaders, educators, and their own parents (who are Generation X and Millennials-INFOGRAPHICS).

They are the influencing part of a society that are known as trendsetters, and impact the technologies, marketing practices and communication styles. The important findings of the resulting report that is conducted by Vision Critical partnered with Maru/VCR&C lays down the facts about Generation Z as they relate to Branding and Social Media, are as follows;

- 1- Generation Z is the future of the global economy. Their population is as large as Millennials. By 2018, they’ll control \$200 billion in direct spending (in US). In the meantime, they influence more than \$600 billion in spending by their parents.
- 2- They are an on-demand generation. They have abandoned TV and the desktop PC for laptops and mobile devices.
- 3- They are expert online researchers and shoppers. They visit stores as a last resort.
- 4- They have an eight second attention span, sparking the increasing popularity of 10-seconds or less video advertising and apps like Snapchat.

- 5- They prefer fresh ingredients over processed foods. The words ‘natural,’ ‘sustainable’ and ‘organic’ resonate strongly on product packaging and restaurant menus.
- 6- They are not seduced by high-end luxury brands. They prize value and personal style more than designer labels.
- 7- They are far ahead of all other generations when it comes to mobile payments and bank transactions. They carry their bank branches in their pockets.
- 8- Gen Z ers are pragmatic realists—and that particular worldview permeates throughout their attitudes, lifestyle choices and relationships with their favorite brands.(Vision Critical, Maru/VCR&C)

Their direct marketing power is still not huge as Millennials, however their Helicopter Parents’ extreme indulgence over Gen Z to reflect their own success, has offered this generation an unparalleled indirect domination over the spending of the family. Therefore the companies who understand this generation and their attitudes will enjoy the benefits, unlike to mistakes the businesses have made when they lacked paying due attention to Millennials. On the other hand Gen Z causes a lot of challenges for companies to reward their businesses. They are motivated and confident with high self esteem. Therefore companies should be prepared to cope with such demanding and co-creating and highly involving audience to win their business.

Generation Z is tech savvy and accustomed to accept technology as granted and they know no life before Internet. They used and swiped pads and smart phones before they speak, and take their tablets to school to take notes in the class at the same time communicate with people, presenting real challenges to educational system which are forced to cope with them, and have difficulty in adopting the Cloud operations, implementing networking and wireless devices to serve their pupils. This is an on-line generation doing almost everything in internet platform, reading, entertainment, storing info, and when they watch TV as a secondary association they watch streaming like Netflix instead of traditional TV

broadcasting. They use smart phones or laptops as their primary screen even when they are in front of TV and switch to their primary screen when the commercials are on, and that takes us to 8 second attention span. This is why companies have developed 10 to at most 15 second commercials on YouTube, leading to the conclusion that Social Media messages should consider split second intensity in the commercials, which also indicate that this generation has evolved a special talent of filtering the necessary and useful information in a very short span(YouthLogix,2017,).

From Facebook and Instagram to Snapchat and Twitter, Gen Z has different social networks to fulfill practically all of their needs and make their modes of communication all the more easy. (YouthLogix, “Master Social Media to win Generation Z”). More than Two thirds of Generation Z gets connected with more than one social network and they use each network for different purposes, like they post their “selfies” not on Facebook but on Instagram. Therefore the brand managers should promote a strategy to place different content to different social network based on the attitudes of this generation, like Facebook and Instagram being appropriate addresses to sell dresses and foods. This network of Social Media platforms incites a grouping and gathering spaces for this cohort which may evoke information sharing and e-word of mouth regarding brands. These are the places their attention can be captured by cooperating with the bloggers and influencers.

Therefore, social media is the arena they know by heart, and this is the most strategic place to capture Gen Z’s attention and appreciation, and that is the stage that brand managers and marketers have to penetrate, get familiar with and get expertise to exhaust all the branding and marketing ammunitions they can use to survive and to excel. It is of uttermost importance that you develop your Brand strategy with profound understanding and improving company capabilities in Social Media usage to reach to this elusive generation’s buying preferences.

1.3 Social Media (SM)...Adapt or Perish

Marketing communications aim to inform directly or indirectly, persuade and remind customers about a brand as product or service. Marketing communications reflect the brand's personality and become a voice of the brand for building a dialogue between the company and the consumers. (Keller, 2009). 'Social media is 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 and Haenlein, 2010). Although it has started as a social fantasy very soon it became so ubiquitous that businesses have discovered enormous potentials to take advantage of it in marketing in general and particularly in brand knowledge creation. Social Media consist of a wide world that contains blogs, word of mouth forms, sponsored contents, special chat rooms, product and service rating web sites, mob logs and social network sites such as Facebook and Twitter. Mangold and Faulds ,2009).

Social media has 484 million new users in 2016 meaning 21% of annual growth. Five countries' new social media users are covering more than the half of the annual growth; China, Indonesia, USA, India and Brazil. China has 134 million new users while India has 55 million new social media users. Indonesia has 27 million new social users and USA has 22 million new users over the past 12 months (GlobalWebIndex). Global Web Index also shows that a social media user spends 2 hours and 19 minutes average on social media platforms every day.

In early stages of Social Media it has commenced as social chatting and fraternity applications of closely related groups but soon with unprecedented acceleration businesses have adapted commercial utilization of it in a mass scale. The traditional mass media has quickly lost share like TVs still struggling to maintain its domain but not promising a sustainable future. Those companies who masterminded innovative and creative usages in Branding and Sales activities by specializing in designing, tuning and monitoring of commercial messages

conveyed through Social Media, have taken giant steps and multiplied their revenues. Digital and Interactive Marketing has been one of the major disciplines of businesses. The paradigm of communication has diverted from traditional to social media, because the consumer is in full control in an interactive and on-demand fashion. Consumers can easily choose the media tool they want to select and even more they can have a choice about how they want to receive a commercial content. (Keller, 2009).

Social media pages have the power of gathering people with similar interests and same ideas all over the world. People with same hobbies and similar interests can reach the related content from blogs, Youtube, Instagram, Facebook and MySpace. These social media tools are very popular because they offer the opportunity of sharing the similar content to the customer with the same interests. (Sin, et al., 2012). The increased popularity of the social media tools created new marketing practices and also bring new opportunities to advertising and promotion. (Hanna, Rohn and Crittenden, 2011). Social media tools not only have changed the marketers and advertisers' habits, but the consumers' behaviors were also changed the ways of reaching the information. Consumers gather information and share their posts exhibiting their behaviors and sometimes declaring their contrasting statement through social media (Mangold and Faulds, 2009).

“Interactivity with target brand in social media is perceived differently by consumers depending on the message they convey” (Shin, 2008). Consumers do face a perceived risk when they want to buy a product. This perceived risk and their willingness to pay for a specific product makes them to think more about the utility and the quality of the product or service they want to buy (Ioanas, 2012). The basic premise of the customer-based brand equity (CBBE) model is that the power of a brand lies in the minds of customers and the meaning that the brand has achieved in the broadest sense (Janiszewski and van Osselaer 2000). Social Media is also a consumer domain, it is their play ground, territory and the rules governing that ecosystem are definitely determined by them or for them.

Therefore CBBE and Social Media match well in conception and the customer is the common denominator, Gen Z and Social Media combination entails a new paradigm to tackle with. Then the motto is “Adapt or Perish”.

1.3.1 Importance of Social Media

The information published every year astonishingly attracts the attention of public. The successful enterprises in social media are multiplying their performances by many folds and the trends do not seem to stabilize. Here are some figures characterizing the current picture of social world.

- Smart phones users correspond more than half of the world;
- Nearly 66% of the world population has a mobile phone now, growing 5%;
- World’s web traffic’s majority generated from mobile phones
- More than 20% of World’s consumers has done on-line transaction in a month recently..
- The number of Internet users has reached to nearly 3.8 billion in 2017, annually growing in a rate of 10%. The social media user figure has reached to almost 2.8 billion with annual growth rate of 21%.

Globally almost 5 billion mobile users and more than 2.5 billion of them are active in social media in 2017 with annual growth rate of 30%. (GLOBAL OVERVIEW,2017).

Facebook performed the highest growth rate in 2016, totaling to more than 360 million active accounts, representing 24% yearly growth rate. Over one billion people is actively using Facebook daily that represents 50% of the total Facebook active population.. (GLOBAL OVERVIEW,2017)

Mobile Use

Nearly 66% of the world, around 5 billion use mobile phones. (GLOBAL OVERVIEW,2017). This also explains the growth in social media and internet usage, considering that 80% of Facebook users are reaching their account from their smart phones.

E-Commerce Use

eMarketer has estimated that the number of e-Commerce customers has reached to 1.6 billion in 2016, representing approximately \$ 2 trillion spending totally, and per capita spending amounting to \$1,189

(Digital in 2017, Global Overview, www.wearesocial.com and HootSuite).

1.4 PROBLEM STATEMENT AND RESEARCH PURPOSE

This project examines the impact of Social Media phenomenon coupled with the generation born into it, and represents all the characteristics of Digital or Information age, namely Generation Z, on the highly valued concept of marketing, that is Brand Equity and on its elements. We are trying to understand how Social Media network contributes to the Brand Awareness and Brand Image, and how Generation Z behaves on the Perceived Quality and Brand Loyalty as a unique generation which represents the strongest buying force in the market for the years to come. One of our targets is to provoke and urge the process for businesses to tune their branding plans and practices with Gen Z reality in mind, which lack of taking necessary actions may lead to very unpleasant times in sustaining their existence in the business for the future.

We hope our findings, measurements and assessments shed a light to the brand management discipline as well as to the researches which may focus further on specific products, industries or the markets benefiting from our findings. Therefore our target is to study Brand Equity and its components as they impact, by the state of the art Social Media theory, COBRA in Generation Z context. By the same token the purpose of this project is to present a new conceptualized model based on the theory of Customer Based Brand Equity, as Gen Z being the customer or consumer, in an ecology of revolutionizing communication media which is called Social Media. This research has not targeted to provide a recipe in a nut shell defining branding and social media formulations for Gen Z, but rather to understand the attitudes and behaviors of this new generation in context with the generally accepted and proven brand equity and social media models.

1.5 OUTLINE OF THESIS

As frequently emphasized in the preceding pages the purpose of this thesis is to examine the mutual impacts of major marketing domains; Brand Equity and Social Media (SM) in context of Generation Z cohort. This thesis comprises of six main chapters

The first chapter covers introductory part giving some background to the subject of the thesis, introducing the social media phenomenon, giving an insight to Generation Z, explaining the purpose and stating the research problem, and the overview of the structure of the thesis.

The second chapter focuses on the theoretical basis giving literature review and supporting foundations, facts and figures about the mainstream concepts embodied within this research objective. A ground about the Social Media, Generation Z and Brand Equity is laid down with detailed explanations of theories, academic views and findings, giving justifications for the research purpose and finally stating the conceptual framework of the model with underlying hypotheses that we want to pursue in order to prove our point of view.

Chapter three covers methodology for the empirical research explaining the approaches and generally accepted principals of quantitative research that we have applied, setting up the audience and designing the questionnaire to collect the data and finally giving descriptions about the research scales and measures that we have utilized to complete the survey.

Fourth chapter focuses on the Statistical operations and systematics to carry on the analysis of collected data using IBM SPSS 22.0, with descriptive and constructive statistical methodologies explaining the hypothesis circumventing the constructs, testing the validity, filtering, eliminating and interpreting data to make scientific meanings and relating them to our research purposes.

Chapter five with further discussions leading to final wrapping up of all the controversial or affirmative issues, targets to make backbone declarations in a nut

shell to highlight underlying claims that this research thesis has set out. It covers generalized final conclusion to this thesis and expresses the business implications of this research's findings for the benefit of brand management in particular, but for business management discipline in general.

Chapter six is where we would like to also mention about the limitations that this research was subjected to and give further implications that extensions of this research may be promising for the real life cases.

2. THEORETICAL BACKGROUND

2.1 MARKETING TO GENERATION Z

Enterprises should accept the fact that Brand Building is a co-creation process together with Gen Z. This Generation is more exposed to ads than any other generation, because they spend most of their time on social media and in digital platforms. Information Technology and Media practices have evolved into a new paradigm called “Information on Demand” which forces marketing and advertisement practices to adhere to this model. Rather than a one way messaging to consumers, it should be an interactive and co-creating process through apps and social media. It should be sincere, transparent and accurate, because Gen Z has the tendency of double checking everything and can access all the available information through finger tips and word of mouth using social media effectively, relaying and sharing knowledge to support their buying decisions. Marketers can use social media to allow consumers to become co-creators, rather than passive recipients, of a brand marketing message, and thus become part of a two way marketing message exchange (Hanna et al, 2011).

One of the characterizing factors of how Generation Z is how they behave when exposed to advertisements is a controversial reality. Even though they are native digital, contrasting to all the perceptions and expectations, they are not very receptive to digital ads because of the fact that they see digital ads as invasion of their privacy when their smart phones are cluttered with these messages, smart phones being organic extension of personal life zone. The performance of digital ads are very poor, 25% expressing a preference for online search ads, 23% video on laptops or PCs, 22% mobile display ads and 21% mobile video ads, but on the contrary interestingly enough, cinema ads at 62% followed by billboards and outdoor advertising (43%), magazine ads (42%), TV ads (40%), product placement (39%), newspaper (38%), direct mail (29%) and radio (27%) are favored by Gen Z (David Kirkpatrick, April 2017). One other characterization of Gen Z is, they prefer humor and storytelling rather than celebrities or special

effects. Therefore marketers have to re-think when they design branding messages to capture this clientele.

Gen Z as a demographic group have been offered with plethora of content in diverse and distinct platforms. The media options available lists from broadcast and cable TV and digital or terrestrial radio, to myriad of video and music streaming apps. Abundance of these contents and media presents real challenges for companies trying to reach this group. This generation is uniquely distinctive and drastically differs from the previous generations even though the life span of preceding generation Y (Millennials) did not last too long. This means, many enterprises will face immense difficulties in adapting the requirements enforced by this generation. For instance, enterprises should be prepared to accept the fact that brand building a co-creation process together with Gen Z. This generation is more exposed to advertisements than any other generation, because they spend most of their time on social media and in digital platforms, in general. The drag alone with this is that the advertisement methods have also to be reconsidered to adapt the new settings, like “information on demand” concept may be “advertisement on demand” approaches have to be implemented. Rather than a “one way messaging” interactive and co-creating methodologies through Apps or Social media have to be employed. The messages have to be sincere, because Gen Z has the habit of double checking everything with inherent filtering capability and accessing all the information through their finger tips and through effective word of mouth networks.

Gen Z is becoming much more involved in social activism at an earlier stage in life compared to previous generations. They are demanding transparency, fair representation and understanding not just for their own cohorts, but for all. The time of discrimination and stereotypes has passed, and only the brands who recognize this and join forces to support Gen Z’s ideals will win with this consumer group. Three brands doing it right are American Eagle, Nike and H&M, (Skyler Huff, 2017). Interestingly enough, Nike and H&M are the two most liked brands in our survey too.

Figure 2.1.1 Social Issue Importance by Generation (Source: Millennial Marketing)

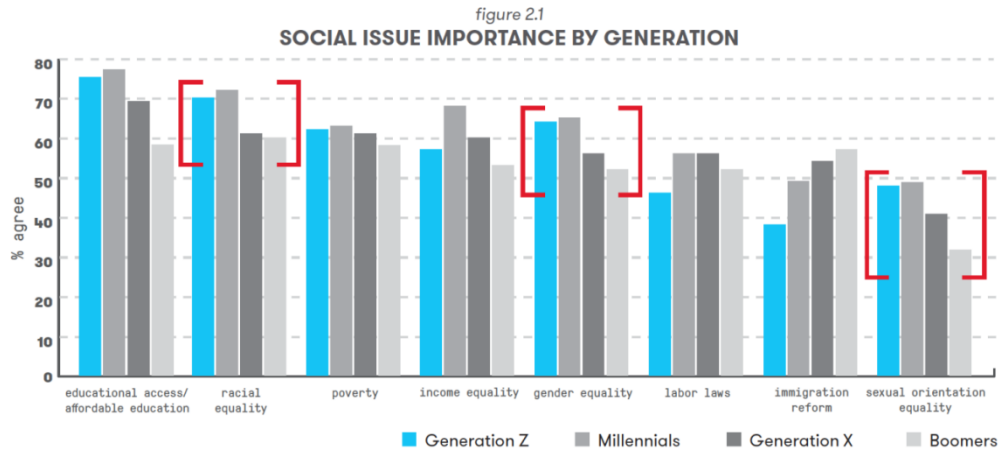
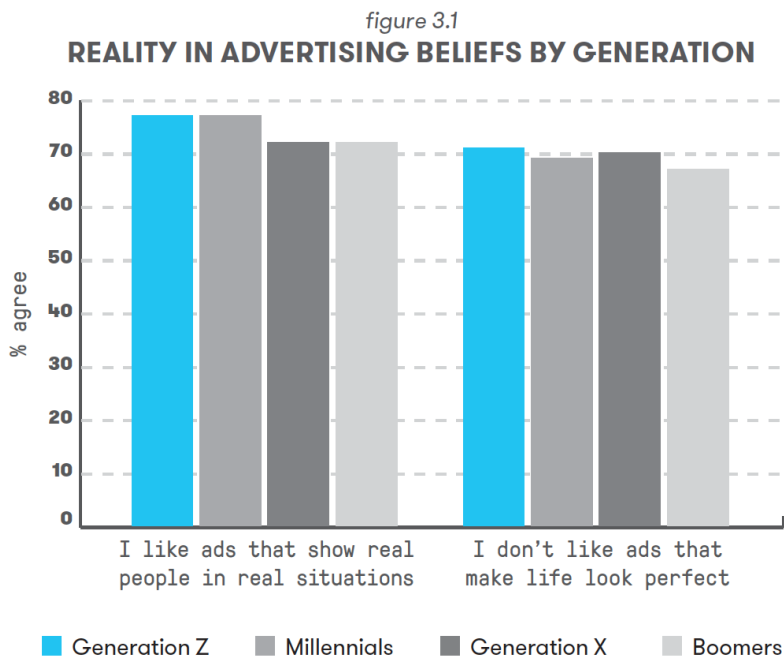


Figure 2.1.2. Belief in Advertising by Generation (Source: Millennial Marketing)



2.1.1. Examples of Companies Adapting To Generation Z

Nike

While Nike is not a brand segmented to one generation of consumers, it strongly appeals to Gen Z due to its dedication to a purpose that is much deeper than just selling gear. In fact, Nike built its brand on this purpose: Everyone is an athlete. As a result, it established an authority that extends beyond the production of shoes and fitness apparel and into the lives of those who interact with the brand. On a deeply humanistic level, Nike connects with its consumers and identifies with them based on who they are as individuals.

