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DEPARTMENT OF BUSINESS ADMINSTRATION

THE OPINION OF UNIVERSITY STUDENTS TOWARD ADVERTISING: A CASE STUDY IN KARABUK

MASTERS THESIS

Prepared

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THESIS APPROVAL PAGE

To Karabuk University Directorate of Institute of Social Sciences

This thesis entitled "The Opinion of University Students Toward Advertising: A Case Study in Karabuk" submitted by ABD ALRAZZAQ ALASHKHAM was examined and accepted by the Thesis Board unanimously as a MA thesis.

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DECLARATION

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

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FOREWORD

As a student of business administration department, I have written my master's thesis on the subject of effect of advertisement on student behavior purchasing: Case Study Karabuk University.

I would like to express my appreciation to my supervisor Asst. Prof. Dr. HASAN TERZI for his constructive advice and assistance during the entire process of this thesis research. Also, thanks the discussion committee.

I would like to say thank you to my wife for help me, also, I would like to say thank you for each of gave me support from friends or others.

ABD ALRAZZAQ ALASHKHAM

ABSTRACT

Advertisement may be considered as a promotional mix element that aims to influence consumers by providing information to consumers about various products. In this study, the point of view of university students through advertisements was measured which is one of the most important methods of influencing consumer behavior.

In this context, face-to-face survey method was preferred as a quantitative data collection method and a questionnaire was conducted with 207 people from Karabuk University students. Within the scope of the research, the participants were asked to indicate the degree of participation in the scale consisting of 30 expressions. The data obtained from this scale were subjected to comparative analysis with the demographic characteristics of the participants. According to the results, it was concluded that the degree of participation of university students in the given statements was not very different from each other in terms of demographic characteristics. According to these results, it can be argued that it is not necessary to differentiate the advertisements which is prepared for university students in terms of demographic variables such as age, gender or income.

Keywords: Advertising; Consumer Behavior; University Students

ÖZET

Reklamlar çeşitli ürünler hakkında tüketicilere bilgi sunarak onları etkilemeyi amaçlayan bir tutundurma karması elemanı olarak değerlendirilebilir. Bu çalışmada tüketici davranışlarını etkileme yöntemlerinin en önemlilerinden biri olan reklamlara üniversite öğrencilerinin bakış açısı ölçülmüştür.

Bu kapsamda nicel veri toplama yöntemlerinden yüz yüze anket yöntemi tercih edilmiş ve Karabük Üniversitesi öğrencilerinden 207 kişiyle anket yapılmıştır. Araştırma kapsamında katılımcılara 30 ifadeden oluşan ölçeğe katılım derecelerini belirtmeleri istenmiştir. Bu ölçekten elde edilen veriler katılımcıların demografik özellikleri ile karşılaştırmalı analize tabi tutulmuştur. Ulaşılan sonuçlara göre üniversite öğrencilerinin verilen ifadelere katılım derecelerinin demografik özellikleri itibariyle birbirlerinden çok farklı olmadığı sonucuna ulaşılmıştır. Bu sonuçlara göre üniversite öğrencilerine yönelik hazırlanacak reklamların yaş, cinsiyet ya da gelir gibi değişkenler itibariyle farklılaştırılmasının gerekli olmadığı, üniversite öğrencileri pazarının firmalar için tek bir pazar bölümü olarak değerlendirilebileceği savunulabilir.

Anahtar Kelimeler: Reklam, Tüketici Davranışları, Üniversite Öğrencileri

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SUBJECT OF THE RESEARCH

Marketing is a vital and highly important activity for all business organizations, regardless of whether they produce goods or provide services. Nowadays, marketing is the right challenge to the success, survival, growth and prosperity of any organizations. It enables them to plan and develop their products to suit the needs and desires of customers. Also work on the pricing of these products, and appropriate promotion to compatible with the target market(Manivasagan & Saravanan, 2016; Peter, Olson, & Grunert, 1999).

In addition, marketing is helps organizations to identify and analyze marketing opportunities in the surrounding work environment and then start advancement to their product to achieve both organizational goals and customer goals by meeting their needs and desires. Advertisement helps the company to create the awareness in their customers (Fatima & Lodhi, 2015). The business organizations increasing the interest of promotion mix such as (personal selling, sales promotion, public relations, advertising, advertising and publishing) is noted in order to achieve its objectives in defining products to customers, with its characteristics, functions, advantages, usage, location in the market and product prices. The decisions on the promotional mix should affect commercial channels while affecting on the customer(Hameed, Waqas, Aslam, Bilal, & Umair, 2014).

Advertising is one of the most important elements of promotional mix. A successful advertisement is a significant contribution to reducing the cost of the product through appropriate promotion, depending on the nature of the customers targeted by advertising and other marketing activities, where the needs and desires of customers are varied. Which complicates their decision making process because of the complexity of human behavior, particularly in the light of the huge amount of goods and services offered on the market.

Advertising is approximately everywhere in our everyday living. The success of the advertisement depends on its ability to effect positive change in customer consumption patterns, the high ability to influence its consumption priorities as well. Which require many innovative aspects that can reflect the idea adopted by the

advertisement in a scientific and technical way through which the companies can convince the customer to accept the purchase or purchase of the goods, services and the continued loyalty to the organization advertised for this product or service. In addition, the advertisement should inform customers of the products and their characteristics describe their uses and create an atmosphere of confidence in them. Moreover, the advertisement should be attractive and thrilling through the effects that used in its moderation and no exaggeration, and must be highly credible in presenting the data and information about the products or ideas(Farooq, Shafique, Khurshid, & Ahmad, 2015).

PURPOSE AND IMPORTANCE OF THE RESEARCH

RESEARCH GOALS:

- Spotting the light on the advertisement and its affect.

- Study the effect of advertising on the awareness and opinions of university students.

- To determine the extent to which university students are influenced by advertisements according to their personal characteristics.

- Spotting the light on the advertising and its means on the student awareness and behavior.

- Provide a set of recommendations and appropriate proposals to the advertising company departments that will promote and develop the company's advertising activities.

RESEARCH IMPORTANCE

The importance of this research stems from the importance of advertising as one of the elements of the promotional mix, as well as the high costs of business organizations that spending on it. The importance of this research is also based on the impact of advertising on the purchasing decisions of university students.

Which aims to increase the marketing process for the benefit of companies and their customers and the community as well. This research is also an important database and reference for academics, researchers and interested university students in the field of advertising, so the conduct of such research is of practical importance and scientific.

From a scientific point of view, this research is a new addition to the university library, which will benefit other researchers interested in advertising and marketing. This research also highlights the importance of promotional means aimed at attracting customers, and the knowledge of shopping differences and the impact of advertising.

POPULATION AND SAMPLE

According to the nature of the research, which focusing the student awareness and opinions the research samples has been selected from the students of Karabuk University, Turkey.

DATA COLLECTION METHODS

The questionnaires is collection data method in this study, where its classifying as a useful tool to get the facts and to recognize the reality, as well as circumstances and to identify the views, so in the study questionnaire will be designed to respond to the research variables and to answer research questions. In addition, Microsoft Excel and SPSS software it will be used to analyze the data.

SCOPE AND LIMITATIONS / DIFFICULTIES

Scope

This research aims to study the effect of advertisement on student behavior purchasing with case study Karabuk University student. In order to achieve the objectives of the research, the research used the descriptive analytical method, which is defined as a method of research dealing with events, phenomena and practices exist available for study and measurement as they are without the researcher's intervention in the course. The research has been done through five chapters divided to theoretical part, which chapters' one and two. Then, experimental chapters, which are three and four, in additional to conclusions and recommendations in chapter five.

Theoretical part: chapter one is an introduction about research and advertising such as definition, importance, steps to design an effective advertising program, and advertising means. Chapter two is purchasing and advertising includes the consumer behavior, factors affecting consumer behavior, and stages of the decision making process.

Experimental part: chapter three is collected data and testing, which with an introduction about Karabuk University. Then research methodology started by methods of data collection, then research tool and procedures, and some explanation about statistical analysis. Chapter four is results and discussions includes demography analysis, statistical analysis of research data, and analysis of relationships.

Finally, chapter five, conclusions and recommendations.

Then, references and appendixes.

Methodology

The research methodology describes the procedures followed in the implementation of the research in terms of methods of data collection, description of the research community, identification of the research sample, preparation of the research tool, verification of its validity and stability, in processing the results. In order to achieve the objectives of the research, the research used the descriptive analytical method, which is defined as a method of research dealing with events, phenomena and practices exist available for study and measurement as they are without the researcher's intervention in the course, and the researcher can interact with them and describe them and analyze them.

Limitations

Time limitation time of this research is 2017-2018, which is the time of research data collections.The human limitation of this research are students from Government University, which is Karabuk University in Turkey. Due to the large research society, the research was limited to the government universities.

CHAPTER 1

INTRODUCTION AND ADVERTISING

1.1 OVERVIEW

The analytical descriptive approach was utilizing in the research that based on description of the subject, explanation and analysis of different concepts that related effect of ads on student behavior, awareness and opinions, case study Karabuk University.

After that collection data for research to classifying and interpretation in order to reach results. As case study, we decide Karabuk University in Turkey. The questionnaires have been used as data collection methods, which designed to respond to the research variables and to measuring the stability of the instrument. The Caronbach's Alpha test was use and the stability coefficients was found. Moreover, the Microsoft Excel and SPSS software was used in input data, and to analyze the data and the results was tested by mean, standard deviation, T- test and ANOVA test to hypothesis testing.

1.1.1 The research questions

Considering that the advertisement has an effect on student behavior, awareness and opinions with case study Karabuk University, where to achieve the appropriate stature in marketing and strive for stability and continuity, the main question of research is the following:

- *What is the view of university students about advertising?*

The main question including some sub-questions that can be related to the research idea like:

1. What is mean by advertisement?
2. To what extent the awareness of university students about advertising?
3. What are the opinions of university students about advertising?

4. Did the research variables have different effect on Student awareness, opinions and behavior?

1.2 ADVERTISING

Advertising is one of the elements of an influential promotional mix, a source of media funding. The advertisement affects consumer patterns to provide the consumer with information on various products. In addition, it can influence the participants in making a purchase decision, the role of advertising to draw the consumer's attention to the brand. Developing a positive trend to products towards, as well as stimulating the need for the product and is an essential role in guiding consumer behavior to make purchasing decisions.

The Declaration is one of the most prominent features of modern times. It is an indispensable tool no matter how different economic systems are. Studies indicate that advertising has supportive effects on competition in non-monopolistic markets. The advertising industry has made huge money worldwide.

In addition, the advertising is one of the most important elements of the promotional mix in marketing, especially in an era in which the customer is the essence of marketing activity. The competition has led to organizations adopting the promotional mix, including advertising, which is a means of influencing existing and potential customers to push them to prefer their products from one organization to another. Therefore, in view of the critical importance of advertising as an effective means of increasing market size and increasing sales, organizations have given it great importance(Hoyer & Brown, 1990; Mitchell & Olson, 1981; Pechmann & Stewart, 1990).

1.2.1 Advertising Definitions

Some researchers and writers has defined advertise with many definitions such as:

The American Marketing Associations has stated that advertising is the different aspects of activity that lead to the marketing or dissemination of audio or

video advertising messages to the public in order to encourage them to buy a product or service and Ideas from persons or organizations. Declaration is the activity planned on scientific and practical bases, aimed at creating demand for the product, service or idea and satisfying it in return for a paid wage through the various media provided that all technical controls are observed. Also the formality affected and influencing it to make a positive impact in the audience to be addressed(Sheehan, 2013).

Advertising defines it as a marketing tool to communicate ideas, information and services to an audience, exploits the time and space paid in advertising media, and clarifies the identity of the advertiser and his relationship to the advertised product. Kotler and Keller defines advertising as a manifestation of non-personal communication to deliver ideas, goods, and services through different media for a fee. Advertising is a paid message made through the media to identify and convince products, services and ideas, while others have defined it as activity or art that aims to make a psychological impact on the public for commercial purposes (Keller & Kotler, 2009).

The advertising is also known as the art of seduction of individuals and groups of the receptive public to consumer and cultural behavior in the manner of the author. It is also a communication activity aimed at informing, promoting and promoting a product, idea or service through various means of communication. Advertising is the attractive technique of offering the product or service to the customer and in the form that encourages him to obtain it and decide to buy it for the product or service for a fee.

From the previous definitions, it is clear that there is almost agreement between the writers and researchers on the concept of advertising, where the concept of advertising includes a set of elements:

- Advertising is a non-personal communication medium between the advertiser and the target audience, which varies by product, service, and advertised ideas.

- One of the salient characteristics of advertising other marketing activities is that it is issued by the information entity and the field of activity in which it operates.
- Advertising is paid, where the advertisement is not published through the various media only after payment of money for that declaration carried out by the agency.
- The purpose of the advertisement is to influence customers, change their attitudes and behavior and urge them to make a purchase decision.

Therefore, we can define advertising as a non-personal and paid communication tool to communicate product information through a specific advertiser to a specific audience, using different media, to acquaint them, persuade and remind them to buy these products, and enhance the trust of existing and prospective customers(Richards & Curran, 2002).

1.2.2 Importance and Benefits of Advertising

The advertising has been subjected to many criticisms concerning the importance and feasibility of it, and its ability to influence both economically and socially. However, it is undeniable that the declaration is seen as a science with its basic principles, and rules that govern and control it. This requires its planners and implementers to apply these principles and concepts. The practical reality and its embodiment through the associated ideas and information in a live image positively affect the behavior of the recipient of the advertising message to achieve satisfaction intended by advertisers.

Through the functions performed by the advertisement and through the objectives that it works to achieve, it entails a range of benefits that serve all parties to the marketing process, whether for producers or intermediaries and distributors, as well as benefits to customers, who are the goal of advertising and its main purpose(Clow, Tripp, & Kenny, 1996; Grossman & Shapiro, 1984; La Ferle & Choi, 2005):

1.2.2.1 For producers

1. Help reduce production and distribution costs
2. Help retailers to view and easily identify products through:
    - Quick definition of the new customer for the product, which leads to increased demand for the product,
    - Introducing customers with new additions and improvements,
3. Convince distributors to buy products produced by the organization, which helps to discharge these products in large quantity.

1.2.2.2 For customers

1. Provide the customer with many skills, facilitating the task of choosing between different products,
2. Providing products at the specified time and place,
3. Defining the client with changes in different marketing strategies such as:
4. Price, product quality, new products, new distribution methods and channels

1.2.2.3 For traders

1. Help them attract customers to their stores and deal with them,
2. Save time to convince customers of their products and buy them (easy sales)
3. A successful advertisement contributes to a good reputation for the advertised product.

1.2.3 Reasons for Interest in Advertising

The declaration plays an active role through its ability to spread the economy and create growth in economic life. When advertising focuses on an existing product or directs attention to a new product, this contributes to increased consumption,

subsequent expansion of production and stimulation of economic movement in the market, leading to lower costs. Which in turn leads to a price reduction, for the benefit of society, there are many factors that helped to take care of it in the marketing process are as follows:

1.2.3.1 High disposable income

The increase in disposable income and the increase in the demand for purchasing have helped to intensify the competition among organizations in order to win the confidence of the largest number of customers in order to persuade them to buy certain products.

1.2.3.2 Technical and technological development

The technological and technological development has contributed to increasing the ability to produce new products and services, which has led to the development of modern advertising policies to increase their promotion in order to achieve and meet the greatest possible needs and desires of customers.

1.2.3.3 Expansion and growth of trade relations

The expansion and growth of trade and service relations and the emergence of large markets have made advertising imperative, as it is difficult for an advertiser to contact customers except through various means of communication(Williams, 2000).

1.2.3.4 The distance between product and customer

The distance between the product and the customers has enabled the operators to find a way to shorten the distance so that they can deliver products and services at the right time and place.

1.2.3.5 Development of specialized advertising agencies

The growth and development of specialized advertising agencies continuously contributed to the development of the announcement, which helped customers obtain data and information about products and services in an easy way(Leslie, 1995).

1.2.3.6 Provide communication means

The means of communication and the expansion of its activities from the press, radio, television and other media, which enabled producers to rely on these means to communicate information to customers.

1.2.4 Steps to design an effective advertising program

The planning based on the scientific foundations of the advertising program prior to its implementation is very important for advertisers, which comes in the form of steps or stages that can be clarified as follows: :

1.2.4.1 Setting your ad goals

Defining advertising goals is the first step in an effective advertising program, as it should be based on previous decisions about the target market, the nature of the target customers, the organization's competitive position in the market and the marketing mix. Objectives should be defined as SMART, with taken in account the following(Keller & Kotler, 2009; Leslie, 1995):

- Specific
- Realistic,
- Achievable
- Measurable
- Time

In order to achieve these goals, the organization must identify the target audience, study and analyze its characteristics, try to divide it into specific sectors, identify similar customer characteristics and patterns, and try to devote its efforts to satisfy its needs and desires by using a set of criteria in market segmentation,

- Demographic factors

The demographic factors include the income, educational level, occupation, age and gender.

- Social factors

The Social factors includes social class, reference groups, religious values, customs and traditions.

Thus, the organization can choose the particular category or sector in proportion to the organization's material and human resources. These objectives must be formulated in an objective manner and be derived from the role that the advertisement is expected to play and play. To create or enhance the mental image of the product or organization of customers. May aim to create an impression or a positive direction towards the product and its quality. Goals can be sold, they should aim to increase sales, and aim at instant grooming by customers to make a purchase decision, thus achieving the objectives of the organization.

In general, the definition of the objectives of the advertisement provides the advertiser with evidence on how to develop the appropriate advertising message in terms of the idea. Which should be included in the advertisement, and choose the means of advertising the ablest to deliver this message to customers. Moreover, use the objectives of advertising as a standard for guidance and the advertising program as a whole, and the lack of set goals cannot be the organization to ensure the usefulness of the advertising program(Aaker, 1992). There are four main advertising goals:

1. **Inform**

Where the product target group is notified about some information such as:

- New product uses,

- Price changes,
- Product usage explanations,
- Correct product misrepresentation
- Good reputation for the organization.

2. Persuasion

Persuasion can be needed to:

- To change the perception and the customer's sense of product qualities,
- To convince customers of current purchases,
- To encourage distributors to deal with the products of the organization.

3. Remind

Which utilizing to:

- Reminds customers of the potential need for the product in the near future,
- Reminds customers of where to buy,
- Keeps the product in the customer's memory in the season of non-use,
- Keeps the product aware of customer priorities.

4. Reinforce

It is a process of enhancing this information of the product in an attempt to maintain customer loyalty to the organization and its products, which are about:

- The advantages,
- Characteristics
- Benefits

It is believed that the issue of goal setting is not an easy task, so it requires considerable efforts in analysis and coordination between the different departments

of the organization and senior management. The objectives of the advertising program are clear and specific. This means that it is poorly prepared and requires further efforts to clarify these goals(Hawkins, Best, & Coney, 2009).

1.2.4.2 Ad message

The advertisement message is the message that the sender sends to the recipient of the message. Therefore, the advertisement, if not a message and content, will not achieve any benefit to the owner. In addition, the message should include the process of informing customers about the products offered by the organization and trying to persuade them in a form that attracts attention. It is not enough that the advertisement is only for fun, but the reminder process must be in order to motivate them to do a certain behavior, to make a purchase decision by enhancing confidence in the products that the organization provides when designing an advertising message(Aaker, 1992; Hawkins et al., 2009). AIDA that is composed from four stages: attracting attention, arousing interest, creating desire, and the last stage to achieve saturation and urge on purchase, the following is a brief overview of each stage:

1. Attention

The process of attracting attention as a process that controls the size and nature of the information received by any individual. There is a fact that the client cannot absorb everything that you publish. It is the most persistent in his mind that attracts his attention, drives him to know everything about the product and even convince him, and urges him to buy immediately. One of the factors that attracts attention to the advertisement is the set of technical bases in the advertisement. The extent of raising the idea of advertising for its issues and benefits And the extent to which it conforms to its customs, traditions, lifestyle, size and space of advertising, contrast and out of the ordinary, movement and monopolization of the idea(Aaker, 1992; Seda, 2004).

2. Interest

It is not enough for the message to be exciting in its title and way to attract attention, but must be between them raises the series of ideas in the mind of the customer makes him interested in the content.In addition, works to read or hear eagerly, and this occurs only if the message is indicative of the will the response depends on the way the message is displayed and the power of the idea in the design. The process of arousing interest usually accompanies the creation of a first impression and a mental image of the advertised product or organization.

3. Create desire

After the message raises the interest of the listener or the reader to create the desire by moving the motives inherent to him. Also, depends on the creation of the desire primarily to choose a good idea for advertising, since the idea of the individual is the way to recognition of the declaration. As well as, link by creating a link between the sales incentives of the product and the motives and desires of the client, a way to achieve a link between the product and the need to satisfy them.

4. Achieve saturation

It is the message of advertising to attract attention to what came out, and what the customer read or hear and raise interest, and seeks to create the desire to acquire the product. In addition, leave it to be satisfied with what came, and does not seek advertising to do so, but it has to pay the client and move it to take the decision to buy. Therefore, fit job with the advertisement must contain a factor that drives the client to speed of movement, the purpose of the advertiser to publish the ad, using some methods that leave in the mind of the customer an impression that moves to buy the product(Aaker, 1992; Keller & Kotler, 2009).

1.2.5 Advertising Methods or Means

One of the most important decisions in the development of an effective advertising program is the decision to choose the methods or means of advertising. Where the organization will choose to spread its advertising message to the customers and their suitability to the target audience and to determine the different alternatives for the size, length and location of the advertisement and the rate of coverage and repetition among different advertising means. Cost per way in light of the advertising activities specified in the advertising budget, and the main point when choosing the means of advertising is the full and accurate knowledge of the target market and the different sectors of customers addressed to them message advertising. The intention of any mistake here could cost the organization huge material losses to program my ad is ineffective(Caples, 1974; Fatima & Lodhi, 2015).

The advertising means is the most important part of the advertising process. It transmits the information contained in the advertising message to the customers. It is also the best and most suitable alternative for direct personal communication between the organization and the customers. Since personal contact with large numbers of customers spread over large geographical areas cost the organization a lot, while the means of advertising includes a large coverage through the characteristic of the proliferation characteristic, which is difficult for the process of personal communication to achieve.

1.2.5.1 Ad methods objectives:

The advertising medium, like any aspect of advertising, begins by setting goals, which must be defined as accurately as possible, and the objectives of the advertising medium are as follows:

1. **Reach**

The number of different people who are exposed to a particular advertising means or to any advertising program is at least one time over a specified period of time. Therefore, access is a measure of the extent or scope of the medium, in light of

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which the organization determines its need to purchase advertising space(Sekaran & Bougie, 2016).

2. Frequency

The number of times in a specific period, in which the viewers and potential audience of the message. In addition, the number of times seen or listening to a particular program or ad in different advertising means, and therefore the repetition is a measure of intensity of advertising means, in light of which the organization determines the need to buy advertising space in which.

3. Continuity

How to schedule the ad during the planning period of the advertising program, in other words, continuity means the timing of publishing or broadcasting the advertisement in the advertising medium. Here, we would like to point out the objectives of the means of advertising that the organization of the organization's advertising program uses the above methods to express the objectives to be achieved and achieve the goal of achieving the highest level of access, with a moderate level of repetition and continuity(Sekaran & Bougie, 2016).

1.2.5.2 Criteria used to choose the appropriate advertising means

The selection of the appropriate advertising means uses two types of criteria:

1. Quantitative standards

These are the criteria for the numerical distribution of ads that are published, viewed or listened to by the various means of advertising, and the actual audience is the real number of individuals, who actually reach the advertising message. Through the advertising means used whether reading, listening or watching. In additions, the number of readers, viewers and listeners. There is difficulty in knowing the least expensive means of advertising, so a common unit of measurement is used mainly to compare the various advertising media(Huber, Lemmons, & Zenoni, 2011).

2. Quality standards

These means are the technical and productive characteristics of the means of advertising such as newspapers, magazines, radio and television. Each of these means has its advantages and disadvantages in terms of the strength of its influence or weakness, and each makes the most suitable means in certain circumstances or in other circumstances. The advertised product, the target audience, and the marketing stage of the product.

1.2.6 Advertising Means

Choosing the right advertising means depends on why you advertise for it, and often you can tell through the performance of these advertising means, enabling advertisers and organizations to choose the method that is best for them physically and their ability to reach the largest number of customers. Here is a brief overview of the advantages and disadvantages of advertising means(Eraker, Smith, Kong, & Horton, 2016).

1.2.6.1 Newspapers

Newspapers are one of the most methods outlets dealing with advertising, and the advantage of advertising features that are not available in other means. The most important of these features are as follows:

1. Extensive outreach to different geographical areas.
2. The size of the ad is determined by the advertiser so that he is free to write what he wants in the advertisement.
3. Selection of the appropriate newspaper according to the geographic region in which it is issued and targeted by advertising.
4. Have great flexibility in correcting the ad quickly and clearly.
5. The cost of publishing is low compared to other advertising means.
6. The high speed of showing the ad to the public, and does not require much effort and time in the design and production of the advertisement.

Despite these advantages, however, it is not without some disadvantages, suc as following:

1. A clear reduction in the quality of advertising and its content compared to other means.
2. The age of the advertisement is short and does not exceed one day most often.
3. The large number of advertisements in one newspaper affects the reader's ability to read the ad.
4. The multiplicity of newspapers does not provide the reader with the opportunity to see the declaration and the lack of acquisition of the newspaper,
5. Newspapers are limited to certain groups in society or even members of one family.

1.2.6.2 Magazines

Magazines of all kinds are used as means of transferring information from the product to the client. The advertisement is characterized by other means with a variety of features, which are as follows:

1. Large numbers of readers of the magazine, especially if you are famous and widespread.
2. High quality in the design and production of advertising and the use of colors.
3. The ability to reach a large number of customers for the variety and diversity of topics and differences.
4. The advertising age is relatively long.

In spite of these advantages, this type of declaration is not free of certain disadvantages, which are:

1. The difficulty of displaying the product and its embodiment by advertising such as television.
2. The cost of advertising in magazines is high especially in specialized magazines and international compared to some other advertising means.

3. The large number of advertisements in magazines distracts the reader from reading the advertisement and weakens his ability to focus.
4. Magazines are not as flexible as newspapers, where advertising is relatively short-lived and does not encourage the publication of ads of an immediate and immediate nature.

1.2.6.3 Radio

Radio is one of the most media outlets dealing with advertising. The advertising through it different images and different forms. It may be direct gossip, or conversation between two people or more, or radio or other representation. Using the sound effects distinguished can prepare the minds of listeners to receive, advertising message, and provide the appropriate psychological atmosphere to accept the idea and conviction and achieve the announcement on the radio a set of advantages as he pointed out:

1. It is a universal medium that can be heard in multiple places such as work, home, and car.
2. Broadcast covers wide geographical areas and distant.
3. The cost of advertising is low compared to some other means.
4. High flexibility in changing the ad depending on the reason.
5. Speed in the design and output of the advertisement and broadcast it because it is limited to recorded speech only.
6. The diversity and emergence of specialized radio stations in several areas such as youth, religious, sports, allowing the advertisement to reach the target audience of these listeners.
7. Ability to broadcast the ad more than once at the same time.

