

THE IMPACT OF ADVERTISEMENTS ON CONSUMER PERCEPTION OF
BRAND PERSONALITY: AN ANALYSIS OF APPLE AND SAMSUNG
SMARTPHONE ADVERTISEMENTS

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SMARTPHONE ADVERTISEMENTS

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ABSTRACT

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Brand personality is one of the most influential aspects of differentiation and positioning for brands. This study uses a survey analysis that is based on the new brand personality scale developed by Geuens, Weijters and De Wulf (2009) to measure Samsung and Apple's brand personalities through advertisements. The sample of the study was defined as young people who are assumed to be keeping up with the latest developments of technology. The analysis of the data collected revealed that there is a significant difference between perceived brand personalities of 2014 smartphone TV ads of Apple and Samsung. According to the results, advertisements influence perceived brand personalities of Samsung and Apple.

Keywords: brand, brand personality, advertising, Apple, Samsung

ÖZET

REKLAMLARIN MARKA KİŞİLİĞİ ALGISI ÜZERİNDEKİ ETKİLERİ: SAMSUNG VE APPLE AKILLI TELEFON REKLAMLARI ÜZERİNE BİR ARAŞTIRMA

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Marka kişiliği, markaların konumlandırma ve farklılaşma süreçlerinde kullanılan etkili bir bileşendir. Çalışmanın uygulama kısmında Geuens, Weijters ve De Wulf (2009) tarafından geliştirilen marka kişiliği ölçeği marka kişiliklerini ölçmek amacıyla Apple ve Samsung markalarına uygulanmıştır. Katılımcıların büyük bölümü teknolojiyi takip eden genç kitle tarafından oluşturulmaktadır. Yapılan analizlere göre Samsung ve Apple'ın 2014 yılı akıllı telefon televizyon reklamlarından algılanan marka kişilikleri arasında önemli fark olduğu gözlemlenmiştir. Sonuçlara göre Samsung ve Apple'ın reklamlarının algılanan marka kişiliklerini etkilediği saptanmıştır.

Anahtar kelimeler: marka, marka kişiliği, reklamcılık, Apple, Samsung

To my ever-supportive parents Neşe, Ercan; and dearest friend Begüm...

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INTRODUCTION

Communication is one of the indispensable actions of human nature. Human interaction and flow of ideas happen through communication process. Individuals use communication to share feelings, transmit information, exchange ideas, express opinions and connect with others in social boundaries (Fiske, 2011). In a basic sense, communication involves two essential parts. These parts are sender, transmitting the message, and receiver that decodes the message. Effective communication occurs if the receiver decodes the message in the correct and desired form that the sender intended (Blythe, 2006). At this stage, it is crucial to share a common field of experience, ideas and culture to interpret the sent messages correctly.

Similar to living organisms, organizations also are in need of communication. Companies and organizations communicate to explain their products and services, inform their target audience and influence consumer behaviors (Shimp, 2010). Companies create a relationship with their target audience and existing customers to transmit the values and solutions offered. These communication efforts are named as marketing communications which is an essential part of marketing that helps a brand to increase brand awareness, transmit marketing messages and position the product (Blythe 2006; Keller 2008). In order to create positive feelings about a certain brand or product, companies employs a range of marketing communication methods. Advertising is one of the most used methods and could be defined as the front-face of a brand. Advertising is used to

convey meaning of the brand and increase awareness to encourage target audience to try the products (Kapferer, 1992). In addition to advertising marketing communications includes a wide range of methods to inform, influence and encourage consumers to try a particular product.

Consistent development and changing nature of the marketing environment forces companies to change or modify their marketing strategies and communication methods to maintain their existence. Today, almost each product category has more than one producer and consumers have a lot of alternatives to choose from. Thus, companies and organizations seek ways to differentiate their products and hold a unique position. As Keller (2008) argues, strategic brand management takes start with defining how the brand will be positioned.

Possessing a favorable brand is the most important qualification to differentiate one product to make it more striking and preferable for customers. Keller (2008) claims that "competitive brand positioning is all about creating brand superiority in the minds of consumers" (p. 38). Companies use their brands to promote their products and influence potential consumers. However, brands cannot be created over a night. Creating a strong brand requires time and good marketing communication strategies. In order to promote a product and make a brand favorable, companies design and execute different methods. While designing marketing communication strategies, it is crucial to understand what the target market really demands and what customers seek from a brand (Shimp & Andrews, 2013). In this sense, marketers observe marketing dynamics with a field and

construct their marketing communication programs accordingly.

Branding is a multi dimensional concept and relies on different parameters and aspects. Kapferer (1992) notes that a brand stands not only for a specific product; it also represents a sign of meaning and it defines the identity. Brand personality is one of these aspects which plays a significant role in marketing. In a brief sense, brand personality is associating human characteristics with brands (Plummer 1985; Aaker 1997). In other words, brand personality is the way that brand acts and represents the emotional side of a brand. Brand personality helps a brand to stand a unique position, develops brand equity and make itself preferable within its product category.

Having a strong brand personality would direct customers to that particular brand and enhances brand loyalty at the long term. Possessing positive and favorable brand personality is useful especially when two brands are alike in many disciplines. Positive brand personality creates a unique stand point and differentiates the brand from the competitors (Plummer, 1985).

All communication methods, but especially advertising campaigns influence brand personality to a great extend. In this study main components of branding, marketing communication methods and brand personality creation processes will be discussed.

This study will start with a theoretical background, based on literature

review. Literature reviewing part is organized to explain the brand concept, brand personality and marketing communications. Definitions, importance of the terms and conducted researches are provided to outline the borders of the study.

The study continues with the methodology part. In this part, the impact of advertisements on perceived brand personalities of Apple and Samsung is analyzed. Also, Apple and Samsung will be investigated by conducting a survey to reveal their perceived brand personalities on TV advertisements. While conducting survey on samples, the newly developed brand measurement scale of Geuens et al. (2009) will be taken as the starting point.

The following research questions will outline the study;

- How do advertisements influence the perceptions of target audience groups for Apple and Samsung?
- How are Apple and Samsung perceived by target audience groups in terms of their brand personality profiles?

After having all of the required data collected, findings will be presented, analyzed and discussed throughout the branding framework. This will be the final part of the study and will cover a discussion of the findings, limitations and results.

CHAPTER 1

ESSENTIAL ELEMENTS OF BRAND BUILDING

1.1. Importance of the “Brand” Concept

Brand concept is one of the most discussed aspects of marketing studies. The importance of branding is highly discussed by both practitioners and academicians to understand the structure of marketing dynamics.

Keller (2008) provides a simplistic definition for brand concept and states that “Technically speaking, then, whenever a marketer creates a new, logo or symbol for a new product, he or she has created a brand” (p. 2). Aaker (1991) defines the brand as “a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of seller, and to differentiate those goods or services from those of competitors” (p. 7).

Another definition for brand concept is shaped by Egan (2007); “A collection of actual and emotional characteristics associated with a particular identified product or service that differentiates that product or service from the rest of the marketplace” (p. 79). Aaker (1991) furthermore notes that brand is a symbol or name which is crafted to identify products and services and differentiate them from competitors (p. 7). In a brief sense, brand is the sum of symbols, colors, signs

and design elements of a unique product or service.

Indeed, brand is a crucial element for products and services while distinguishing their characteristics and features from the competitors and stand a unique personality. Branding is one of most influencing factors upon buying decisions. As Kapferer (2008) states, brand is the total of shared desirable and exclusive ideas that are associated with products, services or ideas. The overall power of the brand is highly related with the number of people who share the same idea and feeling towards a brand. Kapferer further explains that companies do not sell products but values.

Volvo cars are highlighted for their solidity and reliability under harsh conditions. This claim has its place on consumers minds' and seems hard to change it. Volvo, as one of the biggest car manufacturers around the world, has built its whole marketing structure upon security and designed marketing programs accordingly. As Walter Landor, who is the founder of Landor Associates, stated "Products are made in the factory, but brands are created in the mind". Having this in mind, it is possible to build a more reliable car than a Volvo branded car or perhaps it has been built already, but safety and reliability will remain associated with Volvo.

Essentially, every brand has a promise to attract consumers and increase the brand credibility on their mind. Every brand has the desire of being recalled upon a specific topic or attribution. For example, when it comes to performance, good

health or athleticism, probably, the majority of consumers will think about Adidas or Nike. The reason for this, these two brands promise good health, athleticism and being sporty to consumers and this is their unique way of drawing consumers' attention. Naturally, as a result of promise given and correspondent performance for that promise, consumers build their perceptions for brands. According to Chernatony (2006) "The success of a brand depends on the extent to which there is harmony between the managerially defined values, effective implementation of values by staff and appreciation of these values amongst customers" (p. 8).

At this sense, it is crucial for brands to be consistent in delivering their promise throughout the channels. Expressing the ideas behind the brand or the main promise of it ought to be well communicated with consumers to flow the core of the brand in an accurate way (Keller, 2008).

Branding can serve to many purposes and can be used to guarantee the success of a product or service. It is also crucial while designing marketing strategies and communicate with the target audience in an effective way. As Chernatony (2006) highlights, managing a brand effectively is one of the core elements of building a positive reputation for the company that owns that brand. Apart from organizational functions, brands are also significant actors for consumers as well. Consumers consider all of the functional and emotional assets of the product and service that differentiate it from the competitors (Landa, 2006). A favored brand will be the ultimate force of reinforcing and supporting a positive reputation about a certain product in consumers' minds. Clow and Baack (2012)

state that, an effectively managed brand provides assurance of quality, reduces risk factor and search time for customers during buying process. Egan (2007) provides a supportive claim that “brand names and symbols, therefore, provide information about quality, taste, performance and other attributes without the consumer having to undertake risk-reducing comparisons each time they enter the market” (p. 82).

Remembering the Volvo example above, potential car buyers will assume that every model of Volvo shares the same reliability level with the other models in product line. Or, when a customer decides to buy a Lacoste t-shirt, s/he knows that the t-shirt will hold the same color after a couple of washes. That's to say, a good managed brand will forge the credibility of a certain manufacturer. It, in some ways, establishes a trust relationship between consumer and company.

Healey (2008) highlights that:

Customers always believe a branded item is worth more than a generic one, even though the two may be similar. On a rational level, we assume that if a large company invests effort and money in building up a brand, it must be good (p. 10).

Secondly, branding provides the chance of differentiation and helps companies to stand a unique position against the competitors (Aaker, 1991). In this aspect, brand becomes a medium of communication and is used to create a distinctive value on consumers' minds. Surely, differentiation is the total of each element of brand's identity. Colors, logo, logotype, slogans and even retail stores of

a brand are important while posing a differentiation.

Thirdly, brands can be deemed as personal communication tools to convey a certain message and to grant sense of affirmation (Healey, 2008); this aspect is rather related with consumers' point of view. By carrying or using of certain products of brands, consumers actually communicate with others, join an imaginary community and give clues about their personality. In this way, brands can be used to demonstrate personal values and characteristics to others.

Rio, Vazquez and Iglesias (2001) explain the relationship between brand selection and consumer self-identification in this way:

The personal identification function is related to the fact that consumers can identify themselves with some brands and develop feelings of affinity towards them. In the literature on brand influence, a basic theory refers to the congruence between the consumer's behavior, his self-image and the product image. This theory is based on the idea that individuals can enrich their self-image through the images of the brands they buy and use (p. 414).

To illustrate; it is certain that someone who drives a Mercedes has a more dignified personality rather than someone who drives a BMW, which is a brand mostly associated with sportiness and rigidity. Also, users of a certain brand can be evaluated as a community and it can be stated that they somehow share the same set of values with each other. Thus, it would not be wrong to claim that brand can also

establish a social community, although it is imaginary (Healey, 2008). Fourthly, brands can stand as the legal protectors of a product or service. As Chernatony (2006) notes, “a trademark is any sign capable of being represented graphically that is capable of distinguishing one organization's goods or services from another's (13). In other words, brand elements such as logo, logotype, slogans or color combinations cannot be imitated by other companies and this provide a legal protection for companies to sustain their uniqueness.

Keller (2008) notes that;

A brand can retain intellectual property rights, giving legal title to the brand owner. The brand name can be protected through registered trademarks; manufacturing processes can be protected through patents; and packaging can be protected through copyrights and designs (p. 9).

Branding and having all the rights of a certain brand provides legal force against those who attempt to imitate a brand. Lastly, brand qualifications and promises play a determining role on the existing and the future marketing strategies of firms (Aaker, 1991). The reason for this, consistency is an important factor while communicating the brand characteristics with consumers, and marketing strategies should be designed accordingly. In case of a fail to do so, consumers might not recognize the brand and could not recall their past experiences with that particular brand. Therefore, messages and communication strategies should be overlapping with each other to surround consumers with a unique promise and experience (Chernatony, 2006).

Keller (2008) provides two perspectives to identify the main roles of brands and distinguishes these roles into consumers' aspect and manufacturers' aspect.

<p>Consumers Identification of source of product Assignment of responsibility to product maker Risk reducer Search cost reducer Promise, bond, or pact with maker of the product Symbolic device Signal of quality</p> <p>Manufacturers Means of identification to simplify handling or tracing Means of legally protecting unique features Signal of quality level to satisfied customers Means of endowing products with unique associations Source of competitive advantage Source of financial returns</p>
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Table 1: Main Roles of Brands (Keller, 2008, p. 7)

In the table, benefits of brands are classified in two main titles which are consumers and manufacturers. According to Keller (2008), from consumers' side, brands can change consumers' perceptions and experiences. Brand name is capable of affecting the relationship between consumer and the product, generate personal meanings and enhance their experience as well. Once a consumer is satisfied with a brand, he or she is encouraged to try that brand in the future.

Branding provides plenty of benefit to the firm by helping consumers to clarify their decision making process (Keller, 2008). A well managed and positive brand could play a determining role during decision making process of consumers

upon a particular product category and influence buyers (Kapferer, 2008). Also, brands are legal protectors of products, giving the right to the firm to block any imitations of it.