In addition to promoting diversity in its advertising and marketing, Nike has also done so through its business model. In an act of transparency, the brand released data on its internal structure last year, allowing the world to see that the majority of its employees are members of minorities and that women make up 48 percent of its entire global workforce. This solidified Nike as a brand that both talks the talk and walks the walk (Skyler Huff, 2017).

H&M

Popular among Millennials for its affordable yet stylish apparel, H&M has also found a way to resonate with Gen Z through its decision to celebrate the independence and free-will of women in its latest campaign, “She’s A Lady.” Redefining the traditional standards of “ladylike,” the ads feature a cast of different sizes, shapes, ethnicities and cultural backgrounds who have varying personal interests and takes on style. Throughout, a remake by Lion Babe of Tom Jones’s hit song of the same name plays in the background, one that takes on a whole new meaning for feminism than the original (Skyler Huff, 2017).

The lesson to be learned from these two examples, brands should comprehend and sympathize with their values and issues if they intend to influence them.

Connected Shoppers Report, a survey was conducted online by Harris Poll on behalf of Salesforce (October 21-25,2016) reveals that;

- Over a third of millennials (including Gen Z) have researched a product online via a mobile device while in a store (38%), and nearly one-fourth have even purchased a product online from a mobile device while in a store (23%). Today, more than 75% of shoppers are making research about the product before they purchase online.
- While websites are the preferred search tool for all generations, millennials are more than three times as likely to turn to social media and mobile apps (both 48%) than their Baby Boomer counterparts (both 14%).

This generation uses mobile technology heavily as consumers, prefer on-line buying and overwhelmingly dependent on Social Media. Hence, this reality deserves a comprehensive research to analyze thoroughly inter connected and respective impacts of these three main-stream determinants of marketing concern.

2.2 BRAND EQUITY

Brand is a personal perception and meaning placed on a product or a company. It is an identification tag, with all the attributes of goods/services that become associations in the mind and heart of individuals. It is the collection of qualitative and quantitative measures and perceived value, it is the inner reflection of human attitude, purposefully exposed to the outer world and also a rewarding experience for the self. It may appear in a form of sign, symbol, slogan, emblem, name, logo, typeface, color or combination of these - Firm Approach (Aaker, 1991). These are the objects that separate the companies from their rivalries (Aaker, 1991). Brand has also been defined as; “a product offer from a known source” (Kotler, 2000), “a product that adds other dimensions that differentiate it from other products and services designed to satisfy the same need” (Keller, 2003), “intangible but critical component of what a firm means; a set of promises” (Davis, 2002). Brand is also

defined as one of the most precious intangible assets of a company. One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value.’ Building a strong brand is both an art and a science’ (Kotler, Keller, 2012). From the Firm’s Theory point of view, it is the most valuable asset an enterprise can have in a global sense. In modern business life the value attributed to brand, most of the time exceeds the tangible assets owned, like in the case of Google, Facebook, Apple and Coca Cola to name a few. (De Chernatony, McDonald and Wallace, 2011) state that at least 20% of the value of businesses on major stock markets, estimated to come from the brand equity. Having a strong brand may secure profit and revenue maximization as stated by prominent academicians (Aaker, 1996; Esch, Langer, Schmitt, & Geus, 2006; Keller & Lehmann, 2006; Lim & O’Cass, 2001). This can also be interpreted that a strong brand can increase the Brand Equity and marketing power of the firms (Aaker, 1991, 1992, 1996, 2007; Keller, 1993, 2003; Lassar, Mittal, & Sharma, 1995; Neumeier, 2006). In other words, a strong brand may help firms enhance company-based brand equity, which is the incremental market strength of a brand (Aaker, 1991, 1992, 1996, 2007; Keller, 1993, 2003; Lassar, Mittal, & Sharma, 1995; Neumeier, 2006). ‘Brand equity is a key marketing asset’ (Ambler 2003; Davis 2000), which can engender a unique and welcomed relationship differentiating the bonds between the firm and its stakeholders (Capron and Hullan 1999; Hunt and Morgan 1995) and nurturing long term buying behavior. Understanding the dimensions of brand equity, then investing to grow this intangible asset raises competitive barriers and drives brand wealth (Yoo, Donthu and Lee 2000). For firms, growing brand equity is a key objective achieved through gaining more favorable associations and feelings amongst target consumers (Falkenberg 1996).

The Brand, therefore a generally accepted and agreed upon classifications of products based on the common values (associations) and, meeting the similar needs and expectations (attributes-benefits), differentiated from the others and, clearly related to performance or meaning for the consumers. Anything offered to

the public to be consumed can be a Brand; a Restaurant (Beyti), a Transportation company (THY, KLM, Ulusoy), a City (Istanbul, Las Vegas), a Celebrity or a Sportsman (Angelina Jolie, Cristiano Ronaldo), a Fashion company (VAKKO), a Sports Organization (Champions League, Fener – GS Derby), a Country (Made in Germany, Swiss Knife, Swiss Watch-Swedish Steel).

All of these offer something that consumers distinguish and differentiate them from the ordinary or generic ones. Kapferer (1997) has defined these features as follows;

Table 2.1.1 Functions of the Brand for the Consumer

Function	Consumer Benefits
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought-after product.
Practicality	To allow savings of time and energy through identical repurchasing and loyalty
Guarantee	To be sure of the finding the same quality no matter when or where you buy the product or service
Optimization	To be sure of buying the best product in its category, the best performer for a particular purpose
Characterization	To have confirmation of your self-image or the image that you present to others
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo to its communication
Ethical	Satisfaction linked to the responsible behavior of the brand in its relationships towards the society

Source: Adapted from Kapferer (1997)

The two major contributors of definitions in Literature are Aaker's (1991) and Keller's (1993) Brand Equity theories. Brand Equity is expressed as the added value for a product originated solely by the reputation the brand name represents (Kamakura & Russell, 1990). Aaker takes the definition from firm's stand point as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (p.15), suggesting **brand awareness**, **brand loyalty**, **brand associations**, and **perceived quality** as the dimensions of Brand Equity.

On the other hand, Keller defines brand equity as "what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers" (Keller, Strategic Brand Management, 2013). Therefore the consumer is in the center who creates and determines the existence of Brand Equity, this is why Keller names his approach as Customer Based Brand Equity (CBBE). As a result Keller defines CBBE as "the differential effect that brand knowledge has on consumer response to the marketing of that brand". Here, we have to notice that the term "Customer" and "Consumer" are used interchangeably. However in the context of Generation Z, we have to emphasize that "Consumer" covers broader connotation as to the true meaning of the individual who is in charge, because actually the decision maker is the Generation Z individuals although the "Customers" could be their parents. Aaker has addressed this issue (1996) stating that the brand equity concept cannot be evaluated without a customer base, since the actual customer is the one who generates the revenue for the firm. Keller also accepting that Brand Value creation is done by that consumer's mind set that is the one the Multipliers of the Brand Value Chain stipulating five constructs as ; Awareness, Associations, Attitudes, Attachment, and Activity (Kevin Lane Keller and Don Lehmann, May-June 2003). According to Kapferer (2003), "Brand is a customer reflection. Consumers can easily define what goods of a particular brand are produced for a particular type of consumers. "

This issue will further be addressed on the following sections. Nevertheless, Since this thesis is intending to reveal the impacts of Social Media and Generation Z cohort, and SM being a media where myriad of participants contribute to knowledge build up for the brands with various tools and purposes, and the firms are using SM not only to reach the potential customers who make the payment, but with more holistic approach targeting those who influence, and Generation Z still overwhelmingly positioned on the influencer side, we will indulge the “Consumer” approach in our project as the primary target audience, hence use Keller’s model of CBBE as the foundation ground for our thesis. In today’s digital world opinions are formed in groups, in networks and in platforms covering all the levels and types of participants contributing to the awareness and images regardless of their position if they are the customers or influencers, all the parties will be accounted for. However we will explain both models as they relate to our research problem and present their CBBE definitions.

a. Aaker’s Brand Equity

Aaker’s definition of Brand Equity is expressed in an equation; Brand Equity = Brand Awareness + Brand Loyalty + Brand Association + Perceived Quality + Other Proprietary Assets. This is an asset and liability approach related to brand therefore to product or service. Brand name and the ideas about that brand name is directly related to the consumers’ perception. A consumer’s perception gives the value to a brand name. Consumers have to perceive the superiority of brand to differentiate from the competition. ‘It is imperative to know how much equity a brand commands in the market as building strong brand equity is a very successful strategy for differentiating a product / service from its competitors’ (Aaker 1991). Brand equity can be built in the long term with successful marketing activities. Short-time activities would not bring brand equity because it requires carefully designed activities and messages to consumers. It takes a long

time to build brand equity with careful marketing planning and effective management.

Brand equity is:

- (1) Loyalty (brand's real or potential price premium),
 - (2) loyalty (customer satisfaction based),
 - (3) perceived comparative quality,
 - (4) perceived brand leadership,
 - (5) perceived brand value (brand's functional benefits),
 - (6) brand personality,
 - (7) consumers perception of organization (trusted, admired or credible),
 - (8) perceived differentiation to competing brands,
 - (9) brand awareness (recognition & recall),
 - (10) market position (market share), prices and distribution coverage.
- (Aaker ,1996).

Brand Awareness: Awareness is a core element identified in almost all brand equity models (Aaker 1991). Aaker (1996) identifies other higher levels of awareness besides recognition and recall (Aaker 1991). That is top-of-mind, brand dominance, brand knowledge and brand opinion. Brand knowledge is the full set of brand associations linked to the brand (Keller, 1993). According to Aaker (1996), for new entrance into the market, recognition can be important.

Brand Associations: Brand association is the most commonly agreed facet aspect of brand equity (Aaker 1992). Associations are important for purchase decisions and for brand loyalty (Aaker 1991, p. 109). Brand associations comprise of all consumer thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes (Kotler and Keller 2006, p. 188) related to brands.

Organizational Associations: Aaker (1996), states that people, values, and programs generate the brand which all together they form the organizations.

Perceived Quality: Perceived quality is viewed as one of the constructs of brand equity (Aaker 1991; Kapferer 1991) as opposed to as part of the overall brand association (Keller 1992; Gordon, di Benedetto and Calantone 1994).

Brand Loyalty: Loyalty is a core element of brand equity. Aaker (1991, p. 39) defines brand loyalty as the bond that a customer has to a brand. Loyalty is expressed from firm's point of view as the extent to reduce marketing cost, a barrier for the competition to enter, enjoy favoring pricing and easily attracting customers.

In Aaker's approach firm is the primary concern area and consumers are the parties that we have to explain that brand loyalty is a good think and they also benefit from it. Keller on the contrary takes the consumer's expression of brand matters. We are dealing with Generation Z and Social Media as the dominant

Keller's Customer Based Brand Equity

In context with consumers' involvement on building Brand Equity Keller (2013) emphasizes on three key ingredients of Brand Equity ;

- Differential Effect; Brand equity occurs from the diversity in consumer response. If there would be no significant difference in consumer response, then the brand of the product can be classified as a generic product.
- Differing brand knowledge of the customers may result different responses to the brand. The knowledge is formed over a period in collection of experiences as learning, seeing and feeling attributes of a brand.

- Consumer Response to marketing; Responses are reflected in perceptions, preferences, and behaviors

Brand Equity then is the corresponding value generated by the consumer as a justification (Differential Effect) based on tangible or intangible experiences, perceptions and preferences (Brand Knowledge) yielding a prime price (Consumer Response) to favor a particular product or a service.

Keller describes his approach in a model called “Resonance Model” consisting of 4 consecutive steps, with six modules, in a ladder structure, each being contingent on the successful achievement of the preceding one. These four steps correspond to the four basic questions that consumers ask in context with brand;

“Who are you? “(brand identity)

“What are you?” (brand meaning)

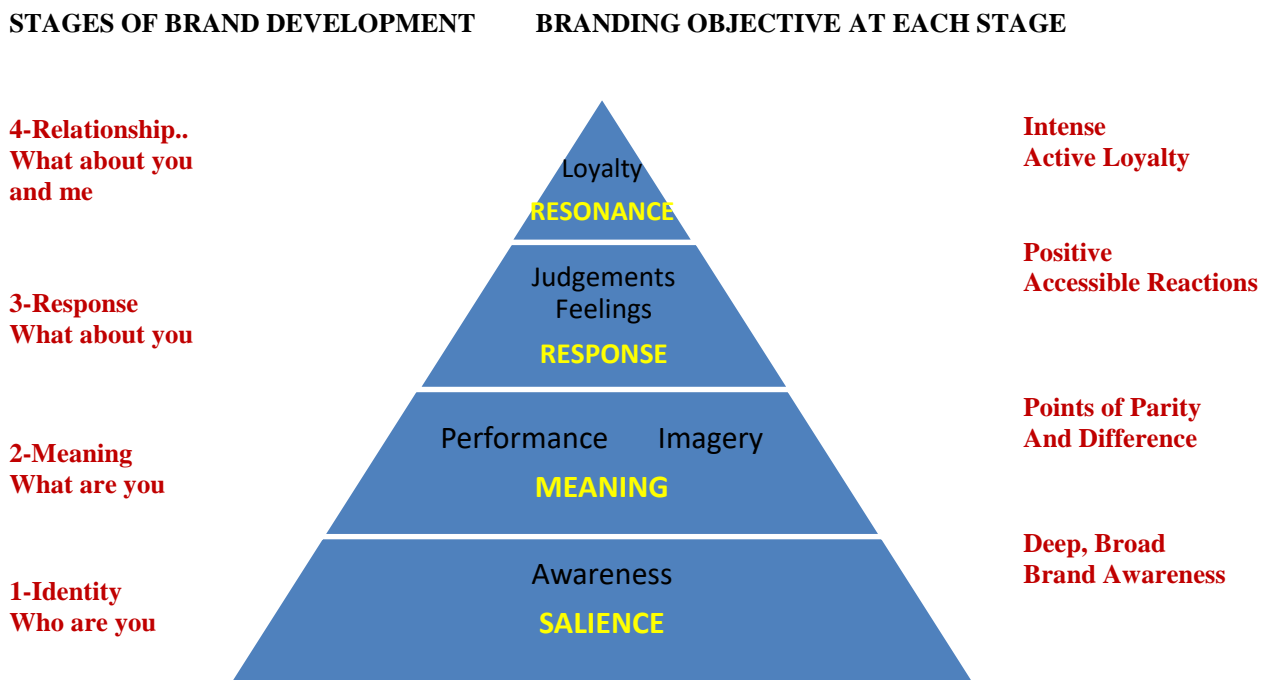
“What about you? “What do I feel about you ? (brand responses)

“What about you and Me?” What kind of association and how much of a connection would I like to have with you? (brand relationship)

(Keller,1991)

To exhibit the model in a structural form, six building blocks of Brand Equity as formed by the consumer, a pyramid is drawn from bottom up approach and only when the top is reached, the Brand Equity is created, with all levels interdependent and lower part being a requirement for the higher step.

Figure 2.4.1. Keller’s Brand Equity Prism



Aaker (1991) has a three main cognitive factors to detect the brand loyalty. Brand loyalty can be determined from brand awareness, brand associations and perceived quality. Similar to Aaker’s theory, Keller (1993) also used to detect brand loyalty with brand awareness, brand image, and brand loyalty. According to Keller’s theory, high levels of brand awareness and a positive brand image can boost brand loyalty. That is why brand association, brand image, brand awareness, brand loyalty and perceived quality are being considered as the important element of the consumer based brand equity.

2.3 BRAND AWARENESS

The first step of the building brand equity is establishing brand awareness. The main foundation of building brand equity begins establishing brand awareness. ‘People should be aware of a brand initially to later have a group of brand associations’ (Aaker, 1991). Brand awareness both affects the power of the brand

associations and the perceived quality. Brand awareness affects the formation and the strength of brand associations, including perceived quality (Keller, 1993; Pitta and Katsanis, 1995; Aaker, 1996; Na et al., 1999; Keller and Lehmann, 2003; Konecnik and Gartner, 2007). Thus, brand awareness is important as an antecedent to brand associations. That is why brand awareness is important as a premise to perceived quality and brand associations (Pitta and Katsanis, 1995; Keller and Lehmann, 2003).

The building blocks of brand resonance is assembled in a pyramid with logical and interrelated and supportive fashion upwards the architecture. The Salience dimension comprises of “Recall” and “Recognition” functions with required Depth and Breadth. Brand Awareness can be conceptualized by Recognition and Recall (Aaker 2003, Keller 2008) .

Brand **Recognition** takes place when given some clue the consumer remembers it from some connection. This means, brand recognition requires from a consumer to have been heard or seen it before. In other words, brand Recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. The Recognition factor is important to brand owners because it often takes precedence over factors such as price. This is known as “ *price elasticity of demand* “ and suggests that small changes in price (up or down) will not adversely affect sales (Davis, M and Baldwin,2006). Brand Recognition can be two types - Visual or Verbal. Visual when a customer sees the brand in the store or Verbal which is popular in the telemarketing when a customer hears the brand name ,which can lead to the creation of awareness (L. Percy, 2008).

Brand **Recall** takes place when brand name comes to consideration from a category, into the mind of a consumer to satisfy a need. In other words, brand Recall requires that consumers correctly generate the brand from memory. Brand awareness is viewed as the degree to which consumers automatically think of a brand when a given product category is mentioned (i.e., a top-of-the-mind

awareness), (Netemeyer et al, 2004). Salience corresponds to Brand Awareness building block with the **Depth** representing the selection privilege when a particular situation requires a decision to be made to meet a consumer need, such as selecting a diet Coke when you want to satisfy your need to drink something cold. The mind set makes this decision through picking some classes, within the class some categories, and within the categories some product types and within the type comes the fourth level which is the brand, passing through the memory nodes in a hierarchical mode. The faster and easier the decision reaches to forth level, the stronger the depth of awareness the brand has in the mind set of consumer. The **Breadth** however points the influenced coverage and the extent the brand has across many compartments of consumer's multiple consumption zones. By the same token, selecting diet Coke not only when you have a fast food, but also in a party, official diner, at happy hours, at the beach, in theater, in a café with your cake, at home watching TV and by the pool side listening to music. Therefore Depth means the speed and the likelihood a decision is made for a brand, and Breadth the multiplicity of situations the brand is taken into consideration to address the needs. As a summary, Brand Awareness is the basic and minimum requirement of the Brand Equity that can only exist when upper level brand level- meaning or Brand Image- functions in harmony which together they form Brand Knowledge (Keller, 1993).