Despite the advantages of this advertising medium, it is not without some disadvantages:

1. The large number of radio stations does not allow the advertisement to reach the target audience.

2. Adopting an advertisement on a sound property may only impair the ability of the listener to focus on the ad.

3. The listener's preoccupation with his work or other tasks may not give him the opportunity to listen and hear the announcement.

4. Many products are difficult to advertise on radio because they need to be accompanied by a picture so there are restrictions on the effectiveness of advertising.

1.2.6.4 TV

Nowadays, it is one of the most important means of advertising, because it is entitled to advertising(Dunn, 2000; Schulman, 1997):

1. The possibility of advertising access to large numbers of customers at different levels of social, cultural, economic and age.

2. Addressing the hearing and sight of the client, because it combines the visual dimension and the audible dimension, and connects the word, image, movement, sound and color together, which can affect the customer strongly.

3. High speed in the follow-up of all events and developments.

4. Provide a great deal of flexibility to the advertiser in choosing the program or local or national station that can be used to broadcast the advertisement through them.

5. The advertiser can display the product in its nature in terms of shape and color and complete the body, as if it were originally in the place of presentation, which is the desire to possess.

Despite these advantages, there are some advantages:

1. The high costs of advertising, especially in the wide channels compared to other advertising means.

2. The large number of channels may prevent the advertisement from reaching the target audience

1.2.6.5 Social Media Advertisement

Nowadays, the importance of electronic marketing is becoming increasingly important, and this increase is in line with the development of different communication sites. To provide that marketing and the creation of all the ways and steps to make them effective for companies and to the people also. Those ads are divided into specific categories directly and indirectly:

- Direct Advertising

This ad depends on your existing friends list and is on Facebook in your news list directly. It is based on the idea that benefiting from someone you know affects your purchase decision

- Indirect advertising

The ad you see on the pages such as billboards in the street and this is not only available for social networking sites but also available on different websites such as that which appears automatically when you open any site for browsing or viewing. This method is developed on the sites of communication, providing such sites as Facebook, Twitter and others. These ads are made on different websites, mostly one, but target different layers on each platform and different from each other.

1. **Facebook and how to benefit from millions of users around the year.**

Despite the availability of other platforms to communicate but remain ads on Facebook, one of the most important declarations that companies rely on to achieve an increase in the number of access to followers. Thus achieve the desired profitability characterized by low-cost Facebook ads that cost companies a large budget. Hence, the great benefit and low cost due to the massive number of Facebook users is achieved.

2. **Twitter and gradual development**

Twitter is not considered as Facebook according the number of active users, and when tracking the start of Twitter, advertising campaigns are launched. Explains the

improvisation, where Twitter was poor at first and his performance is not serious and difficult to use but now it has become a very important platform.

3. Instagram and means of advertising

Instagram is very important in all the World. Although it has not been widespread in advertising for a long time. But companies are scrambling to use it because it is widely used in many countries.

CHAPTER 2

PURCHASING AND ADVERTISING

2.1 PURCHASING BEHAVIOR

It is known that a consumer is a person who buys or has the ability to purchase goods and services that offered for sale in order to satisfy his or her personal or family needs. Where the nature of the consumer is the important element to determine the behavior of the buyer, which changes by changing this individual (consumer) during the procurement process, and represents the main motive for this behavior. In fact, if it concerns the behavior of the consumer it leads us to more deeply study the types and principles on which this behavior. Which, give more importance of our research as well. Some researcher defined consumer behavior as a set of activities and actions taken by the consumer during his search for the goods and services that needs, in order to satisfy his needs and desires, after evaluating these goods and services and choosing between them and then get them and use them and then disposal(Arif, Aslam, & Ali, 2016; Weinblatt, 1996).

The study and analysis of consumer behavior and purchasing decisions is one of the main tasks facing the management of business companies in general and marketing management in particular. With the beginning of the twentieth century and the adoption of the modern concept of marketing, the trend of companies related to the consumer to know the motives and reasons that lead to the purchase of a particular product or the selection of a particular category other commodity items.

Companies are currently interested in finding out why consumers are adopting a specific behavior or taking a particular position. In addition, to knowing why it is changing or not replicating it in other circumstances. In other words, the success of businesses in marketing their products require careful identification of consumer behavior, consumer characteristics, buying decisions, knowledge of their opinions and suggestions to achieve the best satisfaction. Thus, consumer behavior and behavior are considered the starting point for any marketing plan implemented

by companies(Liobikienė, Mandravickaitė, & Bernatonienė, 2016). The basic requirements in the strategic planning of the activities and marketing and advertising activities and putting them into operation, and this is the reason for the growing interest in the subject of consumer study and purchasing behavior.

2.2 CONSUMER BEHAVIOR

Consumer behavior is defined as the pattern in which consumers use their behavior to research, purchase, and use or evaluate products and ideas that are expected to satisfy their needs and desires. It is also defined as the collection of acts of individuals, which includes the purchase, and use of economic goods and services, as well as the decisions that precede and determine such behavior. In another definition, consumer behavior refers to a particular commodity or service from a particular place at a specific time. This definition applies to both the end consumer and the industrial buyer, although the industrial buyer is exposed to certain additional influences of the organization in which he operates.

Through the previous definitions, we find that the consumer behavior of the buyer is the necessary behavior to satisfy the needs and desires through the acquisition of different products, and is the stages of the purchase process from the awareness of the existence of the product and compare with available alternatives, until the stage of preference and purchase(Darley, Blankson, & Luethge, 2010; Mostafa, 2007).

2.3 FACTORS AFFECTING CONSUMER BEHAVIOR

There are some factors influencing consumer behavior and the stages of decision-making. Therefore, marketing people are interested in identifying the factors that influence consumer behavior in order to develop marketing programs that are able to attract the consumer, raise his / her attention, interest, interest and desire to buy and repeat purchases. The advertiser is interested in identifying these factors to draw an effective advertising strategy that leads to increased demand for the advertised products. The consumer may be affected when making the purchasing

decision by many factors that are divided into internal and external factors that lead to the decision to buy according to (Hawkins et al., 2009; Liu, 2007), as following:

External Influences

- The culture
- Demographic factors
- Reference groups,
- Family
- Social class

Internal Effects

- Motives
- Perception
- Learning
- Attitudes and beliefs
- Personal

Personal concept and lifestyle

Stages of Purchasing Decision Making

1. Recognizing the need
2. Search for information
3. Evaluation of alternatives
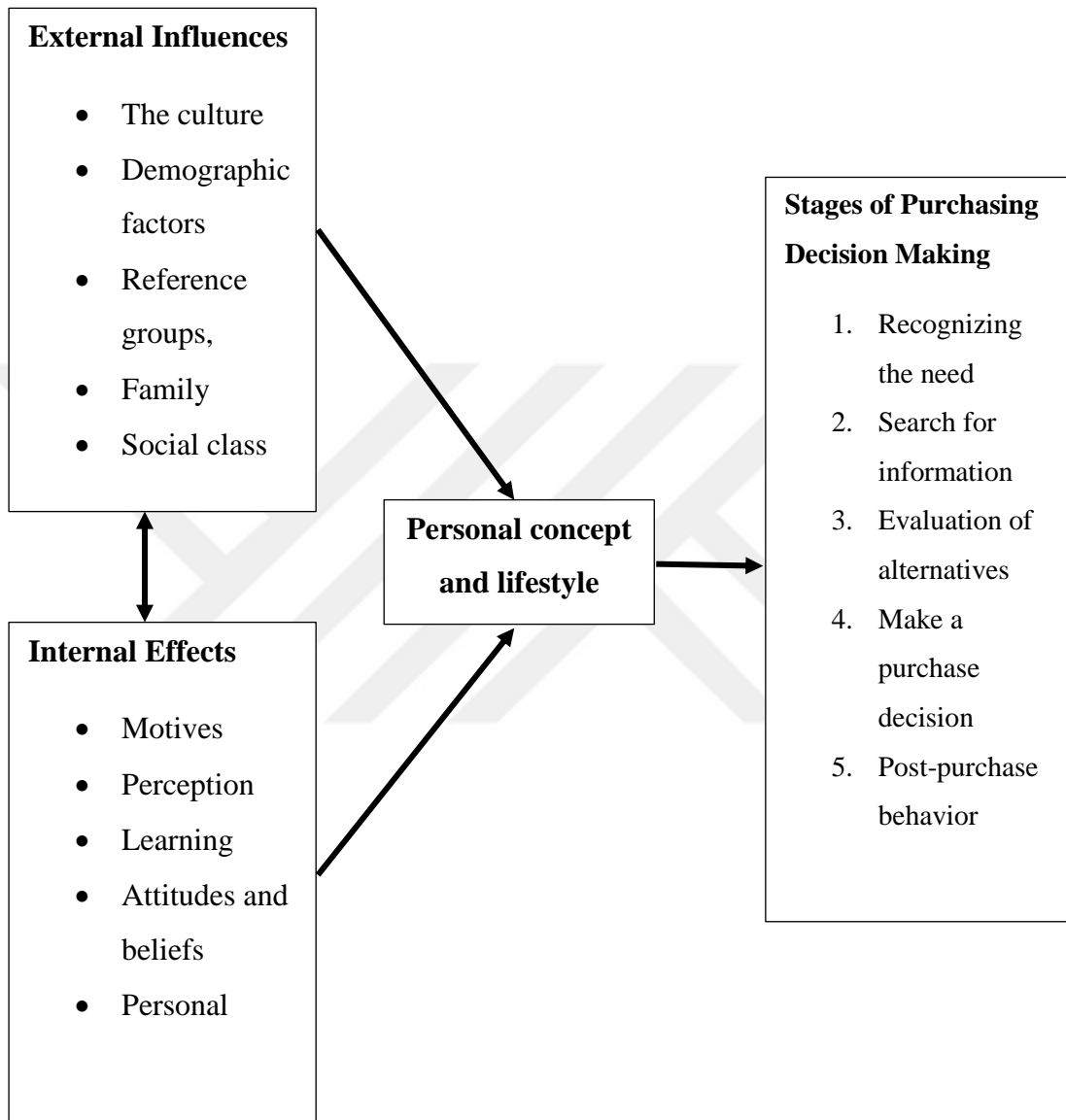4. Make a purchase decision
5. Post-purchase behavior

Figure 2.1: Internal and external factors influencing consumer behavior.

2.3.1 Internal Factors Affecting Consumer Behavior

The internal factors influencing consumer purchasing behavior can be classifying as following:

2.3.1.1 Motives

The study of motives is one of the most important areas of research in the study of consumer behavior. Psychological studies in this aspect have been very interested in identifying the causes of differences between individuals in their behavior. The motivations are defined as the driving forces inherent in individuals that drive them to behave in a certain direction. These driving forces are generated by the convergence or harmony of the stimuli experienced by individuals with their underlying needs which lead to situations of tension that lead them to try to pursue all possible activities aimed at satisfying Those needs and desires, which in turn leads to reduce tension or create new tension(Park & Kim, 2003). Motivation has two basic functions:

1. Raising the individual with a certain behavior,
2. Direct the individual's behavior towards a specific goal

Many experts have pointed out that the individual's needs and goals are the main source of motivation. Therefore, we note that there is an overlap between the concept of motivation and the concept of needs. The need is a sense of lack or destitution of a particular thing, which influences internal forces to satisfy this need at a certain level. In addition, to a certain degree of saturation, the needs according to this interpretation are the basis of motives and their causes, and therefore the study of human needs is in fact a study of the foundations of motivation. Researchers divided the needs into five basic categories and noted that individuals sought to satisfy needs at lower levels before satisfying them at higher levels.

We conclude from this that studying the motivations of purchasing and the needs of consumers greatly helps in the planning of advertising activity, and identify the points of focus in the advertising messages. Knowing the motivations of the individual to buy a product enables the advertiser to focus on this motivation in advertising and design the appropriate advertising messages using different technical elements of pictures, scenery, colors and music(Grant, Clarke, & Kyriazis, 2007).

2.3.1.2 Perception

Consciousness is the basic manifestation of man to the world of knowledge. The process of receiving and understanding information begins with the process of cognition. The information received by the individual from the various stimuli through his senses represents inputs sent to the mind to organize, interpret and understand them and then store them in memory. The cognition is the process of receiving and interpreting external influences to translate into behavior. When a consumer wants to buy a particular product, he receives and chooses the appropriate needs and collects enough information after analyzing, arranging and categorizing them. The perception of the individual is influenced by a set of objective factors related to the characteristics of the same perceived object, subjective factors related to the person being perceived, and his mental and mental state during cognition such as memory, tendencies, interests and expectations.

In the field of advertising, the perception of the process through which the consumer to represent the message through the various senses and the interpretation of advertising content and reorganized in line with the system of memory. Previous studies have indicated that there is a difference in perception of individuals, although they are exposed to the same needs or have the same tool or motivation, hence the importance of cognition in advertising. Consumers' perceptions of the content of a message may differ depending on their experiences, experiences, knowledge and impressions(Hawkins et al., 2009).

The success of the ad and its ability to influence the extent and shape of the consumer's awareness of the advertising depends primarily on changing the consumer's perception of the product as the best. Information learned and stored in memory also has a significant impact on consumer behavior. They are used when making a buying decision. Advertisers rely on a variety of ad styles to increase ad recall, such as using famous characters or using adverts.

2.3.1.3 Learning

Any type of human behavior depends on the learning process. Behavior means that the individual makes a decision to act in a certain direction, and the

decision-making process is based primarily on previous learning experiences. Learning is defined as changes in attitudes and individual behavior as a result. The theories of learning indicate that the behavior of individuals is acquired by learning, and that learning is obtained through experience(Arif et al., 2016). If the experience is positive, the purchasing process becomes a consumption habit that is difficult to change, and if the experience is negative, this does not repeat the purchase and lack of confidence in the product. There are four factors that affect learning:

1. Repetition

The greater the exposure of the individual to the affected the greater the degree of learning of what it contains and increased the degree of remembrance. The repetition of the important factors that lead to the installation of the declaration in the mind of the consumer and the installation of the skills and information learned and thus increased memory.

2. Interconnection

Occurs when the desired thing is linked to learning something else, and this is done by linking the use of a particular product to specific social situations.

3. The meaning

An advertiser can take advantage of the idea of the meaning and its impact on learning by finding the meaning of advertising messages, so that the audience will be more responsive and responsive to the ad using logos that give meaning to the advertised product.

4. Reinforcement

The basic principle of learning is that the individual tends to the activities through which he is rewarded for doing so. In advertising, coupons, free samples, can be used to encourage consumers to buy goods and services.

2.3.1.4 Attitudes and Beliefs

In the process of learning, individuals acquire many beliefs and adopt many positions, which means from a marketing point of view that their purchasing

behavior is influenced by those beliefs or attitudes that can be defined as the idea that an individual has with regard to a particular subject (commodity, service, idea). Beliefs represent the mental image of products that individuals tend to act upon. Attitudes are tendencies resulting from learning that make the consumer behave in a positive or negative way towards something(Eraker et al., 2016; Park & Kim, 2003). The positions consist of three basic components:

1. Cognitive component

It consists of the beliefs and information possessed by the individual about the object of the direction or how the product is perceived. There are two types of beliefs that are related to the characteristics of the product, and beliefs related to the benefits of the product. In the field of marketing, this component expresses the consumer's knowledge and beliefs about the product, and derives its information about the different products through advertising, friends, co-workers, family, and the personal experience of the consumer in forming beliefs about products to which they are concerned.

2. The emotional component

This component expresses the individual's feelings and emotions towards the object of the trend. If the consumer's feelings are admiration or dislike, he or she may have positive or negative feelings towards the product. Previous studies have indicated that admiring certain ads on certain products increases the likelihood of consumer conviction of product purchase, because of the impact of advertising on the emotional component of the product orientation.

3. Behavioral component

It is the behavior of the individual towards the object of the trend where this component is measured by the intentions of purchasing and actual purchasing as well. Advertisers seek to set advertising goals that correspond to the previous components. The ad may aim at influencing the cognitive component by providing the consumer with different information about the products or influencing the emotional component through the consumer's emotional ingestion of the product or modifying its behavior from negative to positive or influencing the behavioral component By encouraging him to buy.

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2.3.1.5 Personality

Personality is an important variable for influencing purchasing behavior. Personality is the consumer's responses to the marketing effects used in advertising. Consumers' response to these influences may vary due to differences in personal experience, mental ability, and emotional makeup. Personal characteristics help to identify ways in which the consumer meets his or her needs, desires, and is an important source of marketing strategy.

The personality is defined as the set of psychological characteristics and features that determine and reflect how the individual behaves and behaves towards internal or external influences that are exposed to him periodically or regularly. It is also defined as the set of characteristics and psychological characteristics characteristic of the individual that lead to specific responses to the influences that are exposed to it, and can be described personality through several features such as self-confidence, control, independence, achievement, creativity and other features(Huber et al., 2011).

Despite the importance of personality in influencing consumer behavior, however, many criticisms have been made of the studies conducted on the relationship of personality to behavior. These studies have relied on several concepts and methods derived from psychology that are related to marketing as well as insufficient understanding of the role of personality in consumer influence. To address past criticism, marketing experts have relied on the concept of consumer personality, a lifestyle that reflects lifestyles.

1. Activity

The clear and concrete behavior of the individual.

2. Attention

Attention to something or a particular topic and attention to it

3. Opinion

Verbal or written expression about the position of what the individual is exposed to.

2.3.2 External Factors Affecting Consumer Behavior

The environment in which an individual lives influences consumer behavior. The individual is in his nature a social person living in a society and family with its own habits and culture. All these external variables affect consumer behavior and direction(Tsou, Matsumoto, & Kido, 2012).

2.3.2.1 Cultural

Culture is one of the most influential external factors in consumer behavior because of its correlation and impact on consumer lifestyles and purchasing decisions. Each consumer carries a specific culture that is clearly reflected in purchasing decision-making processes and distinguishes him from another consumer with a different culture. Culture is defined as the integrated mode of human behavior that contains thinking, behavior and conversation, and depends on the learning of the individual and the transfer of knowledge from generation to generation.

It is also defined as a complex set of symbols and facts generated in society that are transmitted from generation to generation as specific and organized foundations of human behavior. Culture varies between subcultural culture and indigenous culture, and subcultural culture means that culture entered and coexisted with the culture of indigenous society for various reasons such as migration or temporary employment. Culture is one of the most important factors that determine the needs of man and his actions to the direction of what is presented to him of different products, and therefore the management of marketing before entering any market knowledge of the culture of consumers and then provide products that fit with this culture(Aaker, 1992; Zheltukhina, Krasavsky, Slyshkin, & Ponomarenko, 2016).

2.3.2.2 Demographic Factors

Human behavior is influenced by the demographic factors surrounding it, and specifically by its consumer behavior, which is influenced by the sum of these factors such as income, gender, age, etc. The study of demographic factors is one of the determinants of the changes in society and its impact on the end behavior of consumer. Demographic factors affecting consumer behavior Among them.

1. Income

Is one of the main factors in the study of consumer behavior, the higher the income increased with consumption and the lower the income decreases with the purchase of many products.

2. Age

The age of the individual directly affects consumer behavior. As the average age increases, new types of needs and desires are created that require satisfaction.

3. Sex

The difference in tastes between men and women has a significant impact on the purchasing behavior of society. The increase in the number of working women, for example, leads to the emergence of new needs that require saturation.

4. Family size

Family size is one of the main factors in the study of consumer behavior. Each member of the family is considered a purchasing unit and this is reflected in the purchasing behaviors of the products.

5. Geographical distribution

The number and distribution of the population in different areas between the countryside and the city is considered as a basis for creating new needs and increasing demand for different products.

2.3.2.3 Reference Groups

A reference group is a group of individuals who share certain beliefs and behavior patterns that have an impact on other individuals in terms of attitudes and consumer decisions. It is also known as a group of people that positively or negatively affect consumer attitudes, behaviors and judgment. The study of the reference group is essential for the advertiser. The consumer is a social person by nature and his presence within a specific group may direct his behavior towards the purchase of certain products(Hawkins et al., 2009).

Therefore, the advertiser should identify the reference groups that the consumer is linked to, the degree of their impact on achieving the satisfaction and utilization of this information in the preparation of advertising messages, and focus on persuading the consumer to use the product based on the idea of belonging to a particular group. The advertiser uses some celebrities and experts to increase end-user awareness and awareness of the advertised product and reduce the risk associated with purchasing that product.

2.3.2.4 Family

The family is a form of reference groups that shape the purchasing behavior of the individual and affect the decision-making models. The family buys many different products, which makes participation in the decision making a feature of family life, and the relationship between family members is a basic relationship, The power of their influence in making a purchase decision.

The family is defined as a social unit consisting of two or more individuals whose members share a lot of value and behavioral ties that define their consumption patterns towards the products they need. The family is the core nucleus of community building and is one of the strongest sources of social influence in the behavior of the end consumer. The family can be considered a unit of consumption as it starts from husband and wife as a small family until they have children, which changes their lifestyle, and this is reflected in the roles of participation for each of them in making the purchasing decision depending on the nature of the product and its ability to influence this decision(Grant et al., 2007; Torre, Siegel, & Jemal, 2016).

2.3.2.5 Social Class

The social class is an important environmental variable that affects purchasing behavior and refers to the status of the individual or family on the social scale. The social class is defined as: a group of individuals who are similar in some economic and social characteristics and therefore share attitudes, beliefs and values. Social classes are an attempt to rank individuals in terms of their social importance. Researchers have developed several common metrics or parameters such as income, attitudes, beliefs and lifestyle to help the advertiser study and analyze the characteristics and patterns of behavior of each stratum to design appropriate marketing strategies for different segments of society.

Based on different social classes, companies have basic criteria for dividing the market into segments, which enables the advertiser to prepare advertising messages to suit the targeted market segment. If the advertising is directed to the upper classes, the focus of the advertising message on the price is incorrect, unlike the middle and lower social classes. In general, the advertiser focuses on the concept of social and economic status, which consists of a combination of variables combined, taking into account the level of income, education, profession, in addition to the use of some evidence linking the product in the consumer's mind a certain socio-economic status(Peter et al., 1999; Torre et al., 2016).

2.4 STAGES OF THE DECISION MAKING PROCESS

The consumer goes through a set of stages during the purchasing decision due to the many different factors that affect him. The decision-making process is defined as the steps or stages the consumer goes through in selecting the products that are preferred to purchase. In order for the advertising to be targeted and able to motivate the consumer to prefer the advertised product. It is necessary to study these stages in order to formulate a marketing policy consistent with the needs and desires of the consumer and respond to his purchasing behavior and the design of an innovative strategy aimed at influencing consumer-purchasing decisions. Each of the above stages represents a major challenge to marketing management. Where we should

determine what happens at each stage and what marketing strategies are appropriate for them(Harrison, 1995). The following is a presentation of each stage:

2.4.1 Recognizing the problem or need

The perception of the problem or sense of need is the starting point of the buying process. The consumer feels the problem when he finds that there is a gap between what he wants to achieve and reality. The unsaturated need turns into a motive driven to perform a certain behavior to satisfy it and achieve the required balance and balance. The need arises as a result of consumer exposure to internal or external effects such as advertising, and the consumer focuses on how to satisfy this need in the best possible way(Rudenko & Shynkarenko, 2014).

2.4.2 Search for Information

After identifying the problem or need, the consumer begins to search for information about the products that help him solve the problem and satisfy the need. In-person research is the first stage of understanding the problem. It is a mental process in which the information stored in the memory of the consumer is retrieved as a result of his past experience. Thus, he has an internal information bank that helps him to make purchasing decisions. The external research refers to the processes and activities carried out by the consumer based on different sources such as friends, family, advertising, sales men and magazines. As well as experimental sources of product use by consumers and others(Pescher, Reichhart, & Spann, 2014; Rudenko & Shynkarenko, 2014). The consumer also feels the need for additional information in the following cases:

1. The importance of purchasing decision,
2. Growing risks associated with product purchase,
3. There are significant differences between available alternatives,
4. Lack of previous experience of the consumer with the product,
5. The information stored by the consumer is outdated.

The consumer does not search outside the information every time he buys, the more similar positions are buying and saying the period of time between the repetition of the purchase of the importance of external search for information, the consumer remembers the previous solution to the same problem and uses it if satisfied with this product.

2.4.3 Evaluation of Alternatives

After the information search phase, the consumer evaluates the alternatives available to reach the purchasing decision. There is no single evaluation process used by all consumers. There are many orthodontic processes where the consumer's perception of the product varies. The evaluation process takes the following steps:

- Determination of evaluation criteria

Determine the criteria on which to choose the alternative of available alternatives any characteristics that determine the purchase decision,

- Determine the importance of standards

Namely determining the importance of each standard for the consumer as the price,

- Determine the value of the product to the consumer

Focusing on product value,

The consumer views the product as a set of characteristics and features and assesses by studying each property and paying attention to the benefits that are related to its needs. The importance of advertising in the stage of evaluation of alternatives, where it plays its role in providing the consumer with information about different alternatives of the product in terms of characteristics, advantages, prices and place of presence(Moriarty et al., 2014; Pescher et al., 2014).

2.4.4 Make a Purchase Decision

The evaluation phase of the alternatives leads to the consumer's intent to buy or prepare to buy a specific product. However, there are several factors that can affect purchasing intentions, such as the attitudes of others, such as family and friends, or discovering new features in the product that the consumer has not noticed before. Factors that may corrupt the intention to buy and result in a non-decision to buy.

2.4.5 Post-purchase behavior

This phase relates to consumer behavior and feeling after the purchase process, where the individual tends to analyze and evaluate his decision to buy a product. Post-purchase behavior is the same as after the product is used, and whether it results in expected satisfaction before, less or more than expected(Aaker, 1992; Moriarty et al., 2014). The consumer after making the purchase decision will by comparing the results of the decision with the level of satisfaction and satisfaction required, and will result in either:

1. Negative behavior towards the product

In the case of expected performance greater than the actual performance, resulting in dissatisfaction and then not to repeat the purchase of that product and return to the stage of searching for information and identify and evaluate alternatives.

2. Positive behavior

In the case of expected performance less than the actual performance, which generates a state of satisfaction and satisfaction of the consumer, leading to the required balance and acquisition of appropriate information and experience and the possibility of repeated purchase of the same product and then loyalty to him.

CHAPTER 3

COLLECTED DATA AND TESTING

3.1 KARABUK UNIVERSITY

Karabuk State University was established on May 28, 2007 by Parliamentary Decree No. 5662, located in the city of Karabuk in northwestern Turkey. The university is one of the seven universities in which the government sought to develop the educational process in Turkey.