1.2. Main Components of Brands

Brand elements are the distinguishing characteristics of brands which make each of them hold a different place. Brand elements can serve to a wide range of purposes. As MacLennan (2004) highlights, brand elements enhance brand awareness, differentiate the brand from competitors, make it easier to identify and supports a strong, favorable and unique brand associations in customer's minds (p. 72). Kotler, Michi and Pfoertsch (2001) advocate, brand elements are those unique devices of brands which can be formed both as visual and physical. Each of the elements work together to differentiate a brand from competitors and help a company to build a strong brand (p. 92).

Brand elements are accepted as name, logo, symbols, slogan and brand story of a company (Keller, 2008; Kotler, Shalowitz & Stevens, 2008). Kotler et al. (2008) explain that the colors, logo, symbols, name, brand story and slogan of a brand forge the visual identity of the brand or an organization. Furthermore, these elements should be decided to describe brand essence, brand personality and corporate culture in a clear way (p. 92). According to MacLennan (2004), there must be a cohesiveness and consistency between brand elements if a firm wants to build up their brand identity powerful. The brand elements must be decided to pull

their contribution to brand to the highest level (p. 72). In order highlight the roles of brand elements, each of them will be covered briefly.

First of all, a well decided name for a brand has a great impact on the associated images as Kotler et al. (2001) explain. Aaker (1991) claims that the name of a brand is the basic element of a brand and must be decided considering the legal restrictions, possible global expansions in the future, linguistic aspects and cultural background of the target audience as well. MacLennan (2004) notes that, the brand name should be clear and easy to pronounce for people, meaningful and should not be carrying offensive meaning for any cultural, ethnic or religious group. Given the fact that, “brand name often signifies its intentions” (Kapferer, 1992, p. 60) the name should also differentiate the brand itself from its competitors and reinforce the brand position.

Secondly, logos and symbols of brands are also the indispensable elements and they are often responsible for conveying the core messages of brand. Kapferer (1992) defines symbols as the representative elements of brands. According to Keller (2008) logos and symbols of a brand are not the brand itself but great players during the process of communicating with the target audience and they reflect the brand personality and culture of the organization. Also, these visual elements alike with colors are more likely to be changed more than any other brand elements. For example, recently, Windows has changed its logo, keeping the original idea, which is the representation of window, and gave a modern look to demonstrate that the company keeps up with the latest changes and developments in the market.

MacLennan (2004) highlights that the logo and symbol of a brand should be distinctive, enhancing brand meaning in many ways and connected to the brand name.

Kotler et al. (2001) defines slogan as a way of transmitting the brand mantra in a customer friendly form. A proper slogan play a significant role for conveying the brand essence, personality, identity and positioning to the target audience.

Another important component of a brand is slogan. Aaker (1991) states that slogan must be memorable, interesting and linked to the brand in order to ensure consistency. In parallel to this claim, the slogan of the brand is generally selected as a recognizable and memorable phrase that positions the brand in a distinctive place in customers' minds (Kotler et al. 2001). According to MacLennan (2004) a proper slogan should be descriptive, persuasive and enhance the desired brand position and point of difference (p. 74).

Color choice also plays a significant role in the process of building a brand. As Budelmann, Kim and Wozniak (2010) argue, it is crucial to pick the right color, owning a wrong color may influence the brand to decline and lose favor. It is further discussed that consistency between use of color chosen is also important in the process of identity building.

According to Budelmann et al. (2010), people tend to react to color in similar ways they respond to pain or pleasure. Given the fact that color selection

play a significant role on consumers, “the spectrum of different colors, the related connotations and meanings, can provide companies with great opportunities to fill their brands with purpose, meaning and life” (Kotler et al, 2001, p. 101).

The last but not the least, the unique story of a brand is important for both users and company itself. “From religious parables to folk songs to business case studies, stories serve as a primary vehicle for communicating complex ideas in a clear, easily digestible way” (Budelmann et al, 2010, p. 27). As clear, from the perspective of companies, holding a unique story is crucial for transmitting core promises and unique positioning values. Stories make it easier to establish a unique personality and shape the future of firms. Building a corporate story requires a certain level of authenticity (Elliot & Percy, 2007).

Quality of the product, functions of it, price and other promotional elements and marketing dynamics might play a significant role for customers; however, as Kotler et al (2001) state, emotional considerations can still influence the purchasers during decision making process. Considering this fact, it is also required to hold a strong and favorable brand story to be successful.

1.3. Main Components of Brand Equity

Aaker (1991) explains brand equity as the total of liabilities and assets which are associated to a brand. However, these assets and liabilities may also add negative value to a brand. Brand equity is not only built upon positive attributions

of a brand but also negative ones in customers minds.

Egan (2012) states that “brand equity is the set of characteristics that are unique to a brand” (p. 53). When we look at the most famous and successful brands, it is easy to see that their vision and strategies of brand building have been decided as long-term. Therefore, in order to build a positive brand equity in customers' minds, it is important to set goals effectively and sustain brand dynamics patiently. Lane, King and Reichert (2011) define brand equity as “the value of how people such as consumers, distributors, and salespeople think and feel about a brand relative to its competition (p. 83).

From the perspective of brands, it is possible to claim that, brand equity is one of the most critical and influential parts for the future success of brands. Brand equity can be defined as a long-term project for brands and cannot be established over a night.

On the other hand, Keller (2008), provides another explanation regarding to brand equity and put it as customer based brand equity; “the differential effect of that brand knowledge has on consumer response to the marketing of brand” (p. 48).

According to Keller (2008) customer based brand equity is strongly related with the unique and favorable brand associations that consumers hold in their minds towards a specific brand. As a result of posing a positive customer based brand equity, customers will be eager to accept a new product and neglect price

differences as well.

It is argued that brand knowledge and brand associations are two important components of consumer based brand equity. According to Keller (2008), customer based brand equity affects customers' point of view towards an element of marketing mix of a brand in comparison to the same marketing mix element of another brand which provides the same product or service.

Possessing a strong and positive brand equity has a variety of benefits for companies. First of all, those brands with positive brand equity have the chance of charging price premium for particular products of that brand (Aaker, 1991). Keller (2008), suggests that a well managed brand can charge price premiums and demand relatively higher costs of purchases (p. 53).

Positive brand equity also affects consumer decisions and prevent shift from the brand. Aaker (1991) suggests that a strong brand equity has the power of supporting brand loyalty. In other words, when a customer sees a cheaper product packed with the same features, he or she will not be willing to buy it. Clow and Baack (2012) acknowledge, “Brand equity often dissuades consumers from looking for cheaper products, special deals, or other incentives. It prevents erosion of a product's market share, even when a proliferation of brands is coupled to promotional maneuvers by those competitors” (p. 53).

A properly managed and positive brand equity does not only prevent

existing consumers to shift for comparatively lower-priced products but also ensures long-term success and profit. The reason for this, consumers will hold their positive view to the brand they trust in, and ignore some sort of faults and problems related to the brand. For example, Toyota, as one of the most popular and big car makers around the world, had suffered from a problem which causes gas pedal to stuck and there were many injuries related to this problem back in 2010. Later on, the company arranged a couple of press conferences, promising to compensate the situation. However, since Toyota held a positive and strong brand equity among customers that this situation had a little effect on their sales and they've sustained to be the most reliable car makers around the world. That's to say, a well managed, positive brand identity might save the whole brand credibility and help a brand to overcome both internal and external challenges.

On the other hand, brand equity can also help a company during process of brand extension. Strong and well-managed brand equity allows companies to broad their product line easier than those with weak brand equity (Aaker, 1991). An example for this statement can easily be Samsung, which has a variety of product lines that range from televisions and refrigerators to smartphones and computers. Such extension could be risky without having a strong brand name. Brand awareness, brand loyalty and perceived quality factors are accepted as the prominent elements of brand equity (Aker & Biel, 2009; Aaker, 1996; Kapferer, 1992).

1.3.1. Brand Awareness

This component of brand equity is mainly related with the existence of the brand in consumers' mind. Kapferer (1992) defines brand awareness as the quantity of people who recognize the brand's importance and aware of the promise that brand highlights. “The equity of a brand is partly measured by the awareness which it evokes - how many people throughout the world know the brand, if only by name?” (Kapferer, 1992, p. 88).

Another definition of brand awareness is provided by Aaker (1996); “brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category” (p. 61). According to Aaker (1996) brand awareness ranges from uncertain knowledge of that brand is recognized to a strong belief that the brand is the only one in that product category. This definition highlights the triangle of brand awareness stages those are shown below.



Figure 1: The Stages of Brand Recognition (Aaker, 1991, p. 62)

Brand awareness stage is quite important for companies since brand awareness influence consumers in decision making process and may prevent them to shift to competitors' products. In the above figure, stages of brand awareness are shown. Consumers who are on brand recognition stage are able to identify a brand with a set of clues and hints. However, at the brand recall stage, consumers are able to remember that brand without needing any clue or hint (Aaker, 1991). Shimp (2010) explains the Top of Mind status, the highest level in brand awareness, as; “Top of Mind exists when your company's brand is the first brand that consumers recall when thinking about brands in a particular brand category” (p. 38).

According to Keller (1993), brand awareness is the sum of both brand recognition and brand recall. Brand recognition is the ability of consumers to discriminate a brand that they have been exposed before. On the other hand, brand recall mainly focuses on the ability of consumers to remember a particular brand when a particular product category is mentioned (p. 3).

Kapferer (1992) mentions three types of brand awareness; the first is top-of-the-mind awareness which was shown in the stages of brand recognition above, the second is unaided awareness and the last one is assisted awareness (p. 88). Kapferer (1992) conceptualized top-of-the-mind awareness as the most difficult type of awareness which makes a brand the first that comes to mind related to a particular category of product. On the other hand, unaided awareness foresees a set of brands which come to mind in a particular field of product. Unlike top-of-the-mind awareness, people who are at the unaided awareness stage are likely to remember

multiple brands without concerning too much about making choice. Assisted awareness is the simplest one among the three awareness types and “consists of asking the target if they have already heard of certain brands-whether they know them, if only by name” (Kapferer, 1992, p. 89).

1.3.2. Perceived Quality

Aaker and Biel (1993) explain perceived quality as the sum of judgments of consumers upon a products' overall superiority over others (p. 144). Perceived quality aspect has the ability of boosting product sales when it is combined with brand awareness. As Keller (1993) argues, a brand might not hold a certain level of quality for all of its products; however, consumers might still advocate that the brand has the same quality level for its products (p. 16).

From the perspective of brand awareness, a product might be known by many people; however this is not adequate to keep sale rates on satisfactory levels. If only the overall quality of the products of a brand is high and capable of coping with the needs of consumers, this is where brand awareness works as it is expected.

Consumers, probably, will not consider buying a product of a specific brand if it is known for producing high quality products. Perceived quality of a brand is highly affected by brand awareness. For example, if X brand is accepted as a premium brand, the products of it will be considered as high quality even if they are not relatively so. Thus, it is possible to claim that perceived quality is not something

objectively decided. As Aaker (1996) highlights, perceived quality is a perception which is based on judgments of consumers and people shape their personal expectations, needs and perceptions different from one another.

1.3.3. Brand Associations

Aaker (1996) explains that “a brand association is anything 'linked' in memory to a brand” (p. 109). Brand associations do not only exist in minds but they also have certain levels of strength. Brand associations have a crucial role while building brand equity. Thorson and Moore (2013) highlight that in order to create a positive brand image, marketers must link favorable and unique associations to the brand (p. 109).

According to Aaker (1991) properly maintained brand associations help companies to differentiate the brand, provide reason to buy for customers, generate positive feelings towards a brand and help the company for possible future extensions. When we consider today's harsh competition environment, brand associations can easily be changed due to a negative comment posted on the Facebook wall of a brand or a rumor on another social media tool. Negative brand associations can easily create a negative word of mouth and prevent further success even if the brand has no relationship with that negative association.

1.3.4. Brand Loyalty

Brand loyalty occurs when a product or products of a brand is consistently purchased by a certain group of consumers (Ferrel & Hartline, 2011). Keeping loyal consumers at hand is much more important than gaining new consumers. Loyal consumers would ignore occasional defects and poor service quality and reject to slip to another brand which seems better in some ways. Therefore, companies should launch personal and unique offerings for loyal customers to enhance their loyalty levels.

In order to establish brand loyalty, companies should offer unique brand experience to users where they cannot find it in any other brands. Moreover, it is also crucial to offer a highly differentiated product which is hard to replace with another product of competitors. Thus, consumers will not spend much time on thinking what product to buy if they have brand loyalty and sympathy for a specific brand (Keller, 2008).

Aaker (1991) states that, brand loyalty both affect brand equity and is affected by brand equity as well. According to Ferrell and Hartline (2011), there are three levels of brand loyalty which can be stated as brand recognition, brand preference and brand insistence. Firstly, brand recognition is the weakest degree of brand loyalty and occurs when a customer just knows the name of a brand. Secondly, brand preference occurs when a customer prefers to buy a particular brand if it is available within a set of alternatives. Thirdly, as the most powerful

brand loyalty degree, brand insistence occurs when a customer accepts no substitute over a particular brand. Brand insistent consumers are eager to allocate a great time and effort to find and buy their favorite brand, accepting no other substitute product from another brand.

Overall, brand equity is a long-term process and one of the most determinative aspects of survival in competitive marketing conditions for brands. Brand equity influence consumer decisions and affects further marketing strategies of companies. A well managed and positive brand identity can help a company in various ways. Kapferer (2008) highlights that, brand equity enhances several aspects of brand; it may attract new customers, give advantage against competitors, lower advertising expenditures, build brand loyalty and allow companies to charge premium pricing strategies.

1.3. The Relationship Between Brand Positioning and Brand Value

Tybout and Calder (2010) explain brand positioning as creating and conveying the desired meaning of the brand on consumers' minds. Positioning process of the brands is highly related with competitors and rival brands. People are being exposed to numerous advertisements in their daily lives. The brands and their promotional campaigns are being demonstrated on most of the buildings, billboards, newspapers, magazines, web pages, social media platforms or even on the ground while walking.

