

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

A.L.Mohammed Idan Bani Al khazraje / Middle Technical University -
Institute of Administration Rusafa / Alkhazrje1991@mtu.edu.iq

A.L.Ali Hussein Abdul Zahra / Middle Technical University - Institute of
Administration Rusafa / Ali.hussein@mtu.edu.iq

P: ISSN : 1813-6729

<https://doi.org/10.31272/jae.i138.1125>

E : ISSN : 2707-1359

مقبول للنشر بتاريخ : 2023/4/16

تاريخ أستلام البحث : 2023/3/22

Abstract

The research aims to test the correlation and influence between buzz marketing and brand building and to identify the most effective buzz marketing techniques on social media, that contribute to building and spreading the brand. This study came to highlight the advantages that can be achieved from using buzz marketing techniques through social media. The research problem crystallized the extent to which Zain Iraq relied on buzz marketing techniques in its advertising campaign to launch the 4G service. The research sample consisted of (320) respondents who viewed the Zain Iraq advertisement to launch the 4G service. Social media (Facebook, Instagram), the analytical descriptive approach was adopted in analyzing the answers of the sample, and the spss v.26 programs and the SmartPLS program were used to reach the results. The seeding strategy was the most influential technique in building the brand, which is what Zain Iraq adopted in its advertising campaign to launch the fourth generation 4G service, as it used some famous artists to support the process of announcing its new services, and it also used the technology of creating noise by publishing the company's advertisement in All its official pages, which greatly accelerated the spread of the advertisement.

keywords: Buzz marketing; Buzz marketing via social media; brand building; Zain Iraq announcement to launch a service 4G.



مجلة الادارة والاقتصاد

مجلد 48 العدد 138 / حزيران / 2023

الصفحات: 267 - 285

Introduction

The concept of modern marketing has developed a lot in the past years, due to the complexity of consumer behavior and their criticism of traditional marketing methods, and they began to show less interest in old advertising methods. So the need to use tools arose and techniques New marketing campaigns with the aim of influencing consumers. The idea of buzz marketing is not a spur of the moment, but rather a development of some old methods and techniques with modern tactics to enhance the impact and spread of the marketing campaign referring (Chebli and Gharbi, 2013) indicated that buzz marketing was formerly known as street marketing, which was aimed at promoting products in public places with the aim of creating a spoken word that affects and transmits through the residents of those areas. And that the basis of buzz marketing work revolves around the use of spoken word marketing (WOM) (handini and Dunan, 2021; Putri & Warmika, 2020) and taking advantage of modern technology, especially the Internet and social media, by creating buzz around a specific product and achieving a rapid viral spread of the marketing message, and he sees (Mahajan and Gadeker, 2021) that despite the widespread use of buzz marketing, there is still little academic research in this field, in addition to the overlapping of the terms viral marketing and word-of-mouth marketing, which has led to controversy in literary terminology. Therefore, this study came to clarify this overlap with a focus on buzz marketing techniques to provide a literary contribution and present proposals for the development of marketing techniques used by companies through social media. The research problem emerges In the extent to which Zain Iraq relied on buzz marketing techniques on social media to build its brand and what she techniques Marketing buzzer used in a sites communication social And the most influential in a Building Mark commercial and does adopted company beautiful Iraq On techniques Marketing buzzer in a her campaign ad to launch service4GThe current research aims to test my relationship effect and engagement between techniques Marketing buzzer and building Brand building and specify techniques the most influential in a sites communication social which contribute in a Building and post Mark business, represented a sample search in a (320) responsive From my viewers advertisement company beautiful Iraq to launch service4GIt was completed Access to them using resolution electronic It was completed post it in a sites communication social(Facebook, Instagram)The descriptive analytical approach was adopted in analyzing the answers of the sample, and a program was used26SpssV.and program Smart PLS to reach to me Results The research was divided into a methodological side that included the methodology of the study, a theoretical side in which previous literary contributions were presented, and the practical side for analyzing the answers of the sample members and testing hypotheses, and the last section included the conclusions and recommendations that the research reached.

The Methodological Side

1- Research problem

Social media platforms are among the most prominent and successful platforms used by marketers to spread their marketing campaigns, and companies have increased interest in using these platforms to build their brands, which helped in the emergence of multiple methods and accompanying techniques aimed at increasing the spread of marketing content through these platforms, including buzzy marketing techniques, this is what Pushing Zain Iraq to use a range of modern technologies in marketing to expand the spread of its advertisements through social media :

- What are the buzz marketing techniques used in social media and the most influential in building a brand?
- Did Zain Iraq rely upon used buzz marketing techniques in its advertising campaign to launch a service 4G?
- Is there a role for buzz marketing techniques via social media in brand building?
- What is the level of Zain Iraq's use of buzz marketing techniques through social media to build the brand?

2- research importance

The importance of the research emerges from the importance of the variables studied in the general specialization of business administration and in the precise specialization of marketing management. Buzz marketing through social media is still limited to studies about it in the Iraqi environment. For a marketing campaign that witnessed a great spread and media interest in the Iraqi community, as a result of Zain Iraq launching an advertisement for the 4G service and highlighting the marketing techniques that contributed to its spread. And the recommendations that the research will reach, which can contribute to the development of marketing activity for companies operating in the Iraqi environment as a whole.

3- research aims

The research objectives can be summarized as follows:

- 1- The research aims to test the impact and correlation between buzz marketing techniques and brand building and to identify the most influential techniques in social media that contribute to building and spreading the brand.
- 2- A literary contribution to clarifying buzz marketing techniques used in social media, as well as clarifying confusion and explaining the overlap between the conceptual pillars of buzz marketing, viral marketing, and spoken word marketing WOM.
- 3- Highlighting the advantages that can be achieved from using buzz marketing techniques through social media and how to use them in brand building.
- 4- Providing information that can contribute to the development of building the brand and expanding its spread, and benefiting from the results of this research in coming up with recommendations that serve the research sample company and generalizing the experience to the rest of the companies operating in the Iraqi sector to develop their marketing activities and use techniques that enable marketing content to spread and influence better.

4- Research plan

The action research scheme was designed with two variables, the first is the independent variable, buzz marketing Xi It contained three sub-variables, which are Creating Buzz X1, seeding strategy X2, Creating Incentive to share X3, while the dependent variable represents brand building Yi.

