



**THE INFLUENCE OF USING SOCIAL
NETWORKS ON BRAND PERFORMANCE AND
BRAND EQUITY IN TRADE BANKS OF IRAQ –
ERBIL BRUNCH**

**2023
PhD THESIS
BUSINESS ADMINISTRATION**

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Prepared as

PhD Thesis

KARABÜK

July 2023

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THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Ali Abdullah AHMED titled “THE INFLUENCE OF USING SOCIAL NETWORKS ON BRAND PERFORMANCE AND BRAND EQUITY IN TRADE BANKS OF THE ERBIL PROVINCE IN THE IRAQ” is fully adequate in scope and quality as a thesis for the degree of PhD.

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This thesis is accepted by the examining committee with a unanimous vote in the Department of Business Administration as a PhD thesis. July 20, 2023

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The degree of PhD by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

Prof. Dr. Müslüm KUZU

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DECLARATION

I hereby declare that this thesis is the result of my own work and all information included has been obtained and expounded in accordance with the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

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Signature :

FOREWORD

I would like to express my sincere gratitude to my advisor Asisst. Prof. Dr. Neşe YILDIZ who has provided unfailing help, patience, motivation, and immense knowledge, advice and guidance not only in this research but throughout the whole PhD program.

Besides my advisor, I also want to gratefully thank and specially respect to the Prof. Dr. Fatma Zehra TAN as my lecturer and committee member for their constructive comments in the writing of this thesis and to all her motivation and unique method for teaching and support, thanks a lot for the rest of my thesis committee and the whole family (Zainab, Milad, Yad and Aria) members and friends for their patience, emotional and spiritual support during this thesis and my life in general.

I also would like to extend a loving thank you to my parents –Abdullah Ahmed and Befry Mawlood -for being sources of endless support and inspiration to me.

ABSTRACT

Brand equity is one of the targeted outcomes for companies (banks) providing various services to the monetary and financial communities. On the other hand, using online social networks and collecting information from sites has an impact on customer behavior. The current research measures the influence of using social networks on brand performance and customer-based brand equity. A questionnaire was used to collect data 400 people were randomly selected and the research hypotheses were tested using the structural equation model. Present research approach is both descriptive in nature and practical in its objective. It focuses on collecting data from TBI clients in Erbil province, Iraq. The study hypothesis test findings revealed that the utilization of social networks has a substantial impact on brand equity and brand performance. As a consequence, participation and presence in social networks might help brand owners in knowing and determining the brand for others to introduce to customers in terms of its features and services. The more the desired brand is seen by more people and audiences in the virtual space, and the more customers are satisfied with the quality and services provided, the more people suggest employing this brand.

Keywords: Brand Equity; Brand Performance; Social Networks

ÖZ

Marka değeri, parasal ve finansal topluluklara çeşitli hizmetler sunan şirketler (bankalar) için hedeflenen sonuçlardan biridir. Öte yandan, çevrimiçi sosyal ağları kullanmak ve sitelerden bilgi toplamak müşteri davranışını etkilemektedir. Mevcut araştırma, sosyal ağları kullanmanın marka performansı ve müşteri tabanlı marka değeri üzerindeki etkisini ölçmektedir. Veri toplamak için bir anket kullanılmış, 400 kişi rastgele seçilmiş ve araştırma hipotezleri yapısal eşitlik modeli kullanılarak test edilmiştir. Mevcut araştırma yaklaşımı, hem doğası gereği tanımlayıcı hem de amacı açısından pratiktir. Çalışma, Irak'ın Erbil eyaletindeki TBI müşterilerinden veri toplamaya odaklanmaktadır. Çalışma hipotez testi bulguları, sosyal ağların kullanımının marka değeri ve marka performansı üzerinde önemli bir etkiye sahip olduğunu ortaya koymuştur. Sonuç olarak, sosyal ağlara katılım ve mevcudiyet, marka sahiplerinin, diğer kişilerin markayı, özellikleri ve hizmetleri açısından müşterilere tanıtması için tanınmasına ve belirlenmesine yardımcı olabilir. Arzulanan marka sanal ortamda ne kadar çok kişi ve kitle tarafından görülüyorsa ve müşteriler sunulan kalite ve hizmetlerden ne kadar memnunsal, o kadar çok kişi bu markayı kullanmayı önermektedir.

Anahtar Kelimeler: Marka Değeri; Marka Performansı; Sosyal Ağlar

ARCHIVE RECORD INFORMATION

Title of the Thesis	The Influence of Using Social Networks on Brand Performance and Brand Equity in Trade Banks of Iraq (Erbil Province)
Author of the Thesis	Ali Abdullah AHMED
Thesis Advisor	Assist. Prof. Dr. Neşe YILDIZ
Status of the Thesis	Ph.D.
Date of the Thesis	20/07/2023
Field of the Thesis	Business Administration
Place of the Thesis	UNIKA/IGP
Total Page Number	140
Keywords	Brand Equity; Brand Performance; Social Networks

ARŞİV KAYIT BİLGİLERİ

Tezin Adı	Online Sosyal Ağları Kullanmanın Marka Performansı ve Marka Değeri Üzerindeki Etkisi: Irak'taki Bölgesel Ticaret Bankası Şubelerinin Örnek Olay İncelemesi (Arbil Şubelerinin)
Tezin Yazarı	Ali Abdullah AHMED
Tezin Danışmanı	Dr. Öğr. Üyesi Neşe YILDIZ
Tezin Derecesi	Doktora
Tezin Tarihi	20/07/2023
Tezin Alanı	İşletme
Tezin Yeri	KBÜ/LEE
Tezin Sayfa Sayısı	140
Anahtar Kelimeler	Marka Değeri; Marka Performansı; Sosyal Ağlar

ABBREVIATIONS

SN	: Social Network
BE	: Brand Equity
BP	: Brand Performance
BA	: Brand Awareness
PQ	: Perceived Quality
BI	: Brand Image
SUC	: Subjective Criteria
GC	: Group Criteria
SCO	: Social Cognition
SPSS	: Statistical package for social sciences

SUBJECT OF THE RESEARCH

“The Influence of using Social Networks on Brand Performance and Brand Equity in Trade banks of Iraq (Erbil Province)” The research is focused on Brand Equity, Brand performance and social networks; the study will also focus on their effects on Customers.

PURPOSE AND IMPORTANCE OF THE RESEARCH

Based on the defined problem, the objectives of the present study are as follows:

1. A description of the variables associated with the use of social networks and brand performance, with an emphasis on brand equity in the bank.
2. The effect of social media usage on bank brand performance
3. The effect of social media on the distinctive advantage of the bank's customer-based brand.
- 4- Gender and variables reveal statistically significant differences.

Numerous studies have explored the relationship between brand equity, brand performance, online social networking willingness, and internet shopping intention. However, there is a noticeable absence of specific research investigating the influence of digital social platforms on brand equity and overall brand success in the market.

Social networks are regarded as a new form of prevalent and widely used societies, particularly among Iraqis, as an area for exchanging ideas, desires, and choices with friends. They serve a two-way function: on the one hand, they allow brands to reach the biggest number of clients (potential or actual), and on the other, users are more actively present in this field.

By participating in electronic recommendation advertising, they express their opinions, experiences and interests and play a full role in making informed choices for themselves and others. In recent years, brand subject and specifically brand equity has gained the focus of marketing researchers and institutions that evaluate brand equity. According to Acker's definition, the brand's special value shows the difference in price that a potent brand draws compared to an average brand in its sales.

According to statistics published by The Inter Brand Institute in 2009, brand equity for the top ten brands in the world alone amounted to \$422 billion. Considering the above, the attention of academics and practitioners Businesses are more focused on brand and brand equity and so far have been the subject of broad investigation. Identifying the structures that constitute brand equity and investigating the various promotional efforts that fortify these structures on the one hand and supplying templates for assessing brand equity on the other hand for different companies and industries has become undeniable. (Dehghani, Mohammadi, Pourashraf, Sayeh Miri, & Kahri, 2012, p. 103) Although ongoing studies has emphasized on building and conceptualizing brand equity, so far public approval on how to assess it and what structures should include the brand equity measurement process has not arisen. Each of the customer-based and brand performance-based approaches in the market from different dimensions has examined the brand equity constructs and They have presented a model, so it is imperative to promptly recognize and put into practice brand equity structures. So that it enables researchers to objectively quantify them and proficiently examine the factors related to brand performance in the market. (Asadollah, 2009, p. 3)

A significant transformation in the realm of business and services is the shift of corporate priorities from tangible assets to intangible assets. The brand's unique value is now recognized as a crucial gauge for assessing the effectiveness of brand strategies, making it vital to examine how marketing efforts can enhance or diminish this specific value. The brands distinct value functions akin to the intangible assets of an organization, and emphasizing this aspect contributes to organizational profitability and gaining a competitive edge over other companies.

According to Simon and Sol Yuan, in today's competitive market conditions, gaining a suitable place in the customer's mind in a manner in which the customer remains loyal to the company is of great importance. One of the factors that are effective in in the minds of customers is the unique value of the firm's trademark. (Abbas, kawusi, & esmael, 2017, p. 92)

A brand's success in the market is a function of the dimensions of brand performance. A strategic marketing approach can help a company accurately assess its brand performance in relation to competitors and enable the company to respond to emerging competitive threats and ensures that marketing strategies and the use of new

communication tools are properly weighed. In order to better understand brand performance in the market, companies have used a wide range of scales in which customer-based research often plays a central role in this research. Nego and Okas investigate the effects of company orientations, particularly marketing orientation and innovation orientation, on client equity and brand effectiveness in research targeted at adopting a vision for producing customer-centric value. According to the findings, marketers and innovators have a crucial role in acquiring customers, retaining them, growing sales, and improving brand performance in the market.

Due to the sharp increase in advertising competition, brands can hardly attract the attention of consumers, convey their message to them and finally convince them to buy the product. The most important marketing topic is consumer behavior. One of the goals of marketers in studying consumer behavior and learning is to encourage them to be loyal to the brand (brand) that brand equity has been a pivotal role and a starting point for differentiating between competitive bids. (Fayaz & Awataf, 2016, p. 55) Also, creating recognition of the trademark on internet-based community platforms raises the amount of word of mouth, and also creates and strengthens virtual interactions, system quality, and quality of information content, brand awareness. Current literature regarding brand equity suggests that today Brand equity is the concentration of numerous prominent firms. The key to brand management and development is to understand and recognize this issue what are the benefits that customers are looking for. Since today's customers are expecting more than yesterday, they are not solely seeking practical advantages, but also for tangible advantages like reputation, situation, character, way of life, success and other variables that can communicate powerfully with them. Therefore, what customers are seeking for is a catalog of features that go beyond the physical and intangible dimensions of the product. Brand equity has been considered as one of the most important issues that should be discussed and recognized in marketing. Branding is a main and important motivation for the bank as a service organization to move towards success and since the use of online social networks and the collection of information from sites is effective in purchasing behavior. Consumers value and trust their friends' purchase decisions more valuable than the opinions of unknown people.

It seems that online social networks can provide a platform in which organizations maintain contact with the masters and bring them with them. Intensive

competition in Iraq's banking services market makes brand equity seem very appropriate for banks. Banks to increase the equity of their brand first. They should seek to make their customers loyal (Khosravi, Foruzande, & Safahani, 2014, p. 7)

METHOD OF THE RESEARCH

This section covers the methodology, population, sample size, and the statistical and data collection tools employed in the research. The researcher adopted an analytical quantitative approach for this study, comprehensively exploring the characteristics of the variables, confirming their extent of presence, and examining the correlations and regressions between them.

HYPOTHESIS OF THE RESEARCH / RESEARCH PROBLEM

The response to the following question identifies the study's problem: What is the effect of employing social networks on brand performance and brand equity in Erbil trade banks in Iraq? In the study methodology chapter, this subject will be broken into several relevant sub-questions. The study's hypotheses in an attempt to address the study's questions, the following theories are noticed:

The First Main Hypothesis (H1): The tendency of using social networks affects brand performance

H1a: The social networks effects on the Satisfaction.

H1b: The social networks effects on the Innovation

H1c: The social networks effects on the Attitude

H1d: The social networks effects on the Recommend Advertising

The Second Main Hypothesis (H2): The tendency of using social networks affects the brand equity.

H2a: The social networks effects on the Brand Awareness

H2b: The social networks effects on the Perceived Quality

H2c: The social networks effects on the Loyalty

H2d: The social networks effects on the Brand Image

Brand equity, a highly regarded and significant marketing concept, holds a central place in contemporary discussions among researchers and marketing specialists (Srivastava, 2009). Its prominence stems from the strategic value it holds, as it plays a crucial role in shaping managerial choices and fostering a competitive edge for both companies and their customers. (Atilgan, 2007). Recognizing this role strengthens the need for organizations to evaluate the status of their brand and compare it with other competitors and reminds the need for research in this area. Because the intangible integrity of the service causes it difficult for clients to assess its quality, brands are especially important in the service industry.

Banks with great brand equity may be able to retain customers more successfully, meet their requests more effectively, and increase profitability. Successful execution and marketing management efforts that aim to build continual contact with the bank and its clients by offering value and paying attention to their demands can increase brand equity. It contributed to an increase in marketing productivity. Lack of awareness regarding the factors impacting banks' brand equity and their interconnections results in extensive resource wastage and increased marketing expenses. It also negatively affects the brand's well-being, weakens its competitive standing, raises the risk for the bank, and hampers the ability to retain and cater to key customers. Furthermore, failure to comprehend these elements leads to an inability to achieve financial and marketing objectives. David Acker's research highlights that brand equity enhances the effectiveness of marketing strategies, fosters customer loyalty, reduces marketing expenses, and lays the foundation for the brand's growth and development through expansion.(Atiya, 2014, p. 158)

Brand equity is the most common term used to express brand performance. (Abbas, kawusi, & esmael, 2017, p. 91) Brand performance indicates the level of a brand's success in the marketplace. Each brand has indicators to measure performance. In the marketing literature, it is stated that a universal and comprehensive criterion for There is no evaluation of brand performance; this issue can be a function of strategy, environment / organization, organization, market and various management psychological models. (Azizi, 2013, p. 124) It also considers brand performance as the brand's ability to meet the needs of customers. Brand equity management is emphasized as a pivotal issue in most organizations along with brand performance in the market.

Managers need to know how much brand performance is affected by brand loyalty. Therefore, it is important for brand managers to have reliable tools to evaluate customer-centric brand performance. (Ghasemifar , 2014, p. 83)

In general, banks play a vital function in the development and economic growth of a country because they act as the main source of finance because they act as a provider of liquidity in providing services and producing information. (Sufian & Habibullah , 2010, p. 77)

Currently, there is fierce competition in the country's banking sector. To maintain their superiority, banks must keep pace with global developments to create value and accommodate the needs of their customers. Therefore, the existence of competitive markets increases the importance of evaluating the brand performance of banks in order to continuously improve them. (Paradi & Zhu , 2012, p. 10)

Therefore, according to the new requirements in the new system of banking services and competition that exists today between banks in order to attract and satisfy customers according to new customer-oriented approaches, conducting scientific, applied marketing research in Iraq in order to better understand Customers and new banking services based on their needs are essential. Therefore, it is very important to study the bank's communication methods with customers and their influence on brand worth. Issues such as brand equity have a concept based on customer perspectives, but in addition to the organization and its customers, it is extremely important to shareholders, competitors and other stakeholders, and such research in the field of banking seems necessary. Existence of intense competition and diversification of customers, as well as the possibility of more choice for them, have put conditions in front of banks so that they strive and more and more the importance of keeping up with new technologies to increase their brand performance in the market and brand equity. Find out based on the customer. In this investigation, we seek to inspect the tendency to use online social networks on brand equity and brand performance. (Fayaz & Awataf, 2016, p. 62)

Therefore, taking into account the aforementioned, the primary inquiry of the research is whether the using social networks have an effect on brand performance by emphasizing the special value of the customer-based brand?

POPULATION AND SAMPLE

The population in Erbil province exceeds 1000, and a survey questionnaire was distributed to 500 customers, resulting in 424 responses. Out of these, 24 duplicate cases were excluded, leaving a sample size of 400 respondents for the survey.

SCOPE AND LIMITATIONS / DIFFICULTIES

In this research, the data was obtained from bank customers in Erbil province in the Iraq between January and May, which has created limitations in obtaining information about the subject under study. The exclusive use of a questionnaire, which would have been better, was also used by other assessment tools such as interviews, etc. And this research is in the field of marketing management

Most of the research that collects the information needed to confirm the hypotheses through questionnaires, there is a problem of communicating with the respondents and building trust in them in order to answer the questions accurately and correctly and eliminate their fear and anxiety.

Cross-sectional nature of data collection, which may not be consistent with future research findings in this population, Since the data were collected at a specific point in time and in a specific time frame, it is possible that if these data were implemented in another time frame, results other than these results would be obtained.

1. LITERATURE REVIEW

1.1. Introduction

Increasing competition in the service markets has forced many companies to look at their brand as a competitive advantage. In the past, services were judged as well as the brand name of a product. While a product promotes its name and brand in a completely different atmosphere from the services Managers need to know their potential impact on the value of the brand, and the investment of well-known companies should be directly to achieve and strengthen the reputation of the company and its loyalty. Faced with a plethora of products and services that are the same in terms of quality and shape, consumers decide to buy regardless of their characteristics lead to the brand of products. In fact, brands have become so important in consumer purchasing decisions that they are referred to as the company's assets. (Almestarihi , 2021, p. 33)

The true value of a product or service lies not in its physical attributes but rather in the perceptions and beliefs held by potential and existing customers, and it is the brand that instills this value in their minds. Nowadays, most companies and organizations recognize that the brand represents one of their most significant assets. In reality, a brand goes beyond being a mere product. What sets a branded product apart and gives it value is the combination of customers' perceptions and emotions about its features, functionality, the purpose it serves, and the perceived qualities of the company associated with the brand. Overall, branding serves as a potent means of setting organizations apart, and differentiation represents a crucial strategy for gaining a competitive edge. The value of a brand significantly influences the overall value of the company and its standing in the stock market. A brand with high value fosters customer loyalty, enabling the company to lower its marketing expenses. As stated by Gail et al., brand equity is the added value a brand imparts to a product, encompassing consumers' overall perception of the brand's advantages over its competitors. (Dlemi, 2016, p. 2)

Due to the characteristics of service features such as intangibility, indivisibility, heterogeneity, it can be concluded that the idea of branding holds greater for services than physical goods. Marketing in the service industry is often considered to be more difficult because of the distinct features of, superior experience and quality of belief, and

because it is more difficult for consumers to evaluate services before purchase, so generally perceptual risk will be higher in deciding to receive a service. The brand equity of the service potentially plays an important role in reducing the risk when choosing such brands.

The banking sector plays a crucial role in the service industry, occupying a distinctive position within economic systems and services. Robust brand equity in this industry empowers banks to retain customers effectively, meet their needs more efficiently, and enhance their financial gains. The success of a business is undoubtedly due to the brand performance of that business. Brand performance refers to the extent to which a brand has met customer needs, how successful it is in the market, and the tendency to measure a brand's strategic success. As a result, economic criteria are inappropriate for this structure and brand awareness, reputation and honesty have been suggested as important brand performance. (Hosni & Mousavi, 2013, p. 4)

With this introduction, with the widespread entry of social networks in the world and the influence of these media in the business environment, it may no longer be necessary to name these mass communication networks as one of the pillars of business in the new era. These networks have established an intelligent environment with a wide range of communications and an extremely wide ability to take part. Social networking platforms have arisen today as the prevalent means of communication which customers and consumers interact with the brand they are considering, share information, and also research about them. With these interpretations, the need to use these networks for world-class brands is inevitable and requires careful planning to make good use of this phenomenon. (Sorayayi, 2014, pp. 1-2)

Every research project requires a theoretical framework, which is the model on which the researcher theorizes about the links between the components found causing the significant problem. The theoretical framework serves as the foundation for all studies. The theoretical framework constitutes a coherent, well-developed, and comprehensive structure that interconnects variables derived from various methods like interviews, observations, and literature review. In accordance with the American Marketers Association, a brand is defined as follows:

Brand is a name, word, symbol, design, or combination thereof used to identify a vendor or group of vendors and to distinguish their goods and services from those of

other competitors goes. Brands are very valuable to the service sector because the intangible nature of the service makes it difficult for customers to assess its quality, Krishnan and Hartline, dived and Keller believe that marketers in the service sectors can measure and manage brand power through research on special value. Brand equity increases consumer satisfaction with paying high prices, increases store satisfaction with consumer participation and support, and reduces the company's vulnerability to competitive marketing activities and their vulnerability to crises. Keller also believes that positive customer-based brand equity is formed when customers respond positively to branded products compared to non-branded products. Brand equity is a multidimensional structure that includes the attitudinal aspect (brand awareness, perceived quality and brand association) and the behavioral aspect (brand loyalty). The notion of brand equity combines the attitudinal and behavioral aspects and probably introduces the most comprehensive framework for examining brand equity, which includes brand awareness, brand association, brand loyalty, perceived quality, and other brand-specific assets (Patent and brand monopoly, etc.) (Alkwfi, 2015, p. 51)

The success of a business is undoubtedly due to the brand performance of that business.

In marketing literature, there has been a recurring focus on assessing an organization's performance from various angles and levels. As a dependent variable, this evaluation often revolves around the products and services offered by the organization, which is known as brand performance. When discussing brands, two fundamental questions frequently arise: "What factors contribute to brand strength?" and "How can a robust brand be built?" To address these inquiries, the comprehensive concept of brand performance comes into play. Therefore, with the knowledge of the dimensions and characteristics of brand performance, managers are employed More effective brand strategies will be better equipped and more capable. Similar to a physician assessing a patient's health by considering various factors such as blood pressure, weight, and body temperature, a knowledgeable marketing professional examines the features and dimensions of a product to make informed decisions about suitable marketing strategies. However, just like in medicine, this analysis may not provide a complete picture but rather serves as a benchmark for the approach. Brand performance is a multifaceted concept, and there is no standardized measurement for it. Different scholars have proposed and utilized various criteria to evaluate brand performance.

We live in an exceptionally serious reality where numerous scholastics believe an organization's image to be quite possibly of its most significant resource. As a result, many businesses are interested in learning how to create a great brand. The key to managing and developing a brand is to know what the benefits of customers are looking for. Customers are not only looking for practical benefits today, but also search for more tangible features such as popularity, position, feature, lifestyle, success and other factors. As a result, customers are seeking for a set of attributes that surpasses the concrete and touchable elements of the product. In the term, this added value or increased product usefulness associated with the brand is called brand special value. (Abbas S. M., 2014, p. 141) Today, the construction of strong brands has become a priority for many organizations because of the extraordinary advantages they create. (Assaf , 2013, p. 15)

One of the most essential concepts in marketing management is the specific brand value. Farkoher is the first person to identify the brand's specific value. He stated that the brand's specific value-added value added adds to the value of the product. Academic researchers have examined the specific brand value of the brand from two different perspectives: The assessment of the brand's value varies when considering financial aspects and customers' viewpoints. From a financial perspective, the brand's value is determined by the company's asset value as dictated by the market. Conversely, from the customers' standpoint, the brand's worth is evaluated by taking into account their feedback and reactions towards the brand. This approach emphasizes the significance of customer perspectives that are shaped by the brand. In the consumer market, brands often create a different distinction between competitive offers, so that they are crucial to achieving instrument's success there is much attention to the extent that brands can affect service companies. A highly significant service industry is the banking industry, which has a unique position in the economic and service sector. Within this sector, a powerful trademark value enables banks to better maintain clients, to meet their requirements in a more efficient manner, and to increase profits).

Brand's special value can be augmented through effective execution and marketing management initiatives to constantly communicate between the bank and customers by giving the customer value and listening to their needs. Therefore, by examining the impact of the factors affecting the specific brand value in the banking industry, it can help to increase their marketing productivity. So that the ignorance of the factors affecting the brand's brand value and their relationships between them and

the relationships between marketing resources and costs, damaging brand health, laziness competitive position, increased bank risk, inability to maintain and care for key customers, fails to achieve financial and marketing goals and vulnerability in the capital market. (Netemeyer, 2004, p. 213)

Another of the most pressing concerns that brand managers face today is ways to deliver an improved understanding of the relationship between factors such as brand trust and brand performance. In particular, in the marketing management literature, many factors have been raised that affect brand performance. The concept of marketing implies that the industry is the process of customer satisfaction, not the process of producing the product. An industry starts with the customer and its needs, not by the rights, raw materials or sales skills. Only an organization can continue to survive when it is able to meet the customer's needs and goodness with a proper understanding of the opposite side) that this shows the importance of studying customer behavior. Brands should create sustainable competitive advantages for companies because if customers are granted exceptional brand appeal, the firm can attain a competitive edge. Therefore, it is crucial for brand managers to obtain dependable instruments to evaluate customer-centric brand performance. (Qahtan, 2014, p. 5)

In this chapter, the concepts of brand equity derived from customers and brand performance are studied according to the independent variable of tendency to use online social networks in the banking industry.

1.2. Brand Concepts and Definitions

Branding science has been a tool for centuries to distinguish between a manufacturer's goods from other manufacturers. In fact, the word brand comes from a word in ancient Scandinavian language called 'Brander' means hot or burned root. At that time, the ranchers were hot on their body to distinguish their animals from others (Keller & Lehman , 2003, p. 59)

A trademark is defined by the US Marketing Association as an amalgamation of a name, phrase, mark, symbol, design, or any combination thereof, and is used to identify the products and services of a seller or group of sellers (and to set them apart from the competitors) in 1960. The brand word and the process of creating a brand has become

one of the most important words in business and marketing over the past few decades, and many of the People are unable to perceive it. (Glesko, 2016, p. 11)

Most studies agree that a company's brand is a crucial component of its operations and one of its most valuable assets in the present competitive market, and many companies are eager to learn how to do this. Recognizing each component that influences the brand's unique value (market share) is one of the prerequisites for building a great brand.