However, the main question comes to stage here; what is the reason of buying a particular product over other which is capable of performing the same function? How do consumers decide whether to have a lunch at a Burger King restaurant or at a Subway restaurant which sells comparatively healthier sandwiches filled with vegetables and oven-baked meat? Whether to buy a Samsung smartphone enhanced with futuristic functions or an Apple smartphone, such as iPhone 5S, comparatively has a more stylish look and desirable brand image? In fact, consumers face this kind of questions while shopping, going to a restaurant, a cafe, buying a car or even choosing a social media platform where they can express their personality.

Every choice consumer make is massively affected by positioning of brands (Sengupta, 2005). According to Clifton (2009), the brand positioning must be clear, easy to communicate to make it simple for target audience to perceive it. Differentiated, credible and relevant brand positioning is accepted as powerful and effective.

Lane, King and Reichert (2011) argue that positioning is the process of “fitting the product into the lifestyle of buyers” (p. 135). Aaker and Biel (1993) furthermore argue that brand positioning as the process and the result of constructing a brand image for a brand relative to a target market segment. Kotler (1999) claims that, a company must position the core benefits of a product to distinguish that particular product from the competitors. According to Aaker (1991), positioning ensures a brand to occupy a distinct place in consumers' minds and

affect the way that consumers perceive that particular brand. Positioning, in some ways, is the answer of 'reason why' to buy a particular product (Shimp & Andrews, 2013). It also enhances brand awareness within a certain product category. "A brand must be positioned in its marketing communication in such way that when the need for such a product occurs, that brand comes to mind" (Elliot & Percy, 2007, p. 229).

Elliot and Percy (2007) explain brand positioning as a process which is aimed to introduce the brand, explain the things it can do and what it really offers to customers. Brand positioning is a fragile process which is also long-term and requires consistency to create desired credibility in consumers' minds and direct them to buy a particular product. As Duncan (2005) argues in his book that, brand positioning is the purpose of occupying a comparatively distinct position relative to competitors, in customers' minds. People may think Toyota as the most problem-free car brand and Porsche as the sports cars manufacturer, for example. It would not be wrong to sum up positioning as a process of building a unique image in consumers' minds and being the first one to be recalled for a certain attribution. The reason of recalling Volvo as safe, is the outcome of a successful brand positioning strategy, highlighting superior characteristics compared to competitors.

In fact, it is hard to distinguish brand positioning and brand differentiation from one another. The reason for this, brand differentiation is one of the core elements of brand positioning and is shaped as a result of positioning strategy. Kotler (1999) explains that, a brand might position itself around different attributions rather than a single and central one. It is furthermore argued that brand

value is the sum of the total attributions that a brand use to express its positioning.

Every company desires to be different from the main competitors and put something unique as their differentiation point (Sengupta, 2005). In other words, brands should offer viable reasons to consumers to be preferred. According to Kotler, Shalowitz and Stevens (2008) during the process of differentiation, analyzing and defining the main 'points of parity' and 'points of difference' have a crucial influence. In other words, positioning strategy of a company ought to be able to generate a reason for consumers to purchase that particular product (Kotler & Pfoertsch, 2006). Taking a look to the issue from product perspective, it is expected to share a particular set of similarities with the products of competitors. Keller (2008) defines point of parity associations as the “necessary- but not necessarily sufficient- conditions for brand choice” (p. 109).

Kotler, Shalowitz and Stevens (2008) highlight that, “points-of-parity are associations consumers view as essential to be a legitimate and credible offering within a certain category, although perhaps not sufficient for brand choice” (p. 236). As it is clear, the attributions that are categorized within points of parity are not sufficient to be favored by consumers. They are a set qualifications that a brand should already offer. Keller (2008) notes that points of parity associations are important when a new product is launched.

On the contrary, points of difference, as its name suggests in a clear way, are the aspects where a brand stands different apart from its competitors (Kotler et al.

2008). In other words, points of difference are the core attributions that customers associate with the brand. As mentioned earlier, in the Volvo example, customers associate safety and reliability attributions to Volvo, and these factors have a great impact on those consumers who seek reliability and security from a car. It is crucial to build up brand differentiation upon strong and unique attributions which are not commonly found in other brands. Otherwise, they could not go any further than being points of parity and will have little or no influence on decision making process of potential customers.

The value aspect of a brand is highly integrated with the associations that it holds. Aaker (1991) claims that, brand associations can create value for a brand in many ways. Firstly, associations can summarize a set of facts of a brand and provide an easy way of collecting information for customers. Secondly, associations can help a brand to highlight its differentiating characteristics which are not available in competitor brands. Thirdly, associations may create reasons to buy by highlighting the main benefits and credibility of the brand for customers. Forthly, associations can create favorable feelings and attitudes towards a brand. Lastly, associations can establish the required basis for future extensions.

Shimp (2003) focuses on two different perspectives of brand positioning and these perspectives are “positioning via product attributes” and “positioning via brand benefits” (p. 51). According to Shimp (2003) “positioning via product attributes” is mainly constructed upon both non-product-related and product-related aspects. Non-product-related aspects consist of price, packaging, user imagery

whereas product-related aspects consist of color, size and design features. Brands use these characteristics to differentiate their products from competitors' products. The other perspective, “positioning via brand benefits”, refers to three main aspects that are functional, symbolic and experiential.

Shimp (2003) explain the differences between functional, symbolic and experiential aspects of positioning:

A brand positioned in terms of *functional needs* attempts to provide solutions to consumers' current consumption-related problems or potential problems by communicating that the brand possesses specific benefits capable of solving those problems... Other brands are positioned in terms of their ability to satisfy *psychological desires*. Appeals to *symbolic needs* include those directed at consumers' desire for self-enhancement, group membership, affiliation, and belongingness... Positioning directed at *experiential needs* promotes brands as being out of the ordinary and high in sensory value (looking elegant, feeling wonderful, tasting or smelling great, sounding divine, being exhilarating, and so on) (pp. 53-55).

However, when today's brands are taken into consideration, it is possible to blend two or three of these aspects to provide a distinctive positioning to their products.

1.5. Difference of Brand Identity and Brand Image

Although in many fields of marketing and brand studies, brand identity tends to be used interchangeably with brand image, these two concepts have different definitions. Keller (1993) defines brand image as the whole set of associations which are related to a brand by consumers. This definition of Keller provides a more detailed framework to understand customer-based brand equity concept which is produced by customers.

Considerable amount of conceptualizations for brand image has been mentioned in the literature. According to Newman (1957), the image of a brand includes every single aspect that is associated with it. Another parallel conceptualization has been posed by Herzog (1963), claiming that the brand image consists of all impressions that a consumer receives from various sources. Similar to these two claims, Dichter (1985) states that, it is not possible to define the brand image with just qualities and attributions; the brand image is the sum of all impressions that are associated with the brand. Possessing positive and strong brand associations ensures a company to have a positive brand image and makes it favorable by consumers (Aaker, 1991; Keller, 1993).

Kapferer (1992) distinguished brand identity and brand image as, “brand image is on the receiver's side” whereas “identity is on the sender's side” (p. 37). In parallel to this claim, Aaker (1996) notes that “brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain. These

associations represent what the brand stands for and imply a promise to customers from the organization members” (p. 68). The image is mainly centered upon the way that public interprets and decodes the signals which are sourced by a brand. The image of a brand is the result of encoding process of the products, services provided, visual signs such as logo, colors, advertisements and name of a brand. Harris and Chernatony support that, “Brand identity is associated with identity, vision and culture, positioning and relationship of the brand.” (p. 245). To make it more clear, brand image is the way that consumers perceive the brand whereas the brand identity is how the brand defines itself. Wee (2004) highlights that marketers can only manipulate the half of a brand; the other half is shaped by the consumers whom are subjected and influenced by the cultural and social dynamics.

Defining the identity of a brand is the initial point; a brand must specify the core ideas before communicating them to the target audience (Kapferer, 1992).

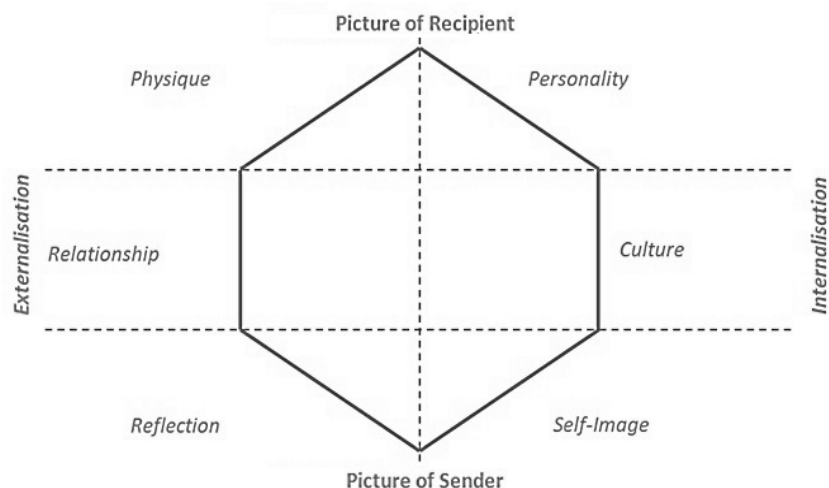


Figure 2. Brand Identity Prism (Kapferer 2008, p. 183)

Kapferer (2008) uses brand identity prism (Figure 2) to define brand identity facets and demonstrate how they are relevant to each other. Physique aspect of the prism is related to the visible and tangible characteristics, and considered as the first step to develop a product. Randall (1997) summarizes physique aspect that, “It is the central purpose of the brand” (p. 8). Secondly, personality facet is the way that a brand speak of itself. Brand personality notion will be discussed later; however, in a brief sense, brand personality refers to human characteristics that a brand is related with. Kapferer (2008) defines brand personality, referring to brand, as “what kind of person it would be if it were a human” (p. 183). The third facet is culture and refers to the main principles of a brand that provide a distinct position in comparison to the competitors. The fourth facet is relationship and focuses on the relationship between the brand and user of it. Brands hold different characteristics and modes of relationship with their customers; and this facet highlights the unique mode of relationship type that distinguishes a brand from the competitors. The fifth one is reflection and mainly focuses on consumer side. Randall (1997) states that reflection refers to the target audience that a brand is aimed at. In a simplistic way, reflection is the way that a brand is defined with its perceived client type. As Kapferer (2008) highlights “a brand will always tend to build a reflection or image of the buyer or user which it seems to be addressing” (p. 186). The last but not the least, self-image facet is used to describe the role of a brand for users to reflect their personalities to the outer world. Products are not only physical products but also sources of self-image. Randall (1997) summarizes that “the *self-image* is the internal version of the reflection (p. 9). Although these six facets stand for different aspects of brand concept, they are all interrelated within their system (Kapferer,

2008).

1.6. Brand Personality

Human personality is one of the most discussed fields of psychology. Many researches have been done to conceptualize human personality and construct a systematic framework in order to identify the main traits of human personality. 'Big Five' is accepted as one way to measure human personality dimensions in psychology (McCrae, & Terreciano, 2005; Costa & McCrae, 2006). In 1997, Aaker designed a model which is based on this Big Five theory, to measure personality traits of brands. Briefly, personality refers to all unique spiritual, intellectual, physical and psychological characteristics and behaviors of individuals that make them different than the others. Laurent (2008) defines personality as the set of characteristics that make someone distinguished from the crowd. Distinctions might be moral, intellectual, physical or practical as well.

The main idea under the concept of brand personality is that brands have personalities just like people. Aaker, who is a pioneer of studies on brand personality, and was a social psychologist and marketer, defined brand personality as combining a brand with personality traits.

Aaker (1997) stresses in her study that brands and people display similar traits in concept, but they differ in terms of how the personalities are shaped. According to this differentiation, the human personality is shaped by the personality

traits, their behavior, physical traits, attitude, beliefs and demographics, whereas the brand personalities can be formed and affected by the direct or indirect contact the brand makes with the consumers.

Jennifer Aaker (1997) notes that, brand personality refers to “the set of human characteristics associated with a brand” (p. 347). Having a strong and distinguishable personality is crucial for brands and companies since it provides the chance of being remembered by the target audience.

Similar to human beings, brands also have their own unique personalities (Aaker & Biel, 2009). In a brief sense, brand personality is associating human characteristics with a brand unlike brand image, which is used to describe the whole set of associations that are attached to a brand by consumers (Franzen & Moriarty, 2009). It reflects the specific characteristics of brands and defines how the brand would be like if it were a human (Kapferer, 2008). Brand personality is highly influenced by the people who are associated with the brand such as users who use that particular brand, workers of the company, managerial staff and product endorsers as well (Aaker, 1997; Mc Cracken, 1989; Plummer, 1984). Clearly, the unique characteristics that are associated with a brand provide the chance of differentiating the brand from competitors. The statement above is mainly focused on direct influencers of brand personality. Apart from the elements stated above, brand name, logo, price, symbol, product-category associations, distribution channels and forms of advertising also have effect on brand personality indirectly (Batra, Lehmann & Sing, 1993).

Wee (2004) notes that “the personality factor provided a critical and enduring differentiation dimension that helps to simplify the consumer's decision-making process” (p. 320). Giving human personality characteristics to brands is widely used to establish brand differences and influence the decision making process of consumers.

Plummer (1984) suggests that a brand can be classified according to three major characteristics. The first one is the physical attributions, which are considered as factual and cannot vary depending on perceptions. The second one relies on functional characteristics of the brand whereas the third one is merely based on characterizational descriptions of brands. “A brand may be characterized as modern or old-fashioned, or lively, or exotic. These characterizational aspects of the brand are what we call brand's personality” (Plummer, 1984).