Figure 3.1: The logo of Karabuk University.
(Source: https://www.karabuk.edu.tr/tanitim-gorselleri/)

Karabuk University has a wide and comprehensive campus of many colleges, departments, institutes, research centers, a large library, a swimming pool, a football field, a basket and an airplane, and more than a bank and ATM. It also has a mosque and several cafés and restaurants to sit between lectures and student dormitories. In addition to all these university buildings, a large green garden helps students to sit and live in a comfortable atmosphere among lectures. Karabuk University has 16 colleges and more than 50 diverse departments. These sections can be listed as follows:

- **Faculty of Medicine:** It embraces several departments, such as: General Medicine, Internal Medicine, Surgical Medicine.

- **Faculty of Dentistry** with one department is the Department of Dentistry

- **Faculty of Arts:** It embraces several departments, such as: Department of Anthropology, Department of Psychology, Department of Sociology, Department of Geography, Department of History, Department of Philosophy, Department of Art History, Department of English Literature, Department of Information and Documentation Department.

- **Faculty of General Sciences:** It embraces several departments, such as Physics, Chemistry, Biology, Mathematics, and Statistics.

- **Faculty of Administrative and Economic Sciences:** The Department of Economics, Public Administration, Financial Management, Political Science, Government Institutions, International Relations, Economics, Social Services and Information Management.

- **Faculty of Sharia Sciences:** It embraces several sections, such as: Fundamental Islamic Sciences such as Fiqh, Tafsir, Prophet's Biography, Quranic interpretation, etc., Islamic Culture and Ethics Section for primary students.

- **College of Management:** It embraces several departments, such as: General Administration Department, Risk Management Department in Financial Institutions, International Management Department, Leadership Department, Public Relations Department, Banking and Finance Department, Tourism Management Department.

- **College of Architecture:** It contains one section, the Department of Architecture.

- **Faculty of Engineering:** The Department of Mechanical Engineering, Materials Engineering Department, Computer Engineering Department, Industrial Engineering Department, Electrical and Electronics Engineering Department, Control Engineering Department, Civil Engineering Department, Chemical Engineering Department, Automotive Engineering Department, Railway Engineering Department Engineering, Department of Environmental Engineering, Department of Biomedical Engineering.

- **College of Forestry:** It is home to several departments such as: Department of Forest Industry Engineering, Department of Forest Engineering, Department of Natural Architecture.

- **Faculty of Fine Arts and Design:** It embraces several sections, such as: Department of Architecture, Department of Music, Painting Department, Department of Industrial Materials Design, Department of Interior Architecture.

- **College of Tourism**: It embraces several sections within it such as: Tourism Management Department, Tourism Tourism Department, Tourism Guidance Section.

- College of Technical Education: It embraces several sections, such as: Department of Computer and Electronics Education, Department of Furniture Design, Department of Metal Education, Department of Mechanical Education.

- **The Faculty of Technology:** It has several departments, such as: Engineering Department of Energy Devices, Production Engineering, Industrial Design Engineering, Communication and Communication Engineering, Communications Engineering Department, Materials Engineering Department.

- **Faculty of Health Sciences:** It embraces several departments, such as: Nursing Department, First Aid Department, Medical Treatment and Rehabilitation Department.

- **Faculty of Civil Aviation:** It contains one section, Civil Aviation Department.

Figure 3.2: Karabuk University location in Turkey map.

3.2 RESEARCH METHODOLOGY

The research methodology describes the procedures followed in the implementation of the research in terms of methods of data collection, description of the research community, identification of the research sample, preparation of the research tool, verification of its validity and stability, in processing the results.

In order to achieve the objectives of the research, the research used the descriptive analytical method, which is defined as a method of research dealing with events, phenomena and practices exist available for study and measurement as they are without the researcher's intervention in the course, and the researcher can interact with them and describe them and analyze them.

3.2.1 Methods of data collection:

The research relied on two sources of data collection, the secondary data used in constructing the theoretical framework of the research, and the preliminary data to address the analytical and statistical aspects of the research topic. The following are secondary sources and primary sources used to obtain the necessary data for research.

3.2.1.1 Secondary Data

In order to obtain secondary data, Arabic and foreign books and references related to research, periodicals, articles, reports, research and previous studies that dealt with the subject of study, research and reading were used in various websites.

3.2.1.2 Initial Data

To address the analytical aspects of the research topic, the researcher sought to collect the primary data through the questionnaire as a main research tool. Specially designed for this purpose, and distributed on samples of Karabuk University in Turkey, where all levels, scientific and literary faculties Universities.

3.2.2 The Research Sample

In this item, we talked about the research community, the research sample and its size, characteristics and features of the research sample. The research community consists of students from Government University, which is Karabuk University in Turkey. Due to the large research society, the research was limited to the government universities. The number of students enrolled in research was 208 students.

3.2.3 Limitations

3.2.3.1 Time Limit

Time limitation time of this research is 2017-2018, which is the time of research data collections.

3.2.3.2 Human Limit

The human limitation of this research are students from Government University, which is Karabuk University in Turkey. Due to the large research society, the research was limited to the government universities.

3.3 RESEARCH TOOL AND PROCEDURES

To achieve the objectives of the research and in proportion the data to be collected, the researcher found that the most appropriate tool that is appropriate to the size of the sample to obtain accurate information by respondents is the questionnaire(Rowley, 2014).

After studying the literature of the previous research and related studies, especially with regard to the impact of the advertising on the decision to buy, the researcher designed a questionnaire addressed to students of government universities. The questionnaire was divided into three parts as follows:

3.3.1 The first part

Which includes the instructions of the questionnaire such as propose of questionnaire, and the needs of information and how is the procedure of selection.

3.3.2 The second part

We have designed this part through a direct question about personal variables (gender, state, university name, college, academic level, family income). This section consists of (6) items.

3.3.3 The third part

It consists of questions from (1) to (30), where this section contains general questions about listening or viewing ads, the most influential ads, the preferred period of advertising, the degree of reliability of advertising, and if advertising is a valuable source of information about local sales. In addition, if some products/services promoted in advertising are bad for our society.

3.4 STATISTICAL ANALYSIS

To analyze the data and achieve the collected research objectives, and processing of data through many appropriate statistical. The following is a set of Statistical Package for Social Science (SPSS) statistical methods used in data analysis for social sciences.

3.4.1 Reliability and Consistency

The data collection tool is a necessity for any research, and this tool needs two basic characteristics. It must be available in data collection tools, namely, honesty and consistency, both of which are of particular importance in research. Therefore, make sure that what the research tools measure can be trusted and relied upon in data collection. The truth of the inquiry is to ensure that it will measure what is prepared for its measurement. It also aims to include comprehension of all the elements that must be included in the analysis on the one hand, and the clarity of the paragraphs and their meanings on the other, so that everyone who uses it understands them.

The stability and reliability has been measured by Caronbach's Alpha test, which indicated through constructed questionnaire regarded as an indication of its logical sincerity. The value of alpha that calculated by the Caronbach's Alpha test is strongly affected by the number of tested items and its dimensionality(Tavakol & Dennick, 2011). The accepted or reject the questionnaire measured by alpha value. According to (Bland & Altman, 1997; DeVellis, 2016) the acceptable alpha values ranging from 0.70 to 0.96. Table 3.2 shows the stability and reliability of the questionnaire.

Table 3.2: The stability and reliability by Caronbach's Alpha.

Items	Caronbach's Alpha
30	0.7

3.4.2 The Questionnaire Scale

The degree of potential responses in questionnaire has been designed as five-point scale, as shows in Table 3.3, which is ranging from (strongly disagree to strongly agree).

Table 3.3: Five-point scale of questionnaire.

Approval scale	No. of point
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

3.4.3 Mean

In order to find out how high or low the responses of the research samples for each of the terms of the basic search variables, knowing that it is useful in the order of phrases according to the highest arithmetic mean. Explanation of the extent of use or the extent of approval phrase as explained above.

3.4.4 Standard Deviation

To identify the extent to which the responses of the research individuals to each of the terms of the search variables. Moreover, to each of the main parts, differ from their arithmetic mean, and note that the standard deviation shows the dispersion in the responses of the search individuals for each of the search term expressions along with the main parts. Responses were concentrated and their dispersion varied between the scale (if the standard deviation is one true and higher, the responses are not focused and dispersed).

3.4.5 One sample T test

The one sample T test is used to determine if a sample comes from a population with a specific mean, where generally the population mean is not always known. In addition, to find the difference between the average of the paragraph and the "neutral" average 3.

3.4.5 One-Way ANOVA

One-Way ANOVA, it is one of analysis tool that used in this research utilizing in compares means for more than two groups of cases. The main aim is finding statistically significant differences.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 DEMOGRAPHY ANALYSIS

The study society was the students of Karabuk University. The research sample size was 208, which represented by a number of students with different departments.The research carried out the descriptive analysis of the research data by presenting the frequency and percentage of the description of the vocabulary of the research sample according to the demographic variables, which are:

1. Gender,
2. Age,
3. Daily TV watching hours,
4. Daily spenthours on internet,
5. Family income.

As well as, the calculating the arithmetical averages(mean) and the standard deviations of the answers of the search terms for the terms of the questionnaire. The following tables and figures illustrate the descriptive analysis of the demography of the research data.

4.1.1 Gender

Table 4.1 shows that the percentage of gender, where females constitutes 64.1%, or about two-thirds of the sample size, while the percentage of males is 35.1% of the sample. Figure 4.1 shows the distribution of the sample items by gender variable using SPSS software.

Table 4.1: The frequency analysis for gender variable.

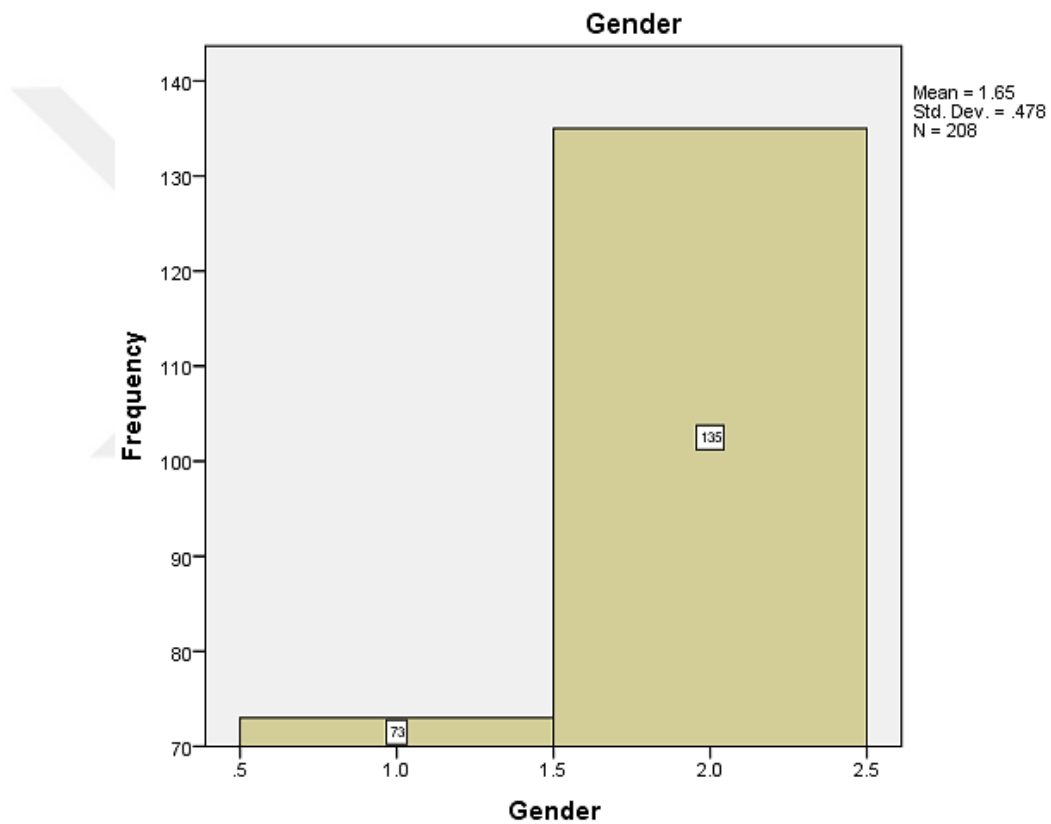| Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	35.1	35.1	35.1
	Female	135	64.9	64.9	100.0
	Total	208	100.0	100.0	

Figure 4.1: The distribution of the sample items by gender variable.

1.4.2 Age

The percentage of age variable has been shown in Table 4.2, where the age of 23 constitutes 38% of total sample, which the highest percentages. Then the 24 age reach the 31.3%, and the lowest percentage was27 age with 0.5% of the total sample. Figure 4.2 shows the distribution of the research sample (Karabuk University students) items by age variable using SPSS software.

Table 4.2: The frequency analysis for age variable.

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	3	1.4	1.4	1.4
	21	6	2.9	2.9	4.3
	22	40	19.2	19.2	23.6
	23	79	38.0	38.0	61.5
	24	65	31.3	31.3	92.8
	25	10	4.8	4.8	97.6
	26	4	1.9	1.9	99.5
	27	1	.5	.5	100.0
	Total	208	100.0	100.0	
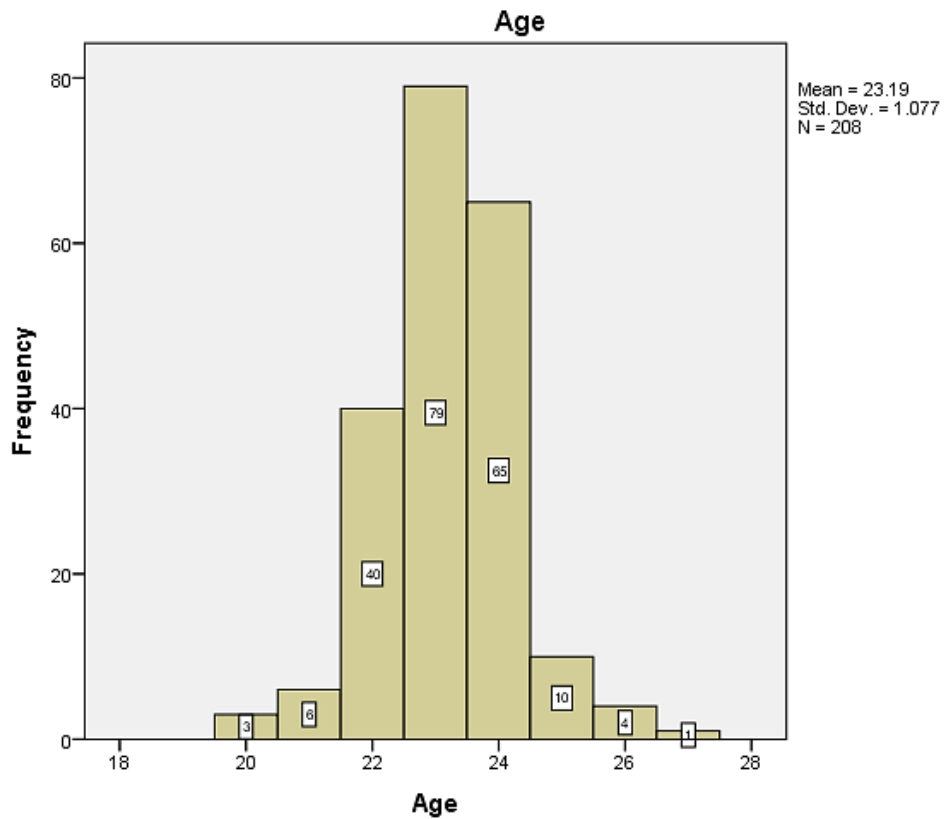
Figure 4.2: The distribution of the sample items by age variable.

1.4.3 TV Hours

The research sample from Karabuk university students were asked how many hours a day they watch TV shown in Table 4.3. Where not watching TV constitutes 36.5% of total sample, which the highest percentages. Then percentage of participants watching TV 2 hours a day reach the 21.2%, watching 1 TV hours a day recorded 20.2%, and the lowest percentage was 6 hours with 0.5% of the total sample. More details available in Figure 4.3, which shows the distribution of results of this part about how many hours a day the participants watch TV.

Table 4.3: The frequency analysis for TV hours' variable.

How Many Hours A Day Do You Watch TV?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	76	36.5	36.5	36.5
	1	42	20.2	20.2	56.7
	2	44	21.2	21.2	77.9
	3	23	11.1	11.1	88.9
	4	14	6.7	6.7	95.7
	5	8	3.8	3.8	99.5
	6	1	.5	.5	100.0
	Total	208	100.0	100.0	
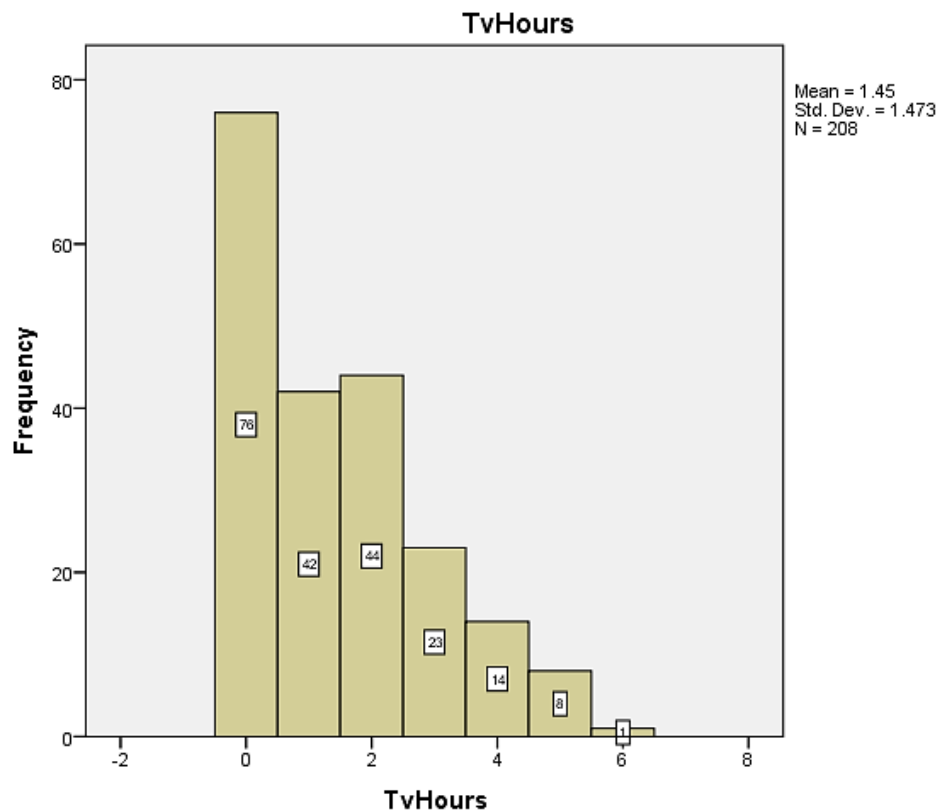
Figure 4.3: The distribution of the sample items by TV hours' variable.

1.4.4 Internet Hours

The participants were asked "how many hours do you spend on internet" and the results are given in table 4.4. The question was an open-ended question and the answers vary between 1 and 14 hours. According to the results 4 and 5 internet hours' internet usageconstitutes 43.2 % of total sample, which the highest percentages. The 2, 3 and 6 internet hours a day reach the 11.1% from total research sample. Followed by 7 and 8 internet hours, which reach 6.7% of total research samples. While some student answered by 14 internet hours a day which constitutes 0.5% as lowest percentage of the total research sample. More details available in Figure 4.4, which shows the distribution of the answers of participant's daily internet usage.

Table 4.4: Frequency analysis for internet hours' variable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.4	1.4	1.4
	2	23	11.1	11.1	12.5
	3	23	11.1	11.1	23.6
	4	45	21.6	21.6	45.2
	5	45	21.6	21.6	66.8
	6	23	11.1	11.1	77.9
	7	14	6.7	6.7	84.6
	8	14	6.7	6.7	91.3
	9	3	1.4	1.4	92.8
	10	8	3.8	3.8	96.6
	12	6	2.9	2.9	99.5
	14	1	.5	.5	100.0
	Total	208	100.0	100.0	

How Many Hours A Day Do You Spend on Internet?
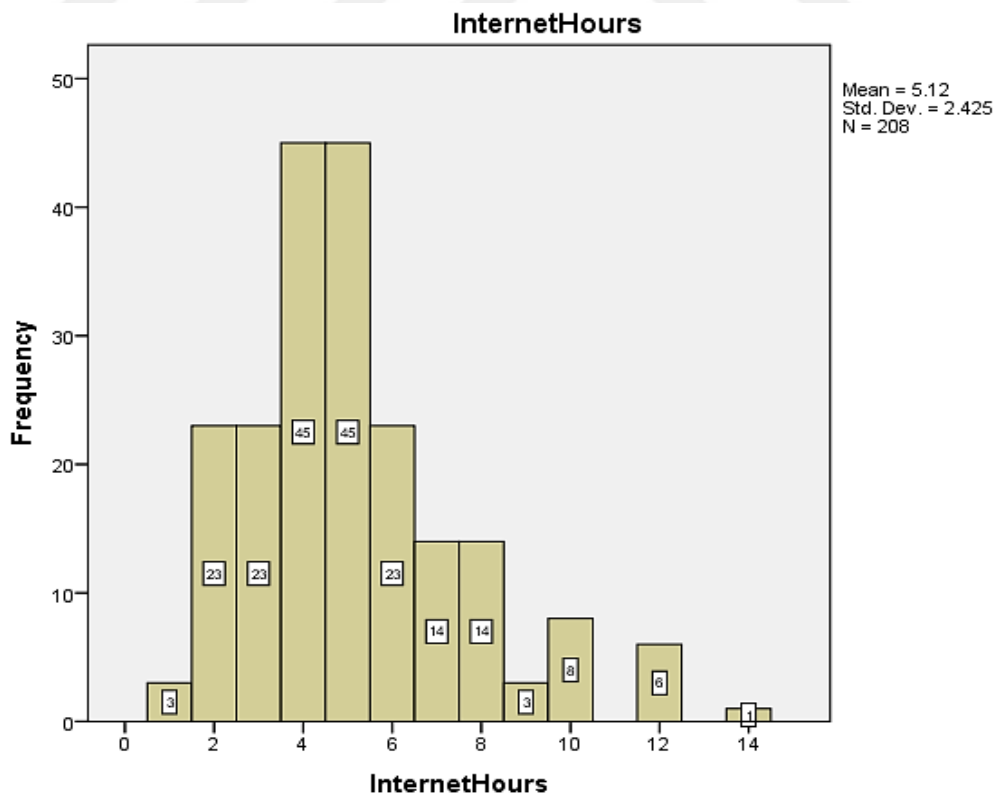
Figure 4.4: The distribution of the sample items by internet hours' variable.

1.4.5 Income

The participants were asked about their monthly family income and the results are given in table 4.5. The question was an open-ended question and the answers vary between 900TL to 15000TL. The participants with 3000TL monthly family income constitutes 14.9% of total sample, which the highest percentages. The family income 2500TL reach the 13.0% from total research sample. Followed by 5000TL, which reach 10.1% of total research samples, and 4000TL constitutes 9.1%. While some student answered by 900TLas family income, which constitutes 0.5% as lowest percentage of the total research sample. More details available in Figure 4.5, which shows the distribution of answers about monthly family income.

Table 4.5: Frequency analysis for family income variable (per month).

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.5	.5	.5
	900	1	.5	.5	1.0
	1000	3	1.4	1.5	2.5
	1200	1	.5	.5	3.0
	1400	3	1.4	1.5	4.5
	1500	6	2.9	3.0	7.5
	1600	7	3.4	3.5	11.0
	1650	1	.5	.5	11.5
	1700	1	.5	.5	12.0
	1800	7	3.4	3.5	15.5
	2000	19	9.1	9.5	25.0
	2250	3	1.4	1.5	26.5
	2400	1	.5	.5	27.0
	2475	1	.5	.5	27.5
	2500	27	13.0	13.5	41.0
	2700	1	.5	.5	41.5
	2750	2	1.0	1.0	42.5
	2800	2	1.0	1.0	43.5
	3000	31	14.9	15.5	59.0
	3100	2	1.0	1.0	60.0
	3250	1	.5	.5	60.5

	3400	1	.5	.5	61.0
	3500	8	3.8	4.0	65.0
	3600	1	.5	.5	65.5
	3700	1	.5	.5	66.0
	3750	1	.5	.5	66.5
	3800	1	.5	.5	67.0
	4000	19	9.1	9.5	76.5
	4250	1	.5	.5	77.0
	4500	5	2.4	2.5	79.5
	4700	1	.5	.5	80.0
	4800	1	.5	.5	80.5
	5000	21	10.1	10.5	91.0
	6000	5	2.4	2.5	93.5
	6500	3	1.4	1.5	95.0
	7000	4	1.9	2.0	97.0
	8500	1	.5	.5	97.5
	10000	2	1.0	1.0	98.5
	11000	1	.5	.5	99.0
	12500	1	.5	.5	99.5
	15000	1	.5	.5	100.0
	Total	200	96.2	100.0	
Missing	System	8	3.8		
Total		208	100.0		
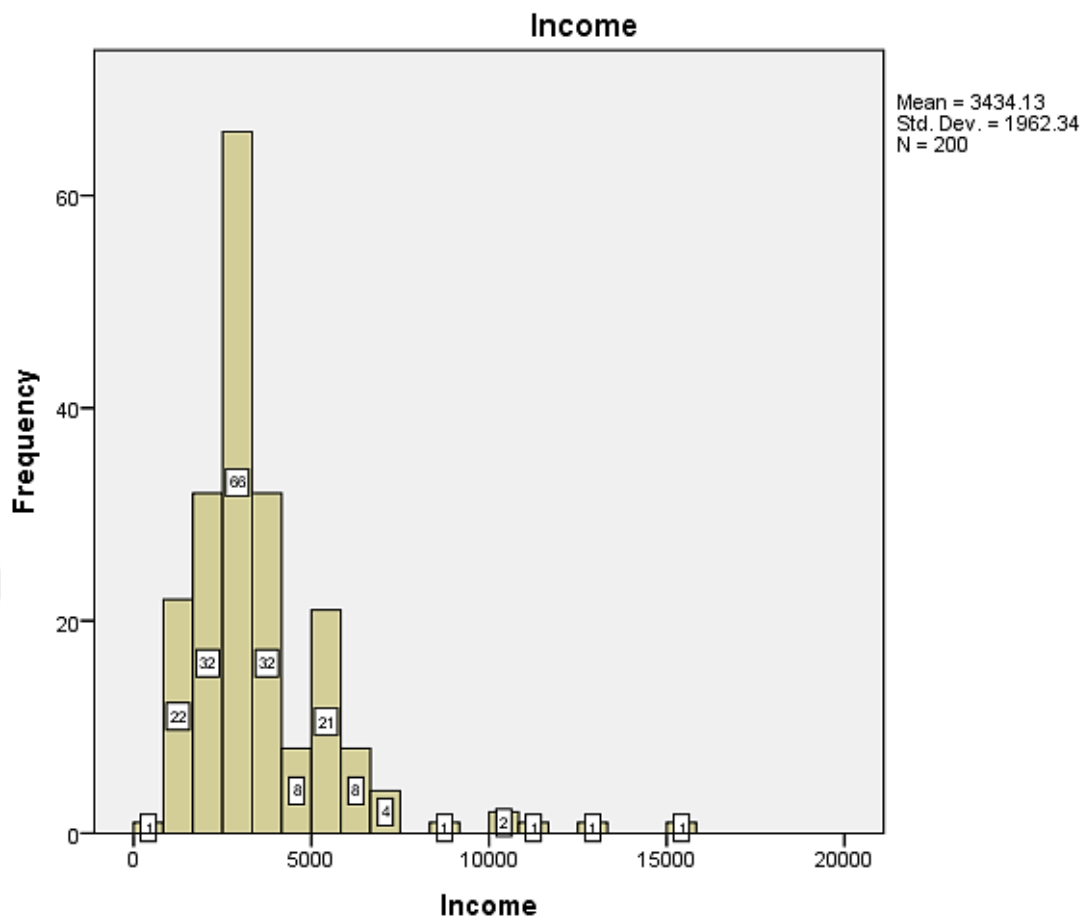
Figure 4.5: The distribution of the sample items by family income variable.