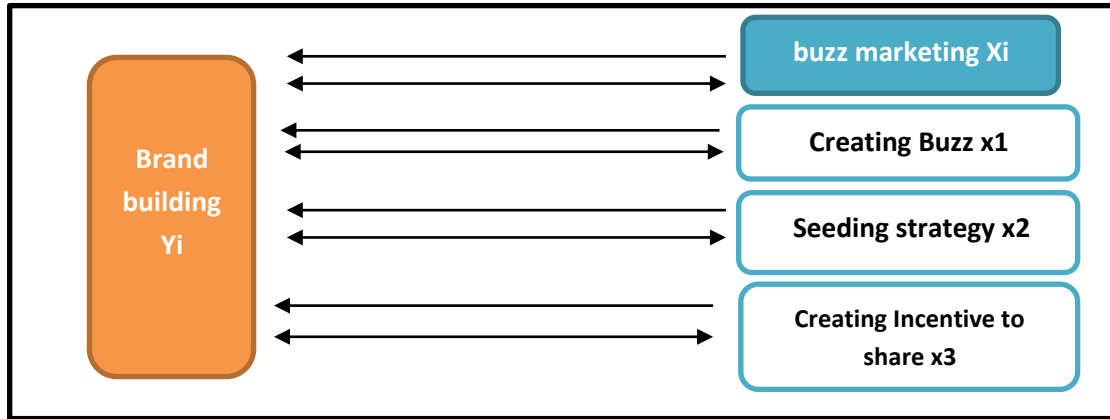


Figure (1) Procedural scheme of the research

Source: prepared by the two researchers

5- research assumes

Two main hypotheses were formulated for the research based on the previous research scheme, from which several sub-hypotheses emerge, as the first main hypothesis stated (H1): " There is a Positive and significant relationship between Buzz Marketing and brand building" and the following hypotheses branch out from it:

- H1-1: There is Positive and significant relationship between Creating Buzz and brand building.
- H1-2: There is a Positive and significant relationship between the Seeding strategy and brand building.
- H1-3: There is a Positive and significant relationship between Creating Incentives to share and brand building.

As for the premise the boss of the second(H2) It stated: " There is a Positive and significant Effect between Buzz Marketing and brand building" The following sub-hypotheses emerged from it:

- H2-1: There is a Positive and significant Effect between Creating Buzz and brand building.
- H2-2: There is a Positive and significant Effect between Seeding strategy and brand building.
- H2-3: There is a Positive and significant Effect between Creating Incentives to share and brand building.

6- search style

The research adopts the method of exploratory study and the descriptive analysis method to analyze the data and reach the results to achieve the research goals.

7- Research techniques

The research uses a questionnaire Likert Five-graded as a tool for data collection, an electronic questionnaire was prepared accurately designed with a characteristic Google Form The questions were developed based on a scale (Al-Taie and Al-Kalabi, 2016) With some appropriate modifications, the independent variable represents buzz marketing, as it contained (12) questions divided into three sub-variables distributed as follows (causing noise 5 questions - sowing thought 3 questions - motivating participation 4 questions), while the dependent variable scale was formulated based on Brand building contained 11 questions. In order to analyze the data, some measures and statistical tools were relied upon, such as the arithmetic mean and

standard deviation, and the data were processed by Program 26.SpssV.and program SmartPLS to get results.

8- The research sample

The research sample consisted of (320) respondents who watched Zain Iraq's announcement to launch the 4G service. They were chosen randomly, and the Electronic questionnaire was used to collect data from them. It was published on social media (Facebook, Instagram). The link to the form was published in private pages and public groups, before starting by asking the questionnaire questions, it was confirmed that consumers had indeed seen the advertisement of Zain Iraq to launch 4G services through the use of a screening question (Have you seen Zain Iraq's advertisement by the artist Muhammad Ramadan and Saif Nabil to launch 4G services?) Consumers answer yes or no, then complete their answers by filling in the questionnaire paragraphs The answers that answered with the option of no were (14) out of (334) answers.

The Theoretical Side

First: the concept of buzz marketing:

Buzz marketing is known as relational marketing or hype marketing, as it is a type of digital marketing strategy (Setiawan et al., 2021). It is based on generating enthusiasm to create buzz about a product or brand and attracting the attention of customers to talk about it (Makhlouf, 2020). They (handini and Dunan, 2021 'Mishra et al., 2020) define Buzz marketing as a promotional campaign driven by word of mouth (WOM). As the researchers (Handini & Dunan, 2021) define It is getting the attention of consumers and the media to generate buzz about your brand in a way that makes it fun, cool, and newsworthy. Buzz marketing is one of the modern marketing tools for influencing consumers, as it is one of the marketing methods designed to cause interaction between individuals (Mahajan and Gadeker, 2021). As the term buzz means creating an uproar around a brand or a discussion about a specific product and its transmission among individuals in the form of waves or buzz from one individual to a group of individuals and the group to another (Bakhit, 2022). Buzz marketing is based mainly on the principle of word-of-mouth marketing (WOM), which is the developed form of it and is built on the basis of the company's planned efforts to get customers to talk about the company's products or services (Mahajan and Gadeker, 2021). (Mohr, 2017) believes that the key to the success of buzz marketing to make noise is for the message to be fun, entertaining, interesting, very exciting, out of the ordinary, and worthy of spreading to become a viral message that spreads widely. Buzz marketing works to convert some influential people (such as opinion leaders, celebrities, bloggers, artists, and athletes) into influential marketers for the brand. Buzz marketing begins with the company contracting with them and providing free samples of its products to try them in front of the general public (whether on social media or in the presence of specific occasions) and talking about the company and encouraging followers to express it with the aim of creating a positive buzz about the product or brand that is transmitted through them to a larger number of the audience and so on (Hutter and Mai, 2013). Buzz marketing uses various techniques from the transmitted word, traditional communication from one person to another, and viral marketing on the Internet, so it can be used with or without the Internet, and it also focuses on using opinion leaders to create buzz or inspire consumers to speak freely about their experience about the product and spread it to others (Mahajan and Gadeker, 2021). It is thus a low-cost advertising tool to motivate the public to try a

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

specific product, as its effectiveness is linked to attracting consumers to activate the advertisement through the message to others (Mahajan and Gadaker, 2021). (Nascimento and Viana, 2020) confirms that digital development has helped in the spread of buzz marketing quickly, as most of the buzz marketing campaigns took place for months on the Internet and were transmitted through people's lips and through their pages and websites. There are some ethical concerns about the use of buzzwords, as Kimmel's study notes, 2015) marketers may use buzzword marketing techniques negatively to directly impact consumers' lives. Despite the huge spread achieved by buzz marketing and the great fame of the brand, it is a source of great danger if it is misused, as (Al-Za'lan and Muhammad, 2018) stress the importance of the credibility of the advertising message and choosing the time of its publication carefully, as the misunderstanding of the message by users of websites Social media may show the negative side of buzz marketing by publishing distorted content that may lead to bankruptcy of the company and cause its loss. In addition, the lack of control over buzz marketing makes it risky, especially for those companies that do not have sufficient experience in the field of word-of-mouth marketing (Zalan and Kazem, 2018). The large spread it achieves is difficult to control and weakens the company's ability to control it if it spreads negatively, which leads to dramatic losses in sales and the brand (Chebli and Gharbi, 2013). Despite the overlapping of the terms viral marketing, spoken word marketing, and buzz marketing, there is a fundamental and fundamental difference between them, but they agree on one thing: they rely on the power of spoken word marketing. (Bakhit, 2022) indicates that the spoken word contributes to an increase in sales by more than 31%, so it is considered one of the most important credible personal communication tools. Based on this, the researchers decided to develop a table that identifies the most important differences and differences between each of these marketing concepts in terms of the techniques used and the goals and tactics they adopt, as in Table (1).

