

## **Measuring Social Media and Advertising Effects on Brand Image of Tishk International University**

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### **Abstract**

The current research measures issues related to brand image of Tishk University to persuade students regarding university selection their higher education and formation sources of that image. This study measures the effectiveness of universities' stake holders' external factors in brand image building of an academic institution through a conceptual model. The role of advertising and social media is hypothesized that they are important in the brand image building process. The study is descriptive in nature and for this purpose both the sources of data was used i.e. primary source of data and secondary source of data. A self-prepared structured survey questionnaire about demography and all the specified variables in the model were tested for credibility. Quantitative data analyzed using statistical multivariate data analysis techniques, such as T-test and regression analysis. Here the study has the evidence that the university brand image get affected by all the aforesaid variables. Null hypothesis got rejected for both hypotheses and alternative hypotheses got accepted for current research. The current research helps the universities to understand social media and advertising and their effect on brand image of Tishk University.

**Keywords:** Social Media, Advertising, Brand Image and Tishk University

### **Introduction**

According to (Patrik, 2007), brand Image is a category of concept that consists of gathered information on a specific product that exists in consumer's minds. The information collected may be empirical which might materialize from advertisements, friends and packages etc. As per (Malik et al, 2012), Brand image is a structure which is multidimensional in nature activated by attitudes, emotion, cognition, values and symbols of consumers which is brand equity's integral element due to its portrayal of consumer's brand value.

The significant issue in the present era is the university's branding due to the capacity enhancement of university students. The competition among the universities is expanding with the "supply of places" which exceeds the demand. (Szekeres, 2010). According to (Wijaya, 2013), many researches inspected the components which will influence the university's image as well as student's demands. Brand image creates an important part in the prosperity of a brand where brand image will merge with reputation and credibility of brand in creating particular experience of consumers to test and use a service or product. Brand image will test on brand loyalty or opportunism of consumers. The familiar phenomena for academics and industry are brands and branding where brands that existed in 16<sup>th</sup> century turned out to be current brands which are taking similar shape. "Some of the oldest known brands were founded by British ceramic expert Josiah Wedgwood and French fashion designer Rose Bertin" (Burk, 1996; de Paola, 1985).

### **Research Objective**

The study is based on specific research objective formulated to reach the research goals and formulated as:

- To understand the importance of brand image for private universities in selection of higher education by students.
- To know the brand image building process and effect of different variables on this.

## Literature Review

According to (Chen, 2016), the most important element for universities is brand image which has to convey to students. Brand image of educational institutions effects families, society and student's choice. The establishment of brand image by educational institutions is significant element while choosing a school by students. School's positive brand image can make difference among intentions of students in selecting schools. As per (Zhang, 2015), the impact of brand image on the customer from the "customer equity perspective", in nexus with the theories related to brand image. Companies must have sound knowledge on behavior of consumer in an increasing competitive global market where they need to construct marketing strategy which is effective. Companies must create awareness among consumers regarding their brand.

The impact of television on audience was drawn focus by the researchers Priya, Baisya and Sharma (2010) and stressed spectator's behavior which effected commercials of television and scrutinized the effect of attitude of children regarding advertisements released based on them and also indicated that product's appeal that was advertised was affected predominantly by children's attitude on advertising commercials. The research stated "while trying to interpret television advertisements, children differ in their cognitive abilities and thus have different attitudes towards themselves." Due to rapid growth of channels with new information in reaching customers who are real and potential where online advertisement is the most inexpensive and fastest method of advertising among other methods. Research made by (Kim & Gasman, 2011) on social media referred to the ways of communication among people over networks and communities which are virtual where they transfer ideas and information. "In order to create a very good corporate image and visibility, universities have to know and record which messages should be announced by the target group to which students." Website of the university, students' social networks, and postal brochures are important resources in social media in present era.

### Research Hypothesis

#### Hypothesis -1

H0: Advertising has no effect on brand image

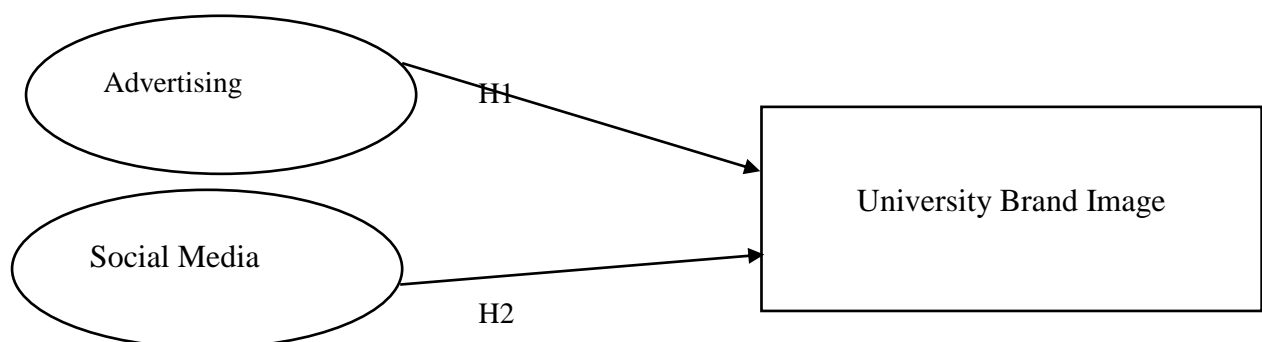
H1: Advertising has the effect on brand image

#### Hypothesis -2

H0: Social media has no effect on brand image.

