

IBN HALDUN UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF AIR TRANSPORT MANAGEMENT

MASTER THESIS

**THE EFFECT OF PERCEIVED SOCIAL MEDIA
MARKETING PERFORMANCE ON BRAND IMAGE
THE EXAMPLE OF LIBYAN AVIATION SECTOR**

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THESIS SUPERVISOR
ASSIST. PROF. NİHAT GÜMÜŞ

İSTANBUL, 2023

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by

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**A thesis submitted to the School of Graduate Studies in partial
fulfillment of the requirements for the degree of Master of Arts in
Air Transport Management**

THESIS SUPERVISOR
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İSTANBUL, 2023

APPROVAL PAGE

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science in Air Transport Management.

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ACADEMIC HONESTY ATTESTATION

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

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ÖZ

ALGILANAN SOSYAL MEDYA PAZARLAMA PERFORMANSININ MARKA İMAJINA ETKİSİ LİBYA HAVACILIK SEKTÖRÜ ÖRNEĞİ

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Sosyal medyanın hızla yükselmesi ve yeni iletişim teknolojilerinin bütünleşik pazarlama iletişimi faaliyetlerini etkilemesi nedeniyle işletmeler, var olan müşterilere ulaşmak, yeni müşteriler kazanmak, güven oluşturmak ve marka imajını korumak amacıyla sosyal medyayı kullanarak pazarlama iletişimi faaliyetlerini yürütürken birbirlerinden farklılaşmak zorundadır. Bu tez, algılanan sosyal medya performansı ile marka imajı arasındaki olumlu veya olumsuz ilişkide demografik bilgilerin bir fark yaratıp yaratmadığını incelemektedir. Bu araştırma, tanımlayıcı bir alan çalışmasıdır. Anket, 5 puanlık Likert ölçeği kullanılarak iki ölçek üzerinden yanıtlanacaktır. Çalışmanın evrenini Libyan Airlines'i tercih eden tüketiciler oluşturur. Oluşturulan anket, 200 katılımcı ile gerçekleştirilecektir. Anket soruları analiz edilirken tanımlayıcı istatistik yöntemleri kullanılacaktır. Kullanılan yöntemler faktör analizi, korelasyon analizi, ANOVA ve T-testidir. Katılımcıların eğitim durumu ile algılanan sosyal medya performansı arasında anlamlı bir fark olmadığı belirlendi. Katılımcıların gelir seviyeleri ile algılanan sosyal medya performansı arasında anlamlı bir fark olmadığı belirlendi.

Anahtar Kelimeler: Havacılık, Libya, Marka İmajı, Pazarlama, Performans, Sosyal Medya.

ABSTRACT

THE EFFECT OF PERCEIVED SOCIAL MEDIA MARKETING PERFORMANCE ON BRAND IMAGE THE EXAMPLE OF LIBYAN AVIATION SECTOR

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With this rapid rise of social media and new communication technologies affecting integrated marketing communication activities, businesses have to differentiate from each other while carrying out marketing communication activities by using social media to reach their existing customers, gain new ones, give trust, and protect their brand image. This thesis examines whether or not demographic information makes a difference in the positive or negative link between perceived social media performance and brand image. This research is a descriptive field study. Two scales will be answered in the survey using a 5-point Likert scale. The universe of the study is the consumers who have preferred Libyan Airlines. The created questionnaire will be carried out with 200 participants. Descriptive statistical methods will be used while analyzing the survey questions. The methods used are factor analysis, correlation analysis, ANOVA, and T-test. It was determined that there was no significant difference between the educational status of the participants and their perceived social media performance. It was determined that there was no significant difference between the income level of the participants and the perceived social media performance.

Keywords: Aviation, Brand Image, Libya, Marketing, Performance, Social Media.

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LIST OF SYMBOLS AND ABBREVIATIONS

AV	Added Value
CA	Cronbach Alpha
D	Distinctive Identity
Df	Degree f Freedom
ID	Identification
KMO	Kaiser-Meyer-Olkin
LYD	Libyan Dinar
P	Good Product
Std.	Standard

CHAPTER I

INTRODUCTION

1.1. Study Background

The notion of social media as we know it now is a direct product of the evolution of communication technology. Social media, which has created a new communication world for humanity, many people have actively taken their place and expressed themselves. In addition to people taking their place in social media for different purposes, various businesses and brands have also taken their places for marketing activities in this world. Brands that put customers in touch with each other directly via social media can market their wares and bolster their reputation with little cash outlay. Research in this field has been deemed necessary since social media usage is now integral to the success of any given brand or company's public persona.

Developments in communication technologies have changed people's daily lives. Today, communication has become technologically digital, and individuals' habits and consumer behaviors have been transformed. People can perform many activities in digital environments by connecting with other people and using technological opportunities. For this reason, social media, defined as the programs used by computers connected to technical infrastructure, directs people's lives. Social media offers many opportunities for people who are physically far away from each other to interact and collaborate to exchange information by creating a virtual community. Facilitating communication and accelerating information exchange have caused all users to operate on these platforms (Evans et al., 2021: 12).

With the development of communication technologies, companies have started to use these opportunities in terms of marketing. Social media, which is the chance to reach large consumer masses at low costs quickly, also offers significant advantages in learning about consumer needs and expectations as soon as possible. Social media use

in marketing communication with consumers has led to new approaches, and new applications and marketing methods have emerged. Using social media, apart from traditional media, with a strategic approach, has helped influence consumer behavior by using online opportunities (Tuten & Solomon, 2017: 43).

The use of social media marketing for communication with existing and potential customers with an integrated approach reveals two-way communication. It is almost impossible to learn the emotions and thoughts of consumers in marketing activities with traditional media. However, a data-based marketing approach has been adopted with social media marketing, and it has become easier for consumers to convey their feelings and thoughts about products and services. In addition, social media has brought a new dimension to the marketing concept, making it easier for customers to share their experiences with other consumers and guide them. This area, which is limited to the consumer's social environment, has caused physical boundaries to be exceeded with social media. Today, an unlimited number of consumers can communicate with each other through social media and exchange information about the goods and services they are considering buying (Saravanakumar & Sugantha Lakshmi, 2012: 46).

Businesses that want to make the most of the interactions of digital communities in online environments make their marketing communications through social media. Marketing communication, which includes sharing messages and suggestions of products by consumers in a way that will reach the business's goals, offers enterprises unique opportunities. Getting consumers from social media is less costly and faster, and data-based marketing for different segments of society is essential in marketing communication. Marketing communication in social media is two-way, and consumers' feedback is shared with companies simultaneously (Dwivedi et al., 2015: 291).

1.2. Study Problem

As an extension of the contemporary marketing approach, marketing communication helps businesses to create the desired image of brands, products, and services in the minds of consumers by reaching all consumer groups and managing the

communication process. Today, it serves many purposes: marketing communication, customer relations, advertisement and promotion, marketing campaigns and promotions to consumers, direct sales, and sponsorship. In social media marketing, persuasive methods are developed and implemented for customers to influence the thoughts and behavior of target audiences. However, while social media can provide significant benefits in marketing communication, it can also create a disadvantage if planned and systematic applications do not align with marketing strategies (Alves et al., 2016: 31).

1.3. Study Importance

With this rapid rise of social media and new communication technologies affecting integrated marketing communication activities, businesses have to differentiate from each other while carrying out marketing communication activities by using social media to reach their existing customers, gain new ones, give trust, and protect their brand image. While marketing communication studies in social media have expanded the communication channels of businesses, they have also caused a change in their marketing strategies. It is a field that requires expertise to produce social media content, select target groups appropriately, share them, and respond instantly to consumers' wishes, expectations, and needs. All efforts should be in harmony, from giving the right messages to consumers to controlling social media applications (Zarrella, 2009: 17).

1.4. Study Aim

This thesis aims to examine whether or not demographic information makes a difference in the positive or negative link between perceived social media performance and brand image.

CHAPTER II

LITERATURE REVIEW

2.1. Literature Review on Social Media Marketing Performance

2.1.1. Definition of Social Media Marketing

With social media, companies have the opportunity to direct marketing and direct sales. At the same time, consumers can reach every segment through social networking sites, and the fact that they can get any company they want has pushed companies to exhibit more practical activities in a competitive environment (Kaur, 2016: 7).

Consumer behavior, which is one of the main issues of marketing, is changing day by day. Social media is one of the most essential tools for companies to know their consumer choices and choose their products and services to gain a competitive advantage. While communicating on social media, consumers share their decisions, likes, and unhappiness about goods and services with each other. Social media is a virtual tool to help learn consumer behavior, as well as to communicate with consumers and implement the advertising and promotion activities of the business (Constantinides, 2014: 42).

In addition to changing how companies communicate with their customers, social media has also created significant differences in how business progress is made. Companies have started to use social media tools more and more actively every day to contact their existing customers, gain potential customers, provide trust to their customers, and protect their brand awareness and image. Social media marketing helps to promote a product or service to increase awareness and brand awareness. It is the direct or indirect marketing activities carried out through social web tools such as social networks, blogs, social bookmarking, and content sharing, which provide action to the company or product/service (Stephen, 2016: 19).

In its simplest form, Social Media Marketing is the realization of the promotion and sales activities of a good or service through social media. While social media brings many innovations to our lives in personal and social terms, it also causes changes in the way of doing business, the way companies exist, and the way they promote themselves and their goods. Today, being on a social network for companies has become so vital that it can become a necessity even in terms of prestige. Many companies who did not find this sufficient and realized this great power started to make this environment an essential item in their marketing expenses, and they wanted to increase their skills and knowledge in this field, especially with the help of the platform's reporting and numeric feature, which is the vital power of the platform (Hoffman & Fodor, 2010: 6).

Social media marketing is a process that progresses with traditional marketing in accordance with the unified marketing approach of virtual environments. Social media marketing is not about opening and using a corporate account on Facebook or Twitter. It includes achieving short- and long-term company goals, increasing brand awareness, learning about public relations and consumer hopes, and word-of-mouth marketing. Social media marketing occurs with the synchronized activities of public relations, human resources, marketing, and advertising departments.

Social media marketing includes activities created by the execution of specific marketing activities for virtual communities. These activities are social advertising, brand platforms, and social networks (Hoffman & Fodor, 2010: 11):

- Social advertising includes product and brand promotion of sales and marketing activities implemented on social media platforms. The consumers' demographic information is used for the social advertisements made for the target groups determined by the database.
- Brand platforms are how brands carry out sales and marketing activities through their media to ensure reliable and sustainable communication with the consumer in terms of marketing.

- Social networks, on the other hand, are the activities carried out to direct the feelings and thoughts of consumers interacting with the brand by creating virtual communities and sharing them with other consumers.

Social media marketing has brought new concepts to the discipline, with its structure exceeding traditional marketing. The process, which started with the development of social media, showed a dynamic development line and constantly renewed itself (Nadaraja & Yazdanifard, 2013: 3).

2.1.1.1. The Development of Social Media Marketing

The development of the social media market enabled individuals, then companies and institutions to meet on social platforms. Social media and social networks are developing and increasing their scale by including individuals, institutions/businesses. In parallel with this, the demand for social networks is growing daily. This development has allowed individuals and companies to interact, solve, and communicate problems. Companies have started to manage consumer relations with this method. They have a competitive advantage if they carry out this process with the proper planning (Kumar & Mirchandani, 2012: 56).