Brand personality is one of the most influencing factors of decision making processes of the target audience and helps companies to establish favorable brand equity (Franzen & Moriarty, 2009). Plummer (1984) defines the main goal of establishing brand personality as “to describe perceptual reality from the consumer perception. That is, they should reflect the way consumers actually feel about the brand rather than simply being an expression of the way we would like consumers to feel about the brand” (p. 29). According to Sirgy (1982) and Malhotra (1988) a well constructed brand personality is able to raise and consolidate consumer preference and directs them to buy that particular brand.

Aaker (1996) claims that strategists rely on using brand personality to design coherent communication strategies, to enhance their understanding of people's perceptions toward a brand, to differentiate brand identity from competitors' and to create a positive brand equity as well. Brand personality ensures a better understanding about the nature of the relationship between the brand and customers. Brand selection attitudes of consumers are highly related with the brands' personality characteristics (Fournier 1991; Ligas, 2000). Therefore, brand personality of a brand ought to be structured considering the expectations of the target audience and must be presented accordingly.

Positive brand personality makes users feel better for using that particular brand (Aaker, 1996). The reason for this, the brand personality characteristics of a product are generally associated with the users of it. In other words, brand personality of a product reflects users' personality to a certain degree (Franzen & Moriarty, 2009; Kapferer, 2008).

1.7. Brand Personality Measurement Scales and Methods

Aaker (1997) constructs five dimensions of brand personality to pose a conceptual structure to give insight to brand personality. According to Aaker (1997) brand personality is associating human personality traits to brands. This description draws an identical line with those conceptualizations aforementioned. A multi-dimensional research has been conducted to design a brand personality measurement scale in order to identify brand personality traits of brands. This scale

consisted of 42 items each of which represents a unique human personality trait.

The table below demonstrates the brand personality scale of Aaker (1997).

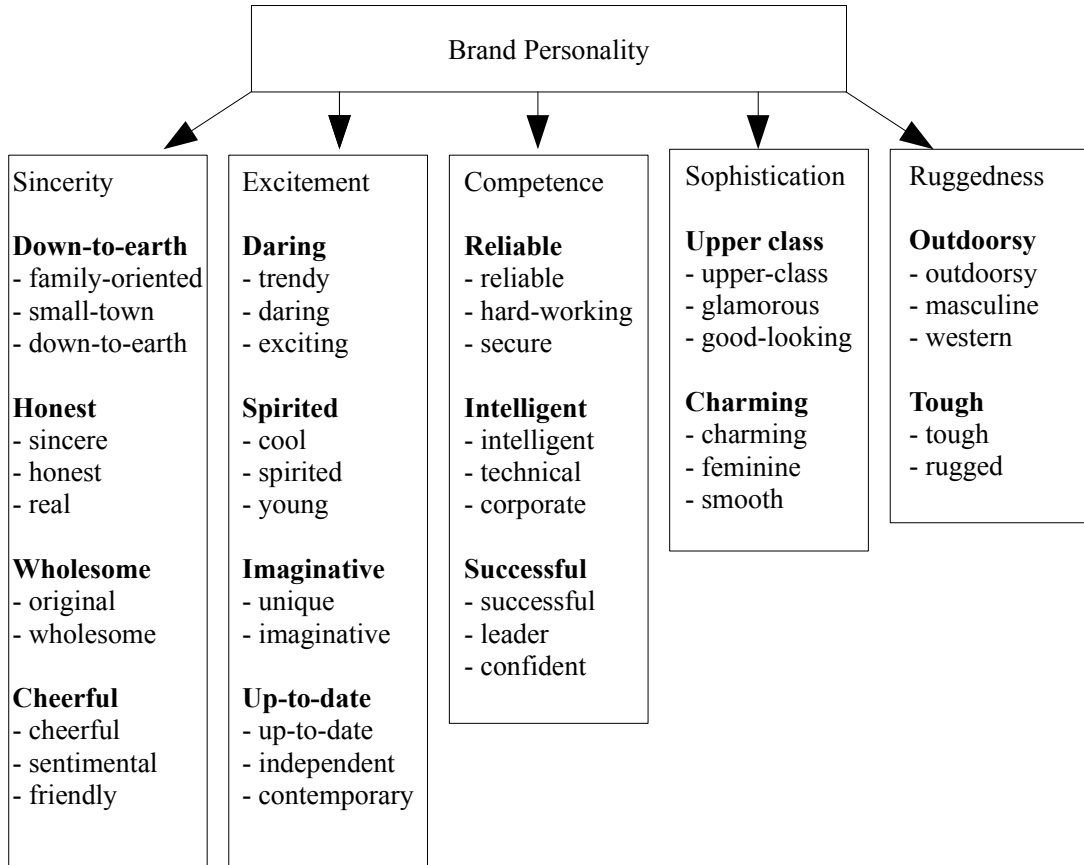


Table 2: Brand Personality Dimensions (Aaker, 1997, p. 354)

According to Aaker's table above, brand personality consists of five components, which are *sincerity*, *excitement*, *competence*, *sophistication* and *ruggedness*. Each of these components consists of different factors. Aaker (1997) claims that *sincerity*, *excitement* and *competence* stand for an innate part of human personality. However, *sophistication* and *ruggedness* represent dimensions which are not essential to have.

Franzen and Moriarty (2009) note that, Sincerity factor is like a relationship with a respected and beloved family member; excitement factor represents an enjoyable friend with whom you enjoy going out; competence stands for a person whose accomplishments you respect; ruggedness factor represents an outdoorsy friend with whom you enjoy going out for an outdoor adventure; and sophistication is like a relationship with a rich person or a powerful boss.

Having the literature in mind, many studies (Ferrandi et al, 2000; Aaker et al., 2001; Kim, Han & Park, 2001; Rojas-Mendez, et al., 2004), including Aaker's researches, have mainly focused on measuring the brand personalities of brands in the United States and also in Europe. For this reason, these personality characteristics used in this scale are accepted as valid for individuals in those cultures, and it may differ in Turkey. (Aksoy & Özsoyer, 2007, p. 2). Three important studies were carried out by Gülgöz (2002), Somer (1998) and also by Goldberg and Somer (2000) in order to determine the general personality traits. All of these studies focused on the applicability of the five trait personality model in Turkey. The studies carried out by Aksoy and Özsoyer obtained the result that the brand personality definition was different from the United States in terms of numbers and traits. The results indicated that there were four traits, instead of five. In the research, the general traits for Turkey were defined as excitement, competency, conventionalism/conservatism, and being androgenic. Excitement and competence were similar to that of western cultures, whereas conventionalism and being androgenic were traits that were determined to be specifically Turkish. The results of Aksoy and Özsoyer's studies do not point out a significant difference in

men and women. According to the study, *excitement* and *competency* traits are common in western and Turkish cultures, whereas *conventionalism* and being *androgenic* are specific to the Turkish culture.

The brand personality scale of Aaker (1997) was tested considering both symbolic and practical use of brands. Some other brand personality scale development studies (Ferrandi et al, 2000; Aaker et al., 2001; Kim, Han & Park, 2001; Smit, et al., 2002; Austin et al., 2003; Suphellen & Gronhaug, 2003; Rojas-Mendez, et al., 2004; Chu & Sung; 2011) have used the brand personality scale of Aaker but with a set of adjustments on different cultures. In other words, the studies above did not fully replicate the brand personality scale of Aaker but modified it according to different cultural backgrounds. For example, Ferrandi et al, (2000) used *sincerity*, *dynamism*, *robustness*, *conviviality* and *femininity* in their scale to conduct a research to reveal if there is a difference between brand personality factors of Aaker's (1997) scale and French context. On the other hand, Aaker et al. (2001) used *sincerity*, *excitement*, *competence*, *peacefulness* and *sophistication* factors for their study in Japan. However, they switched *peacefulness* with *passion* while conducting their study in Spain. It is clear that, the reason of switching factors is the result of cultural dynamics of the region they study. Kim, Han & Park (2001) conducted a study in Korea by keeping all of the brand personality factors which are provided by Aaker (1997). The other research which is conducted by Smit, et al. (2002) used *gentle*, *distinction*, *annoyance*, *enthusiasm*, *unpleasantness* in addition to *competence*, *excitement* and *ruggedness*, excluding *sophistication* and *sincerity* from their scale which were included in Aaker (1997)'s scale. Austin et al., (2003)

conducted research in USA on college students to evaluate selected restaurants by using Aaker's (1997) brand personality scale. Suphellen and Gronhaug's (2003) study consisted of Aaker's (1997) scale without making any change to find out the differences between Russian and Western brand personalities. The basis of the research was to measure the effects of Western marketing dynamics on Russian consumer goods market. On the other hand, Rojas-Mendez et al. (2004) conducted a research which is based the same brand personality of Aaker (1997) by excluding Ruggedness only, including no additional factor. The purpose of this study is to measure Ford's, American car manufacturer, brand personality in Chile. Lastly, Chu & Sung (2011) used *competence, excitement, sophistication, traditionalism, joyfulness* and *trendiness* factors to examine brand personality dimension in China. Similar to the studies of Ferrandi et al, (2000) and Smit, el al. (2002) there are several culture-originated brand personality factors in this study which are *traditionalism, joyfulness* and *trendiness*.

In addition to the studies that are mentioned above, the scale of Aaker has been used in many more researches which are directed to measure consumer behavior dynamics (Okazaki, 2006; Supphellen & Gronhaug, 2003; Venable et al., 2003); yet, it has been also criticized in various dimensions. First of all, Azoulay and Kapferer (2003) noted that the scale of Aaker (1997) is not constructed in a proper way. According to criticisms, this scale does not measure brand personality, but combines several number of brand identity elements. Apart from this criticism, there is another contradiction (Geuens, Weijters & Wulf, 2007) with Aaker's (1997) brand personality scale. Geuens et al. (2009) argue that Aaker's (2007) brand

personality scale could be criticized on several grounds. Firstly, the scale does not only cover brand personality characteristics but also several other personality characteristics such as age and gender, resulting a structural problem that may affect validity of the scale. According to Geuens et al. (2009) this might lead researchers ending up with confusion of whether they have measured perceived brand personality or perceived user characteristics. In other words, the overall structure of the scale may lead respondents to evaluate the personality characteristics of the users and associate those characteristics with the brand, not the reflected personality of the brand which is sender oriented. Azoulay and Kapferer (2003) pose that, not all human personality traits can be associated with brands. In the light of this claim, Azoulay and Kapferer (2003) highlighted that “brand personality is the set of human personality traits that are both applicable to and relevant for brands” (p. 151). Secondly, Geuens et al. (2009) argue that personality factors that are included in the scale of Aaker (1997) could not be generalized for product category even though Aaker (1997) noted that framework and scale are generalizable across product categories (p. 348). Geuens et al. (2009), explain this problem as “Because Aaker (1997) conducted all analyses on data aggregated across respondents (for between-brand comparisons), she actually removed all within-brand variance which led to factor analysis results that are exclusively based on between-brand variance” (p. 4). In other words, the brand personality scale of Aaker (1997) could not be generalized neither for a brand nor a specific product category. Thirdly and lastly, five factors could easily be replaced with other factors in cross-cultural researches. The reason for this, different countries hold different cultures which may affect the validity of factors and affect the overall structure of the brand personality scale

(Geuens et al. 2009). Therefore, several researchers constructed a country-specific brand personality scale due to this shortcoming. Considering the main problems and shortcomings of Aaker's (1997) brand personality scale, Geuens et al (2009) designed a new scale that was considered as excluding all problematic aspects of Aaker's (1997) scale. The new brand personality scale excluded demographic characteristics such as gender and age, functional benefits and attributions, user imagery, user appearance and brand attitudes to provide a valid scale. In the literature, there are some studies regarding to brand personality and brand value within the scope of brand benefits (e.g. Bhat and Reddy, 2001; Lau and Phau, 2007). However, the characteristics determined in the scope of brand benefits also encompass product attributions as well. This approach can be accepted as a situation that contradicts the perspective of Park et.al (1986, 1991) in parallel to the necessity of approaching brand and product benefits from different perspectives. A study was carried out by Vasquez et. al (2002) that assessed the notion of benefit for consumers with respect to product benefit and brand benefit. The aim of the study was to develop a new scale to determine the brand value based on consumers, and has handled brand value determinants within the scope of product and brand benefit. According to the Vasquez et.al (2002: 30), the brand benefit's symbolic aspect contains the brand's emotional and experiential values, and for this reason, it should be handled in two separates aspects, such as functional and symbolic. While brand's functional benefit is defined as fulfilling the functional and practical needs of customers in their everyday lives, the symbolic benefit is accepted as fulfilling the psychological and social aspects, such as status, social and personal identity of users. (Vazquez et al., 2002).

The new scale of Geuens et al. (2009) is based on human personality traits only. In addition to this, the new scale was remarkably shorter than Aaker's (1997) which ensures easier application for surveys.

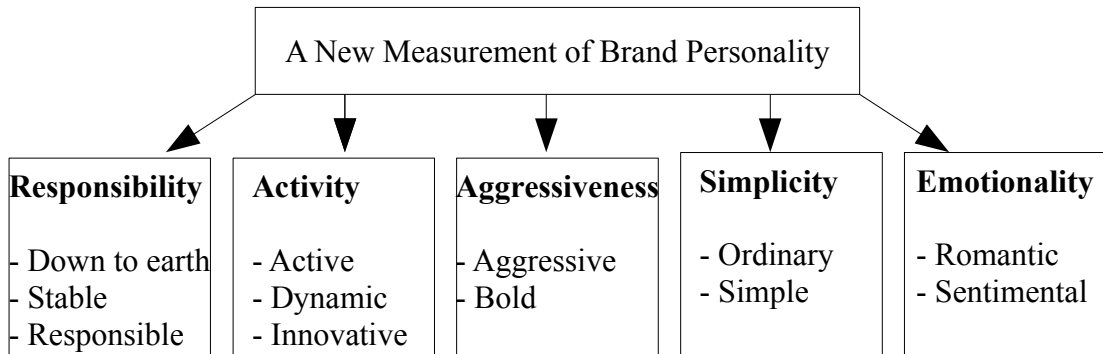


Table 3: The New Brand Personality Scale (Guens et al., 2009, p. 103)

The initiative point of the new brand personality scale is the brand personality definition which was proposed by Azoulay and Kapferer (2003). Geuens et al.'s (2009) scale ended up having 244 unique personality traits in their scale and several methods were used to reduce this number. After practicing a set of methods including focus groups, surveys and interviews, the new personality scale was formed into its final shape, consisting of 12 traits that are gathered under five factors: *responsibility*, *activity*, *aggressiveness*, *simplicity* and *emotionality*.