The brand as a critical element for predicting customer purchase decision is, regardless of any business. A strong brand company is likely to make significant competitive profit compared to other competing companies. Building a strong brand for each company is essential to gain more performance due to increased competition and different needs of the global market. (Abdul Majida , Mohd , Samsudina, & Tamby , 2016, p. 184)

A brand as a cluster of unique values that are both functional and sentimental can provide customers with a desirable experience. A successful brand is valuable, active marketers can use it to gain competitive benefits, facilitate potential brand extension, develop flexibility against competitors' advertising pressure, and create entry barriers for competitors. (Wang & Li, 2012, pp. 7-8)

The definition of a brand can vary, including the following definitions: The brand is the seller's enduring obligation to offer buyers a collection of distinct advantages, perks and amenities. Oliver quotes Stephen King as saying: A commodity is an item produced in a manufacturing plant but a brand is something purchased by a customer. The brand is any design, sound, shape, color or a combination of these used to distinguish between products and services of manufacturers or seller and competitors' products and services. One of the six brand meanings is value. That states that the brand tells the manufacturer's values. (Qahtan, 2014, p. 8)

1.2.1. Brand Elements

Brand elements are objective and physical signs and signs that identify and distinguish a product or service. Things such as name, logo, slogan, brand story, brand in essence, brand personality and company culture are accessible, meaningful, memorable, supportable, futuristic, positive and transferable).

1.2.2. Brand Advantages

Brand elements are objective and physical signs and signs that identify and distinguish a product or service. Things such as name, logo, slogan, brand story, brand in essence, brand personality and company culture are accessible, meaningful, memorable, supportable, futuristic, positive and transferable. (Aaker, 2012, p. 326)

1.2.2.1. Functional Benefits

Includes needs to solve problems related to product or service consumption. in other words, these advantages allude to the inherent benefits of utilizing products and services, and are mostly related to product or service attributes, and mostly to low -class needs) in a series of Maslow's needs.

1.2.2.2. Experimental advantages

These include a tendency to brand that creates emotional pleasures, diversity, or motivations cognitive. These advantages are related to customer feelings when consuming goods and services and may be derived from relevant or unrelated traits to products and services.

1.2.2.3. Symbolic Benefits

These are the tendency for a brand that satisfies individuals' inner needs in terms of self -esteem, stabilization, belonging to the group, or cognition. These needs and advantages are mostly related to the product's unrelated attributes. Therefore, the attention to the brand in the form of a series of features and advantages is important; because in the mental world of consumers, brands are considered in the form of a set of advantages.

1.2.3. Brand links

Links say what the brand represents and what commitment to customers. The role of continuity in the branding lies that the company should not change what has been

created, because strong brands are constantly managed and people are confident and confident. According to academy, anything related to thought and memory for a brand is known as brand associations.

1.3. Brand Special Value (Brand Equity)

1.3.1. Topics and Historical Brand Value Studies

Brand's special value is a tool for measuring the competitive power of brands, which has been mainly examined and emphasized by two attitudes since the formation of this concept, with two attitudes: financial criteria and scales, and marketing. Financial criteria -based methods are mostly done by traditional financial management methods related to asset evaluation. A contentious topic is whether a marketing perspective should be applied when considering brand equity (either based on consumer perspectives) or with a financial approach (based on brand performance in the market (?)) (Asadollah, 2009, p. 56)

Brand equity became a paramount concern in the field of marketing management throughout the 1990s, but despite the many considerations that have been paid to this issue over the years; the studies have failed to create the same framework for this issue. Perhaps part of the main reasons for this is the different views presented to describe and measure this concept. Over the years, there have been three major perspectives in examining the specific brand value: 1 consumer -based perspective, 2 financial perspectives, and 3 combined perspectives in this study, the dimensions of the primary perspective are considered.

In marketing literature, consumer -based brand -based brand value is usually divided into two groups:

- A) Consumer perception;
- B) Consumer behavior

The concept of brand special value can be from two operating angles: from consumer perceptions) methodological (and consumer behavior including) behavioral approach (Consumer harvesting method including brand awareness, brand community

and perceived quality approach and approach Consumer behavior includes brand loyalty and focus on price deflation. (Mohan, 2022, p. 14)

According to Aker (1991) brand equity consists of five dimensions: 1. awareness, 2. perceived brand quality 3. Brand Associations. 4 brand loyalty and 5. Other Assets (such as royalties and patents)

He considers these five dimensions as the basis for measuring brand equity. Such conceptualization only observes CBBE.

Aker's definition of brand special value has different aspects. First, the brand's special value is a collection of assets. Therefore, managing brand special value requires creating and increasing these assets. Note, that part of the brand's special value assets relate to other assets that are completed and added to the brand. Like brand royalties and (Second, each brand asset generates value in a variety of ways.

Fourth, assets and obligations associated with the brand name and trademark may undergo changes or even some of them if there are any changes to the brand name or trademark. According to Aker, a significant concept that generates the brand's special value is brand identity. Brand identity is a unique set of brand associations in the minds of customers and indicates what the brand offers and what promises it makes to customers. Aker considers brand identity to consist of 51 dimensions that are organized in four perspectives:

Different types of brands can be categorized based on their attributes. For instance, a brand can be associated with a specific product, encompassing factors like product category, specifications, quality, usage, intended users, and the country of its manufacture. Alternatively, a brand can be linked to an organization, taking into account its organizational characteristics, local and regional influences as compared to its global presence. Another perspective is viewing a brand as a person, which involves considering brand personality and the relationships it builds with its customers. Lastly, a brand can also be seen as a symbol, involving its visual appearance, the metaphors it represents, its heritage, and the place of its origin.

Aker also separates the brand identity into two parts:

Central Identity: Extract and the central nature of the brand - which does not know the time and even with the brand's entry into fresh markets and the development of novel products remains constant.

Wide identity: includes a variety of elements and changes nature when creating a new product or entering a new market, for example, being friendly, being young, etc. (Hosni & Mousavi, 2013, p. 5)

Decisions for brands are often pressured to achieve short-term performance. When the structure of brands becomes outdated, loyalty decreases and the price becomes a priority. The initial move towards comprehending brand equity entails understanding what helps to create it. Brand Equity comprises an assortment of resources and obligations associated with a brand, its distinct name and emblem that have contributed to the value it provides. Resources and obligations can be grouped into five categories: brand loyalty, name recognition, perceived quality, brand association and other trading resources such as patents, trademarks, relationships within distribution channels. (Budac & Baltadora , 2013, p. 2)

After empirical research, the dimensions of brand equity, China and Orb 14 determined that there are strong interactions between the following:

- Brand loyalty and association.
- Perceived quality and brand relationship.
- Perceived quality and brand awareness;
- Perceived quality and brand loyalty.

(Virvilaite, 2015, p. 3)

For the first time, Chlorine defines the concept of customer-based brand equity, which is the distinctive effect of brand-to-brand knowledge on consumer reaction to brand marketing. In fact, in his opinion, brand equity emphasizes brand knowledge and based on comparing it with a similar product: consumer knowledge depends. Therefore, chlorine emphasizes two main structures in CBBE: Consumer knowledge and consumer reaction. Consumer understanding is characterized by brand recognition and brand perception while consumer reaction based on customer perception, brand preference and behavior towards-(brand marketing mixed activities) pricing, distribution, advertising,

and promotion. Claire states that the special value of the business name is the different impact that the brand's recognition on the consumer's response in the marketing of that brand. He believes that the current name and badge have a positive value from the customer's point of view when the Masjids respond optimally to a well-known brand name. Also when Customers respond to marketing related activities related to a brand adversely react to the brand's special value. Chlorine states that one of the characteristics of having a special value brand is the existence of intense loyalty to the brand. (Aldlymi, 2014, p. 5)

Claire states that there are four stages in creating a strong brand value and the pyramid of the brand's specific value. The idea of this model's infrastructure in relation to brand power lies in what the brands, emotions, views, and in general, the brand's experiences. In other words, brand power is in the minds of customers and shapes their emotions, experiences, learned, and mentality. In this pyramid, the brand's prominence is at the lowest level that measures brand awareness. The image and performance of the brand is the next level that delivers the significance of a brand for the consumer. The next level is the judgment and emotions that are defined as a brand response and at the apex of the pyramid resonance, which is defined as communication and loyalty. In this regard, the process of brand empowerment is a four-step process that is going on from the bottom up and at each stage, a fundamental question created in the customer's mind is answered. -These steps are as follows:

*Ensuring that consumers identify the brand and connect the brand with a specific need class, in the minds of customers (brand identity; who are you?)

*Creating brand meaning in customers' minds by linking the strategy of a set of tangible and intangible features to the brand

What is the meaning of the brand, what are you?

*Extracting the desired response from customers in terms of judgment and emotions (Brand's response; what is my response to you?)

*Transforming the brand's response to creating a strong and deep relationship between the customer and the brand (how is the brand relationship, how am I vetoing each other?) (Ganjinia, Kazemi Rad, & Bani Hatem, 2016, pp. 3-4)The most famous definition of brand equity by Uo & Danto is as follows: Brand equity includes a different

customer reaction between a branded product and a brainless product when both of them have a common level of marketing and product specifications.

Nicolino claims that the brand's distinctive value is as follows: The brand's distinctive value is the culmination of all the many attributes that consumers associate with its name, which may be an intentional combination of emotive and functional components. The brand's distinctive value only exists in consumers' perceptions and is thus irrelevant. In the face of the present to become money

There are various patterns such as Brands, Yang Evaluation, Kirtland, Chlorine Brand, and Aker Brand Value. A staircase knows in a way that must go from the bottom up. The steps of the brand resonance pattern are)

1. Symbolism of brand identification by consumers and linking the brand to a certain grade level or customer need in their thoughts

2. Using a variety of concrete brand connections and unexplored associations to gradually generalize the brand notion in customers' thoughts.

3. Attempting to influence customers' opinions of the brand while making judgments and expressing emotions.

4. Making an effort to alter consumer perceptions of the brand in an effort to develop loyal and engaged patrons.

Six significant consumer brand pillars must be built in order to implement these four processes. A brand pyramid may be created from these six pebbles. In this style, the logical basis for constructing the brand is considered on the left of the pyramid, and the emotional foundation is considered on the right of the pyramid.

-Creating a special brand value requires reaching the tip of the pyramid, and this happens when the rocks of the pyramid are fit together.

They are. The six cornerstone of this pyramid are:

*Brand prominence: Is the brand remembered every once in a while, in different ways of purchasing and consumption?

-Brand performance: This pertains to how well the product fulfills the functional and utilitarian requirements of customers.

-Brand Image: It involves the perception of the product or service's external qualities and the associations the brand creates to cater to customers' social and psychological needs.

-Brand judgments: These are centered on the personal beliefs and evaluations made by customers regarding the brand.

-Brand Emotions: Refers to the emotional responses and reactions elicited in customers towards a particular brand.

* Brand Resonance: The character of the connection that customers possess with the brand, as well as the amount of customers feel with the brand. Brand resonance covers the depth of the internal and psychological relationship of customers with brand (Againi, 2013, p3-4)

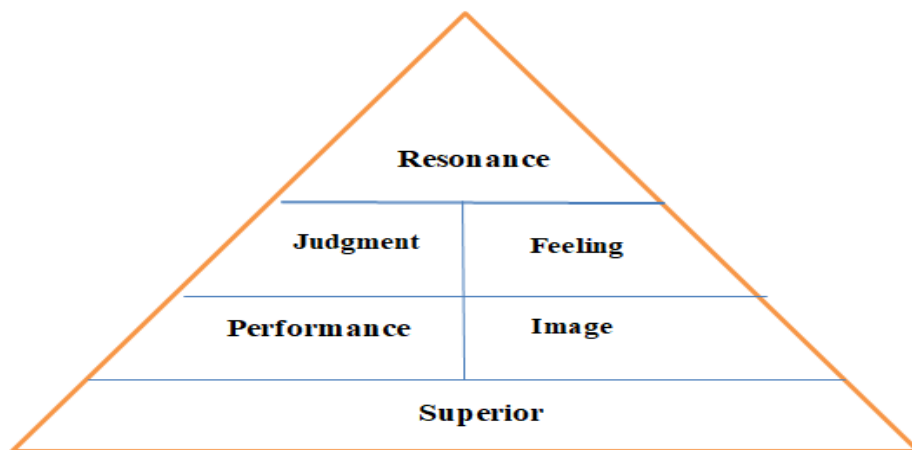


Figure 1: Brand-specific values pyramid (customer-centric) (Keller, 2001)

Celark says that the special value of the brand comes exclusively from customer loyalty and can be defined as follows, ((a different effect that brand recognition has on the customer's response to the brand's marketing activities)). Lazar and at all express the brand's special value as a consumer's prioritization of a brand compared to other brands in one class of products)). According to Gil at all, the value of the brand is the value that a brand adds to the product.

According to Liza Wuod, “distinctive brand equity refers to the full value of the brand as a standalone asset at the point of sale, a scale measuring the degree of customer

dependency on the brand, or a description of the relationship and beliefs customers have towards the brand". According to Lisa Wood, the unique worth of the brand is connected to appreciation. In other words, a brand's unique value encompasses the value that is added via customer communication and how a product's brand is perceived. The particular value of a brand is often characterized as a collection of interactions and actions involving consumers, participants in distribution networks, and a specific firm that enable a brand to generate greater revenues than an unidentified product. Liza wood believes that the economic advantages of companies with high brand value include the opportunity for successful development, resistance to competitors' marketing pressures, and creating obstacles and threats to competing competitors. (Amoako, 2019, p. 35)

In the simple yet profound definition of Ambler, the brand's unique worth is what we have in our heads and comes with us. The brand's unique worth is the value added that comes with products and services. In the international marketing glossary definition of brand values, assets, capitals and perceptions related to a product, service or idea to which it is assigned and promoted by the manufacture of that product, service or idea. The brand's special value also refers to the obligations and responsibilities associated with the brand. Nikolino defines brand-specific value, a different set of principles that individuals contribute to a brand's name, which can be a selective combination of functional and emotional factors. The special value of the brand is intangible and is in the minds of individuals. At the same time, it can be converted into money: (Sabah , 2013, p. 4)

According to Baharad Vaj, the most significant source of competitive advantage is total brand equity. As a result, the service sector now contributes significantly to national economies, accounting for more than 75% of GDP in industrialized nations, a number that is steadily rising. Improved service quality is one of the most crucial tactics businesses may employ in the modern world to acquire a sustained competitive edge owing to the tremendous pressures of the market. According to research in this field, enhancing the quality of the services offered by a company has a positive impact on the customer's happiness and loyalty as well as the company's market share and profitability. Service quality generally plays a key role in the success of service businesses as a strategic lever. It is therefore not unexpected that a variety of subjects are investigated, including service quality, service quality management, service quality evaluation of businesses, etc. On the other hand, strategy development, another kind of competitive

strategy, may assist several businesses and organizations in achieving their objectives. In addition, organizations, due to the high cost of creating new identifiers, invest in their current identifiers to increase the value of their ID to increase their profits and gain a higher reputation in today's competition scene. (Farjam & Hongyi, 2015, p. 17)

Most theoretical studies on brand value from the customer's point of view occurred in the first half of 1990 by following most empirical research. While a remarkable body of research marketers directs physical goods in branding activities; But less research has been done in the field of service. In providing the most important service of the globalization, this lack for more investment is more important and more valuable. (Khalasi, 2013, p. 203).

Table 1: The special value of brand from the viewpoint of different experts (Khodadad Hosseini, Rezvani, 2012)

Researcher	Definition Of Brand Equity
Farquhar,1989	The added value that the supposed brand grants to a product.
Aaker,1991	A collection of brand assets and related obligations that add or decrease the value provided for the product or service for the company and its customers.
De Chernatony & McDonald,1992	The distinctive feature that lies under the brand and gives an increased value to the company's balance sheet.
Keller,1993	The distinct impact of brand knowledge on consumer response to marketing activity.
Simon & Sullivan,1993	Cash flows that occur due to investments in the brand.
Park & Srinivasan,1994	Preference granted by brand to product, when perceived by an individual customer.
(Yoo & Donthu, 2001)	The difference in consumer choice between choosing a branded and non-branded product with similar characteristics.
Ailawadi,2003	Results that are awarded to a product using its brand compared to those that may happen if the same product does not have a brand.
Clow & Baack,2005	A set of features that make a brand unique in the market.

Price and Brand Equity

The Internet has made it possible for consumers to learn a lot about products and prices, thereby making consumers aware of the price sensitive. Consumers generally hold the belief that the price of a product is largely influenced by the balance of supply and demand in the market. Consequently, they consider the price to be an indicator of the product's quality. If we assume that consumers perceive higher quality in products as their price increases, then this correlation becomes evident; consumers consider the price of the product as a measure of product quality. . In some cases, the relationship

between price and perceived quality may be photographed so that if high prices are offered, competitive advantage among other competitors may be compromised; this is especially common in industrial markets. Low prices can have a beneficial effect on the consumer through a cost-saving perspective, but on the other hand it is also possible for the consumer to assume that companies offering lower prices reduce the quality so that they can have high profit margins. The impact of price on brand equity is related to the characteristics and type of market, so that in industrial markets the price is an important factor in the decision to buy, but in other markets it is not. (Shawi, 2020, p. 19).

Product and brand equity

The product name acts as an indicator of the value of the product by making the trading process easier and increasing the efficiency of promotional activities. The product name can relate to a lot of information about the product and thus plays a middle role in the quality perceived by the product. Product characteristics and specifications are always the main factor affecting brand experience in consumers. In addition, everything customers hear about the brand from other people's languages and everything the organization announces to customers in the field of their brand is all somehow closely related to the characteristics of the product. In a study conducted by Wen Ril at all, on the impact of the product elements and the distribution channel on the brand's special value, it concluded that the physical characteristics and characteristics of the product have a great impact on brand value. Tangible product features, for example, product quality and some product and intangible product features are factors that influence the formation of the perceived quality by the consumer. Attractive packaging design for the product reminds and attracts consumer. Of course, the packaging in Iraq is often copied and there are no rules for it (Sehar, Ashraf, & Azam, 2019, p. 37).

1.3.2. Special Value of Brand and Its Dimensions

The special value of the brand is a multidimensional concept and a complex phenomenon. According to Acker, the special value of the brand is a multidimensional concept, which includes brand loyalty, brand awareness, perceived quality, association

of the name and brand of merchants. The following is a description of each of the factors affecting the specific value of the brand.

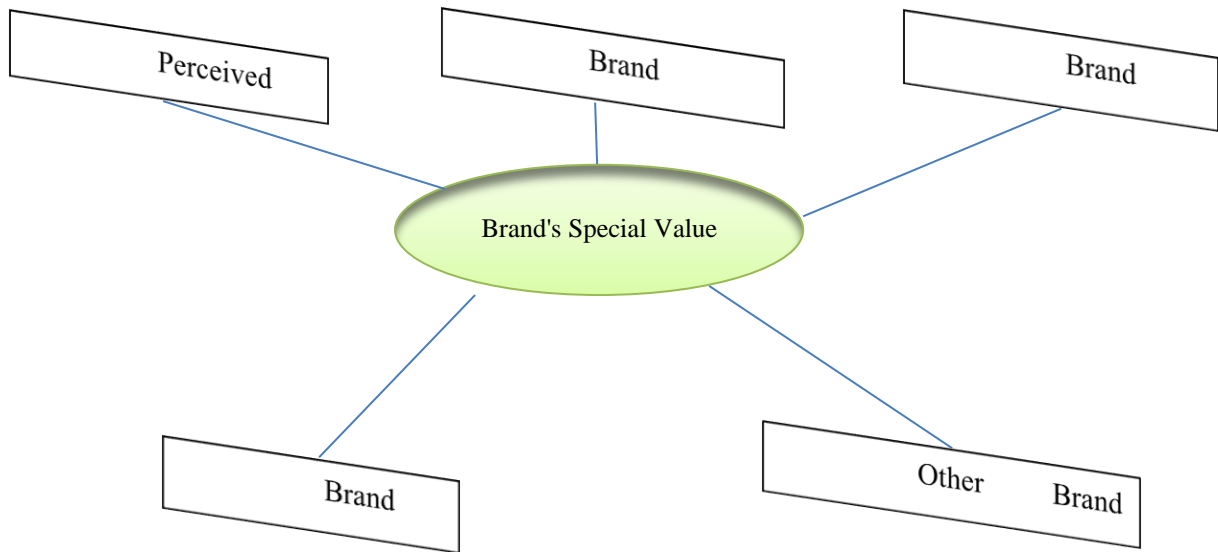


Figure 2: Conceptual model of brand equity Acker 1991

1.3.2.1. Perceived Quality

This expression describes how a product or service has been perceived generally by consumers. The consumer's assessment of a product's general superiority or superiority over competitors is represented by this. Quality might be actual or objective. (Çala & Adamsb , 2014, p. 478) The customer's perception of the general quality or superiority of an item or service in contrast to alternatives for the intended use is the definition of perceived quality. The perceived quality is the overall and unflinching (intangible) perception of the brand. However, perceived quality is frequently influenced by crucial elements like product qualities like reliability and performance, which is comparable to brand recognition. Though it should not be overlooked that perceived quality is a generic perception in any case, it would be beneficial to define and measure its primary characteristics in order to comprehend it. According to Aaker, the perceived quality of five ways can create value and actually affect the specific value of the brand name, which are as follows:

1. Reason to buy
2. Creating distinction/position

3. Additional payments (Price)
4. Willingness of distribution channel members to use products with increased perception of quality
5. Development of trademarks (Abbas, kawusi, & esmael, 2017, p. 96)

1.3.2.1.a. The Dimensions of the Perceived Quality

(Zeitham et al, 2014) Eight dimensions have been provided for the quality of service, some of which overlap the quality of the goods.

1. Tangible features: physical facilities, equipment and appearance of employees.
2. Reliability: The ability to provide the services it promises.
3. Accountability: Willingness to help customers and provide instant service.
4. Competency: Knowledge and skills of employees and their ability to transfer trust and honesty.
5. Credibility/Honesty: Being reliable and honest in dealing with customers.
6. Empathy: Paying special attention and empathy with customers
7. Politeness and Humility: Friendly behavior in dealing with customers
8. Communication: Giving customers awareness in the language they understand and listening to customers (Zeitham et al, 2014, p. 12)

1.3.2.2. Brand Loyalty

Brand loyalty is suggested as a factor determining the specific value of the consumer-based brand and is a strategic asset for the company. Perhaps among the concepts used to describe a strong brand is the brand loyalty that has received the most attention from academics. For this reason, there are a few definitions and action for brand loyalty: some focus on attitudes and beliefs, and others focus on behavioral aspects of brand loyalty.

Brand loyalty is a valuable asset for any brand. Research has shown that the costs of hiring new customers are very high due to advertising, personal sales, creating new accounts, and customer training. (Hosseini, Zainal, & Sumarjan, 2015, p. 158)

There are three perspectives on the concept of brand loyalty, namely attitudinal, behavioral, and composite loyalty. Promise or consumer purchase goals are often regarded as attitudinal loyalty, thereby researchers from this point of view emphasizing the psychological component of brand loyalty. In addition, the behavioral approach provides a more realistic picture of a brand how well it has performed against its competitors. Loyalty, on the other hand, is intended as a behavioral purchase mental exercise because it is a psychological process. Greater consumer loyalty can be achieved through an increase in customer identification with a brand. (Badr , 2021, p. 27)

Loyalty to the brand community: According to Kotler et al., loyalty is a strong individual sentiment and depends on specific brands and companies. If customers of each company have a lot of brand loyalty, they can gain competitive advantage in marketing, including reduced interactive marketing and transaction costs and increased sales.