Apart from traditional media methods, social media methods have brought a new breath to the marketing styles of companies. The innovations and features that the internet promises contain some differences from traditional media methods. It has also provided opportunities for communication and relationships with social content, such as providing direct contact between individuals and institutions. Social media methods also offer companies opportunities for sales promotion activities. Companies can choose a target audience for their sales promotion activities, and special events can reach the primary audience through social media (Charlesworth, 2014: 12).

Technology has been used to create a platform that facilitates different forms of online activity. With these features, social media includes everyday environments where people talk, participate, and share online. Generally, resources and an expensive infrastructure are needed to broadcast communication or news in traditional media. Social media, on the other hand, enables two-way and synchronized interaction from

one-sided data transfer; It covers all the conversations and shares that users have with each other (Felix et al., 2017: 120).

The social media marketing process has changed the follow-up of companies today. In this marketing method, a marketing activity is carried out from the company to the consumer. However, most companies use new approaches, and the demands of potential consumers have yet to be discovered. In the social media marketing process, companies recognize customers and engage in marketing activities according to the needs of consumers according to the data they obtain (Dwivedi et al., 2021: 23).

Marketing in social media is the use of a communication way with its characteristics. The use of online social networks in the marketing dimension has some primary components. Social media marketing is no longer an option for companies; it has become necessary for companies directly communicating with customers. Along with the Social Media Marketing method, the form of brand investments has also changed. In a place where even giant brands allocate 90% of their annual expenses to advertising expenses, it has become a significant investment in advertisements made through social media channels. In every site we visit, in every photo we click, in all the TV series, movies, and videos we watch, and in all social media, with some exceptions, an advertising density is dominant (Bajpai et al., 2012: 216).

2.1.2. Social Media Marketing Performance

It is observed that brands have two primary purposes in social media marketing: The first is to gain prestige for the brand; The second is to win the consumer's love.

As in traditional marketing, what brands most want in social media marketing is to increase their sales and consumers' love for the brand. Considering this situation, brands are developing new social media marketing strategies suitable for the highly transparent structure of the digital world (Evans, 2010: 15).

A communication language that brings emotions and experiences to the fore and uses the brand only as a basis for communication will mobilize consumers. It will also help them interact with the brand in the way the brand wants. Considering all these, the

right content to direct communication with the target audience should be determined and delivered to the consumer (Keegan & Rowley, 2017: 32).

These generated contents need to create a conversation with the consumer. This conversation should be conducted similarly across all channels, along with the brand's communication. Social media marketing offers the opportunity to build and maintain unique customer relationships. This has become a dialogue process where listening is as important as speaking in social media marketing (Keegan & Rowley, 2017: 33).

It is possible to liken the content prepared for social media marketing strategies to be designed for interactive media to commercial exchange between brands and consumers. It is known that the content to be ready for social media marketing, as in commerce, is double-sided. For a successful social media marketing strategy, the consumers must accept the content created by the brands. Social media marketing features vary according to people's ages and various characteristics (Assaad & Gómez, 2011: 7).

Performance Based social media Marketing:

Performance-based marketing is a new name given to an established field of social media marketing. While it was previously called "affiliate marketing," the industry has rebranded itself by making the name fit what's being done in practice. Performance-based marketing, unlike other digital disciplines, is not a stand-alone medium or marketing method but a way of ensuring that a brand uses all social media channels to market its products or services but only pays when results are achieved (Singh & Diamond, 2012: 24).

Advertising activities carried out over the Internet can be expressed as a set of studies that enable a company's products and services to be known more, thereby increasing the company's brand value and sales made over the internet. However, before starting a social media advertising campaign, the person or institution should ask themselves what point they want to achieve.

For a person or institution to set a goal for himself and organize his advertising campaign in line with this goal, he must first be able to answer this question.

After determining this target, it is necessary to resolve the Main Performance Indicators that will be used to measure the campaign's success. These indicators give numerical values such as the number of visitors to a website in a certain period and the number of views of advertisements. Social media advertising campaigns can show their impact in many ways for customers and institutions (Chan & Guillet, 2011: 346).

For example, increasing awareness, shortening the branding process, users shopping on the internet, being aware of campaigns and discounts, subscribing to company newsletters, etc.

In other words, the Internet is a direct, effective marketing method. In Internet advertising, some technical terms are used. These include click rate, cost per action, monthly fee, customer acquisition cost, pay per click, and cost per click. Below is a brief explanation of each concept (Li et al., 2021: 53):

- Click-through rate: It is defined as the proportional equivalent of each click value.
- Cost per move: The amount paid per move during the ad.
- Monthly cost: It is the cost incurred during the impression made during one month. It is usually expressed in 1000 impressions.
- Customer acquisition cost: The cost required for each new customer.
- Pay per click: The amount paid per click.
- Cost per click: The cost per click.

As a result of the development of the Internet, businesses can reach more customers than the customer base, which can be achieved through traditional channels such as search engines or social networks. Companies must be accessible to customers at all hours of the day (Minazzi, 2015: 6).

As it is known, search engines are websites used to search the Internet through word queries and consist of three components: robot, search index, and user interface. The most used search engines today are Google, Yandex, and Bing.

Google is the most used search engine. The marketing activities of businesses using search engines are called "Search Engine Marketing." Search engine marketing is the paid method that uses the paid advertising networks of search engines to reach the target audience by being included in the search engine advertisement results (Dwivedi et al., 2021: 26).

Search engines are arguably the most crucial electronic marketing channel for acquiring customers. Today, search engines are naturally used when searching for a good, service, or entertainment. In addition, when customers encounter a new brand, they immediately turn to search engines.

Affiliate marketing is based on sharing the profit from selling a company's products and services. Affiliate partnership is the method that occurs as a result of an electronic commerce site selling its products and services to a visitor coming from another location. Affiliate programs are usually free to join, but commissions ranging from 5% to 50% are charged on sales. The commission rate varies according to the selling companies and the product and service sold (Evans et al., 2021: 23).

We can reach the right audience by making a display advertisement to a segment audience determined using Facebook. Projects realized on Facebook are significant for reaching the targeted audience with advertising support. It creates traffic to the brand's website or sales site in areas related to Google ads and corporate content. It is recommended to actively use display ads, especially during campaign periods (Tuten & Solomon, 2017: 47).

2.1.2.1. Improving Social Media Marketing Performance Methods

Product and Service Promotion:

This feature of social media is described as "brand communication." Companies benefit from corporate blog pages to increase the reputation and promotion of their goods and brands, and they get severe traffic from these websites. While the impact of corporate blogs increases over time, companies need to produce and prepare communication plans to increase the number of followers. The danger in social media is that unsuccessful marketing processes damage the brand and its image (Saravanakumar & Sugantha Lakshmi, 2012: 48).

As a result of the fact that some of the potential customers spend their time on social media, it allows businesses to reach more customers by interacting with their sites. "Companies can find the opportunity to find out who has got the company, with their identities, thanks to the internet. This community may be a new market for the firm and an opportunity to acquire consumer identities to which the firm needs attention. Some main marketing centers are product recognition, visibility, and awareness. Suppose the brand is read and visually presented to the customer in the right place, time, and community triangle in social media. In that case, the brand name will be remembered, and brand recognition will increase (Alves et al., 2016: 33).

Public Relations in Social Media:

It is a management function that is essential to strategically manage public relations activities to provide effective communication with the intended community. The fact that public relations, which needs a communication tool to convey its thoughts to the central communities, has comprehensive coverage and offers the opportunity to reflect a large number of people in a limited time makes social communication tools indispensable in the field of public relations (Kaur, 2016: 9).

Social media is a new mass communication application in which information is distributed without intermediaries. It is an environment where the targeted community can be followed quickly and receive feedback immediately. Social media carries the

mission of bridging the company and the targeted community. Public relations activities in line with the targeted community will add prestige to the business in the long term. Social media is positively affected in the context of applied public relations activities. These include correct reflection of the ideas conveyed to the targeted community, feedback and preventive measures, prestige, trust, etc. Social media should influence Public Relations. Social media is an unmediated social communication tool for experts in public relations, through which they can easily convey information. It is the fastest channel where feedback can be obtained in line with the targeted community (Stephen, 2016: 21).

In public relations studies, which are based on the repetition of sharing the right message with the right target audience at the right time and interpreting the results as a reference to new activities, there have been changes and transformations in both application styles and application laws with the development of technological opportunities and the internet environment. The prestige of the organizations that provide the targeted audiences with transparent and explicit messages with their corporate messages over the internet and social media is also getting stronger daily by developing the reliability principle (Barker et al., 2012: 27).

Social media's use of bilateral communication with the target audience is the quality that supports the strategic management of public relations. In this context, social media allows two-way communication regarding the targeted community in terms of public relations. This position has made social media an obligatory tool of public relations. Social networks are also suitable for faster disseminating content about institutions and organizations. However, social media is seen as a tool that can be used to develop and improve corporate image. The positioning of institutions in social networks is critical in terms of prestige management of the institution and following society's thoughts.

Social media is the most appropriate tool for institutions that must make necessary explanations to crowded communities in synchronization and, in a short time, in implementing public relations effectiveness. Otherwise, it will be inevitable that the organization's image will be negatively affected, and it will lose prestige either in the eyes of the audience or the consumers' eyes. In addition, social media tools, which

enable institutions to be one step ahead of the competitors in the sector and to respond quickly and as soon as possible after the service or goods they offer to their consumers to keep consumer happiness high, emerged as one of the most critical factors affecting the reputation of the institution. Comes out (Kumar & Mirchandani, 2012: 58).

Customer Relations Activities:

Although social media is of great value for brands to establish solid and effective bonds with customers, it will also remain essential to see products and services through the senses and bodily. In this respect, it is the correct way for brands to increase their effectiveness by using social media environments in an integrated manner with traditional media.

Companies develop their marketing strategies through social media. Companies give their social media addresses alongside their corporate websites in their advertisements. It is possible to list the objectives of customer relationship management as highlighted below (Felix et al., 2017: 122):

- To accurately determine customer needs, tastes, and choices, to fulfill customer requests,
- To use the correct, timely, and relevant information learned before the sale to ensure accurate, error-free production the first time,
- To realize customer-oriented sales during sales and to offer value and benefit to the customer,
- Reducing costs,
- To ensure that satisfaction or dissatisfaction is measured by constantly following the consumer during and after sales,
- To ensure consumer satisfaction and the loyalty of the consumer to the company by transforming this satisfaction into allegiance, to make consumer relations profitable,
- To provide differentiation, to increase the efficiency of the company, to offer harmonious activities,

Social networking sites, which have gained a new scope with the attention of marketers, create many small and large virtual societies that have become familiar meeting places for millions of people. These virtual audiences are a huge marketplace where crucial communications and interactions are created. Social networking sites as a new market platform are to be considered a marketing communication tool with many referral groups and influencers.

Social media environments make a difference with their structures that change communication processes. The most important feature of this difference is the target audience. Firms can conduct public relations activities to create a circle of influence for their targeted audiences. Activities for potential and existing customers are that each user can create their content, work like an opinion leader, and ensure that the content is disseminated quickly (Bajpai et al., 2012: 218).

