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INFLUENCE OF SPORT CELEBRITY ENDORSEMENT ON
BASKETBALL PLAYERS PURCHASE DECISION

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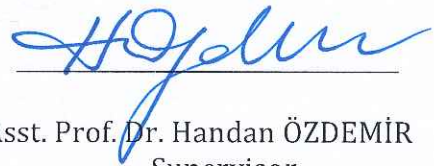Çankaya University

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ÖZET

Reklamlarda Ünlü Sporcuların Kullanılmasının

Basketbol Oyuncularının Satınalma Davranışlarına Etkileri

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Bu araştırma tüketicilerin reklama, markaya ve markayı tanıtan ünlü kişilere yönelik tutumlarını etkileyen ana etkenleri tanımlamaktadır. Bu çalışmanın amacı spor ve spor dışı markaların tanıtımlarını yapan ünlü sporcuların etkinliğini incelemektir. Bu çalışma, ünlü markaların sponsorluk antlaşmalarında marka yöneticilerine değerli sonuçlar verir ve şirketlere stratejik hedefleri en üst düzeye çıkarmasını sağladığı gibi, yatırım getirisini de maksimize etmek için gerekli bilgiyi sağlar.

Bu çalışmada basketbol oyuncularının satın alma davranışlarını etkileyen faktörlerini değerlendirmek için, Türkiye'de basketbol oynayan profesyonel oyuncular kullanılmıştır. Erkek ve kadın olmak üzere 350 basketbol sporcusuna anket çalışması uygulanmıştır.

Çalışmanın önemli bir bulgusu olarak, anket öncesin de prestij, özgüven, güvenilirlik, çekicilik ve benzersiz olma gibi faktörlerin basketbol oyuncularının satın alma kararlarına belirgin etkisi olduğu gözlemlenmiştir.

Aynı zamanda bu çalışma hemen her basketbol oyuncusunun rol model olarak aldığı ünlü bir basketbol oyuncusu olduğunu ve markalar tarafından sunulan ürün ve hizmetleri beğenmemiş olsalar bile; hayranı oldukları ünlü sporcuların tanıttıkları ürün ve hizmetleri satın alma niyetin de oldukları gözlemlenmiştir. Bazı basketbol oyuncuları hayranı oldukları ünlü basketbol oyuncularının tanıtımını yaptığı ürünleri kullanmanın kendilerine şans getireceğine inanırlar. Anketlerden alınan geri dönüşler kalite, rahatlık ve tasarım gibi faktörlerin de, basketbolcuların satın alma davranışlarına etkisi olduğunu kanıtlamaktadır.

Anahtar Kelimeler: ünlü sporcu, marka, basketbol, prestij, özgüven, güvenilirlik, reklam, çekicilik, benzersiz olma

ABSTRACT

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This research describes the main factors affecting consumers' attitudes towards the endorser, advertisement and brand. The aim of this study is to examine the effectiveness of sports celebrities endorsing sports and non-sports brands. This study has valuable results to brand managers' for famous brand sponsorship and provides companies information that maximizes strategic goals and return on investment.

This study used professional basketball players from Turkey to evaluate the factors that affects basketball players' purchase decision. There are 350 questionnaires applied to male and female basketball players. An important finding of the study shows that factors determined before the questionnaire such as prestige, self-esteem, credibility, attractiveness and uniqueness have significant affect on basketball players purchase decisions.

This study also shows that almost every basketball player has a role model celebrity endorser and even they don't like the products or the services that brand sells, they still intend to purchase the products or the services represent by the celebrity endorsers.

Some of the basketball players believe that using the products that represent by their favorite celebrity endorser brings them luck. The feedbacks from questionnaire prove that factors like quality, comfort and design are also affective on basketball players purchase decision.

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Advertisements has become part of our everyday lives, it is possible to see advertisements in different shapes and many different places like restrooms, TV, internet, billboards and many more. These huge scales of advertise publishment pushes brands to find the most attractive channel to affect the consumers. At this point celebrity endorsement strategy becomes more and more important to create positive image on consumers.