4.2 STATISTICAL ANALYSIS OF RESEARCH DATA

The frequency analysis for the respondents' answers to questionnaire are shown in Tables 4.6, to determine whether or not the students agreed with research questions.

Table 4.6: Frequency analysis for the statements (%).

The Statements	Strongly agree %	Agree %	Natural%	Disagree %	Strongly disagree	Average	Standard deviation
S1.	16.3	43.3	24	10.1	6.3	3.53	1.076
S2.	16.3	56.3	15.9	8.7	2.9	3.75	0.931
S3.	6.7	19.7	49.5	18.8	3.8	3.07	0.905
S4.	1.4	21.6	43.3	24	5.8	2.89	0.875
S5.	13	44.7	25	13.5	2.9	3.52	0.981
S6.	3.8	20.2	34.6	29.3	12	2.75	1.034
S7.	5.3	51.4	26.9	11.5	3.8	3.43	0.907
S8.	11.5	33.7	32.2	22.1	0.5	2.66	0.964
S9.	3.8	24	41.3	24	6.3	2.95	0.944
S10.	1.9	26.9	33.2	28.4	9.6	2.83	0.995
S11.	12	44.7	26.9	15.4	0.5	3.53	0.913
S12.	6.7	47.1	30.3	12	3.4	3.42	0.910
S13.	2.9	19.2	43.3	29.8	4.8	2.86	0.884
S14.	6.3	38	20.2	24	11.1	3.04	1.150
S15.	8.2	32.2	30.3	24	4.8	3.15	1.034
S16.	0	9.1	38	36.1	16.3	2.40	0.869
S17.	1.4	22.1	33.7	27.4	14.4	2.68	1.023
S18.	0	13.9	31.3	36.1	17.8	2.42	0.942
S19.	4.8	44.7	31.3	13	3.4	3.36	0.899
S20.	5.3	27.9	45.2	17.3	3.8	3.14	0.898
S21.	6.7	18.3	40.9	26.4	6.7	2.92	0.997
S22.	9.1	49	25	13.9	1.9	3.50	0.915
S23.	2.9	15.9	38.9	30.3	9.6	2.71	0.983
S24.	4.3	34.6	43.3	13	2.9	3.25	0.849
S25.	4.8	31.7	38.9	20.2	3.8	3.14	0.925
S26.	5.8	29.8	31.7	25	6.7	3.03	1.031
S27.	14.4	51.4	17.3	13	2.9	3.62	0.984
S28.	5.8	16.3	39.9	27.4	10.1	2.80	1.021
S29.	13.9	43.3	31.7	7.7	2.9	3.58	0.925
S30.	6.3	19.2	48.6	22.1	3.4	3.03	0.897

The statements are given below;

S1. Advertising is essential.

S2. Advertising is a valuable source of information about local sales

S3. In general, advertising is misleading.

S4. Suite often advertising is amusing and entertaining,

S5. Advertising persuades people to buy things they should not buy.

S6. Most advertising insults the intelligence of the average consumer.

S7. From advertising, I learn about fashions as well as about what make others buy.

S8. Advertising helps raise our standard of living.

S9. Advertising present better products for the public

S10. Advertising tells me what people with lifestyles similar to mine are buying and using.

S11. Advertising is making us a materialistic society, overly interested in buying and owning things.

S12. Advertising tells me which brands have the features I am looking for.

S13. Advertising promotes undesirable values in our society.

S14. Sometimes, I look pleasure in thinking about what I saw, heard or read in advertisements.

S15. Advertising makes people buy make people products just to show off.

S16. In general, advertising results in lower prices.

S17. Advertising helps me know which products will or will not reflect the sort of person I am.

S18. In general, advertisements present a true picture of the product advertised.

S19. Sometimes, advertisements arc even more enjoyable than other media contents.

S20. In general, advertising helps our nation's economy.

S21. Most advertising distorts the values of our youth.

S22. Advertising helps me keep up to date about products/services available in the marketplace.

S23. Mostly, advertising is wasteful of economic resources.

S24. Overall, I consider advertising a good thing.

S25. Advertising makes people live in a world of fantasy.

S26. There is too much sex in advertising today.

S27. Because of advertising, people buy many things they do not really need.

S28.My general opinion of advertising is unfavorable.

S29. In general, advertising promotes competition, which benefits the consumer.

S30. Some products/services promoted in advertising are bad for our society.

First question, the average answer to this question is 3.53, means the participants agree with the content of this question and see that advertising is essential. The standard deviation of this question recorded 1.076, which mean there is concentration and non-dispersion.
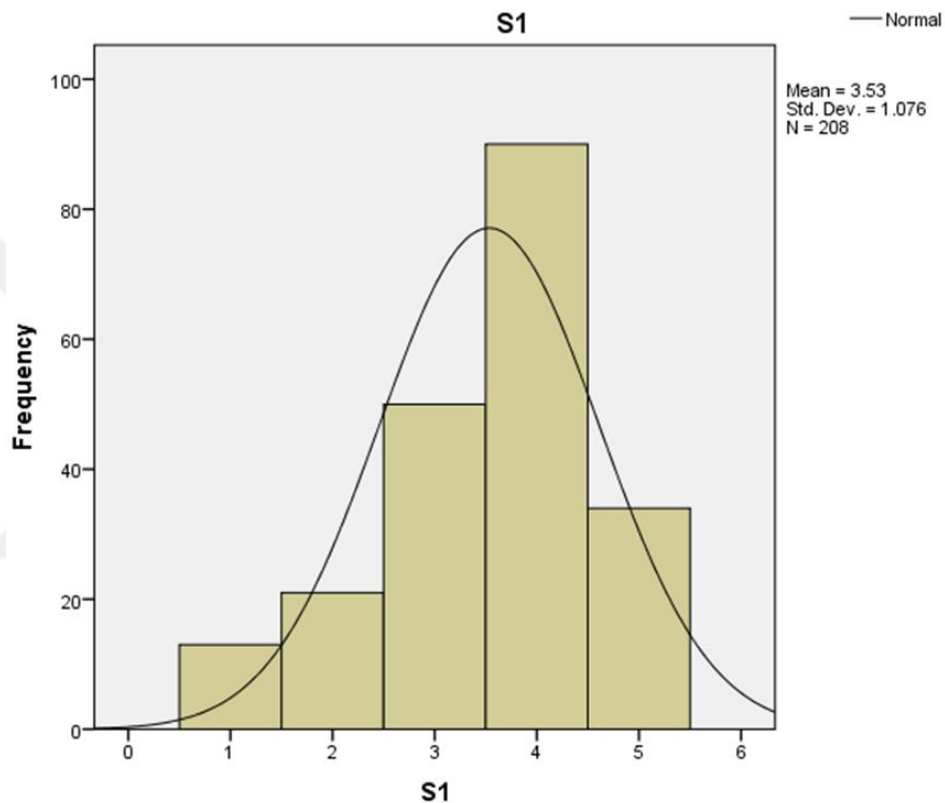
Figure 4.6: The distribution of the sample answers of question one.

Second Question, the second question whether advertising is a valuable source of information about local sales. The highest percentage was 72.6% as positive (56.3% strongly agree and 16.3% agree), as shown in Figure 4.7. Generally, the answers reveal that most of students satisfied with a valuable source of information about local sales. The average answer to this question is 3.75, means the respondents agree with the content of this question and see that advertising is a valuable source of information about local sales.
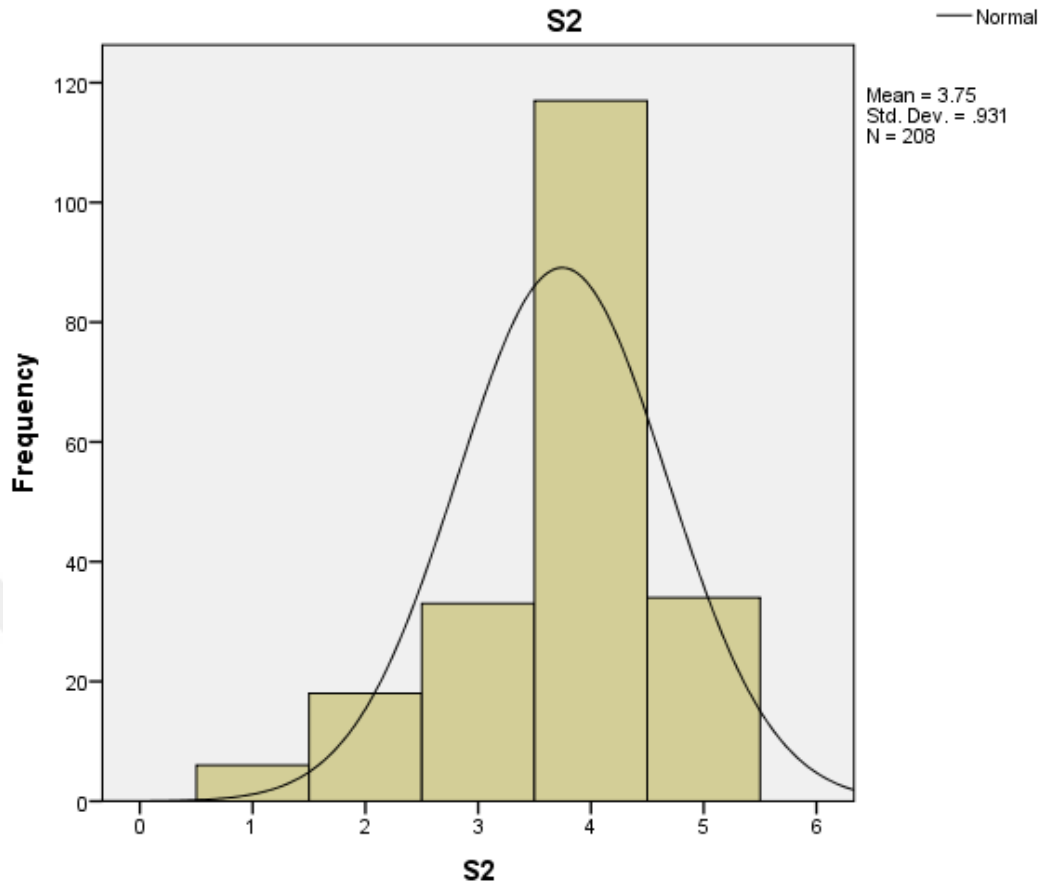
Figure 4.7: The distribution of the sample answers of second question.

Third Question, the average answer to this question is 3.07, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.905, which mean there is concentration and non-dispersion. The first expression test and the neutral value is 0.000, which is fundamental to the neutral answer. That is to say, the respondents agree with the content of this question and see that the advertising is misleading, as shown in Figure 4.8.
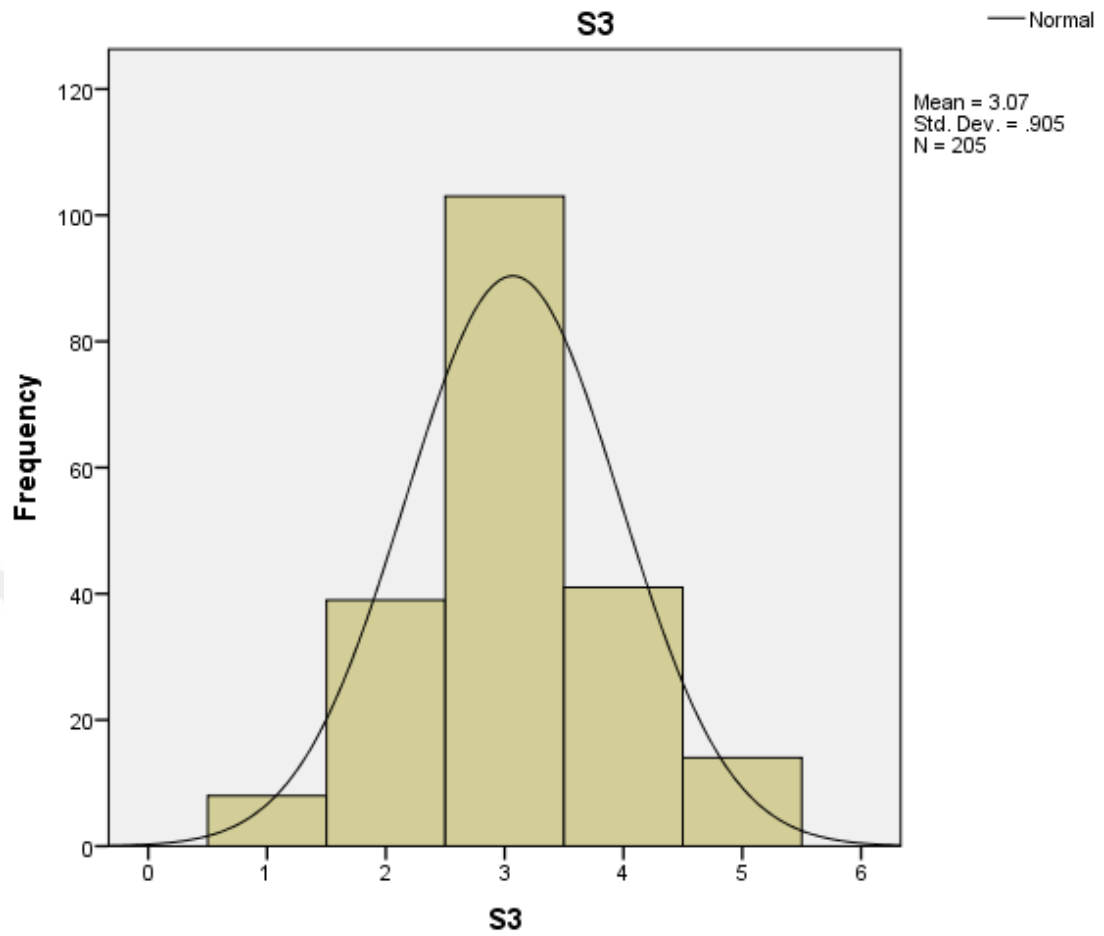
Figure 4.8: The distribution of the sample answers of third question.

Fourth question, quite often advertising is amusing and entertaining. The average answer to this question is 2.89, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.875, which mean there is concentration and non-dispersion. The respondents agree with the content of this question and see that the quite often advertising is amusing and entertaining, as shown in Figure 4.9.
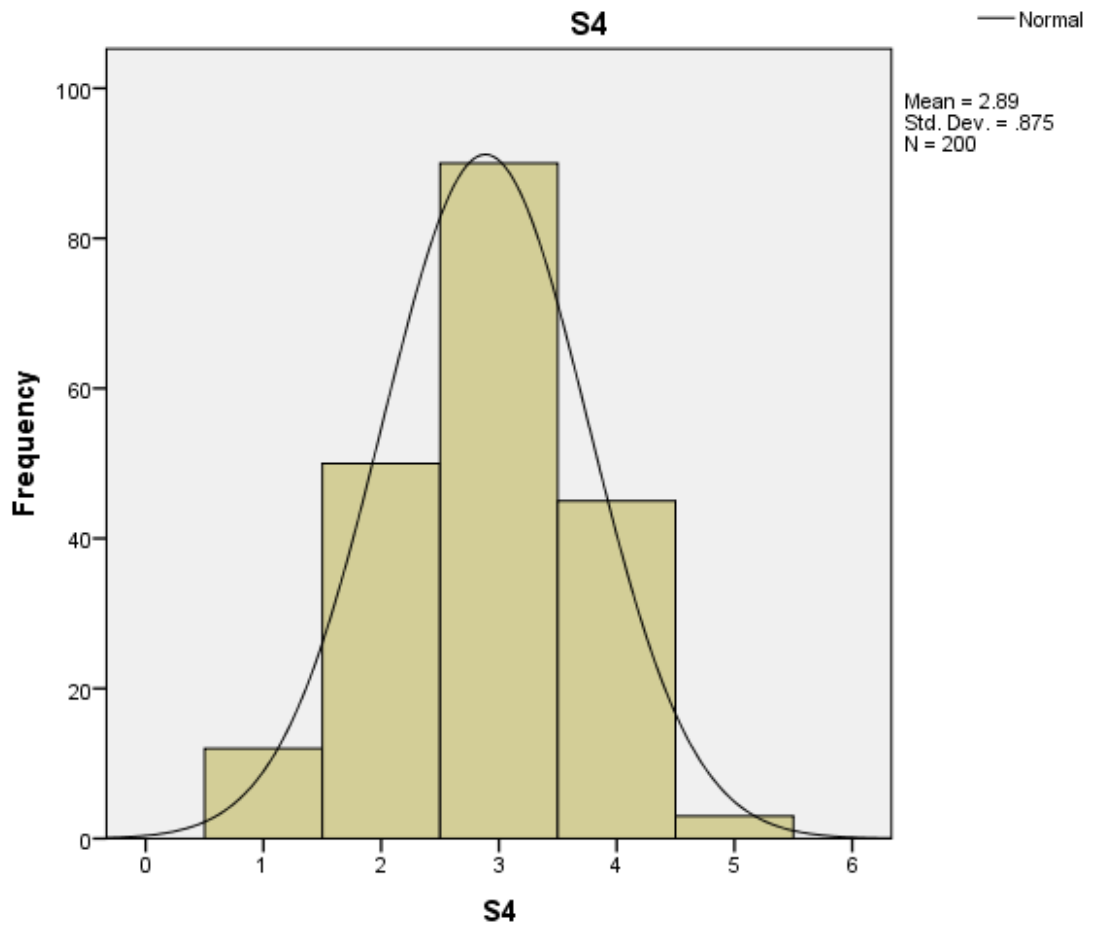
Figure 4.9: The distribution of the sample answers of fourth question.

Fifth question, advertising persuades people to buy things they should not buy. The highest percentage was 44.7% as positive (44.7% agree), as shown in Figure 4.10. Generally, the answers reveal that most of students satisfied with advertising persuades people to buy things they should not buy. The average answer to this question is 3.52, which means the respondents agree with the content of this question and see that advertising persuades people to buy things they should not buy.
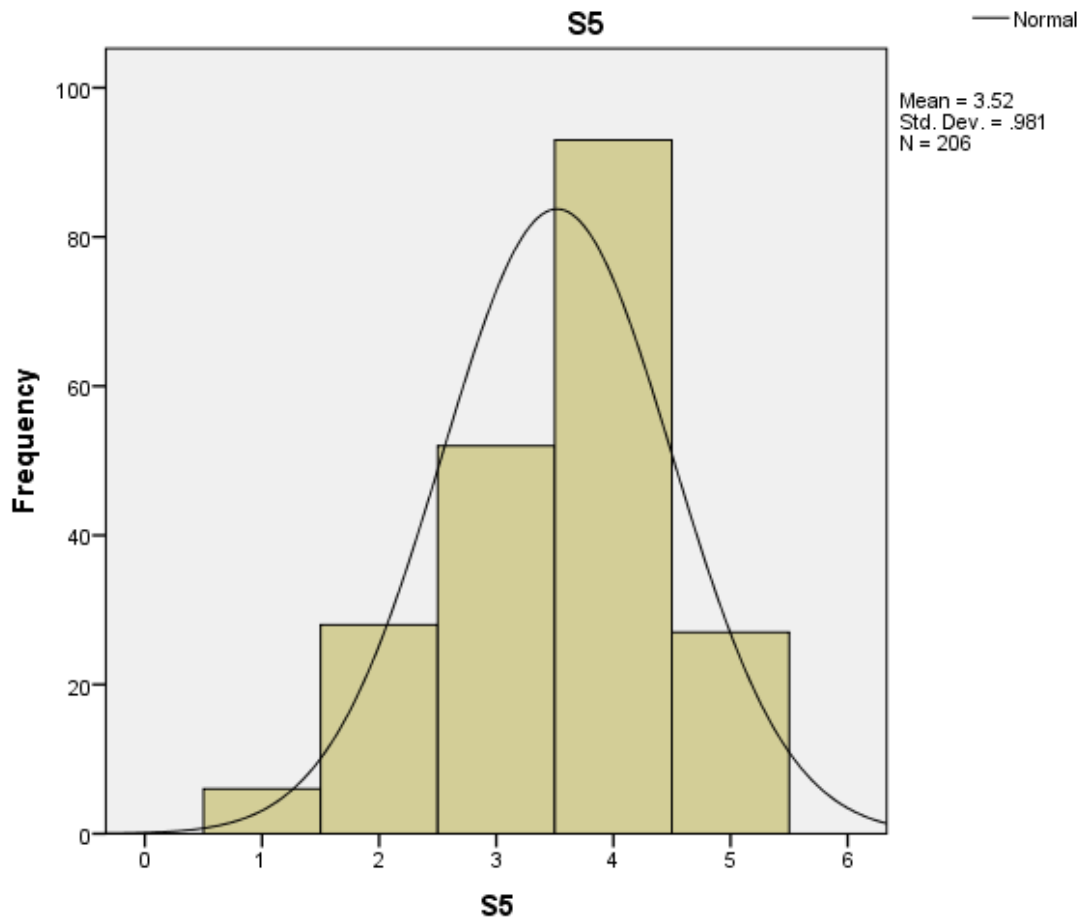
Figure 4.10: The distribution of the sample answers of fifth question.

Sixth question, most advertising insults the intelligence of the average consumer. The average answer to this question is 2.75, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 1.034, which mean there is concentration and non-dispersion. The respondents disagree according to Figure 4.11. Where the highest percentages were disagreement with 41.3 % (strongly disagree 12.0% and disagree 29.3). Which means the respondents disagree with the content of this question and see that most advertising insults the intelligence of the average consumer.
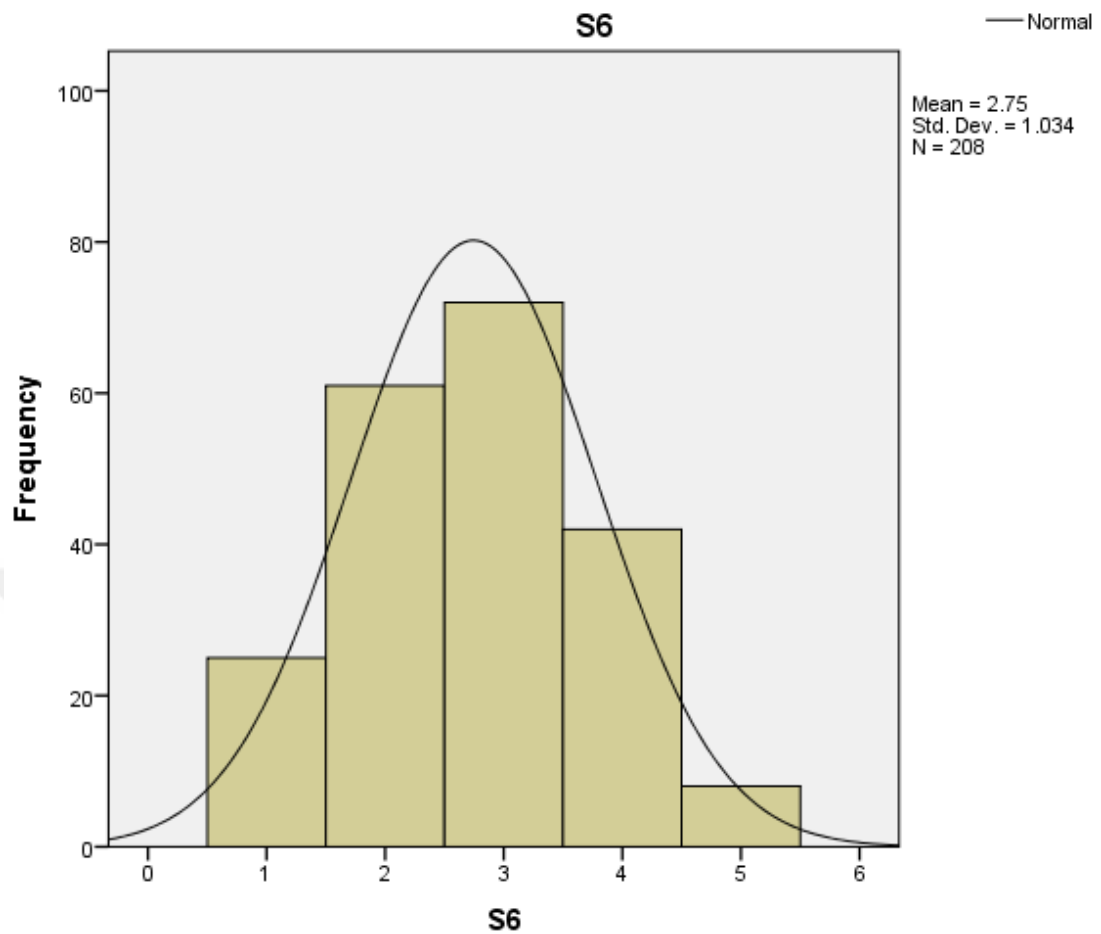
Figure 4.11: The distribution of the sample answers of sixth question.