Establishing a social media strategy is primarily about creating a successful colonial architecture to ensure sustainable and effective communication with the target audience and correctly deliver the messages to this audience. Although it seems easy to make this audience in the age of digital communication, it is of great benefit to understand the dynamics of the online society.

Content Marketing:

Social media marketing can be done with market segmentation based on evaluable criteria. After choosing the marketing mix for the groups they chose as the target market, the companies directed their activities to the target groups to increase their brand image and sales revenues. Social media marketing is, in a sense, a "content management" process. The main goal of businesses is to create content continuously and consistently and to spread it on social media (Keegan & Rowley, 2017: 38).

For example, brand environments should be designed to attract the attention of web users about the brand and be active in digital environments where these users are interested.

Word of Mouth Marketing:

Word-of-mouth marketing is the positive or negative marketing of a good or service in the form of a message that customers communicate among themselves, independent of the company that produces and supplies that good. In word of mouth, marketing is done by people independently of the organization as a whole, and this communication is primarily non-profit. In word-of-mouth marketing, which severely impacts people's purchasing movements, the suggestions of family members and close circles are at the forefront (Assaad & Gómez, 2011: 9).

Word-of-mouth marketing is how customers inform their current or potential customers, especially their close circles, with comments about their product and brand. Verbal and informal communications occur when individuals influence this product or company to recommend, not buy, or not buy.

Word-of-mouth marketing is the transfer of feelings and thoughts specific to products or services within the communication processes established by the person as a social entity and its effect on the purchasing movements of individuals. It is defined as word-of-mouth marketing, where individuals convey their subjective decisions about the products and services they are consumers of other individuals in terms of marketing science (Chan & Guillet, 2011: 348).

Today's developments enable people to obtain information from many different sources. However, this information gain is so significant and rapid that it is almost impossible for people to verify the information they receive and trust its source. However, in word-of-mouth marketing, news comes from sources that can be vouched for by people's closest relatives. While people share their experiences with their families and tight circles, this information is much more reliable than the advertisements made by companies when commercial concerns are not considered (Minazzi, 2015: 12).

The Internet is a part of our daily lives, and individuals receive and transmit news and send messages through the Internet. They can share the social, cultural, and economic problems they encounter daily with other people.

They announce their experiences to third parties while shopping. The Internet has now become another platform for word-of-mouth communication.

Individuals transfer data in their daily conversations without knowing word-of-mouth marketing. In today's world, the most successful marketing is considered the simplest. The power of word-of-mouth marketing, defined as a whisper newspaper, is to gain the respect of the customer who consumes the product or service and to be referenced by them. For this reason, some authors attach more significant meaning to word-of-mouth marketing, including marketing communication (Tuten & Solomon, 2017: 54).

Viral Marketing:

Viral marketing is one of the most common concepts, especially recently. The most important reason for this is that the Internet has entered people's lives never to leave. As communication through networks expands, people's willingness to share information and ideas increases. Problems such as the increase in distances brought by city life, workload, and traffic have increased the virtual communication between individuals. People with difficulty finding the opportunity to communicate face to face can share with others 24 hours a day, regardless of distance, thanks to the Internet (Dwivedi et al., 2015: 297).

Viral marketing, in its most general definition, is "a strategy that encourages other people to share a marketing message." The success of this strategy plays a vital role in transferring content from one user to another. Marketing content is a way for users to emotionally connect with the content and create a "buzz" or "rumor" on the Internet. The concept, which is defined as word-of-mouth marketing in face-to-face marketing, is also called "mouse-to-mouse" or "modem-to-modem" communication in virtual networks (Zarrella, 2009: 19).

Viral is a word belonging to virology, the science that studies viruses in biology. Viral has been used as an exciting concept in the marketing world for years, and one of the dreams of many marketing professionals is to be involved in a viral project that will take the world by storm. Viral marketing is a concept that includes innate digitality.

Like computer viruses, the artifact of today's world is a concept. Visualizing the viral as a digital form of word-of-mouth marketing would not be wrong.

Consumer communication networks are used in viral marketing, promotion, and distribution activities of products. This marketing style has emerged with circulating messages belonging to companies on the web platform. Groups, communities, and message groups, such as e-commerce brand environments in social networks, are among the tools companies use to improve their promotional activities around viral marketing. According to the viral messaging approach, the content used by social media marketing companies should contain viral features. Engaging, entertaining, or sensitive content will be distributed more quickly and effectively on social media as web users will be willing to share and spread it. Companies that hold such shares can be aware of and mindful of the message they want to announce. Another benefit that social networking sites provide managers within the scope of marketing activities is that their target audience consumes their choices through these networks. In this way, managers can create advertisements for the consumer's interests, needs, and tastes (Constantinides, 2014: 45).

2.2. Literature Review on Brand Image

2.2.1. Definition of Brand Image

It is seen that brand image has a significant impact on consumers' brand preferences and decision processes. Brand image can be defined as the consumer's attitude towards a product group and the information the consumer has about that product group (Chen, 2010: 308).

The brand image reflects the consumer's impressions of the brand and the areas in which the institution operates, as well as the number and variety of products belonging to the institution. Suppose the image of the institution and the brand(s) belonging to that institution is damaged. In that case, significant decreases may occur in sales volume, revenues, and profitability, and brands and institutions that have been injured may have to renew the image or rebuild a brand image. In short, brand image reflects how the company is known and perceived in the market. The main goal of companies

is to leave a unique mark in the minds of consumers with their brand image (Nguyen & Leblanc, 2001: 228).

Ballantyne et al. (2006), the brand image refers to the consumer's perception of the brand. Thanks to the brand image that the consumer associates with a particular brand, the characteristics of that brand can be interpreted in different ways. According to previous research, leading brands are predominantly seen as those that portray the right brand image or personality. These are qualities that the consumer desires. The consumer's previous consumption experiences with the brand, the brand's ability to meet the consumer's needs, marketing stimuli, and other stimuli are tools to facilitate the consumer's differentiation and selection between competing brands. Consumers do not only buy for the benefit of the product. It is generally accepted that they purchase features other than the product's benefits. In addition, the fact that yields have social characteristics (for example, affecting the social status of the buyer when a product is purchased) and psychological factors (for example, self-esteem) are also adequate for this behavior.

According to Zhang (2015), brand image affects the general perception and behavior of the consumer. Marketers' main goal is to influence consumers' perceptions and attitudes. Brands create a brand image in the minds of consumers and increase their market share by encouraging purchasing behavior.

Brand image is primarily created through brand associations. The consumer associates the brand with other concepts, both positive and negative. Through brand association, the idea of a brand has some meaning for the consumer. Brands can meet specific needs or have a particular value in some other way. A more robust, unique, and favorable brand association prevents competitors from imitating it quickly. Based on consumer research on brands, it is noteworthy that the study is carried out by schematizing and mapping the brand associations in the mind of the consumer (Cretu & Brodie, 2007: 231).

As markets become more crowded, consumer purchasing decisions often play a more active role in brand image rather than physical attributes. This applies to products in their life cycle's "maturity" stage. Murphy (1990) defines the life cycle of a brand as

three phases. The first is a new brand that is unique in the market. The second is the "competitive" stage, where the brand resembles the functional characteristics of competitors, and new ways must be found to maintain product advantage at this stage. The third stage, the 'image stage' in the brand life cycle, is a model of enormous importance that causes differentiation from competitors by symbolic values (brand image) rather than any unique product and functional advantages. An example of the image phase is "Cola wars." Coca-Cola and Pepsi brands are both marketed based on image. Coca-Cola is a brand that carries traditional and American values. It's "Always Coca Cola". On the other hand, the Pepsi brand is the "new generation choice." Although the two products are very similar in many ways, there are differences between the brand images. In cigarettes, alcohol, and cologne, a marketing study is carried out mainly based on appearance.

During brand preference, consumer perception provides the function of choosing between alternatives. Consumer perception consists of two components and affects the individual's purchasing behavior. These two components consist of measures of brand characteristics and image. Gensch (1978) defines image as an abstract concept of a product's past promotion, reputation, and peer review. Many components come into play when consumers interact with brands. Brand image components are given in Table 2.1.

Table 2.1. Brand Image Components

Concrete Components	Abstract Components
Institution employees	Corporate culture
Brand name and logo	Belonging to the personnel of the institution; feelings, attitudes
Advert	Country location
Label and packaging	Environmental policies
Marketing Communications	Media reports
Service and product sales	
Retail outlets	

2.2.2. Importance of Brand Image

In today's world, the psychological differences of companies have become more important than their physical and functional differences. Brand image is the way consumers perceive the brand and product. It has become more critical for companies to create a psychological difference because many companies produce products and services even more than consumer demand; the necessity of selling these services and products has revealed the need to establish a link between products and services and consumers. Brand personality is created for this situation. The concept of brand personality is one of the elements of brand image. Brand personality and consumer behavior, feelings, and thoughts are identified with the brand. With brand image studies, consumers tend to buy and feel close to that brand, service, and product. This trend also brings commitment (Furman, 2010: 65).

2.2.3. Brand Image Formation Process

Successful brands create a relationship of trust with customers. This way, it saves process and time by reducing perceived risk and simplifying choices. This relationship is based on the relationship between the consumer and the brand's image. The brand image in the mind of the consumer consists of four sources (Gotsi & Wilson, 2001: 25):

- Experience refers to the fact that customers have used the brand before. It often means that the consumer has positive thoughts about the trust and character of the brand.
- Personal are associations of friends, acquaintances, and other people using the product.
- People: These ideas have emerged with the mass media or analyzed in consumer reports.
- Commercial: advertising, display, packaging, sales representatives, conveying messages about the characteristics and values of the brand.

According to Doyle (2009), a successful brand image is formed by the following combination: A good product (P), a distinctive identity (D), and added value (AV).

$$Bs = P \times D \times AV \quad (2.1)$$

Developing a brand starts with having an effective product. Product effects can usually be measured in blind product tests. Next, the product should be given a distinctive ID so customers can recognize it and ask by name. Finally, and most importantly, a successful brand must have added value that gives consumers confidence that it is of higher quality or more desirable than similar products from its competitors. Added values can be measured by market research based on attitudes and preferences. There must be more than an effective product to generate economic gain. Competition only takes place at the product level, resulting in a commodity-type business and price becoming the main factor in customer choice. Many companies add their names to their products to become recognizable, but more is needed to generate preference (Low & Lamb Jr, 2000: 352).

2.2.4. Factors Affecting Brand Image

Businesses can maintain their position in the market thanks to the strong brand and brand image they will create. Brand image can also be defined as the meaning that customers identify with or the sum of what customers understand from the product. Brand image results from the customer's impressions of a brand from various sources. Among these sources, there are many factors, such as trying the branded product, the product of the manufacturer, the product packaging, the brand name, the advertising format and content used, and the media in which the advertisement is presented (Hatch & Schultz, 2003: 43).