H1: Social media has the effect on brand image.

### Conceptual Modal



Independent Variables

Dependent Variable

## Methods of the Research

The study is descriptive in nature and for this purpose both the sources of data were used i.e. primary source of data and secondary source of data. Firstly the secondary data was used as literature review. The purpose was solved by the visit of different online libraries, published articles available with different online databases and the printed published journals, magazines, newspapers and books. Secondly the primary data collected using structured survey questionnaire. The main conclusion of the research drew on the basis of data collected from primary sources by survey on the basis of one type of questionnaire done over the respondents. The different stages of data collection were divided into two main phases in the field. The first phase was aimed at collecting qualitative data (secondary information) and the second phase was aimed at collecting quantitative data (survey). For collecting interval scale data, a five-point Likert scale from 1 to 5 was used, where "1" accounted for the minimum possible value and "5" for the maximum possible value. Qualitative data was interpreted and descriptively presented while quantitative data analyzed using statistical multivariate data analysis techniques, such as T-test, ANOVA, and regressions. All these quantitative methods were used keeping in mind the research objectives. SPSS software package was used to analyze the data.

## Quantitative Tools and Techniques Used

Descriptive statistics were calculated after the reliability of the constructions was measured by Cronbach's alpha test. Descriptive statistics performed for this thesis included T-test, Anova and Regressions. One way to measure reliability is to perform the Cronbach's alpha test (Bland & Altman, 1997).

Dimensions	Number of items	Sample	Cronbach's Alpha
Private University Advertising External Factor (PRUEFA)	12	163	0.729
Private University Social Media External Factor (PRUEFSM)	12	163	0.728
Private University Brand Image (PRUBI)	22	163	0.860
ALL	46	163	0.772

The table above shows that the values of Cronbach's alpha for each factor. Three factors for Tishk University are reliable since their values of Cronbach's alpha are higher than 0.70.

### T-Test: Private University Advertising External Factor (PRUEFA)

#### One-Sample Test

Test Value = 4

t	df	Sig. (2-Mean tailed)	95% Confidence Interval of the Difference

					Lower	Upper
Item-1	-11.795	162	.000	-.395	-.46	-.33
Item-2	-11.132	162	.000	-.445	-.52	-.37
Item-3	-12.018	162	.000	-.464	-.54	-.39
Item-4	-11.878	162	.000	-.459	-.54	-.38
Item-5	-15.103	162	.000	-.568	-.64	-.49
Item-6	-12.428	162	.000	-.514	-.59	-.43
Item-7	-12.777	162	.000	-.520	-.60	-.44
Item-8	-11.384	162	.000	-.422	-.49	-.35
Item-9	-15.045	162	.000	-.580	-.66	-.50
Item-10	-9.624	162	.000	-.395	-.48	-.31
Item-11	-11.684	162	.000	-.480	-.56	-.40
Item-12	-11.175	162	.000	-.422	-.50	-.35

For the private university, the Advertising External Factor is that all items have a very important consequence. So, the study was accepted for further analysis.

T-Test: Private University Social Media External Factor (PRUEFSM)

#### One-Sample Test

Test Value = 4						
	T	df	Sig. (2-tailed)	(2-Mean Difference)	95% Confidence Interval of the Difference	
					Lower	Upper
Item-1	-15.340	162	.000	-.568	-.64	-.49
Item-2	-11.365	162	.000	-.466	-.55	-.39
Item-3	-10.534	162	.000	-.455	-.54	-.37
Item-4	-13.483	162	.000	-.532	-.61	-.45
Item-5	-9.701	162	.000	-.362	-.44	-.29

Item-6	-12.018	162	.000	-.459	-.53	-.38
Item-7	-16.702	162	.000	-.605	-.68	-.53
Item-8	-14.589	162	.000	-.534	-.61	-.46
Item-9	-13.392	162	.000	-.530	-.61	-.45
Item-10	-15.295	162	.000	-.584	-.66	-.51
Item-11	-14.913	162	.000	-.622	-.70	-.54
Item-12	-14.625	162	.000	-.609	-.69	-.53

For the private university, the Social Media External Factor is that all items have a very important consequence. Thus, the study was accepted for further analysis.