Table (1) The difference between viral marketing, spoken word marketing, and buzz marketing

buzz marketing	spoken word	viral marketing	comparison standard
The power of the spoken word	The power of the spoken word	The power of the spoken word	Accreditation
Planned and pre-contracted	It happens spontaneously	Stimulating but spreads spontaneously	the event
The presence of the Internet and the absence of the Internet is required	The presence of the Internet and the absence of the Internet is required	Internet is required	Idea transmission
extra wide	Wide	very wide	spread
Personal and impersonal character	personal character	impersonal character	character
A mixture of viral marketing and spoken word marketing events Widespread effect and spread quickly, taking advantage of the advantages (Viral and WOM)	84% of consumers indicate that they highly trust and believe the recommendations of family, friends and close associates, and thus (WOM) rank highly trustworthy	Reliability is good due to its transmission by the event interactors	reliability
The impact depends on the techniques used to create buzz, seed the idea (seeding strategy) and encourage its spread.	The effect depends on who is transmitting the message Very strong effect	The effect depends on the authenticity of the message, the medium in which it is conveyed, and who transmits it	the influence
Its spread is difficult to control	Its spread can be controlled	Its spread cannot be controlled	in terms of control
Very large, reaching millions in record time	The transition speed is slow	High, but it takes longer to spread	Transition speed
A wide audience to a larger group directly	From individual to individual sequentially	gradually from individuals to groups	the target audience

Source: Prepared by the two researchers, depending on the sources (Bakhit, 2022; Upset and Kazem, 2018; Thabet, 2017; Stranger, 2013; Abu Sneineh, 2020; mohr, 2017; Soundararaj et al., 2015).

Secondly: Buzz marketing techniques:

Both (Zalan and Muhammad, 2018; Al-Taie et al., 2016; Elias, 2020) agree with (Peltovuori & Westrin, 2014). that buzz Marketing techniques are:

1- Creating Buzz:

The first step to buzz marketing starts with creating buzz on social media (Hausmann, 2012). Social media buzz is a very low cost and effective tactic (Kraus et al., 2010).. As it is transmitted through those interacting with it with the power of the spoken word, with opinion leaders continuing to amplify the media for the product or brand (Zalan and Kazem, 2018). Making noise is very important in buzz marketing, as it creates interaction between the audience and causes discussions between consumers about the brand and expressing their opinions about products, services, and even the promotional campaign used, which increases attention and prompts customers to cause a wave of opinions that is transmitted to thousands of consumers hysterically (Al-Taie et al., 2016).

2- seeding strategy

The seeding strategy defines the target audience of consumers to start the marketing campaign (Mohr, 2017). they points out (Zalan and Muhammad, 2018 ; Peltovuori & Westrin, 2014) The effectiveness of the seeding strategy comes from finding influential people on social media, opinion leaders in society, famous personalities, artists, bloggers, who serve as the first seed for buzz events about the product and cultivating the idea to spread it to millions of users who follow them and care about their opinions. According to this strategy, the method and people are chosen with great care to sow the seed of noise according to psychological and social characteristics and prepare them to become carriers of the message and spread the content with the power of the spoken word among the audience (Makhlouf, 2020).(Mohr, 2017) believes that the seeding strategy is very effective and influential if used On social media platforms, it can achieve overwhelming success if it is published in stages. In addition, the seeding strategy is very effective with humorous or emotional content, as this raises the audience's emotions and increases interaction (Berger & Milkman, 2012).

3- Creating incentives to share

Companies that implement buzz marketing campaigns can offer two types of incentives: tangible (material) and intangible (photos and videos). By obtaining information, appreciation and positive reputation, exclusive contacts (Hutter and mai, 2013), consumers are more willing to participate when they are given incentives (Shi & Wojnicki, 2014). (Hutter and Mai, 2013) indicate that there are two types of incentives that are presented with buzz marketing. The first is tangible (material) and intangible (photos and videos). It also suggests a number of things that will have a positive effect on the individual being a buzz factor, including 1 - Intrinsic motives 2- External tangible motives 3- External intangible motives. He stresses that the incentives should not be so great as to motivate the audience to cheat (Peltovuori & Westrin, 2014)..

Third: buzz marketing via social media:

(Zaalan and Muhammad, 2018) believes that social media on the Internet are among the most developed, widespread, and used sites, as they provide a very suitable environment for buzz marketing practices, and this prompted marketers and companies to intensify their marketing efforts on these sites, and (Elias, 2020) indicates that the most applied sites And using buzz marketing is Facebook in the first

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

place, followed by YouTube, then Twitter, and finally Instagram, according to statistics published by the Foundatione-marketing for the year 2020 due to the spread of buzz marketing on social media in Egypt, as shown in Figure (2) below:

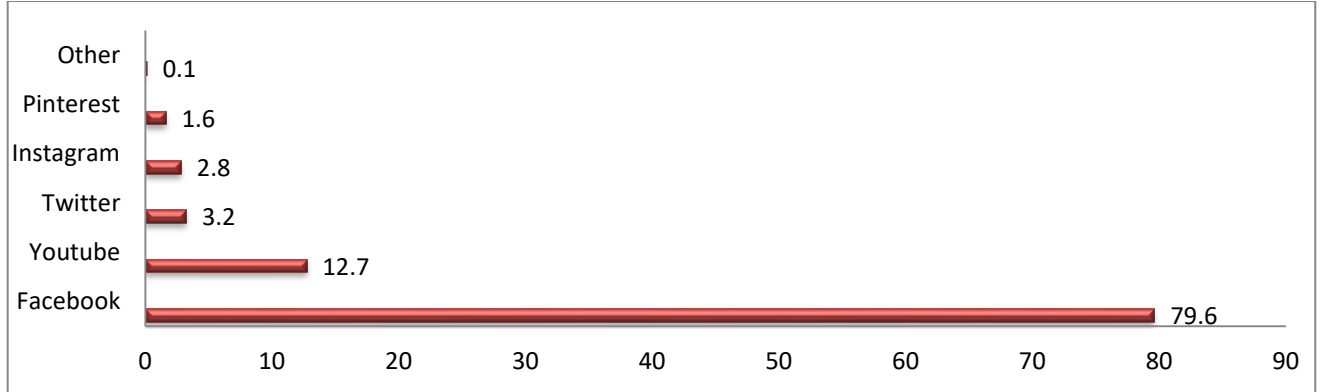


Figure (2) The prevalence of buzz marketing on social media for the year 2020 in Egypt
Source: (Elias, 2020)

Buzz marketing occurs on social media in a large and very influential manner, as opinion leaders play a major role in the spread of buzz marketing. Bloggers create buzz about the product or brand on social media, because they have their large audience, write their opinions more freely, and have credibility with those who follow them, in addition to enjoying notifications of the latest news that bloggers write to their subscribers, as some pictures or clips may reach thousands. Duets reach millions of views in a short time, and the rate of interaction and comment with the content reaches a thousand and exceeds it by a lot if the message is interesting and the blogger loves and supports the product (Makhlouf, 2020). and puts (sharma, 2021) eight buzzword marketing strategies that achieve massive spread on social media, namely:

- 1- **Determine the target audience:** It is necessary to identify the target audience in the marketing campaign and know their interests.
- 2- Create a teaser before launching the marketing campaign to generate interest and get consumers excited about their interest in the new product.
- 3- Using hashtags on social media to facilitate access to consumers, follow up the stages of campaign dissemination, measure the intensity of customer response, and the extent to which buzz marketing goals are achieved.
- 4- **Involve influential people:** businessmen, prominent personalities, opinion leaders, bloggers, celebrities, athletes, artists, and social influencers.
- 5- **Video marketing campaigns:** Adopting short and influential visual Video content, as it is easy to spread, increases audience interaction with the brand, and is easy to remember.
- 6- **Finding the right influencer:** The most important step in buzz marketing is choosing the right influencer in the target audience, as the influencer must have a large audience and it is preferable that he be among the target audience of the campaign (user of the product). This helps in gaining the trust of his followers to try the product.
- 7- **Holding competitions and festivals:** Holding competitions and celebrations is the easiest way to create buzz before launching a new product, as it is fun, easy to remember, and influential in the audience.
- 8- **Use the principle of scarcity.** and confirm (Mohr, 2017) that there are two things that make noise and move it, which are animated pictures and live broadcasts, for example, noise can be created by carrying out viral marketing campaigns on YouTube, Facebook, or Instagram, as singer Justin Bieber did when he became

famous for interrupting the video at home on YouTube, and his views quickly gained millions to become The first to get 10 billion views on Vevo and go global.

A close example of pretentious marketing is what was caused by the series "The Squid Game" (Squid Game), which was launched in 2021, as (Netflix) did not allocate large sums of money to the series' advertising campaign outside South Korea, but rather events Hype by publishing Teaser video about the events of the series on the platform Tik tok relied on the seeding strategy and left the rest to the viewers to spread virally through social media, causing a sensation, achieving imaginary viewership rates in a short period of time. Many companies believe that the spread that occurs in buzz marketing may happen by chance, but this is a mistake. The great spread occurs when using well-studied techniques, tactics and methods to create buzz in the beginning and present the product or brand for spread, including the seeding strategy and spread reports for social media and the analyzes it provides. And tools, as well as the use of celebrities and their careful selection of buzz, and a list of the most popular and traded, as well as hashtags (Baskiewicz and Kempa, 2016).

Fourth: Brand building

The trademark increases the assets of the organization in order to raise the value of its investments and helps to improve communication between marketers and consumers (Elsheikh, 2021). As the brand is an important strategic resource for companies to achieve spread and competitive superiority to achieve a strong name in the market (Osakwe and et.al, 2020). In addition to gaining a larger market share (Su and Tong, 2015). The reputation of the brand indicates the success of the product or company (Yusuf, 2021). indicates (Latukolan and et al. al, 2021) indicates that the brand is closely related to the loyalty of the customer and builds its strength from his trust, the response of his feelings, and his willingness to buy from this brand. (And et.al., 2020 Udayan) believes that the digital world (the Internet) and social media have provided many opportunities to build a strong brand in terms of the knowledge it adds to the customer about the product and the brand and in terms of design for the new product, advertising and promotion to build a positive image of The brand is in the mind of the customer. (Lou and et.al, 2019) confirm that by constantly providing valuable marketing content on social media, the brand can achieve electronic word of mouth (eWOM) that builds trust between the consumer and the company, achieves credibility, increases the spread, and strengthens the impact of the brand on Consumer perception, develops loyalty and enhances their intentions to buy.

Fifth: buzz marketing and branding

Globalization and the international spread of the brand helped greatly Buzz marketing events influence market shape and consumers (Baskiewicz and Kempa, 2016). attach (Houston et al., 2018). Between buzz and brand popularity. reaffirming (Taufique and Shahriar, 2011) that 82% of the most widespread and expanding brands use buzz marketing on social media to build their brand, as it enables them to enable the company to communicate with their customers directly (B2C), which enhances the brand in their minds, as well as establishing communication channels between consumers themselves. C2C, which leads to the transfer and spread of the brand, as well as paving the way for the company to conclude agreements and opportunities for cooperation with other B2B companies. Startups prefer this type of marketing to make a big impact on their brand with a small advertising budget (Darmawan et al., 2015).. Buzz marketing increases brand awareness and generates a positive impact on purchase intent (Han et al., 2020).. indicate (Thompson et al., 2019). The results of a

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

study indicate that customers who are loyal to the brand are more willing to spread hype about the product.

The third topic: the practical side of the research

1- Stability of the search scale:

Before delving into the various statistical tests in this research, it was necessary to identify the stability of the scale used in collecting the necessary data for it, as the stability and consistency of its paragraphs is an urgent necessity to rely on it. In order to know whether or not there is stability in the current research scale, the researchers resorted to extracting Cronbach's alpha coefficient values Cronbach's Alpha for the current research scale using SPSS V.26, the results of which are shown in Table (2).

Table (2) Cronbach's alpha coefficient for the search scale

Alpha Cronbach	Code	The dimension	Alpha Cronbach	Variable
.821	X1	Creating Buzz	.853	buzz marketing X
.837	X2	Seeding strategy		
.833	X3	Creating Incentive to share		
.849				Brand building Y

Source: SPSS v.26 output.

The results of Table (2) indicated that the values of Cronbach's alpha coefficient for the current research variables and their dimensions ranged between (.853 - .821), which indicates the availability of stability and internal consistency of the items of the scale used.

2- Descriptive analysis of search variables:

The descriptive analysis shows an important aspect of quantitative data analysis, and describes the data by describing the behavior of the researched sample, which gives the researchers a clear perception of the nature of the analyzed data (Triola, 2012: 4). He was baptized A set of descriptive indicators Arithmetic mean Which shows the extent of the sample's response to the researched variables and the standard deviation indicator, which shows the extent of the deviation of the values from their arithmetic mean And as follows:

1-2 Descriptive analysis of buzzword marketing variable:

To find out the level of availability of the independent variable, buzz marketing in the researched organization, a number of tests related to (mean, standard deviation, and relative importance) were conducted. The researchers extracted the numbers, percentages, arithmetic means, and standard deviations of buzzword marketing items from the point of view of Customers' opinions about Zain Iraq announcement to launch a service4G, as shown in the following table:

Table (3) Descriptive analysis of the first dimension of the independent variable (buzz marketing)

Relative importance	standard deviation	SMA	Paragraph symbol	The dimension	Variable
76.18	0.994	3.81	X1-1	Creating Buzz	buzz marketing
69.3	1,222	3.47	X1-2		
71.3	0.982	3.57	X1-3		
73.76	0.883	3.69	X1-4		
75.16	0.908	3.76	X2-1	Seeding strategy	
73.2	0.972	3.66	X2-2		
76.56	1,007	3.83	X2-3		
71.2	1,064	3.56	X2-4		
73.2	0.972	3.66	X3-1	Creating Incentive to share	
71.8	1,012	3.59	X3-2		
74.78	0.809	3.74	X3-3		
74.65	1,088	3.73	X3-4		
73.43	0.993	3.67	the average		

Source: SPSS v.26 output.

