



wojde.org

International Women Online Journal of Distance Education

ISSN: 2147-0367



April 2019

Volume 8
Number 1

<http://www.wojde.org>

Honoured Editorial Board of the int.WOJDE (Ordered in Last Name Based)

Prof. Dr. Cevat Alkan, The pioneer of educational technology in DE in Turkey (Turkey)
Prof. Dr. John Bååth, The well-known Swedish distance educator (Sweden)
Prof. Dr. Tony Bates, Father of distance education in Canada (Canada)
Prof. Dr. Yılmaz Buyukersen, The founder of distance education in Turkey (Turkey)
Prof. Dr. Chris Curran, The founder director of National DE Centre in Ireland (Ireland)
Prof. Dr. Chere Campbell Gibson, She studied for DE all her life, Emerita Professor (USA)
Prof. Dr. Ugur Demiray, Anadolu University, TURKEY
Prof. Dr. Börje Holmberg, Studied for Distance Education, Emeritus Professor (Sweden)
Prof. Dr. Marina Mc Isaac, She studied for DE all her life, Emerita Professor (USA)
Prof. Dr. James Maraj The pioneer of the open university movement (Australia)
Emeriti Prof. Dr. Christine von PRUMMER Emerita Professor (Germany)
Prof. Dr. Charles Wedmeyer, The pioneer of distance education in World (USA)

Founder of int.Wojde (Turkey)

Prof. Dr. Uğur Demiray, Anadolu University, Turkey

Editor-in-Chief of int.WOJDE (Turkey)

Prof. Dr. Emine Demiray, Anadolu University, Turkey
Postal address: Anadolu University, Open Education Faculty
Yunusemre Campus 26470 Eskisehir-TURKEY
Tel: +90 (222) 335 05 80 ext.5829
Fax: +90 (222) 320 45 20
E-mails: intwojde@gmail.com or edemiray@anadolu.edu.tr

Executive in Chief Editor

Prof. Dr. Zeki KAYA, Gazi University, Turkey
e-mail: zkaya@gazi.edu.tr

Assistant Editor & International Affairs

Lect. Mahmut KILIÇASLAN, Ankara University, Turkey
Email: m.kilicaslan@ankara.edu.tr

Assitant Editor & Webmaster

Lect. Dr. Ufuk Tanyeri, Ankara University, Turkey
Email: ufuktanyeri@ankara.edu.tr

Language Editor

Yonca ÖZATKAN, Turkish Institute for Health Policies TUSPE, Ankara, Turkey.

Editorial Board (ordered last name alphabetically)

Prof. Dr. Fahriye ALTINAY AKSAL, Near East University, CYPRUS
Prof. Dr. Zehra ALTINAY GAZI, Near East University, CYPRUS
Dr. Carmencita L. CASTOLO, Polytechnic University, PHILIPPINES
Xanthie CHOULIARA, Primary School of Highland Zone, GREECE
Asst. Prof. Dr. Shivakumar DEENE, Central University of Karnataka, INDIA
Prof. Dr. Emine DEMIRAY, Anadolu University, TURKEY
Dr. Sangeeta N DHAMDHERE, Modern College of Arts, Science and Commerce, INDIA
Dr. Hisham DZAKIRIA, Universiti Utara Malaysia, MALAYSIA

Prof. Dr. Francis GLASGOW, Institute of Distance and Continuing Education, GUYANA
Assoc. Prof. Dr. Rüchan GOKDAG, Anadolu University, TURKEY
Prof. Dr. Sevinc GULSECEN, Istanbul University, TURKEY
Assoc. Prof. R. E. (Bobby) HARREVELD, CQUniversity, AUSTRALIA
Prof. Dr. Rozhan M. IDRUS, Universiti Sains Malaysia, MALAYSIA
Asst. Prof. Dr. Mürsel Ozan İNCETAŞ, Alanya Alaaddin Keykubat University, TURKEY
Prof. Dr. Asha KANWAR, Commonwealth of Learning, CANADA
Prof. Dr. Paul KAWACHI, Open University of China, CHINA
Prof. Dr. Zeki KAYA, Gazi University, TURKEY
Lect. Mahmut KILIÇASLAN, Ankara University, TURKEY
Dr. KINSHUK, Athabasca University, CANADA
Senior Lect. Gill KIRKUP, Institute of Educational Technology, UNITED KINGDOM
Ene KOITLA, Information Technology Foundation for Education, ESTONIA
Assoc. Prof. Dr. Piet KOMMERS, University of Twente, NETHERLANDS
Assoc. Prof. Dr. Natalija LEPKOVA, Vilnius Gediminas Technical University, LITHUANIA
Dr. Carl Edwin LINDGREN, International College, USA
Prof. Dr. Tamar LOMINADZE, Georgian Technical University, GEORGIA
Dr. Maria MADIOPE, Unisa, SOUTH AFRICA
Prof. Dr. Ismail Hakkı MIRICI, Near East University, CYPRUS
Dr. Sanjaya MISHRA, Indira Gandhi National Open University, INDIA
Prof. Dr. Boriss MISNEVS, Transport and Telecommunication Institute, LATVIA
Prof. Dr. H. Ferhan ODABAŞI, Anadolu University, TURKEY
Asst. Prof. Sibel OKTAR THOMAS, Ozyegin University, TURKEY
Prof. Dr. Santosh PANDA, Indira Gandhi National Open University, INDIA
Maria PANNATIER, MESI, RUSSIA
Prof. Dr. Mirjana RADOVIC-MARKOVIC, Institute of Economic Sciences, SERBIA
Dr. Simon STOBART, Teesside University, UK
Lect. Dr. Ufuk TANYERİ, Ankara University, TURKEY
Prof. Dr. Mediha TERLEMEZ, Anadolu University, TURKEY
Prof. Dr. Gonca TELLİ YAMAMOTO, Okan University, TURKEY
Ian DAVID THOMAS, TURKEY
Assoc. Prof. Dr. Sevil UZOGLU BAYCU, Anadolu University, TURKEY
Prof. Mohammad YAMIN, King Abdulaziz University, SAUDI ARABIA
Prof. Dr. H. Güçlü YAVUZCAN, Gazi University, TURKEY

Contact Addresses of the int.WOJDE

Owner of the int.WOJDE
Prof. Dr. Emine DEMIRAY

Postal Address:
Anadolu University,
Open Education Faculty
Yunusemre Campus 26470 Eskisehir-TURKEY
Phone: +90 222 335 0581 ext. 5829,
Fax: +90 (222) 320 45 20
E-mails: intwojde@gmail.com or edemiray@anadolu.edu.tr

Assitant Editor & Webmaster
Lecturer Dr. Ufuk Tanyeri

Postal Address:
Ankara University,
06920 Nallihan, Ankara TURKEY
Email: ufuktanyeri@ankara.edu.tr

Copyright © int.WOJDE 2012



CONTENTS

From the Editor-in-Chief
Prof. Dr. Emine DEMIRAY iv

ARTICLE/S

SMART SCHOOL MODEL FOR SYRIAN EDUCATION TO OVERCOME FEMALE EDUCATIONAL ISSUES

Nour Mahmoud Bahbouh
Islamic University
Information Technology, Saudi Arabia 1

DOES SOCIAL MEDIA MARKETING AFFECT THE KNOWLEDGE ACQUISITION AND BRAND AWARENESS: AN EXPLORATORY STUDY OF FEMALE USERS?

Sana Abbas Kaimkhani
Iqra University, Pakistan 9

SUCCESS STORIES

FEMALE ACADEMICS WORKING IN THE FIELD OF DISTANCE EDUCATION 24



From the Editor

Dear readers of intWOJDE

We present our Volume: 8, Number: 1 issue to our valuable readers.

Our journal will continue to be published in April and October as two issues a year.

As known well intWOJDE aims to establish some more new channels of communication for the women in distance education world in general from the entire world to its specific

In this issue, there are two articles. The first article entitled "Smart School Model for Syrian Education to Overcome Female Educational Issues" is written by Nour Mahmoud Bahbouh. This research proposes a comprehensive educational model with two main components, the first one employs the Internet of things objects for creating smart schools and enabling parents to track their children from the moment they hope on to the school bus their return. The second one is a distance-learning framework, which enables women to continue their studying from their home or their new places of living. The second article entitled "Does Social Media Marketing affect the Knowledge Acquisition and Brand Awareness: an exploratory study of female users." is written by Sana Abbas Kaimkhani. This paper stresses the benefits of using social media platforms and brand awareness strategies that can be utilized through the online social media systems and fills a existing research gap, about the female users and in how frequent businesses should engage with social media to boost knowledge acquisition and brand awareness. We have our guest, a female academician of Anadolu University Open Education Faculty, Assoc. Prof. Dr. Ozden CANDEMIR.