In brand formation, the distinctive features and functions of the product, combined with positive values, form the brand's value. For an industrial design product, the essential elements of the product mean that it meets the physical and functional needs of the user. In contrast, the product's added value is seen to be formed by assembling the customer's psychological needs. On the other hand, although a fashion product is an industrial design product with production and marketing processes, it exists as an object that meets a series of psychological requirements of the essential meaning for the consumer and concentrates on surplus values. These added values, which are believed to have, are directly transferred to the brand, or the symbolic personality of the brand is reflected in the positioning of the product, and perhaps most of the time,

these are perceived as essential values for the fashion brand. It is observed that several factors shape the surplus values. These (Qu et al., 2011: 467);

Plus, values created by the use and testing of the brand result from the brand's awareness and credibility. In a way, the brand becomes an old friend for the customer, and this value plays a vital role in positioning the brand against the competitors. In this sense, the brand is consumed more with addiction and friend recommendations. A customer who buys fabric trousers from Sarar can feel very comfortable because of the cut and fit of the trousers. Moreover, he can receive compliments on his body image from his surroundings.

The added value created by the features of the people who use the product, role models, and fashion leaders will enable the user to make different judgments about the meaning of the mark. If idealistic or socially intense people wear a particular brand of jeans, the brand reflects democratic values for many. If used by motorcyclists, it conveys an active value towards risk and adventure. A jean brand worn by high society will reflect plus values such as luxury. In addition, a brand used by people in front of the public is evaluated with the characteristics of this admired person. This method is often used in brand presentation in fashion (Hoeffler & Keller, 2002: 79).

The positive values arising from the prejudices that the brand is effective indicate the belief that the contents and benefits of a branded product are more powerful and effective than the contents of the unbranded product. This is true in the cosmetics and personal care products industry, which is believed to have miraculous beautifying and rejuvenating effects on one's appearance when used within the context of fashion products. However, hundreds of people who think that many stylists have a magic wand have made fashion a billion-dollar industry.

The added value from the brand's appearance is precisely in line with fashion products defined as well-packaged and fashion concepts that make life beautiful. Most fashion consumers don't need much clothing and only pay because they like the product; any aesthetic element can shape this judgment, be it a color, shape, or fabric. Fashion branded product is one of the rare products with the value of showing the person attractive and beautiful (Ailawadi & Keller, 2004: 332).

The existence of the value that creates a brand is related to its perception. The positive or negative evaluation of these values within a brand's marketing environment creates the brand image. For buyers and customers, if these perceptions of the brand reflect a positive impression, it will turn into a purchasing decision. The advantages of a strong brand image can be listed as follows (Chen, 2010: 309):

Premium price levels can be provided; A brand with a positive image will yield higher profit rates and be less influenced by competitive forces. Therefore, there will be less pressure to sell at lower prices or discounts.

The product will be requested; A brand people think is good will be explicitly asked. People research the brands they want and somehow reach them.

Competing brands will fall in diameter; A strong brand will act as a barrier for customers trying competitors' products. The brand will become a means of defense against fixed conditions.

Communications will be considered more comfortable; Positive feelings about a product will make it easier for people to be convinced of new claims about its performance and projected positive qualities, thus creating buying thinking in customers' minds.

A brand can be cultivated and developed; A well-known and respected brand provides an excellent platform to add and present new products related to some aspects of a positive image (Cretu & Brodie, 2007: 233).

It can improve customer satisfaction; A positive image will bring increased joy to customers who use the product. Because of receiving it, customers will feel more secure.

The power in the distribution channel will increase; A brand that people search for will be sold more easily to wholesalers and retailers, who are highly responsive to customers' wishes (Gotsi & Wilson, 2001: 28).

Licensing and franchising opportunities may be opened. A strong brand will support productive marriages between companies and open new uses or ways of using the brand in new markets.

The firm will be more valuable when sold. A company with a good brand name can set very high premiums for the air money if the brand is sold to another company (Qu et al., 2011: 468).

Firms that do not care about brand image and do not have a substantial brand face price reductions and cost reduction problems. Because customers see no other reason to turn to the product.



CHAPTER III

METHODOLOGY AND APPLICATION

3.1. Subject and Problem of Research

The research examines the relationship between perceived social media performance and brand image. The Libyan Airlines brand was discussed in the study. The reason for choosing Libyan Airlines is that it is the most valuable in Libya with its effective use of social media and is the market leader in the civil aviation sector in Libya. The problem of the research is to determine whether the communication activities carried out by brands on social media have a positive or negative effect on the brand and brand image.

3.2. Purpose of the Research

With the advancement of technology, almost all businesses today, regardless of industry, have embraced the digital space it has opened up and incorporated it into their advertising strategy. The Libyan Airlines brand, which has the distinction of being the most valuable brand in addition to being the first in the civil aviation sector in Libya, also fulfills the requirements of this digitalization and reaches its target audiences in all appropriate channels. In this context, it is aimed to reveal how the social media performance of Libyan Airlines, Libya's most valuable brand, is related to the brand image in the eyes of consumers.

The study's overarching goal is to ascertain whether or not brand communication efforts on social media have a good or negative impact on customers' perceptions of the brand and the company's image.

The sub-objectives of the research are as follows:

- To determine whether the activities carried out in social media vary according to demographic characteristics.
- To determine whether the brand image varies according to demographic characteristics.
- To determine the effect of brand image on the execution of communication activities in social media.

The research will likely contribute to the brands that carry out social media communication activities and the existing literature. With the literature review carried out, it is seen that communication activities in social media have become increasingly widespread from past to present. The rise of social media will likely provide various benefits for both social media practitioners and brands by examining the benefits that brands have gained from this channel.

3.3. Research Contribution

The study focuses on the Libyan aviation sector, a relatively understudied industry in the context of social media marketing and brand image. This research can provide valuable empirical evidence specific to this sector, adding to the limited body of knowledge. The study can contribute to developing theoretical frameworks or models that explain the relationship between perceived social media marketing performance and brand image. This may lead to the creating of a theoretical framework tailored to the aviation sector, which can be applied in future studies.

Suppose the study involves cross-cultural comparisons or considers cultural aspects unique to Libya. In that case, it can provide insights into how cultural factors influence the relationship between social media marketing and brand image, potentially contributing to cross-cultural marketing. If innovative research methods or data analysis techniques are employed, the study can contribute to methodological advancements in marketing research, which can be valuable for future researchers.

The study can provide actionable insights for the Libyan aviation sector and similar industries. Industry practitioners can make informed decisions about their marketing strategies by understanding how social media marketing affects the brand image in this context. The study's findings can guide businesses and organizations within the Libyan aviation sector in optimizing their social media marketing efforts to enhance their brand image. This practical guidance can lead to improved marketing strategies and increased competitiveness. If the study identifies issues or challenges in the Libyan aviation sector related to social media marketing and brand image, it may have implications for policymakers and regulatory authorities. This can lead to developing policies that promote fair and effective marketing practices. By understanding the dynamics between social media marketing and brand image, the study can contribute to the broader field of marketing by providing insights into practical strategies and tactics that can be applied not only in Libya but also in other regions with similar challenges or opportunities.

3.4. Research Model

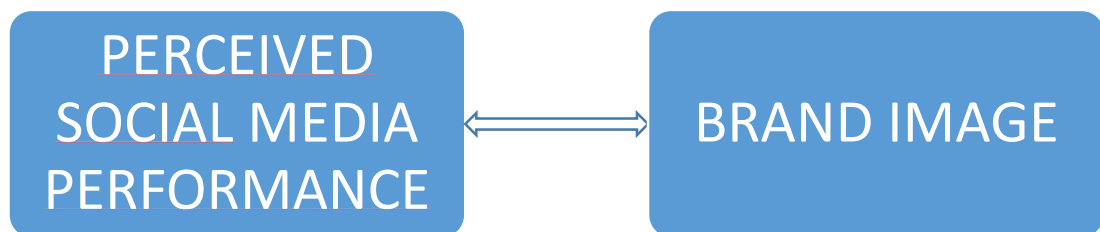


Figure 3.1. The Research Model

3.5. Definition of Constructs

3.5.1. Perceived Social Media Marketing Performance

Perceived Social Media Marketing Performance refers to the subjective assessment and evaluation made by individuals or consumers regarding the effectiveness, quality,

and impact of a company or brand's marketing efforts on various social media platforms. It encompasses users' and stakeholders' perceptions, opinions, and judgments regarding how well a brand utilizes social media channels to achieve its marketing objectives, engage with its audience, and create a favorable online presence. This construct encompasses factors such as the relevance of content, the frequency of posts, the level of interaction and engagement with users, the consistency of messaging, and the overall impression of a brand's social media activities. Perceived Social Media Marketing Performance is a multidimensional concept that reflects the degree to which consumers believe a brand's social media efforts align with their expectations and contribute to its online reputation and visibility.

3.5.2. Brand Image

Brand Image refers to the holistic and enduring perception, impression, and mental representation of individuals, consumers, and stakeholders about a specific brand. It is a comprehensive composite of beliefs, feelings, attitudes, and associations that people develop over time through interactions, experiences, and exposure to a brand's products, services, advertising, and overall brand-related activities. Brand Image encompasses not only a brand's functional attributes and qualities but also its emotional, symbolic, and experiential dimensions. It reflects the brand's personality, values, promises, and positioning in the minds of consumers. Brand Image is a vital intangible asset for organizations as it influences consumer behavior, loyalty, and purchase decisions. It is shaped by various touchpoints, including advertising, customer experiences, word-of-mouth, and, as your study focuses on, social media marketing performance, which plays a crucial role in shaping and reinforcing brand image in the digital age.

3.6. Research Hypotheses

- H1: There is a significant relationship between perceived social media performance and brand image.
- H2: Perceived social media performance differs by gender.
- H3: Perceived social media performance differs according to age groups.

- H4: Perceived social media performance differs according to education level.
- H5: Perceived social media performance differs according to income level.
- H6: Brand image differs by gender.
- H7: Brand image differs according to age groups.
- H8: Brand image differs according to education level.
- H9: Brand image differs according to income level.

3.7. Research Design

This research is a descriptive field study. Two scales will be answered in the survey using a 5-point Likert scale.

- The first of the scales is the "Perceived Social Media Performance Scale," developed by Kim and Ko (2012). The scale contains 11 items and five dimensions: Entertainment, Interaction, Tendency, Customization, and Word of Mouth Communication.
- The second is Cho et al. (2015)'s "Brand Image Scale" scale. The scales used in the research will be adapted to the subject. The brand subject to the study is Libyan Airlines. The scale contains 28 items and six dimensions: Social Awareness of the Brand, Brand Identity Elements, Elements of Value in the Brand, Commercial Dimension of the Brand, Consumer Oriented Brand, and Consumer Brand Attitude Dimension.

The researcher at Libyan International Airport will carry out the application. Selecting Libyan International Airport as the survey application location is a meaningful choice regarding logistics and accessibility to airline customers. Because the shortest way to reach customers who prefer air transportation is to carry out the survey application at the airport.

3.8. Population and Sample of the Research

The universe of the research is the consumers who have preferred Libyan Airlines at least once in airline transportation. A questionnaire will be used as a data collection

method. The created questionnaire will be conducted with 200 participants who had previously traveled with Libyan Airlines with a random sampling method.