Remembering the third problem of Aaker's (1997) pioneering brand personality scale which was related to generalization problem across different cultures, Geuens et al (2009) tested their brand personality scale on nine European countries which are France, Germany, Italy, Holland, Poland, Romania, Spain,

Switzerland and Turkey. After conducting a survey on these countries, Geuens et al (2009) came up with having a reliable scale that is applicable on cross-cultures. The new brand personality scale was focused on Coca-Cola which is a world-wide known brand. In accordance with the outcomes of the research, Geuens et al (2009) proved that their scale was valid and reliable for future studies which can be conducted on a specific product category, on an individual brand and on cross-cultural researches. From a basic perspective, a close link to the Big Five (Sincerity, Excitement, Competence, Sophistication, Ruggedness) human personality dimensions draws attention. There are several similarities with the brand personality scale of Aaker (1997). In this study, the new scale of Geuens et al. (2009) will be used due to the recency and possessing validity for Turkish culture. In addition to the recency and validity aspects, there is no criticisms for this scale in academic field yet.

CHAPTER 2

CREATING BRAND PERSONALITY THROUGH ADVERTISING

2.1. Role of Advertising in Creating Brand Personality

Advertising is a crucial part of marketing efforts and highly involves creative thinking and communication strategies. As Moriarty et al. (2009) argue, "advertising, and certainly all forms of marketing communication, are first of all a form of communication (p. 149). Companies use advertising to inform their target audience about a new or existing product, draw their attention, convince them and call them into action (Keller, 2001). As Lane, King and Reichert (2011) argue, the core essence of a good advertising campaign is that it must be constructed upon considering the entire marketing plans and efforts.

Franzen and Moriarty (2009) argue that brand personality of a brand plays a crucial role while running marketing communication campaigns and adds emotion to a physical object to make it appealing to the target audience. Brand personality also enhances the product with "human voice" (Franzen and Moriarty, 2009, p. 254). Selecting the right personality for a brand is crucial since brand personality can be accepted as a guide for future marketing activities of company (Kapferer, 2008). Especially in advertising, brand personality characteristics are intensively reflected. Keller (2008) explains that "Although any aspect of the marketing program may affect brand personality, advertising may be especially influential

because of the inferences consumers make about the underlying user or usage situation depicted in the ad"(p. 66). According to Blythe (2009) "Television advertising is particularly useful for conveying brand personality, because it is a good medium for encouraging emotional responses" (p. 169). Wallenkit (1998) supports this claim in as, "Advertising is often considered one of the most effective media for communicating with the consumer. Very often the consumer is captive, sitting in front of a television screen or reading a magazine. This provides an opportunity to establish a relationship with the consumer, a relationship in which the advertising can communicate both a personality and the position. Every advertisement should be thought of as a contribution to the brand personality" (p. 15).

Advertisement is an essential tool for brand communication efforts. In this light, the advertisement is a process in which the manufacturer companies give information about their products and services to the consumers, and encourage them to become consumers of the product (Keller, 2001). In terms of communication, we can say that advertisements are procedures carried out in order to create a desired behavior and idea on the target audience for a product or service (Moriarty el al., 2009). From the consumers' point of view, advertisements can be described as a tool used in order to relay information about goods and services released to the market by using the mass media (Keller, 2001; Batra et al., 2006). The brand personality is being formed in the consumers' mind during and after this communication process (Batra et al., 2006).

Brand that has a name and color helps establishing connections with suppliers, employees, retailers, customers and consumers at various points. The brand touches people with its advertisements as much as it touches people with the product and its services. At this point, communication activities of brand reflects its personality. Information about its traits are obtained with every encounter and in every connection point (Ouwersloot & Tudorica, 2001).

Advertisements play a great role in creating brand personality (Batra, Myers & Aaker, 2006). A research that had been carried out by Cervera-Taulet, Schlesinger and Yagüe-Guillen (2013) indicated that brand personality is dramatically influenced by advertisements. The research used the brand personality scale of Aaker (1997) to measure the impact of advertisements on brand personality.

Advertisements are in close contact with the consumer, and they help the brand take up space in the consumer's mind. Ouwersloot and Tudorica (2001) claim that "Brand personality can be created through advertising in a direct as well as in an indirect way. In a direct way, the brand personality is created by transferring the personality of a person used in the ad. In an indirect way, the brand personality is derived from the product's meanings." (p.15). Kapferer (2008) states that creating a positive brand personality is one of the main concerns of advertising and the easiest way of doing this is using a famous spokesperson or celebrity.

Pieters and van Raaij (1992) highlight that the meaning of the product is an important factor while creating brand personality in the advertisements. If there is

an inconsistency between claimed image and actual image of the product, target audience might be affected on a negative way. On the other hand, consumers might interpret the reflected brand personality of a product differently than desired by the advertiser.

Most of the advertising agencies use archetypes in advertisements to create brand personality. In order to use archetypes effectively, advertisements must be designed considering the main motivators of their target audience. As Solomon, Bennett and Previte (2013) argue “The archetype position is designed to guide all aspects of the marketing mix and can be used as a strategic yardstick when determining what strategies and tactics to use, as well as which ones are not consistent with the brand positioning” (p.114). Mark and Pearson (2001) borrowed the concept of archetypes which was first presented by Swiss psychiatrist Carl Jung. According to the brand personality measurement scale of Mark and Pearson (2001), there are 12 main archetypes which are used to measure brand personalities of brands or products. These archetypes are *creator, caregiver, ruler, jester, regular guy, lover, hero, outlaw, magician, innocent, explorer* and *sage*. Each of these archetypes represent human personality patterns and serves to different purposes. Mark and Pearson (2001) advocate that bitten apple logo of Apple represents sin and “therefore drawing from the Outlaw archetype” (p.122).

According to Mark and Pearson, consumers identify brands and companies as in the way are identifying other individuals. In the early 2000's, Mark and Pearson have carried out a research, which is supported by Young & Rubicam, on

different cultures to measure brand personalities of different brands by applying their archetype measurement scale. There are some other important researches that were held in Turkey (Yakın & Ay, 2012; Yakın, Ay & Yakın 2014) that focus on and investigate the archetypal personalities of brands. The archetypal brand personality studies are not limited to Turkey. Additionally, various researches (Roberts, 2010; Broek, 2014) done to measure how archetypes are used to build brand personality and the other important branding components which were mentioned at the first chapter of the study.

As mentioned, advertisements play a crucial role during brand personality creation stage. Advertising process can be explained with the interactive communication model. In the advertisement efforts, brands send their message to the consumers and receive feedback in return. In this case, both the sender and the receiver take turns and send messages to each other. This communication process have a set of negative points, which can be categorized as 'noise' that influences the overall effectiveness of the communication negatively. Blythe (2006) describes noise as the "surrounding distractions" that affects communication process (p. 3). Within this process, both the sender and receiver are required to share a common language and overlapping fields of interest and experience to complete the process effectively (Blythe, 2006). Clow and Baack (2012) note that a marketing communication strategy becomes successful if the receivers (target audience) comprehend the message as it was intended by the sender.

Having this argument in mind, Moriarty et al. (2009) claim that agencies are

sender, target audience is receiver and the medium is the vehicle that can either be newspapers and magazines in print, radio programs, TV commercials or the internet. There are some outdoor media tools as well such as billboards, posters and boards. In the communication process, there is another crucial factor which is called feedback. At this point, feedback is the negative or positive reactions of consumers for an advertising campaign. In the model of advertising communication, Moriarty et al. (2009) classify noise concept into two main categories as external noise and internal noise.



Table 4: Advertising Communication Model (Moriarty et al. 2009, p. 151)

In communication concept, noise affects the effectiveness of the message. In this advertising communication model, external noise is the sum of socioeconomic

factors that affect consumers' point of views, problems with marketing mix elements and also advertising clutter which lead customers to ignore messages. Internal noise is mainly related to personal factors such as personal preferences, expectations and previous purchasing habits (Moriarty et al., 2009). Public opinion, marketing strategy and competitive struggles are included in the external noise segment. On the other hand, internal noise segment includes perceived needs, information processing, attitudes and opinions of the employees.

Advertising efforts play a significant role in building brand image as well as brand personality. It has been noted that brand identity is sent from company or brand and brand image is something that is received by the target audience. As Duncan (2005) highlights, positioning and deciding on the identity of a brand is not sufficient. It is required to pose an image and personality in customers' minds to create impression.

During the process of encoding and decoding, advertising strategies and tactics influence the whole progress. The reason of highlighting advertising more than any other promotional efforts is, majority of promotional efforts are likely to be short-termed than advertising efforts that are planned as long-termed in general. As Randall (1997) argues, promotional efforts work effectively in increasing sales in short term. However, from long-term oriented perspective, it is hard to claim that these efforts are profitable. Despite of having little or less effect on sales than any other promotional efforts, advertising provides brand share, brand awareness and contributes brand image and consequently, builds a profitable brand in the long

term.

Considering all marketing efforts together, including both long term and short term actions, Kapferer (2008) points out that "whether or not they are managed, planned or wanted, all brands acquire a history, a culture, a personality and a reflection through their cumulative communications" (p. 197). From this perspective, brand personality is constructed and affected by any type of contact between brand and the consumer no matter whether they are short-termed or long-termed. Especially advertising plays a significant role during the process of transferring human characteristics to the brand. In addition to this claim, users of a brand also influence the way that a brand is perceived. However, this aspect of the brand personality concept is much more personal and marketers have less control over it.

Brand personality of a brand directs all of the communication activities and forms of that particular brand. Kapferer (2012) highlights that "Brand personality is also the main source of tone and style of advertising" (p. 159). Keller (2008) discusses that consumers would choose a product which has a consistency between the actual concept and reflected brand personality.

Having these in mind, it is possible to state that there is a strong connection between advertising campaigns and brand personality. Advertising campaigns are designed to reflect brand personality to consumers and brand personality of a brand affects advertising campaigns. There is a consistent and continuous cycle between advertising and brand personality of a brand.

2.2. The Impact of Advertising In Branding Process

Integrated marketing communications are specially designed and blended by marketers to reach target knowledge and feeling of a brand. Keller (2001) defines marketing communications as the means which are used by organizations to inform, persuade and remind consumers about the products they sell. Integrated marketing communication strategies, in some sense, can be considered as the voice of a brand (Shimp & Andrews, 2010). These strategies are held to build a two way of communication between the company and the target audience. The way these communication strategies are used has a great impact on customers' mind as they build up the brand in memory (Keller, 2001). Advertising, as one of the most important elements of marketing communications, is responsible of building a brand with positive image besides its informing, persuading and directing to customers to a specific brand. As Kotler argues (1999) the most effective way of building awareness for a product, service or idea is advertising; advertisements make it possible to build brand image, consumer preference and favor towards a brand. Franzen and Moriarty (2009) explain this process as “...the brand representation influences the perception of the advertising, and the advertising influences the representation of the brand” (p. 455). A company must analyze the target audience and decide on the optimal representation for the brand and design the advertisements accordingly. During this process, it is also crucial to observe competitors' strategies to derive something unique. Having similar associations with competitors makes it hard for a brand to be unique for customers.

Kotler and Armstrong (2006) define advertising as “Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (p. 455). This paid and non-personal form of marketing communication tool is mainly focusing on creating brand awareness, reach large audiences, build a positive image of a brand and enhance brand knowledge (Aaker & Biel, 2009). Also, advertising helps companies to put unique associations and differentiate their product from competitors. Baines et al. (2004) highlight the distinctive characteristic of public relations and advertising as; public relations techniques aim to inform the target audience to create understanding; on the contrary, advertising aims to inform the target audience to persuade and make them buy a particular product. In parallel to this information, Green (2012), similar to Kotler and Armstrong, claims that advertising is a paid form of marketing mix concept and aims to influence the opinions of people to direct them to a particular good or service.

Koekemoer (2004) states that “advertising is a mass communication process whereby verbal and non-verbal symbols are transmitted through a channel to a receiver with the objective to communicate an idea, change or reinforce an attitude or provide important information about a particular product or service” (p. 66). Aaker and Biel (1993) state that advertising programs should involve consistency between messages and highlight the differences of the brand and the advertisements must enhance brand name, brand quality and underline the key differences of the brand. Therefore, during the process of brand building and increasing awareness, advertisements play a crucial role.

In order to build a successful and effective advertising campaign, advertisers should target it at the right audience and be clear as much as possible (Keller, 2008). Fail to do so, target audience may not get the core idea of the campaign and this may lead negative image (Egan, 2007; Keller, 2008; O'Guinn, Allen & Semenik, 2012). Also, an advertising must be creative enough to catch attention from the target audience. In this way, advertising fulfills its purpose and conveys the message to the target audience.

2.2.1. The Functions of Advertising

Kotler and Armstrong (2006) explain that “An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time” (p. 455). Advertising objective can be classified into three main categories; informative advertising, persuasive advertising and reminder advertising. Informative advertising is mostly used at the launch of a new product. Persuasive advertising is mainly used to gain superiority over competitors by persuading potential customers. The other category, reminder advertising is mainly used for mature products to keep them in the minds of consumers (Kotler & Armstrong, 2006).