We hope to stay in touch and wish to meet in our next issue, 1st of October 2019.

Cordially yours

Prof. Dr. Emine DEMIRAY
Editor in Chief of intWOJDE

Contact addresses:

Editor in Chief of International Women
Online Journal of Distance Education int.WOJDE
Anadolu University, Yunusemre Campus
Open Education Faculty
26470, Tepebaşı
Eskişehir, TURKEY
Tel office: +90 222 335 05 80 (10 lines) ext. (5829)
GSM: + 90 532 650 3974
URL: <http://www.wojde.org>
URL: <https://akademik.anadolu.edu.tr/edemiray>
E mail(s): intwojde@gmail.com or edemiray@anadolu.edu.tr

SMART SCHOOL MODEL FOR SYRIAN EDUCATION TO OVERCOME FEMALE EDUCATIONAL ISSUES

Nour Mahmoud Bahbouh
Lecturer of Information Technology
Islamic University, Madinah, Saudi Arabia
Nour_ita1987@hotmail.com

ABSTRACT

Ongoing conflicts in Syria have seriously affected all aspects of life and in particular that of the education. As one would expect, the crisis has devastated the condition of children and women, millions of have been deprived of basic needs. In particular, they do not have safe environment for schooling. This has created a lot of anxiety and anguish among the parents who continuously look for other avenues. The war in the country has displaced millions of children and women to neighboring countries and some have taken refuge all over Europe. Fortunately, ongoing revolution of technologies and communications has restored the hope for these people to fulfill their educational needs. The technology can and should be used to find alternative ways of teaching and learning. This research proposes a comprehensive educational model with two main components, the first one employs the Internet of Things objects for creating smart schools and enabling parents to track their children from the moment they leave home to the school bus their return. The second one is a distance-learning framework, which enables women to continue their studying from their home or their new places of living. Moreover, the research shows the possibility of exploiting the suggested model for providing other advantages on the issues of feeding, health, and transport of children and women.

Keywords: Education, Syrian women, children, smart school, IoT, RFID, LBS.

INTRODUCTION

Millions of people in Syria have been adversely affected by the crisis as a result of wars and conflicts since 2011. This indeed is the largest humanitarian crisis of the 21st century impacting security, food, housing, health, work, and inevitably education (Guha-Sapir & Rodriguez-Llanes, 2015)(West & Isotta-Day & Ba-Break & Morgan, 2017). As in most wars and resulting crisis, women and children are the biggest losers despite their innocence. On the contrary the women play a significant role in restoration of peace and harmony (Asaf, 2017). Often conflicts displace many people, nevertheless some of whom may consider themselves to be lucky to be alive.

We all know that the Syrian conflict has displaced millions of people who have taken refuge in Turkey, Jordan, Lebanon, some of them trickling to Europe. The costs of caring and creating a normal life for them has become among the most important challenges faced by host countries and the United Nations in general (Magalhães & Campina, 2018)(Abdin, 2018). As of 2017, more than five million Syrian refugees had been displaced, of whom 24% were women (Cherri & Gil Cuesta, 2017).

In 2016 annual report, Human Rights Organization focused heavily on the education side of Syrians inside and outside Syria, and pointed to many obstacles and barriers that deprived half of Syrian students of their schools during 2014 and 2015 (Sirin & Rogers-

Sirin, 2015). The most important of these challenges was the difficulty in reaching schools or universities, especially for children and women, in addition to language barriers in countries of asylum, cost, or location, as well as a lack of resources and others. Note that women need more education in these circumstances because their opportunities to work are less than males (Aras & Yasun, 2016).

Many researchers have discussed this issue and cited the experiences of Syrian children, women, and students in the various refugee camps. Unfortunately, this exodus has also resulted in large number of young girls marrying earlier instead of going to schools. Circumstances have also emerged which make the plight of female education a complex issue as it is often associated with religious considerations. These aspects were studied and backed by a qualitative study on women in Jordan's camps (Hattar-Pollara, 2019).

Other studies have confirmed the same difficulties and previous problems facing the Syrians in Lebanon, Egypt and Turkey (Freedman & Kivilcim & Baklacioğlu, 2017)(Culbertson & Constant, 2015), and indicated the importance of interest in education and its quality to develop an educated generation and a conscious women system which are capable of rebuilding their country or succeeding in coexistence naturally in other countries and acclimatization to local students, as discussed in a special study on Syrians in Britain (Arar & Örucü & Ak Küçükçayır, 2019)

Unfortunately, despite all of these studies and research, it was only highlighting the problem without providing actual solutions to overcome it, and despite the importance of the schools 'role, alternative solutions must be sought in such circumstances and challenges (Crul & Keskiner & Schneider & Lelie & Ghaemina, 2016). Therefore, some research presented ideas to urge children to learn through the use of digital games (Sirin & Plass & Homer & Vatanartiran & Tsai, 2018), but remained small ideas that did not put solid solutions to the issue of education in the absence of security, stability and increased costs in light of the difficult conditions experienced by the Syrian woman first and her family as well.

This research is also concerned with the problem of education in the Syrian reality, especially on women and children, and works on proposing an effective solution to address this problem and deal with it by employing modern technology to facilitate difficulties and remove obstacles for the Syrians in their educational attainment.

Literature Reviews

With the great development in the means of technology and communications, many new concepts have emerged in many areas. E-learning is one of the new concepts that has spread widely in recent years, especially with the proliferation of social networking sites, various media sites, and various academic and professional platforms in addition to communication applications, also, e-universities are strongly present in all societies and compete with traditional universities. E-learning has achieved many new advantages and has become an easy way to exchange science and knowledge between different countries and cultures, and a true portal for people with special needs or who are difficult to enroll in traditional education in order to continue their studies. (Faith, 2017) (ALKHATIB & ALMOUQDAD, 2014)

E-learning also provides advantages that are not present in traditional education, such as the possibility of adapting the lesson to the needs of each student (ALKHATIB & ALMOUQDAD, 2014), saving time and cost significantly on all sides, and reducing the need for resources such as location. It also provides for students the possibility to repeat lectures more than once and to perform experimental tests and greatly facilitate their integration

with technology and modern means, thus staying at the same distance with knowledge and development in the world. E-learning also helps in providing excellent educational cadres and exchanging experiences between countries without the need for additional expenses or obstacles related to distances. (Rathod, 2019). Moreover, many traditional universities now consider that mixed education, which uses some means of e-learning, improves the level of education (Fryer & Bovee, 2018)(Mohamad & Abdul Rabu & Kamaruddin, 2018)(Foong & Mahmud, 2019).

On the other hand, many of the world's women are finding electronic education the way to a wider horizon, although some see it as an enhancement of the concept of women's imprisonment in some societies (Faith, 2017) but it remains the best solution in light of crises and conflicts such as the Syrian crisis.

The Internet of Things is one of the most recent concepts at the present time, the smart devices that associated with it have become spread all around us and have also contributed greatly to changing many of our concepts and our work with services in various fields such as business, health, transportation and also education, it has facilitated the path of e-learning and created a further level of education such as virtual education, which is a merger between e-learning and physical. It also provided millions of applications and smart services that facilitated our daily tasks such as location-based services, and adaptive smart tools in our homes that made the machine smart with memory and the ability to process data and exchange it with other purposes, whether machinery or people (Sen & Eassa & Jambi & Yamin, 2018)(Sen & Yamin, 2018)(Sen & Eassa & Jambi, 2017).

RFID and WSNs make more than 70% of the IoT environment, identifiers are used to give an identity for any entity and enable it to be tracked via a special reader while network sensors provide continuous information about the surrounding environment like pressure, heat, pollution, and other factors. Depending on these technologies, a lot of smart applications can be developed that can solve many of the problems we face (Yamin & Alsaawy & Alkhodre & Sen & Ahmed, 2019) (Yamin & Basahel & Abi Sen, 2018).

This research in its proposed model will focus on all previous concepts and techniques in order to find an effective solution to the problem of education for Syrian women and children in light of the ongoing conflict until now.