3.9. Data Analysis Method

In the research, the participants' questionnaire answers will be evaluated in the SPSS (Statistical Package for The Social Science) program. When analyzing the survey responses, descriptive statistics will be employed. Factor analysis, correlation analysis, analysis of variance, and the t-test were performed, and the results were tabulated and graphically represented. Significance levels will be taken as 0.05 and 0.01 throughout the study.



CHAPTER IV

RESULTS AND DISCUSSION

Factor analysis results for the study's sample demographics, as well as its social media performance and brand image measures, are shown below. The results were then graphically interpreted to establish the connection between the participants' demographic information and certain expressions on perceived social media performance and brand image scales. These interpreted scale statements were evaluated as generic by the researcher in the literature review and were subjected to correlation analysis according to demographic variables. In the last part, the determined hypotheses were evaluated by concluding with various tests and examinations.

4.1. Demographic Data of Participants

Frequency analyses and percentage distributions regarding the demographic characteristics of the participants participating in the research are given in detail in the tables below. The data obtained in the study were examined, and the gender distributions as a result of the analyses are shown in Table 1.4. According to this table, 54.59% of the participants are men and 45.41% are women.

Table 4.1. Distribution by Gender of the Participants

Gender	Frequency	Percent
Male	107	54.59
Female	89	45.41
Total	196	100.00

When the distribution of the 196 participants participating in the study according to age is analyzed (Table 4.2), 30.10% of the participants are 18-29, 21.43% 30-39, 18.88% 40-49, and 16.33% 50-59. and 13.27% were in the age range of 60 and over.

Table 4.2. Distribution by the Age of Participants

Age range	Frequency	Percent
18-29	59	30.10
30-39	42	21.43
40-49	37	18.88
50-59	32	16.33
60 and above	26	13.27
Total	196	100

When the distribution of the participants according to their educational status is examined (Table 4.3), it was determined that 32.14% of the participants had high school education, 20.92% had a bachelor's degree, 38.78% had undergraduate and 8.16% had graduate education.

Table 4.3. Distribution of Participants by Educational Status

Educational Status	Frequency	Percent
High school	63	32.14
Bachelor's degree	41	20.92
Undergraduate	76	38.78
Graduate	16	8.16
Total	196	100

When the distribution of the participants according to their income is analyzed (Table 4.4), the income level of 21.43% of the participants is 0-1999 LYD, 30.10% of them is 2000-3999 LYD, 26.02% of them is 4000-5999 LYD and 21.94% of them were in the 6000 LYD and above ranges.

Table 4.4. Distribution by Net Income Level of Participants

Net Income Level	Frequency	Percent
0-1999 LYD	42	21.43
2000-3999 LYD	59	30.10
4000-5999 LYD	51	26.02
6000 LYD and above	43	21.94
Total	196	100

4.2. Descriptive Statistics

4.2.1. Factor Analysis on Perceived Social Media Performance

To measure whether perceived social media performance scale factor loading is distributed appropriately, the Kaiser-Meyer-Olkin test is in Table 4.5. The Kaiser-Meyer-Olkin test is a statistical technique for assessing the suitability of data for factor analysis. The test evaluates the sample's representativeness for each model variable and overall. This statistic estimates how much variation in a set of variables can be attributed to shared causes.

Table 4.5. The KMO-Barlett Test of the Perceived Performance on Social Media

Kaiser-Meyer-Olkin test		0.889
Barlett test	Chi-Square	1758.735
	Degrees of Freedom	59
	Significance	.000

Barlett test was performed. They determined the KMO value as 0.889 in the results obtained, which shows that the factor loads in the perceived social media performance

scale are distributed appropriately. The data in the results of the Barlett test also support this result.

Table 4.6. Variance Explained Results for Perceived Social Media Performance Scale

	Variance Explained	Cronbach alpha (CA)
Entertainment	14.42	0.913
Interaction	13.13	0.915
Tendency	12.66	0.901
Customization	11.19	0.926
Word of Mouth Communication	10.44	0.915

Figure 4.1 shows the perceived social media performance scale with the five dimensions and 11 items.



Figure 4.1. The Perceived Social Media Performance Scale

The arithmetic averages of the answers given by the participants about the perceived social media performance scale in the survey are shown in Table 4.7.

Table 4.7. Factor Analysis of Perceived Social Media Performance Scale

Items	Entertainment	Interaction	Tendency	Customization	Word of Mouth Communication
It's fun to follow Libyan Airlines' social media account	0.71				
The content on Libyan Airlines' social media account is interesting.	0.85				
The brand's presence on social media platforms allows Libyan Airlines to communicate with its customers.		0.79			
On the Libyan Airlines social media page, customers may interact with the company and one another.		0.77			
The social media account for Libyan Airlines makes it simple for me to voice my opinion.		0.75			
The contents on Libyan Airlines' social media account are the latest information.			0.87		
It is very fashionable to use Libyan Airlines' social media account.			0.82		
Libyan Airlines' social media account provides the opportunity to search for tailored information.				0.71	
Libyan Airlines' social media account provides personalized service.				0.69	
Information I want to pass on to my friends about Libyan Airlines					0.72
I can transfer it from Libyan Airlines' social media accounts.					0.66
Cronbach's Alpha	0.812	0.787	0.764	0.738	0.722

According to the table with 11 statements in total, the statement that the participants agreed with the least with a value of 0.66, "I would like to upload the content I have obtained from Libyan Airline's social media accounts to my blog or microblogs." It has been a statement. The statement with the highest number of participants agreed with a value of 0.87, "The content on Libyan Airline's social media account is the latest information." has been an expression. According to these results, the expression values in the answers given by the participants vary between 0.66 and 0.87. The general

average of the terms in the perceived social media performance scale was observed as 0.756. The scale's dependability coefficient () was calculated to be 0.819.

4.2.2. Factor Analysis on Brand Image Scale

Table 4.8 displays the results of the Kaiser-Mayer-Olkin and Barlett tests, which examine the distribution of the factor loads making up the brand image scale. The obtained findings indicate that the factor loads on the brand image scale are distributed adequately if the KMO value of 0.871 is used. The data in the results of the Barlett test also supports this result.

Table 4.8. Brand Image Scale KMO and Barlett Test

Kaiser-Meyer-Olkin test		0.871
Barlett test	Chi-Square	2095.385
	Degrees of Freedom	136
	Significance	.000

Table 4.9. Variance Explained Results for Brand Image Scale

	Variance Explained	Cronbach alpha (CA)
Social Awareness in the Brand	16.22	0.951
Brand Identity Elements	14.93	0.953
Elements of Value in the Brand	14.46	0.939
Commercial Dimension of the Brand	12.99	0.964
Consumer Oriented Brand	12.24	0.953
Consumer Brand Attitude Dimension	11.64	0.942

Table 4.10 shows the Brand Image Scale with the six dimensions and 28 items.

Table 4.10. Brand Image Scale

Dimensions	Items
Social Awareness in the Brand	<ul style="list-style-type: none"> • Libyan Airline supports activities related to the protection of the environment and nature. • Libyan Airline engages in activities aimed at environmental awareness. • Libyan Airline is a transparent institution. • Libyan Airline receives environmental awards in its sector. • Libyan Airline contributes to the awareness of consumers in its sector. • Libyan Airline invests in research and development. • Libyan Airline contributes to health and health services. • Libyan Airline does voluntary work.
Brand Identity Elements	<ul style="list-style-type: none"> • Libyan Airline's tools have a modern appearance. • Developments about Libyan Airline take place in local and national press. • Libyan Airline has a variety of products. • Libyan Airline is an innovative company. • Libyan Airline has modern agencies and centers. • Libyan Airline is a reputable and respected institution.
Elements of Value in the Brand	<ul style="list-style-type: none"> • Libyan Airline's financial strength is high. • Libyan Airline's products are world class. • Libyan Airline makes investments at home and abroad. • Libyan Airline has qualified employees. • Libyan Airline has high technology. • Libyan Airline's products are of high quality.
Commercial Dimension of the Brand	<ul style="list-style-type: none"> • Libyan Airline contributes to the local economy. • Libyan Airline contributes to the Libyan economy. • Libyan Airline is one of the first institutions that foreigners who want to invest in Libya think of.
Consumer Oriented Brand	<ul style="list-style-type: none"> • Libyan Airline bases its activities on customer expectations
Consumer Brand Attitude Dimension	<ul style="list-style-type: none"> • Libyan Airline values its employees. • Libyan Airline treats all segments with which it has relations with integrity. • Libyan Airline offers products with high performance. • Libyan Airline has safe tools and technical security.

Table 4.11. Brand Image Scale Factor Analysis

Items	Social Awareness in the Brand	Brand Identity Elements	Elements of Value in the Brand	Commercial Dimension of the Brand	Consumer Oriented Brand	Consumer Brand Attitude Dimension
Libyan Airlines supports activities related to the protection of the environment and nature.	0.66					
Libyan Airlines engages in activities aimed at environmental awareness.	0.65					
Libyan Airlines is a transparent institution.	0.72					
Libyan Airlines receives environmental awards in its sector.	0.77					
Libyan Airlines contributes to the awareness of consumers in its sector.	0.69					
Libyan Airlines invests in research and development.	0.86					
Libyan Airlines contributes to health and health services.	0.75					
Libyan Airlines does voluntary work.	0.73					
Libyan Airlines' tools have a modern appearance.		0.85				
Developments about Libyan Airlines take place in local and national press.		0.83				
Libyan Airlines has a variety of products.		0.61				
Libyan Airlines is an innovative company.		0.7				
Libyan Airlines has modern agencies and centers.		0.74				
Libyan Airlines is a reputable and respected institution.		0.78				
Libyan Airlines' financial strength is high.			0.81			

Table 4.11. (cont.)

Libyan Airlines' products are world class.			0.84			
Libyan Airlines makes investments at home and abroad.			0.82			
Libyan Airlines has qualified employees.			0.73			
Libyan Airlines has high technology.			0.77			
Libyan Airlines' products are of high quality.			0.7			
Libyan Airlines contributes to the local economy.				0.82		
Libyan Airlines contributes to the Libyan economy.				0.82		
Libyan Airlines is one of the first institutions that foreigners who want to invest in Libya think of.				0.75		
Libyan Airlines bases its activities on customer expectations.					0.62	
Libyan Airlines values its employees.						0.72
Libyan Airlines treats all segments with which it has relations with integrity.						0.65
Libyan Airlines offers products with high performance.						0.78
Libyan Airlines has safe tools and technical security.						0.67
Cronbach's Alpha	0.764	0.753	0.792	0.817	-	0.738

The arithmetic averages of the answers given by the participants about the brand image scale in the survey are shown in Table 4.11. According to the table with 28 statements, the statement that the participants agree with the least is "Libyan Airline has product diversity," with a value of 0.61. has been an expression. The participants' most agreed-upon statement was "Libyan Airline invests in research and development," with a value of 0.86. has been an expression. According to these results, the expression values in the answers given by the participants vary between 0.61 and 0.86. The general

average of the terms in the brand image scale was observed as 0.768. The scale's dependability coefficient (α) was calculated to be 0.829.

4.3. The Relationship between the Demographic Data of the Participants with the Expressions in the Perceived Social Media Performance and Brand Image Scales

The research measured the perceived social media performance of Libyan Airlines and the participant's attitudes toward the brand image. To evaluate the measurements, scoring was performed as 1 very low, 2 low, 3 medium, 4 high, and 5 very high.