Seventh question, from advertising, I learn about fashions as well as about what make others buy. The highest percentage was 56.7% as positive (5.3% strongly agree and 51.4% agree). Figure 4.12 shows the distribution of samples answers. Generally, the answers reveal that most of students satisfied with, from advertising, I learn about fashions as well as about what make others buy. The average answer to this question is 3.43, which is more than the neutral mark2.5 and the standard deviation of this question recorded 0.907, which mean the respondents agree with the content of this question that from advertising, I learn about fashions as well as about what make others buy.
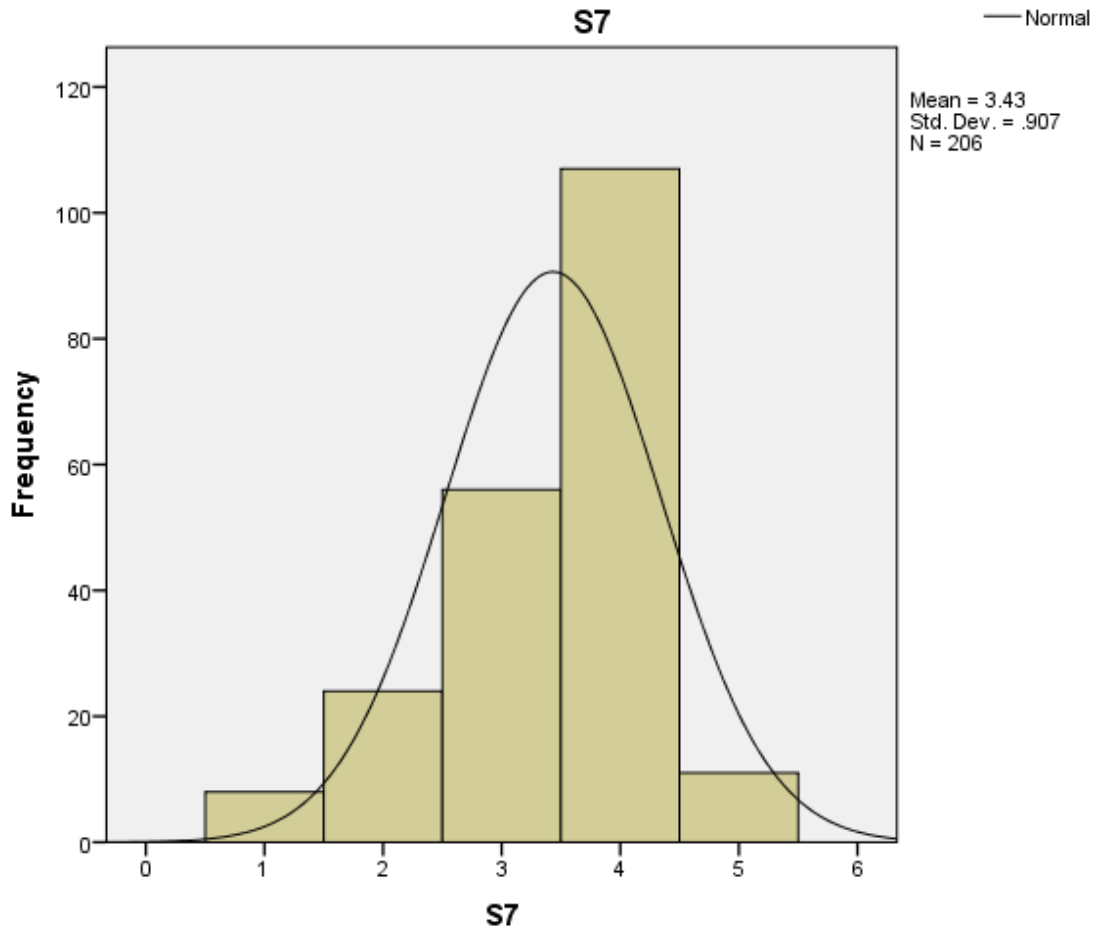
Figure 4.12: The distribution of the sample answers of seventh question.

Figure 4.13 shows the percentages distribution of samples answers. Where the question was if advertising helps raise our standard of living. The highest percentage was 45.2% as disagreement (11.5% strongly disagree and 33.7% disagree). The answers reveal that most of students not satisfied with, advertising helps raise our standard of living. The average answer to this question is 2.66, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.964, which mean the respondents disagree with the content of this question that from advertising does not helps raise our standard of living.
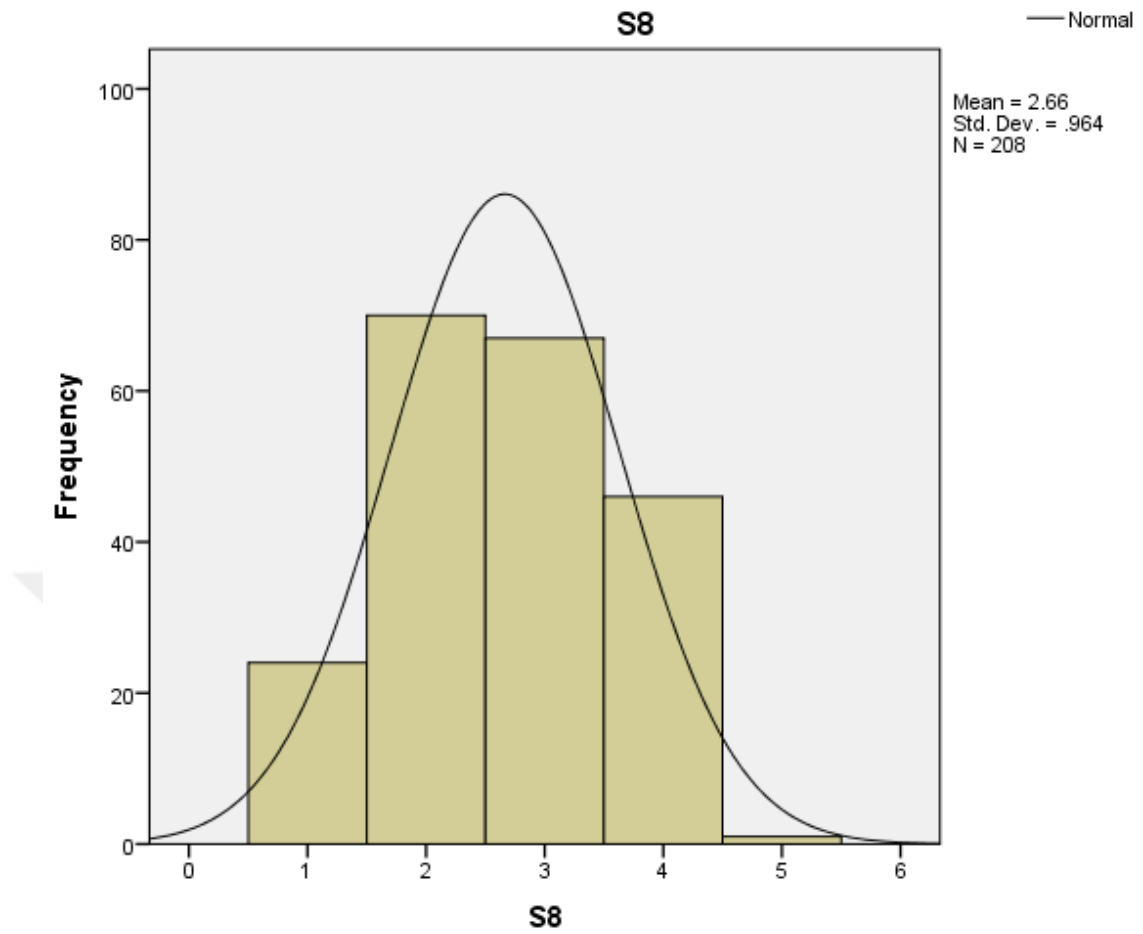
Figure 4.13: The distribution of the sample answers of eighth question

Figure 4.14 shows the percentages distribution of samples answers. Where the ninth question was if advertising present better products for the public. The highest percentage was 41.3% as natural, then 30.3% as disagreement, while the lowest percentages were 38.1 as agreement. The answers reveal that most of students did not sure if advertising present better products for the public. The average answer to this question is 2.95, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.944, which mean the respondents natural with the content of this question that from advertising present better products for the public.
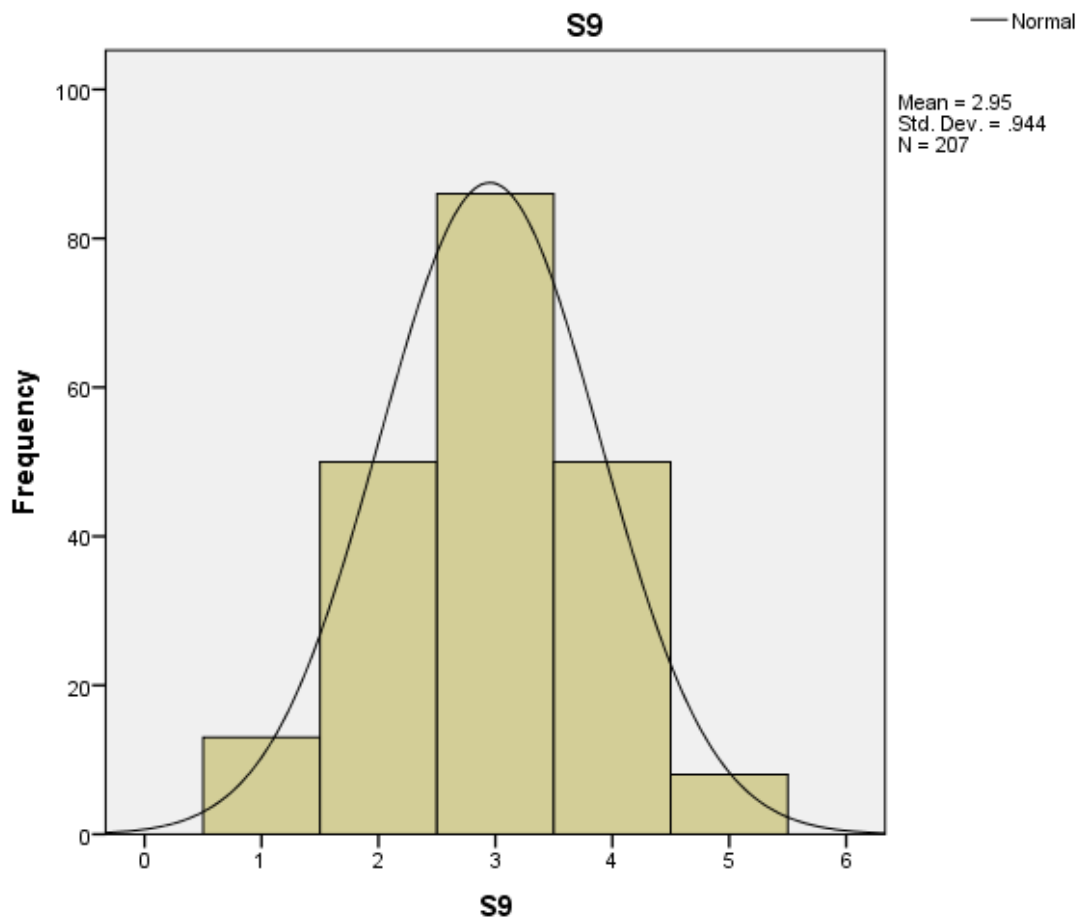
Figure 4.14: The distribution of the sample answers of ninth question.

Advertising tells me what people with lifestyles similar to mine are buying and using was the tenth question. The highest percentage was 39% as disagreement (9.6% strongly disagree and 28.4% disagree). Figure 4.15 shows the distribution of samples answers. The answers reveal that most of students did not satisfied with, advertising tells me what people with lifestyles similar to mine are buying and using. The average answer to this question is 2.83, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.999, which mean the respondents disagree with the content of this question that Advertising tells me what people with lifestyles similar to mine are buying and using.
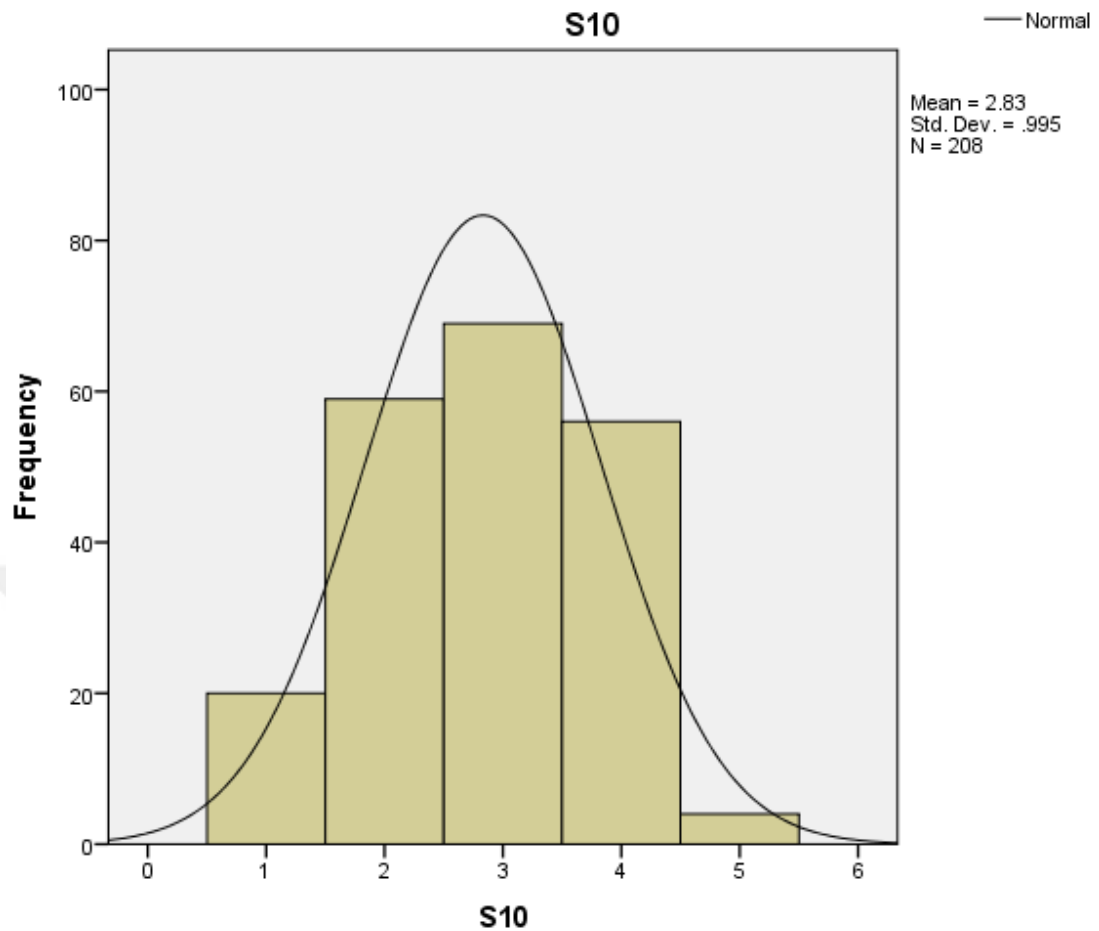
Figure 4.15: The distribution of the sample answers of tenth question.

Advertising is making us a materialistic society, overly interested in buying and owning things was the twelfth question. T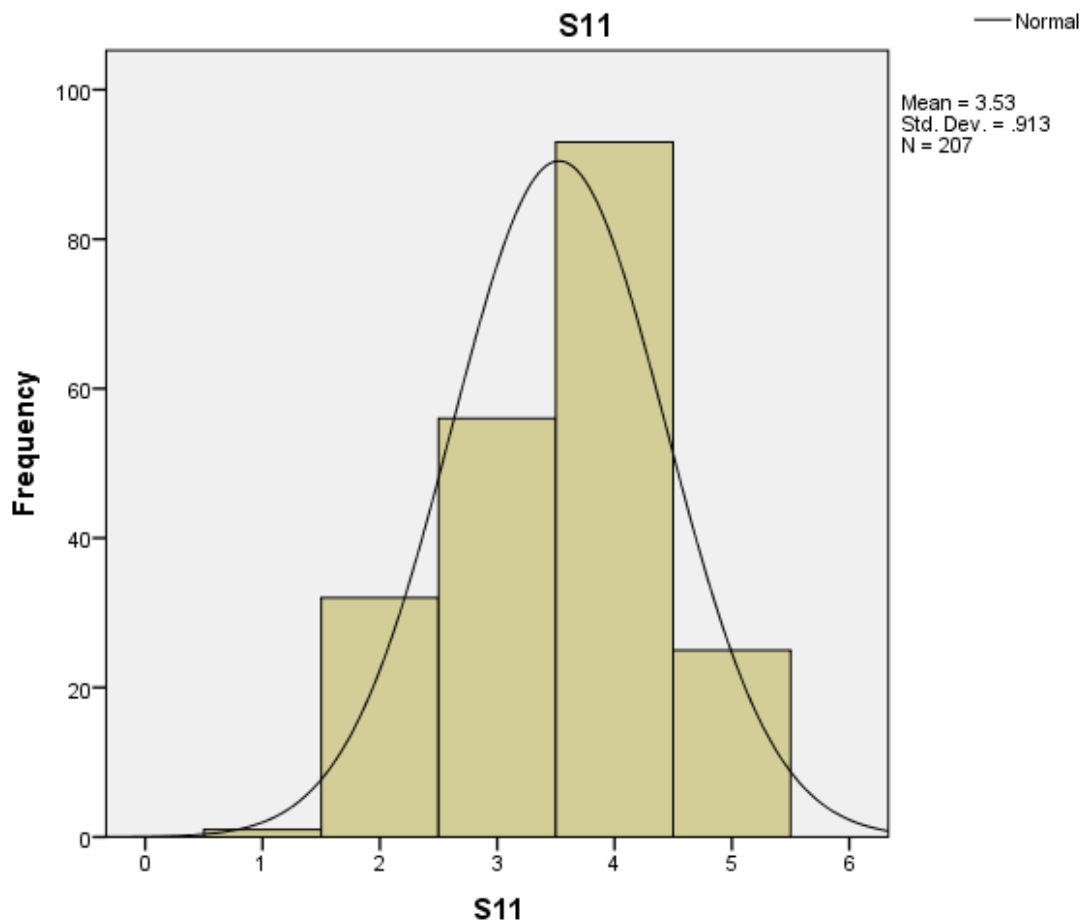he highest percentage was 56.7% as positive (12.0% strongly agree and 44.7% agree). Figure 4.16 shows the distribution of samples answers. Generally, the answers reveal that most of students satisfied with, advertising is making us a materialistic society, overly interested in buying and owning things. The average answer to this question is 3.53, which is more than the neutral mark2.5 and the standard deviation of this question recorded 0.913, which mean the respondents agree with the content of this question that advertising is making us a materialistic society, overly interested in buying and owning things.

Figure 4.16: The distribution of the sample answers of eleventh question.

Twelfth question, if advertising tells me which brands have the features I am looking for. The highest percentage was 54.1% as positive (6.8% strongly agree and 47.3% agree). Figure 4.17 shows the distribution of samples answers. Generally, the answers reveal that most of students satisfied with, advertising tells me which brands have the features I am looking for. The average answer to this question is 3.42, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.910, which mean the respondents agree with the content of this question that advertising tells me which brands have the features I am looking for.
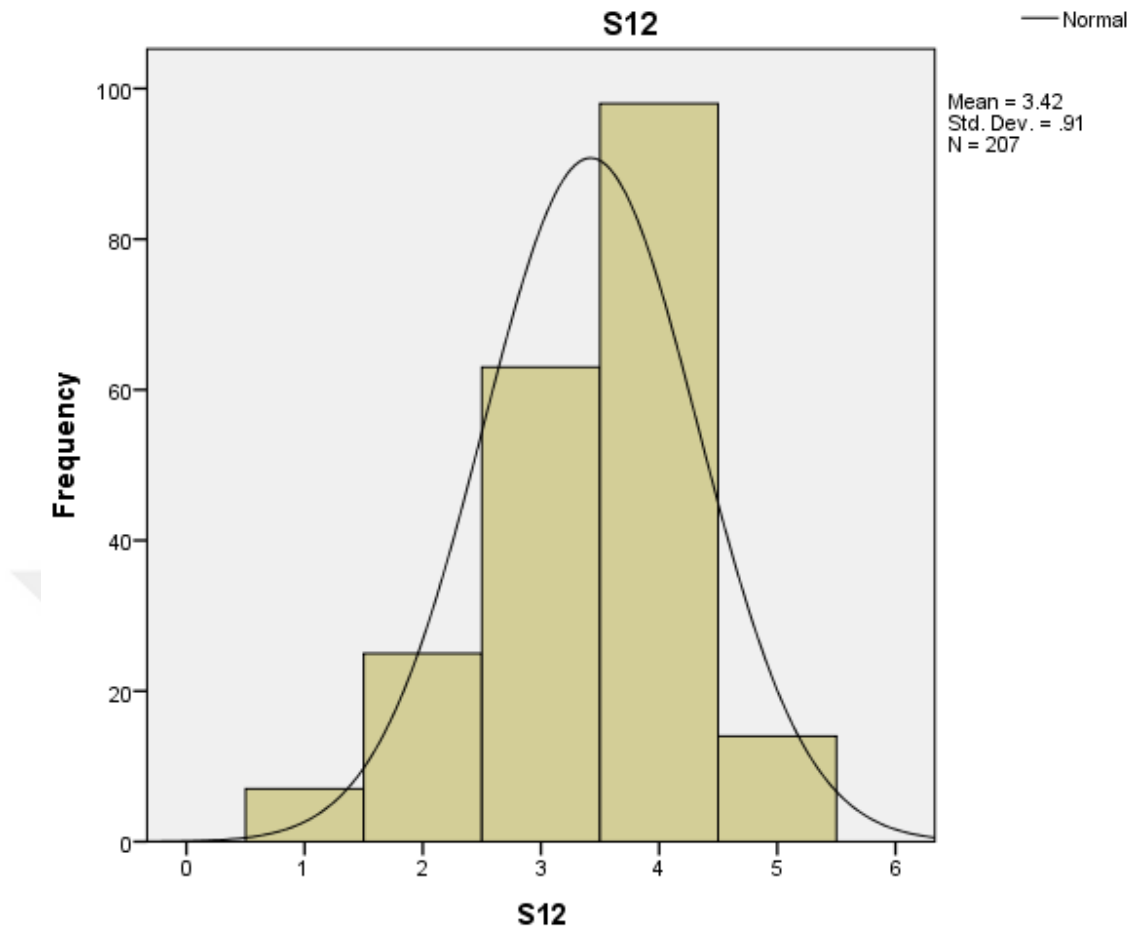
Figure 4.17: The distribution of the sample answers of twelfth question.

Advertising promotes undesirable values in our society was the thirteenth question. The highest percentage was 43.3% as natural, then 34.6% as disagreement (4.8% strongly disagree and 29.8% disagree). Figure 4.18 shows the distribution of samples answers. The answers reveal that most of students did not sure with, Advertising promotes undesirable values in our society. The average answer to this question is 2.86, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.884, which mean the respondents disagree with the content of this question that Advertising promotes undesirable values in our society.
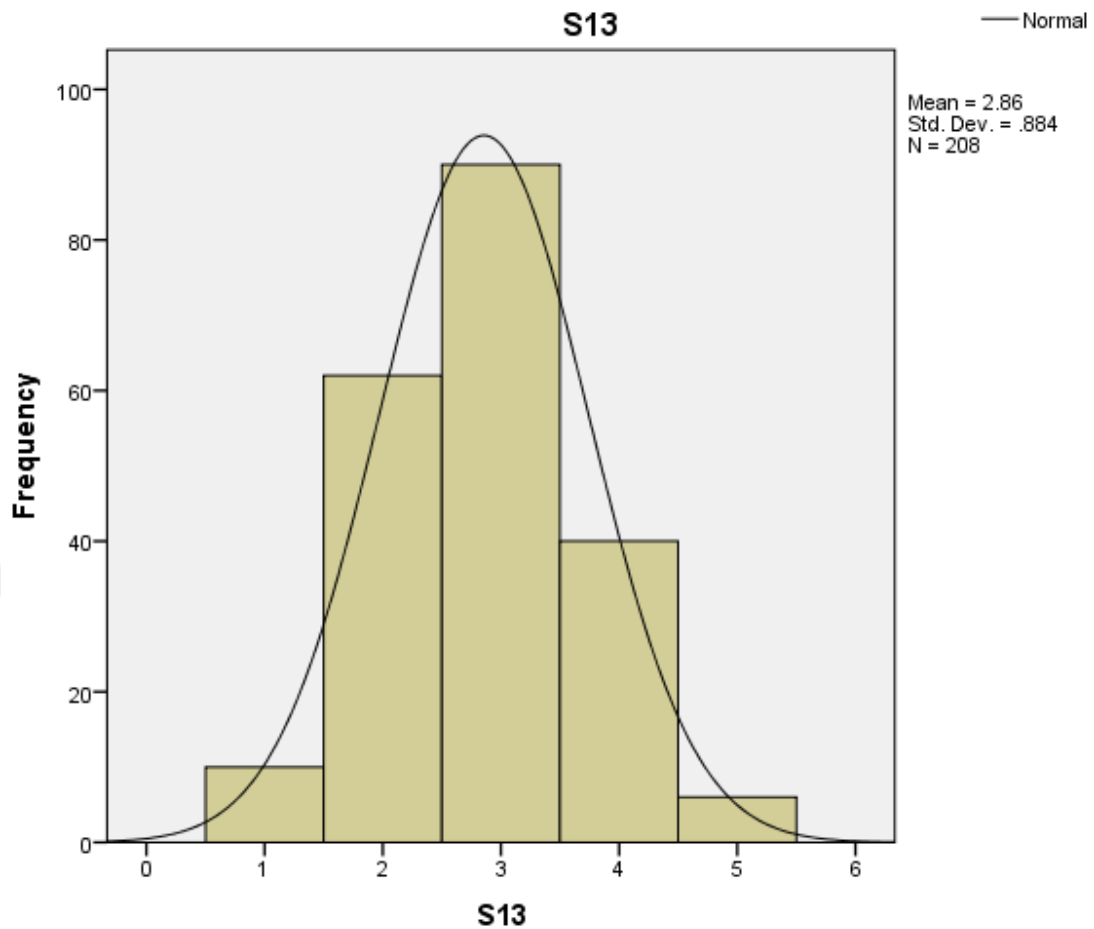
Figure 4.18: The distribution of the sample answers of thirteenth question.