PROPOSED MODEL

This research proposes a model for a smart school based on two basic components (See Fig.1) to solve the problems and difficulties that children and women can face in the field of education. The focus was on the following main problems:

- Concern and fear among parents about children and women as they go to school because of the difficulties or risks they may face due to the lack of security
- Difficulty reaching schools or universities in some circumstances
- Difficulty integrating into the schools of other countries due to language, dialect, social environment or costs

To solve the first problem, a special tracking system was proposed that relies on IoT, specifically on RFID and LBS technology. The system proposes to prepare transport buses for school students so that the system manager distributes students according to their home locations on the buses and a specific path is specified for each bus.

Each bus gate is equipped with an RFID Reader that reads the student number when riding or getting off the bus with a bracelet that the student wears or a special pendant that is

attached to their bag. The data will be updated in real time in a central database. Parents on the other side, and through an application on their smart phones, they can track the location of the bus on the map and get immediate alerts when their children ride or get off the bus, or when they enter or leave school (where the school entrance will also be equipped with a reader).

To solve the second problem, which is the inability to attend school or the lack of schools for Syrians in the camps, and the difficulty for Syrian students to enter the schools of the host countries sometimes, this research suggests applying the concept of e-learning based on the cloud. Thus, the virtual school system will enable children or women to attend interactive or recorded lessons electronically, as the entire lectures will be downloaded on a special and easy-to-use platform through which they can re-attend the lectures and receive or deliver assignments, in addition to the possibility of conducting their own electronic tests.

Figure.1 shows the basic structure of the proposed system and the basic units within it. While the Figure.2 depicts a deployment view.

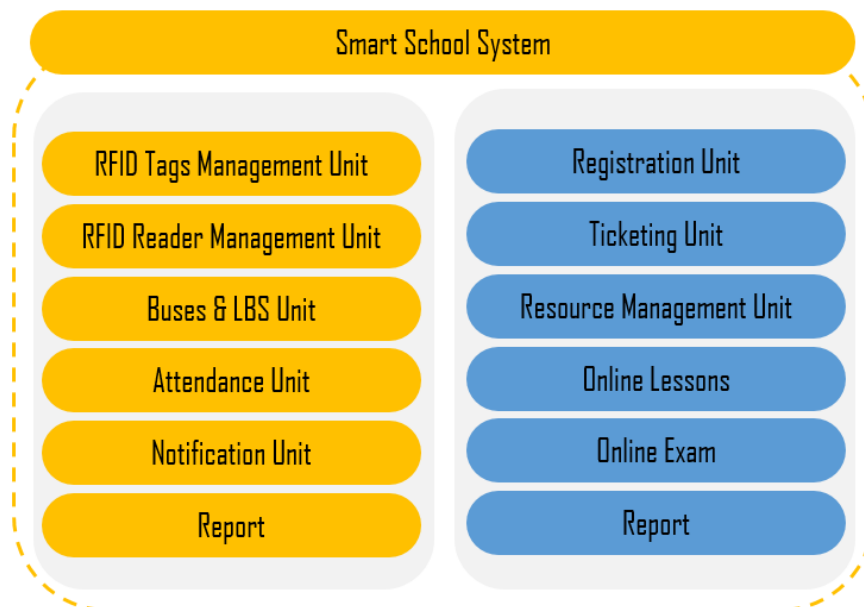


Figure 1:

Proposed Model of Smart School

Consequently, the proposed system across its core units will achieve the following benefits

- Providing a mechanism for parents to enable them to track their sons and daughters, moment by moment, when they go and return from schools, thereby reducing the level of anxiety and fear they have, which prompted many of them to deprive their children of going to school as we mentioned earlier.
- Find a mechanism for safe transportation of students from home to school and vice versa without the need to wait outside the home or move alone, which may pose a risk in some unsafe environments.
- The cost of using the RFID is very low and any school can implement it, since the tag-RFID price is less than half a dollar.
- Enabling the school administration to automatically limit the attendees and absentees with a single click of a button and thus alert the parents immediately in

the event of the absence of one of the children to make sure they know about it. Thus, saving costs, effort and time, increasing the effectiveness of the monitoring and tracking process in difficult circumstances, and increasing the effectiveness of the academic process.

- Record and re-publish all lectures to enable the absentees to complete their education completely
- Providing a lot of educational and guidance resources through the platform
- Enabling students to submit their homework electronically and also conducting tests electronically
- Activating electronic discussion sessions with teachers to improve the level of interaction between teachers and students
- Enabling expert teachers in e-learning and in special circumstances to participate easily from anywhere in the world by providing the platform with registered lectures
- Providing a simplified education system on the platform for parents
- Providing a ticketing system for requests and communication between parents and management.
- The ability of the system to support huge numbers of students abroad without costs
- Enabling children abroad to continue studying under the supervision of Syrian cadres, thus bypassing language and integration barriers in the first periods of immigration.
- Providing jobs for Syrian teachers who were pushed by the circumstances to move to different parts of the world
- Finding a simple solution for women to pursue their educational achievement within families who have a limited view on the concept of women's education
- The ability to easily integrate with the initiatives of using digital games in education within the platform

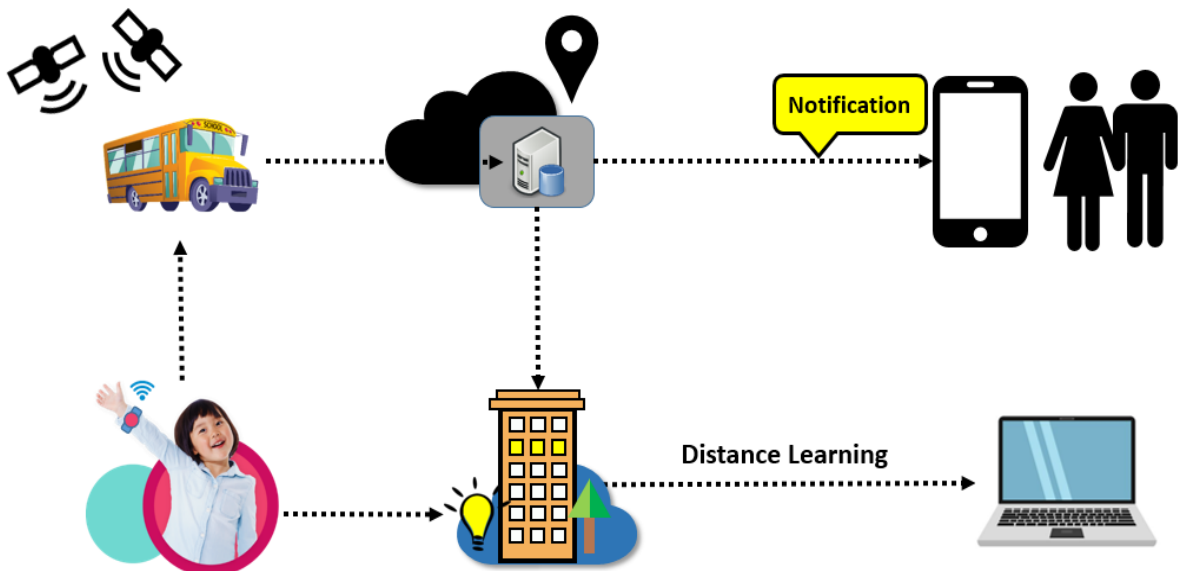


Figure 2:

Deployment Architecture for Proposed System

Sub-goals can be achieved

- Use the platform to raise awareness for families about the importance of educating women and children and on issues of overcoming difficulties in times of crisis
- The smart bracelet can be employed in many accompanying applications such as ordering a meal or monitoring health and other important functions.
- Using buses greatly reduces congestion during rush hours.
- Prepare immediate reports on attendance and absenteeism ratios, and the percentages of learners in both sexes, and provide the relevant authorities with them.

CONCLUSION AND FUTURE ISSUES

This research provides a core idea of building smart schools to improve the education level of children and women in Syria, where the proposed model contains two sub-systems. The first works to improve services within the school itself and employ IoT tools to increase the level of safety and security of children and women during their going and return from school in unstable environments, through a unified transport system with automatic tracking of the student's whereabouts and real-time alerts to the parents of their arrival and departure times, entry and exit, in addition to attendance and absence reports. On the other hand, in cases where it is difficult for the student to actually attend the school, the system proposes to apply a unified electronic structure for online education for the Syrian curricula within the places where there are no schools or where Syrian students are difficult to integrate.