Sport celebrity endorsement strategy has become one of the most popular endorsement strategies of all because almost every person has a favorite athlete from different sport branches and these athletes affects consumers on their purchase decisions. Brands represents by the sport celebrities maybe a sport brand or non-sport brand. Sport celebrities have been found especially affective when they match perfectly with the products or services. And also sport celebrities become more affective when a similarity exists between the endorser and the consumer. Similarity creates positive intention to purchase the product or the service.

Some sport brands uses sports celebrities to operate on the new markets. We have the example of Under Armour started to sell their product in Turkey. Before they sign a sponsorship with Stephen Curry, nobody had knowledge about Under Armour. But today it is even possible to see people wearing this brand's products in their daily lives.

CHAPTER I
CELEBRITY ENDORSEMENT

1.1. The Concept of Celebrity

Currently, the concept of celebrity has a wide range of definitions. A celebrity is most commonly defined as a person who rises in the profession, is very well known by people, and has a good or bad reputation. The definitions of the concept of celebrity and the meaning of these definitions to people lived then differ.

Once, only the successful khans of history, great leaders, and strong commanders that gained a significant victories in the battlefield, or the scientists that served well to people were psychologically idolized or worshipped in a mystic manner, but now this is the case for actors/actresses, singers, athletes, etc. As Bernard Shaw expressed, "The primitive human worshiped the icons of stone and wood, and the human of modern age worships the icons of flesh and bones" (Kocabaş and Elden, 1997:126).

Although some argues that being a celebrity is different from being a star, these two concepts are nested and have taken different shapes based on the era they are used. However, these two concepts should not be confused.

Sequela suggested principles for being a star, and in summary he emphasized by 35 principles that being a star means "permanent", being a "recognized" person should not be confused with being a "celebrity", and one who wishes to be a "star" needs to make himself/herself a myth, become mediatic, i.e., make himself/herself recognized worldwide (Kocabas and Elden, 1997: 127).

Although some now thinks that the concept of star is obsolete, actually almost everything is known about accomplishments, failure, love life, marriage or divorce of stars. Each phase of life of celebrities is envied and adopted by society through media, and the celebrities become a source of "influence" and "identification" for the public (Kocabaş & Elden, 1997:126).

Stars do not only include actors/actresses, performing artists, and vocal artist. The models and businessmen (e.g., Sakıp Sabancı) that often appear on the television screens, the columnists of a newspaper (e.g., Hıncal Uluç), the virtual as well as realistic characters of computer or console games (e.g., Lara Croft of Tomb Raider), the cartoon characters (e.g., Disney's Mickey Mouse or Warner Bros' Tweety) and many more may become a reference to us, and also there may be starts of sports (e.g., Ortancil, 2017).

We often encounter the concept of celebrity in our daily lives and the celebrities have become part of our lives even though we are not aware of that. The famous athletes, well-known brands, famous artists and actors are present every moment of our lives. However, when we ask the question "What is a celebrity?", it is not always possible to have a very clear or explanatory answer.

Jacques Sequela defines what celebrity is and also provides information on the role of celebrities in our lives: "A celebrity is our unifying common mirror. It is the great reflector of our fantasies and collective farm. Each of us individualizes there; but we all reunion" (1991: 15).

The celebrities have become a kind of meeting point for us and form an integral part of us. The meaning attributed to celebrity and the space occupied in our lives function as a marketing tool for major brands. Sometimes, we buy a product we are not even interested in because that product is endorsed by a celebrity we admire.

"A star is first of all liked. This is a natural function to him/her. It is enough to show their face, and then we will follow them. But, a star also makes a product sold; this is his/her reason for being. Even more, this is their passion of existence. They may be sold in multiple ways, they are the right goods. Their play, appearance, voice and even memories cost. Whenever they are consumed, this makes them further desired, and an unparalleled trick sells us a fantasy. "That energy that is not dried out or run out." (1997: 219-220).