Fourteenth question, sometimes, I look pleasure in thinking about what I saw, heard or read in advertisements. The highest percentage was 44.3% as positive (6.3% strongly agree and 38.0% ag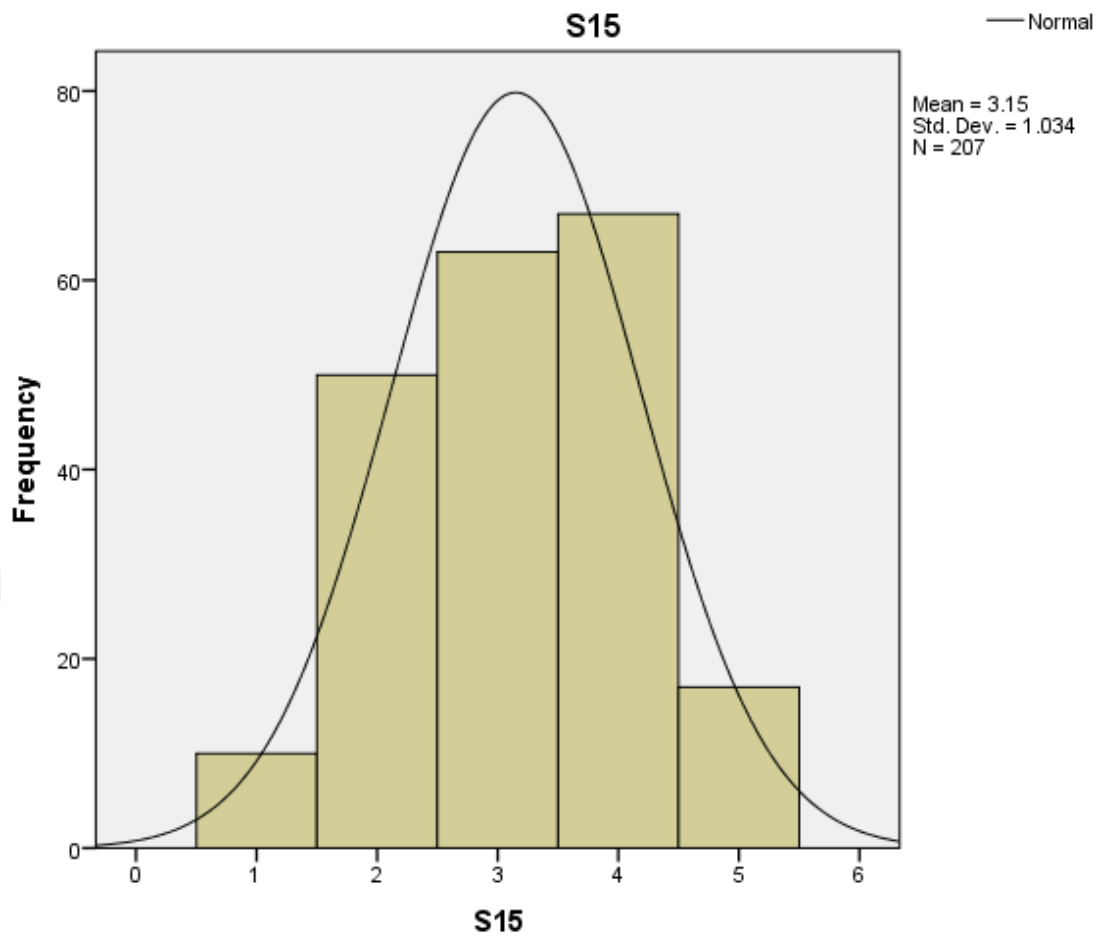ree). Figure 4.19 shows the distribution of samples answers. Generally, the answers reveal that most of students satisfied with, sometimes, I look pleasure in thinking about what I saw, heard or read in advertisements. The average answer to this question is 3.04, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 1.150, which mean the respondents agree with the content of this question that sometimes, I look pleasure in thinking about what I saw, heard or read in advertisements.
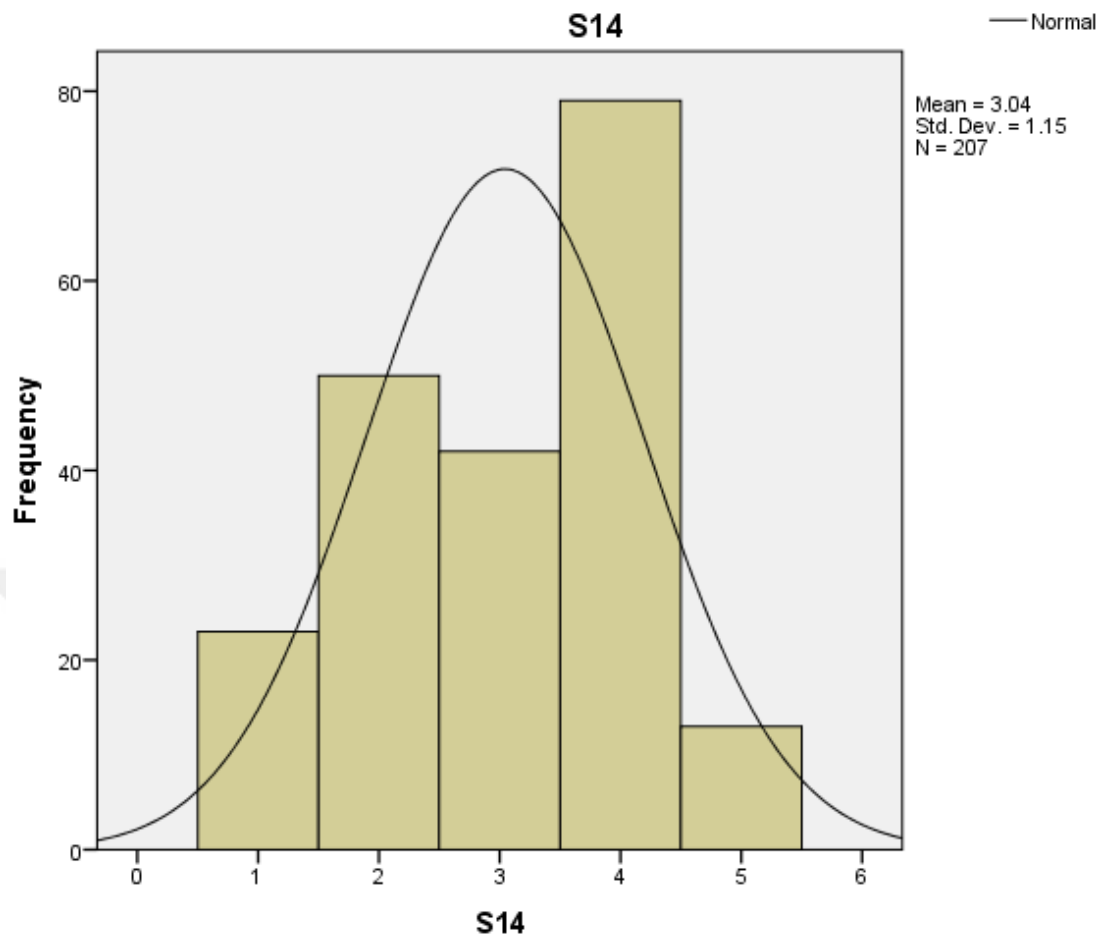
Figure 4.19: The distribution of the sample answers of fourteenth question.

The question of whether the advertising makes people buy make people products just to show off, came as fifteen. The average answer to this question is 3.15, which means the respondents agree with the content of this question that Advertising makes people buy make people products just to show off. In addition, the agreement comes as the highest percentages with 40.4% as positive (8.2% strongly agree and 32.2% agree). Figure 4.20 shows the distribution of samples answers.

Figure 4.20: The distribution of the sample answers of fifteenth question.

In general, advertising results in lower prices was the sixteenth question. The highest percentage was 52.4% as disagreement (16.3% strongly disagree and 36.1% disagree). Figure 4.21 shows the distribution of samples answers. The answers reveal that most of students did not satisfied with, in general, advertising results in lower prices. The average answer to this question is 2.40, which is less than the neutral mark 2.5 and the standard deviation of this question recorded 0.869, which mean the respondents disagree with the content of this question that in general, advertising results in lower prices.
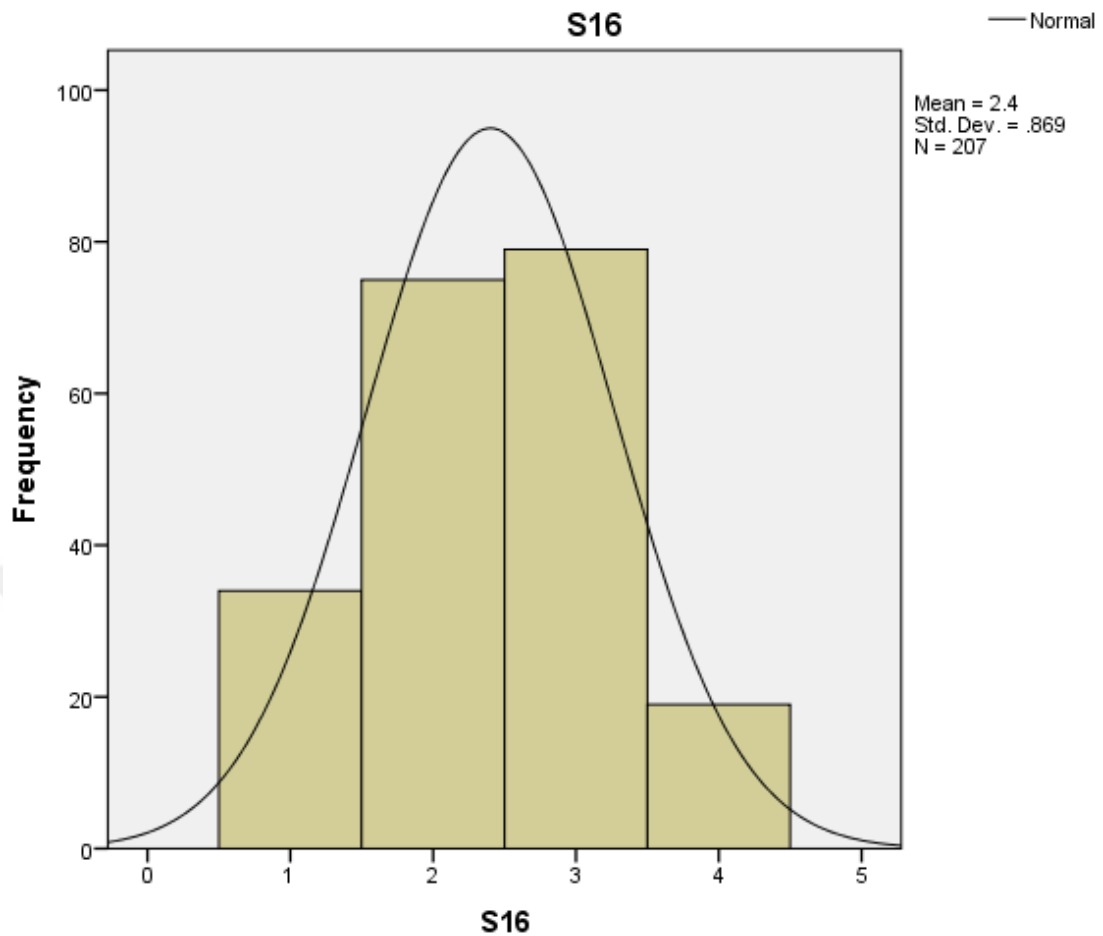
Figure 4.21: The distribution of the sample answers of sixteenth question.

Figure 4.22 shows the distribution of samples answers of the seventeenth question. Which was if advertising helps me know which products will or will not reflect the sort of person I am. The highest percentage was 41.8% as disagreement (14.4% strongly disagree and 27.4% disagree). The answers reveal that most of students did not satisfied with, Advertising helps me know which products will or will not reflect the sort of person I am. The average answer to this question is 2.68, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 1.023, which mean the respondents disagree with the content of this question that advertising helps me know which products will or will not reflect the sort of person I am.
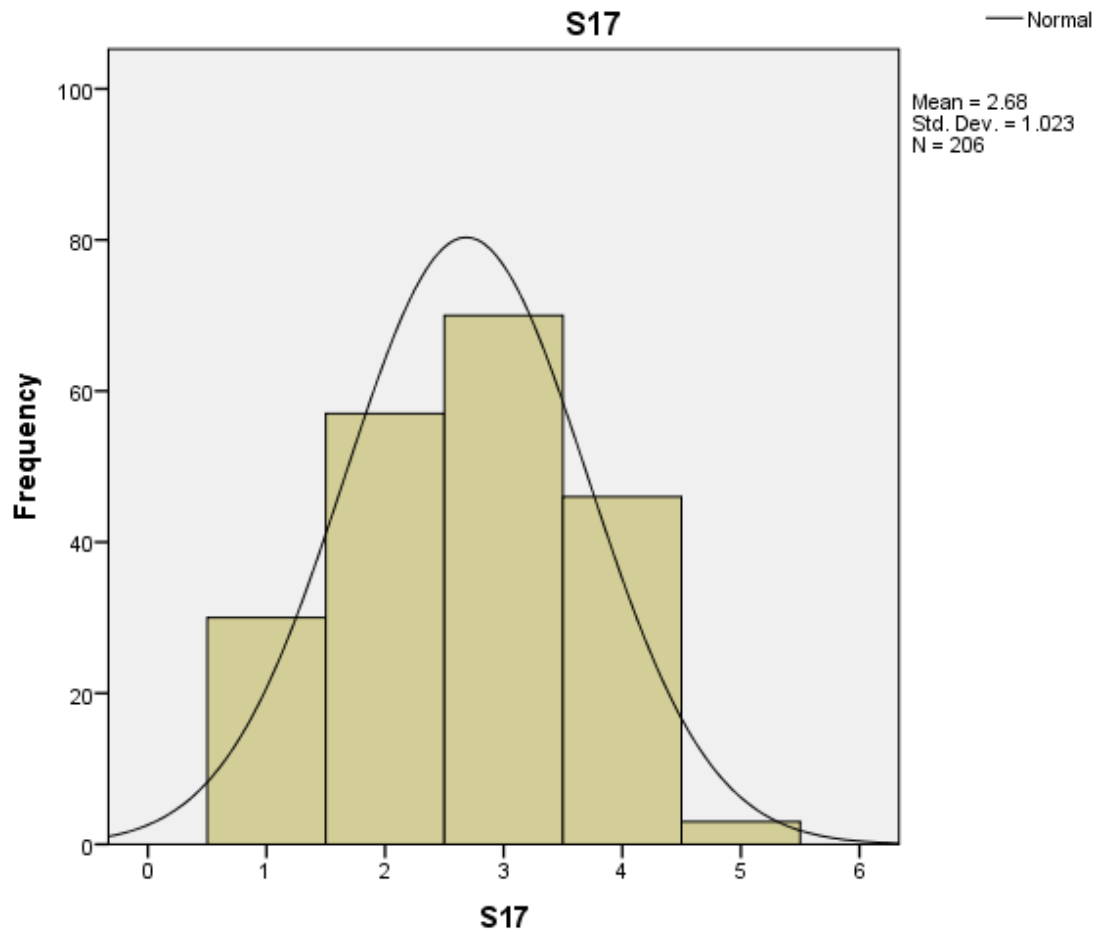
Figure 4.22: The distribution of the sample answers of seventeenth question.

Next question whither in general, advertisements present a true picture of the product advertised. The highest percentage was 53.9% as disagreement (17.8% strongly disagree and 36.1% disagree). The answers reveal that most of students did not satisfied with, in general, advertisements present a true picture of the product advertised. The average answer to this question is 2.42, which is less than the neutral mark 2.5 and the standard deviation of this question recorded 0.942, which mean the respondents disagree with the content of this question that in general, advertisements present a true picture of the product advertised. Figure 4.23 shows the distribution of samples answers of the eighteenth question.
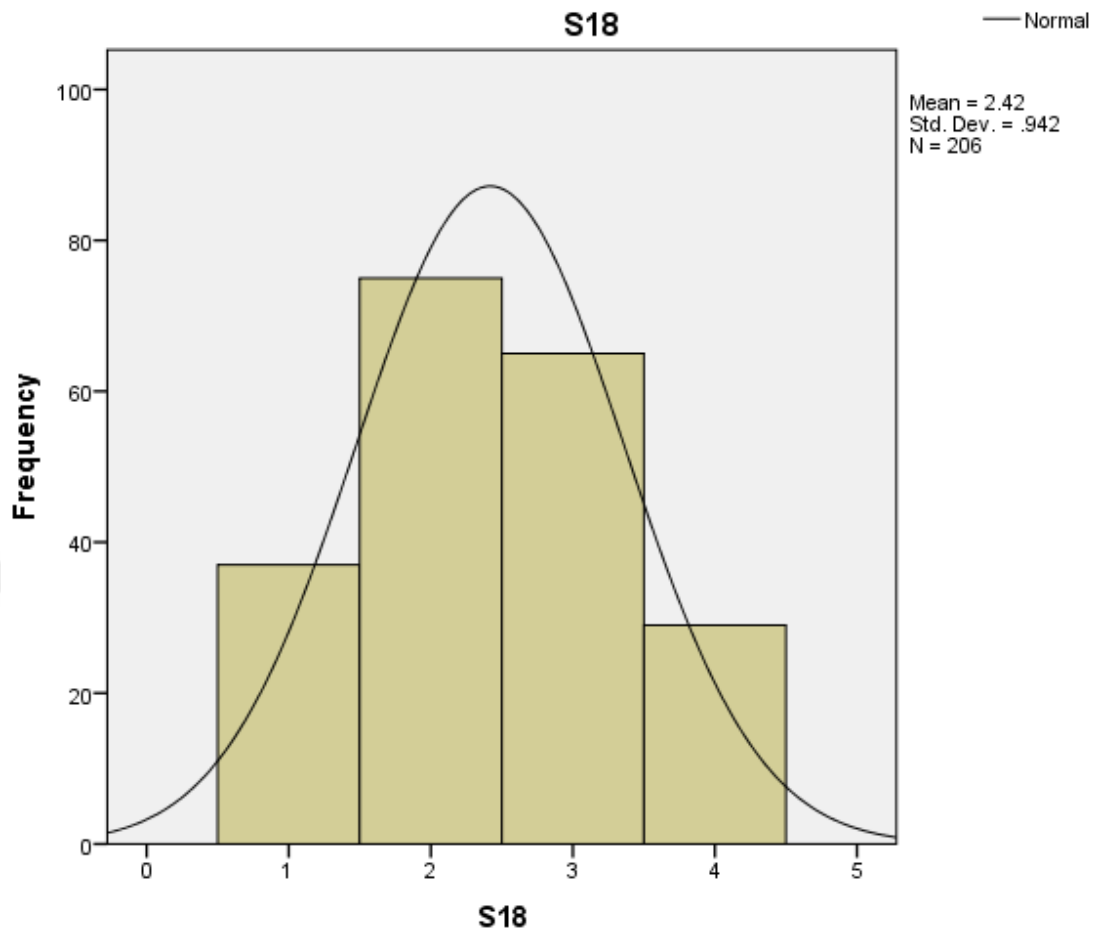
Figure 4.23: The distribution of the sample answers of eighteenth question.

Figure 4.24 shows the distribution of samples answers of question nineteenth. The question of whether sometimes, advertisements arc even more enjoyable than other media contents. The average answer to this question is 3.36, the standard deviation of this question recorded 0.899, which means the respondents agree with the content of this question that sometimes, advertisements are even more enjoyable than other media contents. In addition, the agreement comes as the highest percentages with 49.5% as positive (4.8% strongly agree and 44.7% agree).
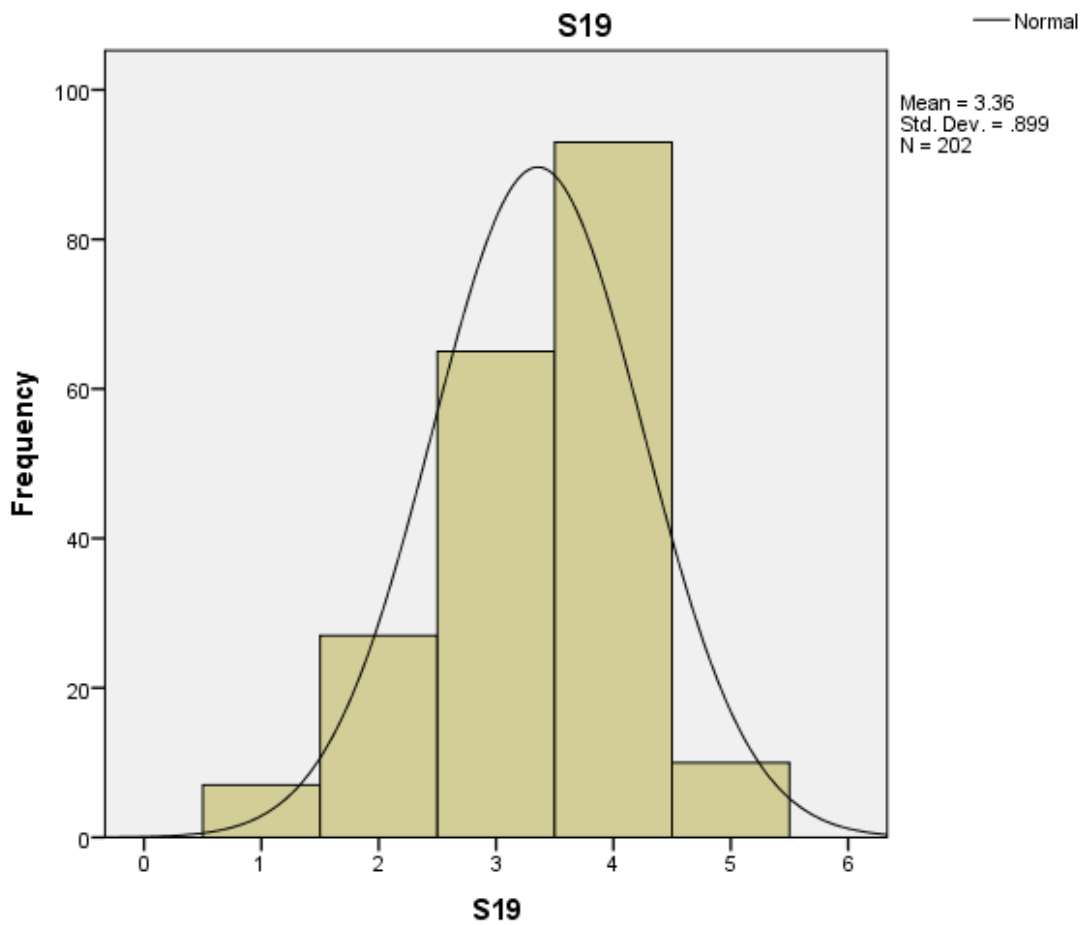
Figure 4.24: The distribution of the sample answers of nineteenth question.

The followed question is in general, advertising helps our nation's economy. The highest percentage was 45.2% as natural, then 33.3% as agreement (5.3% strongly agree and 5.3% agree). Figure 4.25 shows the distribution of samples answers. The answers reveal that most of students did not sure with, advertising helps our nation's economy, in general. The average answer to this question is 3.14, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.898.
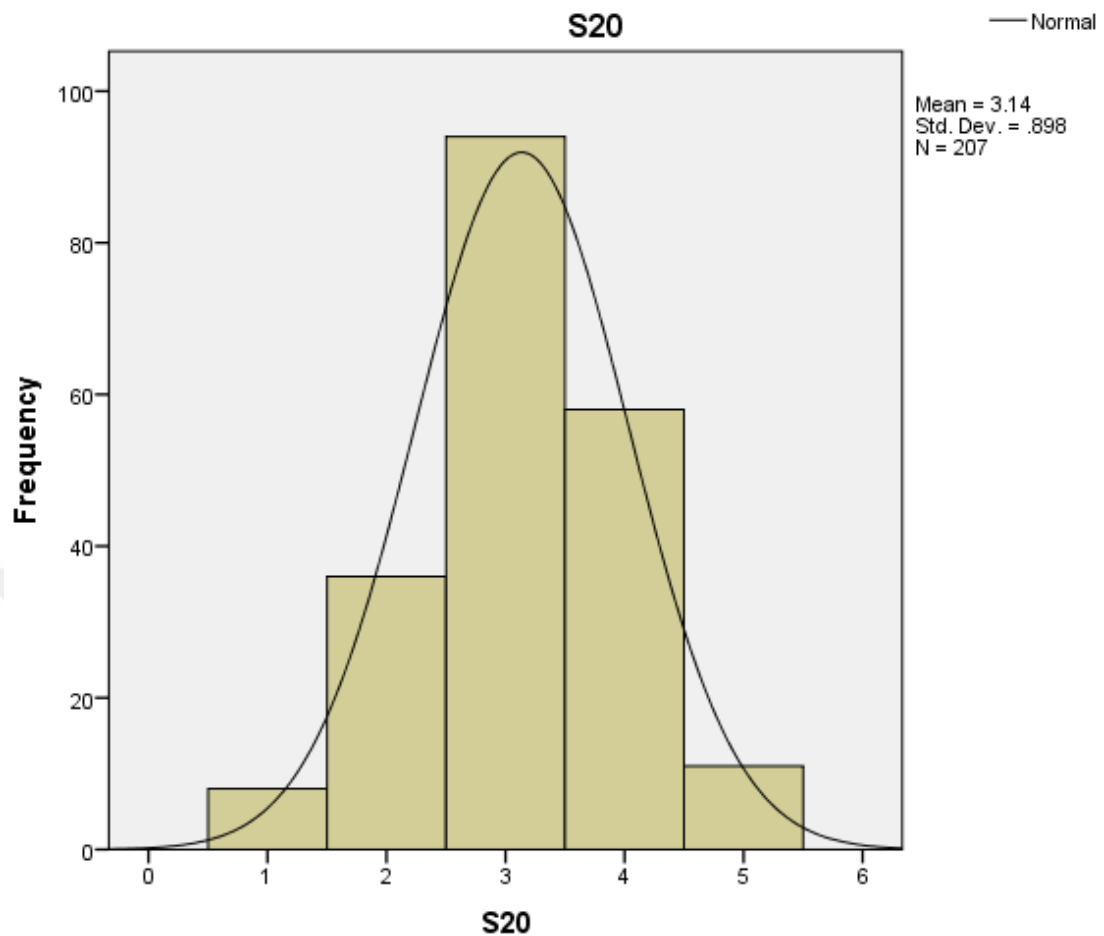
Figure 4.25: The distribution of the sample answers of twentieth question.