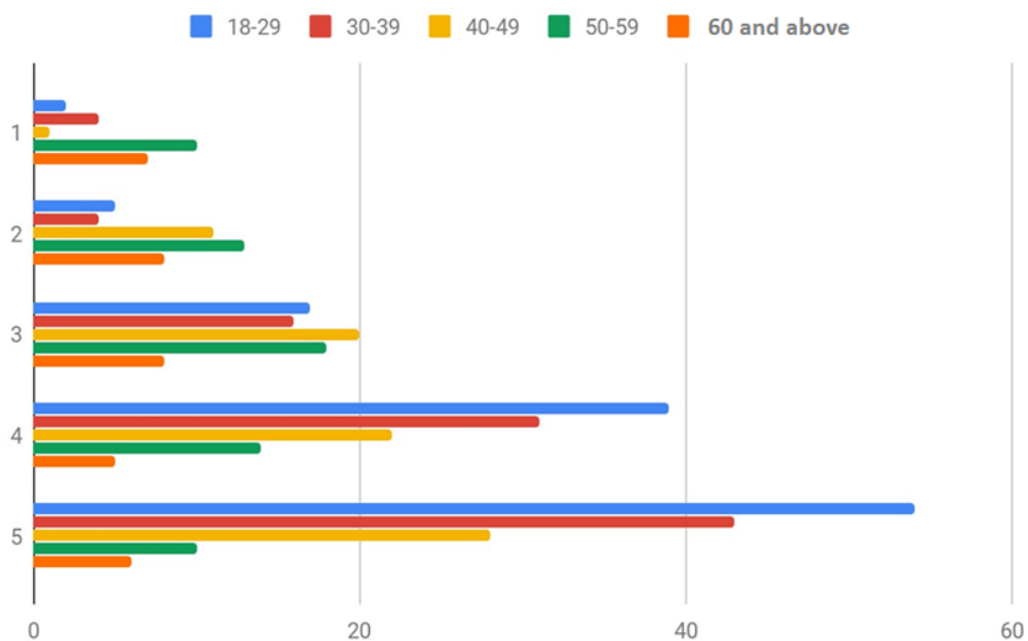


Figure 4.2. The Relationship between the Age of the Participants and the Statement "It's Fun to Use the Related Brand's Social Media Account"

In Figure 4.2., there is a relationship between the age of the research participants and their thoughts about the fun of using the brand's social media account. Accordingly, it is seen that the rate of participants in the 18-29 age group who think that using the social media account of the relevant brand is fun is higher than the other age groups. In a study conducted by Blackwell et al. in 2017, considering the finding that individuals under the age of 30 use social media more (Blackwell et al., 2017), we found that the use of Libyan Airlines' social media accounts was determined by the

young audience between the ages of 18-29, finding it more entertaining supported the research. According to the investigation results, the age group who answered "I agree" and "I agree" is higher than the other age groups in the 18-29 age range.

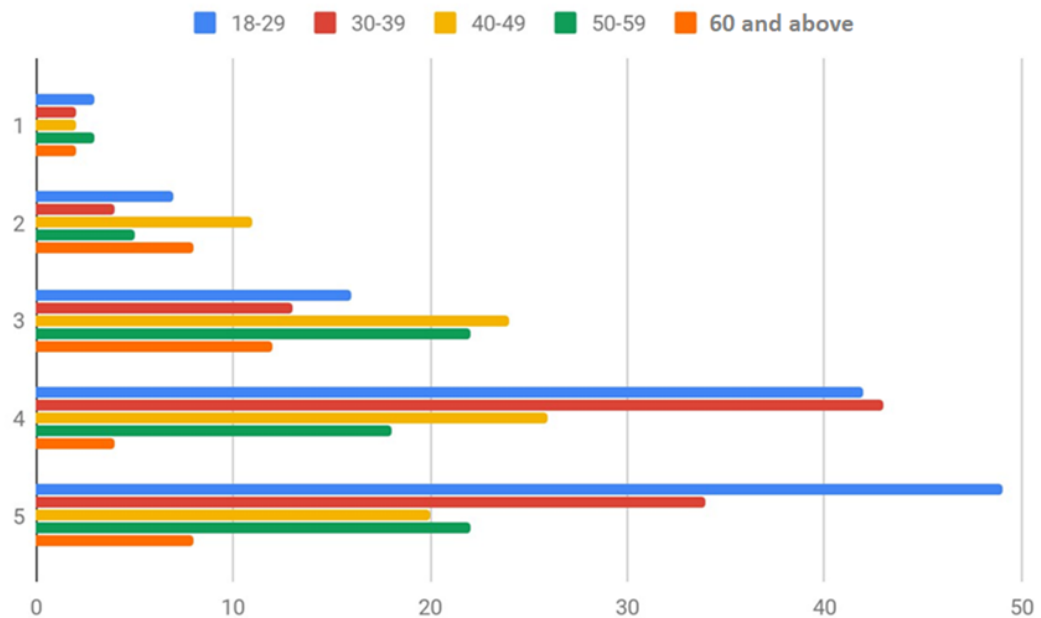


Figure 4.3. The Relationship between the Age of the Participants and the Statement “Relevant Brand is a Reputable and Reputable Institution”

Figure 4.3. shows the relationship between the age of the research participants and their thoughts about the brand being a reputable and respected institution. Accordingly, it is seen that the young participants who think that the relevant brand is a reputable and respected institution are higher than the older participants. It was concluded that young people are open to internet-based opinions and suggestions in consumption, that young people benefit from each other in the light of these opinions and recommendations and act confidently against this information. In light of this study, considering that trust in the brand will provide credibility to the institution, as a result of the research, it has been seen that the opinion of the brand as reputable and respectable is more positive by the young audience compared to the old audience. As can be seen in Figure 4.3., it is seen that the participants between the ages of 18-29 who answered "I agree" are much more than the other age groups.

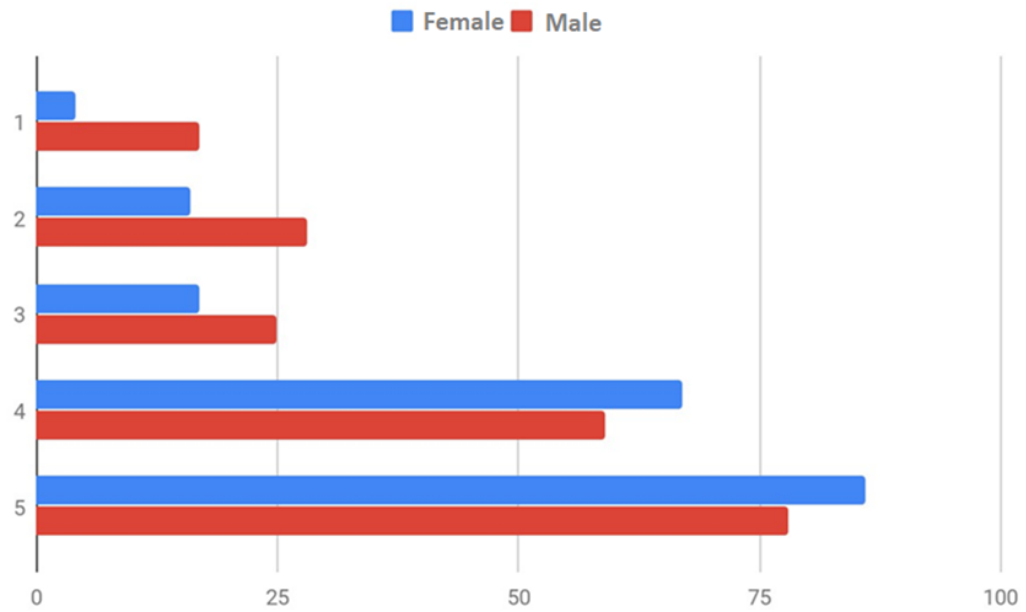


Figure 4.4. The Relationship between the Gender of the Participants and the Statement “It is Possible to Talk to Other Consumers or Exchange Opinions on the Social Media Account”

In Figure 4.4., the relationship between the gender of the research participants and their thoughts about the possibility of talking or exchanging ideas with other consumers on the brand's social media account is shown. Accordingly, female participants who think it is possible to talk or exchange ideas with other consumers on the social media account of the relevant brand are higher than male participants. It has been observed that consumers consider comments and suggestions while determining their opinions by needing relevant thoughts and suggestions in social media. According to this study, it has been seen that it is more important for women to talk or exchange ideas in the relevant social media account compared to male consumers, and it is essential for women to change their thoughts according to these exchanges of ideas and to realize this exchange in the relevant social media account. As can be seen in Figure 4.4., in the study, it is seen that female participants who answered "I agree" and "I agree" were more than male participants.

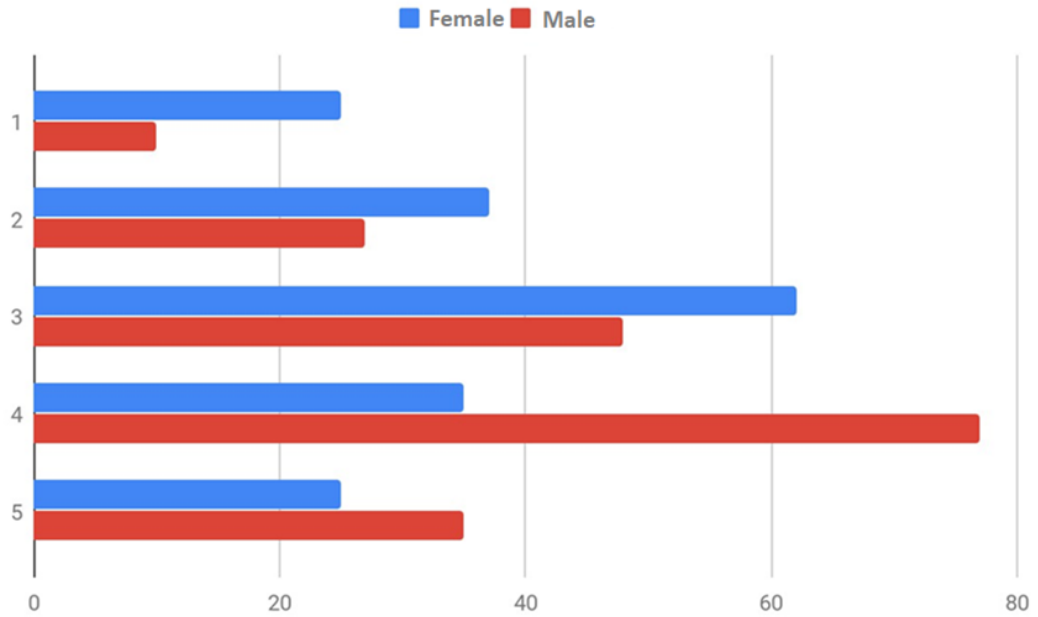


Figure 4.5. The Relationship between the Gender of the Participants and the Statement "Social Media Account Provides Personalized Services"

Figure 4.5. shows the relationship between the gender of the research participants and their thoughts about the social media account providing personalized service. Accordingly, it is seen that male participants who think that the social media account of the relevant brand provides personalized service are higher than female participants. It is seen occasionally that brands determine their marketing strategies according to gender while offering their products or services. In this case, when the behaviors of the genders vary in marketing, brands act towards it. According to Barletta (2003), men exhibit individual behavior while women exhibit social behavior. In this context, the idea that men's social media account of the relevant brand provides personalized service supports that men give more importance to individuality in consumption compared to women. Because women's consumption behavior is social, the research showed that the rate of women who answered "I totally agree" was lower.