Brand loyalty, which has long been considered one of the main marketing structures, is often the core and center of the brand's special value. If customers are indifferent to the brand, they actually buy according to the features, price and facilities associated with the product, as well as almost regardless of its brand. In this case, the special value of the brand is probably very low. But if customers continue to buy from a particular brand, if competitors offer better features, prices or more suitable facilities, that brand has considerable value. (Karbasi & Yardel, 2016, p. 25)

1.3.2.3. Brand Awareness

Brand awareness is defined as: the chance that customers are aware of the availability and unavailability of a company's products and services. Brand awareness widely is a significant factor in making decisions as well as assessing customers' perceived risk and ensuring purchases. Customers are most likely to be interested in brands that already have knowledge about it during the purchase, which results in an increase in market brand performance. (Çala & Adamsb , 2014, p. 478)

Brand awareness is the capacity to identify (recognition) and to remind prospective purchasers about a brand as a belonging to a specific category of products. In other words, a product class (such as a car) is reminiscent of a particular name and brand such as Benz, the special value of the brand based on the consumer, when the consumer has an elevated degree of consciousness and awareness of that brand and also has unique, desirable and strong associations in mind. Brand awareness is a common scale for measuring the effectiveness of advertising. Customers, who have knowledge of the brand of the organization, most likely recommend it to their friends and relatives and affect the cycle of feedback and product evaluation of the organization. And these things are vitally important in today's business environment. Brand awareness can make customers' revenue streams predictable and also increase revenues over time. Brand awareness leads to positive word-of-mouth advertising, increasing customer loyalty, creating basic barriers to competitors' entry, empowering the company in response to competitive threats, creating more sales and revenue, and reducing customers' sensitivity to competitors' marketing efforts. (Karbasi & Yardel, 2016, p. 5)

1.3.2.4. Association of Trademarks

The trademark evokes anything that is connected to the brand in memory. So McDonald's, it can be connected to a character like Ronald McDonalds, or to a group of consumers like kids, feeling like being happy, a product feature like service, a symbol like a head in a golden, lifestyle, an object like a car or any activity like going to the theater that exists next to McDonald's. The principled associations for purchasing decisions show loyalty to the brand and also create value for the company and customers, thus expressing these advantages: The principled associations for purchasing decisions show loyalty to the brand and also create value for the company and customers, thus expressing these advantages. (Karbasi & Yardel, 2016, p. 28)

1.3.3. Brand Equity Measurement Models

1.3.3.1. Brand Equity Models (Netemeyer, 2004)

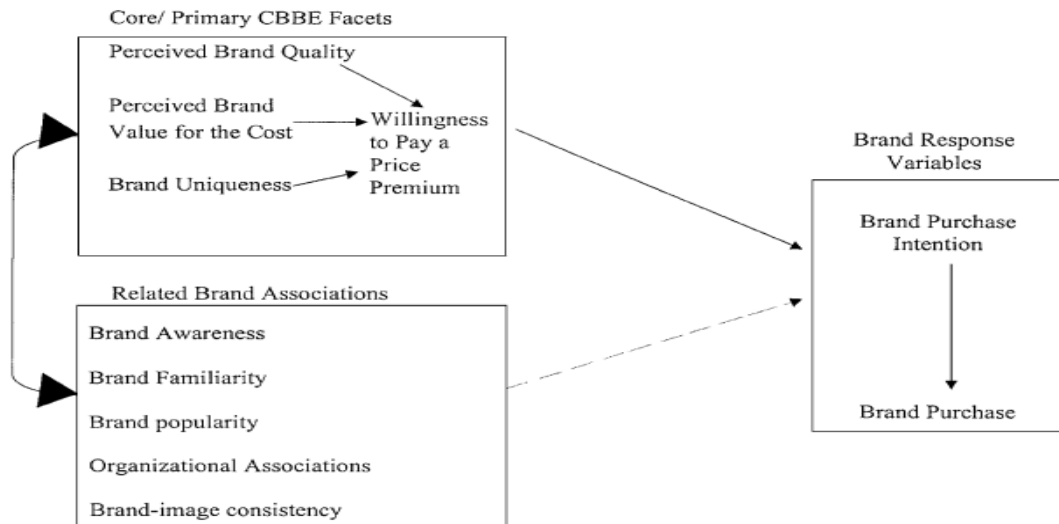


Figure 3: Model (potential relationships with CBBE)

In 2004, Netemeyer et al. Presented the CBBE model by upgrading acres and chlorine models. The research team presented a two -dimensional model to measure the brand's special value: the primary central aspects influencing the special value of the name and the badge and - the bonds related to the name and the badge. Each of these two dimensions consists of the qualities that are fully presented in the above figure. Both dimensions are effective in creating a desire for shopping and ultimately. The basic funds include behavioral indicators and connective funds consist of consumer attitudes. The basic funds include the quality of the brand, the perceived brand value of the brand based on the cost, the uniqueness, and the willingness to pay the higher. But brand -related links are a set of consumer attitudes and perspectives that are formed during consumption and exposed to promotional activities. Indicators such as brand awareness, brand familiarity, brand popularity, organizational links and brand image stability fall into this category. These two dimensions, overall, provide decision -making and desire to buy and are the process of purchasing. These two dimensions generally make decisions and desire for purchase and the purchase process is due. (Ammar, 2010, p. 62).

1.3.3.2. Uo & Donto Brand Special Value Model

Uo & Donto et al Through the evaluation of 12 brands in different American, Korean markets and cultures, and psychological tests, they presented a new scale on brand equity, So that this scale is valid and can be used publicly in different goods and different cultures and consequently different consumers. Based on Uo & Donto et al' researches using hierarchical effect theory, they presented a relationship model for three dimensions of brand equity, namely brand awareness/subjective association of brand, perceived quality and brand loyalty. Based on their scale there are three paths about these three dimensions. Brand awareness and subjective association of brand affects perceived quality and perceived quality also leads to brand loyalty (Uo & Donto) this model is also used by Kim and Hun and its fit in the structural equation model that they used was confirmed.

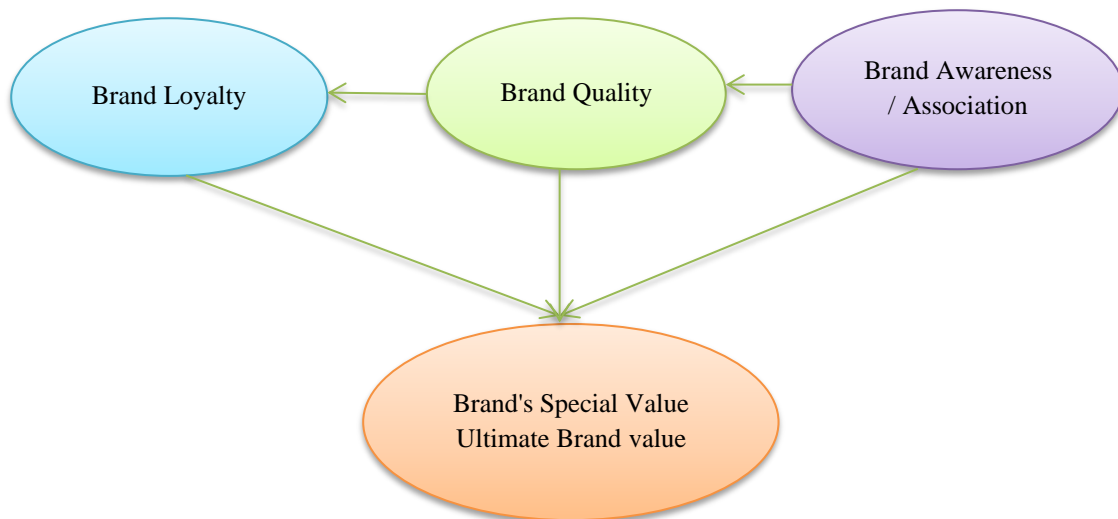


Figure 4: Brand equity models of uo & donto, 2001

1.3.3.3. Wang & Finn Brand Value Model (2013)

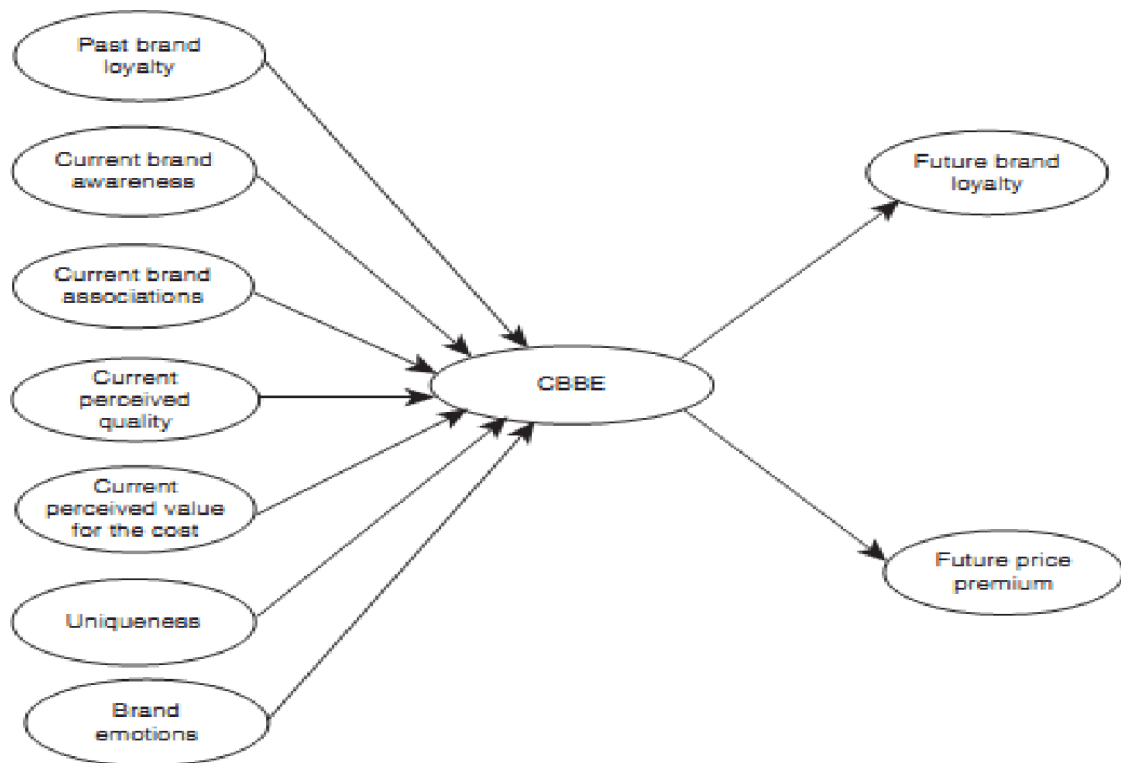


Figure 5: Wang & Finn brand value model

The model, released by Wang & Finn, is quite different from the brand -based brand -based models. Their research focuses on the differences in the domestic classification of products. In order to facilitate comparison, they presented a combination of consumer -based brand -based value -specific value, which systematically integrates its different dimensions. They explained that this model separates the dimensions of consumer -based brand -based value formation (CBBE causes) from its reflective dimensions (CBBE based on the cause and effect of its structure).

They have added another dimension of formation called brand emotion to expand consumer -based brand -based value range to brand. They emphasized that the dimensions of formation (such as perceived quality and being unique) jointly define the specific value of the consumer -based brand. Removing each of them may change its conceptual structure and reduce its validity. Emotional branding means loyalty to the customer. All marketing managers, through brand management and emotional branding operations, try to make a distinction for their brand among a sea of competing brands.

Branding isn't just about logos; it's about building emotional connections with customers. (Jamwal & Soodan, 2014, p. 26)

Despite the incidence and impact of all this feeling at the time of decision-making, it is clear that the feelings generated by the customer lead to profit for the organization. Creating a deep relationship with the customer with an emotional (emotional) dimension makes the customer not tempted at the time of purchase (even if he encounters lower levels of competitors' prices). Only, a personalized and insight-based marketing approach can form a strong enough link with the brand, which evokes an emotional and personal reaction in customers. Building a deep relationship with the customer requires more time than marketing. In essence, an organization that is branding emotionally prefers the needs of the customer over its selling product. (Torres, Augusto, & Lisboa, 2015, p. 947)

1.3.4. Branding Concept and Special Value of Banking Services

1.3.4.1. Importance of Branding in Banking Services Sector)

The nature of goods and services has always been of interest to scholars. Also, the inherent differences between services and goods have caused the brand to play an influential part in the service industries. Since a strong brand fosters trust in customers in visible service, empowers him in visualizing tangible and intangible advantages, reduces the perception of risk and brings about a long-term relationship between brand and consumer. It is clear that brand plays a different part in different service industries, but it is quite obvious that the importance of this issue in the financial services and banking industry has been felt more than ever due to the intensification of banks' movement from public to private management structure and industry movement, from static, to competitive and dynamic industry. (Alkwfi, 2015, p. 46)

Due to factors such as deregulation, increased globalization, reduced asymmetry of information generated by the Internet and the uniformity of the nature of proposals, competition among financial services has become extremely intense. Therefore, financial services try to stabilize powerful brands not only in the market, but also in the minds of the buyer. Therefore, branding is potentially important and organizations are looking to take advantage of their opportunities in this way. Branding also helps

financial services providers such as banks organize and label thousands of new services in a way that customers can understand. In addition, having a powerful and comprehensive brand provides a real alternative for financial services organizations that want to differentiate but are not willing to compete over price in a uniform market. (Alkwfi, 2015, p. 40) Of course, strong brands in services play an important role in reducing the risk perceived by customers and overcoming low levels of trust. (Nepomuceno, Laroche, & Richard, 2014, p. 619)

In this context, Simon & Dib believe that branding has a unique function in companies that provide services, because strong brands increase buyers' confidence in the unseen, empower them in a better impression and a more accurate understanding of intangible services, as well as reduce the financial, social or security risks perceived by buyers, especially in the case of financial services, which in the absence of tangible goods and characteristics. The search is completely based on trust characteristics and therefore their brand is completely based on the company's culture as well as the way companies do things. As a result, this means that all components of the company are involved in building the company's brand, so this proves that the importance of branding for financial services companies is much greater than tangible goods. (Maurya & Mishra, 2012, p. 122)

Therefore, according to the presented materials, it can be said that brand is a long-term and strategic asset for any company that can be effective in helping the relationship with the customer and related issues such as customer retention and profitability behaviors. Brand is a powerful tool in managing customer-to-company relationships that can add values to the company in two ways; first attract consumers by advertising and informing, then keeping current customers as a reminder about the purchase of goods. Most manufacturers have finally realized that the power lever is available to companies that have their brand or brand control.

1.3.4.2. The Relationship between SQ and BE in Banking Services Industry

Usually, service quality assessment takes place while the service is being provided. Each customer's call is viewed as a chance to establish confidence and a possibility to satisfy or dissipate them. The category of "service quality" has also been considered as the primary characteristic of competition among organizations since the

role of services in daily life has been revealed, so that paying attention to the quality of services separates the company from its competitors and results in a competitive advantage. According to the Seroquel framework, five dimensions and the main drivers for service quality have been identified: assurance, reliability, accountability, empathy and tangibles. The guarantee refers to the company's ability to perform committed services reliably and correctly. Reliability refers to the knowledge, politeness and courtesy of employees in the main centers of service companies as well as in branches, as well as their ability to build and instill trust and confidence in customers. Responding refers to the service company's willingness to help customers and provide them with timely and fast services. Empathy refers to showing the company's personal, warm and unique attention to each customer. Tangibles also relate to physical facilities and equipment, the appearance of employees and the communication tools available in the service delivery site, the quality of services also refers to consumers' general perceptions of the gap between expectations and actual performance of services. In service industries like insurance and banking, the quest for service excellence holds significant importance. This is because the quality of services directly impacts the organization's survival and profitability, and it also contributes to enhancing customer-centric brand equity for the company. In the field of banking services, the quality of services is defined as the customer's opinion or attitude toward the superiority of the service provided in the bank environment. Despite many studies on service quality, the relationship between service quality and brand equity has been less considered by researchers. The majority of service quality studies have been conducted to investigate the behavioral effects of service quality, such as positive verbal advertising, loyalty, etc., and to link service quality with other crucial marketing concepts, such as perceived value and customer satisfaction. Most of these studies have concentrated on developing service quality measures in specific areas, such as retail industries, online services, etc. However, they underlined the significance of service quality in elevating and bolstering the brand value of service providers and proposed that the highest possible service quality is the primary driver of brand equity. (Alkwfi, 2015, p. 42)

1.3.4.3. The Relationship between Service Quality, Perceived Value and BE in Banking Services Industry

A product's perceived value is a measure of product quality connected to the cost consumers are willing to pay. The influence of perceived value on customer behavior is significant. However, there are differences of opinion and challenges in understanding consumer value. In spite of such disputes, they have collectively defined value as the outcome of price and desirability from the perspective of customers. (Alkwfi, 2015, p. 42) In fact, the perceived value of the perspective of the consumer comes back to the desirability of the service or product received in exchange for the cost they incur; that is, how much they pay for the money they pay for the money they pay. The perceived value structure provides an opportunity to compare companies based on desirability price ratio. Most of the activities consumed are completed through satisfying needs and desires, and perceived value can be considered as a measure of the effectiveness and success of satisfying this need and desire. (Li, 2011, p. 80)

1.3.4.4. Brand Equity, Brand Preference and Purchase Intention in Banking Services Industry

Brand equity's existence raised the significance of marketing strategy. A key idea in brand management is brand equity. Brand equity is defined relatively differently by various scholars. Including:

1) Brand assets, which include the name and symbol associated with a product or service, have the potential to either enhance or diminish the value perceived by the company's customers.

2) The unique influence of brand knowledge on how consumers respond to brand marketing efforts.

3) The potential influence a brand can wield in the market through its name, symbol, or logo.

In a simple definition, the brand value of the brand is the value added or reward of a product to a customer, attributed to the brand name. The brand's special value depends on how the company uses the potential value of its goods and services, which inherently goes back to the brand's positioning and mental image. Brand equity

obligations are outlined by Aaker as follows: 1. Brand adherence 2. Brand recognition, 3. Perceived attributes; 4. Brand linkages; and 5. Additional brand-related assets, including the right to exploit, trademarks, and communication channels. For many sectors, brand equity is regarded as the most important asset. Brand equity is a crucial marketing concept that differs from the brand value of tangible goods and is particularly crucial for service businesses.

There are three methods that have been suggested to evaluate brand equity. The first strategy is the brand's market worth in terms of money, which is referred to as its unique value as a financial brand. The second strategy, known as customer-centric brand equity, is a multifaceted idea that covers the value added to products and services produced by customers' knowledge of and views of the brand. The third approach combines both financial and customer-centric perspectives. Customer-centric brand equity centers on the customers' understanding of the brand. The current study is centered on customer-centric brand equity. A framework has been introduced to examine the factors that influence and result from brand equity as perceived by customers. It emphasizes that customers' perceptions of the brand play a crucial role in shaping the brand's concept and value. They went on to add that brand equity directly impacts brand preference and buy intent, which in turn affects consumers' decision to purchase a certain brand. Other scholars have shown that brand equity encourages consumer loyalty and brand choice. (Alkwfi, 2015, p. 42)

1.3.4.5. The Relationship between Brand Preference and Purchase Intention in Banking Services Industry

Customer preference over a specific brand determines brand preference. The degree to which a client considers the services offered by the present business to be superior to those offered by other businesses is referred to as the brand's preference. They also intend to buy as a customer map to buy from a particular brand and spend considerable time and attention to that brand.

They provided a generic model of repurchase intentions for the service sector and used structural equation modeling to examine the connection between brand preference and repurchase intentions. The results demonstrated that brand preference strongly influences customers' intentions to make a purchase, particularly in the service

sector. This model was tested to consumers of vehicle insurance services and users of pension services. (Alkwfi, 2015, p. 42)

1.4. Brand Performance

1.4.1. Definitions and Concepts and Historical Studies of Brand Performance

The importance of understanding brand performance is an example of the fact that brand performance is the key to better corporate performance. (Fadzline, Mat Nor, & Syed Jamal , 2014, p. 2)

Brands are important assets that should be considered, many marketing researchers believe that marketing and its inventions are the most important aspects of achieving brand performance, a concept that is largely related to the success of a brand. One of the articles considers brand performance as the ability of the brand to satisfy the needs of customers. (Mouawaz, 2012, p. 645)

Brand performance implies how successful a brand is in the market. Since the formation of this concept, academics and researchers in this field have mainly been studied and measured with two types of attitudes: financial and marketing criteria and scales. Methods based on financial criteria are mostly carried out with static financial management methods related to asset valuations. One of the controversial questions is whether brand performance should be viewed from a marketing (or consumer) perspective or from a financial perspective. Brand performance refers to how much a brand meets customers' needs, how successful it is in the market and tends to measure and achieve the strategic successes of a brand. As a result, economic criteria are inappropriate for this structure. Brand awareness, reputation and honesty can be suggested as an important brand function.

In order to evaluate the performance of each brand, we need to use brand evaluation methods, each of which takes into account a specific part of the brand or its entire performance. (Adam , 2018, p. 7)

As we said, the perceived effectiveness of the company's brand performance can be measured by shareholders as well as financial and operational factors (e.g. sales

growth, profit, geographical expansion, market share). In general, how to understand the effectiveness of actions by shareholders (e.g. managers, shareholders and consumers (and understanding performance based on their knowledge and experience) observations, for example, in reputation, survival, achieving the goal, and success relative to competitors) can be measured. Previous work rarely used simultaneously there are three types of measurements, but due to data constraints, time and capacity we will usually have one or two choices. Accordingly, a method of understanding the overall effectiveness of customers as a criterion for measuring brand performance, namely customer -based brand performance (CBBP) exists. Customer satisfaction, loyalty and brand success are important variables for CBBP. (Yang, Sonmez , Li, & Duan , 2015, p. 12)

Brand's Social Power

As power affects the effectiveness of relationships and strategies in marketing, sales and advertising channels, it can also play a central role in brand creation conditions due to the huge changes in today's competitive market environment, successful brand construction as one of the most important and best business methods leads to the strength of the competitive position of the product against the increase in the power of retailers, one of the most important and best ways of business. Stronger brand creation models are customer-centric brand equity model.

The logic of this model is how do consumers feel the brand over time? Do they see it? And what do they learn? Brand strength is how much in the minds of consumers the special value of the brand remains defined as the distinct impact of brand knowledge on the consumer's response to brand marketing and represents the conditions in which the customer has knowledge of the brand and recalls certain appealing, powerful and distinct associations of the brand; This definition focuses on the consumer and his reaction to specific product marketing by extending the general definition of appreciation to the conditions of creating the brand's social power brand as a part of the customer-centric brand's special value, regardless of whether the concept is considered inherently cognitive or communicative. Therefore, it is expected that the more the brand's social power increases, the higher the brand's special value, the higher the brand's social power as 'a brand's ability to influence consumers' behavior and the reason why

consumers do something that otherwise would not have done the special value of the brand based on memory and (cognitive perspective) is defined as the theory of learning to explain the value. It is special for the brand and how to build powerful brands.

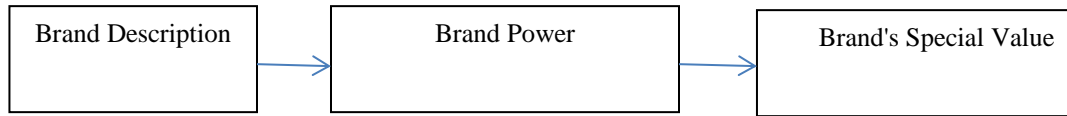


Figure 6: Brand value chain (Haydar, 2010, p. 50)

Brand functional social power

Imagining that the brand has the relevant knowledge, experience and expertise, the brand's functional social power emphasizes the brand's ability to influence consumer behavior by creating perceptions that the brand brings skill or specialized knowledge (such as innovation, quality, continuity of superior performance and superior knowledge) to the individual. One dimension of brand functional social power is consumers' perception of specialized knowledge or skills in a product promise. Maven, Wiener and Juag found that if the skill harvested for a source increased, the level of convincing would also rise. Similarly, Walker & Lang Mir found that skill harvested from another source specification set was the only factor that had a significant effect on consumers' purchasing intentions, and the effect of skill on behavior was also reported. Kerisci & Kasinof found that adherence to a source's recommendations were different based on the level of skill harvested. Wodsen & Danport (showed that a skilled seller makes more meaningfully more customers buy a product than an unskilled seller. Bosech & Wilson showed that the skilled seller is more effective than the less skilled seller in influencing the behavior of potential consumers. Liyo & Lich found that the level of skill harvested for the seller was positively correlated with consumer satisfaction, which in turn was positively correlated with behavioral loyalty.

Therefore, given the proven impact on the skill on the impact of consumer behavior in sales conditions, the functional power of a brand is expected to arouse similar behavioral responses among consumers. On the other hand, the intensity of the social power of the brand is influenced by consumer knowledge or skills in a particular field.

Ferench & Riyon assert that an influencer (i.e. the consumer) not only evaluates the influential skill (i.e. the brand) against an absolute standard, but also measures it in relation to its knowledge, Gil confirms this statement and shows that the strength of the skilled person is adjusted by the subordinate skill. When consumers do not have much information in a given field, the brand's functional social power should be greater, but when consumers have information, the brand's ability to influence consumer behavior is undermined by its perceived skills and knowledge, and the brand's functional social power should be weaker. (Haydar, 2010, p. 90)

Brand performance means the success rate of the brand in the market and tends to measure the strategic successes of a brand. A brand's success in the marketplace depends on brand performance measurements. A strategic marketing approach can help a company accurately assess how its brand is performing against its competitors, allowing the company to respond to emerging competitive threats and ensure that new marketing initiatives are properly measured to better understand the brand's performance in the market. Companies have used a wide variety of science-based scales. Customer often plays a central role in these researches. In a study, Leman Keler & Farli identifies the main dimensions of brand performance criteria and brand performance structures such as overall attitude, innovation, awareness, knowledge, distinction, fame, performance, benefits, trust and their effects on each other. Also, Ambeler Kokinaki Pontoni & Rili, in a study of developing a general framework for measuring brand and marketer performance based on six measurement criteria: financial, competitive, consumer behavior, intermediary consumer, customer feelings, direct trade and trade Innovation. In a study, Welkanski Sakrova & Yelo woski describe and compare disruptive approaches to finding criteria for measuring marketing activities through financial metrics and non-financial criteria. Nego & Oktas, in a research aimed at adopting a vision for creating customer-centric currency, examines perspectives on the impact of business orientations, especially marketing orientation and innovation orientation in order to create customer-centric value (customer-specific value and brand performance). The findings show that marketing and innovation play an important role in creating customers, keeping them, and increasing sales and better brand performance in the market. In a research, Hamond & Lomaks examine the positive and negative effects of recommended advertising on the possibility of buying a particular brand. In a study, Mortiasi and Siringoringo examine the impact of recommended advertising on

brand equity in automotive customers in Indonesia. The results show that recommended advertising on brand awareness, association, loyalty and perceived quality has a significant influence on the positive direction. (Fayaz & Awataf, 2016, p. 65)

Considering the conceptual model presented and the main concepts in the model and referring to the research background, it was observed that no specific consensus has been established among the researchers regarding the structures of the BMP and in the research background related to marketing, it has been stated that a unique global scale is not available to measure brand performance. These scales can be a function of: the environment or strategies of the organization, the market or the relevant economic sector, the different mental models of managers, or much easier to say that no scale alone is a perfect measure of measurement. The constituent elements of BMP were selected according to the research background and experts' views. (Asadollah, 2009, p. 90)

1.4.2. Brand Performance Dimensions

1.4.2.1. Customer Satisfaction

Undoubtedly, customer satisfaction is one of the most strategic issues in the last decade. Because customers are now the company's only source of income in the global economy, businesses cannot wait to fulfill customer demands but must instead use all of their resources to ensure customer satisfaction. As a result, the first rule of the modern business world is to develop values that are friendly to customers. Customer orientation is therefore regarded as the foundation of contemporary marketing management ideas. A customer-made organization that can achieve customer satisfaction by providing accurate, fast, and wasted customer time is one that can achieve customer satisfaction, as evidenced by the great efforts that are being made today to improve performance management tools and to develop customer orientation attitudes by researchers, experts, and managers of business organizations. All public, cooperative, and private sector managers of manufacturing and service businesses are gradually learning that although product quality does not set them apart from competitors, focus must be shifted from market-centric to customer-centric. Many of them not only focus all their attention from the market to the customer, but also to keep current customers as cheaper, easier, and perhaps more profitable and attractive strategies in a highly competitive environment, not being customer oriented and not paying attention to the demands and expectations

of customers, causing the organization to die and destroy. The majority of marketplaces are extremely competitive, therefore businesses must develop items and offer top-notch services that result in client happiness and, as a result, loyalty. The major objective of businesses is to satisfy their customers. The primary outcome of a marketer's work, which serves as a link between various stages of consumer purchasing behavior, is customer pleasure. If customers are satisfied by certain services or products, they are likely to repeat their purchase. Positive word-of-mouth promotion for the business or organization or entity results from satisfied consumers' propensity to speak to others about their preferred business, or vice versa. Client happiness is crucial, which is why, according to the American Consumers Association, the cost of acquiring a new client is five times more than the cost of keeping an existing one. Various definitions of customer satisfaction have been offered by marketing theorists. The degree to which a company's actual performance meets a customer's expectations is how Kotler defines customer satisfaction. According to Cutler, a client experiences satisfaction when a company's performance meets their expectations. In a simple definition, customer satisfaction is customer's feeling or attitude toward product or service. (Fayaz & Awataf, 2016, p. 40)

Rodrigz Del Boske & San Martin shows that consumer satisfaction is not only cognitive but also emotional. While in literature there is a significant difference in the definition of consent. There are at least two common formulations in satisfaction: specific transaction and overall satisfaction. The satisfaction of a particular transaction is an immediate value judgment. The specific trading approach indicates that satisfaction occurs at a post-consumption stage with only a service provider encounter. The overall satisfaction assessment is the judgment of all encounters with the service provider at the last purchase. Certain transaction satisfaction is likely to vary from one experience to another, while overall satisfaction is moving modestly which is relatively stable and more like a general attitude towards buying a brand. This concept is significant because overall satisfaction is better than future loyalty and business performance. Therefore, we receive consumer satisfaction as an emotional response to a brand in the experience of the latest consumer purchases. (Nam, 2011, pp. 1014-1015)

Brand performance means the accomplishment rate of the trademark in the market, Brand performance is how well the organization is doing that will improve the life of the organization if improved. Organizational performance and brand performance are highly intertwined structures. (Asadollah, 2009)

The constructs of this variable are: Innovation, Satisfaction, Access / Distribution, Attitude, Recommended Advertising, which will use a five-choice spectrum and distance measurement scale (Fayaz & Awataf, 2016)

1.4.2.2. Advertising Recommendations

According to research findings in the marketing and advertising field, word-of-mouth (WOM) recommendations have proven to be a potent factor in influencing consumer attitudes and behaviors. In comparison to media advertising, WOM holds a much more significant impact on consumers' acceptance of products. In the past, recommended advertising used to take place in a restricted and typically friendly setting, mostly in face-to-face interactions between an information source and a recipient. However, recommended advertising faced two fundamental limitations: 1. Location 2. Time. However, the introduction and growth of the internet as cyberspace has given consumers and producers a new platform for economic activity. Owners of goods, services, and brands can generally reach the largest number of consumers (real or potential) in this space without an audience, and users are more active in this area and, participating in advertising recommendations, express their opinion, experience, and interests, i.e. plays a more important role in the informed choice of self and others. As stated by a commentator, companies can opt for cost-effective web-based strategies like blogging and electronic recommendation advertising instead of spending millions on extensive marketing efforts. Meanwhile, the widespread use of social networks like Meet Up, Linked In, MySpace, Facebook, and Twitter in recent years has significantly influenced the landscape of recommended advertising. This growing impact has made the study of this topic increasingly important and has created a suitable environment for examining it across various regions and cultures around the world. (Vahdat, 2020, p. 239).