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

Table (3) shows a set of results for a sample consisting of (320) respondents, providing evidence of altered perception **buzz marketing** but not at the required level in the organization in question. As this variable achieved a general arithmetic average of (3.67) which is greater than the hypothetical mean (3), and a relative importance of (73.43) This indicates the availability of the pretentious marketing variable with a general standard deviation (0.993) which indicates a slight dispersion in the respondents' answers.

2-2 Descriptive analysis of the dependent variable of brand building

To find out the level of availability of the dependent variable of building the brand in the researched organization. A number of tests related to (mean, standard deviation, and relative importance) were conducted. The researcher extracted the numbers, percentages, arithmetic averages, and standard deviations for the brand building items from the point of view of customers in the study sample organization, as shown in the following table:

Table (4) Descriptive analysis of the first dimension of the dependent variable (brand building)

Relative importance	standard deviation	SMA	Paragraph symbol	Variable
79.68	1,005	3.98	Y1	Brand building
71.34	0.982	3.57	Y2	
79.05	0.986	3.95	Y3	
78.36	0.980	3.92	Y4	
74.14	0.922	3.71	Y5	
78.36	0.993	3.92	Y6	
79.75	1,006	3.99	Y7	
80.30	0.999	4.01	Y8	
76.50	0.942	3.82	Y9	
76.50	0.996	3.83	Y10	
76.50	0.996	3.83	Y11	
77.32	0.983	3.87	the average	

Source: SPSS v.26 output.

Table (4) shows a set of results for a sample consisting of (320) respondents, providing evidence of an altered perception of **Brand building** but not at the required level in the organization in question. As this variable achieved a general arithmetic average of (3.87) which is greater than the hypothetical mean (3), and relative importance of (77.32) This indicates the availability of the brand building variable with a general standard deviation (0.983) which indicates a slight dispersion in the respondents' answers.

The foregoing explains the strength of the brand of Zain Iraq and the rapid spread of its marketing campaigns, if successful The attractive offers and services provided by Zain increased the customer base by 7% to reach 16.1 million customers what came This increase After several campaigns advertising The company recently carried out it with a group of artists and celebrities, as the Zain Iraq advertisement "I am Zain, you are Zain" has received more than 17 million views on social media, and the *100# advertisement has more than 18 million views, exceeding Tnumber Total views Service announcement4GOFTwo stars, Mohamed Ramadan and Saif Nabil, the 4th checkpoint1 millionWatch on YouTube (<https://www.iq.zain.com/ar/zain-iraq-brings-together-two-stars-mohamed-ramadan-and-saif-nabeel-new-world-class-advertising-campaign>), And the maybe I continued The market value of the Zain Iraq brand increases its business in the business sector and increases its net profits by 28%

(<https://zain.com/ar/press/ZainFY2019>) And it made the Zain brand one of the successful and famous brands.

3- Correlations (first main hypothesis)

The researcher tested the first main hypothesis, which states: "There is a positive and significant correlation between buzz marketing and brand building" And as follows:

With regard to proving the validity of this hypothesis, Table (5) related to the correlation matrix showed that there is a significant and positive correlation between buzz marketing and brand building, as the value of the correlation coefficient between them reached (.905) at a significant level (0.01). This supports the validity of the second main hypothesis, and three sub-hypotheses branch out from this hypothesis:

- **There is a positive and significant correlation between creating buzz and brand building:** Table (5) related to the correlation matrix shows that there is a significant and positive correlation between creating buzz and brand building. The value of the correlation coefficient between them was (.830) at a significant level (0.01), and this supports the validity of the first sub-hypothesis.
- **There is a positive and significant correlation between seeding Strategy and brand building:** Its appears Schedule (5) Related to the correlation matrix, there is a significant and positive correlation between sowing the id seeding Strategy and brand building, as the value of the correlation coefficient between them reached (.864) at a significant level (0.01), and this supports the validity of the second sub-hypothesis.
- **There is a positive and significant correlation between Creating Incentive to share and brand building** Table (5) related to the correlation matrix shows that there is a significant and positive correlation between Creating Incentive to share and brand building, as the value of the correlation coefficient between them reached (.852) at a significant level (0.01), and this supports the validity of the third sub-hypothesis.

Table (5) Matrix of the correlation between buzz marketing and its dimensions with brand building

		X	x1	x2	x3	Y
X	Pearson Correlation	1	.842**	.872**	.844**	.905**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	302	302	302	302	302
x1	Pearson Correlation	.842**	1	.889**	.841**	.830**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	302	302	302	302	302
x2	Pearson Correlation	.872**	.889**	1	.816**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	302	302	302	302	302
x3	Pearson Correlation	.844**	.841**	.816**	1	.852**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	302	302	302	302	302
Y	Pearson Correlation	.905**	.830**	.864**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	302	302	302	302	302

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

Source: SPSS v.26 output.

4- Influence hypotheses (second main hypothesis)

The process of verifying the impact hypotheses of all kinds among the current research variables, whether (direct or indirect) according to the respondents' opinions, will be done by building a structural equations model Structural Equations Modeling, which is shown in Figure (3). The second main hypothesis states (H2) that "there is a

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

positive effect relationship between buzz marketing and brand building." To test this hypothesis, the structural model shown in Figure (3) was built, the results of which are presented in Table (6).

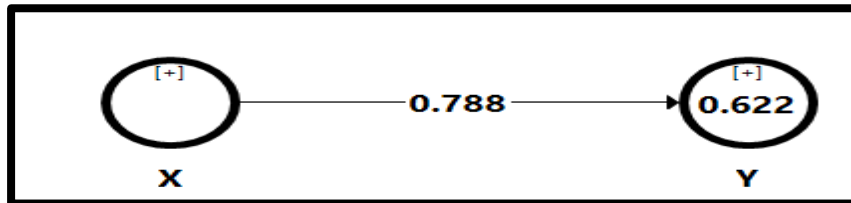


Figure (3) Structural model for testing the second main hypothesis

Note: The numbers in the arrows represent the coefficient of the path, while the numbers in the circles represent the coefficient of determination, and the symbol [+] indicates that the paragraphs belonging to the variable are hidden because they are not needed in evaluating the structural model.

Source: Smart PLS output.