In recent years, the advertisement-star strategy in the branding process enhances the trust in the advertised product and makes the product remembered easily. The star strategy used in advertisements has other specific benefits.

One of them is that star draws attention to the product advertised by them, arouses interest and desire, makes the product preferred, and provides benefits to viewers in terms of information (Şimşek and Uğur, 2003: 354-355):

1.2. Celebrity Endorsement

Currently, almost all of the major brands often use a celebrity for endorsement their products and service to offer it to people. The celebrity endorsement can be defined as a form of brand where they use their fame, or advertising campaign to assist endorsement of products or service.

A celebrity endorser is "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989). Friedman and Friedman state that "a celebrity endorser is an individual who is known to the public for his or her achievement in areas others than of the product class endorsed" (Friedman & Friedman, 1979).

The brands use celebrities and make an extra effort for endorsement in order to improve popularity of products of multinational brands and positively influence consumers' buying motivation. The intense influence created by using celebrities affects people and causes people to follow celebrities as a buying motivation (McCuthceon, et al., 2002)

The celebrities are an invitee that invites buying due to significant position of advertisement that leads to a desire for buying with a very high power and more reliable compared to others. The attention of current marketing environment is created by endorsers that appear in advertisements, cause positive consequences to advertising, and have further intent to buy (Brajesh, & Gouranga, 2011). When consumers witness that endorsers use a product that they endorse for buying, they will have an increased interest in the product or service. Today, the celebrity endorsers often do this when they share their daily lives on the social media. A celebrity endorser that uses the product endorsed by him/her increase the trust of consumers in that product.

The celebrities are considered a person who makes an advertisement interesting because they are attractive and liked (Erdogan, et al, 2001). The celebrities that appear on an advertisement are selected from persons not only based on their popularity but also on achieving the optimal matching with the product represented by them in many aspects. Likewise, the physical attractiveness of celebrity is also important for social acknowledgment. Therefore, the contribution of celebrity to success of product is as important as the contribution of brand.

In other words, the opposite studies performed on endorsers suggest that if the fame of celebrity gets worse or if the celebrity fails to act professionally, then the celebrity would create adverse effects on the product. As the number of advertisements of brands using a celebrity is increased, the celebrity's value and power of influence is decreased (Tripp et al., 1994). An adverse event involved by a celebrity results in reduced attractiveness and appeal of that particular product or service (White et al., 2009).

There are some factors that a celebrity should have to be an effective endorser. These factors are credibility, expertise, liking, familiarity, attractiveness and similarity.

1.2.1. Credibility

The credibility can be defined as absence of a question mark in the mind when seen or heard. The sense of trust is sometimes a return of having a deep knowledge, and sometimes a sense that is developed by taking those we trust as a reference.

Credibility is "the extent to which the recipient sees the source as having relevant knowledge, skills, or experience and trusts the source to give unbiased, objective information" (Belch & Belch, 1994).

Two important properties of credibility are expertise and trust (Hovland et al., 1953). A person or entity that is believed to perform whatever they do in the best and most proper manner develops trust even if they are not sympathized by consumers. This is where celebrities are seen as a credible source of information, and a celebrity is defined as the aggregate of positive characteristics to create the right message delivered to consumers and increase the value (Erdogan, 1999).

The credibility is one of the critical factors in choosing celebrities by brands. Especially, if consumers have a negative experience with or prejudice for a brand, then a celebrity is a tool used by the brands to overcome such negative prejudice, and even turn them into positive returns. Finally, if the celebrity is credible, acknowledgement and persuasiveness of message delivered by the brand to consumers will be more effective (Belch & Belch, 2001).

1.2.2. Expertise

The expertise of celebrity endorsement is defined as the "Degree of perceiving a source to which a celebrity applies" (Erdogan, 1999). People may not consider a famous person to be a celebrity in areas they are not interested in. From perspective of expertise, it is not important whether a celebrity is famous in an area where that celebrity is actually used. What matters is that consumers believe and trust in expertise of celebrities (Ohanian, 1990).