“Brand awareness is the ability of potential customer to distinguish brand as a component of a certain product category” (Aaker, 1991). Brand awareness is important for the consumer for three main reasons;

- First, consumers must think of the brand when they think about the product category or class. Therefore improving brand awareness increases the possibility that the brand will be a part of the consideration set (Baker et al. 1986; Nedungadi 1990).

- Second, brand awareness can influence decisions about brands, even if there are basically no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands (Jacoby, Syzabillo, and Busato-Schach 1977; Roselius 1971).
- Lastly, brand awareness impacts consumer decision making by affecting the brand associations in the brand image(John Kim, Srinarayan Sharma and Kris Setzekorn).

The impact of awareness on brand equity may be independent of knowledge in some instances. In other instances, awareness is a necessary but not sufficient condition for building brand equity. Awareness is needed to increase knowledge. Based on this framework, many strategies are suggested for building brand equity of on-line companies. (John Kim, Srinarayan Sharma and Kris Setzekorn, 2002).

2.4 PERCEIVED QUALITY

Superior quality products derive satisfied customers who bring repeat business and affirmative word-of-mouth advertising (Evans & Lindsay 1999). According to Keller (2003), definition of perceived quality is' perception of the overall quality or superiority of a product or service relative to relevant alternatives and with respect to its intended purpose". The quality of a brand becomes the main factor to build a good perception and trust on the product or services because through perception it will lead to their brand judgment on perceived quality. Consequently, quality is the cornerstone of brand equity. Building a strong CBBE "is about drawing positive brand responses to brands " both physical and sensory qualities improving its "Perceived Quality" (Keller, 2001). This definition of PQ has reached to some level of acceptance as the customer's judgment of the overall excellence, esteem, or superiority of a brand against alternative brand(s) (Netemeyer et al, 2004).

Perceived Quality is accepted as a factor leading to price premium. Monroe (1990) states in his model that paying a premium price for a brand is the function of the perceived quality of the brand or product. The memory network nodes with chain effect mechanism theory is applied to explain expected value and therefore perceived quality notion, using the different level of abstraction in cognitive structures inside the memory of consumer, holding brand associated information (Zeithaml, 1988), and main association being brand attributes. This is how Perceived Quality judgment is created. Brand attributes represent functional or practical benefits leading to a value and to quality. This is how an inference occurs in consumer's mind that the excellence or superiority of a brand in respect to targeted purpose is registered as opposed to a competing brand. "These attributes are the highest level of abstractions which do not necessarily reflect the objective quality of a brand, and can be seen as affective assessment of a brand's performance relative to other brands" (Aaker, 1996 ; Keller, 1993; Zeithaml, 1988). Quality assessments may be inferred through direct experience with a brand, and judgments from direct experience are stronger and are more easily "accessed" from memory (Fazio and Zanna, 1981). Product Quality knowledge can also be captured through promotions by advertising the quality (Kirmani and Zeithaml, 1993).

Perceived quality is an extended concept beyond the caption of physical product, covering augmentation. The augmented product covers services that go along with the purchase (customer service and return policy). In some cases, the augmented product may be more important than the physical product in forming quality (John Kim, 2002; Srinarayan Sharma, 2002; and Kris Setzekorn, 2002).

Perceived Quality is the most effective construct leading to Brand Response that is purchasing at a prime price (Aaker, 1996; Blackston, 1995; Dyson et al., 1996). Therefore we can easily set the hypothesis that Perceived Quality construct directly influence other constructs as well as the Brand Equity.

2.5 BRAND IMAGE

Marketing research carried out world-wide constantly reveal that consumers' perceptions and expectations about brands are not limited to the functional characteristics and advantages of the branded products or services. They very often include what is called the "brand image", namely non-functional qualities (which also comprise the set of human characteristics, referred to as "brand personality"). Marketers try to reinforce the consumers perceptions and try to better position their brand's for reflecting a better brand image. That is why consumers refer to the brands by using adjectival descriptors of personality traits, while marketers try to attract more clients by reinforcing their perceptions and consequently by better positioning their own brands vis-à-vis their competitors (Batra, Lenk and Wedel, 2007). As defined by Keller "Brand image is described by the perceptions of the customers which are reflected by the different associations (image attributes- user profiles, usage situations, brand personality, experiences, values-) they held in mind about the brand (Keller, 1993).

Brand image is an important subject in consumer behavior because people do make brand choices according to the brand (Dobni & Zinkhan, 1990). Marketing researchers (Bullmore, 1984; Dichter, 1985; Frazer, 1983; Gardner & Levy, 1955; Keller, 2001, 2008; Newman, 1957; Pohlman & Mudd, 1973) have pursued the cognitive and affective facets of brand entity. The contemporary studies advise that brand image has three dimensions; cognitive, sensory, and emotional leading to consumer response and resonance.

- First aspect of the brand image is the cognitive aspect covering such attributes as service, performance, symbolic and psychological meanings (Bullmore, 1984; Friedmann & Lessig, 1987; Gardner & Levy, 1955; Gensch, 1978).

- Sensuality reflects pleasant sensory experiences (Roberts association, but most researches have lacked comprehending the sensory aspect of, 2004), like vision, smell, sound, touch, and taste of a product (a soap, perfume, a tissue of a cloth, a package, ruggedness or softness of a product) or an environment (a store, theatre, stadium)
- The emotional side of the brand image is about the brand experiences attaching to customer's feelings. Intimacy captures the affective and connective experiences between consumers and brands (Roberts, 2004). When the consumers' is happy with the brand a long term attachment and the brand is obtained.

Image is closely related with emotions, past experiences and nostalgia, like A consumer/reviewer of Adidas wrote (www.lovemarks.com):

“I love Adidas. It brings back so many memories to me. It also conveys a very European Image which I really like, much more truly and deeply passionate about soccer than Nike. Adidas has a story, a real and strong personality and a great respect of its tradition in spite of its innovation. My Adidas is a part of me.”

This describes the whole concept about image.

Although many scholars have examined brand awareness, brand association, and perceived quality as determinants of brand loyalty (Buil et al., 2008; Yoo & Donthu, 2001, 2002; Yoo et al., 2000), few studies have empirically tested the effect of brand image on brand loyalty (Keller 1993, 2001; Kim et al., 2003). Kim et al.'s (2003) findings support Keller's (1993, 2001) conceptual relationship between brand image and brand loyalty, showing the statistically significant positive effect of favorable brand image on loyalty. Esch et al.'s (2006) research indicated that brand image more strongly predicted consumers' current/future purchase than brand awareness.

2.6 BRAND LOYALTY

Brand Loyalty is the biases of consumers which sometimes are based on tangible and rational foundations and some other times on emotional partisanships stemmed from deep in the mind set of individuals. Brand Resonance may appear as varying degrees of Loyalty, in intensity and in the degree of relationship. The degree of association may reach to such a level even the ownership may look like much lighter form of bonding. Like in the case of Liverpool Football Club, their slogan is “You will never walk Alone” reflecting the strongest form of bonding, the Fans dictate loudly what they want, and they stimulate and encourage the brand to succeed, in good days or bad, they are always behind the brand. This is the strongest type of Loyalty that they never convert and fanatically last for a life time and it is a form of co-creation and maintaining the level of brand value. On the other hand, there are loosely coupled ties and associations with other type of Loyalties where the key attachments or attitudes to brands are not so strong. The strength and intensity of Loyalty may come from different associations; personality, quality, style, self esteem, belonging to a social group etc., for different product categories. If it is a food you may require quality, if dressing you may require stylishness and fashion, and if it is a sports club then personalities or heritage. Therefore, Loyalty may be generated by varying intensity at the level of brand building blocks.

As (Yoo, Donthu ,2001) and Oliver (1997) specifies, the loyalty to a brand is exhibited by the consumers as the determination of buying a brand as the primary consideration. This is why, awareness along does not suffice to create Loyalty, a response in the form of purchase has to be demonstrated. Aaker (1996) proposes that one of the means of generating Loyalty is achieved by recommending brand to others.

Sustaining loyalty is as difficult as achieving it which does not happen overnight. Even it may seem that it comes by mere coincidence or luck, down in the depth there lies a lot of hard work, perseverance, consistency, strong and correct values, innovativeness and perfection in qualities. Every one of these loyalty generation acts is hidden behind strong business cases.

Loyalty mainly stemmed from the brand experiences. These experiences are induced in subjective form (consumers' emotions, feelings and cognitive values) and in behavioral form leading to responses by triggering of brand stimuli like promotions, design, packaging and design (J. Joško Brakus Bernd H. Schmitt Lia Zarantonello).

Strong brand Loyalty sometimes is dangerous and may lead to marketing blindness or arrogance, and as the firms grow bigger it may be difficult to notice that the ground under your feet is sliding. Firms may miss the future opportunities and strategic market share and diversifications, and innovations by relying on acquired Loyalty and concentrating daily routine and taking the brand success as granted. Hall of Fame of firms is full of once successful brands and every one of them gives big lessons of failure stories.

2.7 BRANDING IN SOCIAL MEDIA

“Brands are social entities experienced, shaped, and changed in communities. Therefore, although brand meaning might be ascribed and communicated to consumers by marketers, consumers in turn uncover and activate their own brand meanings, which is communicated back to the marketers and the associated brand community” (Brown, Kozinets, & Sherry, 2003, p. 31).

Social media is a phenomenon that is predicted to actively merge in peoples' life and companies' marketing communications (Carlsson, 2010). Marketers use Social Media to allow consumers to become co-creators, rather than passive recipients of

a brands' message and thus become part of a two way marketing exchange (Hanna et al, 2011). Today Social Media is the most effective way for a brand to reach out to prospective customers in a socialized manner. The typical process the consumers traditionally follow to make a purchasing decision for a brand is filtering act by collecting all the relevant information, evaluate alternatives based on the product attributes and associations and make the final decision. SM is the perfect medium to facilitate the contemporary shopping activity with the support of leading edge digital technology and communication infrastructures. Social Media networks like Facebook and Youtubes are being heavily utilized by all the global business players via brand building activities to influence customer decisions and try to obtain consumer loyalty.

Brand management, with the overwhelming inclusion of social media, now necessitates social media management. There are number of approaches to managing social media, like according to HootSuite (Easier Social Media Monitoring, Build valuable relationships with your customers on social.);

Scheduling

Schedule unlimited messages across all your social networks.

Collaboration

Work as a team by assigning messages so they get to the right people in your business.

Engage with customers

Become a part of the conversation and never miss when people are talking about your brand.

Security

Two-step authentication ensures your brand and social networks are protected.

Analytics

Track your social media campaigns so you can improve ROI and grow your business.

Listening

Track your brand, what customers are saying about you, and your competition.

Therefore, a good Brand Management in social media requires; timely response to messages, brand mentions, and comments across the social networks, listen closely to the people that matter to your business, create, import, and share lists of social influencers and important clients, learn about your audience and improve your campaigns with effective Analytics (HootSuite, 2016).

It is obvious that Social Media marketing is surpassing traditional mass advertising in intensity, volume and penetration. The cost evaluation of these alternative communication platforms is incomparable to favor the social media. Cost not being a major issue then, effectiveness and efficiency is the major concern. There are special talents required in SM environment to influence the consumers and have a positive impact on branding. The know-how and daily monitoring of the development of social media networks and close surveillance of the users are paramount importance. Social media may help to strengthen or change brand image, but in order to benefit from the power of social media, brands need to manage and enact their presence constantly (Pozin 2014, 2-3). Brands should be consistent in their style of communication on different social media platforms, while customizing the content to match the characteristics of each platform (Pozin 2014, 1). The communication should be consistent in visual and textual style. Consistency in the colors which are used in social media “will help consumers become familiar with your brand” (Perkins ,2014). Color and typography are dimensions of knowledge and perceptions, and are the primary constructs to generate associations as image. Therefore image consistency helps creating the brand awareness as recognition or recall. Visual content may be used

to boost user engagement on social media (Perkins, 2014). Posts that include pictures or video are shared more often than content that does not include visual elements (Pozin 2014, 1). Marketing and communication methods have to be created focused to social media realities and naturally be in congruity with the traditional mass communication and marketing approaches. Companies cannot afford to overlook the social media reality, and neither can they give up their established structures of traditional marketing practices over night.

2.8 IMPACT OF SOCIAL MEDIA ON BRAND ELEMENTS

Social media are online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content (Richter & Koch, 2007). Social media have changed online consumer behavior, therefore creating a new set of challenges for companies, products, and brands (A.M. Kaplan, M. Haenlein, 2010). Introduction of Web 2.0 and development of Social Media platforms have opened new gateways for consumers to be informed about, exchange and generate content relating to products and brands in an interactive and collaborating fashion which is very different than traditional mass media. This reality indicates that the enterprises are not the only source of communication regarding the brands (Ibidem, pp. 59-60). The topics which address to the relationship between Brand Equity and Social Media communications can be listed as follows;

Table 2.8.1 Social Media Communications

Social Media Advertising	(M. Bruhn, V. Schoenmueller, D.B. Schäfer, 2012)
User-Generated Content	(G. Christodoulides, C. Jevons, J. Bonhomme, 2012)
Brand Communities and Fan Pages	(G. Christodoulides, C. Jevons, J. Bonhomme, 2012)
Electronic Word-of Mouth	(D. Godes, D. Mayzlin, 2009)
Online Reviews	(F. Karakaya, N.G. Barnes, 2010)

Thus Social Media facilitates establishing communication channels between companies and consumers, using customers' potentials of sharing experiences, wisdom and knowledge to contribute the enhancement of the brand through consumer interactions with transactions, referrals and reputation management, achieving brand evangelism.

On the following sections we not only have discussed the impact of Social Media on Brand Equity, but we also have described and analyzed Brand's impact on Social Media with the conclusion and extraction that they both mutually and interactively impact each other.

2.9 SOCIAL MEDIA PHENOMENON

As more and more companies are engaged one way or another with Social Media ecology, this platform becomes a jungle where chaos becomes an order. Consumers' internet usage is increasing in various platforms such as social networking sites, blogs, forums and other content sites. Users can shape, share and even create content from these online platforms. This leads to social media phenomenon which can seriously affect a company's reputation, sales, position and survival in the future

The business ventures still lack apprehending, explaining and utilizing this phenomenon. They do not see the forms, extents, opportunities and pitfalls of this new communication platform which will dictate how to carry on businesses and how to compete and how to operate business transactions in the very near future. It is like a big bang effect that is extending in light speed into the unanticipated dimension of cosmic existence. It is democratic, it is creative, it is innovative, it has its own ethics yet anarchist and it is limitless. It is the agora of mankind that was never expected to expand terrifyingly so far and no one can estimate what form it will take in the near future. No one can have the luxury of ignoring it, although some enterprises seem to be still reluctant to educate themselves, but

staying still in a universe that is moving so fast might penalize organizations so strongly that they may not survive. Therefore it is utmost necessity to grasp and assess the characteristics of this organism to benefit from the opportunities, to cope with the challenges it brings out and make it an inherent part of all the organizations, business, state or NGOs.

To offer a framework of social media functional structure, a study has been run by Kietzman, Hermkens, McCarty, Silvestre, (2011) grouping the activities under seven captions; Identity and Conversation (relating to Awareness), Sharing and Presence (relating to Image), Relationships and Groups (Loyalty) and Reputation(Referral) (Perceived Quality. Social Media activities can be related to these activities based on the type and content of the focus directed to these functional blocks. These blocks also correspond to the firm's social media engagement types and therefore giving guidance to proper strategies they have to follow.

There is an ecology of social media networks which is diverse and geared to specific purposes. LinkedIn for professional circles, is a place where professionals hangout and to showcase your products or service. Youtube focusing on shared videos and photos, blogs for everyday people to professional writers and celebrities, Twitter has 317 million active users who send on average 500 millions tweets per day. Each 'tweet' consists of each 140 characters or less and 80% of these are come fro mobile phones. (Omnicores, Jan 24,2017). Instagram monthly active users 700 million share 40 billion pictures to date (Jan 23, 2017) and 4.2 billion Likes per day. Facebook with 1.86 billion monthly active users, having highest traffic mid-week between 1 to 3 pm. (Bit.ly blog,2017), a Facebook post at 7pm resulting in more clicks on average than posting at 8pm (Source: Forbes). You have the potential to reach more consumers and drive higher traffic to your site during peak usage times, but people may be more likely to be more engaged in the evenings. This statistic may be a factor when you are planning social communication scheduling. (Also consider that Facebook has a global audience, so you may want to plan around the time zone of your key market.) (Zephoria

Digital Marketing,2017). All these figures indicate that we are faced to deal with a gigantic communication entity with diverse dimensions which forces us to establish a methodical framework leading to a systematic approach to dwell with this phenomenon.

Rise of the social media affects the communication between the company and the customers. Social media changed the communication paradigm with the concept of co-creation. Consumers are now also part of this process of creating, sharing and consuming activities. This communication process happens with our without the permission of the brand because users are involved into that communication network. (Jan H. Kietzmann, Kristopher, Hermkens, Ian P. McCarthy, Bruno S. Silvestre, 2011). A wisely prepared social media message can have snowball effect through viral conveying reaching to millions, sometimes devastating or enhancing the brand equity. Frequently, companies neglect to see the opportunities and the threats coming from the creative customer on social media (Berthon, Pitt, McCarthy, & Kates, 2007). One reason behind this ineptitude is a lack of understanding regarding what social media are, and the various forms they can take (Kaplan & Haenlein, 2010).

2.10 COBRA (The impact of Brand Equity on Consumer's Online Brand Related Activities)

The conceptual framework states that there is a mutual overall effect between the CBBE framework and the Social Media Network functionalities which feed each other on the consumer behavior towards Brand Equity in a recycling fashion.

Brand Equity elements, Loyalty, Image and Perceived Quality, as the COBRA conceptual framework indicates, have strong overall effects on the consumer's tendency to consume, contribute, and create Social Media Brand-Related content.

2.10.1. Consuming COBRA type.

The consuming COBRA type involves firm-created and user-generated kind of brand communication. SM users are engaged to consume brand related content as a form to express their selves and their life style. Those findings were later empirically supported in an online brand community devoted to the brand Starbucks (R.V. Kozinets, 2002,). R.V. Kozinets identified that social distinction, artisanship, craftsmanship, personal involvement, passion, authenticity, humanity, and religious devotion influence consumption of brand-related content. Shared consciousness, rituals and traditions, and a sense of moral responsibility influence content consumption into brand communities.