1.4.2.2.a. Oral Advertising (Electronic Word of Mouth)

According to Vilbacher 'Advertising is a marketing tool that helps sell brands of products to help build confidence in companies and institutions by conveying accurate and compelling information about the brand and company or institution'. Obviously, this

definition is focused on three tasks, namely, to help with sales, to help build trust and to convey information. In defining advertising we have 'any paid form of collective presentation of ideas, products and services by an advertiser, addressed to the target audience chosen with the aim of creating awareness, informing, recalling, influencing, and persuading them to purchase a product or service'. Meanwhile, it's exploring the effectiveness of multidimensional advertising. There are different and specific ways to check the effectiveness of advertising. For example an intensive study conducted in 2010 by PWC measured the effectiveness of Internet advertising that there are several ways to measure the effectiveness of online or new media advertising. These methods include measuring web share with brand goals, measuring the effect of online campaigns on the buying and selling site, investigating the effectiveness of media composition, evaluating the impact of modern digital marketing on online browsing behavior, investigating the impact of target audiences on online advertising, and finally assessing the impact of different advertising styles on brand equity. The effectiveness of advertising should be measured in these six stages: exposure, attention, understanding, acceptance, maintenance and action. (Salem Mohamed S. Busen, 2014, p2)

Due to the empirical nature of the services, oral advertising (Word of Mouth) (WOM) is viewed as a reliable and reliable method. Oral advertising is the way customers exchange and disseminate information about services and products throughout the market.

Balter & Botman describes oral advertising as 'a message about an organization, its credibility and reliability, how it operates and services that are transferred from person to person'. Marketers make great efforts to convince customers, but sometimes they neglect the fact that customer dialogue with each other will have the greatest impact on the choice of tourist destinations, Berayn & Lilin, unlike, the flow of one-way communications such as commercials, customer verbal advertising, and a two-way flow.

The power of two-way communication lies in the ability to ask questions, get explanations and follow up on beneficial outcomes. Therefore, oral literature measurement tools in this research, opinions of friends, family and acquaintances as well as comments of internet users are available on official and informal websites. Previous research has examined the role of oral advertising both as an introspection in consumer decision making and as a consequence of the purchasing process. Oral advertising

content affects both Richins positively and negatively on purchasing decisions. In summary, oral advertising is a powerful source of influence that helps the customer to predict the experience of consumption and use. Oral advertising affects variables such as brand image and purchase intention. (Babić Rosario, 2016, p. 303)

1.4.2.2.b. Electronic Word of Mouth (EWOM)

Traditional recommended advertising plays a leading role in customers' purchase decisions by influencing consumers' choices. Sash & Man Gold's research also made it clear that recommended advertising is more effective than traditional marketing tools such as common media for advertising. Therefore, this type of advertising has long been one of the most important elements in the field of marketing by researchers. Communications related to electronic recommended advertising, in any kind of positive or negative explanation written by potential customers, real or prior to a product or service or company (specific brand) that is accessible to a very large group of people and organizations through the Internet, Cgong & Tadani called this type of advertising a new form of traditional interpersonal communication. Gregorek, Thomas and Couric believes that the Internet makes it easy for consumers to make their voices heard in a wider range of people and facilitate access to other people's opinions. The generality of the Internet as a tool that increases potential demands is of great importance, and many believe that its power is even greater than the recommended advertising, due to wider accessibility, and lower costs. In virtual settings, customers create their own social networks with strangers and share their opinions on goods and services with others. This entire process takes happen in online communities where participants have previously established relationships or in forums where participants are new to one another but have bonded over common interests. (Vahdat, 2020, p. 246)

1.4.2.3. Brand Differentiation

Having a distinctive brand is one of the main goals of any company. Basically, brand differentiation strategy can be done for two main reasons: 1.To separate and differentiate the company's products from competitors' products 2. In order to gain competitive advantage of brands, managers of some companies are looking for

competitive advantage through their brands. Using marketing strategies, they try to create a strong and distinctive image of their brand in the minds of consumers in order to encourage them to buy their company's products, there are several ways to make a distinction in the brand, but Chadori and Holbrook point to four important ways: emphasizing a brand-specific feature, adding a new feature to products, producing and supplying new products, and doing community-friendly activities.

1.4.2.4. Innovation

A common debate among innovation strategy scholars is whether innovation is mainly carried out by market demand or through technology ahead. Both factors probably play a significant role in the success of an innovation. The researchers point out that innovation lacks a common concept of perceptual meaning and definition of innovation. Most studies show that innovation has the power to transform existing markets, create new markets, and change or introduce entirely new technology and performance pathways. (Nguyen, Yu , Melewar, & Chen , 2015, p. 2)

Brand differentiation motivates the company to pursue innovative products using innovative production methods in order to have a distinctive brand. In fact, brand differentiation is a strategic start to move towards organizational innovation, which has a culture of innovation, well know that successful brand creation is not always dependent on feedback interpretation of current customers and competitors, but also depends on the organization's ability to develop innovative new ways of creating higher value for customers. Doyle says that a successful brand represents leading innovations in various ways, including the development of new technology, new positioning concepts, new distribution channels and new market segments, in this regard, Calanton Research and others speak of the impact of innovation on support performance. Researchers' associate innovation with performance and many researches show that organizations need innovation to succeed. In the meantime, the culture of innovation plays an important role in performance. (Sarah , 2018, pp. 6-7)

A study has shown that innovation in product design promotes brand performance. In addition, brand differentiation is not enough to achieve superior brand performance (Fadzline, Mat Nor, & Syed Jamal , 2014, p. 5)

The researchers said that design innovation has a very important effect on brand influence. Many researchers agree that customers are more willing to pay more for a brand that owns a set of unique values than other brands. (Fadzline, Mat Nor, & Syed Jamal , 2014, p. 2)

Innovation refers to invention and exploitation and useful presentation. Research shows that the use of new products depends on factors such as innovation awareness, its perceived value, and perceived risk. For customers, brands can be a simple choice, promising a certain quality level, reducing performance risk, and/or building trust. (Rubio, 2015, p. 272)

1.4.2.4.a. Branding Has a Direct and Positive Effect on Brand Performance

Brand differentiation means a company's success in developing a brand based on production and offering distinctive products. Brand differentiation has become a potential marketing force for corporate success in the long run, creating a distinction of brands in the company that, in order to have a distinctive brand, seek to produce innovative products using innovative production methods. In fact, brand differentiation is a strategic start to the movement towards innovation today, distinctive brands such as apple brand in computer appliances industry, constantly innovating their products and bringing new products to the market. Therefore, it is likely that brand differentiation will have a direct and positive effect on the company's innovation.

1.4.2.4.b. Brand Differentiation Has a Direct and Positive Effect on Innovation.

A review of the results of the research shows that innovation can increase the performance of the company in general, Doyle announced that the successful brand represents leading innovations in various methods such as the development of new technology, new locating concepts, new distribution channels and in the form of brands, the results of the research show that innovation has a positive effect on brand performance in SMEs. Even some researchers believe that innovation enables brand competitiveness. Brands need innovative goods and services to stay ahead of their competitors. Therefore, companies need systems that can recognize, select and use innovative ideas; innovative thinking for products can attract the attention of target

customers, which is brand awareness. When a company's innovation system can perform better than its competitors, its brand can also enhance the reputation of the company and thus make customers more loyal to the brand, so it is likely that innovation will have a direct and positive effect on brand performance. When a company's innovation system can perform better than its competitors, its brand can also enhance the reputation of the company and thus make customers more loyal to the brand, so it is likely that innovation has a direct and positive effect on brand performance. (Sarah , 2018, p. 7)

1.4.2.4.c. Innovation Has a Direct and Positive Effect on Brand Performance

In their research, Chadori and Holbrook discussed the relationship between brand reputation, brand sales and market share. Designing a positive image of the brand and creating a strong and strong brand reputation can convince target customers that the brand has the ability to meet their needs and demands in a better way than competitors, customer loyalty to a brand can reduce the costs of attracting new customers. Also, good brand performance can also generate revenue for the company. High performance brands (high brand awareness, positive brand image and high brand loyalty) will bring positive financial performance to the company. About 76% of corporate revenues are attributable to the brand. This indicates a direct relationship between the organization's performance and brand performance, and in today's highly competitive world, organizations are constantly seeking to reach loyal customers who repeat their purchases and recommend them to others, not only adopting a suitable strategy with the aim of maximizing the needs and demands of customers to survive in the market is essential, but also monitoring and monitoring. Continuous evaluation and in other words, measuring brand performance is also important to prevent any deviations (Al-Mashhadany et al., 2013, p. 20).

A company's success is undoubtedly linked to its brand's performance. The need of evaluating an organization's performance from various perspectives and at multiple levels is frequently discussed in marketing studies and treated as an outcome variable, so there is an approach to assessing performance is by examining the products and services offered by the organization, so -called Brand performance is called. In other words, there are often two main questions in mind in the brands' discussion: 'What are the factors that contribute to a strong brand? And what are the steps to building a strong

brand?' which is introduced to answer these questions the broad concept of brand performance. Therefore, knowing the dimensions and characteristics of brand performance, managers will be better equipped and capable in using more effective brand strategies. Like a doctor who assesses his patient's health by measuring various parameters such as blood pressure, weight and body temperature, a marketing expert can also make decisions and apply them more easily with information about the characteristics and dimensions of the product. However, considering the background of the research, there has never been a comprehensive view and perhaps a standard for its measurement method and various scholars have proposed and employed distinct criteria for its evaluation. In his article titled 'Developing a measure of brand performance for financial services brands', Di Chernatoli et al. consider the cause of this discrepancy in providing different metrics as complex and multidimensional business performance, surrounding environment and organization strategies, the influence of managerial objectives, even within a single organization, different understanding of researchers' marketing goals, market type as well as service or productiveness (Al-Mashhadany et al., 2013, p. 40).

1.4.2.5. Attitude toward Brand

What is important for a product manufacturer is that its product is successful in the market and the criterion for its success depends on buying that product by the consumer. But what makes a consumer buy a product with a particular brand? The answer to this question should be sought in the consumer attitude. Allport describes attitudes as this "Early cornerstone in the Mansion of Social Psychology"; the definitions of attitude have changed significantly, but many emphasize its relationship with public behavior. For example, Allport defined attitude as "It is a state of nervous and mental readiness organized through experience, which has a dynamic and directional effect on a person's response to the issues and situations to which these responses are related". Ogburn called attitude an implicit response that "influences subsequent public responses." "The concept of attitude refers to coordination or predictability of the response, and Campbell called attitude an "acquired behavioral readiness", so attitudes toward the brand are defined as an overall consumer assessment of a brand that often creates a fundamental to consumer behavior, Green said. In fact,

attitude toward brand refers to feelings of desire or unwillingness towards a brand. Social scientists have long been honest that attitudes can variant three types of response assessing:

Cognitive Component of Attitude: Includes customer perceptions and beliefs about a brand and its products; the stronger the customer's beliefs about a brand and its products are, the more important the cognitive aspect of their attitudes is. It becomes more complete than a product and thus will find a better and more positive attitude towards the brand. A multi-character attitude model in people is built on this rationale.

Emotional component of attitude: The emotional aspect of attitude is represented by emotional responses to a subject (goods or services). People's emotional responses to the product might alter when circumstances change since products are assessed using a certain situational framework. Additionally, their evaluation of comparable ideas differs because of differences in physical circumstances, motivational techniques, personality, prior experiences, reference groups, and past experiences.

Behavioral component of attitude: The propensity of a person to respond particularly to a good or activity. The behavioral aspect of attitude is demonstrated, for instance, by a number of choices about the purchase of a product or the recommendation of a certain brand to friends and acquaintances. Although empirical tests of the three-part attitudinal response model have produced conceptually dubious results for this trinity, and the evidence that supports a distinct behavioral component is very weak, the behavioral component describes people's attitudes, tendencies, or intentions from displaying a reaction. Current research mainly focuses on evaluative responses that are inherently (behavioral), especially a brand's ability to exert social power over specific behaviors among customers. Therefore, apart from the prescription use that better understanding the brand's social power can be provided to the brand managers who are responsible for creating strategies for their brands through the results; These results can help the discussion of whether the division of evaluating attitudinal responses in the theory of existing attitude are worth preserving and whether consumers respond to attitudinal goals such as brands in a behavioral way or not. (Haydar, 2010, p. 68).

1.4.2.5.a. Customers' Attitude to Brand Development

Brand development is the use of a brand name to enter a new product or service class. Brand development is a typical strategy for companies searching for growth using the development of their assets. Given the prevailing conditions in the Iraqi market, it seems that Iraqi companies often do not have precise strategies for brand development and thus increase their market share. The lack of a comprehensive scientific vision that can represent all aspects of brand development strategy for companies has led to the implementation of this strategy in practice, not only does not provide them with significant income and success, but sometimes has hit the sales and position of products and services with their main brand in the market (Amir Shahi et al., 2017). Today, many companies are looking for growth opportunities so that they can advance in the market using their existing brand. Offering new products and services, although risky, can be an attractive growth strategy for companies. Introducing and expanding new products and services to the market is one of the most costly strategies with a high failure rate. Cost estimates of this strategy vary depending on the type of product and service. A very attractive method that is used to reduce the risk of providing new products and services is the brand development strategy. Brand development is a strategy that many companies pursue with the aim of exploiting the acquired position of the brand in the current markets. When a new product or service is marketed under a well-known brand, the failure rate and market costs decrease. The features that the brand offers for new products and services often change the image of the brand of companies, the development of the brand as a suitable way to attract customers and distributors. (Renani , 2015, p. 9).

1.4.2.6. Distribution

Distribution is the activities that the company performs to make the product available to consumers; these activities are carried out through a set of interdependent organizations in order to reach the consumer. (Renani , 2015, p. 39).

1.4.2.6.a. Distribution and Brand Equity

According to the researches, designing and selecting the distribution network of products plays an important role in strategic management of the brand. Research demonstrates that the distribution network contributes to building brand equity in consumer marketing. If the distribution network is well-regarded, it will not only draw more attention, but it will also boost customer satisfaction and effectively promote the product. Brand loyalty and awareness are increased in this way as well. Distribution through recognized retailers is another sign of the brand's high quality. Widespread availability also benefits brand equity in that it makes it possible for consumers to obtain products whenever and wherever they want, which enhances the likelihood that they will purchase the brand. Considering that the wider the distribution of products, the less effort the consumer makes to search for and obtain the product, so the consumer feels that the product is worth more and this increases consumer satisfaction and loyalty. (Salma & Hunar , 2015, p. 97)

Brands of higher special value have succeeded in creating strong information structures in the minds of Egyptians. Creating the brand concept involves creating and stabilizing the mental image of it (which defines the brand's personality in the minds of customers). Brand concept consists of two main elements: mental associations related to brand performance and subjective imagination. These associations can be formed directly from the customer's previous experiences and contacts with the brand or indirectly under the influence of advertisements with other sources of information such as word-of-mouth advertising. (Salma & Hunar , 2015, p. 88)

In fact, brand equity is the most common case expressed in brand performance and measured in terms of financial value on companies' balance sheets (Smail, 2014, p. 30). Commitment to the brand and performance of the company are theoretically related to each other and two variables are dependent. Commitment reflects the extent to which customers are dedicated to continuing their business relationship with a brand in the future; previous research has identified commitment as a crucial indicator of robust customer relationships. Trademark logos (only name or signage) are the representative and visual key of a brand that will affect customers' perception and judgment of a logo, relationships with a brand. Brand images bombard and surround customers with a

variety of different and sometimes conflicting marketing messages. (Park, 2010, pp. 2-5)

Table 2: Dimensions of brand performance in the market (Fayaz et al., 2016)

Mechanism		Dimensions
Brand Performance In The Market	Innovation	Ngo, L., & O’Cass, A. (2011), Leman et al (2008), Ambler et al (2001)
	Satisfaction	Ngo, L., & O’Cass, A. (2011), Ambler et al (2001)
	Access /Distribution	Ambler et al (2001)
	Attitude	Leman et al (2008)
	Advertising Advice	Ambler et al (2001)

1.4.3. Variable Effects of Brand Performance on Customers and Brand

1.4.3.1. CBBP and Customer Satisfaction

Theoretically, customers should expect a positive one before using a brand. Expectations are the determinants of consumer satisfaction. Customer satisfaction is a cognitive process of evaluation and customers evaluate their prior experience in the form of brand performance norms. However, consumers are the ones that give a brand its own personality. As a result, a brand's connection with its customers may alter in response to pleasure or discontent. An attitude that is connected to expectations and encourages frequent usage of services is satisfaction. Collaboration between brands and customers aids in predicting customer satisfaction results. Therefore, the customer experience using a brand or through the experience of others (e.g. by word of mouth) determines what they think of a brand and helps to verify the records and consequences of customer satisfaction. (Yang, Sonmez, Li, & Duan, 2015, p. 12).

1.4.3.2. CBBP and Brand Loyalty

Two aspects of brand loyalty are purchased and attitudinal loyalty. Attitudinal loyalty measures the impact of loyalty on brand performance, which leads to greater market share and higher price for the brand. As a result, brand performance-based Internet users are impacted by the usage of loyalty, which substitutes purchasing loyalty, as well as attitudinal loyalty. A good CBBP at the end of 2012 is a more than 500 million strong online citizen base. (Yang, Sonmez, Li, & Duan, 2015, p. 12).

1.4.3.3. CBBP and Brand Success

Customers, who are shareholders, form their opinions of a brand's performance based on their familiarity with it and their experiences with it, and they also influence their perception of a company's success. The success of a brand is directly impacted by the contentment or discontent of the public, which has no financial costs. They don't have to pay anything to look up information, not even switching costs if they transfer service providers. However, their actions affect market share (e.g. the number of internet citizen clicks), as a result of corporate earnings. (Yang, Sonmez , Li, & Duan , 2015, pp. 67-17).

1.4.3.4. Resources, Competencies and Performance

Resources are an essential aspect of the competition. Resources can create sustainable competitive capabilities that have the following features:

1. Valuable.
2. Rare among current and potential competitors
3. Cannot be imitated.
4. Strategically does not have an alternative.

Intangible resources of brand managers are valuable resources so that they can be considered as the effectiveness and efficiency of managers in creating a powerful brand. Brand managers are scarce resources for companies, which, according to the company's talents, create a competitive and sustainable advantage for the company. In addition, brand managers interact with a large number of different parts inside and outside the company. These relationships create a complex social resource that cannot be imitated by others. And finally, although brand managers can be replaced, these intangible assets cannot be replaced, especially the implicit skills and knowledge that these managers gain in brand development. What is gained from all of this is that the intangible assets of brand managers create the basis for achieving high-range performance by raising 4 criteria (while both tangible resources and intangible resources are of great importance, the competitive position of companies is based on their insensitive resources and these resources are embodied in intangible capitals). Differentiation is made among resources and capabilities, resources of the existing

factors are under the control of the organization and capabilities are the capacity of the organization in the development of resources.

Values are discussed in the development of capabilities, which are actually converted into resources into corporate capabilities, enabling the company to achieve its own values. Similarly, this leads to the emergence of a view that based on resources has a special impact on the company's capabilities and makes the company more effective. Researchers have performed 4 types of intangible capitals called informational, relational, human and organizational capitals at the company level and appropriate at the individual level of marketers. Accordingly, brand managers achieve a higher level of performance by expanding these intangible capitals. Managers who have these 4 intangible capitals can create management capabilities for the organization. Also, when brand managers achieve a higher level of capabilities, they are able to effectively transform the internal resources of the organization for effective brand structure and administration. Brand management capabilities enable managers to identify the nature of the brand to create a suitable impression and new connection between the customer and their recognition of the brand's high value and this leads to higher performance.

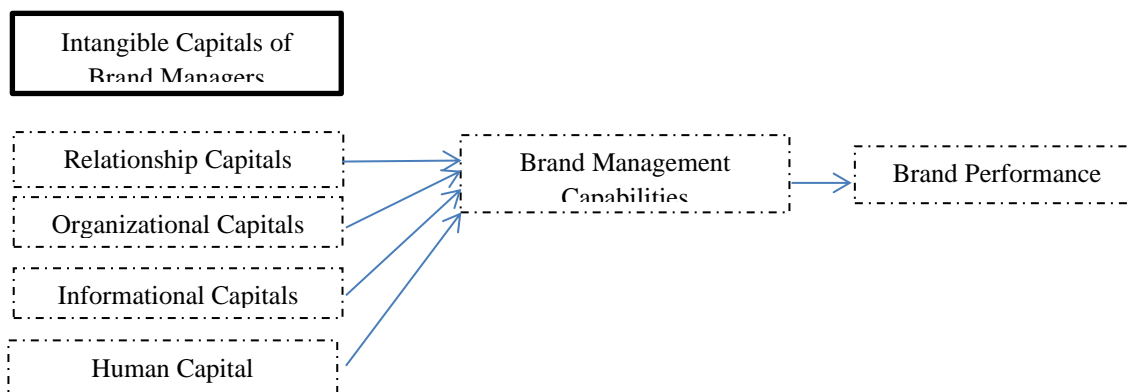


Figure 7: Intangible assets of brand managers, capabilities of brand managers and performance

In developing brand management capabilities, brand manager will be able to strengthen brand performance. The disharmony between resources and demand continues volatility and market opportunities increase as the results of behavioral changes in the target and market sectors because the dash brand is doing better, the brand manager will be able to enhance brand management capabilities more effectively and

with more value added. As a result, the managerial skills of brand managers have a beneficial impact on the performance of the brand. (Salma & Hunar , 2015).

1.4.3.5. Brand Identity

The process of creating brand identity is the formulation of the mentality that the brand wants to create and ensuring that the brand is recognized by the customer and its connection to a specific part of the customer's need. The customer's covenant is implied by the distinctive array of brand connections that make up brand identity. In order to be successful, stand out from the brands of rivals, and portray the organization as it wants and can be, brand identity must be memorable to consumers. Understanding how to develop a good and powerful brand identity is a significant and crucial element for brand success. Identifying the brand that seeks the chase and effectively expressing this need. A brand has a unique identity that makes distinctive claims about the worth of the business, service, or good that is pertinent, consistent, and credible. Businesses with a distinctive brand identity may dominate their industry, raise the value of their goods and services, and profit from price leadership.