The research recommends working on adopting this idea by local or international parties, knowing that in the future stage the work will increase the level of confidence in the certificates given by the proposed system by including a special blockchain unit in order to control the results of tests and certification processes for those who are entitled to them and to establish international control over them. It will also work to create virtual schools that rely on virtual reality tools to improve the quality of online education and thus enhance confidence in it in order to preserve the right to education for both children and women in places of conflict.

REFERENCES

- Abdin, L. (2018). Challenges for pregnant Syrian refugees in Lebanon. *Eastern Mediterranean Health Journal*, 24 (10), 1026.
- Alkhatib, B., & Almouqdad, M. W. (2014). User Adaptive E-Learning System.
- Arar, K., Örucü, D., & Ak Küçükçayır, G. (2019). Culturally relevant school leadership for Syrian refugee students in challenging circumstances. *Educational Management Administration & Leadership*, 47(6), 960-979.
- Aras, B., & Yasun, S. (2016). The educational opportunities and challenges of Syrian refugee students in Turkey: Temporary education centers and beyond.
- Asaf, Y. (2017). Syrian women and the refugee crisis: surviving the conflict, building peace, and taking new gender roles. *Social Sciences*, 6(3), 110.
- Cherri, Z., Gil Cuesta, J., Rodriguez-Llanes, J., & Guha-Sapir, D. (2017). Early marriage and barriers to contraception among Syrian refugee women in Lebanon: a qualitative study. *International journal of environmental research and public health*, 14(8), 836.
- Crul, M., Keskiner, E., Schneider, J., Lelie, F., & Ghaemina, S. (2016). No lost generation: Education for refugee children a comparison between Sweden, Germany, The

- Netherlands and Turkey. The integration of migrants and refugees. Florence: European University Institute.
- Culbertson, S., & Constant, L. (2015). Education of Syrian refugee children: Managing the crisis in Turkey, Lebanon, and Jordan. Rand Corporation.
- Faith, K. (2017). Toward new horizons for women in distance education: International perspectives. Routledge.
- Foong, W. S., & Mahmud, M. M. (2019, June). I Can Learn Calculus Virtually: Personalizing eLearn and Screencast-O-Matic in Blended Learning Environment. In Proceedings of the 5th International Conference on Frontiers of Educational Technologies (pp. 13-19). ACM.
- Freedman, J., Kivilcim, Z., & Baklacioğlu, N. Ö. (Eds.). (2017). A gendered approach to the Syrian refugee crisis. Taylor & Francis.
- Fryer, L. K., & Bovee, H. N. (2018). Staying motivated to e-learn: Person-and variable-centred perspectives on the longitudinal risks and support. *Computers & Education*, 120, 227-240.
- Guha-Sapir, D., Rodriguez-Llanes, J. M., Hicks, M. H., Donneau, A. F., Coutts, A., Lillywhite, L., & Fouad, F. M. (2015). Civilian deaths from weapons used in the Syrian conflict. *Bmj*, 351, h4736.
- Hattar-Pollara, M. (2019). Barriers to Education of Syrian Refugee Girls in Jordan: Gender-Based Threats and Challenges. *Journal of nursing scholarship*, 51(3), 241-251.
- Magalhães, M., & Campina, A. (2018). Migrants and Refugees in European Union: "Warm Peace", Human Rights Education and Political Sustainability. *Journal of Education and Training Studies*, 6(11a), 29-32.
- Mohamad, M., Abdul Rabu, S. N., & Kamaruddin, K. N. A. (2018). Great expectations: Promoting factors in the use of eLearn@ USM. *International Journal of Engineering & Technology*, 7(2.10), 33-35.
- Rathod, Y. B. (2019). E-Learn.
- Sen, A. A. A., Eassa, F. A., & Jambi, K. (2017, November). Preserving Privacy of Smart Cities Based on the Fog Computing. In *International Conference on Smart Cities, Infrastructure, Technologies and Applications* (pp. 185-191). Springer, Cham.
- Sen, A. A. A., Eassa, F. A., Jambi, K., & Yamin, M. (2018). Preserving privacy in internet of things: a survey. *International Journal of Information Technology*, 10(2), 189-200.
- Sirin, S. R., & Rogers-Sirin, L. (2015). The educational and mental health needs of Syrian refugee children (p. 13). Washington, DC: Migration Policy Institute.
- Sirin, S., Plass, J. L., Homer, B. D., Vatanartiran, S., & Tsai, T. (2018). Digital game-based education for Syrian refugee children: Project hope. *Vulnerable Children and Youth Studies*, 13(1), 7-18.
- West, L., Isotta-Day, H., Ba-Break, M., & Morgan, R. (2017). Factors in use of family planning services by Syrian women in a refugee camp in Jordan. *J Fam Plann Reprod Health Care*, 43(2), 96-102.

Yamin, M., Alsaawy, Y., B Alkhodre, A., Sen, A., & Ahmed, A. (2019). An Innovative Method for Preserving Privacy in Internet of Things. *Sensors*, 19(15), 3355.

Yamin, M., Basahel, A. A., & Abi Sen, A. A. (2018). Managing crowds with wireless and mobile technologies. *Wireless Communications and Mobile Computing*, 2018.

Yamin, M., & Sen, A. A. A. (2018). Improving privacy and security of user data in location based services. *International Journal of Ambient Computing and Intelligence (IJACI)*, 9(1), 19-42.

BIODATA and CONTACT ADDRESSES of the AUTHOR



MRS. NOUR MAHMOUD BAHBOUH is a lecture at the Islamic University, Cipher Security Diploma. Nour Mahmoud Bahbouh was completed undergraduate studies at the, Al-Baath Univirsity Faculty of Information Technology Engineering, Homs, Syria in 2010. With completing the study at SVU she got the master degree of Web Sciences. The interest of the author are text-mining, privacy, IoT applications, and education issue.

Nour Mahmoud Bahbouh (Master Degree)
Lecturer of Information Technology
Islamic University, Madinah, Saudi Arabia.
Mobile: 0536502507
Nour_ita1987@hotmail.com

DOES SOCIAL MEDIA MARKETING AFFECT THE KNOWLEDGE ACQUISITION AND BRAND AWARENESS: AN EXPLORATORY STUDY OF FEMALE USERS?

Sana Abbas Kaimkhani
sanakaimkhani@gmail.com
Iqra University, Pakistan

ABSTRACT

Presently there has been less substantial research done on knowledge and Brand awareness of Female social media users for fashion brands in Pakistan. The study aimed at finding out how Pakistani Female consumer's knowledge and awareness is affected by marketing on social media platforms such as FACEBOOK, TWITTER, INSTAGRAM and Other Online Brand Communities. The results of my empirical findings based on questionnaires from 250 Female respondents and secondary sources were analyzed by using the SPSS on self-developed research model. The study stresses the benefits of using social media platforms and brand awareness strategies that can be utilized through the online social media systems and fills a existing research gap, about the female users and in how frequent businesses should engage with social media to boost knowledge acquisition and brand awareness.

Keywords: Social Media Marketing, Female Users, Knowledge, Online Learning, Brand Awareness.

INTRODUCTION

Marketing is one of the most standard ways for any company or brand to satisfy consumer needs and build long-term relations with their customers and to reach out to a newer market. Before the existence of social media platforms or the wide availability of the internet, advertising through television, magazines, newspapers, radio and other medium was norm. However, with the rapid influx of social media marketing (SMM) and online communities, most apparel and fashion brands have smartly invested more time and energy towards marketing their products on these platforms. Majority of the buying power population have Social media accounts like Facebook, Instagram and Twitter.

SMM has become most widely accepted media of the world because of wide exposure of information disseminations shared through social media. The modern-day consumers especially female millennials are increasingly using online tools, for example, Vlogs, "Facebook," and YouTube channels to share their opinions about products and services they consume. The rise in Internet accessibility and availability of smartphones has led to the new form of what is known as electronic word of mouth (EWOM) which in this research will be referred to as social media (Chivandi, Samuel, and Muchie, 2019).