2.10.2. Contributing COBRA type.

As opposed to consuming COBRA type, the contributing COBRA type assumes that the individuals participate in adding value activities to social media content. The act of connecting and sharing with others influence consumers to share advertising email messages (J.E. Phelps, R. Lewis, L. Mobilio, D. Perry, N. Roman, 2004). Social benefits (interaction), economic incentives, concern for other consumers, advice seeking, and the potential to increase self-worth (extraversion and positive self-enhance) influence the engagement into e-WOM (T. Hennig-Thurau, K.P. Gwinner, G. Walsh, D.D. Gremler, 2004)

2.10.3. Creating COBRA type.

This type requires the consumers to engage with the creation of brand-related content. Consumers engage into the creation of brand-related social media content as a result of social, personal, psychological, and other factors. Similarly to the consumption and contribution COBRA types the social factors derive from the consumer's needs of belonging into a group, whereas the personal and psychological factors are a result of their personality traits and characteristics.

Economic and technological factors were also detected to drive the creation COBRA type (B. Schivinski, D. Dabrowski,2015).

Early Researches have reported that brand communication is positively related with brand equity (B. Yoo, N. Donthu, S. Lee, 2000). In social media context, we may infer that the brand is related with consumer's perception of communication (M. Bruhn, V. Schoenmueller, D.B. Schäfer ,2012), (B. Schivinski, D. Dabrowski,2014), (B. Schivinski, D. Dabrowski,2015). As a result, we may state that positive associations with a brand will positively influence the consumer's engagement with the consumption, contribution, and creation of social media brand-related content. Consequently we may postulate that;

- Brand association therefore Brand Image influences SM consumption, SM contribution, and SM creation activities related to brand in a positive manner.

In Social Media there is an interaction between the company and consumers through the brand. Hence, consumption, contribution and creation of social media brand-related content will be influenced by brand loyalty leading us to:

- Brand loyalty influences SM consumption, SM contribution, and SM creation activities related to brand in a positive manner.

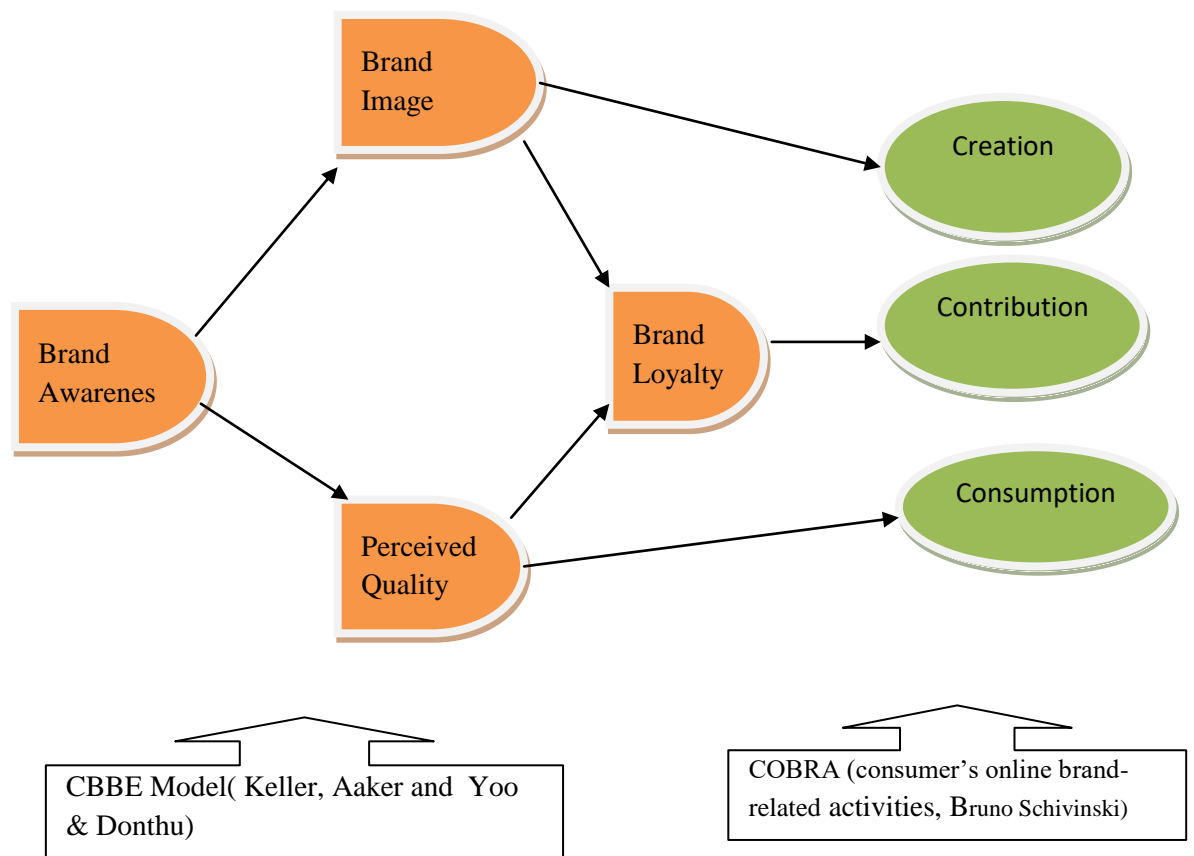
Perceived quality can lead to better market positioning and promotion of the brand (B. Yoo, N. Donthu, S. Lee, 2000). Consumers use brand communication as an extrinsic cue to judge the quality of products (A.R. Rao, K.B. Monroe, 1989). Additionally, researchers have reported positive relationships between perceived quality and the consumer's perceptions of advertising (A. Kirmani, P. Wright, 1989), (A.F. Villarejo-Ramos, M.J. Sánchez-Franco, 2005), (I. Buil, L. de Chernatony, E. Martínez, 2013). Therefore, consumers have the perception that highly advertised brands are higher quality brands (B. Yoo, N. Donthu, S. Lee).

Similar to mass media, in Social Media individuals will relate the quality of the brand with the quality of company and consumer generated communication, and based on this;

- Perceived quality influences SM consumption, SM contribution, and SM creation activities related to brand in a positive manner.

2.11 PROPOSED CONCEPTUAL FRAMEWORK

Figure: 2.11.1 Conceptual Model proposing Impacts of Social Media and Brand Equity in Gen Z Context.



The conceptual model postulates the existence of relationships among the CBBE dimensions. The results of the model yields that brand awareness influenced both brand associations (Image) and perceived quality. Those dimensions in turn had a positive impact on brand loyalty.

Hence, based on CBBE and COBRA model, we can form following Hypotheses;

H1. Brand Awareness positively influences Brand Image.

H2. Brand Awareness positively influences Perceived Quality.

H3. Brand Image (Associations) positively influences Brand Loyalty.

H4. Perceived Quality positively influences Brand Loyalty.

H5. Brand Image (Associations) positively influences Creation of Social Media brand-related content;

H6. Brand Loyalty positively influences Contribution to Social Media brand-related content;

H7. Perceived Quality positively influences Consumption of Social Media brand-related content;

Therefore based on above hypotheses, we may conclude that CBBE influences the consumption, contribution, and creation of social media brand-related content.

We may conclude that; All together there is a positive reciprocal relationship between Brand Equity and Social Media usage in Gen Z context.

3. EMPIRICAL RESEARCH

3.1 RESEARCH APPROACH

The research philosophy we follow based on reason and observation. According to Saunders, Lewis, Thornhill (2007) and Blumberg et. al (2011) the relation between reason and observation is an ongoing debate when discussing knowledge creation. Among the six research philosophies: interpretivism, positivism, realism, pragmatism, constructionism and realism, each with different views of the world; we decided to use positivism and interpretivism. Positivism and Interpretivism are the two basic approaches to research methods in Sociology. Positivist prefer scientific quantitative methods establishing relationships, or ‘correlations’ between two or more variables which is known “Comparative Method”, while Interpretivists prefer humanistic qualitative methods based on naturalistic approach of data collection such as interviews and observations.

In positivist research, sociologists tend to look for relationships, or ‘correlations’ between two or more variables. This is known as the comparative method. Hence, we decided to use this approach for our Primary data that is the survey we conducted. Primary Sources are the first hand evidence left behind by participants or observers at the time of events (Cal State Univ. LA, Library). Primary data is the original data directly collected from the field, under the supervision of researcher, as evidence to scientific phenomena, directed to support a hypothesis, designed in a format to best derive an expected response of the participants.

Secondary data, is the type of data existing and gathered by someone else for purposes other than this thesis, usually for a different context. Secondary research usually takes the form of findings from two or more primary research articles and explains what the two separate findings are telling us. This provides a baseline for the primary data, in the case of quantitative data providing larger and better quality accumulation of database and, in the case of qualitative data, usually a

theory or approved and reliable articles or journals with high professional merit. Since we are studying Social Media platform with Gen Z demographics, it is essential that we cover larger spectrum of information infrastructure to better justify and substantiate the findings of our quantitative survey on a very limited small group of sample selected non-random and in arbitrary manner.

The matching and verified items of primary and secondary sources will enable us to rely on the results of our hypotheses that are not addressed in the secondary data sources or may supply some indicative findings that lead the questioning of existing theories or other secondary sources.

One of the main issues in the research process is gathering the empirical evidence to support data for further falsification or verification of the research question and hypothesis (Blumberg et al. 2011). For the purpose of this thesis a research questionnaire and a set of hypotheses have been prepared. The methods involved in the data collection process and the research philosophy have been determined in order to secure more reliable and valid answers (Blumberg et al. 2011). One of the biggest challenges with collecting primary data is the resources needed. It is both time consuming and in some cases also expensive. In addition biased or invalid results can occur as the researcher can be biased in the evaluation of the primary data. (Saunders, Lewis, Thornhill, 2007).

3.2 RESEARCH METHOD

The purpose of this research study is to understand the general tendency of Gen Z with overwhelming impact of Social Media - Digitized World – that they have been born into, towards the Brand Equity with the constructs of Brand Awareness, Brand Image, Perceived Quality and Brand Loyalty. We have selected quantitative research method to collect our primary data.

A deductive approach was used when primary data is explored by researchers through means of theories (Saunders et al., 2007). The researchers used this approach as they selected suitable theories for this research in order to collect their primary data. Testing the relationships between theory and research is the main focus of deductive research (Bryman, 2016). Therefore, to explore the perceptions by the generation cohorts towards impact of SM on branding, the selected theories were used to find the hypotheses of this research. There is an interactive influential reaction between the Brand Management and Social Media, it is a cycling interaction. To reflect the impact of Branding on Social Media we used COBRA (Consumer's Online Brand Related Activities, (Bruno Schivinski) Model, as CBBE utilizes Social Media in the form of Consumption, Creation and Contribution.

When utilizing quantitative data collection methods the respondents are guided and are limited to a number of options pre-determined by the researcher, this make it easier for the respondents. In turn it can lead to bias answers as the respondents may not have the opportunity to answer truthfully (Saunders, Lewis, Thornhill 2007). Quantitative research methods are often used when the focus is gathering empirical evidence for proving or disproving a hypothesis. In addition data can be correlated and crosschecked for other justifications, than the researcher had in mind, in the first place. When choosing this form of data collection method, the most common approach is questionnaires. Furthermore scales are used as a complement to the questions presented in the survey.

University undergraduate students within the age of 16 to 23 were chosen to be our sampling units. The reason we chose this group of people as our sampling unit, is because as the prominent representatives of Generation Z who heavily engaged in using digital technology and extremely utilizing all the available tools of social media they are the trendsetters, concern more on brands and products they use to build their personal image and have a higher disposable income to

spend or influence on social media ads. Our questionnaire is designed based on five research variables to obtain related information from target respondents. The research variables to be included were social media, brand awareness, brand image, brand loyalty and perceived quality.

3.3 RESEARCH DESIGN

3.3.1 Questionnaire Design

The questionnaire (Appendix) was designed and survey items were created by combining the concepts and categories retrieved from related theories with the items borrowed from various researchers as stated in Scale Development heading.

An online self-completion questionnaire was chosen as the most convenient way of collecting primary data for this study for its many advantages. Self-completion questionnaires are cost effective as they can be administered using a free online service provider as in the case of www.zoomerang.com. Moreover they can be easily and swiftly distributed to a wide range of people over the internet. The data obtained can be analyzed in real-time with analytic tools that come with the online service. Furthermore the answers are spared from biases that might otherwise be caused by the interviewer.

As for the layout, questionnaire items were grouped together based on the four constructs retrieved from theory; brand awareness, brand association, perceived quality and brand loyalty. Each item was presented as a yes/no question to a positively loaded agreement statement.

3.3.2 Scale Development

In this thesis, we analyze conceptual framework for Branding elements constituting Brand Equity in context with Social Media as approached by Gen Z. We have stated number of constructs which must go in accordance with Brand Experience scale as well as Social Networks usage scale. The measurement of brand equity has been tackled from two major perspectives. Some scholars have focused on the firm-based perspective of the construct (Simon & Sullivan, 1993), while others have emphasized consumer-based perceptions (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001). However, the dominant stream of the research has been based on the consumer-based approach, focusing on cognitive psychology and memory structures (Christodoulides & de Chernatony, 2010).

Keller's (1993) brand equity conceptualization picks brand knowledge with two components, namely; Brand Awareness and Brand Image (Bull et al., 2013), whereas Aaker's (1991) defines brand equity with Brand Awareness, Brand Associations, Perceived Quality, brand Loyalty and Propriety Brand Asset which latter will be discarded for not relating to consumer interest.

To measure Brand Equity ; (Buil, de Chernatony & Martinez, 2008) based on Aaker's (1997) model, (Bauer, Sauer & Schnitt,2005) derived from Keller's framework, Yoo & Donthu (2001) the Multidimensional Equity Scale and CBBE scale by Netemeyer (2004) both based on Aaker's and Keller' conceptualizations, To measure Loyalty, Awareness and Perceived Quality we used Yoo & Donthu (2001), for Image measurement constructs we used Eunjoo Cho (2011), for Personality measurement constructs we used Aaker (1997).

For Social Media interaction and interrelation we used YOO & DONTU (2001) MBE Scale and Bruno Schivinski's COBRA Scale, Eunjoo Cho (2011), Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004); Lehman et al. (2008) to measure CBBE and COBRA constructs.

According to Nunnally and Bernstein (1978), measurements represent quantities of attributes in terms of scaling and differentiate attribute of variables into different categories. In this questionnaire, we are using nominal, ordinal and five-point Likert scale as the measurement.

In section A of our questionnaire, ordinal and nominal scales are used to design the questions on demographic profile. According to Burns and Bush (2008), questions that are based on demographics like age, gender and any question with answer that involved yes-no or agree-disagree are known as nominal scales. For ordinal scale, it is a scale that involved ranking and require respondents to choose one answer based on the choices given.

For section B, the questionnaire is designed based on dependent and independent variable by using five-point Likert 5 point scale. This type of scale consists of strongly agree, agree, neither agree nor disagree, disagree and strongly disagree which are used to measure the degree of agreement or disagreement of the respondents.

3.4 SAMPLING

A convenience sample of qualified undergraduate college students of Gen Z at Istanbul Bilgi University, Istanbul Technical University, Nigde University and Maltepe University were used for the online survey. During May 2017, a total of 282 Students have participated in the online survey.

3.5 INSTRUMENTATION

A self-administered questionnaire was designed and published for the online survey on Google Forms (see Appendix for the questionnaire). At the beginning of the survey, respondents were asked to specify their favorite brand. Demographic characteristics, which included age, gender and the city their

families live in, were the start up questions together with income level. Following this section the questions were designed to retrieve data regarding Gen Z's attitudes towards Social Media dimension to disclose their behaviors in shopping and in branding. Finally, A 5-point Likert-type scale, ranging from strongly disagree (1) to strongly agree (5), was used for the brand awareness, brand image, perceived quality and brand loyalty constructs, and the questions measuring Social Media' impact on CBBE, and CBBE's impact on Social Media in recycling fashion concluded the questionnaire.

The average age of respondents was 21.06 years, 59.2% were female and 40.8% male, and the median income/month was in the TL 3000 – 6000 range. Three leading brands chosen were: (1) **Nike**-48 selections, (2) **Adidas**-26 selections, and (3) **Instagram**-15 selections. Section A of the survey contained 29 Descriptive items, 5 of which addressed to nominal demographic information. The rest of Section A comprised of items trying to understand the social media and brand tendencies and attitudes of Generation Gen Z. Section B contains 15 items directed to CBBE to Social Media impacts (2 for Creation, three for Contribution and two for Consumption of social media functionalities as impacted by CBBE constructs)

3.6 DATA ANALYSIS

According to Burns & Bush (2008),” data analysis is a process of collecting data to feed into computer, scan error on the data, run tabulation and statistical tests”. In our research project, we are using IBM SPSS 22.0 statistical package software to run the statistical analysis.

3.6.1 Scale Measurement

In this research project, reliability test is carried out by using Cronbach's coefficient alpha, which is a tool that helps to determine the reliability and internal consistency of variables. Higher value of alpha indicated that there will be a stronger relationship between the independent and dependent variables. In addition, the variable is meeting the requirement of reliability if the alpha value is equal or more than 0.6. Any alpha value that falls below 0.6 is not a reliable result while for alpha value that achieves 0.9 and above is considered the excellent and best result in their internal consistency.

3.6.2. Inferential Analysis

Inferential analysis is an analysis that is used in checking the reliability of the findings of our study and to determine the relationship between the variables. According to Malhotra (2004), reliability test is used to measure the stability and consistency of the measurement. In order to carry out the analysis, we are using Simple Linear Regression analysis and Multiple Linear Regressions Analysis to test for the reliability of the variables.

4. TEST RESULTS

4.0 OVERVIEW

In chapter four, data of the questionnaire was analyzed. To perform Descriptive analysis, it will be used to analyze the respondents' demographic profile and the central tendencies measurement of constructs. Next, reliability analysis will be used to study on the properties of measurement scales. Next, the scale measurement will be conducted to test and evaluate the reliability of each of the independent variable towards dependent variable using Factor and Reliability Analyses. Lastly, the inferential analysis consisting of Simple Linear Regression and Multiple Linear Regression Analysis will be carried out. Hypotheses will be tested and either be rejected or accepted and after that we will be able to draw. Finally t test and ANOVA analysis have been performed to understand the tendencies and differences of the demographic variables' perceptions of the constructs.

4.1 DESCRIPTIVE ANALYSIS

Table 4.1.1 Descriptive Frequency List

		N	%
Gender	Female	167	59.2
	Male	115	40.8
Income Level	0- 3000 TL	61	21.8
	3000 -6000 TL	109	38.9
	6000-10000 TL	68	24.3
	10000 TL +	42	15.0
	State University	127	45.4

Type of University		154	54.6
	Foundation University		
Social Media Usage	1 Year	2	0.7
	2 Years	24	8.7
	3 Years	61	22.1
	4 Years	189	68.5

The Median income level of students (including family income) is within 3000-6000 TL bracket. 59% of respondent's population is Female and 41% is Male and average age of total population is 21 with a std. deviation of 1,377 which is perfectly representing the generation.