The opinion of Da Silvarira et al, contrary to the belief of managers who believe that brand's identity should remain consistent throughout time, is that due to the extreme dynamics of the environment and its constant change, brand identity should also evolve dynamically over time. A brand has a unique identity that makes distinctive claims about the worth of the business, service, or good that is pertinent, consistent, and credible. Businesses with a distinctive brand identity may dominate their industry, raise the value of their goods and services, and profit from price leadership. Brands by identity recognize themselves to customers and are distinguished from competitors. (Ahmadi, Jabr, & Mehdi , 2013, p. 65)

Brand identity plays an important role in the satisfaction of customers, the more distinctive and credible the brand identity, the stronger and more attractive it will be in terms of customers. Distinctive brand identity plays an important role in satisfying the unique needs of customers Humans have a tendency to vary, thus the stronger the brand identification, the more support it will receive from consumers on an emotional, attitudinal, and practical level. A prominent brand is one that is employed for showy purposes in addition to having high quality. The more prestigious and well-known the

brand is, the more self-explanatory and satisfied customers feel. Therefore, the more distinctive and prestige the brand has, the more customer satisfaction of the brand. (Ahmadi, Jabr, & Mehdi , 2013, p. 66)

1.5. The Desire of Using Social Networks

1.5.1. Concepts and Definitions of Social Networks

In the age of communication, the importance of social networks is not hidden to anyone, Social networks as one of the phenomena of the contemporary world and as one of the most controversial capabilities of cyberspace can affect today's societies. (Amoako, 2019) Since the creation of the first virtual social network, thousands of these types of websites have been created worldwide (Nia et al., 2013, p.2). Cyberspace of internet social networks is one of the most important tools for the manifestation of the effects of globalization. This cyberspace creates a wide range of information and different semantic manifestations (Taj Miri et al., the second international conference on management and development culture, p.3). With the rise in popularity of social networks, the world is witnessing a sense of interconnectedness, and people are becoming more closely linked. Social networks have emerged as a significant influencer in the business realm, as they reinforce word-of-mouth marketing and play a crucial role in shaping customers' purchasing choices. Despite traditional advertising being a reliable source of information, social media is gaining increasing importance and may surpass advertising's impact. The large volume of consumer-generated content on these platforms also means that marketers have less awareness and control over the messages being conveyed (zamaani, 2013, p.1). A significant percentage of people transfer information to others via social media. Social media has also become one of the channels where the consumer receives information about the goods or services they need in order to make the final purchase through these social media. Therefore, companies are in dire need of recognizing their purchasing intentions and drivers, as well as the impact of social media on these factors (Sheida et al., 2015, p.1).

Today, the Internet has provided the possibility of establishing communications between individuals and citizens, which in the past and in the history of international relations in theory and in practice was similar to a dream. The Internet has generally

changed this trajectory, enabling communication between individuals and groups of one community with individuals and groups of other communities, and it is natural that this will have global impacts. Today, citizens of different societies can share their opinions, opinions and information by pushing geographical boundaries. New technologies and the emergence of new market trends have led to the shift of power balance between companies and customers towards customers. Companies have found that due to the unique features of the Internet, they need to redefine and rebuild their markets and branding strategies. The ancient game's capacity, circumstances, and regulations have all been altered by the Internet. Social media are used in social media marketing, a type of internet marketing, for transmitting marketing and branding messages.

Today's society is confronted with a relatively new and rapidly spreading phenomenon on the Internet known as social networks. Social networks, apps, platforms, and online media are all meant to make contact, collaboration, and information sharing easier. Social media has transferred power from the company to individuals and communities, or in other words, creative users, which has led to very successful or catastrophic effects on famous winners. Social media may have a significant influence on a brand's reputation. (Al-Shehri, 2014, p. 37) In the present day, the Internet has swiftly integrated into people's everyday routines and significantly influenced human interactions. Among these effects, we can mention the new way of business development online and using internet social networks. In fact, today, by accepting online commerce, businesses have considered the Internet as a platform for accessing knowledge and gathering important information about customers and the market, and have tended to reach customers on the web in different ways (Al-Shehri, 2014, p. 38).

The constructs of this variable in this study include **group criteria** (A person's dedication to taking part in group action and engage in an overt and unspoken agreement between participants to participate in group activity), **subjective criteria** (When the user has no previous application experience, he / she decides on the experience of the new technology by relying on mental criteria), **social cognition** (Group members tend to conform to group norms, which in turn affects the perceptions and behavior of group members.), which will use to measure the five-choice spectrum and distance measurement scale. (Fayaz & Awataf, 2016).

1.5.1.1. The Main Goals of Social Media Marketing Can Be Summarized As Follows

- Increase website and contact traffic
- Talk about product or service and get feedback
- Increase brand awareness and awareness
- Creating an identity for the brand and connecting with the positive brand
- Add events on online social platforms

Therefore, it can be acknowledged that using online social platforms is one of the channels of brand expansion that with the correct strategies can turn your brand into a brand. (Khosravi, Foruzande, & Safahani, 2014, pp. 3-4)

1.5.1.2. Social Network Indicators

Information social resources

The concept of consensus networks is the flow of resources and information you obtained through relationships; So that social networks include internal relations) within the group or organization (as well as foreign relations) with outside the organization (through which resources enter into the organization. Social resource theory emphasizes the nature of the resources in the network. Social resources of information refer to information obtained through one's contact and contacts with other people. The bonds in the network do not consider the efficiency without resources. Members on the network have valuable resources such as influence, higher education, etc. that can help the business to achieve goals, and given that they have more useful resources and information, they can be in the process. Form and develop and ultimately affect businesses and achieve new markets. The frequency of access to network and the use of search engines and strong fittings to find groups of favorite help people to join the organization in question. (Ahmadi, Jabr, & Mehdi , 2013, p. 79)

Link

Co-linking is defined as the desire of organs to bond and communicate with each other, a coherent structure that connects organs and actors who interact with each other. Linkage in social networks refers to the lack of structural gaps that lead to the formation

of a dense network. Users' communication is strengthened through the links they establish together, which makes it easy for users to communicate with each other to meet users' information needs and access useful information.

Content of Social Relations

Given that social networks define one's communication and accessibility with others, you need to set a foundation for social cohesion that enables people to work with people other than those they know directly for mutual benefit. Therefore, social relationships through the creation of trust affect the behavior of individuals. The concept of the content of social relationships is long-term assets that can be invested in these assets due to the benefits that are expected in the future.

1.5.2. Social Network Density

The primary social network feature that reveals the amount of knowledge of its users is density. It specifically states the proportion of true bonds to all potential ties. Social connections spread across the network, increasing its density. The probability of member A also knowing member C (or vice versa, assuming the network is symmetric) is high, so assuming that member A knows member B and knows member B of the C member, the common transferability of high escalating typically occurs in interconnected groups and is more likely to exist in small communities. Facebook is one of the largest social networks for all brands available from the largest to smallest around the world. In the common sense it shows that Facebook, as a medium, is largely achieving brand-oriented awareness. Facebook may also be used to build a consumer base. The brand may enhance customer pleasure and deepen customer connections, both of which are important components of consumer loyalty, via engaging with its followers. (Gamboa, 2014, p. 2)

By weakening the competitive position of big businesses, the growth of media, the globalization of the market, and a new generation of information and communication technologies the Internet being the most significant among them are altering the laws of marketing and the dynamics of the market.

In the past, scientists have explored relationship-oriented marketing as an alternative approach to traditional marketing. Some have proposed a customer-focused

model that emphasizes openness, interaction, collaboration, and a willingness to assist customers rather than controlling them. The marketing landscape has been significantly altered by the Internet, especially with the advancements of web 2.0 and the rise of social media, leading to a critical transformation. The key lesson for marketing strategists is clear and simple:

Surviving the customer's life cycle, the power to need less dependence on traditional mass marketing tactics, understanding the role of technology in shaping the market, and more importantly engaging social media as part of the marketing toolbox is a strategic necessity. (Constantinides, 2014, p. 42)

To use social media, companies have begun to use it as a mouth-to-mouth booster, a customer relationship tool, a channel for direct sales, and a social trading space. The primary factor influencing customer loyalty is their level of satisfaction; contented customers are more likely to make more purchases and speak favorably about the brand. Customer satisfaction is an emotional response related to the comparison between products/services and the performance of customer expectations. Some studies show that customer satisfaction has a direct and positive impact on the intention to repurchase. Another important factor for loyalty is trust, which is related to understanding risk and safety. Trust represents a set of beliefs about honesty, benevolence, competence, and predictability from a service provider. (Gamboa, 2014, p. 2).

1.5.3. Dimensions of Willingness to Use Social Networks

1.5.3.1. Group Criteria

Tomela defines group willingness as a person's commitment to take part in collective action and to enter into a clear and unspoken understanding among participants to engage in group activity. This explanation highlights the shared dedication and mutual agreement among members of group activity. Group willingness emphasizes the difference and collective commitment discussed in group behavior performance.

1.5.3.2. Mental (Subjective) Criteria

The subjective criterion reflects the impact of the expectations of important individuals. When the user has no previous practical experience, it decides with confidence in mental criteria about the experience of new technologies. When the user begins to accept group technology and interaction in the group, internalization will play a more important role in determining the user behavior. Once the group is expanded, the concept of social identity may develop that will affect the continuous behavior of application.

1.5.3.3. Social Cognition

Social factors deeply affect the user's behavior. Numerous theories show that social influence is very important in shaping user behavior. According to the theory of adaptation in social psychology, group members tend to adapt to group norms, which in turn affect the perceptions and behavior of the members of the group. Contemporary society is witnessing the emergence of a novel form of networking. At the same time with new technologies of communication and information, it has created a new type of networking society.

Under these conditions, reliance on the Internet and online social networks has undoubtedly resulted in a concentration of web 2.0's accomplishments and has led to the promotion of internet consumption and internet social networks in people's consumption basket. As the trend of internet usage continues to grow, new features are continually being introduced to this phenomenon and humans need a new function. Therefore, it can be anticipated that the role of social networks, as a feature of the Internet, will become increasingly significant in human life in the future; because the databases will be expanded further, so that computer programs will include portability and presence and awareness of the location through virtual networks in order to facilitate the physical life of individuals (Othman, 2015, p. 19).

1.5.4. Stages of Social Network Formation

Understanding the stages of social network formation helps a lot to understand its effects. In this plan, we have tried to identify the following six steps:

Considering the audience: who and how they are present on social media, what are the numbers, types, active lifespans and literature? Audience or audience assessment is the most important step in creating social networks.

Determining the mission, message or purpose of the network: managing and attracting talent, collaborating on the project, monitoring, branding, informing, etc. may be the goal of your site, but these goals must be in accordance with other network goals. Determining the mission of the network is one of the main objectives of this plan.

Determining network features and applications: membership, type of relationships, uploading photos and other features that can be considered as social network services, is setting instructions: How to maintain security and monitoring of the social network?

Budget and network cost: Each plan needs a specific budget to be implemented, launched, marketed and maintained, and more importantly, dynamics. A study of the amount of network budget in this project is investigated.

Keeping the site active: Constant updating of the site is a dynamic strategy in social networks. The power of Facebook or other social networks is that every day they offer a new service based on the needs and tastes of the audience. In this section, the activity of the sites is checked (Othman, 2015, p. 17).

According to Kim & Ko studies, social media can have a great impact on a brand's reputation. Social media has transferred power from the company to, individuals and communities, or in other words, creative users, which have had very successful or catastrophic effects on famous winners. For example, David Carlo's story of his music video released on social media following a breakthrough with United Airlines a 20 percent reduction in United Airlines in 2009. Something equivalent to \$ 280 million, the successful example of the influence of social media is Justin Halpern, based on his writings on Twitter's social network, which topped the New York Time Magazine for three months. A recent study by DIA Worldwide provides the following statistics: 70 % of consumers visit social media sites to obtain information, 49 % of these consumers make the purchase decision based on information through the information they are. Social networking sites were developed, and 60% of users said they likely use them to share information with others, while 45% of users said they use them to look for information. They've switched to oral. The report shows that companies that are not

involved in social media as part of their online marketing strategies are missing the opportunity to access consumers. A significant percentage of people transmit information to others through social media. Social media is now one of the ways that consumers get the information they need to make a final purchase of the products or services they require. Therefore, it is imperative for businesses to comprehend their motivations and triggers, as well as how social media affects these variables. Therefore, this study aims to explore the impact of social media marketing activities by the intention of buying. (Jawad, 2014, p. 165).

1.5.5. Social Network Functions

Understanding the functions of virtual social networks and informing audiences with the functioning of these networks is a necessity. Virtual social networks are an emerging phenomenon that has been widely welcomed by the development of information technology around the world. While we are seeing the growing trend of users and members of virtual social networks, it is essential to understand the various dimensions of networks and their awareness of its effects. With the advent of technology in the field of countries, we must always see its ups and downs. The use of new technologies, along with opportunities, also becomes a threat. Virtual social networks are a space that allows people to live in a new society. Social networks provide for old friends and maintain communication, find new friends, and communicate and discuss hospitalized opinion that makes the environment very attractive, a tendency to think in a public space and away from concern. And hearing others' comments in peace as well as the desire to confirm or confirm the attractions that make these networks attractive to users. . Chong says: People's profile pages on social media, creating personal blogs in this space, putting photos and music and links and all and all of the fascinating space for virtual interaction. Therefore, recognizing the performance of these networks in the present age gives the creators the chance to expose those aspects of identity, which were previously hidden. Thus social networking users state that this is "real me" that is displayed. (Babakr, 2014, p. 57).

From an organizational application, group decision support is different from individual decision support. Therefore, to expand the support of group decision to the level of the organization, it is necessary to consider the necessary adaptations. This

compatibility should be based on the integration of different teams in the organization, in which different homogeneity, cooperation, and dependencies are considered among individuals, processes, organizational units and products. From a market point of view, checking and searching the product responsive to the Customers typically find requirements on e-commerce websites to be tedious and time-consuming. As social media became more prevalent, consumers' roles in storytelling shifted from being passive listeners to becoming active participants. Thus, social media, with the relationships and interactions between brands and consumers, thus provides unavoidable opportunities. These consumers provide convincing evidence of their perception of the brand and the features that may or may not be approved by the brand. So the brand owner through consumers ensures that consumer brand stories remain close to the story of the brand owner. (Stephan, 2012, p. 7).

1.5.6. The Impact of Social Networks

1.5.6.1. Social Networks and Their Impact on E –Commerce

Social network play a key role as a medium for sharing knowledge, concept and impacts within the group. Social network play a significant role in e-commerce as many consumers seek feedback from others before making a purchase or studying others experiences while utilizing the product. Social networks play a key role as a medium for transferring information, ideas and influences among its members.

1.5.6.2. The Impact of Social Networks to Accept Products

Studies by Borden et al. Show that there are 2 types of social networking impacts on accepting new products among users:

Normative Social Networks: These types of networks push people to accept a product because people who do not have the new product are so -called and despite the characteristics that are important to the individual.

Information Social Networks: In these networks, people see the experiences of people who have used new products to find out whether they have to order the new product. So these networks play a more balanced role between products and people's

willingness to buy those products, with increased confidence in their thoughts and preferences for the product.

Using online social networks and gathering information from sites is effective in buying behavior. Consumers consider and trust their friends' purchase decisions than the opinions of anonymous people. The results show that the ability to use the website affects satisfaction, and satisfaction in turn affects the tendency to use the website. Usability does not directly affect the use of the site, but it has an indirect effect through consumer satisfaction on the tendency to use the website. According to Bagazi and Lee, there are three levels to explain decision making in social research, including:

- Classic individual -oriented models(the person's desire to perform individual activity by one's self)
- Models based on possible adaptations and other norms(one's desire to perform individual activity, but given the social impact)
- Group -Based Models) the combination of both personal and social tendencies to perform group activity (. In this classification, two important concepts are created: individual -oriented models and group -based models. Information systems studies that have recently raised the subject of online social networks, basically, it has adopted classical individual -based models to investigate the use of this new complex communication and interactive phenomenon. (Amini & Hashminejad, 2013, p. 50)

1.5.6.3. The Knowledge Nature of Social Networks

The formal structures manifested in organizational diagrams certainly do not represent the entire actual flow of knowledge, and informal networks play a vital role in carrying out activities. In recent years, informal networks in organizations have attracted the attention of many senior managers. Organizations have become aware that many activities are carried out collaboratively through these networks. However, many organizations do not know how to manage these informal networks because they have found them unobservable and uncontrollable. Researchers consider social networks as a key factor in understanding the process of knowledge creation. For example, Hildert & Kimbel stated that the creation of knowledge and social networks are inextricably linked and that there is a positive connection between the two, and Neilson also developed a

basic conceptual model that attempted to explain the role of communication in the process of creating new knowledge. He believed that in the communications on the network, he had a knowledge that used the concept of 'Knowledge Embeddedness' to express it. This concept expresses synergy in knowledge, in other words, knowledge sharing between different people leads to the creation of knowledge that is higher than the sum of each person's knowledge. Therefore, communication between people in the network facilitates the creation of knowledge. Since knowledge is embedded in the communications in the network, the stronger the communication and the higher the density of the network, the higher the amount of knowledge that is embedded in the network. Also, social networks provide the chance to cooperate, which leads to the sharing and integration of different mental models and related theories from different areas of experiences. Previous researches point to the fact that due to the implicit nature of knowledge, knowledge sharing often requires social processes and interactions. Explicit knowledge is easily encoded and transmitted indirectly through various technologies (e-mail), for example, but implicit knowledge sharing is complex and transmitted through informal networks and interactions between two or more people. Social networks not only show communication among members, but also show accessibility and exchange of knowledge resources in the network. Therefore, in order to develop communities where network collaborations are key to the process of creating and sharing knowledge, studying social networks has become an important organizational issue. (Abd & Mohammad , 2012, p. 76)

1.5.6.4. Gain Knowledge of social media

In a rapidly changing business landscape, a company's ability to innovate hinges on the development, acquisition, or use of new knowledge. Knowledge-based Perspective (RBV) emphasizes on optimizing effectively fostering innovation through the acquisition and application of organizational knowledge KBV facilitates the adoption of optimal methods and ongoing enhancements, indicating that knowledge management provides the most important strategic resources to increase team creativity and innovation in performance, provided to a company. Gaining knowledge can enhance the effectiveness of various business operations. Encompassing the resolution of operational issues, the coordination of functions, and the creation of new products Here, we define the acquisition of knowledge from social media as the ability to gather

sufficient and vital knowledge arising from social media for a company's brand innovation activities. Acquiring knowledge of social media can be considered as an accumulation of experience, which has exposed the company's ability to identify opportunities, mistakes, and threats to companies. Gaining an understanding of social media is the result of optimal facilitation and enhanced learning habits. For emerging technology firms facing the challenges of new responsibilities and limited resources, the ability to learn is crucial for growth in a rapidly changing landscape. Empirical learning theory emphasizes the importance of experience in facilitating learning and driving meaningful change. Theory proposes that learning entails the assimilation of experiences and viewing communication into actions. Focusing on an ongoing and fluid process of learning is essential for recognizing potential in the realm of social media and following this, creating innovative branding innovations. (Nguyen, Yu , Melewar, & Chen , 2015, p. 3)

1.5.6.5. Gain Knowledge of Social Media and Brand Innovation

Insights derived from social media constitute valuable information that can benefit an organization. In KMV, researchers usually have two types of definitions of knowledge: explicit knowledge and implicit knowledge. Explicit knowledge pertains to knowledge that has been formalized and documented, implicit knowledge pertains to knowledge that is not formally documented and is often derived from personal experiences. Gaining insights through social media allows for the preservation of experiences, seeking knowledge, gain knowledge by means of innate ability, guide learning, and transfer knowledge. The performance of companies depends on how far it can take over all the resources of knowledge and in turn mobilize it for value-creating activities. Due to the limited resources of companies and dynamic environments, the effectiveness of innovative business strategies is dependent on understanding the external landscape, including social media. This demonstrates that acquiring knowledge is crucial for attaining excellence in both overall and innovative performance. Interactions foreign stakeholders frequently result in the acquisition of knowledge. This type of attaining knowledge acquisition gives companies the capacity to assess fresh data, prospects, and additional worth. With greater depth of knowledge, the firm improves its proficiencies in directing strategy and distinguishing product. The

availability of varied resources and procedures allows for greater potential to merge pre-existing data and concepts through the attainment of knowledge, thereby generating new solutions to the problems faced. (Nguyen, Yu , Melewar, & Chen , 2015, p. 3)

1.5.6.6. Direct Effect of Strategic Social Media Capability on Brand Innovation

Strategic capability pertains to an organization's capacity to harmonize its assets and competencies with its strategic course. It is crucial for online technology companies to detect and react to swift alterations in their surroundings in order to allocate assets and conduct for novel advancements. The strategic capability of social media shows that companies will make more effective strategic decisions. That is, by utilizing social media, these companies can identify fresh prospects for commerce as well as potential advantages and threats while sustaining their competitive edge. Studies indicate that possessing strategic proficiency is a crucial element in the bilateral realization of enterprises, i.e. short-term and long-term achieving goals together. The strategic capability of media in terms of the capacity to attain, assimilate, and utilize information obtained from social media within a company's assets is aligned with the direction and strategic choices of an organization. Within the realm of social media, the ability to make swift and adaptable choices permits companies to deploy vital resources and innovative new behaviors. In the current internet-based technology sector, it is imperative for firms to remain perceptive and continually observe and obtain input from ever-changing marketplaces. The swift expansion of social media networking sites indicates that both individuals and companies are establishing a virtual network comprising connections and thereby enhancing social capital. Social media highlights mutual connections and the exchange of information, which rely on the reciprocal practice of social capital norms. We assume that companies with strategic social media capabilities have better access to the utilization of important technological advancements and market information. (Nguyen, Yu , Melewar, & Chen , 2015, p. 5)

1.5.6.7. The Impact of Social Networks on Profitability

Social networks directly affect profitability. They reduce costs and increase income. These positive results are several benefits that consumer participation can bring to the organization. For example, consumers are a source of first-hand information for the company, thereby reducing the cost of coordinating and transmitting information and creating word-of-mouth campaigns on social networks in large marketing campaigns. Company customers on social networks also reduce the cost of technical services. (Gonzalez, 2015, p. 4)

1.5.6.8. Online Social Networks (OSNs) and Brand Awareness

With their extraordinary interaction and communication capabilities, online social networks (OSNs) have created new methods to do business. The majority of businesses utilize it as a tool for internal communication and cooperation. However, brand awareness can be increased with OSNs. Options for consumers are significantly influenced by brand awareness. Consequently, a key idea is relevant to both marketing and consumer behavior. More than ever, consumers use online social networks before making decisions. As an operating system that can evolve brand awareness due to its heavy duty. A high level of brand awareness (recall and recognition) can significantly affect brand market share, and help shape other brand elements such as brand image, brand equity and brand loyalty as a means by which people become aware and accustomed to a brand and remember and they recognize. More than half of marketing decision-makers indicated that "improving brand awareness or reputation" was their top priority when asked about the key objectives of OSN initiatives. The organization generally tries to create brand awareness using limited one-way communications. OSNs, however, enable two-way conversations with consumers that help the company develop the identity and image of a brand. In addition, there is debate over trademark activities in OSNs. OSNs provide a special chance to promote companies. Some people think it fosters ties with consumers, while others think the reverse. However, research is being done on OSNs' contribution to increasing brand recognition. The identification of the brand's impact on factors connected to social media marketing is a crucial gap in the study literature. (Barreda, 2015, pp. 21-22)

1.5.6.8. a. Determinants of Brand Awareness in Online Social Networks

Quantitative and qualitative research techniques are used to measure brand awareness. The determinants of brand awareness in online social networks are:

Virtual interactions: Users and brands (e.g. branded hotels) can communicate directly with each other, without borders distance and time.

Awards: The amount that users benefit from the brand in terms of money, psychological and membership benefits.

System quality: Ease of use, user friend and brand security.

Quality of information: reliability, up-to-date and reliable and rich information that is used for Users are provided.

1.5.7. The Importance of Social Media

The World Wide Web is one of the main transformative programs in the history of human computing and communication that is constantly changing the way data is published and received, running businesses and people's communications with each other. As the web dimensions expand, the technologies it uses and the services provided to users also include static and constantly changing pages. (Web1.0) included static and readable HTML readings that are now very old, but now (Web2.0) a dynamic and conversational fact that more people have actively created content, Share and use, and as a result the Internet is not only a network of data but also a network of people in which data and users make uncomplicated links. Virtual forums have consistently attracted users and have become an alternative to face -to -face communication. In particular, social networks have set up associations that will be able to meet and talk to each other, send and receive messages, organize events, maintain relationships with friends and acquaintances, and gain information about their feelings and feelings. Blogs and forums have become tools for expressing and sharing ideas for public use. There are many ways to analyze the social media space for extracting information about customer desires and beliefs about products, and by increasing the desire to use marketing through social media, it is possible to improve in emotion analysis. Many systems for grouping emotions are based on issues such as machine learning methods and text analysis. Most of the existing tools are limited to polar evaluation in the positive, negative and neutral

group or a limited set of moods and emotions. The methods of analyzing the text basically rely on part of the text that clearly reflects emotions and cannot understand the emotions implicitly expressed. The classification of emotions without dependence on the field of work is impossible, as a term may have a positive meaning in one field and in another area, it will express a negative concept. For example, small adjectives are suitable for some tools like mobile, but for a TV display, it is not a good trait. (-Al-Dubaisi,, Waltahat, & Wazehir, 2013, p. 21)

According to Kaplan & Hilen, social media refers to a collection of web-based applications built on the ideological and technical principles of Web 2.0, and they make it possible to produce and exchange content produced by users. Social media encompasses an array of digital platforms for sharing information, including social networking websites (such as Facebook, My Space, and Friendster, creative sharing sites) such as YouTube, Flickr (community participation sites) such as Wikipedia (and micro blogging sites) such as Twitter.

Dependency intensity: The intensity of dependence devotes the 'strength of the relationship between individuals of a network'.

Kind: The same person pointed to the degree to which people interacting with each other in similar or similar characteristics or characteristics.

Trust: Trust is characterized as a 'readiness to rely and reassure the exchange party that the person trusts him'.

Interpersonal influences: Interpersonal influences are a societal element that has a significant impact in the impact on consumers' decision making and the need for new technology. In the existing literature, two forms of interpersonal influence have been recognized, termed as normative influences and informational influences. Normative effects relate to the inclination to conform to others' expectations, influencing attitudes, norms, and values. On the other hand, informational effects pertain to the readiness to receive information from knowledgeable individuals and being guided in the search for products, brands, and stores.