Social Media platforms provides apparel brands an easy access to their target market, a chance to launch and promote their offering while receiving customer feedback and a way to build relationships with their consumers. Through this interaction, organizations can keep a record of their growing popularity as well as the awareness and perceived image of their brand. While most apparel brands, successful and emerging, consider it important to connect with their customers on this level so that not only they promote their products but also remain front and centre on the consumers brand, few brands still consider social media advertising unorthodox and prefer the traditional means of advertising. It is their argument

that a brand already established with loyal customers and a renowned name, doesn't need to market itself on social media extensively.

Many past studies involving brand elements, learning aspect, consumer-buying behavior have been conducted to check gender differential effect (Zeng, Bhutto, and Soomro, 2019). Very few studies can be found where brand awareness and knowledge acquisition through Social media platforms is being checked with only female gender, Findings of this research will add value to existing literature.

Problem Statement

The goal is to find the impact of online marketing through social media and web communities on how females user acquire knowledge and get awareness regarding apparel brands. The study aims at finding the importance of marketing and e-tailing done by successful and established apparel brands online and how it females learn about new brands and perceive brand image.

LITERATURE REVIEW

Fashion Apparel Brands in Pakistan

The fashion industry in Pakistan has vastly developed from 1980s into the 21st century. The generic tailor culture is slowly transforming to designer retailers and fashion design houses. The fashion market in Pakistan is on the rise and in its growing stage prone to updates and alteration as more and more designers flood the market and influence consumers with new fashion styles and trends. It is just not due to the fashion designing professionals but also the consumers who are becoming more fashion conscious and their demand for more stylish apparels and luxury wear. Noted fashion designers like HSY, Maria B., Maheen Khan and Deepak Perwani are just few of the designers who have helped the fashion apparel industry to grow and expand.

This globalization has led to a change in the society's lifestyle and attitude. Due to the higher demand now, Pakistan is becoming an attractive prospective apparel market for various brands. Foreign brands like Monsoon, Next, Mothercare, Mango among others have found a successful niche clientele and quite firmly established themselves in the female clothing sector. The incredible surge in electronic media and the wide availability of social media access to consumers and public has led to a greater awareness of fashion and trends among the consumers as fashion is trickling down towards the masses. With greater demand and awareness, there is a higher demand for more retails brands and the ability to purchase these in greater comfort and time reduced ways (Hamid, 2014).

The Influx of Online Social Network

The rise of electronic commerce has propelled many brand marketers to have both off-line and on-line presence. The development of brands in the digital age has made brand strategists recognize the newer consumer roles and the need to go beyond the classical model in order to reach the changed set of minds of the consumer. Successful brands are those that recognize the need to connect with their consumers not only through their web pages but through different social media outlets as well. While many successful brands chose to stand back when other brand marketers joined the world of cyber space, eventually it was due to the need to further analyze the characteristics of their target market, fierce competition and the allure of cost cutting that they joined the online community (Chernatony, 2000).

Besides the classic system of corporate publicity like advertisements on radio, televisions and newspapers, marketers need to use innovative marketing practices like buzz marketing

or social media marketing. In the latter's case, marketing strategists exploit social media mediums like Twitter, Facebook and Instagram. Within these online mediums, there is a vast word of mouth phenomenon. This online promotion is amplified by social media users passing news, information and entertainment towards each other and thus increasing the brands awareness with suggestions and recommendations in this online viral cycle (Brogi et al., 2013).

Promotion on social media is quite different from the traditional ways of marketing in terms of research, quality and how often one uses this medium. In U.S., the total time people spent on social media increased by a 37% from July 2011 to July 2012. For marketers and distributors, besides being a part of the social network, they get the added benefit of building their reputations and pulling in more and monetary income (Gul, Shahzad and Khan, 2014).

According to researches done, almost 100,000 tweets are posted on Twitter, 3600 pictures are uploaded on Instagram, 684,478 posts are shared on Facebook and 2 million different searches are made on Google, all in a single day (Lee, 2013).

Online Marketing on Social Media

With the rapid growth of the number of customers of luxury apparels, this market has reached new levels of maturity. There has been a sudden high demand of luxury and quality products in the Middle East's emerging markets, which is leading to vast expansion of the fashion business. Due to the high competition in this field, brands alone cannot rely only on their company's image. This is bringing a change in the fashion market industry (Kim and Ko, 2011).

Due to the fall in the global economics, the sales of the apparel brand had also been affected. They can no longer depend only on their brands image, quality, popularity and their brands awareness amongst the consumers in order to succeed. The brand has to provide an added value to their customers in all ways possible. For this social media networks like Facebook, Instagram and Twitter has largely helped these companies to communicate with their consumers. Marketing through these social mediums has given brands new businesses tools to promote their products. Now days even traditional designers like Louis Vuitton broadcast their fashion shows live on their official websites or on various blogs. Luxury designer houses like Chanel, Gucci and DKNY have even come up with android or iPhone applications. Social media networks like Facebook and Twitter has made both brands and customers accessible to each other. They can communicate irrespective of time, place and medium restrictions. This communication has led to the production of new business models, products and services. This also increases their brand awareness and strengthens consumer brand relationship. Not only through social media can you target your chosen demographic but also the higher age groups, as the two way communication creates a familiarity between the two. Brands can also resolve customer problems directly, clear up misunderstanding, lower prejudice towards them and increase their brand value by exchanging ideas with people online (Kim and Ko, 2011).

Social Media outlets like Facebook, Twitter and Instagram focus on building relationships, shared interests and brand identification (Nguyen, 2010). These communities help to establish a multi-way communication between the brand and consumer. Established brands, like Coca-Cola, Starbucks, Armani and Vogue that are in little need of spreading brand awareness are never the less active social media users as part of consumer engagement and to maintain and further flourish their brand image. These social media platforms help in building an emotionally based consumer-brand relationship thus increasing a brand's equity. With this interaction, the brand achieves an intimacy with the

consumer by exchanging their views, ideas, information, and creating brand loyalty with their customers (Turri, Smith and Kemp, 2013).

Many luxury apparel brands were reluctant to first join the social media pool. It first began in 2009 by Gucci being one of the first leading luxury brand to actively start updating on social media sites. Gucci developed a site www.guccieyeweb.com. It was a multicultural social networking site, which launched its new collection of sunglasses. Through this site they targeted their digital generation consumers. Besides this, Gucci posts at least three times on Facebook daily and also actively tweets on Twitter. Besides Gucci, in November 2009 British luxury brand Burberry developed the site www.artofthetranch.com. The purpose of the site was to attract customers and their admiration for their design of trench coats. The site was noncommercial. The purpose was for the Burberry fans to communicate with one another and with the brand itself. This helped in increasing their online sales. Burberry also gained insight to customer wants and needs. Designers Dolce and Gabbana use social media to interact with their customers and gain their feedback directly. Dolce and Gabbana invite famous fashion bloggers to their fashion shows, who post their feedback on Facebook and Twitter. As a result, customers can see their preferred brand directly modeled without outside influences from fashion merchandisers and editors (Kim and Ko, 2011).

Similarly, many other brands even though were slow to expand online, they are now actively using social media like Instagram and Facebook to promote their products, connect with their consumers and hold contests and events to attract more audience as well as to remain afloat in the competitive waters. While some fashion brands held the exclusive title, due to social media, they have become less reserved for the elite and more approachable resulting in a bigger consumer market for fashion brands. Luxury brands like Chanel and Gucci are now as available to consumers as high street fashion brands like Mango H&M and Zara. Even though the considerate target market of these two classes of brands maybe different, Facebook and Twitter allow these brands to be less reserved and set something akin to a goal status for the consumers who when following these brands online, strive to own these luxury products (Li and Mousseaux, 2013).

Through research, it was determined that demographic profile is linked to online shopping. According to studies, the demographic profile of a consumer tells about the consumer's attitude towards shopping online. Other influential factors include gender, living environment, socioeconomic status, knowledge and awareness. According to Bellman, consumers who buy online, have a wired lifestyle routine and have been using the internet for many years. Such consumers online shopping can be spontaneous and routine driven too. More and more consumers now find online shopping less of a risk and so this increases their online shopping habit. Whether through social media mediums like Facebook or the brands official website, online shopping is widely available to the consumers now. The main riding factor of motivation for people to buy online is convenience. Li describes the five convenience factors associated with online shopping such as time flexibility, time saving, energy saving due to reduced physical effort, more variety readily available at one point and ease of impulse buying and readily responding to an advertisement (Qureshi, Fatima & Sarwar, 2014).