The frequencies that have been achieved for the descriptive responses range between 276 and 282, providing sound achievement rates for the responses and induce a consistent base for reliable and meaningful analysis.

The average duration of Social Media usage of respondents is 3.58 years and median is 4 years.

Most of the Gen Z members are using social media around 4 years. Only 0.7% of them started to use social media last year. So, Gen Z members' close relationship with the social media is proven. 68.5% of the Gen Z members are using social media for more than 3 years which means that they make social media part of their life at their early ages unlike the Gen Y and Gen X members.

Table 4.1.2. Preferred Social Media Sites

	SM Sites	N	%
Preferred Social Media Network Site	Instagram	151	53.5
	Youtube	47	16.7
	Facebook	32	11.3
	Twitter	30	10.6

	Snapchat	17	16
	Linkedin	3	1.1

The most preferred social media site is Instagram with 53.5% and Youtube is the second most preferred site. LinkedIn is the least preferred site because it's mainly targeting the professional life where most of the Gen Z members are not participated yet because of their age.

Q- Do you agree, for instance, "user-recommendation/ reviews/ blog posts etc. on social media (FB, Twitter, LinkedIn, YouTube, Instagram) have a higher credibility than advertisements/ editorials/ other marketing means on mass media?"

Table 4.1.3. Social Media vs Mass Media

SM vs Mass Media	Likert Scale	N	%
	1	18	6.5
	2	35	12.5
	3	67	24
	4	61	21.9
	5	98	35.1

Generation Z members find social media tools more valid than the mass media tools. It's possible to understand that the Facebook, Instagram, Snapchat and Twitter has a higher credibility than the mass media tools such as TV, Radio and the Newspapers. Unlike their parents generation, Generation X and Y, this new generation has a limited trust and limited attention towards the Newspapers and traditional tools. Twitter is the new latest news platform and Instagram is the new tool for following the celebrities instead of Newspapers and Magazines.

Q- Have the customer oriented activities on Social media (such as- interacting with customers, proactively replying to people in case of an impediment , giving discounts or other perks etc.) made a brand stand out in your mind?

Table 4.1.4. Impact of SM Customer Oriented Activities

Impact of SM Customer Oriented Activities	Likert Scale	N	%
	1	5	1.8
	2	21	7.6
	3	21	7.6
	4	65	23.5
	5	165	59.6

Q- Do you feel that social media has made your decision making process more advanced?

Table 4.1.5. SM on Decision Making

SM on Decision Making	Likert Scale	N	%
	1	12	4.3
	2	29	7.6
	3	74	10.5
	4	67	26.8
	5	94	34.1

Social media has a significant effect on decision making. 34.1% of the participants highly agree that the social media affects their brand decisions where 26.8% of the participants also declare that social media has a strong affect on their decision making process.

Q- How do you make your online payment?

Table 4.1.6. On-line Payment

Online Payment	Online Payment Method	N	%
	Cash on Delivery	53	19
	Credit/ Debit Card on Delivery	59	21.1
	Other Online Payment Methods	167	59.9

The most common type of online payment is paying with credit card/ Paypal, Bank Account online. Cash or credit card on delivery is not preferred as much as the online payments such as buying the products with credit or cash card online.

Q- What sources are you heavily influenced when making a decision about a brand?

Table 4.1.7. Brand Influencers

Brand Influencers		N	%
	Friends	76	27.6
	Social Media	66	24.0
	Forms& Blogs	54	19.6
	Web Sites	32	11.6
	Parents	24	0.08
	Other	17	0.06
	Store Attendants	6	0.02

Generation Z members are highly affected from their friends and social media when it comes to choose a brand. Friends are the strongest influencers of the brands with 27.6% and Social Media also has a strong effect over Gen Z members on brand decisions with 24%. Forms and blogs also has an influence about brand and the ratio of these three influencers are very close to each other. This means friends, social media and blogs play an important role about the brand decisions. Bloggers and social media pages could be more powerful in the future with their influencing position in the market. This result also explains why bloggers and vloggers are so popular in the circle of the teenagers.

Q- How do you make the final decision to buy?

Table 4.1.8. Sources Influencing Buying Decision

Buying Decision Influencer		N	%
	Social Media Search	129	45.7
	Consult Friends	61	22.3
	Other	38	13.9
	Consult Parents	31	11.3
	Mass Media	15	5.5

Generation Z members make their final decision according to social media search in the first place 45.7%. Secondly friends' opinions and suggestions play an important role to make their final buying decision with 22.3%. Mass Media is the least preferred option when Gen Z members make a final decision with 5.5%. This table shows that brands should focus on social media and do not waste their time with spending their budget on mass media if they want to affect the final buying decision of the Gen Z members. Gen Z members are the future's adults and parents that's why their choices and preferences should be observed in details. According to the result of this research Mass Media does not seem to be effective tool to reach and influence the Gen Z members.

Q- Which do you trust most when you collect information about the product?

Table 4.1.9. Trusted Sources of Brand Info

Trusted Source for Brand Info		N	%
	Social Media	105	38
	Web Sites	79	28.6
	Press/ Magazines	40	14.5
	Other	36	13
	TV/Radio, Ads	16	5.8

Social Media is the most reliable information source for Gen Z members. Social Media pages, bloggers and vloggers do share their products and ideas from their pages. Social Media pages show all of the comments of the users and every person can write and state their opinions about the products and the brands. This explains why, when a teenager wants to find a ‘cool’ restaurant for the dinner she tends to check the Swarm and Facebook comments instead of a magazine or a newspaper.

4.2. FACTOR ANALYSIS and RELIABILITY TESTS

Our target in achieving the factor analysis has been to discover the groups of variables that are strongly interrelated, named as factors (Hair et al. 2006).” Factor analysis in principle is performed to study the relations of the logically prepared materials and the empirically derived constructs’ (Gable, 1986, p.87) or to discover if with another sets of data, the previously derived constructs in the earlier study can be derived as well. Therefore, in this study, factor analysis is done to find out how many different dimensions the respondents perceive in the constructs and whether they perceive them the same as in the original data with which the scale was developed and also to see whether the derived constructs in this study confirms the existence of theoretically developed content categories. Initially, in each factor test, the measure of sampling adequacy is calculated in to see if the data is adequate to apply the factor analysis to (Durmuş et al., 2011). This adequacy is represented by Keiser- Meyer-Olkin (KMO) and Bartlett’s test of sphericity. KMO shows if the data used is a homogenous collection of variables and if there are any correlations among variables. The lower limit for KMO that is generally agreed upon is 0.50 (Hair et al., 2006, p.115). Bartlett’s test on the other hand gives the statistical significance of the inter-correlation between variable (Hair et al., 2006), and the upper limit for the value of p in Social Sciences that is generally accepted is 0.05. KMO and Bartlett’s tests in this study are found to be satisfactory for all seven constructs in the study and tables for each factor analysis for the studied concepts are exhibited in the following sections.

4.2.1. Factor and Reliability Analysis - BRAND AWARENESS (CBBE Model)

Table 4.2.1.1. Factor Analysis result of Brand Awareness

Factor Name	Factor Items	Factor Loading	Reliability
Brand Awareness	I am always aware of this brand	.907	0.911
	I can always recall the characteristics of this brand	.886	
	I can immediately recognize the Logos, emblems and other signs of this brand	.862	
	I always recall the image of this brand	.836	
	I easily recognize this Brand among others	.806	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.833, χ^2 Bartlett test (3)=788.408, p=0.000) were satisfactory.

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were kept and items with factor loadings below 0.50 and items with high cross loadings were not included.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 73.958 %. To test the internal consistency of factors, Cronbach's coefficient alpha reliability was estimated.

4.2.2. Factor and Reliability Analysis – PERCEIVED QUALITY (CBBE Model)

Table 4.2.2.1 Factor Analysis result of Perceived Quality

Factor Name	Factor Items	Factor Loading	Reliability
Perceived Quality	Compared to other brands, this brand is of very high quality.	.870	0.934
	This brand consistently performs better than all other brands.	.895	
	This is the best brand in its product class	.879	
	This brand performs perfect.	.916	
	I can always count on this brand for consistent high quality .	.889	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data for to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.869, χ^2 Bartlett test (10)= 1174.459, p=0.000) were satisfactory.

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were not included.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 79.194 %. To test the internal consistency of factors, Cronbach’s coefficient alpha reliability was estimated.

4.2.3. Factor and Reliability Analysis - BRAND IMAGE (CBBE Model)

Table 4.2.3.1. Factor Analysis result of Brand Image

Factor Name	Factor Items	Factor Loading	Reliability
Brand Image	Image of this brand appeals to me	.803	0.907
	This brand reflects my personality.	.870	
	This brand gives me self esteem	.849	
	This brand has good value for money	.868	
	I have confidence to the producer of this brand	.887	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.831, χ^2 Bartlett test (10)= 952.980, p=0.000) were satisfactory.

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 73.227%. To test the internal consistency of factors, Cronbach's coefficient alpha reliability was estimated.

4.2.4. Factor and Reliability Analysis - BRAND LOYALTY (CBBE Model)

Table 4.2.4.1. Factor Analysis result of Brand Loyalty

Factor Name	Factor Items	Factor Loading	Reliability
Brand Loyalty	I am Loyal to this brand	.918	0.905
	This brand is my first choice	.914	
	If this Brand is available, I do not buy the others	.911	
	It is not very important if I cannot access to this brand * (reverse question) Extracted...	Excl.	
	I can pay higher price for this brand	.783	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.833, χ^2 Bartlett test (6)= 788.408, p=0.000) were satisfactory.

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 78.001%. To test the internal consistency of factors, Cronbach's coefficient alpha reliability was estimated.

4.2.5. Factor and Reliability Analysis - BRAND EQUITY (CBBE Model)

Table 4.2.5.1. Factor Analysis result of Brand Equity

Factor Name	Factor Items	Factor Loading	Reliability
Brand Equity	Even if somebody produces this product, I still prefer this brand	.967	0.931
	Even if same features available with another brand, I still buy this brand.	.967	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.500, χ^2 Bartlett test (1) = 394.602, p=0.000) were satisfactory.

The value of Kaiser-Mayer-Olkin (KMO) was 0.500 (between 0.5 and 1.0) which means that the sample size is just on the edge due to the fact that there is only two questions, but still acceptable enough to conduct factor analysis

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 93.554%. To test the internal consistency of factors, Cronbach's coefficient alpha reliability was estimated.

All variables within the constructions have meaningful factor loadings and satisfactory levels of reliability for CBBE Model in general.

4.2.6. Factor and Reliability Analysis - SM CONTRIBUTION (SM Cobra Model)

Table 4.2.6.1. Factor Analysis result of SM Contribution

Factor Name	Factor Items	Factor Loading	Reliability
SM Contribution	I Share information about this Brand	.940	0.890
	I make comments about this Brand.	.938	
	I “Like” this Brand on its page	.833	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.689, χ^2 Bartlett test (3) = 581.896, p=0.000) were satisfactory.

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 81.940%. To test the internal consistency of factors, Cronbach’s coefficient alpha reliability was estimated.

4.2.7. Factor and Reliability Analysis – SM_CREATION (Cobra Model)

Table 4.2.7.1. Factor Analysis result of SM_CREATION

Factor Name	Factor Items	Factor Loading	Reliability
SM_CREATION	I initiate/write posts, videos, comments and pictures related to this Brand brands/products/services	.901	0.765
	I write posts for this Brand in Social Media..	.901	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data for to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.500, χ^2 Bartlett test (1) = 135.844, p=0.000) were satisfactory.

The diagonals of the anti-image correlation matrix were equal 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were not included.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 81.108 %. To test the internal consistency of factors, Cronbach's coefficient alpha reliability was estimated.

4.2.8. Factor and Reliability Analysis – SM Consumption (Cobra Model)

Table 4.2.8.1. Factor Analysis result of SM_CONSUMPTION

Factor Name	Factor Items	Factor Loading	Reliability
SM_CONSUMPTION	I follow this Brand in its Social Media pages.	.869	0.673
	I follow groups in this Brand's Social Media pages.	.869	

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were conducted to test the adequacy of data for to carry on factor analysis (Sharma, 1996). Result of the tests (KMO=0.500, χ^2 Bartlett test (1) = 84.269, $p=0.000$) were satisfactory.

The diagonals of the anti-image correlation matrix were equal 0.50, supporting the inclusion of each item in the factor analysis. Factors having Eigenvalues higher than one were retained and items with factor loadings below 0.50 and items with high cross loadings were not included.

We have performed principal component analysis together with varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 1998). As a result of the analysis one dimension was confirmed. Findings of the factor with explained total variance of 75.588 %. To test the internal consistency of factors, Cronbach's coefficient alpha reliability was estimated.

4.3. REGRESSION ANALYSIS

To test revised theoretical model a series of regression analyses were conducted.

4.3.1. Simple Linear Regression between Brand Awareness and Brand Image

In order to test the relationship between Awareness and Image, simple linear regression analysis was performed.

As reflected in Table 4.3.1.1., it is statistically possible to estimate Brand Image with the variable of Brand Awareness.

The overall explanatory power of model was 56.3% ($R=0.750$; $R^2=0.563$; $F=355.337$, $p=0.000$). That means 56.3% of the variation in Brand Image can be explained with Brand Awareness.

Table 4.3.1.1. Simple Linear Regression of Brand Awareness and Brand Image

Dependent variable : Brand Image			
Independent variable :	Beta	t-value	p-value
Brand Awareness	0.750	18.850	.000

Brand Image was explained by Brand Awareness ($\beta=0.750$, $p=0,000$) .

Hence, the following hypothesis was accepted:

- H1. Brand Awareness positively influences Brand Image (brand associations).

4.3.2. Simple Linear Regression between Brand Awareness and Perceived Quality

In order to test the relationship between Awareness and Perceived Quality, simple linear regression analysis was performed.

As reflected in Table 4.3.2.1., it is statistically possible to estimate Perceived Quality with the variable of Brand Awareness.

The overall explanatory power of model was 70.4% ($R=0.839$; $R^2=0.704$; $F=355.337$, $p=0.000$). That means 70.4% of the variation in Perceived Quality can be explained with Brand Awareness.

Table 4.3.2.1. Simple Linear Regression of Brand Awareness and Perceived Quality

Dependent variable : Perceived Quality			
Independent variable :	Beta	t-value	p-value
Brand Awareness	0.839	25.603	.000

Perceived Quality was explained by Brand Awareness ($\beta=0.839$, $p= 0,000$).

Hence, the following hypothesis was accepted:

- H2. Brand Awareness positively influences Perceived Quality.

4.3.3. Multiple Linear Regression among Brand Loyalty, Perceived Quality and Brand Image

In order to test the relationship between Brand Loyalty, Perceived Quality and Brand Image, multiple linear regression analysis was performed.

As reflected in Table 4.3.3.1. Brand Image and Perceived Quality have contribution on Loyalty. The overall explanatory power of model was 57% ($R=0.756$; $R^2=0.571$; $F=183.335$, $p=0.000$). That means 57.1% of the variation in Loyalty can be explained with Perceived Quality and Brand Image.

Table 4.3.3.1. Multiple Linear Regression of Loyalty with Perceived Quality and Brand Image

Dependent variable : Loyalty

Independent variables :	Beta	t-value	p-value
Brand Image	0.614	9.487	0.000
Perceived Quality	0.170	2.624	0.009

Loyalty was explained by Brand Image ($\beta=0.614$, $p= 0,000$) and Perceived Quality ($\beta =0.170$, $p= 0,009$).

Hence, the following hypothesis were accepted:

- H3: Brand Image(associations) positively influence brand loyalty.
- H4: Perceived Quality positively influence brand loyalty.

4.3.4. Simple Linear Regression between Brand Image and SM Creation

In order to test the relationship between Brand Image and SM Creation, simple linear regression analysis was performed.

As reflected in Table 4.3.4.1., it is statistically possible to estimate SM Creation with the variable of Brand Image.

The overall explanatory power of model was 34.8% ($R=0.590$; $R^2=0.348$; $F=148.645$, $p=0.000$). That means 34.8% of the variation in SM Creation can be explained with Brand Image.

Table 4.3.4.1. Simple Linear Regression of SM Creation and Brand Image

Dependent variable : SM Creation			
Independent variable :	Beta	t-value	p-value
Brand Image	0.590	12.192	.000

SM Creation was explained by Brand Image ($\beta=0.590$, $p=0,000$).

Hence, the following hypothesis was accepted:

- H5: Brand Image positively influences SM Creation.

4.3.5. Simple Linear Regression between Perceived Quality and SM Consumption

In order to test the relationship between Perceived Quality and SM Consumption, simple linear regression analysis was performed.

As reflected in Table 4.3.5.1., it is statistically possible to estimate SM Consumption with the variable of Perceived Quality.

The overall explanatory power of model was 29.4% ($R=0.543$; $R^2=0.294$; $F=115.601$, $p=0.000$). That means 29.4% of the variation in SM Consumption can be explained with Perceived Quality.

Table 4.3.5.1. Simple Linear Regression of SM Consumption and Perceived Quality

Dependent variable : SM Consumption

Independent variable :	Beta	t-value	p-value
Perceived Quality	0.543	10.752	.000

SM Consumption was explained by Perceived Quality ($\beta=0.543$, $p=0,000$).

Hence, the following hypothesis was accepted:

- H7: Perceived Quality positively influences SM Consumption.

4.3.6 Simple Linear Regression between Brand Loyalty and SM Contribution

In order to test the relationship between Brand Loyalty and SM Contribution, simple linear regression analysis was performed.

As reflected in Table 4.3.6.1., it is statistically possible to estimate SM Contribution with the variable of Brand Loyalty.

The overall explanatory power of model was 47.7% ($R=0.690$; $R^2=0.477$; $F=253.308$, $p=0.000$). That means 47.7% of the variation in SM Contribution can be explained with Brand Loyalty.

Table 4.3.6.1. Simple Linear Regression of Brand Loyalty and SM Contribution

Dependent variable : SM Contribution

Independent variable :	Beta	t-value	p-value
Brand Loyalty	0,690	15,916	,000

Brand Loyalty was explained by SM Contribution ($\beta=0.690$, $p= 0,000$).

Hence, the following hypothesis was accepted:

- H6. Brand Loyalty positively influences SM Contribution.

4.4. INDEPENDENT SAMPLES t TEST ANALYSIS

By Gender;

4.4.1 Independent Samples t Tests by Gender for Price Loyalty

We performed t-tests to find out if there are any differences regarding the gender of the respondents. According to the results of the independent t-tests for gender there were significant differences found in price loyalty variable.