1.5.8. The Future of Community Networks

It is likely that in the future, social networks with the advancement of technology will be such that we can use the locator device to be aware of all the details of our surroundings so that by scanning the image of that person or location, we can obtain information from them through the material that people have entered on social networks, for example, by scanning the image of the person seen on the street. Be able to find his name or find out what he is interested in. Also, in the future, social networks will become more intelligent so that social databases will search users' information from the web. In the future, the social site will recognize your interests based on what you've done on the site, such as the sites you've viewed, the articles you've read, the music you've listened to, the friends you've chatted with and their interests. Perhaps in the future, technologies that social networks can interact more with each other, so that the user can benefit from other social networking services by subscribing to a social network, of course, this should be done in accordance with the agreement and social networks will present their conditions and conditions in it. Perhaps in the future, technologies that social networks can interact more with each other, so that the user can benefit from other social networking services by subscribing to a social network, of course, this should be done in accordance with the agreement and social networks will present their conditions and conditions in it. This is done, at and now, at a limited level; For the first time in the history of the Internet, two Status.net cliqset social networks provided their members with the opportunity to communicate with their account on only one of these networks with a completely independent entity on the web, which is also publicly used, without having to have an account on any of these services.

Online Community: A term that describes customers' opinions. Customers who identify a particular brand and share the brand's outstanding features in that environment; this brand community of non-geographical limited society depends on a structure of social relationships among brand fans and consists of three components: The first is at the heart of the brand. The second is to develop relationships among members who share common interests in the brand. And the last is society.

Factors affecting customer loyalty in online communities:

According to Li's theory (2000) one of the factors affecting customer loyalty in online communities is interaction, ease of use, information validity, customer loyalty and purchase intention.

Interaction: Before the development of the Internet, the meaning of interaction was limited to intrapersonal relationships, changing the way people are connected to each other with great means of communication. Several attitudes resulted from interaction. Some research focused on the website as a medium.

Ease of Use: The meaning of ease of use shows that the customer believes that personal systems are easy to use and are slightly different from online communities, and that online communities obtain information from all sources. Norris introduced ease of use, which helps customers to find product information and purchase easily and make the most of the product.

Reliability of Information: Validity has also been raised in most research studies. Waiting credit is a company that is often relevant and dependent on the individual himself. Fagan points to one's belief in the use of technology and states to what extent a person believes that he or she can use technology simply and with little effort. Mathwick proved that the accuracy, opportunity and advantage of information in electronic societies affect credibility and reliability.

Performance Rewards: Wiliyam Hezir (explained that when companies appreciate the cooperation and cooperation of customers, customers take more time with the brand. Customers have a positive background; the company will have a strong sense of communication) (Ismail, 2014, p. 30).

1.5.9. Social Media-Based Branding Communities

As the name implies, social media-based branding communities consist of two components: (1) social media;

Social Media: In the past two decades, with the expansion of the popularity and popularity of social media, researchers and activists in this field have provided numerous and still similar definitions for this phrase. Social media is a collection of Internet-based applications created in accordance with the technical and ideological basis of Web 2, enabling the production and exchange of user-centric content.

Brand Society: Moniz & Ogein define a brand community as a specialized cross-border society (far from geographical boundaries) formed founded on a collection of structured relationships amongst supporters of a brand, the framework of such groups is formed based on the consumption of a product or service, and like any other community, its constituents, including members, relationships between them, and sharing issues (whether physical or emotional).

According to Alexander and his colleagues, the most important factor shared in brand groups; Production of new meanings (and exchanges is about them. Facilitating information sharing, enriching brand history and culture, assisting) other (consumers and impact on the level of members' loyalty.

The model that Moniz & Ogein had provided for brand communities in the year 2001 included communication between one customer with other customers and brands; in completing the efforts of Moniz & Ogein, Mc Alexander and his colleagues added two other influential factors, including the company and the product, in 2002 to the brand model and introduced as the central consumer model.

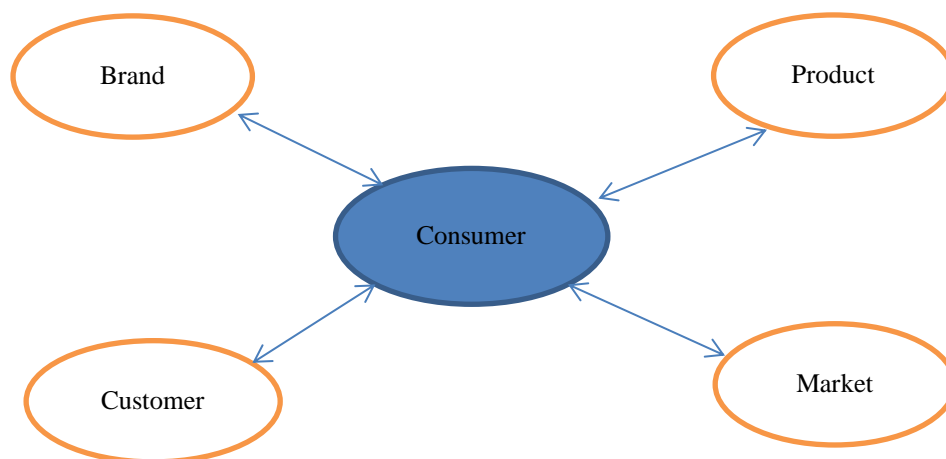


Figure 8: Central consumer model Mc Alexander and his colleagues, 2002

1.5.9.1. Brand Society

According to Anderson (one of the most important issues that may arise around a brand is the issue of brand society). Brand society can affect customer perception, behavior and even loyalty for businesses. Brand society plays an important role in the development of customer loyalty to brand through relationship marketing. In their research, Moniz & Ogein have defined the brand society as a specialized and limited

society, not geographically based on a structural set of social relations among brand admirers. (Iqbali, Naibzadeh, & Dehghan Dehnovi, 2013, p. 4).

In brand societies, a focal point brand will be social interactions between fanatical and loyal consumers of that brand. Consumers use these relationships to sharing their brand experience and expressing brand topics. Brand communities may rely entirely on consumer interactions, while it is the marketer that facilitates the process. Brand communities can be a very powerful and influential force on brand value, as crystallized concepts in social ties significantly add to brand loyalty. In brand societies, a focal point brand will be social interactions between fanatical and loyal consumers of that brand. Consumers use these relationships to sharing their brand experience and expressing brand topics. Brand communities may rely entirely on consumer interactions, while it is the marketer that facilitates the process. Brand communities can be a very powerful and influential force on brand value, as crystallized concepts in social ties significantly add to brand loyalty. Promoting customer loyalty through interface marketing or communicating with the customer is an important issue for both researchers and consultants. Social bonds are the later element of social capital that brings together a common vision. Accordingly, a common view is the collective goals and aspirations of the members of an organization. Social interactions also permit individuals to disseminate their knowledge and resources with other members of the network and form a common view of the group or organization. The brand community provides a channel to promote brand, as well as the brand community to achieve a deep understanding of the brand, culture, gathering important information such as customer opinion about product or brand services. Is a common identity, online brand communities can be considered as a community of "a specific type of brand communities that exist in the Internet. In fact, an online brand society, "A brand that uses computer systems as the main means of interacting with its members. Brand society has three major concepts that include a sense of knowledge of the type, rituals and traditions and ethical responsibility. The sense of consciousness here refers to the intrinsic connections between members. Members with this awareness have a sense of knowledge sharing, even those who are not members of the community reject.

1.5.10. Perceived Benefits from Online Brand Communities

Providing the benefits of members to create a successful brand society is key, and these are an important driver for membership participation. They define the perceived interests of online brand societies in four floors. Benefits people can deduce from customer virtual environments, including: learning, social, self-esteem, enjoyable interests and entertainment.

Learning Benefits: Online brand communities get useful knowledge about the product and how it is used via the interactions of its members. Visitors to online brand communities do come in anticipation of the advantages of other regular product information shared by members as well as to gain knowledge and address issues with products. After talking with the relevant community (sharing, all members of this community can easily obtain information and acquire knowledge about products), members who can share information about brand products may profit from learning.

Social Benefits: Online Brand Society is not just a base for exchange of consumption and experience but also a Space for socialization is also superiority and experience and a place for entertainment. Social benefits refer to the development of interpersonal bonds via contact with other people in the community, which includes a sense of identity or belonging. Close connections among members of these communities, according to Yen and colleagues, can have positive social effects. When participants engage in intimate contact with other participants in the community's activity and receive swift reactions or comments, it shows that those participants are being seen and given thought by others. Emotional communication between these people based on their shared interest in their social relationships brand. Makes more meaningful as a wide range of issues can be discussed in this society, as well as members can extend their social networks through interactions in discussions.

The advantages of self-esteem pertain to the positive regard and status an individual can attain within the community. Yen and colleagues suggest that having self-esteem can lead to social benefits, particularly in building close relationships. When members receive quick responses or feedback and have close interactions with other members in the community's activity, members receive attention and cognition from others. This gives them a good feeling about themselves and arouses self-esteem.

Engaging in this activity brings forth feelings of positivity and encourages a sense of self-esteem. It is linked to increased admiration and personal standing. Being active participants in the branding community allows individuals to earn respect within the community by assisting others in decision-making or offering suggestions for new product designs. (Kuo & Feng, 2013).

Benefits of Regular Happiness and Pleasure: These advantages refer to the many joys that members of the online brand community discover and motivate them to invest more comfort in those pursuits. In online communities, members may occasionally enjoy interactive experiences. Members can share intriguing experiences with other members if there is reciprocal engagement, which makes them feel good. They also add that members enjoy social advantages and benefits connected to inner satisfaction from membership in communities, leading to increased contacts. This good feeling may spread quickly across society. (Nikzad & Khairi , January 13, 2014, pp. 2-5)

1.5.10.1. Media & Advertising

Advertising holds a prominent position within the field of marketing, encompassing a wide range of activities. Its significance is such that, in the eyes of the general public, the term "marketing" has become synonymous with advertising. However, advertising is more than just a business practice; it is a social phenomenon that arises from societal needs and serves a larger social purpose. As a powerful force within society, advertising plays a vital role in shaping and fulfilling consumer desires. It has evolved to encompass the creation of needs, which can have both positive and negative consequences. In today's world, advertising has become deeply ingrained in human life, leaving its impact across the globe. However, the sheer volume of advertisements from various sources has led to decreased responsiveness among consumers, who have become more selective in their attention to advertising messages. Consequently, companies must invest significant effort and resources to capture and engage their audience through advertising. Advertising is a multidisciplinary field that extends beyond economics and commerce, encompassing various other disciplines and concepts. It holds a unique position as a blend of knowledge and art. According to Cutler, advertising is the science by which you achieve marketing and promoting sales and increasing benefits. Marketers use advertising to create awareness, excellence and

ultimately brand choice by the customer. Advertising is always considered as a common factor affecting brand value. In addition, the intangible feature of services has led organizations to promote brand status with customers, so that advertising is considered a vital factor in order to succeed in any service marketing strategy. (Hrandi , 2013, p. 2)

Social media has become an expanding importance as channels for collecting information about products and services. Brand names are present on such social sites in order to advertise their brand and attract participation and develop word-of-mouth advertising. today, large companies and brands with various products and services, such as: large automakers, food products manufacturers, major airlines and travel companies, garment manufacturers, etc. they have tried to participate in such social sites and, given the high potential of such social media, compete in advertising and attract customers globally, and each of these names is looking for an optimal solution for how to do their advertising in order to attract more customers. (Nomar, 2012, p. 2)

Over the last ten years, there have been significant transformations in the media landscape. Traditional media outlets are being increasingly substituted by social media platforms, such as social networks. It appears that customers' word-of-mouth advertising regarding these new marketing opportunities knows no bounds. For instance, on Facebook alone, 50 million fans have publicly expressed their interest in Coca-Cola products, illustrating the vast reach of social media. The fact that consumers become brand enthusiasts on social media platforms through information sources gives rise to the hypothesis that social media has an immense influence on a brand's success, in addition to conventional marketing communication tools. Social media is recognized as a collective phenomenon that encompasses a wide-ranging population.75% of internet users in the United States use social media. More people can be reached by information spreading virally through social media than through conventional media, such as television, radio, and print advertisements. However, it has been questioned if the recent explosive expansion of social media has resulted in a loss of marketers' influence over brand management. As social media offers consumers an opportunity to talk to hundreds or even thousands of other consumers around the world, other companies are not the only source of brand information, plus consumers are turning away from traditional media such as television, radio, magazines, and are increasingly using social media to search for information. They consider social media to be more reliable sources of information than traditional marketing communication tools used by companies.

According to a study conducted by Nielsen, 70% of internet users trust consumers' assessments of corporate products expressed on social media. As a result, marketers can expect to stop those brand communications produced solely by the company, but those communications formed by customers and through social media are growing increasingly. Therefore, it is important to distinguish between the connections created on social media by the company and users and the analysis of the separate impact of these two types of communications on social media. It is worth noting that the connections made on social media by the company are controlled by the company, while the communications created on social media by users are beyond the company's control. In addition, the using of social media by manufacturing companies can increase sales and attract more customers. (Sheyda , Fakhari , & Hemmati, 2015, p. 2)

The interaction between consumers plays a crucial role in shaping the outcomes of marketing endeavors. Studies indicate that both social media and traditional media have a notable influence on consumers' perceptions of a company's brand. Attitudes towards a brand encompass a comprehensive evaluation of the company as a whole. Drawing from logical action theory, attitude formation is influenced by communication about the brand's features and advantages, assuming that brand perception is impacted by brand awareness and the reputation associated with it. The positive and negative feedback conveyed by users through social media, alongside traditional corporate advertising, has a significant impact on consumers' attitudes towards the business. In addition, research has shown that consumers' attitudes toward the brand have a great impact on their purchase intentions, as brand attitudes are seen as a good indicator of behavior intention. Ienhardt & Modenn, in a study of the causes of users' tendency toward virtual social networks in the United States, two researchers found that 91 percent of users use these sites to maintain relationships with friends, 82 percent seek to maintain relationships with those who do not travel with them, and 72 percent use these sites to create and pursue social initiatives (Sheyda , Fakhari , & Hemmati, 2015, p. 7).

Media-related needs are classified into eight groups as follows:

The Need for Self-Understanding: to know myself, to improve my taste for experiencing beauty and so on;

The Need to Reduce Dealing with Oneself: to kill time, to escape the reality of daily life, etc.

Need to Strengthen Relationship with Family: to spend time with family;

The Need to Strengthen Friendly Relationships: to participate in friends' discussions, to spend time with friends;

The Need to Increase Credibility, Stability and Social Status: to feel proud of having a government, to gain trust about statesmen;

The Need to Increase Experience in the Field of Culture and Age: to know that i am not always right, to participate in the experiences of others;

The Need for Entertainment and Escaping from Realities

1.5.11. Social Media Brand

Companies must constantly evolve to outdo rivals and thrive in a swiftly transforming environment. Social media brand strategy revolutionizes current markets and establishes novel methods, and leads to changes or completely presents new technology and performance. Social media branding is a different level, as it creates a gathered knowledge of social media. (Nguyen, Yu , Melewar, & Chen , 2015, p. 2)

The primary purpose of most social networking platforms is to share users' activities. However, social media has evolved beyond just sharing personal updates. The expanded use of social networking tools has opened up new marketing opportunities and avenues for introducing brand names. Additionally, individuals are heavily influenced by their friends' opinions on social media when making choices. The impact of advertising on social networks is remarkable. Presenting targeted ads to users and featuring them on their friends' favorite brands list is an innovative and captivating concept in this domain. The rapid and constant changes in social networks have posed significant challenges for software developers in this field. Some software developers have responded by creating ingenious tools for advertising and marketing purposes. (Al-Shehri, 2014, p. 38)

1.6. Related Studies

Study 1, (Masa'deh & AL-Haddad, 2021), the objective of this study was to examine how Social Media Activities affect brand equity, specifically focusing on brand

awareness and brand image. A validated survey was distributed to 362 participants, selected for convenience, who used at least one form of an Airline's social media. This was part of a cross-sectional quantitative study. The hypotheses were examined employing Multiple Regression analysis in SPSS version 20. The results indicated a substantial impact of Social Media Activities on brand equity as a whole. Specifically, the study revealed that entertainment, customization, interaction, and electronic word-of-mouth (EWOM) significantly influenced brand image. Moreover, customization, trendiness, interaction, and EWOM were found to have a significant effect on brand awareness. This research stands out as one of the few to explore the relationship between social media activities and brand equity in Middle Eastern airlines. It provides valuable theoretical and practical insights that can assist airline managers in their marketing efforts by utilizing different social media activities.

Study 2, (Thu & and Phuong, 2021), The purpose of this research was to investigate the impact of social media marketing efforts on brand loyalty, especially in the example of Samsung cell phones in Vietnam. The findings revealed that six social media marketing activities, including Entertainment, Interaction, Trendiness, Customization, Word of Mouth, and Promotion, had favorable connections with brand loyalty. With various variances in replies from different age groups and genders in each category to the dimensions being used on social media sites (197) responders, it was proposed that the brand place a greater emphasis on the value of Entertainment and Promotion. In addition, Instagram and YouTube platforms should be properly handled in order to acquire and satisfy a bigger number of followers.

Study 3, (Nørskov, Chrysochou, & Milenkova, 2015), A study was conducted under the title of the effect of innovative product features on brand equity. Data were collected by electronic survey questionnaire about two brands of audio and digital devices. The results showed that innovative features affect brand equity and this effect is different between high quality brands and low quality brands.

Study 4, (Sasmita & Mohd Suki, 2015) conducted a study on young customers' reactions to brand equity in 2015, the impact of brand association, brand loyalty, brand awareness, and brand image was studied. A sample of 200 young consumers was considered and regression analysis was used to analyze the data. Experimental results

showed that brand awareness is mainly affected by brand equity among young consumers; and this awareness is transmitted to young consumers through social media.

Study 5, Research on brand personality and brand equity was conducted by Su and Tong in 2015 in the sportswear industry in China. Information was gathered from a group of 420 college students. The findings indicated that sportswear brands possess personality traits in seven dimensions and 53 attributes, including competence, attractiveness, honesty, innovation, activity, excitement, and strength. Furthermore, the results demonstrated that consumers tend to associate these dimensions of brand personality with the name and brand of sportswear.

Study 6, Measuring brand equity has posed a major challenge for companies in the fast-moving consumer goods industry (FMCG). Mohan Bijuna In 2016, it examines the impact of brand equity on business operational performance in India's FMCG industry. This is a descriptive and exploratory research study. The results show that there is a relationship between brand equity and business operational performance. Practical implications of the findings show that brand equity is effectively managed to improve the operational performance of the business.

Study 7, the research aimed to explore the perceptions of social media participants of the similarities and differences between the accuracy and reliability of online advertising versus the corresponding accuracy and trust in online brand communities. Schmidt Klaus Nicholas In 2015, These communities are interested in connecting to social media on the basis of specific products or services. The objective is to assess the trust of individual operators in those brands' communities based on information provided by companies and marketing or public relations strategies. Our research then goes beyond this comparative discussion to evaluate differences and similarities between people in different cultures went away. In our opinion, consumers' communication with one another can be more convincing and trusted than a traditional connection to consumer information which is presented as part of the company's own marketing or PR strategies. It is our belief that cultural differences cannot or at least should not exist in terms of the concept of trust.x (Schmidta & Iyera, 2015)

Study 8, in a 2014 article, Fadzline Puteri examined the relationship between brand differentiation, design innovation, and furniture manufacturers' brand performance, and the mediating effect of design innovation between brand

differentiation and brand performance. Questionnaires were distributed among more than 500 manufacturers and 204 questionnaires were used. A 49-item questionnaire consisting of brand differentiation, innovation in brand design and performance was conducted to investigate the relationships between these variables. In this paper, the role of innovation in a vision is of two types: product innovation in design on brand performance, which acts as a mediator between brand differentiation and brand performance.

Study 9, Advances in ICT has been made possible by rapid technological change and e-service innovation. New technologies compete with other ways to meet consumer needs and innovate new services, and create a new challenge for service providers who think highly of their customers and provide customized services. In this regard, companies that provide outstanding and useful services to customers make more customers more loyal to their competitors. Understand the effects of innovation on the consumer response to self-loyalty to deliver Service providers are very important in the field of digital products. , Rita Kuvykaite conducted a study in 2016 on the impact of e-service innovation on brand equity and customer loyalty at Samsung International. In this regard, data were collected from 384 Samsung mobile phone users who used the company's services and tested through structural equation modeling. The findings of this study confirmed the impact of custom services and technology leadership on brand equity, while the direct impact of service innovation on brand equity was not found. The positive impact of technology leadership and brand equity on customer loyalty was also acknowledged.

Study 10, online social networks, with their extraordinary communication and engagement capabilities, enable locations and businesses to boost brand recognition. Many tourist locations and hospitality firms are realizing the value of using online social networks to influence brand awareness and spark positive conversations. The goal of this study is to develop and evaluate a theory-based model of brand awareness in online social networks. To examine the theoretical model, a survey was carried out with 230 users of an online social network. Structural equation model analysis has been used to analyses the data. The study results show that the establishment of brand visibility in online social networks has an increased impact on discussions and exchanges. It is vital to create a genuinely interactive environment, which allows users to exchange accurate, rich and up-to-date information at an instant in order to raise awareness of brands on

Online Social Networks. Obtaining psychological and financial incentives and assessing the unique advantages offered by online social networks are crucial aspects for users. Information quality and system quality play significant roles as precursors to brand awareness within these networks. The study's findings highlight the significance of social media in shaping online branding strategies. Factors such as virtual interaction, system quality, quality of information content, and rewarding activities collectively influence brand awareness, leading to discussions and exchanges surrounding the brand. (alzbwani, 2014)

Study 11, by (Alkaab, 2011), Today, the importance of brands and their influence on service businesses is paramount, as powerful brands increase customer confidence in the purchase of services. The purpose of this study is to ascertain the effects of brand equity on service quality and Brand Equity, such as branding status, brand performance, concept image, brands' judgments and reputation. This study adopts a survey method, characterized as descriptive and applied in purpose. Data for the research were gathered through a questionnaire using available sampling. Correlation analysis and structural equation modeling were employed to test the hypotheses. The analysis of the research outcomes revealed that service quality influences the various dimensions of brand equity. Additionally, among these dimensions, brand image, brand judgments, and brand feelings also significantly impact brand equity.

2. RESEARCH METHODOLOGY

2.1. Introduction

Fundamental research, survey research, and applied research are all types of research. Research is a collection of routine, consistent, and intentional activities that are carried out alone or in groups to fulfill one of the demands. Data are honestly and truthfully observed, checked, and extracted during the research process utilizing collection tools. Then, scientific hypotheses and assertions are put to the test utilizing quantitative and non-quantitative descriptive and inferential analytical techniques. The beginnings (hypotheses) are evaluated, and then the conclusion is reached when the hypotheses are accepted or rejected. With these terms, the research process may be viewed as a collection of reliable and methodical guidelines, instruments, and techniques for examining data. Explore unknowns and solve issues such that using the scientific method is the only way to arrive at something that is both acceptable and scientific. The purpose of choosing the research method is for the researcher to determine what method or methods to adopt to help him find the correct answers and as accurately as possible. The choice of research method depends on the objectives and nature of the research subject as well as facilities and resources. In this chapter, we look at the status quo of the method used in the research, Statistical population, sample size, sampling methods, methods and tools used for data collection and analysis methods, as well as the validity and reliability of the collection tool will be discussed.

2.2. Research Implementation Process

In this study, the research literature was first identified based on the problem of the main research variables, and the hypotheses were based on a theoretical framework and research model. Then, the data needed to measure the above variables were collected through a questionnaire and in the field. SPSS 28 software was used for analysis. Next, by calculating the descriptive characteristics of the variables and the relevant tables, the distribution of the adjectives was checked and finally the hypotheses were tested.

2.3. Research Methodologies

A descriptive study aims to identify and characterize the variables within a particular situation. Its purpose is to provide a comprehensive description of various aspects of the phenomenon under investigation, considering individual, organizational, industrial, and similar perspectives. On the other hand, applied research seeks to address practical problems that exist in the real world. In this particular research, the descriptive survey method is utilized, indicating a fundamental applied research approach. Additionally, the data collection process involves conducting field research.

2.4. Society, Sample, Sampling Method

The set of people, groups of people or things that one or more characteristics should be studied about them are called statistical population. The community must be clearly defined because the conclusions that will be made at the end of the statistical study will only belong to the same community. (Xerollah, 2012, p. 1) The statistical population of this research is the customers of TBI. Sampling method is based on non - explicit sampling. Since the study of a single person is not often possible due to the high cost and little time or lack of adequate facilities, therefore, a part of the community is considered as an example rather than the whole that the results of the study can be generalized to the whole community. (Blbas H. T., 2019, p. 18)

2.5. Data Collection Methods and Tools

In this research, the field method has been used to collect data, and the data collection tools are questionnaires and the range of responses used are five options from very high to very low as follows:

Table 3: Qualitative characteristics and numerical values of questionnaire options

Very Little	Low	Medium	High	A lot
1	2	3	4	5

This questionnaire contains 36 questions. The contribution of each variables and structure is listed below.

Table 4: Distribution of questionnaire questions

No	Variables	The Questions Of Questionnaire	Sum Of Questions
1	Brand Performance	1-11	11
2	Customer Brand Equity	11-21	10
3	Social Network	22-36	15

2.6. Validity and Reliability of the Questionnaire

The concept of validity addresses the extent to which a measurement tool accurately assesses the intended attribute. If the validity of the measuring instrument is unknown, the reliability of the resulting data cannot be relied upon. The measurement tool could be accurate when measuring one aspect of a feature but inaccurate when assessing another characteristic of a community. By consulting experts' and academics' opinions, the validity of the measuring instrument has been confirmed in the current study.