Learning from Social Media

The consumer first look for information internally to ease the decision making process. However, when the required information is not available or inadequate, they search for information from external sources. Now Normally, Consumers rely on Social media platforms for information about which product to buy (Chivandi, Samuel, and Muchie, 2019).

Social media mediums are a way of receiving, giving out and exchanging information without restrictions and boundary limitations. The flow of information is two way. This flow of information companies can use to access their target group and influences the customers buying behavior as well as post buying behavior. Marketing through social media gives rise to company's fears as they consider it giving up control over the content and the rate of information. Marketing through the traditional means that is print ads, television and radio ads etc. are a one way street; the company gives out information, the target group receives it. Diane Hessian, who is the president of Communispace described the change social media brought by stating that the consumers are fighting to get more involved with the brands they consume and that affect their lives. Philip Kotler, a marketing guru is of the opinion that bad news travels faster than good news. So it is hard not to imagine the speed with which today people would spread their opinion and messages through different social media sites. If the negative publicity gets very bad or wide spread, consumers can very well turn to the competitor's products. This shows how much communication between the company and its consumer has become dimensional rather than just the company giving out their information. Concerning any particular brand or product, there is always information and feedbacks available online in different social media channels. Word of mouth online is much quicker compare to offline. The business world has re-centered around catering to and pleasing their consumers. Social media influences a company's sales and brands sales and loyalty and hence the company's forecasts and predictions are impacted as well. As per the social media marketing report, this new influx is not just a fad as 83% of the marketers now place high value on social media and how it influences their business.

According to Vollmer and Precourt (2008), consumers take to social media to develop their own researches. Reviews and other public created content are personal and subjective to users and are more often trusted by consumers than brands marketed content (Lee, 2013). The purchase decisions are not just influenced by traditional marketing channels but also through online platforms. People's preferences and decisions are dependent on the information and input provided by online reviews, blogs, social media entries, reviews and other public formed content.

Social media has not only empowered the consumers by bringing in information they were not privy to before, but has allowed marketers to better target their target audience and consumers, build relationships with them and also influence their purchase decisions more effectively (Lee, 2013).

Learning through Online Brand Community (OBC)

Besides social media platforms like Facebook, Twitter and Instagram, most popular apparel brands have their own official websites along with active OBC (online brand community) pages. These communities allow fashion brands and their customers to communicate with one another regardless of time and location. This two-way direct communication allows the brand a better understanding of their consumer's interests and information to analyze their purchasing decisions. The interaction between the consumers allows the brand to find out their strengths and weaknesses and consumer expectations (Brogi et al., 2013).

In an online brand community, members who share similar interests get together and receive benefits through their online participation. These communities can have both group and individual participation in online social interaction on a virtual level that is developed through the integration of communication with contents created by community members. Therefore, people who gather on this virtual space are looked upon as a socio cultural phenomenon. An online brand community's main asset is the brand itself. The community can be grouped in two major categories; one is a consumer initiated community meaning it is built by the members of the community itself, the other is company initiated community

which is built by the company of ownership in order to reach out to its consumers and gain their feedback and effectively communicate with them. OBC's main features include membership interaction, inflow of quality of information, service quality and reward (Jang, Ko and Koh, 2007).

H₁: Consumers Knowledge acquisition is significantly more when brand is marketed through Twitter.

H₂: Consumers Knowledge acquisition is significantly more when brand is marketed through Facebook.

H₃: Consumers Knowledge acquisition is significantly more when brand is marketed through Instagram.

H₄: Online Brand Communities have a significant impact on knowledge acquisition.

Brand Awareness:

Aaker described brand equity as a brand's asset and liability, the brand name which either adds value or subtracts it from a product or service provided to the consumer by the firm. According to Keller, brand equity should be understood in relation to brand awareness and the strength, differentiation and favourability the consumer holds in their memory when it comes to the brand (Schivinski and Dabrowski, 2013).

Brand awareness is the accessibility of the brand in memory and whether the consumers recognize it or not. Brand Image is how the consumers connect with the brand and what the brand represents to them. The perception of the brand held by the consumer, either builds a brand's image or destroys it. Brand awareness and image are two components of brand equity, and signifies how the consumer responds to the brand's marketing and promotion (Chandon, 2003).

A customer brings value to the brand, which is not only limited to the profit but also is the total profit the consumer provides to the brand over the duration of the entire relationship with the respected brand. Thus, a company should always maintain and maximize their relationship with the customers and treat them as a financial asset. It is important for the company to have a strong brand equity by maintaining their brand image and expanding their brand's awareness. The company should also focus on building customer equity. Through special recognition and programmes, companies can increase relationship equity by building strong customer bond. The brand should have a USP, something the consumer can identify as a specialty from the brand. Brand equity's two keys are brand awareness and image and how it is perceived by the customers. As social media acts like a joined marketing medium, social media marketing drives customer equity. Marketing on social media increases the value of the brand by providing added value to customers that cannot be provided through traditional means. Facebook and Twitter like social platforms make it possible for customers to communicate sincerely with the brand and other users. The brand's actions on these social platforms positively affect their relationship as well as brand equity. Due to the intense and increased competition in the luxury fashion apparel industry, customer loyalty towards a specific brand has been impacted. It is hence important to treat the customers as an important part of the brand by affectively and actively communicating with them through social media to maintain brand equity (Kim and Ko, 2011).

A regular communication between the brand and its consumers, strengthens a brand's image and product messages, increases brand awareness and fortifies brand recall. The consumer-brand relationship can be strengthened by developing significant brand encounters. Consumers who receive extra value and benefit from a brand are more likely

to commit and stay loyal to them, regardless of the competition. Brand association can be created by interacting with the customers that leads to a positive attitude (Jain, 2014).

According to the research conducted by Zeb, Rashid & Javeed, it was found that brand name has a significant importance with consumers including other factors like quality and the trending fashion. It is up to the marketers to take note of these attributes when promoting their products and advertising their brand. It is important for the marketing managers to promote their brand and its products in a way that would attract the female extrovert consumers. This can be done by promoting the brand based on trust and on self-image, being approachable, friendly, promising, and delivering on reliability (Zeb, Rashid & Javeed, 2011).

OBC's are necessary for a brand as they have a great influence on brand value. Brand value and brand equity are usually related to one another. According to Feldwick (1996), one of brand equity meaning is its brand value. Through research it is found that online brand communities help built a brand's equity thus increasing the value of the brand. Many research works have found that community members have a higher brand loyalty than non-members. It is also confirmed that online community membership leads to benefactor behavior like continuation of membership, recommendation of brand, brand loyalty and participation. According to Wood (2000) brand loyalty is the foundation of brand equity and a brand's value is determined by the rate of brand loyalty which ensures of future cash cows (Dubois and Westerhausen, 2011).

The attachment one has to a certain brand or set of brands, can be explained as brand loyalty. Brands that have a strong and loyal customer base enjoy competitive advantages like decreased transactional and corporate marketing cost, wide spread word of mouth action, increased cross selling rate and a lower cost of failure. Brand loyalty in a way promotes satisfaction rate, willingness of consumer to repurchase, price premium, commitment to brand and preference to brand. According to Oliver (1999), brand loyalty is a result of high level of commitment from the consumer's part, which leads them to return to the brand repeatedly (Jang, Ko and Koh, 2007).

Hypothesis for Perceived Brand Awareness:

H₅: Marketing through Twitter has a significant impact on brand awareness.

H₆: Marketing through Facebook has a significant impact on brand awareness.

H₇: Marketing through Instagram has a significant impact on brand awareness.

H₈: Marketing through Online Brand Communities have a significant impact on brand awareness.

METHODOLOGY

Sampling Technique and Size:

For this research, primary data collection method was performed. A questionnaire was administered among sample population. Convenience sampling has been used for identifying sample respondents for this research. The carefully established questionnaire examined the impact of online marketing on females brand awareness and knowledge acquisition. The areas taken into consideration for the research are the metropolitan cities of Pakistan like Karachi, Lahore and Islamabad, Females buy from various popular apparel

brands online and offline. To get the information required for the project, 251 females were selected as respondents to fill the questionnaire.