Table 4.4.1.1. Independent Samples t-Test by Gender for Price Loyalty

	G	N	MEAN	STD.DEV.		t	Df	P
I can pay higher price for this brand (Loyalty)	Male	114	3,43	1,204	Equal Variances Assumed	3,090	278	0,002
	Female	166	2,93	1,393	Equal Variances not Assumed	3,175	263,629	0,002

This test shows that Male bond more than Female in regard with Price variable to Loyalty, another words Females are more sensitive to Price even though they consider themselves Loyal to the brand. This is supported by t and p values indicating validity and consistency of the data collected.

4.4.2 Independent Samples t Tests by Gender for Perceived Quality

We performed t-tests to find out if there are any differences regarding the gender of the respondents. According to the results of the independent t-tests for gender there are not significant differences found in perceived quality variable.

Table 4.4.2.1. Independent Samples t-Test by Gender for Perceived Quality

	G	N	MEAN	STD.DEV.		t	Df	P
This brand consistently performs better than all other brands.	Male	114	3,78	1,079	Equal Variances Assumed	-1,125	278	0,261
	Female	166	3,93	1,071	Equal Variances not Assumed	-1,124	241,797	0,262
Compared to other brands, this brand is of very high quality.	Male	114	3,97	1,125	Equal Variances Assumed	-0,60	278	0,952
	Female	166	3,98	1,141	Equal Variances not Assumed	-0,60	245,332	0,952
This brand consistently performs better than all other brands.	Male	114	3,97	1,133	Equal Variances Assumed	0,966	278	0,335
	Female	166	3,65	1,215	Equal Variances not Assumed	0,978	253,728	0,329

This test shows that Male and Female population almost equally and very highly sensitive to Perceived Quality, and the test also reveals that quality is an important criteria influencing their response and resonance to the brand.

By University Type;

4.4.3 Independent Samples t Tests by University Type for Price Loyalty

We performed t-tests to find out if there are any differences regarding the University Type of the respondents. According to the results of the independent t-tests for University Type there were significant differences found in price loyalty variable.

Table 4.4.3.1. Independent Samples t-Test by University Type for Price Loyalty

	G	N	MEAN	STD.DEV.		t	Df	P
I can pay higher price for this brand (Loyalty)	Found.	153	3,36	1,291	Equal Variances Assumed	3,062	277	0,002
	State	126	2,87	1,356	Equal Variances not Assumed	3,047	261,402	0,003

This test shows that State University students are less loyal than their cohort in Foundation Universities when the Price is a criterion. In other words State Univ. students are more sensitive to Price even though they consider themselves Loyal to the brand. This is supported by t and p values indicating validity and consistency of the data collected.

4.4.4 Independent Samples t Tests by University Type for Perceived Quality

We performed t-tests to find out if there are any differences regarding the University Type of the respondents. According to the results of the independent t-tests for University Type there are significant differences found in perceived quality variable.

Table 4.4.4.1. Independent Samples t-Test by University Type for Perceived Quality

	G	N	MEAN	STD.DEV.		t	Df	P
This brand consistently performs better than all other brands.	Found.	153	4,04	0,986	Equal Variances Assumed	2,919	277	0,004
	State	126	3,67	1,145	Equal Variances not Assumed	2,877	241,797	0,004
Compared to other brands, this brand is of very high quality.	Found.	153	4,14	1,058	Equal Variances Assumed	2,666	277	0,008
	State	126	3,78	1,193	Equal Variances not Assumed	2,636	252,355	0,009
This brand consistently performs better than all other brands.	Found.	153	3,91	1,096	Equal Variances Assumed	3,263	277	0,001
	State	126	3,45	1,237	Equal Variances not Assumed	3,225	252,258	0,001

This test shows that respondents from Foundation Universities are more considerate on quality than State University population. But this criterion is equally valued as important by both group despite the slight differences and the test also reveals that quality is an influencing criteria effecting their response and resonance to the brand.

4.5. ONE WAY ANOVA ANALYSIS

To test if there were differences between how the constructs were perceived by respondents with regard to demographic variables that had more than two groups a series of one way ANOVA tests were performed.

4.5.1 One-Way ANOVA for Price Loyalty and Income level

The analysis of variance we performed between four groups with different income levels and Price Loyalty variable showed that there is a significant difference between the perception of Price Loyalty variable of the population with different Income Level, below TL 3,000.- or lowest income group and TL 3,000-6,000 income group ($\mu_{< 3,000} = 2.84$; $\mu_{3,000-6,000} = 3.30$), and between TL 3,000-6,000 income group and TL 6,000-10,000 income group ($\mu_{3,000-6,000} = 3.30$; $\mu_{6,000-10,000} = 3.16$); (See Table 4.5.1.1.).

Table 4.5.1.1. One-Way ANOVA results for Price Loyalty variable and Income Level

Dependent Variable: I can pay higher price for this brand

		N	Mean	F	Sig.
	< 3,000	61	2,84	1,558	0,200
	3,000–6,000	108	3,30		
	6,000-10,000	67	3,16		
	>10,000	42	3,14		
Scheffe			Mean Difference	Std. Error	Sig.
	<3,000	3,000–6,000	-,460	,214	,202
		6,000-10,000	-,328	,236	,587
	3,000–6,000	<3,000	,460	,214	,202
		6,000-10,000	,132	,207	,939
	6,000-10,000	<3,000	,328	,236	,587
		3,000–6,000	-,132	,207	,939

Because the sig. is 0,20 we cannot reject the hypothesis that the means are equal, or else; with 20% error, we can accept that the means are equal. But this is a high percentage. Therefore the means are not significantly different as seen in Scheffe test

4.5.2 One-Way ANOVA for Perceived Quality and Income level

The analysis of variance we performed between four groups with different income levels and Perceived Quality variable showed that there is a significant difference in means between the perception of Perceived Quality variable of the population with different Income Level below TL 3,000.- or lowest income group and TL 3,000-6,000 income group ($\mu_{< 3,000} = 3.60$; $\mu_{3,000-6,000} = 3.86$), and between TL 3,000-6,000 income group and TL 6,000-10,000 income group ($\mu_{3,000-6,000} = 3.86$; $\mu_{6,000-10,000} = 4.04$); (See Table 4.5.2.1.).

Table 4.5.2.1. One-Way ANOVA results for Price Loyalty variable and Income Level

Dependent Variable: Perceived Quality

		N	Mean	F	Sig.
	< 3,000	60	3,60	2,133	0,096
	3,000–6,000	108	3,86		
	6,000-10,000	67	4,04		
	>10,000	42	3,77		
Scheffe			Mean Difference	Std. Error	Sig.
	<3,000	3,000–6,000	-,266	,161	,435
		6,000-10,000	-,439	,178	,109
	3,000–6,000	<3,000	,266	,161	,435
		6,000-10,000	-,173	,155	,744
	6,000-10,000	<3,000	,439	,178	,109
		3,000–6,000	-,173	,155	,744

Sig. is 0,09 and at 9% level we can reject H0 hypothesis and state that the means are different. Scheffe test indicates that sig. is 0,109 for “<3000” and “6,000-10,000” group, meaning with 11% error, we can declare that the means of these two groups are different. Although sig. is higher than %10, it is slightly high and in social sciences this can be tolerable.

4.5.3. One-Way ANOVA for Preferred SM Site and SM Contribution

The analysis of variance we performed among preferred social media sites and SM Contribution variable showed that there is a significant difference between the SM Contribution variable of the population with different Social Media Site Preferred, but $p= 0,048$ is very close to 0,05, meaning there is hardly much difference among the means. When we studied the Multiple Comparisons of the Preferred SM sites, we see that all of the sig. values were far above 0,05, indicating that there is no statistically significant difference among the means of site groups that are being compared, hence proving H0 hypothesis. In Table 4.5.3.1. below we only reflected comparison of one site with others.

Table 4.5.3.1. One-Way ANOVA results for SM Contribution variable and Preferred Social Media Site

Dependent Variable: SM Contribution

		N	Mean	F	Sig.
	Instagram	149	3,25	2,264	0,048
	Youtube	46	2,85		
	Facebook	31	3,43		
	Twitte	30	3,00		
	Snapchat	17	3,90		
	LinkedIn	3	2,22		
Scheffe			Mean Difference	Std. Error	Sig.
Snapchat	Facebook		,47185	,40311	,927

	Instagram	,64916	,34193	,608
	Twitter	,90196	,40548	,424
	Youtube	1,05413	,37912	,176
	LinkedIn	1,67974	,83644	,546

4.5.4. One-Way ANOVA for Preferred SM Sites and the variable SM Creation

The analysis of variance we performed among Preferred SM Sites and SM Creation variable showed that there is a significant difference among Preferred SM Site groups' means, since significance $p=0,007$ is smaller than $0,05$. We have found a significant difference between Snapchat group and Youtube group ($\mu_{\text{snapchat}} = 3.88$; $\mu_{\text{youtube}}=2.60$) and $\text{sig.} = 0,039$ (See Table 4.5.4.1.).

Table 4.5.4 .1. One-Way ANOVA results for SM Creation variable and Preferred Social Media Site.

Dependent Variable: SM Creation

		N	Mean	F	Sig.
	Facebook	32	3,1875	3,270	,007
	Instagram	149	2,8624		
	Twitter	30	3,0000		
	Youtube	47	2,5957		
	LinkedIn	3	1,6667		
	Snapchat	17	3,8824		
Scheffe			Mean Difference	Std. Error	Sig.
Snapchat	Facebook		,69485	,39538	,686
	Instagram		1,01994	,33725	,107
	Twitter		,88235	,39992	,434
	Youtube		1,28661*	,37285	,039
	LinkedIn		2,21569	,82498	,209

4.5.5. One-Way ANOVA for Preferred SM Sites and the variable SM Consumption

The analysis of variance we performed among Preferred SM Sites and SM Consumption variable showed that there is a significant mean difference among Preferred SM Site groups, since significance $p=0,005$ is smaller than $0,05$. We have found a significant difference between Snapchat group and Youtube group ($\mu_{\text{snapchat}} = 4.24$; $\mu_{\text{youtube}}=2.91$) and sig.= $0,019$ (See Table 4.5.5.1.).

Table 4.5.5.1. One-Way ANOVA results for SM Consumption variable and Preferred SM Site.

Dependent Variable: SM Consumption

		N	Mean	F	Sig.
	Facebook	32	3,4063	3,412	,005
	Instagram	149	3,4463		
	Twitter	30	3,0667		
	Youtube	47	2,9149		
	LinkedIn	3	2,8333		
	Snapchat	17	4,2353		
Scheffe			Mean Difference	Std. Error	Sig.
Snapchat	Facebook		,82904	,37693	,438
	Instagram		,78899	,32152	,307
	Twitter		1,16863	,38127	,098
	Youtube		1,32040*	,35545	,019
	LinkedIn		1,40196	,78649	,673

4.5.6. One-Way ANOVA for Preferred Social Media Site and the variable “SM makes Buying decision making advanced”

The analysis of variance we performed among Preferred SM Sites and “SM makes decision making advanced” variable showed that there is a significant difference among Preferred SM Site groups, since significance $p=0,005$ is smaller than $0,05$. We have found a significant difference between Snapchat group and Youtube group ($\mu_{\text{snapchat}} = 4.47$; $\mu_{\text{youtube}}=3.38$) and $\text{sig.} = 0,046$ (See Table 4.5.6.1.).

Table 4.5.6.1. One-Way ANOVA results for “SM makes buying decision making advanced” variable and Preferred Social Media Site.

Dependent Variable: “SM makes buying decision making advanced”

		N	Mean	F	Sig.
	Facebook	32	3,66	3,483	,005
	Instagram	146	3,86		
	Twitter	30	3,50		
	Youtube	47	3,38		
	LinkedIn	3	2,67		
	Snapchat	17	4,47		
Scheffe			Mean Difference	Std. Error	Sig.
Snapchat	Facebook		,814	,341	,338
	Instagram		,614	,291	,487
	Twitter		,971	,345	,164
	Youtube		1,088*	,321	,046
	LinkedIn		1,804	,711	,269

4.5.7. One-Way ANOVA for Preferred SM Sites and the variable Perceived Quality

The analysis of variance we performed among Preferred SM Sites and Perceived Quality variable showed that there is a significant difference among Preferred SM Site groups, since significance $p=0,004$ is smaller than $0,05$. We have found a significant difference between Snapchat group and Youtube group ($\mu_{\text{snapchat}} = 4.52$; $\mu_{\text{youtube}}=3.51$) and $\text{sig.} = 0,024$ (See Table 4.5.7.1.).

Table 4.5.7.1. One-Way ANOVA results for Perceived Quality variable and Preferred SM Site.

Dependent Variable: Perceived Quality

		N	Mean	F	Sig.
	Facebook	31	4,0129	3,515	,004
	Instagram	149	3,8698		
	Twitter	30	3,7200		
	Youtube	47	3,5064		
	LinkedIn	3	2,9333		
	Snapchat	17	4,5176		
Scheffe			Mean Difference	Std. Error	Sig.
Snapchat	Facebook		,50474	,29678	,716
	Instagram		,64785	,25174	,254
	Twitter		,79765	,29852	,214
	Youtube		1,01126*	,27831	,024
	LinkedIn		1,58431	,61580	,254

4.5.8. One-Way ANOVA for Preferred SM Sites and the variable Brand Image

The analysis of variance we performed among Preferred SM Sites and Brand Image variable showed that there is a significant difference among Preferred SM Sites, equal variances are assumed since significance $p=0,001$ is smaller than $0,05$. We have found a significant difference between Snapchat group and Youtube group ($\mu_{\text{snapchat}} = 4.52$; $\mu_{\text{youtube}}=3.51$) and Snapchat group and LinkedIn group ($\mu_{\text{snapchat}} = 4.52$; $\mu_{\text{youtube}}=2.40$) (See Table 4.5.8.1.). However we can neglect the comparison between Snapchat and LinkedIn, for LinkedIn representing very low frequency and categorizing itself as negligible.

Table 4.5.8.1. One-Way ANOVA results for Brand Image variable and Preferred SM Site.

Dependent Variable: Brand Image

		N	Mean	F	Sig.
	Facebook	32	4,0063	4,096	,001
	Instagram	149	3,7315		
	Twitter	30	3,6400		
	Youtube	47	3,5106		
	LinkedIn	3	2,4000		
	Snapchat	17	4,5176		
Scheffe			Mean Difference	Std. Error	Sig.
Snapchat	Facebook		,51140	,30169	,719
	Instagram		,78610	,25733	,100
	Twitter		,87765	,30516	,146
	Youtube		1,00701*	,28449	,031
	LinkedIn		2,11765*	,62949	,049

5. CONCLUSIONS AND IMPLICATIONS

This empirical study has selected a sample group of Gen Z among the students of Bilgi University, Istanbul Technical University, Nigde University, Maltepe University targeting to come up with an insight into the Generation Z values and behaviors. To achieve we have left it to respondents' prerogative to select the brand and SM network that reflect their values and personalities. The questionnaire was prepared to collect quantitative data from 282 participants representing Gen Z who were born after 1994 and who heavily use Social Media Networks.

The fundamental finding of the research was that the Brand Equity has a strong impact on the SM activities in the form of Creation, Contribution and Consumption of SM transactions.

According to the result of the proven hypotheses testing;

34.8% of the variation in SM Creation can be explained with Brand Image, 47.7% of the variation in SM Contribution can be explained with Brand Loyalty and 29.4% of the variation in SM Consumption can be explained with Perceived Quality.

In Gen Z and SM context 57.1% of the variation in Loyalty can be explained with Perceived Quality and Brand Image. Therefore these Brand elements and Brand Equity as a whole have penetrating effect on SM applications. Our descriptive research has complementary following information derived from our survey.

Gen Z members make their final decision to buy with SM search 45.7% and friends' consultation with 22.3%. Mass Media only represents with 5.5% (Decision to buy). This shows that brands should focus on SM and WOM rather than traditional mass media if they want to capture the businesses of Gen Z. 82% of the respondent states that they are influenced by SM ads, messages and functions to try new brands and products and 81% of the population finds SM more credible

than mass media. 84% of the population states that SM helps them improve their decision making regarding the brands and purchase decision.

These activities are realized by the features of SM network sites offer. The combination of these features characterizes the consumer types and their expectations. Based on this businesses have to design SM Branding policies taking into account

Our research also proves that the classical CBBE conceptions and propositions as well as the Brand Equity measurement scales are widely confirmed by the Gen Z population in Social Media context. Brand Awareness, Brand Image, Perceived Quality and Brand Loyalty constructs were affirmed and hypotheses were accepted. By that;

56.3% of the variation in Brand Image can be explained with Brand Awareness, 70.4% of the variation in Perceived Quality can be explained with Brand Awareness and 57.1% of the variation in Loyalty can be explained with Perceived Quality and Brand Image, in Gen Z responded survey. A further analysis was also undertaken to test the behaviors of demographic elements by utilizing Independent t Tests as follows.

Based on Independent t Tests;

Female are more sensitive to Pricing than Male when considering Loyalty, but in Perceived Quality both gender are equally highly conscious about the quality, therefore Loyalty.

State University students show very similar behavior as Female, in Price and Quality related matters as they relate to Loyalty.

We further substantiated our findings regarding Social Media realities by applying further analysis of SM activities as well as Brand Elements impacts on SM constructs utilizing ANOVA analyses.

Based on ANOVA analyses;

On SM Activities (COBRA Model): When we examine the behaviors of SM Sites on SM activities- SM Creation and SM Consumption- as impacted by Brand Elements, we have seen that Snapchat significantly differs from Youtube with diverse means and variances, and rest of the sites representing similar means. For SM Contribution activity however all the Sites exhibit that means are equal. When we talk about Social Media we are talking about In Bound marketing, that is customer involvement and engagement through Contribution, Creation and Consumption via sharing, liking, posting, referencing and viewing are the key activities.

On Brand Equity Elements: SM Sites' behavior on Brand Image, Perceived Quality and Brand Loyalty again show very consistent manner, Snapchat and Youtube significantly differing from each other for Brand Image and Perceived Quality, but the rest of the SM sites are showing close means and variances.

Youtube users are constantly representing the lowest mean and Snapchat the highest on all Brand Related activities on Social Media.

Snapchat differs from rest of the SM sites in one very important aspect, that is time span the message is displayed and the method of conveying the message. It broadcasts 10 second picture/video and stores stories for one day. That exactly reflects what Gen Z is about. Give your message in refined form lasting 10 seconds, which is the attention span of this generation and give your message in a form of "story telling". Gen Z contrary to antecedent generations do not appreciate the brand ambassadors by celebrities, instead they like story telling. As a result Facebook, Instagram and others are applying similar features as borrowed from Snapchat. The businesses should consider this very seriously when they try to build their Brand Equity in SM platform.