Table (6) results of evaluating the structural model of the second main hypothesis

Modified R ²	R ²	effect size ²	The result	p Value	t Value	path parameter	VIF	track	the premise	Matching quality SRMR
0.564	0.622	3,233	Acceptance	0.001	9,832	0.788	1	X→Y	H2	0.055

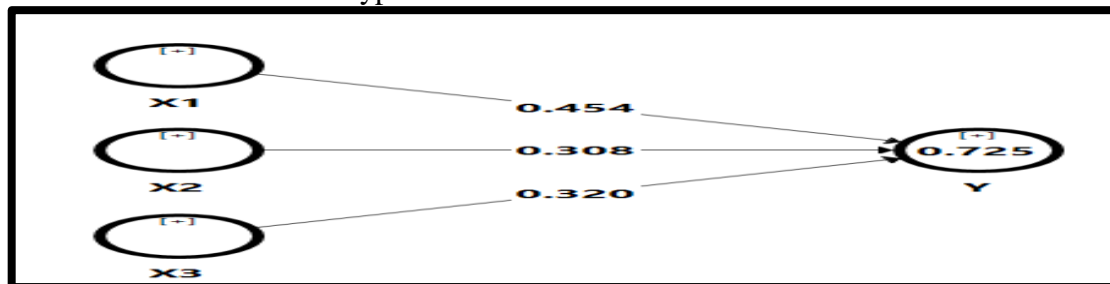
Source: Smart PLS output.

Table (6) presents the results of evaluating the structural model of the second main hypothesis, which showed that the criterion SRMR of (0.055) achieves the required standard for matching quality, and has reached the path coefficient (0.788) Which achieves the required limits of the values of each T-value, P-value, and for the purpose of explaining the explanatory power, the modified coefficient of determination R² has reached (0.622), and this indicates that the buzzy marketing variable explains a constructive brand variable by (62%) The rest of the ratio is other factors that were not covered by the model.

5- Testing the sub-hypotheses emanating from the second main hypothesis

The sub-hypotheses emanating from the second main hypothesis are stated intent (H2-1, H2-2, H2-3) on the following:

H2-1: Existence of a positive influence relationship to create buzz in brand building.
 H2-2: Existence of a positive influence relationship of seeding Strategy in brand building. H2-3: Existence of a positive influence relationship to Creating Incentive to share in brand building. And the for the purpose of testing these hypotheses, the structural model was built in Figure (4). Table (4) shows the results of evaluating the structural model for these hypotheses.



Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

Figure (4) The structural model for testing the sub-hypotheses emanating from the Second main hypothesis

Note: The numbers in the arrows represent the coefficient of the path, while the numbers in the circles represent the coefficient of determination, and the symbol [+] indicates that the paragraphs belonging to the variable are hidden because they are not needed in evaluating the structural model.

Source: Smart PLS output.

Table (7) The results of evaluating the structural model for the sub-hypotheses emanating from the second main hypothesis

Modified R ²	R ²	effect size ²	The result	p Value	t Value	path parameter	VIF	track	the premise	Matching quality SRMR
0.702	0.725	0.199	Acceptance	0.001	4,109	0.454	1	x1→Y	H2-1	0.065
		0.229	Acceptance	0.001	5,043	0.308	1	x2→Y	H2-2	
		0.166	Acceptance	0.001	4,875	0.320	1	x3→Y	H2-3	

Source: Smart PLS output.

Table (7) presents the results of evaluating the structural model of the sub-hypotheses of the hypothesis emanating from the second main hypothesis, which showed that all path coefficients of the three hypotheses (H2-1, H2-2, H2-3,) are significant, which achieve the required limits of the values of each T-value, P-value, and for the purpose of explaining the explanatory power, the modified coefficient of determination R2 has reached (0.725), and this indicates that the dimensions of the buzzy marketing variable explain the brand-building variable by (72%), and the rest of the percentage is other factors that were not addressed by the model.

Conclusions

- 1- There is an impact and correlation between buzz marketing techniques through social media and brand building.
- 2- Zain Iraq relied on buzz marketing techniques in its advertising campaign to launch the service4GThis contributed to the increase in the spread of the advertisement through various social media, and the percentage of viewership of the advertisement on YouTube reached more than (42) million viewers of the video on the official website and on the company’s page on Facebook, more than (22) million viewers of the advertisement. On Instagram, the percentage of views reached to More than (10) million views since the date the advertisement was launched on the twenty-seventh of January 2021, and this confirms the great spread and its achievement of its goals using buzz marketing techniques.
- 3- seeding strategy was most influential techniques in brand building, and it is what the company adopted in its campaign to a large extent, as it used some famous artists to support the process of advertising its new services, and it also used the technology of creating Buzz through Zain Iraq publishing the advertisement on all its official pages Which accelerated the spread of the ad in a crazy way.
- 4- Buzz marketing is a low-cost marketing method that is rapidly spreading, especially if its techniques are used on social media. It will employ the power of the spoken word WOM and the advantages of viral marketing in increasing brand reach and building a strong brand.
- 5- Social media helped build a strong corporate brand, established a positive image, and increased consumer brand awareness with a low-cost budget.

Recommendations

- 1- Focusing marketing efforts on taking advantage of the advantages provided by social media in marketing campaigns, employing funded advertising to publish content, and using hashtag (#) to make the event exceptional, spread quickly, and circulate.
- 2- Using influential personalities on social media to disseminate marketing content and employing opinion leaders to convey the event to their followers, as well as using appropriate incentives to encourage users of communication sites to participate in publishing the event through the use of contests and free offers.
- 3- Intensify the use of buzz marketing techniques to build a strong brand and increase its spread. The advantages provided by buzz marketing techniques contribute to the rapid spread of the brand and its fame.
- 4- Employ the power of the spoken word WOM in creating buzz around the product or brand and integrating buzz marketing techniques with viral marketing policy in increasing the spread of the marketing campaign by motivating consumers and social media pioneers to spread marketing content among customers and transmit it through them to others.

Sources:

- 1- Zaalán, Abd al-Fattah, and Muhammad, Yazan Salem, (2018), The impact of buzz marketing to build a proactive orientation through competitive strategies, Karbala Scientific Journal, Volume (6), Issue (1), pp. 32-57.
- 2- Al-Taie, Youssef Hujeeem, Al-Dahbawi, Amer, and Al-Kalabi, Amir, (2016), Connected Marketing and its Role in Reducing Organizational Inertia, Journal of Management and Economics, Volume (5), Issue (18), pp. 121-138.
- 3- Thabet, Huda Muhammad, (2017), Viral marketing and its impact on the purchase decision-making among consumers who use social media for students at the Islamic University in the Gaza Strip, Master Thesis, The Islamic University in the Gaza Strip.
- 4- Abu Sneineh, Marwa Mustafa Mousa, (2020), Viral Marketing and its Relationship to Purchasing Decision Making among University Students in Hebron Governorate, Master Thesis, Hebron University.
- 5- Bakhit, Amani Muhammad, (2022), Adapting offensive marketing and its impact on the formation of dimensions of the mental image of the organization: an applied study on small and medium-sized industrial projects in the Greater Cairo region, Arab Journal of Management, Volume (44), Issue (3), pp. 35-66.
- 6- Elias, Farouk Ahmed, (2020), The Effect of Noise Marketing on Intent to Buy Back in Light of Perceived Value as a Mediating Variable by Application to Telecom Egypt Customers, Journal of Financial and Commercial Studies, Issue (2), pp.: 1-48.
- 7- Makhlof, Selima, (2020), A Study of the Effect of Using Noise Marketing on Brand Awareness of the Algerian Consumer by Application to Huawei ProductsHuawei for Smartphones, Namaa Magazine for Economics and Trade, Volume (4), Issue (2), pp. 97-121.
- 8- Zaalán, Eb Al-Fattah Jassim, and Kazem, Hawra Hamid, (2018), The Role of Correlational Marketing in Enhancing the Perceived Value of the Bank's Customer, A Comparative Study of a Sample of Managers, Employees, and Customers of Governmental and Private Banks, Iraqi Journal of Administrative Sciences, Volume (14), Number (56), P.: 214-248.
- 9- Al-Gharib, Muhammad, (2013), The role of passive metaphor determinants on customer conversion among educational service providers, master's thesis, University of Aleppo.
- 10- Baskiewicz, Nicoletta, and Kempa Ewa, (2016), Buzz Marketing as an Effective Tool to Support Information Processes in an Enterprise Located at the Rural Area, Zeszyty Naukowe Politechniki Częstochowskiej, No. 21, pp. 17-25. Available at:<http://DOI:10.17512/ZNPCZ.2016.1.02>