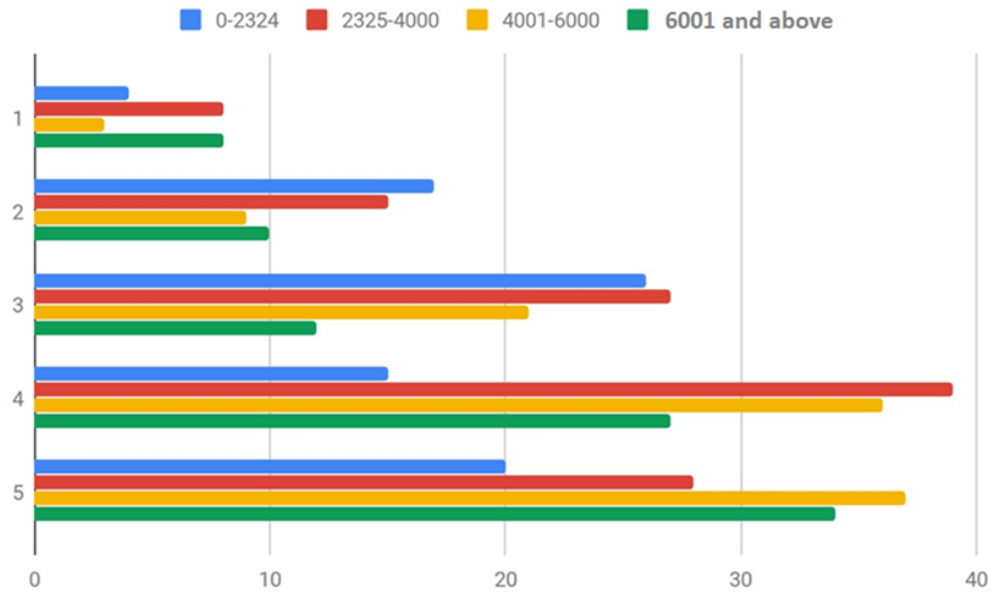


Figure 4.6. The Relationship between the Income Level of the Participants and the Statement “The Tools of the Related Brand Have a Modern Appearance”

Figure 4.6 shows the relationship between the income level of the research participants and their thoughts about the brand's tools having a modern look. Accordingly, it is seen that the participants with a high-income group who think that the tools of the relevant brand have a stylish appearance are more than the participants with a low-income level. It was observed that low-income consumers act only on their thoughts about the quality of the product. In the study, it was observed that visuality and other studies related to visuality did not cause a positive change in the effect of the brand on the consumer, according to the low-income consumer. In the study, which was carried out by looking at the data obtained, it was seen that the research participants with a high-income level thought that the brand's tools had a modern look compared to the research participants with a low-income level.

4.4. Results and Evaluation of Hypotheses

Correlation analysis is whether there is a relationship between two or more variables. If there is a relationship, it is the analysis that determines the direction and strength of this relationship. Pearson correlation coefficient, one of the frequently used correlation analyses, and the relationship between two variables. It can occur in three different

ways: positive correlation, negative correlation, and zero correlation. A positive correlation is when two variables move in the same direction as they increase or decrease together. Negative correlation: It is a situation where the specified variables move in the opposite direction, and one of the variables decreases while the other increases. Zero correlation is when two variables act differently from each other, as if there is no connection between them.

Table 4.12. Perceived Social Media Performance and Brand Image Correlation Analysis

		Perceived Social Media Performance	Brand Image
Perceived Social Media Performance	Pearson Correlation	1	.718**
	Sig (2-tailed)		.000
	N	196	196
Brand Image	Pearson Correlation	.718**	1
	Sig (2-tailed)	.000	
	N	196	196

Table 4.12 displays the results of a correlation study demonstrating the association between opinions of social media performance and brand image characteristics. Perceived social media performance was shown to positively correlate with brand image by 71.8%, per the findings of the correlation study. Given that the Pearson correlation coefficient in Table 4.12 was calculated to be 0.718 (the value used to test hypothesis 1), it is clear that there is a solid and positive significant association between the two variables.

In light of the data in Table 4.12, it can be concluded that there is a strong link between how well a brand is regarded on social media and how well the brand is perceived overall (Hypothesis 1). These findings provide support for the H1 concept.

Table 4.13. T-Test of Gender and Perceived Social Media Performance

Gender	N	Average	Std. Deviation	F-test	p
Male	107	3.48	0.96423	-7.794	0.021*
Female	89	4.29	0.90232		

*p<0,05

A T-test was used to compare perceived social media performance between genders. On the scale of perceived social media performance, 107 of the participants are male, and 89 are female. The perceived social media performance scale average is 3.88. However, the average social media performance perceived by men is 3.48; The standard of social media performance perceived by women is 4.29. A significant difference was found because the Significance (p) value was less than 0.05. T-test results between groups are high. The t value was determined as -7.794. These findings validated the H2 hypothesis.

Table 4.14. Perceived Social Media Performance and Age Groups Homogeneity Test

Levene Statistics	Df 1	Df 2	Sig
3.612	4	180	0.084

It is seen that the group variances are homogeneous because the level of significance is more significant than 0.05 in the Levene test performed according to the data in Table 4.14.

Table 4.15. An Analysis of Variance for Age and Perceptions of Social Media Success

Age Groups	N	Average	Std. Deviation	F-test	p
18-29	59	4.21	1.105	11.582	0.031*
30-39	42	3.9	1.055		

Table 4.15. (cont.)

40-49	37	3.45	1.135	11.582	0.031
50-59	32	3.65	1.035		
60 and above	26	3.13	1.225		
Total	196	3.92	1.075		

*p<0,05

Table 4.14 shows the perceived social media performance scale averages based on age group data. According to the data above, it was determined that the age group exhibiting the most positive attitude towards the scale was the age group between 18-29, with an average of 4.21. It was determined that the age group with the most negative attitude towards the perceived social media performance scale was 60 and over, with an average of 3.13. The p-value (significance) was calculated to be 0.0310.05 based on the results of the ANOVA test. The findings indicated that participants' evaluations of their social media performance varied significantly with age.

Table 4.16. Tukey Test for the Relation between Age and Evaluations of Social Media Performance

		Average Difference	Standard error	p
18-29	30-39	0.24148	0.13052	0.912
	40-49	0.08084	0.2202	0.808
	50-59	-0.3925	0.28001	0.737
	60 and above	-0.3308*	0.07026	-0.009*
30-39	18-29	-0.2715	0.13052	0.912
	40-49	0.10963	0.13766	0.935
	50-59	-0.1805	0.29023	0.97
	60 and above	-0.0881	0.00764	0.311

Table 4.16. (cont.)

40-49	18-29	-0.1108	0.2202	0.808
	30-39	-0.1396	0.13766	0.935
	50-59	0.19091	0.22838	0.962
	60 and above	-0.1002	0.1045	0.637
50-59	18-29	0.36245	0.28001	0.737
	30-39	0.15047	0.29023	0.97
	40-49	-0.2209	0.22838	0.962
	60 and above	0.1102	0.17251	1
60 and above	18-29	0.30078*	0.07026	-0.009*
	30-39	0.05811	0.00764	0.311
	40-49	0.07015	0.1045	0.637
	50-59	-0.1402	0.17251	1

The significance of the ANOVA test's significant differences was determined using the Tukey test, one of the Post Hoc tests. Table 4.16 shows a statistically significant difference between the 18-29 age group and the 60+ age group, as determined by the Tukey test. The results showed significant differences in how different age groups evaluate social media success. These findings provide support for hypothesis H3.

Table 4.17. Examining the Normativity of Self-Reported Social Media Performance and Educational Background

Levene Statistics	Df 1	Df 2	Sig.
1.864	4	181	0.768

It is seen that the group variances are homogeneous because the level of significance is more significant than 0.05 in the Levene test performed according to the data in Table 4.17.

Table 4.18. Evaluation of Social Media Competence and Academic Progression Using an ANOVA

Educational Status	N	Average	Std. Deviation	F-test	p
High school	63	3.81	0.965	2.836	0.091
Bachelor degree	41	4.29	1.035		
undergraduate	76	3.8	0.905		
graduate	16	3.84	1.005		
Total	196	3.92	0.875		

Table 3.18 gives the averages of the perceived social media performance scale depending on the educational status data. According to the data above, it was determined that the group with the most positive attitude towards the scale was the group with a bachelor's degree education, with an average of 4.29. It was determined that the group with the most negative attitude towards the perceived social media performance scale was the group with undergraduate education, with an average of 3.8.

The analysis of the variance test showed a significance level of $0.091 > 0.05$. The results showed that participants' educational background did not impact how well they were thought to perform on social media. These findings provide strong evidence against the H4 theory.

Table 4.19. A Test of Homogeneity for Income and Ratings of Social Media Performance

Levene Statistics	Df 1	Df 2	Sig.
2,328	3	181	0,826

It is seen that the group variances are homogeneous because the level of significance is more significant than 0.05 in the Levene test performed according to the data in Table 4.19.

Table 4.20. An Analysis of Variance for Social Media Evaluations by Income Level

Income	N	Average	Std. Deviation	F-test	p
0-1999 LYD	42	4.23	0.965	1.691	0.139
2000-3999 LYD	59	3.74	0.935		
4000-599 LYD 9	51	4.08	1.015		
6000 LYD and above	43	3.66	0.985		
Total	196	3.85	0.955		

Table 4.20 shows the perceived social media performance scale averages based on income level data. According to the data above, it was determined that the group with the most positive attitude towards the scale was the income level group between 0-1999 LYD, with an average of 4.23. It was determined that the group with the most negative attitude towards the perceived social media performance scale had an income level of 6000 LYD and above, with an average of 3.66. The results of the analysis of the variance test indicated a significance level of $0.139 > 0.05$. Based on the results, it was concluded that participants' wealth did not affect how successful they thought their social media presence was. These findings provide strong evidence against H5.

Table 4.21. Brand Image and Gender T-Test

Gender	N	Average	Std. Deviation	F-test	p
Male	107	3.74	1.08928	-3.697	0.021*
Female	89	3.96	1.0382		

* $p < 0,05$

A T-test was used to compare the brand image between genders. In the brand image scale, 107 participants are male, and 89 are female. The brand image scale average is

3.85. On the other hand, the average brand image perceived by men is 3.74; The intermediate brand image perceived by women is 3.96. A significant difference was found because the Significance (p) value was less than 0.05. T-test results between groups are pretty high. The T value was determined as -3.697. These findings provide support for hypothesis H6.