In our research LinkedIn representing very low frequency which is quite understandable, as being a highly business oriented professional platform and Gen Z is not reaching to that stage yet, has been discarded from our evaluations.

5.1 DESCRIPTIVE ANALYSIS CONCLUSIONS

As revealed by the descriptive analysis, total of 282 questionnaires was answered and 59% of respondent's population was Female and 41% was Male with the average age of total population being 21, which well represents the nucleus of this generation. The Median income level of students (including family income) was within 3000-6000 TL bracket which appeared as a factor influencing the Brand Equity evaluations and inclinations of students as statistical analysis reveals. 45.4% of the students were from State Universities and 54.6% from Foundation Universities, and again producing variations in their approach to loyalty as measured with price and perceived quality variables.

As also indicated by global trends, 68.5% of the Gen Z members are using social media for more than 3 years. As their choices of social media network Instagram is overwhelmingly leading in the first place, and Youtube is following from a far distance and Facebook dropping to third place that is a drastic fall down from the statistics of preceding generations. This ranking has to be studied delicately by analyzing the features and facilities offered by the preferred sites which should be the concern of not only the rival network companies but all the firms who have to utilize social media sites. From the Brand Management point of view the message is clear that they have to design their branding activities with the consideration of what their brands require to match their personalities and targets with those of Social media sites' structures and offerings. If this research is repeated with a different audience sampling, covering more generations, different sites may appear at the center of gravity.

Smartphones, coinciding with world statistics, our research also reveals very known fact that by far are the most used device to communicate as the extension

of the bodies' of Gen Z cohort. The primary means of access to external world, be it a solely a voice communication or reaching to social media sites, is predominantly Smartphones. Our questionnaire regarding the devices used to access social media, included a multiple selection item, disclosing very expectedly that Smartphones were chosen 268 times, meaning; out of approximately 280 responses with orderly multiple selections, almost representing 96% of selections in the first rank, totaling as the first choice. Laptops were selected 168 times ranking second and Tablets 95 times ranking third and PC 80 times. The average daily usage of social media was 4 hours and lower usage 1 and higher usage being was 15 hours a day.

Descriptive analysis shows us that there is a certain consensus amongst the Gen Z cohort in Brand as well as in Social Media network site preferences. The first two ranking brands are Nike and Adidas, and Instagram holding the third place in Brand Ranking and the first place in Social Media network site ranking. These findings may confirm the standing of high flying brands and the most preferred social media sites, facilitating a further study in depth, on this cohort, to design a more detailed and comprehensive brand research.

One other fact that this research has proven valid and consistent, is its conformity with the global investigations, surveys and literature analysis regarding the characteristics and behavior of the Gen Z cohort. As we summarize the findings of this research's descriptive analysis;

- 1- Leading brands are Nike followed by Adidas.
- 2- Leading Social Media Network site is Instagram.
- 3- Gen Z trust Social Media and Web site searches more than mass media sources.
- 4- Social Media plays dominating role on Brand and purchase decisions.
- 5- Advertisements in Social Media have more credibility than traditional media.

One social message that we should derive from this research is that, Gen Z relies far more on Friends rather than Families in developing brand equity and purchase decisions. Therefore, the Group and Team acceptance consciousness is a determining factor in decisions and preferences.

Generation Z members make their final decision according to social media search exceedingly with 45.7%, followed by Friends' ideas and suggestions plays an important role to make their final buying decision with 22.3%. Mass Media is the least preferred option when Gen Z members make a final decision with 5.5%.

Social Media is the most reliable information source for Gen Z members. Social Media pages, bloggers and vloggers do share their products and ideas from their pages. This explains why, when a teenager wants to find a 'cool' restaurant for the dinner she tends to check the Swarm and Facebook comments instead of a magazine or a newspaper.

Generation Z members are highly affected from their friends and social media when it comes to choose a brand. Friends are the strongest influencers of the brands with 27.6% Social media also has a strong effect over Gen Z members brand idea with 24%.

The most common type of online payment is paying with credit card/ Paypal, Bank Account online

Social media has a significant effect on decision making. 34.1% of the participants highly agree that the social media influences their brand decisions where 26.8% of the participants also declare that social media has a strong effect on their decision making process.

Generation Z members find social media tools more valid than the mass media tools. It's possible to understand that the Facebook, Instagram, Snapchat and Twitter have a higher credibility than the mass media tools such as TV, Radio and the Newspapers.

5.2 EMPIRICAL ANALYSIS FINDINGS

We have tested classical values of CBBE elements of Brand Awareness, Brand Image, Perceived Quality, Brand Loyalty and Brand Equity with proven measurement scales of distinguished scholars as referenced throughout our thesis, to see the effects of Generation Z, first checking validity and reliability of the data collected. Our conclusion was that the measurement scales of the constructs were stable and highly confirm the internal consistency of the constructs and hence the reliability of the questionnaire was advised as acceptable. We have run the same process for CBBE and Social Media construct combined together resulting again with empirical confirmation.

We have tested Brand Awareness influence on Brand Image and Perceived Quality as individual and separate analysis, each employing Simple Linear Regression Analysis, which have proven that there is a strong confirmation of the theory by Generation Z as well.

We have tested Brand Image and Perceived Quality as combined constructs that influence Brand Loyalty, using Multiple Linear Regression Analysis and we were proven that there is a strong positive impact of the independent variables on the dependent one. 57.1% of the variation in Loyalty can be explained with Perceived Quality and Brand Image, therefore this classical condition was also confirmed by Generation Z.

Finally Brand Equity elements' influence on the SM Contribution, SM Creation and SM Consumption activities have been proven by the Simple Linear Regression analyses wrapping up all the relevant hypotheses being accepted.

The Gender differences have been explored by using Independent Samples t Test, revealing that Male bond more than Female in regard with Price variable to

Loyalty, another words Females are more sensitive to Price even though they consider themselves Loyal to the brand. Another finding by the same test showed that Male and Female population almost equally and very highly sensitive to Perceived Quality, and the test also reveals that quality is an important criteria influencing their response and resonance to the brand.

We have also found out that Foundation Universities are more considerate on quality than State University population. But this criterion is equally valued as important by both group despite the slight differences. For the Loyalty, State Univ. students are more sensitive to Price even though they consider themselves Loyal to the brand.

Our ANOVA analysis indicated that, Perceived Quality is a highly considered variable by all the Income groups, and as the Income increases the quality expectations as the factor of Loyalty rises. Interestingly enough, when we test Loyalty with Price, 3,000-6,000 income group scores higher than the lower and upper groups, yet price elasticity or sensitivity seems to be a critical factor not favoring prime pricing.

With that much said about the behaviors of Gen Z towards CBBE analysis, we may conclude that it is the consumers who Create, Contribute and Consume the social Media environments and the contents. Therefore they trust it because it is their play ground, it is their domain and they set the rules there. Establishing trust and authenticity is a crucial and elusive step toward earning Gen Z's heart. This generation, gravitates toward brands that are honest, transparent, and consistent in their message.

With Social Media and in Gen Z context there is a seismic shift in the way brands and customers interact.

5.3. IMPLICATIONS

5.3.1. Theoretical Implications

This study has highlighted the impact of Brand Equity on Social Media. During our research we have noticed that there is not any extensive and comprehensive theoretical ground to define social dimension. Every discipline has its own agenda of defining a strategy of social adaptability, and formulate the impacts of social entities. Classical Brand Equity theories try to address this issue from communication facilities and mechanism of the social networks point of view. There does not seem to exist any generally accepted social theory, offering some valid and proven scale of measurement. We think a holistic measure embedding Brand Equity dimensions and Social Media facilities and functions need be developed. The conventional variables of well known measures were superficially adapted to address the social media platform. In our research one of the hurdles was to set a sound and proven structure to test the samples, provide readily available questions for the subject of the study. One of the assets of this study has been to discover the short comings of the coherent branding and social media literature. This is one area the academicians have to focus.

5.3.2 Business Implications

In parallel with the global findings regarding the Generation Z attitude through social media to brand equity matters, our research also testifies similar consequences.

First of all, classical Brand Equity realities are similarly valid for Generation Z. Utilizing proven measurement scales of CBBE we have proven the impacts of Brand elements on each other as the hypothesis have claimed. Brand Awareness, Brand Image, Perceived Quality, Brand Loyalty and Brand Equity relationship were confirmed.

We have tested Brand Awareness influence on Brand Image and Perceived Quality as individual and separate analysis, each employing Simple Linear Regression Analysis have proven that there is a strong confirmation of the theory by Generation Z as well.

The quality expectation of the Generation Z is high and the Price does matter for this group no matter what income group they belong to. This is in line with the global characteristics of Gen Z. Our research has also revealed that Female population are more sensitive to Price as a factor of loyalty than Male, but equally demanding for quality expectations.

This generations is highly influenced by friends or social media groups, therefore e-word of mouth is a sharp sword on two edges. Reputation good or bad very ruthlessly spread in social media and recovery is very costly. Therefore companies have to show due diligence in handling brand management.

Brand selections of the respondents are also very similar with the global tendencies. Domestic brands do have serious challenges to create global brand equities. They have to adapt and develop social media brand management strategies to reach this new generation.

Selection of the correct Social Media site to concentrate brand equity development activities are also crucial matters, and our research gives a lot of clues which are commensurate with the international tendencies.

This generation is highly dependent on SM and they spend average 4 hours, and they consider SM ads and promotions much more reliable and enjoyable compared to traditional mass media. This entails a new strategy for the firms to redesign their media planning.

With that much said about the behaviors of Gen Z towards CBBE analysis, we may conclude that it is the consumers who Create, Contribute and Consume the social Media environments and the contents. Therefore they trust it because it is their play ground, it is their domain and they set the rules there. Establishing trust and authenticity is a crucial and elusive step toward earning Gen Z's heart. This generation, gravitates toward the brands that are honest, transparent, and consistent in their message.

Our survey reveals all the supportive facts that Social Media Marketing is the key message businesses have to seriously consider. They have to make a decision as what is the best SM platform for their specific industry, their brands and their business needs enforces. How they utilize different SM sites and tune their Branding activities according to the structures and facilities of the SM sites they are considering is the key challenge they face.

Brand Managements have to adapt their total branding activities in an integrated and modular fashion. Integrated, their way of doing business through social media as well as the traditional approaches should be in harmony, complementary and integrated. Modular, because every media has its own specifics that has to be handled meticulously and need specialized focus and expertise.

Staffing and the work environments will have to be redesigned taking into consideration social media facilities and technological enablement.

In general, businesses will exist and live on the networks, on internet and on technology as their work space that will have revolutionary definitions and practices.

On top of all these there is this Generation Z layer. This is a unique population with many unknowns and whoever discovers the intricacies first will enjoy the benefit.

5.4 FUTURE RESEARCH

The limitations of this study may provide some potentials for further research . The first likely future research subject may be derived from the fact that this study has looked into brand equity's impact on social media. Future research can test the recycling and uninterrupted effect of social media with brand equity.

This research can be replicated focusing on particular brand, or particular industry type, or in comparative basis taking two generations in sampling.

As our research very clearly indicated the choice of social media network is proliferating constantly. Facebook is already an old fashion tool giving its throne to Instagram or Youtube. Every one of these environments is geared to different audiences with different expectations and different combinations of functionalities. This means a discrete policy is required for each. SM sites can be analyzed to disclose the value they can offer in context with their particular weight in functionalities as well as the relative contribution they may offer to particular industries or brand characteristics.

Security is one other matter that businesses should look into how to handle social marketing with security and privacy. Sites can be analyzed to measure security levels and the potential security and privacy shortcomings.

Social media is a new environment and in spite of its sustained expansion, the businesses and the academia still neglect to grasp the potentials it offers. Alternative approaches can be utilized to repeat this research focusing on particular product groups or business types.

The researcher thinks this three mainstream objects, Social Media, Generation Z and Branding offer myriad of possibilities of research opportunities in many combinations. We look forward seeing more literature covering these dimensions of interest areas.

6. LIMITATIONS

We had number of limitations with this research. Sampling is always the major problem areas in all the research paper we have come across. We used approximately 280 valid respondents' data, this is by no means is a satisfactory figure. Definitely a heterogeneous sample group with larger size will serve the purpose much better.

To make it practical we used quantitative research, but we can never deny the qualitative research's benefits to overcome vague areas in questions and making sure that the meaning and expectation is well understood.

Time and other resources were also a major constraint which we believe is no exception to our research.

We had difficulty in focusing on and circumventing this research to a particular business sector, due to the issues on sample availabilities and accessibilities to that community. Therefore collecting these data from a well structured sample, not only students but more comprehensive consumer groups, and with qualitative survey facilities' filtering contribution, could have made this work much more penetrating.

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APPENDIX

Survey Questionnaire

Dear Colleague,

I am a student at Bilgi University Faculty of Social Sciences Department of Marketing. I am conducting a research on “Social Media Impact on Customer Based Brand Equity & Brand Equity Elements; Brand Awareness, Brand Image, Perceived Quality and Brand Loyalty in Generation Z Context”. It is being distributed to you purely for academic purposes to fulfill the requirements of Master of Art program, and all the responses will be confidential. Your unbiased choices will be highly appreciated and make this research valuable. Kindly do not omit any item in the questionnaire.

Please consider your best and most favorable brand in answering, this can be a cell phone, a fashion dress, a coffee shop chain, a fast food, a drink, a sportswear, a leisure, service, a car brand. It should be the brand that you fairly frequently make decisions to buy or recommend a good or using a service, and you have a constant relation as a consumer. Assuming your favorite brand as X (that you think has high brand equity), please answer following questions.

Section A.

* Required

1. Gender?

- Male
- Female

2. Age?

3. Income Level? (Including your family income)

- 3,000 TL and below
- 3,001-6,000 TL
- 6,001-10,000 TL
- 10,001 TL and above

4. City Family lives in?

5. Your University *?

- State University
- Foundation University

6. What is your favorite Brand that you also follow Social Media account of? *

7. Please select all social networks for which you have created a personal profile (You can choose more than one)

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Snapchat

8.How do you Access to your Soial Media account? (You may have multiple selection)

- PC
- Smartphone
- Laptop
- Tablet

9.How long have you been using Social Media accounts?

- Less than a year
- 1-3 years
- 3-5 years
- More than 5 years

10.How many hours in a day do you spend using Social Media?

11.Which one of these Social Media accounts attracts you most?

- Facebook
- Instagram
- Twitter
- Snapchat
- Youtube
- LinkedIn

12.When you are in fact following a brand on social media, you are looking for _____ (You can choose more than one)

- General Information (i.e. product updates, release dates, announcement of some sorts)
- Exclusive information (i.e. discounts, events)
- Be a part of a community and feel connected
- Customer Service availability
- Feedback/Comment/Complaint
- Other

13.Do advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services?

Please answer as (1= Never do 5= Always do)*

- 1 2 3 4 5

14. Do you agree, for instance, "user-recommendation/ reviews/ blog posts etc. on social media (FB, Twitter, LinkedIn, YouTube, Instagram) have a higher credibility than advertisements/ editorials/ other marketing means on mass media?"

(1=Strongly Disagree 5=Strongly Agree)

1 2 3 4 5

15. If it did not come back at you, did you ? (You may have multiple selection)

- Stopped following the brand
- Shared the experience with your social media contacts
- Contacted them through other channels (e.g. Phone, email or in person)
- Gave negative reviews
- Did nothing
- Other

16. What kind of goods do you buy Online ? (You may have multiple selection)

- Electronics
- Clothing
- Cosmetics
- Shoes
- Books
- Tickets to events
- Travel Tickets
- Appliances
- Ready Meal Ordering
- Food
- Accessories

17. Have the customer oriented activities on Social media (such as- interacting with customers, proactively replying to people in case of an impediment , giving discounts or other perks etc.) made a brand stand out in your mind?

Please answer as (1= Never do 5= Always do)*

1 2 3 4 5

18. Which medium you use to convey your feedback? (You may have multiple selection)

- Company's web sites
- Social Media accounts
- Verbally by Phone or in Person
- E-mail or letter
- None

19.How often do you give feedback after the purchase ?

Please answer as (1= Never do 5= Always do)*

- 1 2 3 4 5

20.Do you feel that social media has made your decision making process more advanced?

Please answer as 1= Strongly Disagree 5=Strongly Agree *

- 1 2 3 4 5

21.Why do you make On-line shopping? (You may have multiple selection)

- Convenience
- Delivery Direct home
- No queues
- Better informed about Product, Price, Promotions, Features etc.
- Lower prices
- Other

22.How do you pay in Online purchasing?

- Cash on Delivery
- Credit/ Debit cards on Delivery
- Online payment / Bank account

23.What features of this brand was appealing to you in your decision? (You may have multiple selection)

- Price
- Quality
- Status quo
- Team Acceptance
- Self esteem
- Delivery / Distribution channel

24.Which of the following you think help build a good brand image? (You may have more than one answer)

- Quality
- Communication Capability
- Competitive Price Strategy
- Promotions and discounts
- Good Value Added Services
- Other

25. Are popular celebrities good brand ambassadors and is investing in them a good strategy?. (Michael Jordan, Stephen Curry, Messi, Rihanna vb.)

Please answer as 1= Strongly Disagree 5=Strongly Agree *

1 2 3 4 5

26. Apart from the direct benefit, what else do you look for in this Brand?

- Image of the product
- Identification with other users of the brand
- Differentiate myself

27. How much do you think this brand gets good word of mouth publicity?

Please answer as 1= Strongly Disagree 5=Strongly Agree *

1 2 3 4 5

28. Which do you trust most when you collect information about the product?

- TV / Radio commercials
- Press - Newspapers, Magazines, e-mails
- Web sites
- Social Media
- Other

29. How do you make the final decision to buy?

- Friends' advise
- Social Media Search and data collection
- Mass media--TV, Newspapers, Magazines, Billboards etc
- Parents' consultation
- Other

30. What source are you heavily influenced when making a decision about a brand ?

- Web sites
- Forums, blogs
- Friends
- Family
- Social media
- Store Attendants
- Other

Section B.

31.How much do you agree about your Brand in following statements ?

Please answer as 1= Strongly Disagree 5=Strongly Agree *

1 2 3 4 5

I am Loyal to this brand

This brand is my first choice

If this brand is available I do not buy any other brand

It is not very important if I cannot reach to this brand

I can pay higher price for this brand

I am always aware of this brand

I can always recall the characteristics of this brand

I can immediately recognize the Logos, amblems and other signs of this brand

I always recall the image of this brand

I easily recognize this Brand among other brands

This Brand always functions as expected

This Brand is best of its class

Performance of this Brand is excellent.