<p>Informative Advertising</p> <ul style="list-style-type: none"> • Telling the market about a new product • Suggesting new uses of a product • Informing the market of a price change • Explaining how the products works • Describing available services • Correcting false impressions • Reducing consumers' fears • Building company image
<p>Persuasive Advertising</p> <ul style="list-style-type: none"> • Building brand preference • Encouraging switching to your brand • Changing customer's perception of product • Changing customer's perceptions of product attributes • Persuading customer to receive a sales call • Persuading customer to purchase now
<p>Reminder Advertising</p> <ul style="list-style-type: none"> • Reminding consumers that the product may be needed in the near future • Reminding consumers where to buy it • Keeping it in consumer's mind during off-seasons • Maintaining its top-off-mind awareness

Table 5: Possible Advertising Objectives (P. Kotler & G. Armstrong, 2006, p. 456)

Another parallel explanation to advertising objectives is provided by Clow and Baack (2012) claiming that, advertising holds several goals; to inform consumers, to build brand awareness, to persuade consumers and direct them to action and to enhance other marketing actions. Egan (2007) highlights the main functions of advertising as “giving information to the consumer, compensating for any weakness in wholesalers, boosting sales efforts in the retail trade, attacking competitive brands and helping to keep aggressive rivals at bay” (p. 194).

In order to develop an effective framework for the main functions of

advertising, it is important to review the main functions individually.

Increasing Brand Awareness

One of the main functions of advertising campaigns is to create brand awareness. According to Clow and Baack (2012) the main goal of an advertising campaign should be to build a powerful and positive brand. This claim is supported by Kapferer (1992) claiming that “the aim of investing in advertising is to reveal the meaning of the brand and to spread it as far and wide as possible in order to encourage people to try the products offered” (p. 88). As clear, advertising campaigns are mostly focusing upon creating brand awareness and make place in consumers' mind.

Providing Information

Providing information is another key function of advertising. Information provided in advertising campaigns consists of the main characteristics and features of the product, the store it is available for purchase and pricing.

The details provided in advertising campaigns are highly dependent on the product involvement type. There are two types of product involvement; low-involvement products and high-involvement products (Batra, 2006). Low-involvement products are those which require relatively lesser time on evaluating and purchasing stages than those which require high-involvement. Products such as

cars, smartphones, credit cards require high-involvement by consumers (Dahlen, Lange & Smith, 2010). Advertising programs of high-involvement products require more information to be provided for customers to entice them during decision making process.

Persuading Target Audience

According to O'Guinn, Allen and Semenik (2012) all of the advertisements aim to persuade the target audience. In most cases, providing sufficient information of a product might not be effective to direct customers to a particular brand. For this reason, advertisers use a set of methods to persuade customers that their brand has superior features in comparison to competitor's product (Clow & Baack, 2012). At this point, Egan (2007) contradicts this claim by highlighting that advertising might be a contributing factor to inform customers and to support brands in many ways, it is unclear to advocate that advertising efforts directly persuade customers and sell a particular product. However, Egan (2007) claims that advertising is an important factor in the post-purchase period to provide sense of satisfaction to users of that product.

Supporting Other Marketing Communications

Advertising, as one of the main components of marketing mix (Keller, 2008; Shimp & Andrews, 2010), can be used to enhance other marketing communication efforts to increase effectiveness. Clow and Baack (2012) highlight that “when ads

are combined with other marketing efforts into a larger, more integrated effort revolving around a theme, the program is called a promotional campaign” (p. 145) Advertising and other promotional efforts create *synergy* and provide a coherent message if are combined in the proper way. For this reason, consistency and coherence are the core factors while running marketing communication and advertising campaign together (Rendall, 1997).

This claim provides a sufficient information that, cohesiveness among marketing communications mix elements mostly guarantees success for organizations. Advertising campaigns consist of using a blend of appropriate mix of media. Keller (2008) notes that different media channels have different effect of customers and they are at their best if they are selected accordingly to marketing campaign dynamics.

2.3. The Main Components of Advertising

In effort to describe advertising concept in a broad sense, it is important to mention important components of advertising. Moriarty, Mitchell and Wells (2009) refer to four important components of advertising that are strategy, media, creative idea and creative implementation. It is argued that advertisers use these four important components to measure the effectiveness of an advertising campaign.

The strategy aspect of advertising is based on the main objectives of the campaign and the core idea behind these objectives. In this stage, marketers decide

on audience, build the message to be given and specify the main concerns of audience to establish an efficient marketing strategy (Keller, 2008). Secondly, media are the ways that the defined messages are conveyed with. Surely, the media channels must be decided accordingly to target audience's characteristics and the budget of the campaign. Thirdly, creative idea refers to the core idea behind the advertising. An effective creative idea grabs attention of its target audience, increase their brand awareness and direct them to try the product advertised. Fourthly and lastly, creative execution refers to the way that a product is shown and depicted in the advertisement. (Moriarty et al, 2009).

Executorial Frameworks of Advertising

There are different types of appeals which are used to create successful and eye-catching advertising campaigns. The main idea behind is stopping the target audience by shocking them and catching them to make them wonder about the product (Egan, 2007). While choosing the execution type of the message, creatives must find the best “style, tone, words and format” (Kotler & Armstrong, 2006) of the message conveyed. These elements also represent the personality of a brand.

Kotler and Armstrong (2006) claims that advertising messages can be presented in the following execution types. Slice of life, uses everyday problems and demonstrates the product as solution for that problems. Fantasy, is based on attracting the inner feelings and deep desires of the target audience. Technical expertise is based upon factual reasons and technical evidences of the product.

Testimonial evidence or endorsement is showing an everyday-type person showing the benefits of the product and how he/she used it against a particular problem or situation. Lifestyle is demonstrating the product and how it fits on a particular lifestyle. Personality symbol is representing a product by using a person. Mood or image executional framework is constructed upon building an image around the product and attract consumers thereby. Apart from these executional forms, which are provided by Kotler and Armstrong (2006) and Egan (2007), Clow and Baack (2012) present a set of additional frameworks. Straightforward talk is used to inform target audience and present the product in a most plain way, mentioning its features and things it can do. Fear is another commonly used advertising appeal that shows circumstances which would generate fear in the target audience. This type is generally used for health issues, insurance advertisements and medicines. Humor focuses on directing customers to choose a particular product by attracting them through amusing productions. If an advertisement is enough creative to create word of mouth or memorable phrases among customers, then, it might be accepted as successful. Sex appeal is another executional framework that is used quite often. Erotic elements in advertisements are considered to be yielding an irresistible stopping power (Kotler & Armstrong, 2006; Egan, 2007). Given the fact that the main point of advertising is to stop customers and make them watch the whole advertising, it is easy to figure out why sexuality is used that often. However, it is crucial to adjust the right dose of sexuality in adverts. The reason for this, sometimes mild erotica may catch more attention than overdose sexuality which can create negative a response from the target audience. Animation form is highly related with the developing technology. With the latest developments in film

making technologies and graphic designing methods, advertising designers have started to use cartoon-like elements and images in advertisement more than ever. Dramatization relies on presenting problem and then solving that particular problem with the product that is advertised. This type of execution draws attention with its similarities to slice of life executional framework. However, dramatization relies on intense stories than slice of life. Comparison executional framework is based upon comparing the features of the advertised product with the competitors' product. Celebrity promotion relies on using a famous, credible and popular celebrity to promote the product.

It is also possible to combine two or more of them within a single advertisement. Actually, in most of the today's advertisements, companies use multiple types of creative implementations to promote their product (Clow & Baack, 2012). Consequently, it has become possible to influence a wide range of target audience by combining multiple executional frameworks together.

To sum up, advertising plays a crucial role in creating brand personality and reflecting brand identity to the target audience. Advertising is heavily used to draw attention, arouse interest and direct potential consumers to prefer a particular brand. During this process, advertisements are also function to reflect the brand identity and project the desired brand personality traits to consumers. Advertisements combine visual and auditory elements together to achieve the purposes that are mentioned above. At the end of this process, the brand will have an image on consumers' minds. However, there might be some differences and contradictions

between desired and perceived feelings and ideas about a brand. In this case, brand might be affected on the negative side, lose reputation and consumers may not be willing to purchase that brand anymore. For this reason, marketers must analyze the target audience and decide on which characteristics to be reflected on the advertisements. Designing and employing a consistent marketing communication plan is crucial during this process.

CHAPTER 3

RESEARCH METHODOLOGY AND DATA ANALYSIS

3.1. Purpose of the Research and Research Question

The purpose of this study is to measure the impact of the advertisements and how they influence perceived brand personality. To achieve this purpose, Apple and Samsung brands are selected since they are the most selling smartphone vendors. In the literature, there are various researches done which are aimed to find out the brand personality traits of Apple and Samsung. According to one of the researches which has been based on the brand personality scale of Aaker (1997) to measure the brand preferences of Apple and Samsung's smartphones among students, Apple holds the highest rates on *competence* (76%) *sophistication* (66.2%) and *excitement* (61.1%) respectively (Azzawi & Ezeh, 2012). In the same research, empirical data obtained shows that, surprisingly, Samsung holds almost the same level of brand personality perception with Apple. However, Apple users showed higher level of loyalty to their brand unlike Samsung users. At the end of the research, it has been revealed that Apple has a stronger brand preference over Samsung as a result of possessing a strong brand equity. Respondents claimed that perceived quality of Apple is higher than Samsung which puts Apple to premium brands category.

Another study (Shi, Luo & Yang, 2012), which was conducted in China to measure the brand personalities of Nokia and Samsung indicated that Samsung

holds three brand personality dimension which are *competence*, *sophistication* and *agility* at the top. The study is based on Chinese brand personality scale (Huang & Lu, 2003).

Samsung mentions its brand values and vision on its website and declares that the vision of Samsung is to “Inspire the World, Create the Future”. The company focuses on producing cutting-edge technologies and innovative products to help people and make their lives easier. Samsung assumes that the world will be a better place to live in through these efforts. The main focus point of Samsung is creating a better future for the people and solve their problems with the latest technology.

In the article of Ghelani (2013), Jong-bin Lee, the director of Cheil Worldwide, which is the agency in charge of Samsung's global ad campaigns, claims that transforming the image of Samsung from “value for money” is not that easy given the fact that Apple is perceived as a cutting edge technology company. Lee furthermore explains that Apple devices are addressed to those people who are looking for sleek designed products and seamless user experience combined together.

Ha (2013) notes that simplicity is the main concept behind Apple products and vision. Apple provides refined technology to make it more simplistic for its target audience and increase user engagement in return. Apple designs easy to use products without compromising the cutting-edge technology. Furthermore, Apple

establishes emotional connections with the consumers and make them feel special by using Apple products. In a research done (Ha, 2013) to measure consumer feelings about Samsung, most of the participants stated that Samsung is functional, makes sense to be preferred but there is no emotional connection. Samsung, unlike Apple, only highlights the features of its products and provide no emotional or rational benefits.

Marketing Minds (2012) pointed out that;

The Apple branding strategy focuses on the emotions and feelings, the brand personality is all about the lifestyle, liberty regained, innovation, passion, hopes, dreams and aspirations and power-to-the-people through technology. The Apple brand personality is also about simplicity and the removal of complexity from people's lives; people-driven product design; and about being a really humanistic company with a heartfelt connection with its customers.

According to Labot (2012) it is possible to describe the brand personality of Apple as fun, carefree, simple and social. Furthermore, the users of Apple products can be described as busy, multitasking, energetic who live complex lives. The brand personality of Apple is furthermore explained by The Financial Brand (2010) as innovative, stylish, intuitive, cool, casual, easy-going and friendly. Kapferer (2008) points out that "Apple was the product of Californian culture in the sense that this state will forever symbolise the new frontier. Apple was not interested in expanding geographically but in changing society..." (p.184). Surely, these statements reveal the

brand structure and brand personality of Apple in a broad sense.

In the video of Apple (2013), which is named as "Intention", the company executives highlight that, when designing a new product, the first thing they ask themselves is how do they want to make people feel. Therefore, Apple values feelings and focuses its vision on how users feel about Apple products. Additionally, minimalism and perfection of the products are two crucial notions during the process of designing a new product for Apple.

According to the first quarter of 2014 reports of IDC (International Data Corporation), Apple holds 17.6% and Samsung holds 30.2% smartphone market share where the rest is shared by Huawei, Lenovo and LG. As clear, Samsung holds a superior market share in comparison to other vendors; however, Apple follows Samsung for being the second most selling vendor. Therefore, two leaders of the smartphone market are analyzed in terms of their perceived brand personalities in their 2014 smartphone advertisements. Brand personality dimensions of Geuens et al. (2009) are used in order to identify consumers' perceptions of Apple and Samsung's brand personalities through their TV advertisements in 2014. The main research questions of the study are;

- How do advertisements influence the perceptions of target audience for Apple and Samsung?
- How Apple and Samsung is perceived by the target audience in terms of their brand personality profiles?

3.2 Importance of the Research

With an increasing market competition, it is getting quiet challenging to differentiate products since companies started to produce almost the identical products. When someone enters a shop there are numerous alternatives to one product. This fact forces companies to put something unique and makes them to differentiate their products from the competitors' ones. Depending on this, brand personality concept provides a strategic position to companies and helps them to create a special connection between the product and the potential consumers.

Brand personality concept has gained importance for companies as new alternatives appear. The importance of brand personality has been forged in the year 1997 with Jennifer Aaker's study which was called "Dimensions of Brand Personality". With Aaker's study, it is aimed to measure how brand personality dimensions influence the connection between consumers and the product. As mentioned in the second chapter, Aaker's (1997) brand personality measurement scale has been criticized on several grounds and therefore, Geuens et al. (2009) conducted a research to design a new scale that excludes shortcoming of Aaker's scale. The most influential motive of selecting Geuens et al.'s (2009) scale for this study is that it is accepted as valid for nine European countries including Turkey. Several studies (Ferrandi et al, 2000; Aaker et al., 2001; Kim, Han & Park, 2001; Smit, et al., 2002; Austin et al., 2003; Suphellen & Gronhaug, 2003; Rojas-Mendez, et al., 2004; Chu & Sung; 2011) are based on Aaker's (1997) scale; however, majority of them revised and switched some of the personality factors to make the

scale valid for the country they conduct their research. In order to prevent any cultural shortcomings in this study, Geuens et al.'s (2009) has been selected since the scale is accepted as valid for Turkey.