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

- 11- Berger, J., & Milkman, KL (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205. <https://doi.org/10.1509/jmr.10.0353>
- 12- Chebli, Leila and Gharbi, Abderrazak, (2013), The Impact of the Effectiveness of a Buzz Marketing Campaign on the Image, Awareness and Purchasing Decision: The Moderating Role of Involvement, *Journal of Marketing Research & Case Studies*. Available at: <https://DOI:10.5171/2013.584547>
- 13- Darmawan, A., Pramiyanti, A., Nugrahani, dan RU, & Program. (2015). faktor buzz marketing pada nasi goreng mafia melalui media social twitter, *Program Studi Ilmu Komunikasi, Fakultas Komunikasi in Bisnis, Universitas Telkom. Journal Sosioteknolog*, 14(1), 71–76.
- 14- Elsheikh, Khaled M., (2021), Developing criteria for Egyptian sportswear brand personality, *Journal of Architecture, Arts and Humanities*, Vol. 6, No. 26, pp.: 626-636. Available at: <http://DOI:10.21608/mjaf.2020.27009.1561>
- 15- Han, JA, Feit, EMD, & Srinivasan, S. (2020). Can negative buzz increase awareness and purchase intent? *Marketing Letters*, 31(1), 89–104. <https://doi.org/10.1007/s11002-019-09501-y>
- 16- Handini, VA, & Dunan, A. (2021). Buzzer as the Driving Force for Buzz Marketing on Twitter in the 2019 Indonesian Presidential Election. *International Journal of Science, Technology & Management*, 2(2), 479–491. <https://doi.org/10.46729/ijstm.v2i2.172>
- 17- Handini, Virgia Aida, and Dunan Amri, (2021), Buzzer as the Driving Force for Buzz Marketing on Twitter in the 2019 Indonesian Presidential Election, *International Journal of Science, Technology & Management*, pp.479-491 . Available at: <http://DOI:10.46729/IJSTM.V2I2.172>
- 18- Hausmann, A., Creating, (2012), “buzz opportunities and limitations of social media for arts institutions and their viral marketing. *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 17, No. 3, pp:175
- 19- Houston, MB, Kupfer, AK, Hennig-Thurau, T., & Spann, M. (2018). Pre-release consumer buzz. *Journal of the Academy of Marketing Science*, 46(2), 338–360. <https://doi.org/10.1007/s11747-017-0572-3>
- 20- Hutter, Katharina, and Mai Robert, (2013), Effective Incentives for Buzz Marketing: How Moral Concern Moderates the Willingness to Engage as Buzz Agents, 42nd Annual Conference 4-7.
- 21- Kimmel, Allan J., (2014), Connecting with consumers via live buzz marketing: public perceptions and the role of ethical ideology, *Business Ethics: A European Review*, pp.1-16. Available at: <http://DOI:10.1111/beer.12070>
- 22- Kraus, S., Harms, R., & Fink, M. (2010). Entrepreneurial marketing: Moving beyond marketing in new ventures. *International Journal of Entrepreneurship and Innovation Management*, 11(1), 19–34. <https://doi.org/10.1504/IJEIM.2010.029766>
- 23- Latukolan, Jovid Jonathan, Marta, Rustono Farady, and Engliana, (2021), When Words Matter: Language Choices and Brand Building on Two Global Coffee Shop Retail Brands in Indonesia, *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, Vol. 4, No 2, pp: 2899-2906. Available at: <https://doi.org/10.33258/birci.v4i2.1974>
- 24- Lou, Chen, Xie, Quan, Feng, Yang, and Kim, Wonkyung (2019), Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building, *Journal of Product & Brand Management Emerald*. Available at: <https://DOI:10.1108/JPBM-07-2018-1948>
- 25- Mahajan, Yogesh, and Gadekar Ashutosh, (2021) A Bibliometric Analysis of Buzz Marketing: Research Areas, Concerns, and Suggestions for Advancement, *Indian Journal of Marketing*, pp. Available at: <http://DOI:10.17010/IJOM/2021/V51/I2/157550>