This Brand always gives what it promises

Even if somebody produces this product, I still prefer this brand

Even if same features available with another brand, I still buy this brand.

The Image of this brand appeals to me

This brand reflects my personality

This brand gives me self esteem

This Brand gives the value for money

I trust by heart to the producer of this brand

32.How much do you agree about your Brand in following statements ?

Please answer as 1= Strongly Disagree 5=Strongly Agree *

1 2 3 4 5

CONSUMPTION

I follow this Brand in its Social Media pages.

I interact with groups in this Brand's Social Media pages.

CONTRIBUTION

I Share information about this Brand

I make comments about this Brand.

I "Like" this Brand.

CREATION

I Recommend this Brand in Social Media.

I initiate/write posts, videos, comments and pictures related to this Brand

Table A.1. GENERATION Z - BRAND EQUITY RELATION

How much do you agree with the following statements. Considering your favorite brand 1= Strongly Disagree 5=Strongly Agree	Measurement SCALE
BRAND LOYALTY	
I am Loyal to this brand	YOO & DONTU (2001) MBE SCALE
This brand is my first choice	YOO & DONTU (2001) MBE SCALE
If this Brand is available, I do not buy the others	YOO & DONTU (2001) MBE SCALE
It is not very important if I cannot access to this brand * (reverse question)	YOO & DONTU (2001) MBE SCALE
I can pay higher price for this brand	Im et al. (2012); Lehmann et al. (2008); Shah (2012); Sung and Kim (2010); Tong and Hawley (2009); Yasin et al. (2007)
BRAND AWARENESS	
I am always aware of this brand	YOO & DONTU (2001) MBE SCALE
I can always recall the characteristics of this brand	YOO & DONTU (2001) MBE SCALE
I can immediately recognize the Logos, amblems and other signs of this brand	YOO & DONTU (2001) MBE SCALE
I always recall the image of this brand	YOO & DONTU (2001) MBE SCALE
I easily recognize this Brand among others	YOO & DONTU (2001) MBE SCALE
PERCEIVED QUALITY	
Compared to other brands, this brand is of very high quality.	YOO & DONTU (2001) MBE SCALE
This brand consistently performs better than all other brands.	YOO & DONTU (2001) MBE SCALE
This is the best brand in its product class	Netemeyer et al. (2004)
This brand performs perfect.	Lehman et al. (2008)
I can always count on this brand for consistent high quality .	Lehman et al. (2008)
BRAND EQUITY	
Even if somebody produces this product, I still prefer this brand	YOO & DONTU (2001) MBE SCALE
Even if same features available with another brand, I still buy this brand.	YOO & DONTU (2001) MBE SCALE
BRAND IMAGE	
Image of this brand appeals to me	Eunjoo Cho (2011)
This brand reflects my personality.	Eunjoo Cho (2011)
This brand gives me self esteem	Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004);
This brand has good value for money	Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004);
I have confidence to the producer of this brand	Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004);

Table A.2. SOCIAL MEDIA - BRAND EQUITY RELATION

How much do you agree with the following statements. Considering your favorite brand 1= Strongly Disagree 5=Strongly Agree	Consumer's Online Brand-Related Activities framework (COBRA)
SM content CONSUMPTION	CBBE correspondence: PERCEIVED QUALITY
I follow this Brand in its Social Media pages.	Bruno Schivinski, Cobra Scale
I interact with groups in this Brand's Social Media pages.	
SM content CONTRIBUTION	CBBE correspondence: LOYALTY
I Share information about this Brand	Bruno Schivinski, Cobra Scale
I make comments about this Brand.	Bruno Schivinski, Cobra Scale
I "Like" this Brand on its page	Bruno Schivinski, Cobra Scale
SM content CREATION	CBBE correspondence: IMAGE
I initiate/write posts, videos, comments and pictures related to this Brand	Bruno Schivinski, Cobra Scale
I Recommend this Brand in Social Media.	

a)Turkish

Marka Deęeri ve Z Nesli

Sayın Katılımcı,

Tez konusu olarak " Z Nesli Baęlamında, Sosyal Medya Kullanımının, Müşteri Tabanlı Marka Deęeri, ve onu etkileyen Marka Farkındalığı, Marka İmajı, Algılanmış Kalite ve Marka Sadakati bileşenlerine ve Marka Deęerine etkileri" üzerinde bir araştırma yapmaktayım. Sosyal medya etkileşiminiz ve bu platformu markalar ve satın alma davranışlarınıza dönük kullanım etkinlięinizi araştırmak istiyoruz.

Soruları yanıtlarken, lütfen kullandığınız, satın aldığınız, ya da ailenizin sizin talepleriniz ve etkinizle sizin için satın aldığı, sizin için marka özellięi taşıyan ve pek çok boyutuna hakim olduğunuz bir ürünü baz alınız. Seçtiğiniz markalı ürün ilgili soruda tam karşılık bulmuyorsa, bu durumda bu soruda kullanabileceğiniz bir başka beęendiğiniz marka ürünü dikkate alarak yanıt verebilirsiniz (örn. Belli soruları yanıtlarken Reebok, bir başka soruda ise Chanel , Mercedes gibi)

Bölüm A

* Gerekli

1.Cinsiyetiniz nedir?

- Kadın
- Erkek

2. Yaşınız ?

3. Gelir düzeyiniz nedir? (Ailenizin geliri dahil olarak cevaplayın)

- 3,000 TL altında
- 3,000-6,000 TL
- 6,000-10,000 TL
- 10,000 TL üzerinde

4. Ailenizin yaşadığı şehir neresi?

Yanıtınız

5. Üniversiteniz ?

- Devlet Üniversitesi
- Vakıf Üniversitesi

6. En çok beğendiğiniz ve sosyal medya hesabını takip ettiğiniz marka nedir?

7. Kişisel profil oluşturduğunuz tüm sosyal medya hesaplarınızı işaretleyiniz. (Birden fazla seçebilirsiniz)

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Snapchat

8. Sosyal medya hesabınıza nasıl erişiyorsunuz? (Birden fazla seçebilirsiniz)

- PC
- Smartphone
- Laptop
- Tablet

9. Ne zamandan beri sosyal medya hesapları kullanıyorsunuz?

- 1 yıldan az süredir
- 1-3 yıl arası
- 3-5 yıl arası
- 5 yıldan fazladır

10. Günde kaç saat sosyal medya kullanırsınız?

11. Bu sosyal medya hesaplarından hangisi size daha çok hitap eder?

- Facebook
- Instagram
- Twitter
- Snapchat
- Youtube
- LinkedIn

12. Takip ettiğiniz markanın sosyal medyada sayfasını, aşağıdaki hangi nedenlerle ve hangi düzeyde kullanırsınız ? (Birden fazla seçebilirsiniz)

- Genel Bilgi (Ürün yenilikleri, Duyurular, Piyasaya sürüm, vb.)
- Özel Bilgilendirmeler (Ayrıcalıklı indirimler, faaliyetler, promosyonlar, vb.)
- Bir gruba ait olmak ve onlarla bütünleşmek
- Müşteri Hizmetlerinden yararlanmak
- Geri bildirim / Yorum Yapmak / Şikayet ve İstek iletmek
- Diğer

13. Sosyal medyadaki reklamlar, bloglar, postlar, sosyal medya sayfaları (FB, Twitter, LinkedIn, YouTube, Instagram) ve kullanıcı yorumları yeni bir marka/ürün veya hizmet kullanımında üzerinizde etkide bulunur mu ? (1=Hiç 5=Çok)

- 1 2 3 4 5

14. Bu görüşe katılır mısınız " Sosyal medyadaki diğer kullanıcıların tavsiyeleri/yorum ve görüşleri/bloglar, geleneksel medyadaki reklamlar, yorumlar ve diğer pazarlama araçlarından daha güvenilirdir" (1=Hiç katılmıyorum 5=Tamamen katılıyorum)

- 1 2 3 4 5

15. Marka tarafından size dönüş yapılmadığı zaman, aşağıdakilerden hangisini yaptınız ? (Birden fazla seçebilirsiniz)

- O markayı takip etmeyi bıraktım
- Bu durumu sosyal medyadaki kişilerle paylaştım
- Onlarla başka yöntemlerle temasa geçtim (Telefon, E-mail, şahsen ziyaret)
- Olumsuz görüş ve yorum bildirerek tepkimi ilettim

- Hiçbir şey yapmadım
- Ne tür ürünleri Online satın alırsınız ? (Birden fazla seçebilirsiniz)
- Elektronik
- Giyim
- Kozmetik
- Kitap ve dergiler
- Eğlence Biletleri (Konser, festival)
- Seyahat Biletleri
- Mutfak, banyo gibi eve yönelik ürünler
- Gıda
- Yemek siparişleri
- Aksesuar

16. Sosyal medyadaki müşteri odaklı eylemler (Müşteriyle hemen ilişkiye geçme, aksamalarda müşteriye bilgilendirme, indirim yapma) bir markayı yükseltir mi ?

- 1 2 3 4 5

17. Geri Bildirimlerinizi genellikle hangi araçla yaparsınız ? (Birden fazla seçebilirsiniz)

- Firmanın web sitesine
- Sosyal Medya hesaplarına
- Telefonla veya şahsen
- E-mail veya mektup ile
- Geri bildirim yapmam

18. Satın alma işleminden sonra hangi sıklıkla geri bildirim yaparsınız ? (1= Hiç yapmam 5= Çok sık yaparım)

- 1 2 3 4 5

19. Sosyal medyanın satın alma kararlarınızı daha çok güçlendirdiğini hissediyor musunuz? (1=Hiç 5=Çok)

- 1 2 3 4 5

20. Neden online alışveriş yaparsınız? (Birden fazla seçebilirsiniz)

- Rahatlık
- Doğrudan adrese teslim
- Sıra beklemek yok / Trafik yok
- Ürün özellikleri, fiyat/performans vb. hakkında daha iyi bilgilendirdiği için

- Düşük fiyatlandırma için
- Diğer

21. Online alımlarda nasıl ödeme yaparsınız?

- Teslimde nakit
- Teslimde kredi kartı / debit kart ile ödeme
- Online ödeme

22. Bu markanın hangi özelliği sizi cezbediyor? (Birden fazla seçebilirsiniz)

- Fiyat
- Kalite
- Sosyal Statü
- Çevrede kabul görme
- Kişisel üstünlük, tatmin
- Dağıtım ve servis altyapısı
- Fiyat
- Kalite
- Sosyal Statü
- Çevrede kabul görme
- Kişisel üstünlük, tatmin
- Dağıtım ve servis altyapısı

23. Aşağıdakilerden hangisi sizce bir markanın imajına etkide bulunur?

- Kalite
- İletişim Becerisi
- Fiyat rekabeti stratejisi
- Promosyonlar ve indirimler
- Katma değer sağlayan hizmetler
- Kalite
- İletişim Becerisi
- Fiyat rekabeti stratejisi
- Promosyonlar ve indirimler
- Katma değer sağlayan hizmetler

24. Popüler kişilerin marka elçileri olmaları tercihimi etkiler. (Michael Jordan, Stephen Curry, Messi , Rihanna vb.)

- 1 2 3 4 5

25. Bu markanın sağladığı faydalar dışında, başka ne tür özellikler ararsınız?

- Marka İmajı
- Toplumda bu markayı kullanan diğer kişilerle beraber tanımlanmam ve konumlanmam
- Kendimi başkalarından ayırt etmem, farklı kılmam

26. Bu markanın, kulaktan kulağa, ağızdan ağza yayılma, etrafta reklamı yapılma başarısı nedir?

- 1 2 3 4 5

27. Bir ürün hakkında bilgi toplarken, hangisine daha fazla güvenirsiniz?

- TV/Radyo reklamları
- Basın, magazin, gazete, e-mail reklam ve bilgilerine
- Web sitelerine
- Sosyal medya hesaplarına
- Diğer

28. Marka satın alma konusunda son kararınızı nasıl verirsiniz?

- Arkadaşımın tavsiyesini alırım
- Sosyal medyayı araştırıp bilgi toplarım
- Geleneksel Medya--TV, Magazin, Bilbord vb
- Aile büyüklerime danışırım
- Diğer

29. Bir marka hakkında karar verirken en çok hangi kaynaktan etkilenirsiniz?

- Web sitesi
- Forumlar, bloglar
- Arkadaşlar
- Aile
- Sosyal medya
- Mağaza elemanı
- Diğer

Bölüm B.

30. Belirtmiş olduğunuz markayı düşünerek aşağıdaki cümlelere ne derece katıldığınızı

1= Hiç Katılmıyorum 5= Tamamen Katılıyorum olacak şekilde cevaplayınız?
o 1 o 2 o 3 o 4 o 5

- Ben markama bağımlıyım
- Bu marka benim ilk tercihimdir
- Bu marka varsa başka marka satın almam
- Bu markaya ulaşamamak benim için çok önemli değildir.
- Bu marka için daha yüksek fiyat ödeyebilirim
- Bu markanın her zaman farkındayım
- Bu markanın belli özelliklerini hemen hatırlarım
- Bu markanın logo/amblem ve diğer işaretlerini hemen hatırlarım
- Bu marka imajı hep belleğimde
- Bu markayı diğerlerinden hemen ayırt edebilirim
- Bu markanın kalitesi çok yüksektir
- Bu marka her zaman düzgün çalışır
- Bu marka sınıfının en üstünüdür
- Bu markanın performansı mükemmeldir.
- Bu marka vaat ettiklerini hep verdi
- Bir başkası bu ürününün aynısını üretse bile ben hep bu markayı ararım
- Bu özellikler başka bir üründe olsa bile ben yine bu markayı satın alırım
- Bu markanın görüntüsü bana çok hitap ediyor
- Bu marka benim kişiliğimi yansıtıyor
- Bu marka bana özgüven sağlıyor
- Bu marka paranın karşılığını veriyor
- Bu markayı üreten firmaya çok güvenirim

31. Belirttiğiniz markayı düşünerek aşağıdakileri ne derece yaptığınızı

1= Hiç ve 5=Tamamen olacak şekilde cevaplayınız?
o 1 o 2 o 3 o 4 o 5

SM content CONSUMPTION

- Bu markayı sosyal medya sayfalarında takip ederim
- Bu Markanın SM sayfalarında gruplarla iletişime geçerim

SM content CONTRIBUTION

- Bu markayla ilgili bilgileri paylaşıyorum
- Bu markayla ilgili yorum yaparım
- Bu Markayı “Like” larım

SM content CREATION

- Bu markayla ilgili “post”, resim, video ve yorum başlatır/yayınlarım
- Bu Markayı SM da başkalarına öneririm.

Table A.3. Z NESLİ - MARKA DEĞERİ İLİŞKİSİ

Aşağıdaki cümlelere ne derece katıldığınızı <u>En çok tercih ettiğiniz bu markayı düşünerek</u> 1= Hiç ve 5=Tamamen	Kullanılan Measurement SCALE
BRAND LOYALTY	
Ben Markama Bağlıyım	YOO & DONTU (2001) MBE SCALE
Bu Marka benim ilk tercihimdir	YOO & DONTU (2001) MBE SCALE
Bu Marka Varsa başkasını satın almam	YOO & DONTU (2001) MBE SCALE
Bu Markaya ulaşmamak benim için çok da önemli değildir. * (Ters soru)	YOO & DONTU (2001) MBE SCALE
Bu Marka için daha yüksek fiyat ödeyebilirim	Im et al. (2012); Lehmann et al. (2008); Shah (2012); Sung and Kim (2010); Tong and Hawley (2009); Yasin et al. (2007)
BRAND AWARENESS	
Bu Markanın her zaman Farkındayım	YOO & DONTU (2001) MBE SCALE
Bu Markanın belli özelliklerini hemen hatırlarım	YOO & DONTU (2001) MBE SCALE
Bu Markanın Logo ve Amblem ve diğer İşaretlerini hemen hatırlarım	YOO & DONTU (2001) MBE SCALE
Bu Marka İmajı hep belleğimde.	YOO & DONTU (2001) MBE SCALE
Bu Markayı diğerlerinden hemen ayırt edebilirim	YOO & DONTU (2001) MBE SCALE
PERCEIVED QUALITY	
Bu Markanın Kalitesi çok yüksektir	YOO & DONTU (2001) MBE SCALE
Bu Marka her zaman düzgün çalışır	YOO & DONTU (2001) MBE SCALE
Bu Marka sınıfının en üstünüdür	Netemeyer et al. (2004)
Bu Markanın Performansı mükemmeldir.	Lehman et al. (2008)
Bu Marka hep söylediklerini verdi..	Lehman et al. (2008)
BRAND EQUITY	
Bir başkası bu Ürününün aynısı üretse bile ben hep bu Markayı ararım	YOO & DONTU (2001) MBE SCALE
Bu özellikler başka bir üründe olsa bile ben yine bu Markayı satın alırım	YOO & DONTU (2001) MBE SCALE
BRAND IMAGE	
Bu markanın görüntüsü bana çok hitap ediyor	Eunjoo Cho (2011)
Bu Marka benim Kişiliğimi yansıtıyor	Eunjoo Cho (2011)
Bu Marka bana Özgüven Sağlıyor	Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004);
Bu Marka paranın Karşılığını veriyor	Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004);
Bu Markayı üreten firmaya çok güvenirim	Lassar et al. (1995); Aaker (1996); Netemeyer et al. (2004);

Table A.4. SOSYAL MEDYA - MARKA DEĞERİ İLİŞKİSİ

Aşağıdaki cümlelere ne derece katıldığınızı <u>En çok tercih ettiğiniz X markanızı</u> <u>düşünerek</u> 1= Hiç ve 5=Tamamen	Consumer's Online Brand-Related Activities framework (COBRA)
SM content CONSUMPTION	CBBE correspondance: PERCEIVED QUALITY
Bu Markayı SM sayfalarında takip ederim	Bruno Schivinski, cobra scale
Bu Markanın SM sayfalarında gruplarla iletişime geçerim	
SM content CONTRIBUTION	CBBE correspondance: LOYALTY
Bu Markayla ilgili Bilgileri Paylaşıyorum	Bruno Schivinski, cobra scale
Bu Markayla ilgili Yorum Yaparım	Bruno Schivinski, cobra scale
Bu Markayı "Like" larım	Bruno Schivinski, cobra scale
SM content CREATION	CBBE correspondance: IMAGE
Bu Markayla ilgili "Post", Resim, Video ve Yorum Başlatır/Yayınlarım	Bruno Schivinski, cobra scale
Bu Markayı SM da başkalarına öneririm.	