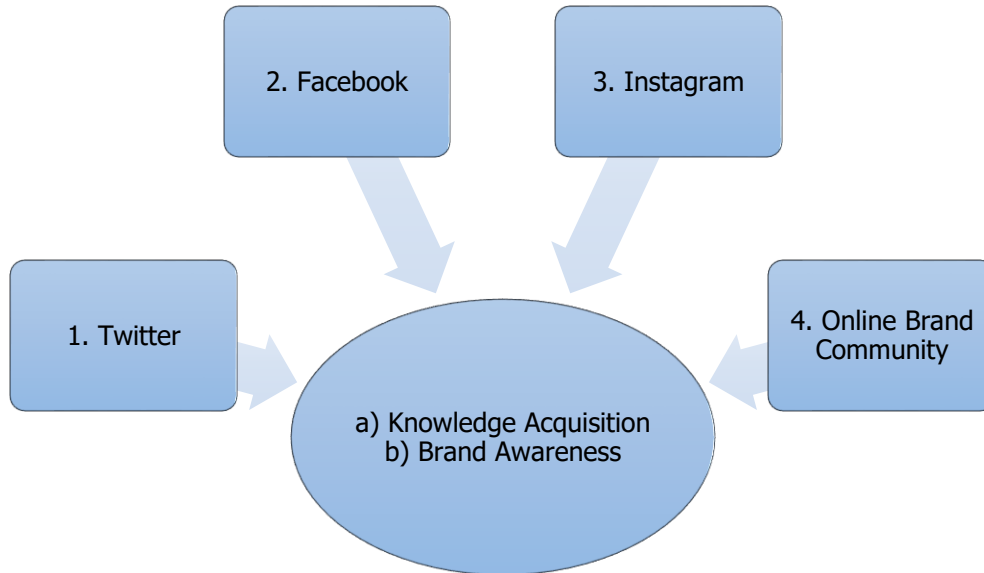


Figure 1:
Self-Developed Research Model

Statistical Technique

In this research, One Sample T Test is used as the statistical technique. One Sample T Test is applied to determine whether online marketing mediums have an impact on brand knowledge acquisition and brand awareness. This technique is used to examine the correlation among dependent and independent variables.

Hypothesis Testing and Interpretations of the Results

H₁: Consumers Knowledge acquisition is significantly more when brand is marketed through Twitter.

Table 1:
One Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Twitter has a significant impact on Knowledge Acquisition.	251	2.848	0.90453	0.05721

**Table 2:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Twitter has a significant impact on Knowledge Acquisition.	-2.657	249	0.008	-0.152	-0.2647	-0.0393

The above table shows that the mean of the model is 2.8480 and Sig. (p value) of the model is 0.008, which is less than 0.05 so hereby we accept the hypothesis.

H₂: Consumers Knowledge acquisition is significantly more when brand is marketed through Facebook.

**Table 3:
One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facebook has a significant impact on Knowledge Acquisition.	250	2.5053	0.71023	0.04492

**Table 4:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Facebook has a significant impact on Knowledge Acquisition.	-11.012	249	0	-0.4947	-5831	-0.4062

The above table shows that the mean of the model is 2.5053 and Sig. (p value) of the model is 0.000, which is less than 0.05 so hereby we accept the hypothesis.

H₃: Consumers Knowledge acquisition is significantly more when brand is marketed through Instagram.

**Table 5:
One Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Instagram has a significant impact on Knowledge Acquisition.	248	2.9516	0.96585	0.06133

**Table 6:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Instagram has a significant impact on brand awareness of apparel brands.	-0.789	247	0.431	-0.0484	-0.1692	-0.724

The above table shows that the mean of the model is 2.9516 and Sig. (p value) of the model is 0.431, which is more than 0.05 so hereby we reject the hypothesis.

H4: Online Brand Communities have a significant impact on knowledge acquisition.

**Table 7:
One Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Online Brand Communities have a significant impact on Knowledge Acquisition.	250	2.732	0.98695	0.06242

**Table 8:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Online Brand Communities have a significant impact on Knowledge Acquisition.	-0.789	247	0	-0.0484	-0.1642	-0.824

The above table shows that the mean of the model is 2.7320 and Sig. (p value) of the model is 0.000, which is less than 0.05 so hereby we accept the hypothesis.

H5: Marketing through Twitter has a significant impact on brand awareness.

**Table 9:
One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Twitter has a significant impact on brand awareness of apparel brands.	250	2.23	1.369	0.086

**Table 10:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Twitter has a significant impact on brand awareness of apparel brands.	-8.898	250	0	-0.769	-0.94	-0.60

The above table shows that the mean of the model is 2.23 and Sig. (p value) of the model is 0.000 which is less than 0.05 so hereby we accept the hypothesis.

H6: Marketing through Facebook has a significant impact on brand awareness.

**Table 11:
One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facebook has a significant impact on brand awareness of apparel brands.	250	3.716	0.94068	0.05959

**Table 12:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Facebook has a significant impact on brand awareness of apparel brands.	-12.035	249	0	-0.716	-0.5988	0.882

The above table shows that the mean of the model is 3.7160 and Sig. (p value) of the model is 0.000, which is less than 0.05 so hereby we accept the hypothesis.

H7: Marketing through Instagram has a significant impact on brand awareness.

**Table 13:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Instagram has a significant impact on brand awareness of apparel brands.	5.734	248	0	0.518	0.34	0.7

The the mean of the model for Instagram was 4.3246 and Sig. (p value) of the model is 0.000 which is less than 0.05 so hereby we accept the hypothesis.

H8: Marketing through Online Brand Communities have a significant impact on brand awareness.

**Table 14:
One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Online Brand Communities have a significant impact on brand awareness of apparel brands.	6.734	248	0	0.428	0.31	0.72

The the mean of the model for Instagram was 4.3246 and Sig. (p value) of the model is 0.000 which is less than 0.05 so hereby we accept the hypothesis.

**Table 15:
Hypothesis Assessment Summary**

S.NO.	Hypotheses	Sig. Value	Results
H ₁	Consumers Knowledge acquisition is significantly more when brand is marketed through Twitter.	0.008	Supported
H ₂	Consumers Knowledge acquisition is significantly more when brand is marketed through Facebook.	0.000	Supported
H ₃	Consumers Knowledge acquisition is significantly more when brand is marketed through Instagram.	0.431	Not Supported
H ₄	Online Brand Communities have a significant impact on knowledge acquisition.	0.000	Supported
H ₅	Marketing through Twitter has a significant impact on brand awareness.	0.000	Supported
H ₆	Marketing through Facebook has a significant impact on brand awareness.	0.000	Supported
H ₇	Marketing through Instagram has a significant impact on brand awareness.	0.000	Supported
H ₈	Marketing through Online Brand Communities have a significant impact on brand awareness.	0.000	Supported

CONCLUSIONS

After carrying out this research and interpreting the research findings through primary and secondary data, it can be concluded that Females acquire knowledge and get awareness about the product usage and benefit more today through online mediums of marketing like Facebook, Twitter, Instagram and their own official website. Due to the viral nature of these networks, all publicity, whether bad or good have an impact on a company's brand image and how the consumers perceive it.

When it comes to Knowledge acquisition of females, Instagram has negligent impact on it as compare to Facebook, Twitter and online communities. The latter three however play a key role in boosting learning about the product attribute and usage among female consumers, the key role being always being at the customers mind by active online presence. A successful apparel brand, despite having a strong foothold in the market, needs an extensive online marketing team to stay relatable to its specific gender based consumers.

DISCUSSION

Awareness and knowledge about the brand are two major factors of any company's business. How they learn and get aware, what the consumers expect the brand to deliver and how aware they are of the brand; all increases a brand's equity. The high competition in the market is just one of the reasons why even a successful brand has to come up with unique strategies in order to stay ahead in the race and having an online presence and marketing their products on the web in today's time is a necessity. The results of the research indicate the importance of Facebook, Twitter and online communities and how they help in increasing a brand's awareness among consumers and public. Online pages have become in a way source of information and consumers voice. Reviews, whether good or bad, ideas whether helpful or negligent are shared by consumers with the apparel brands team. These online networks have allowed consumers to not only voice their opinions but their ideas and in a way stay connected to a brand they are loyal to. These consumers similarly expect these companies to respond to them and to interact with them to exchange ideas. This in turn benefits both the company as well as the consumer.