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

- 26- Mishra, DP, Atav, G., & Dalman, MD (2020). Do buzz and evidence really matter in product preannouncements? An empirical test of two competing theories. *Journal of Consumer Marketing*, 37(7), 739–748. <https://doi.org/10.1108/JCM-06-2018-2740>
- 27- Mohr, Iris, (2017), Managing Buzz Marketing in the Digital Age, *Journal of Marketing Development and Competitiveness* Vol. 11, no. 2, pp. 10-16.
- 28- Nascimento, Míriam Rodrigues do, and Viana Hudson Josino, (2020), Digital marketing buzz: the use of social media as an interaction strategy in companies, *Entrepreneurship*, Vol. 4, No.1, pp.17-23. Available at: <http://DOI:10.6008/CBPC2595-4318.2020.001.0003>
- 29- Osakwe, Christian Nedu, Sterjadovska, Nikolina Palamidovska, Mihajlov, Martin, and Shuleska, Anita Ciunova, (2020), Brand orientation, brand-building behavior and brand identity in SMEs: an empirical evaluation, *Marketing Intelligence & Planning Emerald*. Available at: <https://DOI:10.1108/MIP-07-2019-0370>
- 30- Peltovuori, E., & Westrin, E. (2014). Buzz Marketing in Startups-A case study on the online dating service Mazily [lund university school]. <https://lup.lub.lu.se/student-papers/record/4522699>
- 31- Putri, NPNP, & Warmika, IGK (2020). Putu Nanda Pradnya Putri 1 Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia abstrak pendahuluan Persaingan global saat ini menuntut perusahaan. 9(4), 1548–1571
- 32- Setiawan, G., Novari, E., & Kusumadewi, R. (2021). pengaruh buzz marketing dan brand ambassador terhadap purchase decision dengan brand awareness sebagai variabel intervening. Pengaruh Earning Power, Kecakapan Manajerial Dan Employee Stock Ownership Program Terhadap Manajemen Laba Riil, 2(2), 22–31.
- 33- Sharma, Urmita, (2021), Strategies of Buzz Marketing in Social Media Platform, its Effectiveness and Impact on Customer, *International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)* Vol. 8, No. 1, pp.188-190. Available at: <http://DOI:10.48175/ijarsct-1834>
- 34- Shi, M., & Wojnicki, A.C. (2014). Money talks to online opinion leaders: what motivates opinion leaders to make social-network referrals? *Journal of Advertising Research*, 54(1), 81-91.
- 35- Soundararaj, JJ, Baskaran, A., & Sivaprakash, S. (2015). The Power of Buzz Marketing. *Journal of Exclusive Management Science*, 4(3), 1–13.
- 36- Su, jin, and Tong Xiao, (2015), “Brand personality and brand equity: evidence from the sportswear industry”, *Journal of Product & Brand Management*, Vol. 24, no. 2, pp. 124-133. Available at: <http://dx.doi.org/10.1108/JPBM-01-2014-0482>
- 37- Taufique, Khan, and Shahriar, Faisal Mohammad, (2011), Online Social Media as a Driver of Buzz Marketing: Who's Riding, *International Journal of Online Marketing*, Vo. 1, No. 2, p. 57-67. Available at: <http://DOI:10.4018/ijom.2011040104>
- 38- Thompson SA, Loveland JM, Castro IA (2019). From rumor to release: Does product release influence WOM in brand communities dedicated to technology products? *European Journal of Marketing*, 53(2), 345–365. <https://doi.org/10.1108/EJM-11-2015-0776>
- 39- Udayan, Divya, Kataria, Garvit, Yadav, Rajat, and Kothari, Shreyansh, (2020), Augmented Reality in Brand Building and Marketing Valves Industry, *International Conference on Emerging Trends in Information Technology and Engineering*, pp:1-6. <https://10.1109/ic-ETITE47903.2020.425>
- 40- Walters, G., & Anagnostopoulos, C. (2012). Implementing corporate social responsibility through social partnerships. *Business Ethics*, 21(4), 417–433. <https://doi.org/10.1111/j.1467-8608.2012.01660.x>
- 41- Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. Budapest

Buzz marketing on social media and its role in a brand building-An exploratory study of the opinions of a sample of viewers of Zain Iraq advertisement to launch a service 4G

International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(1), 472–481. <https://doi.org/10.33258/birci.v4i1.1629>

42- Triola, Mario F., (2012), Essentials of Statistics, 4th Edition, Pearson, London.

1	2	3	4	5		
					buzz marketing (Al-Taie and Al-Kalabi, 2016)	
					Zain uses social media to influence the customer	1
					The latest service launch announcement 4G marketing and advertising hype attract the attention of customers	2
					Zain's advertisement contributed to the excitement of social media users about the Zain brand	3
					The verbal phrases that were used in the advertisement were able to pass through the customers	4
					The announcement of Muhammad Ramadan and Saif Nabil was able to cause great interaction on social media	5
					Zain's advertisement was able to consolidate the idea of a service 4G in the minds of customers	6
					Zain's use of artist Mohamed and Saif Nabil achieved great success and widespread advertising	7
					Zain succeeded in implanting its services and dominated the Internet service in the telecom market.	8
					Zain Balaq has allocated funds to finance its advertising campaign in order to target customers electronically	9
					Zain provided promotional offers and free offers with the launch of the service 4G	10
					Zain Iraq exploits social media as effective motivational platforms to spread its services in the market	11
					Zain encourages its customers to share a service announcement 4G To get the opportunity to use the service for free for a limited time	12
brand building						
					I feel confident when using Zain Iraq branded services and products.	1
					Zain Iraq brand is very popular.	2
					Zain Iraq seeks to achieve the satisfaction of its customers and give them a unique experience.	3
					Zain Iraq tries to show luxury and quality in its brand advertisements.	4
					The brand image of Zain Iraq was cemented in my mind thanks to an advertisement 4G Artists Mohamed Ramadan and Saif Nabil.	5
					Zain Iraq seeks to use social media platforms to build its brand	6
					I feel the desire to buy Zain Iraq products and subscribe to its services continuously.	7
					Zain Iraq uses creative and innovative ideas to launch advertisements for its brand that move quickly among customers.	8
					Zain's marketing campaigns make me more interested in their brand	9
					I always talk to my colleagues about advertisements for Zain Iraq	10
					I do not wish to change my use of the Zain Iraq trademark with another competing company	11

التسويق الطنان على مواقع التواصل الاجتماعي ودورها في بناء العلامة التجارية- دراسة استطلاعية لآراء عينة من مشاهدي اعلان شركة زين العراق لأطلاق خدمة 4G

م.محمد عيدان باني الخزرجي/الجامعة التقنية الوسطى/ معهد الادارة الرصافة/ بغداد/ العراق
م.علي حسين عبد الزهرة/الجامعة التقنية الوسطى/معهد الادارة الرصافة/ بغداد/ العراق

المستخلص

يهدف البحث الى اختبار علاقتي الارتباط والتأثير بين التسويق الطنان وبناء العلامة التجارية، وتحديد تقنيات التسويق الطنان الأكثر تأثيراً في مواقع التواصل الاجتماعي والتي تسهم في بناء ونشر العلامة التجارية، جاءت هذه الدراسة لتسليط الضوء على المزايا التي يمكن تحقيقها من استخدام تقنيات التسويق الطنان عبر مواقع التواصل الاجتماعي. وتبلورت مشكلة البحث مدى اعتماد شركة زين العراق على تقنيات التسويق الطنان في حملتها الاعلانية لإطلاق خدمة G4، تمثلت عينة البحث في (320) مستجيباً من مشاهدي اعلان شركة زين العراق لإطلاق خدمة G4 تم اختيارهم بصورة عشوائية، واستخدمت الاستبانة الالكترونية كأداة لجمع البيانات تم نشرها في مواقع التواصل الاجتماعي (Facebook, Instagram)، اعتمد المنهج التحليلي الوصفي في تحليل اجابات افراد العينة، وقد استخدم برنامج Spss V26 وبرنامج SmartPLS للتوصل الى النتائج، وقد توصل البحث الى وجود علاقة اثر وارتباط بين تقنيات التسويق الطنان في مواقع التواصل الاجتماعي لبناء العلامة التجارية، وان تقنيات بذر الفكرة هي اكثر التقنيات تأثيراً في بناء العلامة التجارية وهي ما اعتمدهت شركة زين العراق في حملتها الاعلانية لطرح خدمة الجيل الرابع G4، اذ انها استعانت ببعض الفنانين المشهورين لدعم عملية الاعلان عن خدماتها الجديدة، كما واستخدمت تقنية احداث الضجة عبر نشر الشركة الاعلان في جميع صفحاتها الرسمية مما سرع من انتشار الاعلان بصورة كبيرة.

الكلمات المفتاحية: التسويق الطنان؛ التسويق الطنان عبر مواقع التواصل الاجتماعي؛ بناء العلامة التجارية؛ اعلان شركة زين العراق لأطلاق خدمة 4G.