Expertise is one of the factors that is principally resorted by consumers when they make a decision on buying. People pay attention that the product they buy is endorsed by an expert.

In a sales team, it was seen that an expert salesperson caused customers to buy a product with very higher numbers than a non-expert salesperson did (Woodside & Davenport, 1974).

The view on the quality of product or service changes with expertise. It was established that an expert celebrity was more persuasive and created intent of buying in consumers (Aaker, 1997).

In addition, Speck, Schumann and Thompson (1988) reported that a celebrity regarded as an expert in a certain area created a higher brand awareness then non expert celebrities. The expertise level of celebrities determines their effectiveness. The more a celebrity is expert, the more they are effective.

1.2.3. Liking

Liking can be defined as the affection for physical appearance of the source. The interest in what is physically liked then arouses the pleasure and desire. The brands are now intended to turn this desire into buying through celebrities.

When a celebrity is liked, then they make brand liked, thus celebrities are used in advertisements and promotion of products (McGuire, 1985)

Celebrity endorsement influences consumers' buying behavior and habits, and the advertisers believe that celebrities are able to influence company image and consumers' vision (Belch & Belch, 2001)

Liking may have adverse effects as well as advantages provided to brands. People may be negatively affected by a celebrity when buying products of a brand

for which a celebrity, who is disliked, is used as a brand ambassador. Therefore, when selecting a brand ambassador, a company carefully investigates what that celebrity is meant to a large part of the society. In some cases, the familiarity of celebrities with bad reputation is a strategy used by brands to change it into an advantage. There are positive examples although it is classified as risky by experts.

1.2.4. Familiarity

An event, place, person or object that creates an impression of belief for feeling of familiarity in our memory generates the sense of familiarity. As a result, we say that "I know this". The feeling of familiarity is settled in our permanent memories as recognition when it joins with another emotion.

This emotion can be abstract such as love, hate, excitement or joy, or sometimes occur as a result of a pain or pleasure that we feel physically.

An event, person or place that creates positive familiarity in our memories induces emotions such as happiness, peace and trust. This is where the brands use celebrities who they believe they would have positive influence on consumers as a brand ambassador for consumers to feel confident and comfortable.

What matters when brands select a celebrity to be used as a brand ambassador is how much consumers know that celebrity. The rate for celebrity's familiarity is directly proportional to the positive effect of that celebrity on the endorsement. The more the celebrity is known by consumers, the more positive is the effect on the endorsement. Using a celebrity by brands that is already liked by consumers and repeated offering him/her to consumers would automatically increase consumers' liking for that celebrity, which is called exposure effect (Zajonc, 1968)

Reusing a celebrity by brands in short intervals after a long break increases the effect on the familiarity behavior. In contrast, using a celebrity for endorsement of a brand in short intervals for a prolonged time reduces the effect on the familiarity behavior (Bornstein, 1989).

1.2.5. Attractiveness

The concept of attractiveness does not only include physical attractiveness. Attractiveness also requires the concepts such as intellectual skills, personality characteristics, lifestyle, athletic performances, and endorser's abilities (Erdogan, 1999).

People identify themselves with celebrities they find attractive, and want to be known for characteristics that celebrities have. A movie star, athlete or model they find attractive has a direct effect on their daily life.

A celebrity may attractive with his/her success; for example, a famous athlete that has made a great success has gained a remarkable respect from consumers and become attractive to them.

The effect of persuasion generated by physical attractiveness of celebrity on the consumers induces a desire to be a celebrity and to describe themselves as the celebrity they find attractive (Cohen & Golden, 1972).

On the other hand, there are numerous examples where brands use a celebrity that is less attractive but accurately reflects the brand image as a brand ambassador. If a right harmony between the celebrity and the brand is achieved, the significance of attractiveness will be reduced in which case the brand works with the celebrity that is less attractive.