Advertisements reflect company values to consumers to impress them and direct them to purchase a particular product. Considering that there is a strong connection between marketing communication efforts and reflected brand personality, this study will attempt to find out which brand personality factors do target audience perceive from Apple and Samsung's 2014 smartphone TV advertisements. Besides, the impact of advertisements on brand personality is investigated throughout the research since marketing communication efforts have a role on brand personality.

3.3. Methodology

In order to analyze brand personality traits of Apple and Samsung that target audience perceive in their TV advertisements, quantitative research is conducted. Survey method is used to collect information from samples. Fowler (2014) explains that survey method is generally used to measure public opinion, political perceptions, opinions, market researches to understand consumer preferences.

At the first stage, a sample questionnaire was prepared and pre-tested on 30 people to ensure reliability and find out any possible problems regarding to the survey.

The samples of the research were selected accordingly to non-probability sampling method. This method includes four main types of sampling methods including convenience sampling, purposive or judgmental sampling, snowball sampling and quota sampling (Babbie, 2014). In this research convenience sampling was used to collect information. According to Malhotra (2007), convenience sampling is less expensive than the other data collecting methods and also least time consuming especially when the participants are accessible.

An online version of the survey was submitted to various social media platforms and each subject has shared the survey with another person cumulatively. The survey of experimental group consisted of two advertisements of Apple and Samsung and 29 questions. The advertisements of both brands are uploaded to a private YouTube channel and restricted to only survey participants. Therefore, only participants could have access to the videos. Google Analytics was used to check videos are completely watched. On the other hand, the control group is participated in the survey without watching the advertisements.

Five out of 29 questions were asked to identify demographics of the participants. The participants were asked to watch the advertisements (Samsung GALAXY S5 - Official TVC; and Apple iPhone 5S – Dreams in 2014) before starting to answer the questions. The Turkish versions of brand personality factors are used in the questionnaire since the participants are Turkish.

English	Turkish
Down to Earth	Gerçekçi
Stable	İstikrarlı
Responsible	Sorumluluk sahibi
Active	Aktif
Dynamic	Dinamik
Innovative	Yenilikçi
Aggressive	Saldırgan
Bold	Cesaretli
Ordinary	Sıradan
Simple	Basit
Romantic	Romantik
Sentimental	Duygusal

Table 6. Original and Turkish Versions of The New Brand Personality Scale of Geuens et al., (2009)

Questions addressed to measure the brand personalities of Samsung and Apple were presented with Likert scale which has seven points of range. There are two main reasons of applying seven-point Likert scale. First, seven-point Likert scale allows participants express their ideas and feelings in a more sensitive way than five-point Likert scale (Osgood, Suci & Tannenbaum, 1957). Second, Geuens et al. (2009) employed seven-point Likert scale in their research. Therefore, this study employs seven-point Likert scale.

At the end of the data collection process, the survey has reached to 677 people. 351 participants out of 677 are in the control group, who have not watched the advertisements. 322 participants out of 677 are in the experimental group, who have watched the advertisements of Apple and Samsung. The samples were selected among the social media users. The reason of choosing social media is that it provides a fast and easy way of reaching the target audience. Following social

media on smartphones is one of the most popular activities that users do. For this reason, it is assumed that smartphone users use social media. Furthermore, people have the chance of allocating sufficient time for the survey since social platforms are being visited on users' leisure time.

Before starting to analyze the results, 32 of the respondents are excluded from analysis because their answers were not reliable and accurate.

3.4. Limitations

This study has limitations stemming from the research methodology. The survey was conducted online and only internet users were able to have access to it. In addition to these limitations, the advertisements were limited to one for each brand. Future research may include more advertisements for the brands selected and conduct research on more samples who are not limited to internet users only.

On the other hand, participants of the survey hold a certain amount of knowledge about the brands included. Although it was stated at the beginning that 'answer the questions according to the advertisements solely', participants have information about the brands and this information might have affected their responds.

3.5. Hypotheses

In order to investigate what brand personality factors target audience perceive from the advertisements of Apple and Samsung, two hypotheses were constructed. Each of the hypotheses are based on the brand personality factors which are provided in the new brand personality scale of Geuens et al. (2009).

Hypotheses;

- H1. There is a significant difference between the perceived brand personalities of Apple and Samsung.
- H2. Smartphone advertisements of Apple and Samsung were predicted to cause a significant difference on perceived brand personalities between the sample groups.

The second hypothesis will be measured by comparing the responds of the control group and the experimental group. This information will assist to find out that advertisements have an impact on perceived brand personalities of brands.

3.6. Analysis

SPSS 21.0 has been used to analyze the data obtained for the survey. In order to check validity values of the survey Kaiser-Meyer-Olking statistic method has been used. On the other hand, reliability of the survey has been tested with

Cronbach Alpha method. One Way ANOVA and T-Tes methods have been used to analyze hypotheses.

3.6.1. Validity Analysis

First of all, Validity test has been applied to clarify that the new brand personality scale is valid. In order to interpret the results of the validity test, following values are considered;

Measure	Correspondance
$1,00 \leq KMO \leq 0,90$	Perfect
$0,90 \leq KMO \leq 0,80$	Good
$0,80 \leq KMO \leq 0,70$	Average
$0,70 \leq KMO \leq 0,60$	Weak
$0,60 < KMO$	Bad

Table 7: Kaiser-Meyer-Olkin Measure of Sampling Adequacy (Hair et al., 2006, p. 11)

Although the new brand personality scale has been tested for validity and accepted as valid, it has been re-tested for this particular study to justify the results.

Scales	Kaiser-Meyer Olkin Statistic	Bartlett's Test of Sphericity Sig. Value
Geuens Brand Personality Scale	,835	,000
Samsung - Geuens	,701	,000
Apple - Geuens	,784	,000

Table 8: Kaiser-Meyer-Olkin and Bartlett Test

According to the KMO Measure of Sampling Adequacy table that has been provided above, the validity of the scale is between good levels, which means that the scale provides valid outcomes for this research.

3.6.2. Reliability Analysis

The reliability of the scales is tested by using the Cronbach's Alpha method. Özdamar (2004) provide the following rules for the reliability of a scale (p. 663);

$0,00 \leq \text{Cronbach } \alpha < 0,40$ is not reliable.

$0,40 \leq \text{Cronbach } \alpha < 0,60$ is poor.

$0,60 \leq \text{Cronbach } \alpha < 0,80$ is reliable.

$0,80 \leq \text{Cronbach } \alpha < 1,00$ is highly reliable.

Reliability Test			ANOVA
Scales	Cronbach Alpha Value	N	F
Total	,704	24	447,171

Table 9: Reliability Test

According to the table, the Cronbach α value of the survey is 0,704 ($0,60 \leq \text{Cronbach } \alpha < 0,80$) which means that, it is reliable.

3.6.3. Demographics

3.6.3.1. Gender

Gender	N	%
Male	319	47,1
Female	358	52,9
Total	677	100

Table 10: Gender Distribution

The table below shows that there are 319 male participants and 358 female participants in the survey. The total participant number is 677. As clear, the ratios are nearly equal and there is not a dramatic difference between gender groups.

3.6.3.2. Age

Age Groups	N	%
<24	430	63,5
25-34	234	34,5
35-44	7	1,0
45-54	3	0,4
55-64	2	0,29
>65	1	0,14
Total	677	100,0

Table 11: Age Distribution

The table shows that the majority of the participants are 24 or below 24

years old. As the survey has been conducted on social media and people who use social media actively are generally young (Duggan & Brenner, 2013). The social media users are also young smartphone users who follows the recent technology products.

Since there is a dramatic difference between age groups, it is not possible to make accurate statements for their point of view.

3.6.3.3. Education

Education Levels	N	%
Primary School	26	3,8
Secondary School	6	0,8
High school	149	22,0
Bachelor's Degree	355	52,4
Master's Degree	141	20,8
Total	677	100

Table 12: Education Levels

The majority of the participants (355) follow bachelor's degree. The second highest rate is high school with 149 respondents. High school is being followed by master's degree (141 respondents), primary school (26 respondents) and secondary school (6 respondents).

3.6.3.4. Smartphone Usage

Smartphone Usage Rate	N	%
Yes	654	96,4
No	13	1,9
Total	677	100,0

Table 13: Smartphone Usage Rates

The table indicates that the majority (%96,4) of the respondents use smartphone. Only 13 respondents stated that they do not use smartphone.

3.6.3.5. Smartphone Preferences

Brand	N	%
Apple	282	41,6
Samsung	214	31,6
LG	62	9,1
Sony Ericsson	31	4,5
HTC	20	2,9
Nokia	23	3,3
Other	45	6,6
Total	677	100

Table 14: Smartphone Preferences

282 respondents stated that they are using Apple. The second most preferred smartphone brand is Samsung with 214 users. The rest use LG, Sony Ericsson, Nokia, HTC respectively. Only 45 of the respondents stated that they use other

brands which are not included in the list.

3.6.4. ANOVA Test for The Control Group

In this section, ANOVA (The Analysis of Variance) Test has been applied to find out which brand personality factors do control group perceive for Samsung and Apple. Five main factors according to Geuens et al. (2008) are *responsibility*, *activity*, *aggressiveness*, *simplicity* and *emotionality*. Each of these factors stand for a different aspect of brand personality. The first hypothesis is tested with ANOVA T-Test.

ANOVA is widely used in cases where there are more than two groups in analysis. The means of more than two samples can be compared with this test. The t test for independent samples, which is only used to compare the average of two independent groups from each other is a technique that was noted earlier. Single factor (directional) variance analysis for independent variables is a statistical method that compares the mean of two or more groups with respect to a dependent variable that are related to an independent variable, and tests if the differences between the means are significant. This test is also called single factor ANOVA test or F test (Özdamar, 2004).

ANOVA is a technique that compares the means of two independent variables with respect to a dependent variable, and determines if the differences

between the mean values are significant within a certain confidence level (such as 95%, 99%). In social sciences researches, this test is carried out on two independent groups, and it is determined whether the difference mean values belonging to the groups is significant (Özdamar, 2004).

Apple	N	Mean	Std. Deviation
Responsibility	351	5,37	1,40
Activity	351	4,87	1,60
Aggressiveness	351	3,56	1,43
Simplicity	351	2,52	1,78
Emotionality	351	5,89	1,18

Table 15: Descriptives for The Control Group (Apple)

Apple	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2678,83	4,00	669,71	301,21	,000
Within Groups	3890,89	1750,00	2,22		
Total	6569,72	1754,00			

Table 16: ANOVA Test for The Control Group (Apple)

Factors		N	Subset for alpha= 0,05				
			1	2	3	4	5
Tukey HSD	Simplicity	351	2,5185				
	Aggressiveness	351		3,5556			
	Activity	351			4,8707		
	Responsibility	351				5,3721	
	Emotionality	351					5,890313

Table 17: Apple Homogeneous Subsets

For Apple, respondents claimed that emotionality (Mean= 5,89) is the primary brand personality factor. All of the five brand personalities have a different level of perception.

Samsung	N	Mean	Std. Deviation
Responsibility	351	3,96	1,37
Activity	351	5,41	1,33
Aggressiveness	351	3,81	1,61
Simplicity	351	2,99	1,85
Emotionality	351	1,81	1,08

Table 18: Descriptives for The Control Group (Samsung)

Samsung	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2464,83	4,00	616,21	284,1	,000
Within Groups	3794,77	1750,00	2,17		
Total	6259,59	1754,00			

Table 19: ANOVA Test for The Control Group (Samsung)

Factors		N	Subset for alpha= 0,05			
			1	2	3	4
Tukey HSD	Emotionality	351	1,8134			
	Simplicity	351		2,9915		
	Aggressiveness	351			3,8148	
	Responsibility	351			3,9554	
	Activity	351				5,413162

Table 20: Samsung Homogeneous Subsets (Control Group)

For Samsung, respondents claimed that activity (Mean= 5,41) is the primary brand personality factor.

According to the results of the target audience who have not watched the advertisements there is a significant difference between the perceived brand personalities of Apple and Samsung. Therefore, H1 is accepted for the control group.

3.6.5. ANOVA Test for The Experimental Group

In this section, ANOVA Test will be applied to find out if the advertisements of Apple and Samsung have caused a differentiation on perceived brand personality factors. Therefore, Apple – iPhone 5s – Dreams and Samsung GALAXY S5 – Official TVC were shown to the experimental group through a private YouTube channel which was restricted only to the survey participants.

Apple	N	Mean	Std Deviation
Responsibility	326	6,08	0,27
Activity	326	6,25	0,33
Aggressiveness	326	5,85	0,65
Simplicity	326	3,25	0,72
Emotionality	326	4,03	0,57

Table 21: Descriptives for The Experimental Group (Apple)

Apple	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2416,46	4,00	604,11	2065,26	,000
Within Groups	475,33	1625,00	0,29		
Total	2891,79	1629,00			

Table 22: ANOVA Test for The Experimental Group (Apple)

Factors		N	Subset for alpha= 0,05				
			1	2	3	4	5
Tukey	Simplicity	326	3,2485				
	Aggressiveness	326		4,0276			
HSD	Activity	326			5,8451		
	Responsibility	326				6,0765	
	Emotionality	326					6,251564

Table 23: Apple Homogeneous Subsets (Experimental Group)

Above tables reveals that, *activity* (Mean= 6,25) is the primary brand personality factor that Apple focus on TV advertisements according to experimental group. As observed on the Table 25, all of the five brand personalities have a different level of perception.