The twenty-one question was if most advertising distorts the values of our youth. The highest percentage was 40.9% as natural, then 33.1% as disagreement (6.7% strongly agree and 26.4% agree). Figure 4.26 shows the distribution of samples answers. The answers reveal that most of students did not sure with, if most advertising distorts the values of our youth. The average answer to this question is 2.92, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.997.
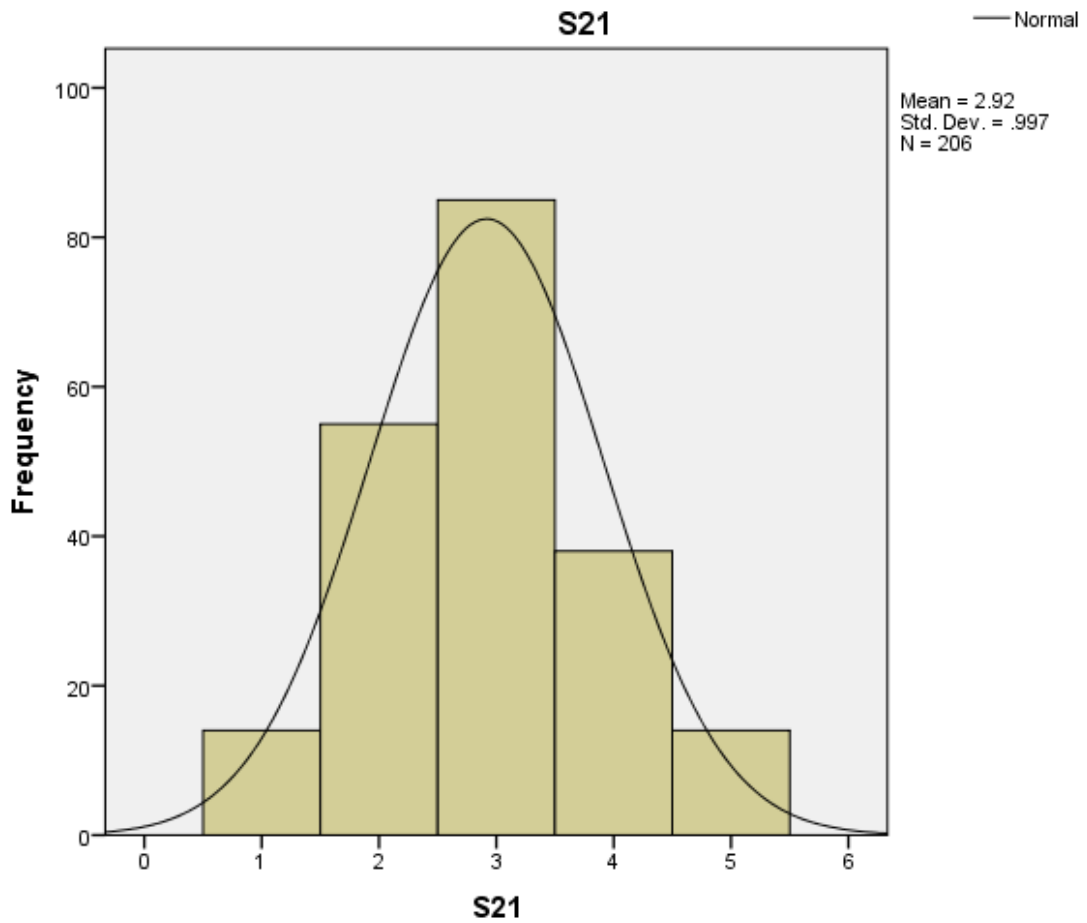
Figure 4.26: The distribution of the sample answers of questiontwenty-one.

The question twenty-two was if advertising helps me keep up to date about products/services available in the marketplace. The highest percentage was 58.1% as positive (9.1% strongly agree and 49.0% agree). The answers reveal that most of students satisfied with, Advertising helps me keep up to date about products/services available in the marketplace. The average answer to this question is 3.50, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.915, which mean the respondents agree with the content of this question that Advertising helps me keep up to date about products/services available in the marketplace. Figure 4.27 shows the distribution of samples answers.
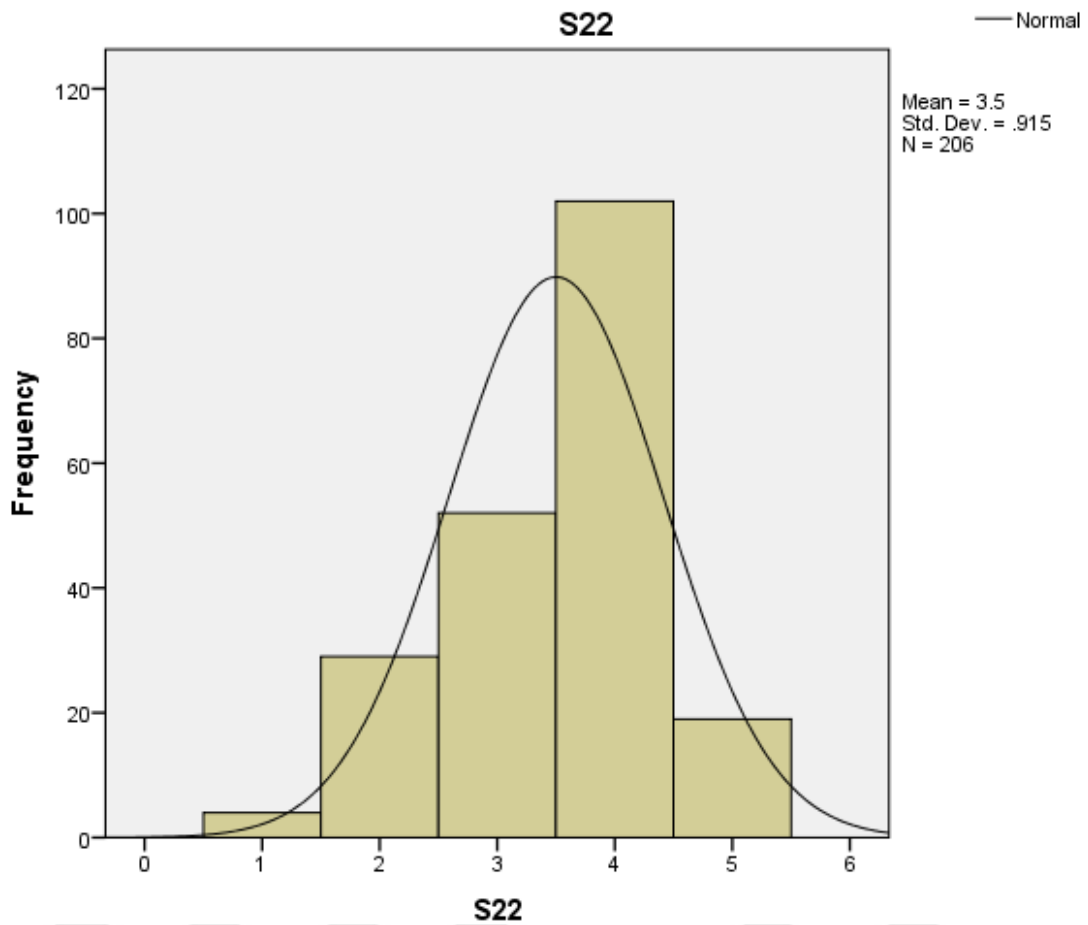
Figure 4.27: The distribution of the sample answers of questiontwenty-two.

Next question whither mostly, advertising is wasteful of economic resources. The highest percentage was 39.9% as disagreement (9.6% strongly disagree and 30.3% disagree). The answers reveal that most of students did not satisfied with, mostly, advertising is wasteful of economic resources. The average answer to this question is 2.71, which is less than the neutral mark 2.5 and the standard deviation of this question recorded 0.953, which mean the respondents disagree with the content of this question that mostly, advertising is wasteful of economic resources. Figure 4.28 shows the distribution of samples answers of the question twenty-three.
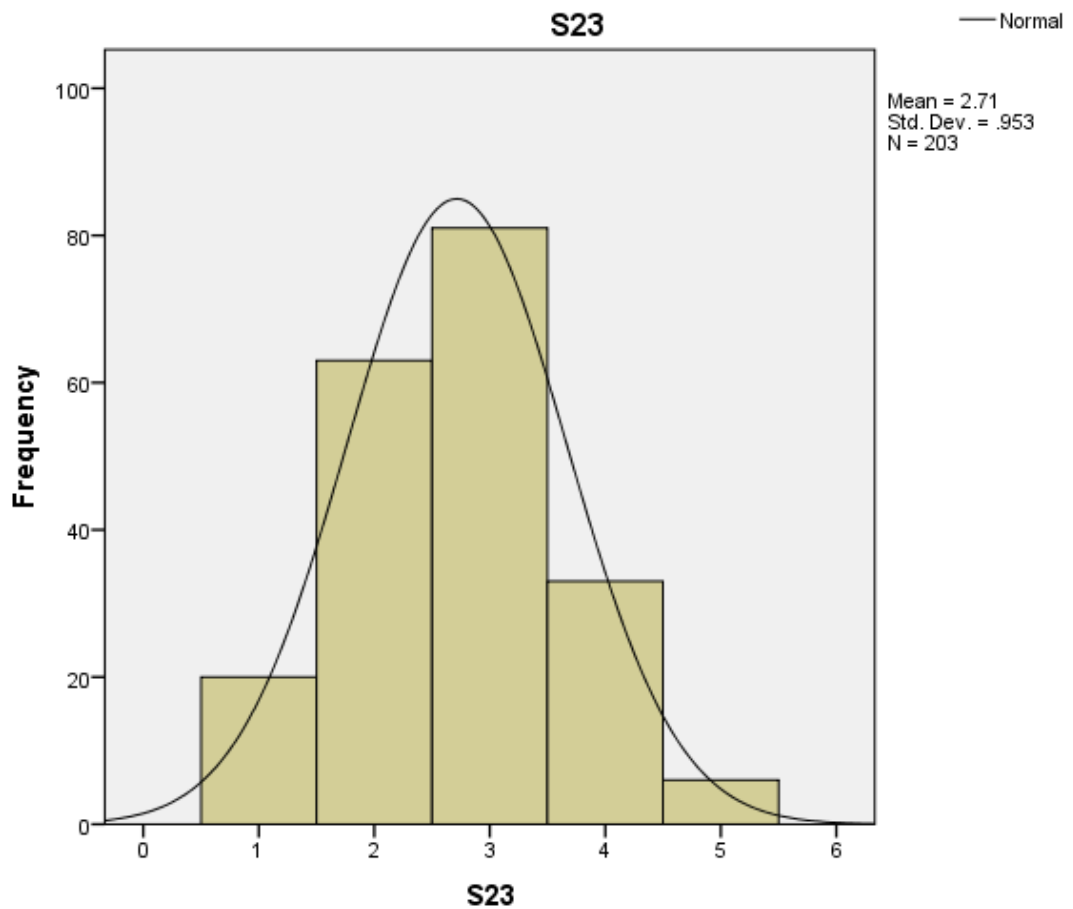
Figure 4.28: The distribution of the sample answers of question twenty-three.

The twenty-four question was if overall, I consider advertising a good thing. The highest percentage was 43.3% as natural, then 38.9% as agreement (4.3% strongly agree and 34.6% agree). Figure 4.29 shows the distribution of samples answers. The answers reveal that most of students did notsure with, if overall, I consider advertising a good thing. The average answer to this question is 3.25, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.849.
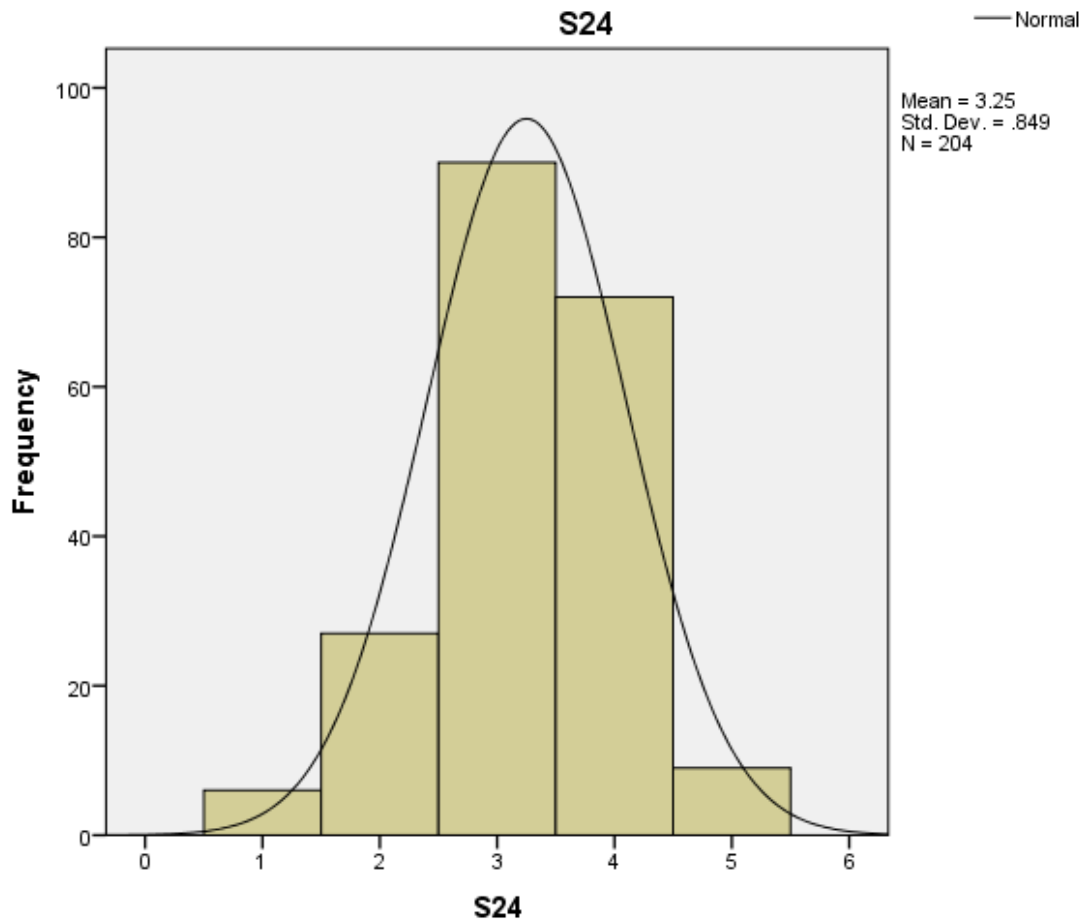
Figure 4.29: The distribution of the sample answers of question twenty-four.

Figure 4.30 shows the distribution of samples answers of the twenty-fifth question, which was if advertising makes people live in a world of fantasy. The highest percentage was 43.3% as natural, then 38.9% as agreement (4.3% strongly agree and 34.6% agree). The answers reveal that most of students did notsure with, if advertising makes people live in a world of fantasy. The average answer to this question is 3.14, which is more than the neutral mark 2.5 and the standard deviation of this question recorded 0.925.
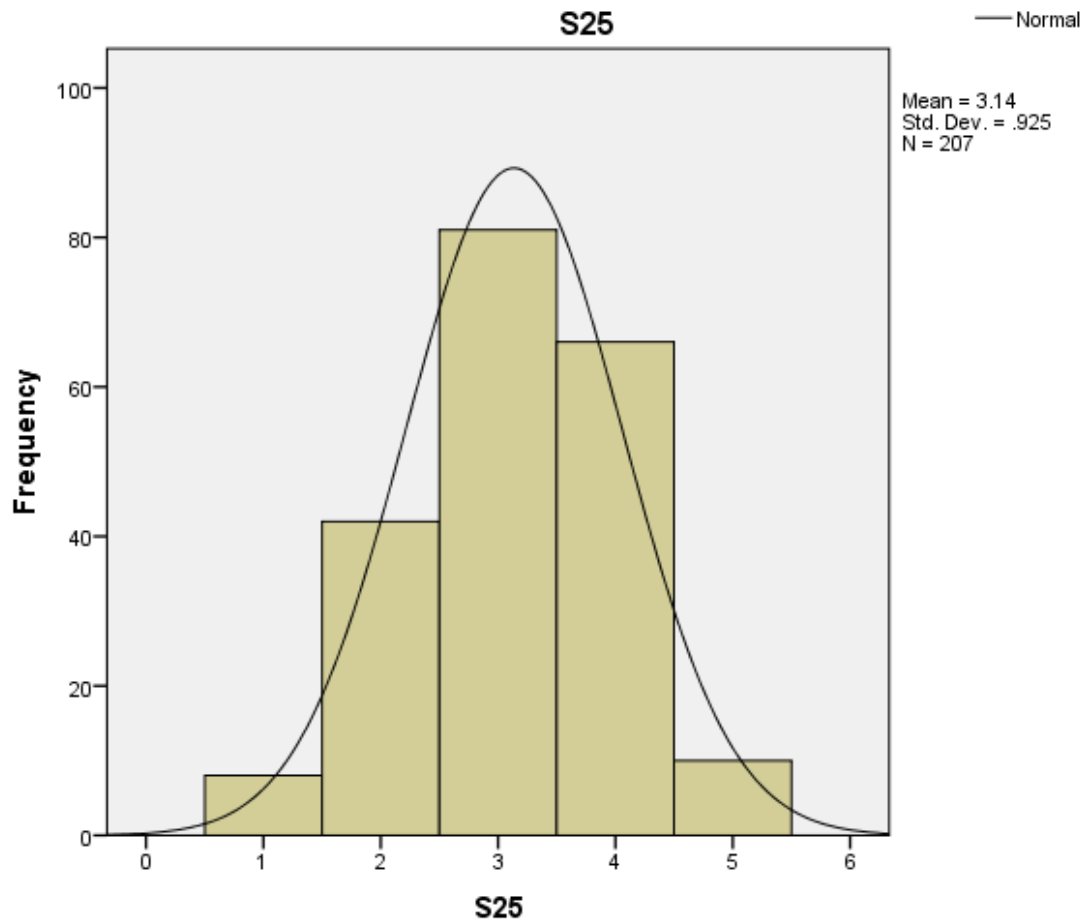
Figure 4.30: The distribution of the sample answers of question twenty-five.

Figure 4.31 shows the distribution of samples answers of question twenty sixth. The question of whether there is too much sex in advertising today. The average answer to this question is 3.03, which means the respondents agree with the content of this question that Advertising makes people buy make people products just to show off. In addition, the agreement comes as the highest percentages with 35.6% as positive (5.8% strongly agree and 29.8% agree).
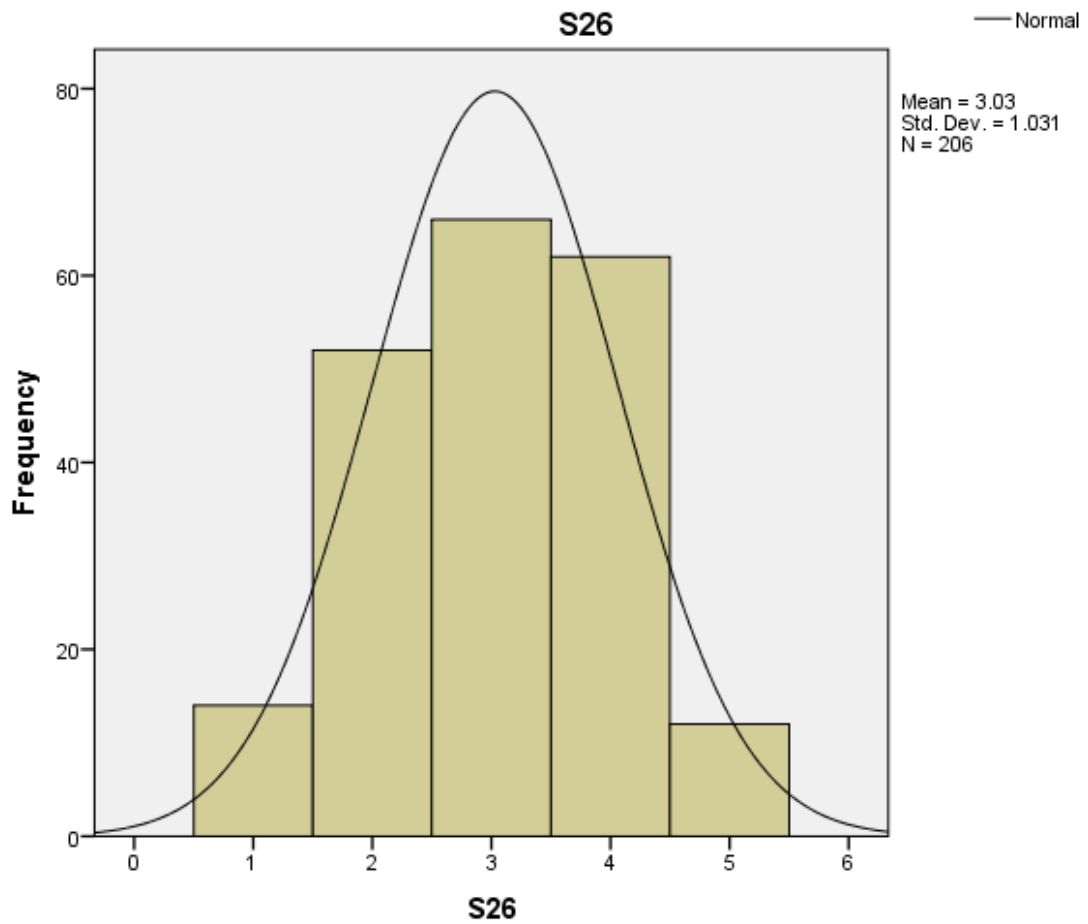
Figure 4.31: The distribution of the sample answers of twenty sixth question.

Twenty seventh question was whether because of advertising, people buy many things they do not really need. The highest percentage was 65.8% as positive (14.4% strongly agree and 51.4% agree), as shown in Figure 4.32. Generally, the answers reveal that most of students satisfied with because of advertising, people buy many things they do not really need. The average answer to this question is 3.62 and 0.984 standard deviation, means the respondents agree with the content of this question and see thatbecause of advertising, people buy many things they do not really need.
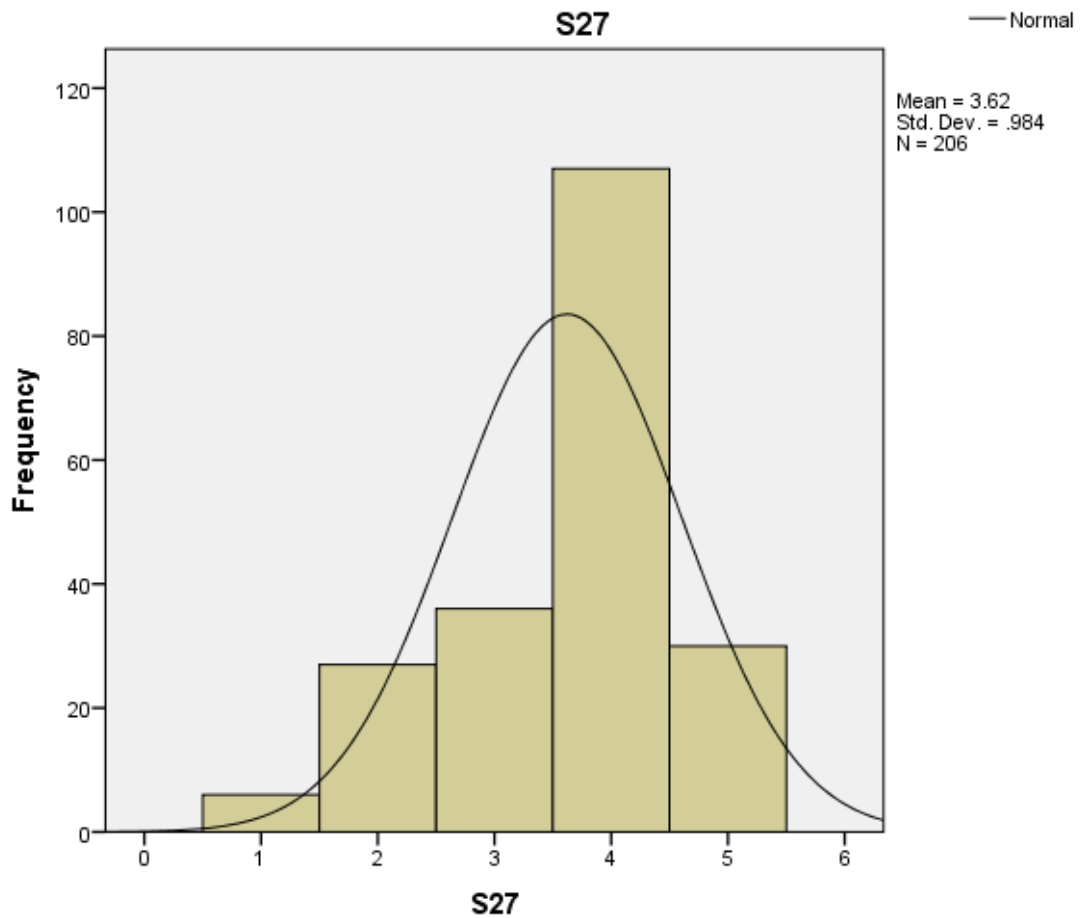
Figure 4.32: The distribution of the sample answers of twenty seventh question.

Figure 4.33 shows the percentages distribution of samples answers. Where the twenty eighth question was if my general opinion of advertising is unfavorable. The highest percentage was 39.9% as natural, then 37.5% as disagreement, while the lowest percentages were 22.2 as agreement. The answers reveal that most of students didnot sure if my general opinion of advertising is unfavorable. The average answer to this question is 2.95, which is more than the neutral mark 2.50 and the standard deviation of this question recorded 1.021, which mean the respondents natural with the content of this question.
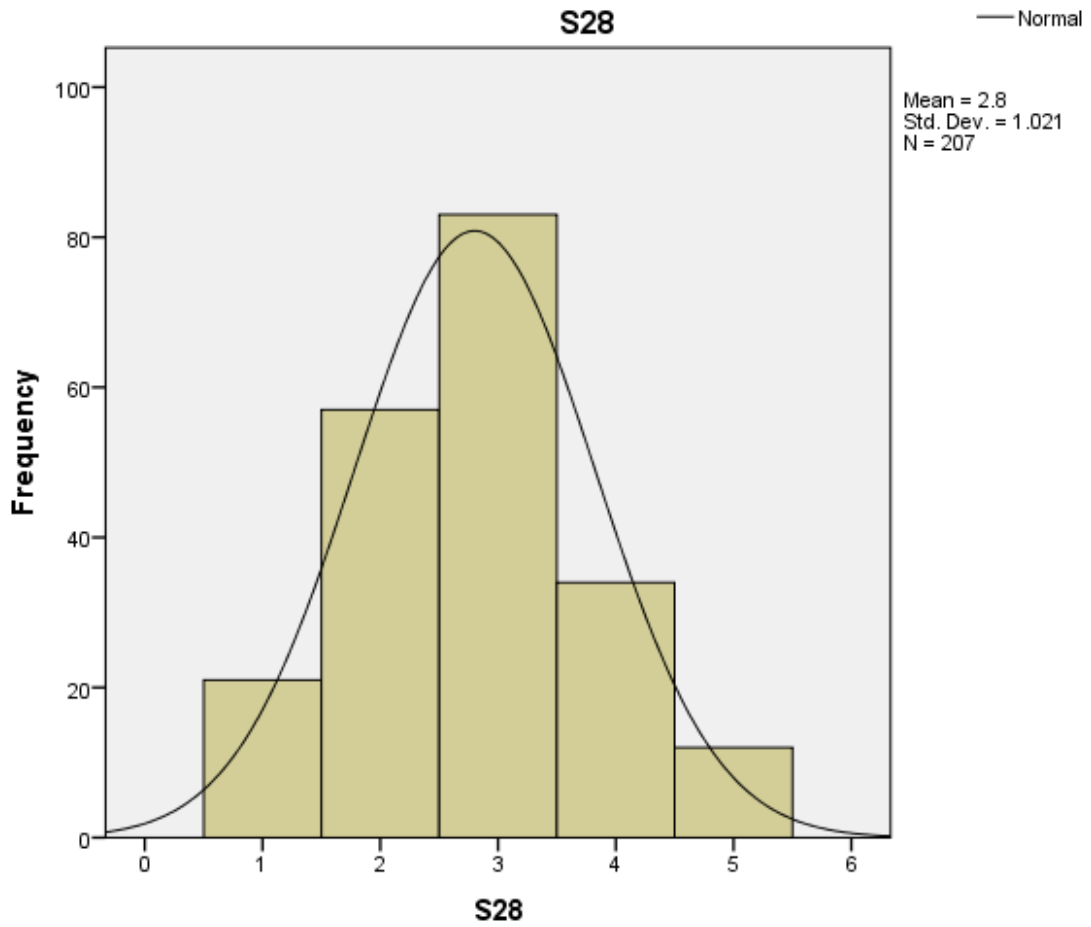
Figure 4.33: The distribution of the sample answers of twenty eighth question.