The purpose of measuring the reliability and stability of the questionnaire is to be usable at different times and places. In fact, it is reliable research whose measurement tool is valid and if this research is done by another person and the same researcher again in other times and places, the same results can be achieved. One of the most often used techniques for assessing the validity and reliability of surveys is Cronbach's alpha coefficient, which was developed by Cronbach. When a characteristic is tested again using the same methods, in the same settings, and at various times, the findings will very certainly be the same, which is what the validity or reliability of the questionnaire indicates. Cronbach's alpha coefficient is between zero and one, which is actually the correlation of data at different times; the number 1 indicates the maximum correlation and the number zero indicates the minimum correlation. (Vaske, Beaman, & Sponarski, 2017).

2.7. Research Model

In their article titled 'Developing a benchmark for brand performance for financial service brands,' Di Chernatoni and colleagues explore the factors contributing to variations in metric presentation. They attribute this disparity to the intricate and multi-faceted nature of business performance, the influence of the business environment and organizational strategies, and the impact of managers' objectives. Even at the organizational level, researchers encounter diverse interpretations of marketing goals, market types, and the nature of services or productivity. In this research model, brand performance is evaluated using recommended advertising indicators, attitude, access, distribution, satisfaction and innovation. One of the essential elements to provide a sufficient foundation for daily decision making as well as charting the company's path in a rapidly changing and competitive environment is relevant and timely information. Advances in technology facilitate and demonstrate the global data collection process. The growth and increasing complexity of the communication infrastructure makes it possible to collect data on a large and diverse scale. With these interpretations, the need to use these networks for global brands has become inevitable. In this model, the tendency to use social networks with three indicators of mental criteria, group criteria and social cognition is examined (Al-Nusour et al, 2016, p.519).

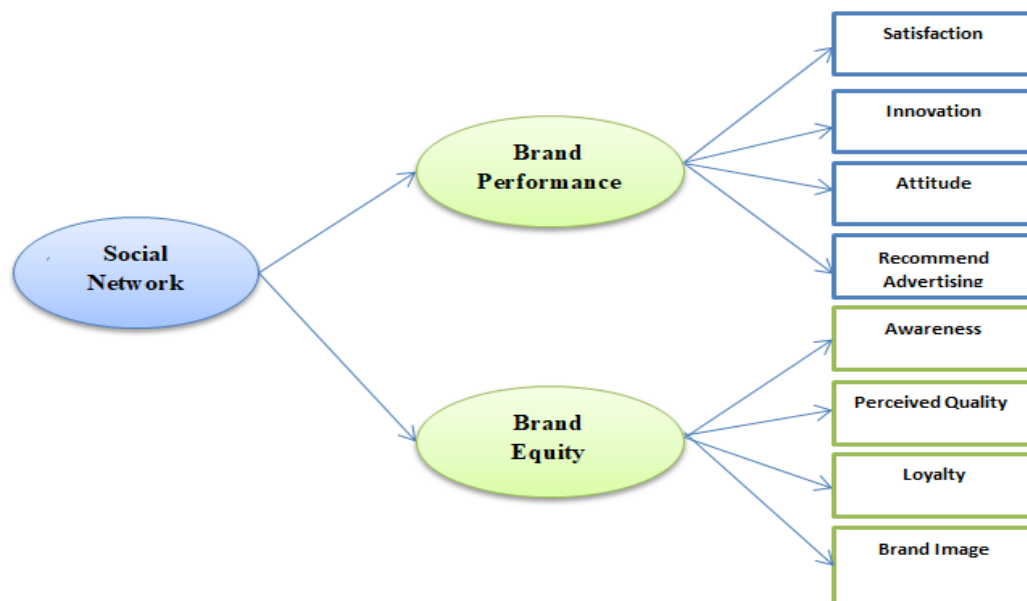


Figure 9: Conceptual model of research

3. FINDINGS AND RESULTS

Data analysis involves a process with several phases in which the data are provided through the application of tools for gathering data in the statistical population (community); conclusion, Anova, and categorization... and then processed to provide the foundation for various analyses and connections between these data in order to test hypotheses. (Blbas, Aziz, Nejad, & Barznjy, 2020)

3.1. Data Collection and Response Rate

The survey questionnaire was distributed to 500 customers in TBI between January and May 2023. Questionnaires were distributed via Google Form using WhatsApp, Viper and Messenger, and 424 responses were given. 24 of the 424 completed and returned surveys were disregarded due to duplicate incidents reported by respondents. In the discipline of information technology research, the overall response rate for this study was (80%), meaning it was an excellent response rate. Pilot test has been used three times before distributed all forms to check the reliability on the forms.

3.2. Descriptive Statistics

Table 5: Descriptive statistics for demographic questionnaire

		F	%
Gender	Male	272	68.0%
	Female	128	32.0%
Education	High School/Technical School Diploma	27	6.8%
	Bachelor	202	50.5%
	Master	61	15.3%
	PhD	25	6.3%
	Associate Degree	85	21.3%

Table 5 shows the descriptive Statistics for demographic questions. The percentage of the male (68%) is higher than the percentage of the female (32%) as shown in figure (4.1). The percentage of bachelor degree (50.5%) is higher than the percentage of graduation among customers followed by associate degree (21.3%), master degree (15.3%), high school (6.8%), and PhD (6.3%) respectively as shown in figure (4.2).

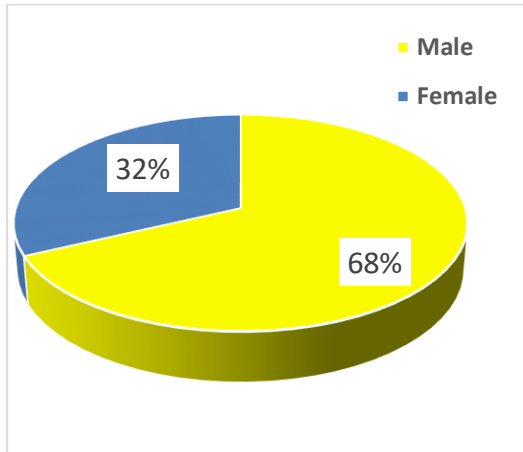


Figure 10: Percentage of gender

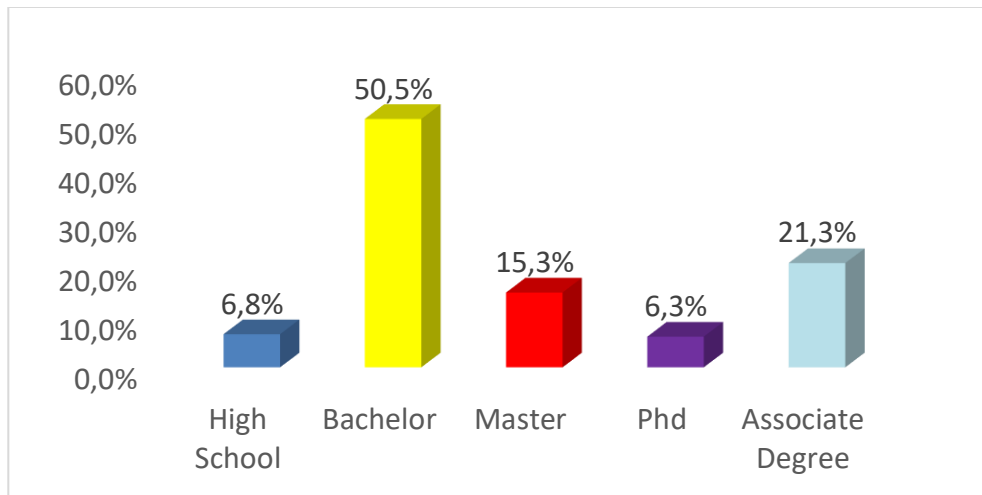


Figure 11: Percentage of education

Table 6: Descriptive statistics for each dimensions of social network

	Very low		Low		Medium		High		A lot		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Q22	0	0.0%	1	.3%	0	0.0%	201	50.3%	198	49.5%	4.490	0.515
Q23	0	0.0%	1	.3%	75	18.8%	128	32.0%	196	49.0%	4.298	0.775
Q24	0	0.0%	1	.3%	249	62.3%	99	24.8%	51	12.8%	3.500	0.715
Q25	0	0.0%	2	.5%	152	38.0%	120	30.0%	126	31.5%	3.925	0.843
Q26	1	.3%	3	.8%	76	19.0%	175	43.8%	145	36.3%	4.150	0.764
Q27	0	0.0%	5	1.3%	1	.3%	194	48.5%	200	50.0%	4.473	0.575
Subjective Criteria											4.139	0.353
Q28	10	2.5%	4	1.0%	144	36.0%	143	35.8%	99	24.8%	3.793	0.912
Q29	3	.8%	4	1.0%	122	30.5%	195	48.8%	76	19.0%	3.843	0.761
Q30	4	1.0%	1	.3%	172	43.0%	123	30.8%	100	25.0%	3.785	0.858
Q31	4	1.0%	3	.8%	99	24.8%	73	18.3%	221	55.3%	4.260	0.924
Q32	9	2.3%	3	.8%	51	12.8%	168	42.0%	169	42.3%	4.213	0.860
Group Criterion											3.979	0.462
Q33	4	1.0%	5	1.3%	101	25.3%	214	53.5%	76	19.0%	3.883	0.755
Q34	10	2.5%	7	1.8%	146	36.5%	143	35.8%	94	23.5%	3.760	0.916
Q35	3	.8%	4	1.0%	108	27.0%	212	53.0%	73	18.3%	3.870	0.738
Q36	2	.5%	5	1.3%	71	17.8%	171	42.8%	151	37.8%	4.160	0.791
Social Cognition											3.918	0.507
Social Networking (Independent Variable)											4.027	0.317

Table 6 shows the frequencies, percentages, means and standard deviations for each of the dimensions about social networking including Subjective Criteria, Group Criteria, and Social Cognition consequently.

Subjective Criteria has the highest average among independent variables (4.139) followed by Group Criteria (3.978), and Social Cognition (3.918) respectively since the overall mean of Social Networking is 4.027 as shown in figure (4.3).

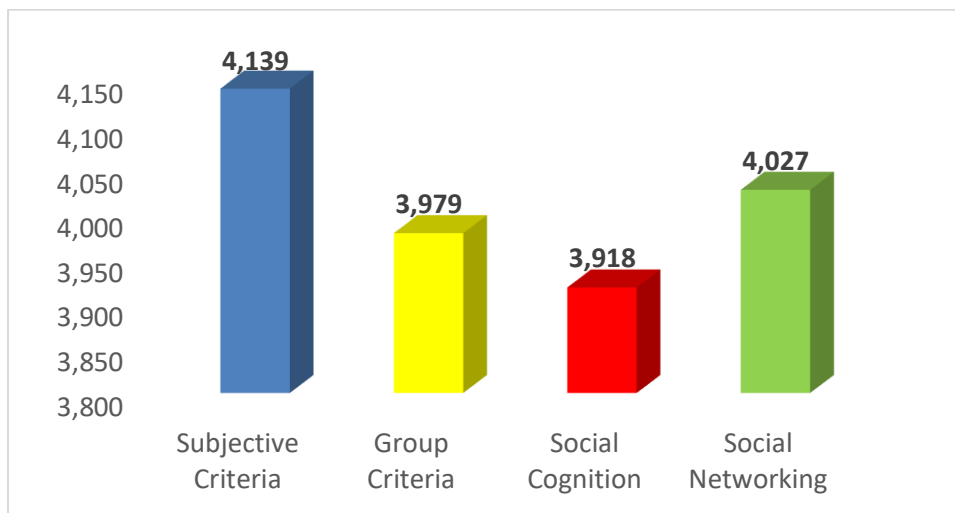


Figure 12: Mean of each of the dimensions of social networking

Table 7: Descriptive statistics for each dimensions of brand performance

	Very low		Low		Medium		High		A lot		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Q1	0	0.0%	0	0.0%	26	6.5%	298	74.5%	76	19.0%	4.125	0.490
Q2	1	.3%	26	6.5%	48	12.0%	223	55.8%	102	25.5%	3.998	0.812
Q3	2	.5%	0	0.0%	25	6.3%	173	43.3%	200	50.0%	4.423	0.656
Q4	3	.8%	1	.3%	97	24.3%	175	43.8%	124	31.0%	4.040	0.794
Q5	2	.5%	27	6.8%	147	36.8%	98	24.5%	126	31.5%	3.798	0.979
Satisfaction											4.077	0.377
Q6	3	.8%	1	.3%	125	31.3%	196	49.0%	75	18.8%	3.848	0.745
Q7	4	1.0%	5	1.3%	144	36.0%	222	55.5%	25	6.3%	3.648	0.663
Innovation											3.748	0.524
Q8	29	7.3%	1	.3%	121	30.3%	148	37.0%	101	25.3%	3.728	1.071
Q11	3	.8%	0	0.0%	49	12.3%	173	43.3%	175	43.8%	4.293	0.737
Attitude											4.010	0.554
Q9	5	1.3%	0	0.0%	122	30.5%	148	37.0%	125	31.3%	3.970	0.855
Q10	4	1.0%	0	0.0%	49	12.3%	126	31.5%	221	55.3%	4.400	0.779
Recommend Advertising											4.185	0.626
Brand Performance (First Dependent Variable)											4.024	0.361

Table 7 shows the frequencies, percentages, means and standard deviations for each of the dimensions about Brand Performance including Satisfaction, Innovation, Attitude, and Recommend Advertisement.

Recommend Advertisement has the highest average among dependent variables (4.185) followed by Satisfaction (4.077), Attitude (3.748), and Innovation (3.748) respectively since the overall mean of Brand Performance is 4.024 as shown in figure (4.4).

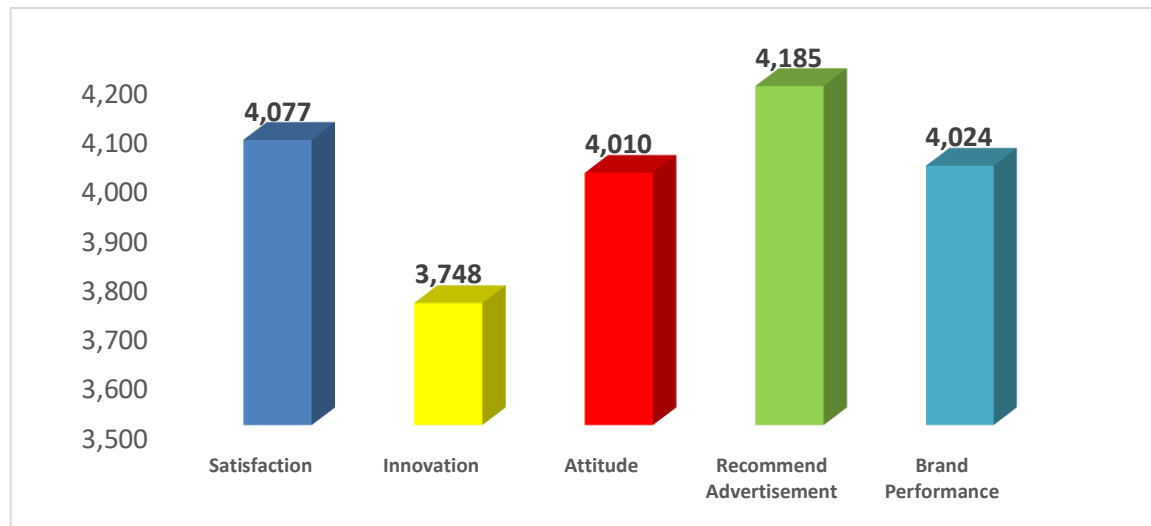


Figure 13: Mean of each of the dimensions of brand performance

Table 8: Descriptive statistics for each dimensions of brand equity

	Very low		Low		Medium		High		A lot		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Q14	0	0.0%	0	0.0%	124	31.0%	177	44.3%	99	24.8%	3.938	0.745
Q15	25	6.3%	50	12.5%	50	12.5%	151	37.8%	124	31.0%	3.748	1.199
Q16	0	0.0%	0	0.0%	101	25.3%	200	50.0%	99	24.8%	3.995	0.708
Awareness											3.893	0.586
Q18	0	0.0%	25	6.3%	176	44.0%	25	6.3%	174	43.5%	3.870	1.054
Q19	0	0.0%	2	.5%	174	43.5%	123	30.8%	101	25.3%	3.808	0.820
Perceived quality											3.839	0.811
Q12	3	.8%	0	0.0%	124	31.0%	74	18.5%	199	49.8%	4.165	0.922
Q20	0	0.0%	2	.5%	98	24.5%	149	37.3%	151	37.8%	4.123	0.793
Q21	0	0.0%	2	.5%	100	25.0%	100	25.0%	198	49.5%	4.235	0.844
Loyalty											4.174	0.473
Q13	1	.3%	0	0.0%	101	25.3%	175	43.8%	123	30.8%	4.048	0.763
Q17	0	0.0%	0	0.0%	126	31.5%	201	50.3%	73	18.3%	3.868	0.694
Brand Image											3.958	0.598
Brand Equity (Second Dependent Variable)											3.980	0.444

Table 8 shows the frequencies, percentages, means and standard deviations for each of the dimensions about Brand Equity including Awareness, Perceived Quality, Loyalty, and Brand Image.

Loyalty has the highest average among dependent variables (4.174) followed by Brand Image (3.958), Awareness (3.893), and Perceived Quality (3.839) respectively since the overall mean of Brand equity is 3.980 as shown in figure (4.5).

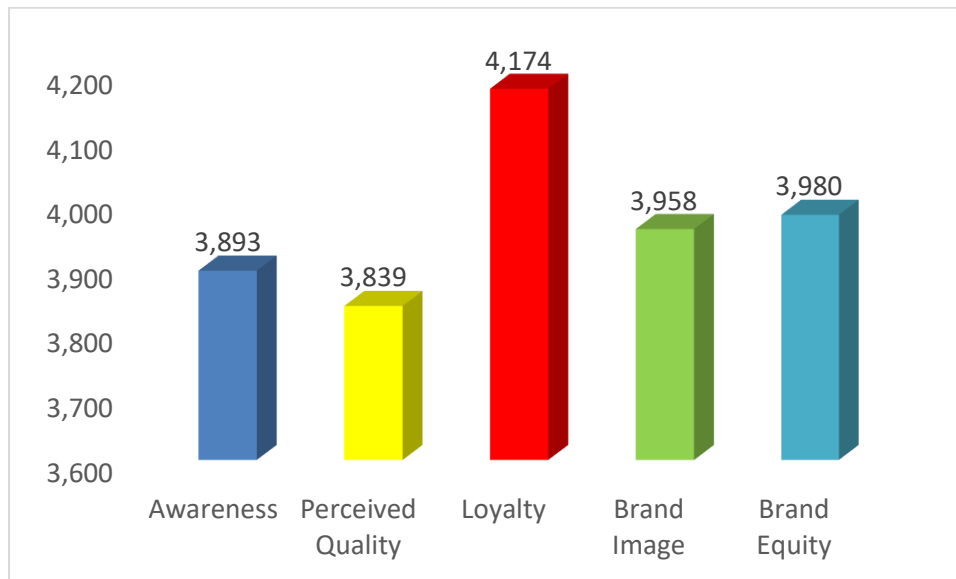


Figure 14: Mean of each of the dimensions of brand equity

3.3. Instrument of Reliability Test

Before the findings are provided, the research tool underwent fundamental validity and reliability testing. The internal consistency of a construct, as determined by Cronbach's alpha, was tested for dependability. The recommended minimum acceptable limit of reliability “alpha” for this measure is 0.60. (Hair, 2003) (Blbas H. T., 2019) After data collection, Cronbach's alpha values were calculated to assess the internal consistency of the data. Cronbach's alpha is a reliable scale (Zhong, 2017) (Taber, 2018). More specifically, alpha is a lower bound for true scan reliability.

For an exploratory or experimental study, it is suggested that the reliability be equal to 0.60 or higher (Straub, 2004). (Hinton, 2014) Suggested four cut-off points for reliability, which include excellent reliability (0.90 and above), high reliability (0.70-0.90), moderate reliability (0.50-0.70), and low reliability (0.50 and below) (Hinton, 2014). Although reliability is important to study, it is not sufficient unless combined with validity. In other words, for a test to be reliable, it must also be valid (Wilson, 2014). Table 3.5 illustrates the reliability of each construct. Cronbach's high value for all formulations indicates that it is internally consistent and measures the content of the same construct.

Table 9: Reliability of measurements for all variables

Constructs	Number of Items	Cronbach's Alpha
Brand performance (Second dependent variable)	11	0.713
Bran Equity (First dependent variable)	10	0.757
Social Networking (Independent variable)	15	0.734
Overall (Independent and Dependent variables)	36	0.831

The estimated Cronbach's coefficient values for evaluating the measurement's internal consistency are shown in Table 3.5 above. The results for brand performance, brand equity, social networking, and overall variables are (0.713), (0.757), (0.734), and (0.831) respectively for Cronbach's alpha. Table (4.5) shows that all constructions passed the reliability test, with all -values above the minimal Cronbach's alpha value that is advised (Blbas H. T., 2019).

3.4. Correlation and Regression

The association between independent factors and dependent variables was discovered using correlation analysis. Regression analysis is a statistical technique used to investigate and simulate the functional connection between an explanatory or predictor variable set and a response variable. (Blbas H. , 2014). Next, simple linear regression analysis was used to identify explanatory variable such as social networking to predict each of the dimensions from both response variables including (Brand performance and Bran equity) (Aroian, 2017).

Table 10: Correlation matrix between social networking and brand performance

	Satisfaction	Innovation	Attitude	Recommend Advertisement	Brand Performance
Social Networking	0.131**	0.131**	0.106*	0.173**	0.181**

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table (3.6) shows there is a statistical significant weak positive correlation between social networking as an independent variable and each of the dimensions of dependent variables like satisfaction (0.131), innovation (0.131), attitude (0.106), recommend advertisement (0.173), and brand performance (0.181) respectively.

Table 11: Simple regression analysis between independent variable (social networking) and dependent variable (satisfaction) as a dimension of brand performance

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	3.45047	14.4807	1.8E-38	0.131	0.117	6.946	0.009
Social Networking	0.15547	2.63544	0.00873				

The relationship between the dependent variable (Satisfaction) and the independent variable (Social networking) is weakly positive, as shown in Table 3.7. It is crucial to understand the prediction and influence rate of social networking on satisfaction after discovering a weakly positive link between social networking and contentment (0.131) using Pearson's correlation analysis. The same table also includes

an ANOVA table for evaluating the goodness of fit between the explicating variable (social networking) and the response variable (satisfaction). Based on these results, the model is suitable ($F=6.946$ and $P\text{-Value}=0.009$).

The table above presents the results of constant, slope, t-value, and coefficient of determination (R Square). The regression coefficient (B) for social networking is 0.155, indicating that a one-unit increase in social networking will result in a 0.155 increase in satisfaction. The coefficient of determination (R Square) reveals how much of the dependent variable's variation is explained by the independent variable. The determination coefficient (R^2) shows that 11.7% of the variation in satisfaction is attributed to social networking, while the remaining variation is influenced by other factors affecting satisfaction. This confirms the fulfillment of the first hypothesis denoted as $H1_a$ in table 3.21.

Table 12: Simple regression analysis between independent variable (social networking) and dependent variable (innovation) as a type of brand performance

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	2.880	8.694	0.000	0.131	0.117	6.998	0.009
Social Networking	0.215	2.626	0.009				

The dependent variable (Innovation) and independent variable (Social networking) have a slightly positive connection, as shown in Table 3.8. It is crucial to understand the prediction and influence rate of social networking on innovation after establishing a weakly positive link between social networking and innovation (0.131) using Pearson's correlation analysis. The fit between the explanatory variable (social network) and the response variable (innovation) is evaluated using an ANOVA table in the same table. The model is suitable as indicated by the values of $F=6.998$ and $P=0.009$.

The table above includes the standard score, slope, t-value, and coefficient of determination (R-squared). Regression the social network's coefficient (B) is 0.215, thus if the social network grows by this amount, creativity would as well. The amount of variation in the dependent variable that is explained by the independent variable is shown by the coefficient of determination (R-squared). The social network and the

remaining elements, as shown by the calculation of the coefficient (R²), account for 11.7% of the variation in innovativeness. As a result, it supports the second hypothesis in Table 3.21, represented by H1_b.

Table 13: Simple regression analysis between independent variable (social networking) and dependent variable (attitude) as a type of brand performance

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	3.263	9.287	0.000	0.108	0.111	4.55	0.034
Social Networking	0.186	2.133	0.034				

Table 3.9 shows a weak positive correlation between the independent variable (Social Network) and the dependent variable (Attitude). If Pearson's correlation analysis found a weak positive relationship between social networks and attitude (0.108), it is important to know the prediction and effect of social networks on Attitude. In the same table, there is also an ANOVA table to check the goodness of the response variable (Attitude) with the explanatory variable (Social Network), so the model fits accordingly (F=4.55 and P-value =0.034).

The table above shows the result of the constant, the slope, the t-value, and the coefficient of determination (R squared). The regression coefficient (B) for social media is 0.186, meaning that an increase of one unit for social media increases attitude by 0.186. The coefficient of determination (R-squared) explains to what extent the variability of the dependent variable is explained by the independent variable. The determination of the ratio (R²) reflects that 11.1% of the variation in attitudes is due to social networks, while the remaining variation is related to other factors influencing attitudes. Thus, it will satisfy the third hypothesis symbolized as H1_c in table 3.21

Table 14: Simple regression analysis between independent variable (social networking) and dependent variable (recommend advertisement) as a type of brand performance

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	2.810	7.147	0.000	0.173	0.13	12.302	0.001
Social Networking	0.341	3.507	0.001				

The dependent variable (ad suggestion) and independent variable (social media) have a sluggishly positive association, as shown in Table 3.10. It is crucial to comprehend the predictive element and effect of social media on ad suggestions after Pearson's correlation research revealed a weakly positive association between social media and ad recommendations (0.173). Also, the same table shows the ANOVA table for checking the goodness of fit for the explanatory variable (social networking) on the response variable (Recommend Advertisement), so the model is appropriate based on (F=12.302 and P-Value =0.001).