Samsung	N	Mean	Std Deviation
Responsibility	326	5,21	0,34
Activity	326	3,56	0,34
Aggressiveness	326	5,03	0,57
Simplicity	326	3,90	0,72
Emotionality	326	1,51	0,37

Table 24: Descriptives for The Experimental Group (Samsung)

Samsung	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2878,00	4,00	719,50	2964,5	,000
Within Groups	394,38	1625,00	0,24		
Total	3272,38	1629,00			

Table 25: ANOVA Test for The Experimental Group (Samsung)

Factors		N	Subset for alpha= 0,05				
			1	2	3	4	5
Tukey HSD	Emotionality	326	1,5061				
	Simplicity	326		3,4463			
	Aggressiveness	326			3,8972		
	Responsibility	326				5,0322	
	Activity	326					5,209724

Table 26: Samsung Homogeneous Subsets (Experimental Group)

Above tables indicate that, *responsibility* (Mean= 5,21) is the primary brand personality factor that Samsung focus on TV advertisements according to experimental group. As observed on the Table 28, all of the five brand personalities

have a different level of perception.

According to the results;

H2. Smartphone advertisements of Apple and Samsung were predicted to cause a significant difference on perceived brand personalities between the sample groups. (accepted)

3.7. Discussion

Apple and Samsung smartphone advertisements are analyzed by five main brand personality factors which are activity, aggressiveness, responsibility, simplicity and emotionality. The study indicates that there are significant differences in terms of perceived brand personalities of Apple and Samsung from their TV advertisements. The answers of the participants revealed the prominent brand personality factors that are perceived from the advertisements of Apple and Samsung. At this point, it is important to note that the study is totally based upon the perceptions rather than reflections. The reason for this, those brand personality factors which are desired to be reflected, might not be overlapping with perceived ones.

According to the control group, emotionality is the main brand personality factor that is perceived for Apple. As for Samsung, activity is the highest level brand personality factor. On the other hand, the experimental group claimed that activity is the main brand personality factor that is perceived from the advertisement of Apple. When it comes to Samsung, responsibility has the highest level of perception among the other personality factors. Considering the results of this research, it can be claimed that advertisements have an impact on perceptions of brand personalities of brands.

Differentiation is one of the most crucial steps in brand management process. Those brands, which produce products in the same product category

establish their brand differences to take advantage against their competitors. Products might have a set of overlapping and common characteristics with each other. However, positioning them on distinctive values generates “reason why” for consumers to buy it. The purpose of positioning and differentiation is to create unique feelings and emotions for brands on consumers' minds (Franzen & Moriarty 2009; Kotler, 2003; Kapferer, 1997; Aaker, 1991). Differentiation and positioning concepts are both crucial especially for those brands which produce similar products in the same product category.

Samsung and Apple are in the smartphone market, competing with each other. However, decision making processes of the target audience is highly related with the perceived brand personality factors of the brands. The most important benefit of brand personality is that it differentiates the brand from competitor brands. A brand personality that is well-established with regards to the needs of the target audience is easily noticed by consumers, and as a result, the brand is preferred.

As discussed in the previous sections, advertising is widely used to attract attention, arouse interest, awaken desire and direct potential consumers to purchase a particular product. From this point of view, an advertising should appeal to the senses of consumers and help a brand to obtain a distinctive perception in the minds of the consumers. At this point, it is crucial to highlight that the content of advertisements must be designed according to the expectations and personal interests of the target audience. Consumers establish a relationship between a

product and the brand personality of that particular product. When the relationship between the product and the brand personality establishes a connection with the personality of the consumer, then, brand relationship occurs. The success of an advertisement in creating brand personality and image is highly related with perceptions and interpretations of consumers. If the target audience interpret the message in a different way than it was intended, advertising campaign may end up with having created a faulty brand personality.

It should be noted that the brand personalities of Samsung and Apple have been perceived differently by the sample groups. The reason of this might be inconsistent or ambiguous reflections of brand personalities. As mentioned previously, creating a favorable and liked brand personality is a long-term process and cannot be done quickly. Companies and marketers must analyze their target audience and design their marketing communication campaigns accordingly. Failing to do so, inconsistency between perceived brand personality and desired brand personality may contradict with each other. This situation may cause losing share to competitive brands and force brands to charge lower prices in return.

Considering the fact that people identify their personalities with the brands they use (Kardes, Cronley & Cline, 2011; Kumar, 2008; Phau & Lau, 2001; Aaker, 1996) selecting the right brand personality factors is crucial. It should be kept in mind that people acquire and reinforce their identities through the products they buy and possess. In other words, the goods people use are crucial representatives of their sense of self and their identities. The products they use symbolize themselves to

other people they interact. Therefore, defining the target audience and the characteristics of that particular target audience will help a company to determine the most effective brand personality traits to reflect.

The appeals selected for the advertisements affect the way that target audience interpret brands and perceive their brand personalities. Advertising appeals affect consumer attitude for a product or service. In other words, they can be accepted as the driving power towards a product. As discussed before, Kotler (1997) categorized advertising appeals into rational and emotional appeal. Regardless of their formation, all appeals aim to create an interaction, arouse consumer desire and stimulate purchase (Keller, 2008).

Apart from the appeals selected, soundtracks, colors and other elements that are shown in the advertisements affect the way it is perceived. As these elements work cooperatively, advertising designers must combine the effective and harmonious elements together to create a favorable and consistent brand personality.

Considering the possible advertising objectives of Kotler and Armstrong (2006) which were indicated before, it can be stated that Samsung and Apple focus on persuasive and informative advertising forms. Both Apple and Samsung attempt to enhance company image, build brand preference and persuade their target audience to purchase their products. The way they show their products differs from each other which consequently results differences on perceived brand personality

factors.

Apple and Samsung produce similar products but distinguish their products from each other by posing different brand personalities for them. While it is possible to perform similar tasks and operations on both devices, customers' preference is highly influenced by the personality which is perceived from the advertisements of that brands. The reason for this, as it is mentioned above, consumers express their identities with the brands they use in their daily lives. Those people who value responsibility or desire to do so, would probably purchase Samsung Galaxy S5 over Apple iPhone 5S. On the contrary, those people who are active in their lives would probably purchase Apple iPhone 5S.

CONCLUSION

Nowadays, with the consistent development of global markets, the competition between companies is getting stiffer. Therefore, companies have to evolve and develop themselves in order to survive within this environment. Principles of mass production minimized physical differences between products, even made them disappear altogether. As a result, differentiating products from each other only became possible through the abstract definitions they carry instead of their physical attributions. Associating personalities to products and brands is one of those attempts that are done to differentiate brands.

Associating meanings to products begins with the branding process which includes a wide range of physical (name, logo, color etc...) and abstract (positioning, brand identity, brand personality) identifiers. Determining brands that meet the demands and expectations of the target audience will speak to them and will provide companies and its brands an advantage that will help them achieve the desired success. A successful brand discrimination is reinforced by effective personality development.

Brand personality is one of the main concerns of brand management process. Professionals who work on brand management plans assume that brands have specific characteristics, emotions and impressions similar to human beings. From this point of view, the answer to 'If we assume that brands have personalities, which characteristics would brands have?' expresses the brand personality of the related

brands.

People treat brands as if they are actual human beings, or as if they have personality characteristics that would affect them had they been human beings. A well-managed brand personality can result with an increasing customer preference and addiction, the customer having more positive feelings towards the brand, consumer trust and loyalty, and it can result with a better relationship between the brand and the customer (Keller, 2008).

Developing a consistent brand personality is an important goal for brand management strategies. A brand personality built on positive attributes increases brand preference and awareness, and it also creates a highly emotional bond, loyalty for the brand and brand value. If the consumers are brand loyal, they insist on preferring the same brand. Switching brands is not easy for loyal customers. Therefore, especially competitive companies try to create loyal customers.

The communication of all these values are made possible by integrated marketing communications. A unique brand personality that is created against competitor brands could create an advantage in competition by differentiation and promotion as well. The brand personality influences the consumer's emotional decisions when the consumer has trouble deciding, and ensures that the brand is preferred. Also, since the created brand personality is relatively permanent and resistant to change, it creates a sustainable advantage for the competition management. A stable brand personality with a long life will ensure that the

positioning and advertising efforts will both be efficient and effective. While the brand personality can increase market shares, it can also decrease the tendency of the prices to drop. As discussed before, differentiation is one of the most critical points of building brand process. The desired brand personality and distinctive characteristics of the brands must be reflected on the target audience with the help of integrated marketing communication strategies that operate cooperatively.

Achieving this purpose is only possible by obtaining the desired level of perception on consumers' minds. The overall brand equity influences people who match the brand image with their personal image. Nowadays, the brands that consumers prefer are not only physical units but also indicators of their personality. In light of this information, it is beneficial to determine the perceptions of consumers' preferred brands on the brand personality, and to measure the extent of these perceptions.

In order to create the desired brand personality, the target audience must firstly be determined. The needs, desires and preferences of the chosen target audience must be determined, and a personality profile of this consumer group must be established. Finally, a brand personality suitable to this profile must be created to complete the process. The created brand personality can be developed by marketing tools and communicated via marketing communication activities.

One of the most used and effective means of communication in marketing is advertising. Advertisements connect brands with the consumers, and consumers

make emotional and logical assumptions about the brand during this process. All the components in a product's advertisement affect the brand, therefore, the image of the brand in the consumer's mind. For this reason, the unique attributes determined for the brand must be precisely reflected on the advertisement. Every advertisement contributes in brand personality of a brand. Therefore, an effective advertising campaign must encompass overall goals of the company and reflect the desired brand personality factors. The critical point at this stage is the possibility of the consumer perceiving the brand image in a different way than desired. A brand may want to appear dynamic, but the consumers may perceive it differently. For this reason, professionals working during the process of marketing communication need to carry out various researches after the advertisement, and measure the image that is formed in consumers' minds. The future brand communication of that particular brand should be revised accordingly, if necessary.

Considering this study, brand personality of Apple is focused on activity factor whereas the brand personality of Samsung focuses on responsibility factor in their advertisements. These results might affect the future marketing plans of both brands. It is important for the companies to see how their brand personalities can change according to the advertisements. If the companies want to stress consistent personalities, it might be better to find out how brand personality is in the minds of consumers and to which point it reaches after the advertisements.

The impact of advertisements have been discussed by many scholars and managers. As a theoretical implication, this study shows that advertising can

directly affect the perceived brand personalities.

A further research can be done by measuring desired brand personality factors of brands and compare them to what consumers perceive. In case of a contradiction, marketers can revise the existing strategies and advertising efforts to reach the goals. For this reason, this study has a managerial importance for the brands. Another further study can compare the personalities of the consumers with the brand personalities of the selected brands. Impact of advertising can also be added to this research.

Knowing the perceptions regarding the brand personality will contribute in managements making correct and effective decisions for brand management. The positive perceptions on a certain brand, will be an advantage that could be created against competing brands. When the market segmentation is done and differentiation strategies are being designed, determining the desired personality characteristics for existing products and brands for their target group will provide an effective point of view for marketing managers. One must not ignore the fact that consumers tend to purchase those brands that they identify their personalities with, or with the characteristics that they do not possess in real life, but desire that they did. At this point, differentiation gains importance. Producing similar products but possessing different brand personalities affect consumer decisions.

In conclusion, communication is not a process that is solely used by human beings. Brands also use various communication methods to convey their values,

characteristics and their promises through communication campaigns. Taking stable and coherent steps during this process is crucial. An inconstancy that may occur between messages will cause confusion in consumers' minds and will lead them to competitor brands. As already implied, with the physical differences are minimized these days; therefore, brands must relay their abstract notions as efficiently as possible. Brand personality concept is the most important components of branding, has a determining role in the consumer decision making process. Taking this into account, in advertisements that contact the consumer directly, the brand personality values must be clearly identified and reflected.

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APPENDIX A. Brand Personality Survey

Marka Kişiliği Araştırma Anketi

Sayın Katılımcı;

Bu anket İzmir Ekonomi Üniversitesi, Medya ve İletişim Çalışmaları Yüksek Lisans programında; Apple ve Samsung'un akıllı telefon reklamlarından tüketicilerin anladıkları marka kişiliği boyutlarını belirlemek amacıyla hazırlanmıştır.

* Gerekli

1. Bölüm

Bu bölümde yer alan soruları lütfen aşağıda verilen reklamı izledikten sonra ve tamamen reklamı baz alarak yanıtlayınız.



Reklamdan yola çıkarak, Samsung markası için aşağıdaki kişilik özelliklerine ne düzeyde katılıyorsunuz? *

1 = Hiç Katılmıyorum / 7 = Tamamen Katılıyorum

	1	2	3	4	5	6	7
Gerçekçi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
İstikrarlı	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sorumluluk sahibi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinamik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aktif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yenilikçi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agresif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cesaretli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sıradan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duygusal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Bölüm

Bu bölümde yer alan soruları lütfen aşağıda verilen reklamı izledikten sonra ve tamamen reklamı baz alarak yanıtlayınız.



Reklamdan yola çıkarak, Apple markası için aşağıdaki kişilik özelliklerine ne düzeyde katılıyorsunuz? *

1 = Hiç Katılmıyorum / 7 = Tamamen Katılıyorum

	1	2	3	4	5	6	7
Gerçekçi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
İstikrarlı	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sorumluluk sahibi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinamik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aktif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yenilikçi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agresif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cesaretli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sıradan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duygusal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Genel Bilgiler

Cinsiyetiniz;*

- Kadın
 Erkek

Yaşınız;*

- 24 ve altı
 25-34
 35-44
 45-54
 55-64
 65 ve üstü

Akıllı telefon kullanıyor musunuz?*

- Evet
 Hayır

Kullandığınız akıllı telefonun markası;*

- Samsung
 Apple
 Nokia
 LG
 HTC
 Sony Ericsson
 Diğer...

Eğitim durumunuz;*

- İlköğretim
 Lise
 Önlisans
 Lisans
 Lisansüstü

Anketi göndermek için lütfen aşağıdaki "Gönder" butonuna tıklayınız.

Teşekkürler

Gönder

%100: Başarıyla tamamladınız.