Similarly, a brands image is how the consumers perceive the brand in their mind. Despite an apparel brands successful status, the consumer would be more attracted to a brand that has an attractive and very active online presence. These days success is somehow related to how well a brand's retail outlet would look, how much money has been spent on the interior of their stores and who is modeling and doing the makeup or fashion photography of the apparel brands catalogue shoot. The more famous people involved and more extravagant the setup, and more active, colorful and high fashion a brand's online page is, the more it radiates success and a positive brand image.

IMPLICATIONS AND FUTURE RESEARCH

The research has high implications for digital media agencies and companies dealing with Female fashion apparels. Except Instagram, the rest of the mediums play a vital factor in increasing knowledge and creating awareness of an apparel brand. Only Instagram has a low implication on Knowledge acquisition when researching female consumers. Keeping in mind the results and conclusion of this research on Female only consumers, Future research may be conducted by comparing the awareness creation and image building process of both the genders. Moreover, how important are marketing mediums like billboards, newspaper and magazine advertisements and TVC's in today's time, when more and more companies are opting for online and social media advertising as its more wide spread and more economical. Furthermore, future research can incorporate individual level collectivist values (Soomro, 2019) of females and how it moderates the relationship between Mediums and Brand awareness. Besides apparel, future researches can also focus on cosmetics and FMCG categories.

REFERENCES

- Brogi, S., Calabrese, A., Campisi, D., Capece, G., Costa, R., & Di Pillo, F. (2013). The effects of online brand communities on brand equity in the luxury fashion industry. *International Journal of Engineering Business Management*, 5, 5-32.
- Chandon, P. (2003). *Note on measuring brand awareness, brand image, brand equity and brand value* (pp. 1-12). Fontainebleau: Insead.
- Chivandi, A., Samuel, M. O., & Muchie, M. (2019). Social Media, Consumer Behavior, and Service Marketing. In *Consumer Behavior and Marketing*. IntechOpen.
- De Chernatony, L. (2001). Succeeding with brands on the Internet. *Journal of Brand Management*, 8(3), 186-195.
- Dubois, T., & Westerhausen, U. (2011). Brand loyalty creation within online brand communities. *Marketing Communications Management, Thesis of Copenhagen Business School, Department of Marketing, Characters*, 234.
- Gul, M. S., Shahzad, H., & Khan, M. I. (2014). The relationship of social media with fashion consciousness and consumer buying behavior. *Journal of Management Info*, 2(1), 24-45.
- Hamid, S. (2014). *Investigating Pakistan consumer's buying behavior for international luxury fashion brands* (Doctoral dissertation, Savannah College of Art and Design).
- Jain, N. (2014). E Marketing and the consumer decision making process.
- Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3), 57-80.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
- Lee, E. (2013). Impacts of social media on consumer behavior: decision-making process.
- Li, Y., & Mousseaux, S. (2013). Luxury fashion brands on social media: a study of young consumers' perception.
- Nguyen, H. (2011). Facebook marketing for fashion industry.
- Qureshi, H. A., Fatima, R., & Sarwar, A. (2014). BARRIERS TO ADOPTION OF ONLINE SHOPPING IN PAKISTAN. *Science International*, 26(3).
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214.
- Soomro, Y. A. (2019). Antecedents of brand loyalty in the fashion industry of Pakistan: Moderating effect of Individual-level collectivist values.
- Turri, A. M., Smith, K. H., & Kemp, E. (2013). Developing affective brand commitment through social media. *Journal of Electronic Commerce Research*, 14(3).

Zeb, H., Rashid, K., & Javeed, M. B. (2011). Influence of Brands on Female Consumer's Buying Behavior in Pakistan. *International Journal of Trade, Economics and Finance*, 2(3), 225.

Zeng, F., Bhutto, M. Y., & Soomro, Y. A. (2019). Chinese Smartphone Brands: Gender, Consumers Behavioural and Attitudinal Loyalty.

BIODATA and CONTACT ADDRESSES of the AUTHOR



SANA ABBAS KAIMKHANI

Currently a research scholar at Department of Management Science, Iqra University Karachi, Pakistan. She has remained visiting faculty at the Iqra University and taught many introductory Marketing and management courses to undergraduate students.

She holds a M.Phil in Marketing and Bachelor of Commerce degree.

Sana Abbas Kaimkhani (Visiting Faculty and Research Scholar)

Department of Management Sciences, Main Campus, Iqra University, Karachi, Pakistan

E-mail: sanakaimkhani@gmail.com

FEMALE ACADEMICS WORKING IN THE FIELD OF DISTANCE EDUCATION

Assoc. Prof. Özden CANDEMİR
Open Education Faculty
Anadolu University
Eskişehir, Turkey



Dear readers,

We continue to invite female academics working at the universities in our country in the field of distance education. We publish their opinions about "women's education and distance education" and their contributions to the field of distance education in women's point of view. The guest of this issue is one of the faculty members in Anadolu University Open Education Faculty: Assoc. Prof. Özden CANDEMİR.

My Education and Journey in Distance Education

In 1982, I graduated from Anadolu University, Faculty of Communication Sciences, Department of Cinema and Television. I completed my master's degree at Marmara University, Institute of Social Sciences, Department of Communication Sciences in 1987. I got the degree of proficiency in the Art from the Marmara University Graduate School of fine arts in 1996. In 1998, I received my PhD degree from Marmara University Institute of Social Sciences.

During my undergraduate education, Anadolu University's Educational Television (ETV) was an institution where we took our applied courses. After my BA, I started to work as a video switcher in this institution in the TV education programs produced for Open Education Faculty. That's how my distance learning adventure started. Since its beginning, I have accompanied huge amount of excitement in this institution, one of today's highly prestigious open education institutions of today.



I worked as a video switcher, production officer and producer director in TV production programs. I also participated in national and international projects in the realm of open education and distance learning. I took part as a researcher in Anadolu University BAP Project, "Anadolu University Employees' Attitudes towards Open Education and Distance Learning" aimed at receiving stakeholders' opinions. I conducted academic studies made visual anthropological documentaries and a high number of TV education programs on Anadolu University Open Education Faculty, instructional video, educational television. Among my academic studies are bibliography studies, the perception of distance education, the role of the media in the creation of this perception, the use of learner-instructor interaction in educational programs, and the people in the training videos.



One of my fields of study is the expert instructors teaching in the instructional videos and to determine how they have a positive impact on the audience.

Educational videos with several forms of presentation, in which image, sound and movement are presented together, are described as an appropriate teaching material for distance learning. These programs offer students the opportunity to access information in different formats from different sources. In Anadolu University Open Education system, too, educational television programs were used as important teaching materials in distance education in the 1980s.

As for the form of instruction, the subject experts communicated the pre-determined content to the audience in TV broadcasts within a period of 20 minutes, and the best subject experts were brought together. An interesting observation at the time was that some courses, such as law, were watched not only by students but also by the public. The reason for this is not only related to the course itself but also the way the lecturer teaches it: A warm introduction to the lesson, examples from the real life, fluent instruction without pauses, repetitions only when necessary. Even though the educational videos as supplementary materials have undergone some changes, I think it is still an important part and richness of distance education. "Interaction in distance education", with its importance widely appreciated and dealt with in several studies as a concept, is another area that I am interested in. Several interaction-focused applications are conducted at Anadolu University,

The process evolving from "Exam Preparation" live broadcast, conducted for the purpose of explaining the subjects which Open Education, Economics and Business Administration Faculty students had difficulty in understanding and answering the questions of, before the final, mid-term and make-up exams, and developing interaction between the instructor and the student into today's web-based applications is one of the topics attracting my attention.

Distance Education and Women

Distance education offers people the educational opportunity they need at any level and in every realm of their lives. This feature is seen as a solution for women who cannot receive education for various reasons. Education is a right that all people must enjoy equally, regardless of gender discrimination. However, women benefit less from formal education than men due to economic difficulties, marriage, childcare responsibilities, domestic work or gender-based pressure. It is important for women to be aware of distance education practices and to encourage each other about education. Research shows that individuals who cannot find opportunity for formal education view distance education as a starting point. The concept of education from home can somehow reduce gender-based pressure. However, the main problem is to defend women's right to education and to enable them to use the knowledge they gain as modern individuals. Distance education programs should also be diversified and arranged in this understanding.

Future Plans

Anadolu University Open Education System, which aims to introduce new products and provide facilities for the disabled in many areas, ranging from educational materials to examination services, continues its efforts to offer new opportunities for disabled people in both education and social life. I would like to continue my work on these groups.

Email: ocandemir@anadolu.edu.tr