The outcome of the constant, Slope, t-value, and coefficient of determination (R Square) are all listed in the table above. Social networking has a regression coefficient (B) of 0.341, which suggests that growing social networking by one unit will boost recommend advertising by that same amount. How much of the variance in the dependent variable is clarified by the independent variable is shown by the coefficient of determination (R Square). According to the calculation of the coefficient (R²), social networking accounts for 13% of the disparity in recommendation advertising, with the rest variation coming from other variables. Thus, it will satisfy the fourth hypothesis symbolized as H1_d in table 3.21.

Table 15: Simple regression analysis between independent variable (social networking) and dependent variable (brand performance)

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	3.196	14.107	0.000	0.181	0.135	13.439	0.000
Social Networking	0.206	3.666	0.000				

Table 3.11 shows a weak positive correlation between the independent variable (social network) and the dependent variable (brand performance). Pearson's correlation analysis found a weak positive association (0.181) between social networks and brand performance, so it is important to understand the prediction and impact of social networks on brand performance. The same table also shows an ANOVA table fitting the explanatory variable (social media) to the response variable (brand effectiveness) so that the model fits based on (F=13.439 and P-value=0.000).

The outcome of the constant, Slope, t-value, and coefficient of determination (R Square) are all listed in the table above. Regression Social networking's coefficient (B) is 0.206, which suggests that growing social networking by one unit will boost brand performance by 0.206. How much variation in the dependent variable is explained by the independent variable is shown by the coefficient of determination (R Square). According to the calculation of the coefficient (R²), social networking accounts for 13.5% of the variation in brand performance, with the rest variation coming from other variables. Thus, it will satisfy the fifth hypothesis symbolized as H1 in table 3.21.

Table 16: Correlation matrix between social networking and brand performance

	Awareness	Perceived Quality	Loyalty	Brand Image	Brand Equity
Social Networking	0.435**	0.615**	0.519**	0.328**	0.651**

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

According to Table (3.12), there is a weakly positive connection between social networking as an independent variable and each of the dependent variables' aspects, such as brand awareness (0.435) and brand image (0.338), respectively. On the opposite end of the spectrum, social networking as an independent variable and any of the aspects of dependent variables, such as perceived quality (0.615), loyalty (0.519), and brand equity (0.651), respectively, have statistically significant strong positive correlations.

Table 17: Simple regression analysis between independent variable (social networking) and dependent variable (awareness) as a type of brand performance

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	0.666	1.979	0.048	0.435	0.289	92.568	0.000
Social Networking	0.802	9.626	0.000				

The weakly positive association between the dependent variable (Awareness) and the independent variable (Social networking) is illustrated in Table 3.13. It is crucial to understand the prediction and influence rate of social networking on Awareness after discovering a weakly positive association between social networking and awareness (0.435) using Pearson's correlation analysis. The same table also includes an ANOVA table for evaluating the goodness of fit between the explicating factor (social networking) and the reply to variable (awareness). Based on these results, the model is suitable (F=92.568 and P-Value =0.000).

The above table displays the outcomes of constant, slope, t-value, and coefficient of determination (R Square). The regression coefficient (B) for social networking is 0.802, indicating that a one-unit increase in social networking will result in a 0.802 increase in Awareness. The coefficient of determination (R Square) reveals the proportion of variation in the dependent variable explained by the independent variable. The determination coefficient (R²) shows that 28.9% of the variation in Awareness can be attributed to social networking, while the remaining variation is influenced by other factors affecting Awareness. Thus, it will satisfy the sixth hypothesis symbolized as H2-a in table 3.21.

Table 18: Simple Regression analysis between independent variable (social networking) and dependent variable (perceived quality) as a type of brand performance

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	-2.486	-6.096	0.000	0.615	0.4378	242.003	0.000
Social Networking	1.571	15.556	0.000				

The dependent variable (Perceived Quality) and independent variable (Social networking) have a significant positive association, as shown in Table 3.14. It is crucial to understand the prediction and influence rate of social networking on perceived quality after Pearson's correlation study revealed a substantial positive link between social networking and perceived quality (0.615). The same table also includes an ANOVA table for evaluating the goodness of fit between the explanatory variable (social networking) and the response variable (perceived quality). Based on these results, the model is suitable (F=242.003 and P-Value =0.000).

The consequence of the constant, Slope, t-value, and coefficient of determination (R Square) are all listed in the table above. Regression The social networking coefficient (B) is 1.571, which suggests that raising social networking by one unit would result in a 1.571 rise in perceived quality. How much variation in the dependent variable is defined by the independent variable is shown by the coefficient of determination (R Square). According to the calculation of the coefficient (R2), social networking accounts for 43.78% of the variation in perceived quality, with the remaining variation coming from other variables. Thus, it will satisfy the seventh hypothesis symbolized as H2-b in table 3.21.

Table 19: Simple regression analysis between independent variable (social networking) and dependent variable (loyalty) as a type of brand performance

	Coefficients			Model Summary	ANOVA		
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	1.060	4.108	0.000	0.519	0.369	146.704	0.000
Social Networking	0.773	12.112	0.000				

Table 3.15 demonstrates a significant positive connection between the dependent variable, Loyalty, and the independent variable, social networking. It is crucial to understand the prediction and influence rate of social networking on loyalty after establishing a significant positive connection between social networking and loyalty (0.519) using Pearson's correlation analysis. The same figure additionally presents an ANOVA table to examine the degree to which the explanatory variable (social network) and the response variable (loyalty) match one another, with F=146.704 and P-value=0.000 indicating a fair fit for the model.

The results of the constant, slope, t-value, and coefficient of determination (R Square) are displayed in the table above. The regression coefficient (B) for social networking is 0.773, suggesting that an increase of one unit in social networking will lead to a Loyalty increase of 0.773. The percentage of variation in the dependent variable is clarified by the independent variable is shown by the coefficient of determination (R Square). According to the calculation of the coefficient (R²), social networking accounts for 36.9% of the variance in loyalty, with the rest variation coming from other variables. The eighth hypothesis, denoted as H2-c in Table 3.21, will thus be satisfied.

Table 20: Simple regression analysis between independent variable (social networking) and dependent variable (brand image) as a type of brand performance

	Coefficients			Model Summary	ANOVA		
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	1.468	4.074	0.000	0.328	0.208	47.991	0.000
Social Networking	0.618	6.928	0.000				

Table 3.16 shows a weak positive correlation between independent variable (Social networking) and dependent variable (Brand Image). It is crucial to understand the prediction and influence rate of social networking on Brand Image after discovering a weakly positive correlation between social networking and Brand Image (0.328) using Pearson's correlation analysis. The same table also includes an ANOVA table for evaluating the goodness of fit between the explanatory variable (social networking) and the response variable (Brand Image). Based on these results, the model is suitable (F=47.991 and P-Value =0.000).

The above table displays the findings of the constant, slope, t-value, and coefficient of determination (R Square). The regression coefficient (B) for social networking is 0.618, indicating that a one-unit increase in social networking will result in a 0.618 increase in Brand Image. The coefficient of determination (R Square) provides insight into how much of the variation in the dependent variable is explained by the independent variable. The determination coefficient (R²) shows that 20.8% of the variation in Brand Image can be attributed to social networking, while the remaining variation is influenced by other factors impacting Brand Image. Thus, it will satisfy the ninth hypothesis symbolized as H2-d in table 3.21.

Table 21: Simple regression analysis between independent variable (social networking) and dependent variable (brand equity)

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	0.314	1.462	0.145	0.651	0.524	293.123	0.000
Social Networking	0.910	17.121	0.000				

Table 3.17 shows a strong positive correlation between independent variable (Social networking) and dependent variable (Brand Equity). It is crucial to understand the prediction and influence rate of social networking on Brand Equity after Pearson's correlation research revealed a substantial positive association between social networking and Brand Equity (0.651). The same table also includes an ANOVA table for evaluating the goodness of fit between the explanatory variable (social networking) and the response variable (Brand Equity). Based on these results, the model is suitable (F=293.123 and P-Value =0.000).

The table above shows the results for constant, slope, t-value and coefficient of determination (R-squared). The regression coefficient (B) of social networks is 0.910, indicating that a one-unit increase in social networks leads to a 0.910 increase in brand equity. The amount to which the independent variable's fluctuation is explained by the independent variable is shown by the coefficient of determination (R-squared). According to the coefficient of determination (R²) in this instance, social networks are responsible for 52.4% of the variance in brand equity, with the remaining variation coming from other brand equity-affecting variables. The eleventh hypothesis, represented by H2 in Table 3.21, is thus satisfied.

Table 22: Independent sample t test between gender and each dimension of social networking

Gender		N	Mean	Std. Deviation	Mean Difference	t	p-value
Subjective Criteria	Male	272	4.040	0.290	-0.309	-8.935	0.000
	Female	128	4.349	0.382			
Group Criteria	Male	272	3.974	0.439	-0.013	-0.267	0.790
	Female	128	3.988	0.509			
Social Cognition	Male	272	3.847	0.445	-0.224	-4.207	0.000
	Female	128	4.070	0.590			
Social Networking	Male	272	3.967	0.265	-0.188	-5.726	0.000
	Female	128	4.154	0.377			

Table 3.18 shows there is a statistically significant difference between the mean of male and female for each of the Subjective Criteria, Social Cognition, and Social Networking because all p-values are less than $\alpha=0.05$. The results show that the mean of male is less than the mean of female for all of them.

On the other hand, is no statistically significant difference between the mean of male and female for group criteria because its p-value is higher than $\alpha=0.05$. Thus, it will satisfy the eleventh hypothesis symbolized as H3-a in table 3.21.

Table 23: Independent sample t test between gender and each dimension of brand performance

		N	Mean	Std. Deviation	Mean Difference	t	p-value
Satisfaction	Male	272	3.966	0.351	-0.345	-9.429	0.000
	Female	128	4.311	0.319			
Innovation	Male	272	3.583	0.464	-0.515	-10.310	0.000
	Female	128	4.098	0.470			
Attitude	Male	272	3.890	0.541	-0.376	-6.666	0.000
	Female	128	4.266	0.494			
Recommend Advertisement	Male	272	4.079	0.664	-0.331	-5.087	0.000
	Female	128	4.410	0.463			
Brand Performance	Male	272	3.903	0.304	-0.379	-11.212	0.000
	Female	128	4.282	0.338			

Table 3.19 shows there is a statistically significant difference between the mean of male and female for each of the Satisfaction, Innovation, Recommend Advertisement, and Brand Performance because their p-values are less than $\alpha=0.05$. The results show that the mean of male is less than the mean of female for all of them. Thus, it will satisfy the twelfth hypothesis symbolized as H3-b in table 3.21.

Table 24: Independent sample t test between gender and each brand of brand equity

		N	Mean	Std. Deviation	Mean Difference	T	p-value
Awareness	Male	272	3.903	0.534	0.031	0.490	0.624
	Female	128	3.872	0.684			
Perceived Quality	Male	272	3.640	0.753	-0.622	-7.656	0.000
	Female	128	4.262	0.768			
Loyalty	Male	272	4.211	0.506	0.114	2.268	0.024
	Female	128	4.096	0.384			
Brand Image	Male	272	3.915	0.581	-0.131	-2.058	0.040
	Female	128	4.047	0.626			
Brand Equity	Male	272	3.945	0.402	-0.107	-2.264	0.024
	Female	128	4.052	0.515			

Table 3.20 shows there is a statistically significant difference between the mean of male and female for each of the Perceived Quality, Loyalty, Brand Image, and Brand Equity because their p-values are less than $\alpha=0.05$. The results show that the mean of male is less than the mean of female for all of them except loyalty.

On the other hand, is no statistically significant difference between the mean of male and female for Awareness because its p-value is higher than $\alpha=0.05$. Thus, it will satisfy the thirteenth hypothesis symbolized as H3-c in table 3.21.

Table 251: Summary of the hypothesis

Hypothesis	β	p-value	Result
H1-a. Social networking will have a positive influence on satisfaction.	0.155	0.009	Accepted
H1-b. Social networking will have a positive influence on innovation.	0.215	0.009	Accepted
H1-c. Social networking will have a positive influence on attitude.	0.186	0.034	Accepted
H1-d. Social networking will have a positive influence on recommend advertisement.	0.341	0.001	Accepted
H1. Social networking will have a positive influence on brand performance.	0.206	0.000	Accepted
H2-a. Social networking will have a positive influence on awareness.	0.802	0.000	Accepted
H2-b. Social networking will have a positive influence on perceived quality.	1.571	0.000	Accepted
H2-c. Social networking will have a positive influence on loyalty.	0.773	0.000	Accepted
H2-d. Social networking will have a positive influence on brand image.	0.618	0.000	Accepted
H2. Social networking will have a positive influence on brand equity.	0.910	0.000	Accepted
Hypothesis	M difference	p-value	Result
H3-a. Statistical difference between gender and brand performance	-0.379	0.000	Accepted
H3-b. Statistical difference between gender and brand equity	-0.107	0.024	Accepted
H3-c. Statistical difference between gender and social networking	-0.188	0.000	Accepted

CONCLUSION

After conducting any research activity, the researcher must present the results of the work based on testing hypotheses and accepting or rejecting them. Considering that the results derived from hypotheses form the basis for proposing research suggestions, it can be said that one of the important aspects of research, which can actually be a path to turning theories into action for future success, is providing accurate conclusions and relevant and appropriate recommendations. Results obtained through correct and proper analysis can help eliminate obstacles and problems faced by the organization in order to make the research practical. The main objective of any research is to achieve findings that can be used to provide practical and applicable solutions and make use of them. Furthermore, tracking these findings can serve as a guide and opening for other researchers in conducting similar research. In this study, the impact of the use of online social networks on brand performance with an emphasis on brand equity in TBI Bank was examined. After extracting the factors related to the variables of 2 hypotheses, the use of social networks on the brand's performance with an emphasis on the special value of the brand was investigated. The main purpose of this research is to describe the variables of using social networks and brand performance with an emphasis on the special value of the brand in TBI; which was investigated by using the theoretical topics and literature of the subject, extracting dimensions and using SPSS 28 software.

According to the findings of testing the hypotheses, social network usage significantly affects brand equity and performance. As a result, brand owners can assist others in identifying and selecting a brand by participating in social networks and being present there. This can help others introduce their brand to customers in terms of its qualities and services; the more people are offered to use a brand, the more eyes it receives in cyberspace, and the more satisfied customers are with the quality and services they receive.

The role and significance of intangible assets have grown over the past several decades along with the intensity of corporate competitiveness. The brand is one of the most significant intangible assets that distinguishes a firm from its competitors and gives it a competitive edge. Since brand performance and organizational performance are directly related, managers may use brand performance measurement and monitoring as a valuable management tool to help businesses accomplish their long-term objectives.

Any business nowadays depends on its consumers to survive. A happy customer may save marketing expenses and make the company money as a community representative. Also, innovation and the level of access and distribution are important components in the performance of the brand, which, if conditions are created to improve it, will improve the performance of the brand in the market.

Every business values its brand name or value. One of the key objectives of marketers is to establish and keep a positive reputation among consumers. Although a company produces goods and services, what a client actually purchases is a brand name. Competitors can copy products and services, but a brand name is a special phenomenon. The extra value that a brand delivers to a product is what Farcoher defines as a brand's distinctive value. Since perceived quality, brand awareness, and superiority of a brand's services over those of its competitors are the factors that have the greatest influence on brand equity, this factor can be enhanced by differentiating the brand equity services, which will also enhance the brand's performance. The findings lead us to the conclusion that a brand's perception and degree of awareness inside an organization, particularly in the service industry, serve as a reliable barometer for the long-term viability of its principles. What remains in the mind of a customer is the customer's experience in relation to the organization. It is necessary to take measures to increase the trust and perceived quality of their brand to provide the basis for continued communication with the loyalty of customers.

In order to analyze human behavior and interpersonal connections and ascertain the complexity of social structures, social exchange theory uses the fundamental ideas of contemporary economics as a starting point. According to the social exchange theory, interactions between individuals and groups aim to maximize benefits and reduce expenses (Luo & LW Shiau, 1994). Virtual social networks are one of the novel phenomena that have emerged in recent years as a result of the integration of communication technologies. The willingness to use social network technology presents a social phenomenon that depends on the interactions among users, and the willingness to use technology means the willingness of a group of people to continue using that technology with each other. The results showed that people's willingness to use social networks depends to a large extent on people's expectations and previous experience as well as their acceptance, and the discussion of internalization and social identity is raised, which determines the continuation of users' behavior. An important factor in

determining a person's willingness to use social networks is the influence of society. This influence is strengthened when a person's internal identity and their external identity within the group match, and it can be examined through a psychodynamic analysis of users. Knowing their inner desires and identity also increased their desire to participate in virtual brand communities by making it easier for them to connect these identities with their online personas.

The findings of the research indicate that the tendency to use of social networks has a significant effect on the special value of the brand; Therefore, it can be concluded that; Virtual social networks enable seamless communication and interaction, fostering easy social connections among individuals. Empathy is established among users, and a sense of social engagement is heightened compared to offline interactions. Moreover, social issues are often discussed in these online platforms. As a result, active participation and presence in social networks can assist brand owners in identifying and selecting suitable brand ambassadors to introduce their brand to customers, highlighting its features and service offerings. The larger the audience and user base within the virtual space, the greater the reach and recognition potential for the desired brand. Can be seen and the more customers are satisfied with the quality and services provided, the more people they suggest to use this brand.

The research results demonstrate a noteworthy impact of social networks on brand performance. Consequently, it can be inferred that the virtual space provides individuals with a platform to freely share and exchange their thoughts and ideas across various domains. Due to its virtual nature, interactions become more accessible, fostering a sense of identity and active involvement. Therefore, TBI Bank can effectively increase the utilization of its products by promoting itself and advertising its services on virtual networks, taking advantage of the easy and widespread interactions among users. And encourage your services. As much as the customers are satisfied with the services provided by the bank, and this satisfaction can be satisfied with the speed, saving time, beauty of the page, etc. Customer loyalty is effective, if a person is satisfied with the service, he will introduce this bank to other people.

What is the impact of social media usage on the brand equity and brand performance of the Trade Bank of Iraq (TBI)? This study seeks to address this research question by examining four distinct dimensions of brand equity and brand performance

and analyzing the influence of social media use on each dimension. Through a comprehensive qualitative analysis of the Trade Bank of Iraq case, the study concludes that social media utilization affects TBI's brand equity and brand performance in several ways: it establishes a direct communication channel between the brand and its audience, increases the bank brand's presence in the daily lives of its audience, engages the audience in natural brand promotion, and solidifies the relationships between the bank brand and its audience in tangible ways. As a result, in today's world of widespread social media use, banking managers have the opportunity to enhance their brand's presence and customer awareness, thus enabling them to provide improved services that better cater to the needs of their audience. By using social networks and new communication channels and recommend advertisement bank managers can directly address their audience and explain their brand, its values, and what the brand cares about as frequently as they see appropriate. In using various perceived quality sharing features of social media, bank managers can inspire or influence their audience to engage in promoting and using the brand with full satisfaction in a very natural way, Easy and quick access to services.

Finally by using the right social media platforms and tools and customer loyalty and satisfaction bank officials can communicate or become friends with their audience in promoting and maintaining close relationships.

In summary, this study provides a threefold contribution to the brand management literature. Firstly, it enhances our comprehension of the influence of social media on brand equity and brand performance. Secondly, it advances our understanding of social media in general, illustrating how social media platforms can effectively enhance brand equity and brand performance in real-world scenarios. Thirdly, the models developed and employed in this study extend the research on brand equity and brand performance by incorporating a new digital dimension, supported by empirical data. The hope is that the findings from this study will encourage further theoretical and empirical exploration, leading to a better understanding of social media usage in the broader field of marketing, particularly in the banking industry.

Recommendation

Suggestions Based on Research Findings

The following recommendations are based on the research statistics summaries and hypothesis testing findings:

1. Meeting customer expectations and establishing a public relations manager to acknowledge customer service on virtual platforms are important. Building trust among customers and increasing awareness about the service provider are crucial considerations.

2. To enhance brand awareness on social networks, creating an interactive environment and allowing users to exchange reliable, up-to-date information is recommended. Additionally, word-of-mouth advertising has a significant impact. Managers can improve their effectiveness and efficiency by cultivating a positive brand image on social networks, ultimately leading to increased customer awareness of the brand.

3. It is suggested that in order to make optimal use of social networks, in the beginning, if there is no research structure on the use of social networks in their organization; they should seek to create such a structure so that they can benefit from its benefits. But if there is such a structure, they should review and modify it so that by using the information of current customers and also by identifying the most used social networks by competitors, they identify the most suitable platform, and also by training the employees of this field, these people Familiarize them with these capabilities so that they can get acquainted with the correct communication method and use this tool optimally.

4. Providing accurate, transparent information and honest and expert advice, as well as providing additional and complementary services, along with creating a friendly relationship with customers, can greatly help the customer's sense of trust. Undoubtedly, the positive effects of better services of banks in attracting customers are more effective than television advertisements and giving prizes. Therefore, the performance of the bank, its employees and the type of services provided to customers will provide a favorable image of the quality of services and attract them again.

5. It is important to prioritize providing services with minimal disruption and a fast, friendly staff, as well as creating an attractive interior design and increasing the number of service counters. Using elements like cheerful colors, suitable furniture, and soothing music can help create a relaxed atmosphere for both employees and customers, making them inclined to stay in the branch and forming a positive association with the brand name. These efforts ultimately enhance the brand's reputation, increasing its value and encouraging virtual customer communication.

- Providing high-quality services, creating innovation in services, awareness and accessibility, the quality of providing banking services in the field of electronic banking should be taken into consideration. In general, innovation in the provision of financial services plays a significant role in increasing the competitive advantage and also improving the performance of banks, therefore organizations providing financial services must have a balanced set of these services in order to be able to maintain their position in the market and be able to compete.

-Paying serious attention to the basic matters: selection, training, motivation, training, and proper measurement and evaluation of bank employees in order to increase the benefit of competent employees in order to support innovation, and determine the tools and methods of electronic banking with the culture, spirit and knowledge of the people.

- In order to increase the desire to buy, it is possible to create a positive and distinct image of the brand in the opinions and minds of consumers and customers through the selection of appropriate business policies by increasing marketing activities, an image that is reflected in the desire to buy and make customers loyal to the brand. be commercially effective.

Suggestions for Future Research

- Due to the fact that in this research, the point of view of the customers has been used, another research should be conducted to examine and compare the brands of several organizations with the opinion of experts.

-Considering that in the current research, the performance of the brand was measured through social networks, it is suggested that other studies be conducted in the field of the impact of social media on the brand on the attitude of customers.

-Due to the fact that the phenomenon of social media marketing in Iraq is newer and more innovative than other parts of the world, it is suggested to study the strategies of activity and marketing in the space of social media and provide the best methods of work and marketing in these media according to the culture of Iraqi users.

- The relationship between brand equity dimensions and brand performance in other markets should also be studied.

- It is suggested that this research be studied in a wider statistical community.

-Future researchers are suggested to use other data collection and measurement tools in their research, including interviews and time series data, and other descriptive research methods, including longitudinal design, as a result of which the problem of lack of communication between the respondents and removes existing biases.

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LIST OF ATTACHMENTS

QUESTIONNAIRE

Preparing the draft PhD thesis

THE INFLUENCE OF USING SOCIAL NETWORKS ON BRAND PERFORMANCE AND BRAND EQUITY IN TRADE BANK OF IRAQ - ERBIL BRANCHE

Questionnaire

Section 1: Demographic Profile

1. Gender:

Male

Female

2. Your education level is _____.

High School/Technical School Diploma

Master

Associate Degree

Phd

Bachelor

3. Bank Name.....

Section 2: Specialized Questions

	Questions	<i>A lot.</i>	<i>High</i>	<i>Medium</i>	<i>Low</i>	<i>Very Little</i>
Brand Performance	1. How fast and timeless the services provided by TBI staff are.					
	2. Are the employees of the branches of this bank well-behaved people?					
	3. How much will your time are saved by performing banking operations in this bank?					
	4. To what extent is the shape of the TBI logo recognizable to the public?					
	5. Do happy memories come to life when you hear the name of this bank?					
	6. How satisfied are you with the number of service counters in this bank?					
	7. How beautiful the interior of the TBI branches are.					
	8. To what extent, hearing the phrase 'quality of banking services in the field of banking' is the first name that comes to mind is the name TBI.					
	9. Do you recommend this bank to those around you for banking operations?					
	10. To what extent the services of the TBI in front of other competitors will be your first choice.					
	11. How loyal you are to this bank.					
Brand Equity	12. To what extent can you determine that even if you have another choice, you will not choose other banks					
	13. Is the service provided by this bank of good quality?					
	14. How reliable is the service provided by this bank					
	15. To what extent can you distinguish the brand of this bank among the competing brands?					
	16. To what extent is TBI ahead of other banks?					
	17. To what extent can you list some of the characteristics of this bank?					
	18. To what extent the services of this bank meet your expectations.					
	19. Are you generally satisfied with the services of this bank?					
	20. To what extent do customers believe in the long-term performance of this bank?					
	21. Do you think that customers' general understanding of their experience in this bank is relatively good?					
Online Social Networking	22. Virtual social networks facilitate the exchange of ideas and information between users.					
	23. Direct interaction and virtual communication between the author and the audience in virtual social networks is easily possible.					
	24. I can understand the sense of social participation in virtual social networks.					
	25. I pay attention to the calls that are made in virtual social networks and I attend them if possible.					
	26. I enjoy being a member of the group of users of my favorite pages in virtual social networks.					
	27. I can establish my social identity in society by participating in virtual social networks.					
	28. My personal page on virtual social networks shows part of my identity.					
29. I have a sense of sympathy or empathy for the group of users of my favorite pages on a social network.						
30. I enjoy helping others.						

	31. How important other users are to the content I share is important to me.					
	32. I usually socialize easily with others.					
	33. Knowing the personal tastes of people in various fields of art such as music (it is very easy in these networks).					
	34. I am active in my favorite pages and participate in conversations.					
	35. I want to transfer my information and knowledge to others.					
	36. I express my true views regardless of what others think of me.					

CURRICULUM VITAE

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