Table 4.22. Comparison of Brand Appeal Across Different Age Groups

Levene Statistics	Df 1	Df 2	Sig.
2.517	3	181	0.075

It is seen that the group variances are homogeneous because the level of significance is more significant than 0.05 in the Levene test performed according to the data in Table 4.22.

Table 4.23. Comparison of Brand Perception Across Different Age Groups

Age Groups	N	Average	Std. Deviation	F-test	p
18-29	59	4.15	1.045	3.448	0.014*
30-39	42	3.88	1.105		
40-49	37	3.55	1.095		
50-59	32	3.72	1.075		
60 and above	26	3.65	1.185		
Total	196	3.85	1.115		

*p<0,05

Table 4.23 shows the averages of the brand image scale depending on the age group data. According to the data above, it was determined that the age group exhibiting the most positive attitude towards the scale was the age group between 18-29, with an average of 4.15. It was determined that the age group with the most negative attitude towards the brand image scale was 40-49, with an average of 3.55. The p-value (significance) was determined to be 0.0140.05 based on the analysis of variance (ANOVA) test results. These findings indicate that the brand's perception varies significantly with the age of the respondents.

Table 4.24. A Tukey Test for Different Age Group Perceptions of a Brand

		Average Difference	Standard error	p
18-29	30-39	0.05951	0.20885	0.831
	40-49	-0.1408*	0.02062	0.013*
	50-59	0.23118	0.11246	0.669
	60 and above	0.3498	0.06062	-0.008*
30-39	18-29	-0.0895	0.20885	0.831
	40-49	-0.2436	0.27452	0.971
	50-59	-0.2015	0.0102	0.945
	60 and above	0.12017	0.21063	0.697
40-49	18-29	0.11082*	0.02062	0.013*
	30-39	0.21361	0.27452	0.971
	50-59	0.28884	0.15205	0.333
	60 and above	-0.4955	0.1877	0.395
50-59	18-29	0.23118	0.11246	0.669
	30-39	0.17152	0.0102	0.945
	40-49	-0.3188	0.15205	0.333
	60 and above	0.13067	0.18048	0.971
60 and above	18-29	-0.3798	0.06062	-0.008*
	30-39	-0.1502	0.21063	0.697
	40-49	0.46546	0.1877	0.395
	50-59	-0.1607	0.18048	0.971

*p<0,05

The significance of the ANOVA test's significant differences was determined using the Tukey test, one of the Post Hoc tests. According to the Tukey test results in Table 4.24, significant differences were found between 18-29 and 40-49, and between the ages of 18-29 and the age group of 60 and over. According to the data obtained, it has been determined that brand image differs according to age groups. These findings provide credence to the H7 hypothesis.

Table 4.25. Comparison between Brand Reputation and Socioeconomic Status

Levene Statistics	Df 1	Df 2	Sig.
2.384	3	181	0.376

It is seen that the group variances are homogeneous because the level of significance is more significant than 0.05 in the Levene test performed according to the data in Table 4.25.

Table 4.26. One-Way ANOVA for Brand Equity and Professional Background

Educational Status	N	Average	Std. Deviation	F-test	p
High school	63	4.03	0.925	1.673	0.109
Bachelor degree	41	3.65	0.875		
Undergraduate	76	3.83	1.005		
Graduate	16	3.78	0.905		
Total	196	3.85	1.025		

Table 4.26 shows the averages of the brand image scale depending on the educational status data. According to the data above, it was determined that the academic status group with the most positive attitude towards the scale was the group with high school education, with an average of 4.03. It was determined that the education group with the most negative attitude towards the brand image scale was the bachelor's degree education group, with an average of 3.65. The results of the analysis of the variance test indicated a significance level of $0.109 > 0.05$. There was no statistically significant correlation between participants' levels of education and their perceptions of the brand. These findings disproved the H8 theory.

Table 4.27. Brand Image and Income Level Homogeneity Test

Levene Statistics	Df 1	Df 2	Sig.
1.457	3	181	0.251

It is seen that the group variances are homogeneous because the level of significance is more significant than 0.05 in the Levene test performed according to the data in Table 4.27.

Table 4.28. ANOVA Analysis of Variance for Brand Equity and Revenue

Income rate	N	Average	Std. Deviation	F-test	p
0-1999 LYD	42	3.74	1.155	1.452	0.168
2000-3999 LYD	59	4.05	1.065		
4000-5999 LYD	51	4.12	1.015		
6000 LYD and above	43	3.38	0.935		
Total	196	3.85	1.005		

Table 3.28 shows the averages of the brand image scale depending on the income level data. According to the data above, it was determined that the income level group with the most positive attitude towards the scale was the income level group with an average of 4.12 between 4000-5999 LYD. It has been determined that the income level group with the most negative attitude toward the brand image scale is 6000 LYD and above, with an average of 3.38. The p-value (significance) was calculated to be $0.168 > 0.05$ based on the results of the ANOVA test. Based on the results, it was concluded that participants' income had no impact on their perception of the brand. These findings disproved the H9 theory.

Table 4.29. Hypothesis Results

Hypothesis	Results
H1: There is a significant relationship between perceived social media performance and brand image.	Accepted
H2: Perceived social media performance differs by gender.	Accepted
H3: Perceived social media performance differs according to age groups.	Accepted

Table 4.29. (cont.)

H4: Perceived social media performance differs according to education level.	Rejected
H5: Perceived social media performance differs according to income level.	Rejected
H6: Brand image differs by gender.	Accepted
H7: Brand image differs according to age groups.	Accepted
H8: Brand image differs according to education level.	Rejected
H9: Brand image differs according to income level.	Rejected

CHAPTER V

CONCLUSIONS

Developments in technology and communication, changes in users' desires and demands, and the expansion of product range and communication channels have caused businesses to seek alternative marketing methods. Today, many companies prefer social media over than traditional media tools, where they can communicate face-to-face with their targeted customer group, have no difficulty managing their relations with customers, expand their information networks, allow quick feedback, and provide sales and after-sales services.

With the increase in competition, the forces that make up the market continue to develop, which has led to the formation of new trends in the field of marketing. Today, in addition to visual-based communication tools such as radio, cinema, newspaper, television, and magazines, technology-based marketing has brought social media to the fore.

It has become the focus of marketers that users, in fact, consumers, spend more time on social media networks. To catch these trends, businesses and marketing managers have worked for the compatibility of brands with social media, and to increase the loyalty of their consumers to their brands, they have started to use them as a guide for future developments by providing more information from users about their goods and services than before. Social media has become a marketing perception controlled by users rather than managers as it used to be.

With the increase in the use of social media, businesses in the global sense have felt tremendous pressure to connect to sites that may attract the attention of their customers. Social media offers an excellent opportunity for companies to establish close contact with their customers. If they succeed in setting the close relationships they aim for, they can get opportunities in many areas. For example, options such as

an increase in income, an increase in productivity, and a decrease in costs can be mentioned.

Businesses have become one of the channels where word-of-mouth marketing can be applied most successfully through the viral animated images they share on social pages. Companies need to be social media users with their decisions to control and reduce the obstacles that occur or may occur in marketing types. They will be able to control their current competitors in social media, position themselves as they wish against their competitors, and develop or change the necessary strategies to eliminate the risks that may arise.

With marketing carried out through social media, people can promote their websites, goods, or services through online social tools and strengthen their possibility of interacting with large groups that cannot be accessed with traditional media tools.

With social media tools, the thoughts of the people who consume can be obtained directly from them, and conversations can be held within the framework of friendship without the need to follow the consumers at a significant cost. With social media, the recognition of brands can be increased, groups can be established about brands, gossip or news can be made, a flow can be created, reputation can be created, competitors can be followed, and customer satisfaction levels can be increased.

Future studies could explore the relationship between perceived social media marketing performance and brand image in various industries within Libya. Investigating hospitality, tourism, or healthcare sectors could provide valuable insights into how these dynamics vary across different sectors. Conducting longitudinal research to track changes in brand image over an extended period can offer a deeper understanding of how social media marketing performance influences brand perception over time. This would provide insights into the sustainability of marketing efforts. Investigate how changes in brand image, influenced by social media marketing, impact consumer behavior, such as purchase intentions, loyalty, and advocacy. This would provide a more comprehensive view of the practical implications of your study's findings.

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APPENDIXES

APPENDIX A

Perceived Social Media Performance	I strongly disagree	Disagree	No idea	I agree	Absolutely I agree
It's fun to follow Libyan Airline's social media account	1	2	3	4	5
The content in Libyan Airline's social media account is interesting.	1	2	3	4	5
The brand's presence on social media platforms allows Libyan Airline to communicate with its customers.	1	2	3	4	5
On the Libyan Airline social media page, customers may interact with the company and one another.	1	2	3	4	5
The social media account for Libyan Airline makes it simple for me to voice my opinion.	1	2	3	4	5
The contents on Libyan Airline's social media account are the latest information.	1	2	3	4	5
It is very fashionable to use Libyan Airline's social media account.	1	2	3	4	5
Libyan Airline's social media account provides the opportunity to search for tailored information.	1	2	3	4	5
Libyan Airline's social media account provides personalized service.	1	2	3	4	5
Information I want to pass on to my friends about Libyan Airline	1	2	3	4	5
I can transfer it from Libyan Airline's social media accounts.	1	2	3	4	5

Brand Image	I strongly disagree	Disagree	No idea	I agree	Absolutely I agree
Libyan Airline supports activities related to the protection of the environment and nature.	1	2	3	4	5
Libyan Airline engages in activities aimed at environmental awareness.	1	2	3	4	5
Libyan Airline is a transparent institution.	1	2	3	4	5
Libyan Airline receives environmental awards in its sector.	1	2	3	4	5
Libyan Airline contributes to the awareness of consumers in its sector.	1	2	3	4	5
Libyan Airline invests in research and development.	1	2	3	4	5
Libyan Airline contributes to health and health services.	1	2	3	4	5
Libyan Airline does voluntary work.	1	2	3	4	5
Libyan Airline's tools have a modern appearance.	1	2	3	4	5
Developments about Libyan Airline take place in local and national press.	1	2	3	4	5
Libyan Airline has a variety of products.	1	2	3	4	5
Libyan Airline is an innovative company.	1	2	3	4	5
Libyan Airline has modern agencies and centers.	1	2	3	4	5
Libyan Airline is a reputable and respected institution.	1	2	3	4	5
Libyan Airline's financial strength is high.	1	2	3	4	5
Libyan Airline's products are world class.	1	2	3	4	5
Libyan Airline makes investments at home and abroad.	1	2	3	4	5
Libyan Airline has qualified employees.	1	2	3	4	5
Libyan Airline has high technology.	1	2	3	4	5

Libyan Airline's products are of high quality.	1	2	3	4	5
Libyan Airline contributes to the local economy.	1	2	3	4	5
Libyan Airline contributes to the Libyan economy.	1	2	3	4	5
Libyan Airline is one of the first institutions that foreigners who want to invest in Libya think of.	1	2	3	4	5
Libyan Airline bases its activities on customer expectations.	1	2	3	4	5
Libyan Airline values its employees.	1	2	3	4	5
Libyan Airline treats all segments with which it has relations with integrity.	1	2	3	4	5
Libyan Airline offers products with high performance.	1	2	3	4	5
Libyan Airline has safe tools and technical security.	1	2	3	4	5

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