T-Test: Private University Brand Image (PRUBI)

#### One-Sample Test

Test Value = 4						
	t	Df	Sig. tailed)	(2-Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Item-1	-11.235	162	.000	-.443	-.52	-.37
Item-2	-9.362	162	.000	-.349	-.42	-.28
Item-3	-14.166	162	.000	-.601	-.68	-.52
Item-4	-9.648	162	.000	-.416	-.50	-.33
Item-5	-9.653	162	.000	-.422	-.51	-.34
Item-6	-11.032	162	.000	-.435	-.51	-.36
Item-7	-12.314	162	.000	-.501	-.58	-.42
Item-8	-12.018	162	.000	-.464	-.54	-.39
Item-9	-12.237	162	.000	-.536	-.62	-.45
Item-10	-12.388	162	.000	-.559	-.65	-.47
Item-11	-13.195	162	.000	-.541	-.62	-.46

Item-12	-12.034	162	.000	-.420	-.49	-.35
Item-13	-12.482	162	.000	-.532	-.62	-.45
Item-14	-13.101	162	.000	-.565	-.65	-.48
Item-15	-13.494	162	.000	-.559	-.64	-.48
Item-16	-16.183	162	.000	-.644	-.72	-.57
Item-17	-14.438	162	.000	-.565	-.64	-.49
Item-18	-14.500	162	.000	-.603	-.68	-.52
Item-19	-13.625	162	.000	-.588	-.67	-.50
Item-20	-15.215	162	.000	-.599	-.68	-.52
Item-21	-15.088	162	.000	-.547	-.62	-.48
Item-22	-8.339	162	.000	-.326	-.40	-.25

For the private university, the Brand Image is that all items have a very important consequence. Thus, the study was accepted for further analysis.

#### Model Summary, Anova and Coefficients for Hypothesis

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.095 <sup>a</sup>	.009	.007	.41097

a. Predictors: (Constant), PRUEFA

According to this model, 0.9% of PRUBI is explained by PRUEFA, so 99.1% of PRUBI is explained by other variables.

##### ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.737	1	.737	4.362	.037 <sup>b</sup>
	Residual	80.903	161	.169		

Total 81.639 162

a. Dependent Variable: PRUBI

b. Predictors: (Constant), PRUEFA

F- Value in this model is 4.362 and P- Value is 0.037 overall this model is meaningful.

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	3.167	.156		20.315	.000
	PRUEFA	.092	.044	.095	2.089	.037

a. Dependent Variable: PRUBI

Constant and coefficient of PRUEFA are significant since P-Values are 0.000 and 0.037 respectively.

$$PRUBI = a + bPRUEFA$$

$$PRUBI = 3.167 + 0.092PRUEFA$$

The hypothesis got accepted conceptually having the highly significant outcome with the Beta value of 0.095. This shows that there is a very low effect of advertising effect on brand image.

Model Summary, Anova and Coefficients for Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.263 <sup>a</sup>	.069	.067	.39835

a. Predictors: (Constant), PRUEFSM

According to this model, 6.9% of PRUBI is explained by PRUEFSM, so 93.1% of PRUBI is explained by other variables.

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.629	1	5.629	35.471	.000 <sup>b</sup>

Residual	76.011	161	.159
Total	81.639	162	

a. Dependent Variable: PRUBI

b. Predictors: (Constant), PRUEFSM

F- Value in this model is 35.471 and P- Value is 0.000 overall this model is meaningful.

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.617	.148		17.722	.000
	PRUEFSM	.251	.042	.263	5.956	.000

a. Dependent Variable: PRUBI

Constant and coefficient of PRUEFSM are significant since P-Values are 0.000 and 0.000 respectively.

$$PRUBI = a + bPRUEFSM$$

$$PRUBI = 2.617 + 0.251PRUEFSM$$

The hypothesis got accepted conceptually having the highly significant outcome with the Beta value of 0.263. This shows that there is a high effect of social media on brand image.

-PRUBI: Private University Brand Image

-PRUEFSM: Private University External Factor Social Media

-PRUEFA: Private University External Factor Advertising

## Conclusion

In this study the process is to draw the idea and conceptualize the new relationships among independent variable; external factors: advertising and social media and the dependent variable; brand image, in order to measure the role of independent variables in the brand image building process specifically Tishk University considered as a private university.

The hypothesis1 (advertising has the effect on brand image) got accepted conceptually having significant outcome with the Beta value of 0.095. This shows that there is a very low effect of advertising on brand image, the result that may be the reason is not explored in quantitative test but the qualitative exploration of the situation in the reason shows that may be in the beginning students are not knowing and do not understand the value of advertising in higher education in private universities. The hypothesis2 (social media has the effect on brand image) got accepted conceptually having the highly significant outcome with the Beta value of 0.263. As external factors, advertising



and social media, are having important role in brand image building process and the selection of the University for higher education is influenced by these variables. The theory has the very valuable contribution to the education sector that is becoming one of the highest competitive sectors as the business entity. All around the world the academic sector development specific to higher education is being more challenging to satisfy the consumer by providing all the needful support. Moreover, the academic development process is having a high value for the brand image. So it gets very important to know the different variables affecting the brand image and the process to build brand image. This research can be a roadmap for the KRG to make the private university more efficient which can lead to successful implementation of academic system and can generate more satisfaction. It will help the universities and KRG government to reduce the migration of students moving for the better brand image and that can be a contributor to social and economic development for Kurdistan.

The study concludes here that it has the extensive information on the variable effect on the brand image of university; external factors: (advertising and social media) and the dependent variable (brand image) have been tested with regression model which is presented in analysis.

If the university works on weak points, it is more likely to satisfy existing students and attract more candidate students.

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