As shown in Tables 4.3 and 4.7 the agreement comes as the highest percentages of question twenty-ninth. The question is whether in general, advertising promotes competition, which benefits the consumer. The average answer to this question is 3.58, which means the respondents agree with the content of this question that in general, advertising promotes competition, which benefits the consumer. In addition, the agreement comes as the highest percentages with 57.2% as positive (13.9% strongly agree and 43.3% agree). Figure 4.34 shows the distribution of samples answers.
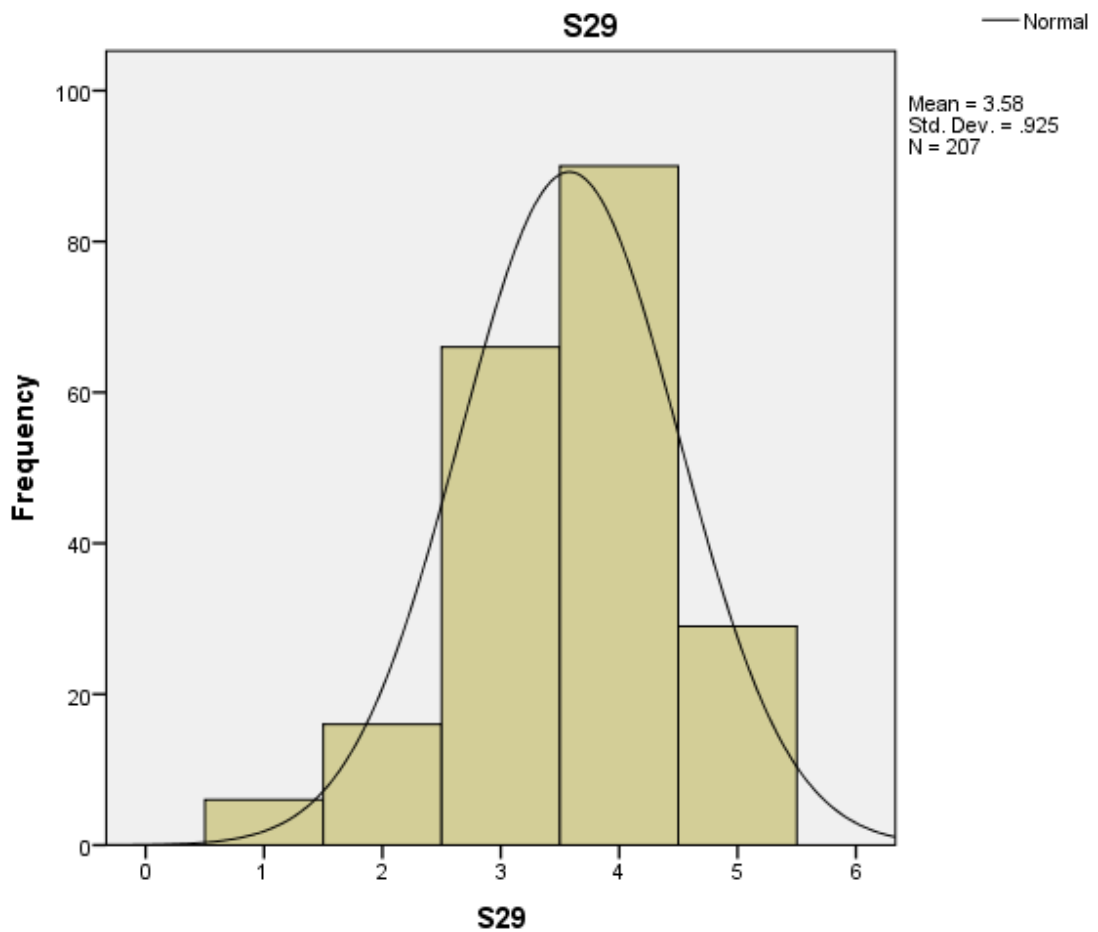
Figure 4.34: The distribution of the sample answers of twenty-ninth question.

Figure 4.35 shows the percentages distribution of samples answers. Where the thirty question was if some products/services promoted in advertising are bad for our society. The highest percentage was 48.6% as natural, then 25.5% as agreement, while the lowest percentages were 25.5 as disagreement. The answers reveal that most of students didnot sure if some products/services promoted in advertising are bad for our society. The average answer to this question is 3.03, which is more than the neutral mark 2.50 and the standard deviation of this question recorded 0.897.
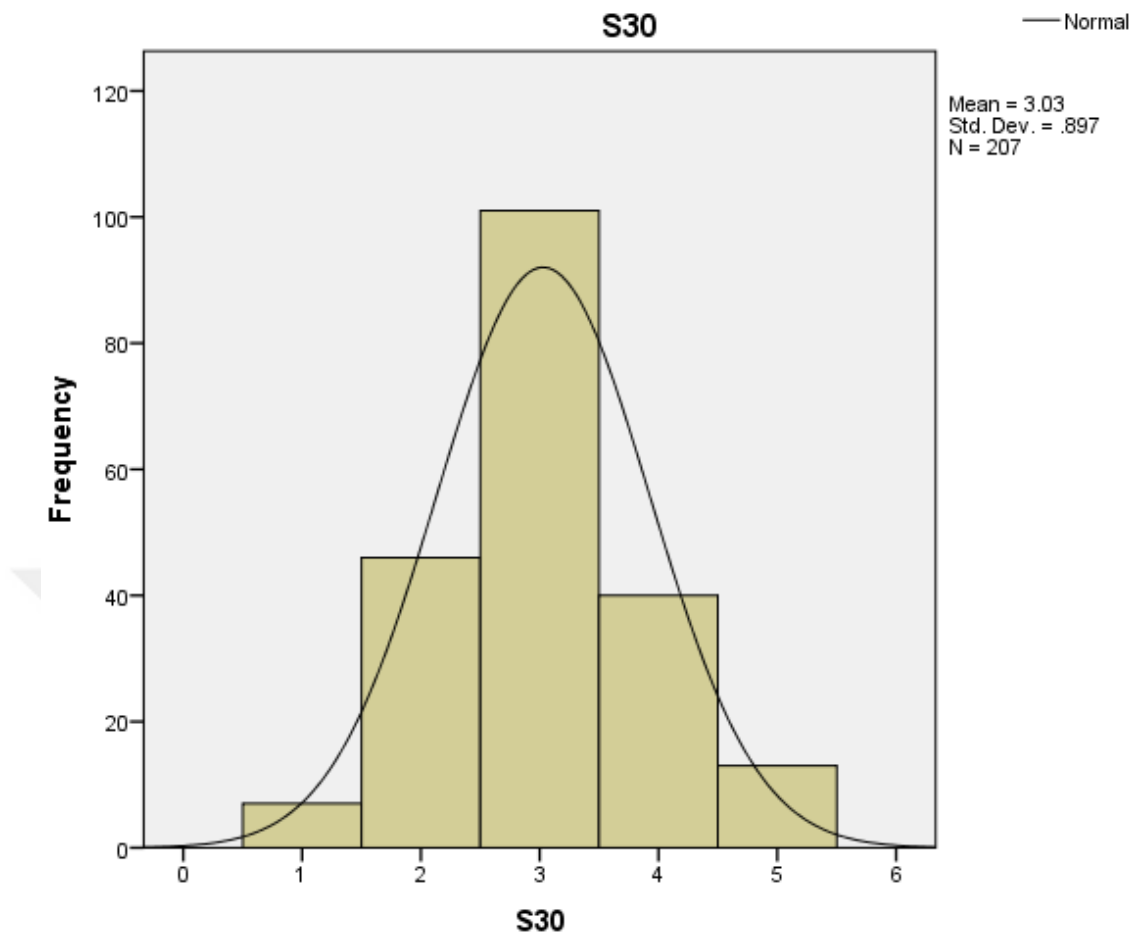
Figure 4.35: The distribution of the sample answers of thirtieth question.

4.3 ANALYSIS OF RELATIONSHIPS

4.3.1 Factor Analysis

Factor analysis have been done utilizing SPSS software, where KMO degree is 0,783 which means that the sample we used is adequate, as well as Bartlett's test of sphericity record 933.401, the degree of freedom 231, and significant 0.000, which acceptable results. The variance shows that the factor 1 (awareness) reach the high variance 20.6%, then gradually decreasing until 4.9% to factor 6 (effect).

Table 4.7: Factor analysis results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,783
Bartlett's Test of Sphericity	Approx. Chi-Square	933,401
	df	231
	Sig.	,000

Table 4.7.1: Factor analysis results

Name	Questions	Explaned Variance (%)
Factor 1: Awareness	Q8 Q9 Q10 Q12 Q17	20,628
Factor 2: Credibility	Q3 Q6 Q13 Q15 Q23	11,284
Factor 3: Attention	Q4 Q14 Q19 Q22	7,485
Factor 4: Desire	Q1 Q2 Q24	6,514
Factor 5: Irritation	Q21 Q26 Q28 Q30	5,868
Factor 6: Effect	Q5 Q7 Q11 Q20	4,918
Explanation of Total Variance		**56.69 %**
Crombach's Alpha		**.700**

Table 4.7.2: Factor analysis results

Total Variance Explained									
Compon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Tot al	% of Varia nce	Cumu lative %	Total	% of Varia nce	Cumu lative %	Total	% of Varia nce	Cumu lative %
1	4,5 38	20,62 8	20,62 8	4,538	20,62 8	20,62 8	2,682	12,18 9	12,18 9
2	2,4 82	11,28 4	31,91 2	2,482	11,28 4	31,91 2	2,242	10,19 0	22,37 9
3	1,6 47	7,485	39,39 7	1,647	7,485	39,39 7	2,070	9,411	31,78 9
4	1,4 33	6,514	45,91 1	1,433	6,514	45,91 1	2,009	9,134	40,92 3
5	1,2 91	5,868	51,77 8	1,291	5,868	51,77 8	1,860	8,456	49,37 9
6	1,0 82	4,918	56,69 7	1,082	4,918	56,69 7	1,610	7,317	56,69 7
7	,91 7	4,168	60,86 4						
8	,90 5	4,115	64,97 9						
9	,83 9	3,816	68,79 5						
10	,75 0	3,410	72,20 5						
11	,72 0	3,271	75,47 5						
12	,67 5	3,069	78,54 4						
13	,65 4	2,973	81,51 7						
14	,57 6	2,618	84,13 4						
15	,54 5	2,476	86,61 0						
16	,53 0	2,409	89,01 9						
17	,49 4	2,245	91,26 4						

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18	,44 1	2,004	93,26 8						
19	,41 5	1,889	95,15 7						
20	,39 7	1,804	96,96 1						
21	,35 1	1,597	98,55 7						
22	,31 7	1,443	100,0 00						
Extraction Method: Principal Component Analysis.									

4.3.2 Independent Samples t-Test

4.3.2.1 Gender

This research utilizing Independent samples t-Test to showing if there is significant difference between male and female students according to the factors obtained from the previous factor analysis. Table 4.8 shows the independent samplet-test results according to the research factors, where the statistics group shows that the female about 115, while male recorded 63. The answers have been with degree of freedom 176. In addition, the significant 2-tailed recorded 0.003 in first factor the awareness, which less than 0.05 that main there is significant difference in student awareness according to gender. While, other factors recorded 0.086~0.470, which are more than 0.05 that main there is no significant difference in student credibility, attention, desire, irritation, and affect according to gender. Where, factor 1 is awareness, 2 is credibility, 3 is attention, 4 is desire, 5 is irritation, and 6 is effect.

Table 4.8: Independent Samples t-Test Results for Gender.

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
REGR factor score 1 for analysis 1	Equal variances assumed	2,341	,128	3,021	176	,003	,46302759	,15326484	,16055415	,76550103	
	Equal variances not assumed			2,838	106,612	,005	,46302759	,16316358	,13956136	,78649382	
REGR factor score 2 for analysis 1	Equal variances assumed	3,713	,056	-,928	176	,355	-,14550493	,15680551	-,45496601	,16395614	
	Equal variances not assumed			-,858	101,962	,393	-,14550493	,16963209	-,48197089	,19096102	
REGR factor score 3 for analysis 1	Equal variances assumed	,091	,764	,723	176	,470	,11352785	,15695551	-,19622925	,42328494	
	Equal variances not assumed			,715	123,247	,476	,11352785	,15887763	-,20095441	,42801010	
REGR factor score 4 for analysis 1	Equal variances assumed	,981	,323	,966	176	,336	,15139561	,15677382	-,15800292	,46079414	
	Equal variances not assumed			1,010	145,092	,314	,15139561	,14987277	-,14482026	,44761148	
REGR factor score 5 for analysis 1	Equal variances assumed	1,399	,238	-1,725	176	,086	-,26889478	,15587637	-,57652215	,03873260	
	Equal variances not assumed			-1,640	110,239	,104	-,26889478	,16399379	-,59388416	,05609460	
REGR factor score 6 for analysis 1	Equal variances assumed	,245	,622	,795	176	,428	,12476378	,15690704	-,18489766	,43442522	
	Equal variances not assumed			,796	128,032	,428	,12476378	,15676486	-,18542153	,43494909	

4.3.2.2 TV Hours

Independent Samples t-Test has been used to find out if there is significant difference in student answers according to TV hours with respect of six factors, as shown in Table 4.9. We divided participants into two groups which are watching TV 1 hour a day and watching TV more than one hour a day. The test's results show that there is no significant difference in student answers according to TV hours, where the significant came more than 0.05 in the most of factors except irritation factor, which reach 0.035. That main there is no effect of TV hours on the student opinions with all factors except irritation factor. Where, factor 1 is awareness, 2 is credibility, 3 is attention, 4 is desire, 5 is irritation, and 6 is effect. Also we divided participants into different TV watching hours but the results didn't change. See conclusion part for further information.

Table 4.9: Independent T-Test results for TV hours.

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
REGR factor score 1 for analysis 1	Equal variances assumed	,019	,891	,843	176	,400	,13385218	,15868930	-,17932661	,44703097
	Equal variances not assumed			,852	122,226	,396	,13385218	,15702006	-,17697896	,44468332
REGR factor score 2 for analysis 1	Equal variances assumed	1,937	,166	,222	176	,825	,03524423	,15898753	-,27852311	,34901158
	Equal variances not assumed			,209	101,180	,835	,03524423	,16897845	-,29995633	,37044480

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		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
REGR factor score 3 for analysis 1	Equal variances assumed	,051	,821	1,314	176	,191	,20790907	,15823555	-,10437422	,52019236
	Equal variances not assumed			1,311	118,174	,192	,20790907	,15852991	-,10601852	,52183666
REGR factor score 4 for analysis 1	Equal variances assumed	,025	,875	,973	176	,332	,15432207	,15858366	-,15864824	,46729237
	Equal variances not assumed			,963	115,348	,338	,15432207	,16031125	-,16321348	,47185761
REGR factor score 5 for analysis 1	Equal variances assumed	,307	,580	-2,130	176	,035	-,33439397	,15699922	-,64423732	-,02455062
	Equal variances not assumed			-2,108	115,528	,037	-,33439397	,15861756	-,64856955	-,02021839
REGR factor score 6 for analysis 1	Equal variances assumed	1,089	,298	-1,649	176	,101	-,26024119	,15779508	-,57165520	,05117283
	Equal variances not assumed			-1,753	140,002	,082	-,26024119	,14847260	-,55377946	,03329708

4.3.3 One Way ANOVA

4.3.3.1 Age

One Way ANOVA test has been used to find out, if there is significant difference in student answers according to their age. In this case we tried to divide participants in different age groups such as less than 22, 23-24, and more than 25. The results show that the significance values are between 0.258~0.929 in all factors, which mean that there is no significant difference in answers according to TV watching hours per day, for all factors in student opinions. The details available in Table 4.10. Where, factor 1 is awareness, 2 is credibility, 3 is attention, 4 is desire, 5 is irritation, and 6 is effect.

Table 4.10. The ANOVA test according to age.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
REGR factor score 1 for analysis 1	Between Groups	2,720	2	1,360	1,366	,258
	Within Groups	174,280	175	,996		
	Total	177,000	177			
REGR factor score 2 for analysis 1	Between Groups	1,157	2	,579	,576	,563
	Within Groups	175,843	175	1,005		
	Total	177,000	177			
REGR factor score 3 for analysis 1	Between Groups	,150	2	,075	,074	,929
	Within Groups	176,850	175	1,011		
	Total	177,000	177			
REGR factor score 4 for analysis 1	Between Groups	,808	2	,404	,401	,670
	Within Groups	176,192	175	1,007		
	Total	177,000	177			
REGR factor score 5 for analysis 1	Between Groups	1,407	2	,703	,701	,497
	Within Groups	175,593	175	1,003		
	Total	177,000	177			
REGR factor score 6 for analysis 1	Between Groups	2,247	2	1,123	1,125	,327
	Within Groups	174,753	175	,999		
	Total	177,000	177			

4.3.3.2 Internet Hours

One Way ANOVA test has been used to find out if there is significant difference in student answers according to Internet hours. Again, we tried different variations of spent time on internet such. But again, the results show that there is no significant difference in student answers according to internet hours with all factors, where the significance values came between 0.392~0.972. Which mean there is no effect of hours spent on internet on student opinions. Table 4.11 shows the results of ANOVA according to the internet hour groups of (less than 2hours, 3-5hours, and more than 5hours). Where, factor 1 is awareness, 2 is credibility, 3 is attention, 4 is desire, 5 is irritation, and 6 is effect.

Table 4.11. ANOVA test details according to internet hours.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
REGR factor score 1 for analysis 1	Between Groups	1,583	2	,792	,790	,456
	Within Groups	175,417	175	1,002		
	Total	177,000	177			
REGR factor score 2 for analysis 1	Between Groups	1,883	2	,942	,941	,392
	Within Groups	175,117	175	1,001		
	Total	177,000	177			
REGR factor score 3 for analysis 1	Between Groups	,057	2	,028	,028	,972
	Within Groups	176,943	175	1,011		
	Total	177,000	177			
REGR factor score 4 for analysis 1	Between Groups	1,149	2	,574	,572	,566
	Within Groups	175,851	175	1,005		
	Total	177,000	177			
REGR factor score 5 for analysis 1	Between Groups	,179	2	,089	,088	,915
	Within Groups	176,821	175	1,010		
	Total	177,000	177			
REGR factor score 6 for analysis 1	Between Groups	1,518	2	,759	,757	,471
	Within Groups	175,482	175	1,003		
	Total	177,000	177			

4.3.3.3 Family Income

One Way ANOVA test has been used to find out if there is significant difference in student answers according to family income. The test's results show that there is no significant difference in student answers according to family income in most of factors, where the significant came more than 0.05 in the most of questions. Which mean there is no effect of family income on the opinions of student. With except of credibility factor that recorded 0.040. Here we compared the participant groups according to their family income per month such as (less than 1999TL, 2000-2999TL, 3000-3999TL, and 4000TL and more than). Table 4.12 shows ANOVA test details according to family incomes groups.

Table 4.12. ANOVA test details according to family incomes.

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
REGR factor score 1 for analysis 1	Between Groups	6,236	3	2,079	2,118	,100
	Within Groups	162,921	166	,981		
	Total	169,158	169			
REGR factor score 2 for analysis 1	Between Groups	8,303	3	2,768	2,840	,040
	Within Groups	161,774	166	,975		
	Total	170,077	169			
REGR factor score 3 for analysis 1	Between Groups	,285	3	,095	,097	,962
	Within Groups	162,540	166	,979		
	Total	162,825	169			
REGR factor score 4 for analysis 1	Between Groups	1,141	3	,380	,377	,770
	Within Groups	167,493	166	1,009		
	Total	168,634	169			
REGR factor score 5 for analysis 1	Between Groups	3,500	3	1,167	1,175	,321
	Within Groups	164,854	166	,993		
	Total	168,354	169			
REGR factor score 6 for analysis 1	Between Groups	5,817	3	1,939	1,966	,121
	Within Groups	163,738	166	,986		
	Total	169,555	169			

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSION AND RECOMMENDATIONS

This research aims to find out the opinions of students toward advertising, where the case study is Karabuk University students. This thesis is based on the opinions of university students about advertising. This research could bring a new glance for companies and advertising firms which see university students or this age group as their potential or available customers. This study can also give new results researchers interested in advertising and marketing will benefit. This research also highlights the importance of promotional means aimed at attracting customers, and the knowledge of shopping differences and the impact of advertising.

In order to achieve the objectives of the research, we used the descriptive analytical method, which is defined as a method of research dealing with events, phenomena and practices. Finally, the results of the study can be summed up, as following:

The opinion of students toward advertising has been highlighted throughout the opinions of the Karabuk University students.

The importance of the advertising as an effective factor in business has been shown and explained.

Theoretical and experimental part of the study clarified the extent of importance of advertising and its effect on the University students.

The finding of study sample showed that there is awareness that the advertising is essential, from students' view towards advertising.

The research finding shows an awareness that advertising promotes competition, which benefits the consumer.

The research finding shows that there is significant difference in student's response according to gender. Which means, male and female students showing the

different response in their answers, with except the awareness factor, which recorded a significant (2-tailed) 0.003, in independent samples t-test according to gender.

Independent samples t-test's results show that there is significant difference in student answers according to TV hours, in the most of factors except irritation factor, which reach 0.035. That means there is effect of TV hours on the student opinions with all factors except irritation factor. That response means, students watching TV one hour, 2 hours, 3-5 hours, or more than 5 hours a day.

One-way ANOVA shows that there is no significant difference in student answers according to their age. Which means that the students age wither if they were 23 or 27, that did not affect students' response toward advertising. In fact, it was expected results, because all of research samples were university students, where there is no much different in age in between (22 to about 27).

One Way ANOVA shows that there is no significant difference in student answers according to internet hours, which was unexpected finding. In globalization time, its predictable that there is high effect of Internet hours on human. But this research added new contribution in field of advertisement, by finding out the effect of internet hours. Means, the internet usage hours wither if it's less than 2 hours, 3-5 hours, or more than 5 hours a day did not affect students' response toward advertising.

One Way ANOVA test shows that there is no significant difference in student answers according to family income in most of factors, with except of credibility factor, which was unexpected finding. As same as the internet hours, its predictable that there is high effect of family income on students' awareness. But, this research is also adding new contribution in field of advertisement, by finding out the effect of family income. That means, the family income wither if it's less than 1999TL, 2000-2999TL, 3000-3999TL, or more than 4000TL a month did not affect students' response toward advertising.

The study sample showed their opinion and awareness that the advertising is misinformation and given a wrong information, that sometimes makes people to buy things they should not buy. The research sample believe that advertising makes people buy, make people products just to show off, in some cases.

The advertising can be useful, beneficial, and have valuable, by telling us about the brands features and information, according to the research results that shown that the advertising tells them which features that the brands have, which they are looking for it. In addition, the findings show that the research sample did not believe that the advertising is making us a materialistic society, overly. In fact, the opinions of the research sample show that advertisements are even more enjoyable than other media contents.

This research is a new addition reference, which will benefit other researchers those interested in advertising and marketing. This research could give an important database and reference for academics, researchers and to whom interested in the field of advertising.

Providing a set of recommendations and appropriate proposals to the advertising company departments that will promote and develop the company's advertising activities, as well as for the academics, researchers and university students, those which interested in the field of advertising, is one of the main aims of this research.

Future studies could be conducted about the relationship between the design of the advertisement in terms of the content of the advertising message, the timing of the advertisement, the length of the advertisement, and the repetition of the advertisement.

Future studies could study the relation between the advertisement of the product and the decision of purchase of university students in other countries.

Researchers can study the effect of advertising on purchasing decision making among university students and demographic variables such as gender, academic level, and family income. Also researchers can carry out a comparative study with other universities or countries.

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APPENDIX A

THE QUESTIONNAIRE

The Opinion of University Students Toward Advertising: A Case Study in Karabuk

A. INSTRUCTIONS ON THE QUESTIONNAIRE

- This questionnaire is dedicated to completing the master's degree in Business Administration.

- The research questionnaires will fill without names.

- All information it will use as education researches only.

- You must select one of the choices available to you in every question and then move to the next page.

B	DEMOGRAPHIC		
1	Gender	Male	Female
2	College	Natural sciences and applied	Social sciences
3	Educational level	Under graduation	Graduation
4	Family income		

C	ADVERTISING DESIGN	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Advertising is essential.					
2	Advertising is a valuable source of information about local sales					
3	In general, advertising is misleading.					
4	Quite often advertising is amusing and entertaining,					
5	Advertising persuades people to buy things they should not buy.					
6	Most advertising insults the intelligence of the					

	average consumer.					
7	From advertising, I learn about fashions as well as about what make others buy.					
8	Advertising helps raise our standard of living.					
9	Advertising present better products for the public					
10	Advertising tells me what people with lifestyles similar to mine are buying and using.					
11	Advertising is making us a materialistic society, overly interested in buying and owning things.					
12	Advertising tells me which brands have the features I am looking for.					
13	Advertising promotes undesirable values in our society.					
14	Sometimes, I look pleasure in thinking about what I saw, heard or read in advertisements.					
15	Advertising makes people buy make people products just to show off.					
16	In general, advertising results in lower prices.					
17	Advertising helps me know which products will or will not reflect the sort of person I am.					
18	In general, advertisements present a true picture of the product advertised.					
19	Sometimes, advertisements arc even more enjoyable than other media contents.					
20	In general, advertising helps our nation's economy.					
21	Most advertising distorts the values of our youth.					
22	Advertising helps me keep up to date about products/services available in the marketplace.					
23	Mostly, advertising is wasteful of economic resources.					
24	Overall, I consider advertising a good thing.					
25	Advertising makes people live in a world of fantasy.					
26	There is too much sex in advertising today.					
27	Because of advertising, people buy many things they do not really need.					
28	My general opinion of advertising is unfavorable.					
29	In general, advertising promotes competition, which benefits the consumer.					
30	Some products/services promoted in advertising are bad for our society.					

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CURRICULUM VITAE

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