1.2.6. Similarity

People sympathizes almost everything in which they find a part of themselves. The sympathized celebrities or soap opera characters have direct effect on their behavior. The consumers' action varies by the size of this effect. If consumers find a similarity between their identity and celebrity's identity, they may easily be affected by the celebrity. This similarity may be lifestyle, area of interest or way of thinking. Therefore, when selecting a celebrity used as brand ambassador, the brands will be careful to select a celebrity who has built a good relationship with consumers and is sympathized by them.

The brands also aim to create empathy by using celebrities. The brands attempt to establish a link between the consumer and the celebrity through empathy. Identification increases the consumers' degree of being convinced.

The brands may, in some cases, use non-famous ordinary individuals as face of brand because consumers could establish a link more easily with such individuals (Belch & Belch, 2001).

1.3. Celebrity Endorsement Strategy

Currently, almost every brand uses a celebrity for endorsement of a product. The major brands use this strategy by making many celebrities perform in the advertisement, and the growing companies or companies aiming to increase familiarity of people use the same strategy with a lower budget.

The brands often use a person who has achieved to have celebrity status as brand representative. The celebrities used by brands to endorse their product or service are mostly a popular name. They may be an athlete, singer, movie star, comedian, or a politician even though it is quite rare, and a person who has become an important figure to society (Belch & Belch, 2001). However, the main purpose of making a decision on using celebrity endorsement strategy by a brand is to improve the brand recognition (Kotler, Armstrong, Saunders & Wong 2001). In celebrity endorsement strategy, a new type of product is given a unique brand name for that product (Riezebos, 2003). In some cases, the new brand name given to products may be the name of the celebrity used as brand ambassador. In this case, the recommendation and guarantee message is delivered by the celebrity to consumers, considering the functions of celebrity. According to Riezebos (2003), the celebrity endorsement strategy is recommended to brands only if there a high brand-added value. Based on this statement, the name of the celebrity used by brands must be fully visible next to the brand name.

The brands use the celebrity endorsement strategy and expect that celebrities increase the effectiveness of desired message to consumers. If the celebrity is constantly in sight and followed by the society, he/she is a reminder element to consumers for the brand whenever they appear on the media channels. For instance, if a famous television series actor/actress performs in a series with a high rating from consumers and is also a brand ambassador, he/she may recall the brand for the consumers that watch the series.

Basically, the brands try to convey different types of information to their target audience. The brands must select different channels and an appropriate face of brand for the media in order to develop an effective advertisement and promotion campaign (Till & Shimp 1998). Also, the message delivered, the source and the target audience intended for message have to be compatible. In this case, the source is the source that gives the message in the celebrity endorsement strategy; the person that conveys the message is the celebrity; and the target audience intended for message is consumers during communication process (Belch & Belch 2001).

1.4. Celebrity Endorsement Methods

When we examine the relationship between the celebrity endorsement and consumer behavior, there are four main theories including the Model of Source Credibility, the Source Attractiveness Model, the Meaning Transfer, and Elaboration Likelihood Model.

1.4.1. The Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) describes how to change existing behaviors and assumes that the message intended to deliver to consumers starts to be processed after being received by consumers. There are two routes in the ELM: the first one is the central route and highly involved by consumers in terms of persuasion; the second one is the peripheral route where there is a low involvement of consumers in terms of persuasiveness. The elaboration likelihood model is a two-stage model that corresponds to advertisement stimulus. It describes how an attitude is formed and how involvement levels change.

The elaboration likelihood model explains the advertising and promotion process leading to persuasiveness with acquired attitude. The shaping of attitude depends on the amount of elaboration, process and related information. The model consists of low and high involvement.

The high involvement indicates that consumer has carefully thought of the decisions and evaluation and considered the qualitative dimension. The low involvement indicates that consumers have not given a lot of thought to decisions

and have made their decision based on the simple, positive or negative indicators. The elaboration likelihood model is a function of ability for processing two main bases, i.e., motivation and message. The motivation is consumers' willingness, involvement and needs. The ability is to acquire information, be skilled, and have possibility to process the message.
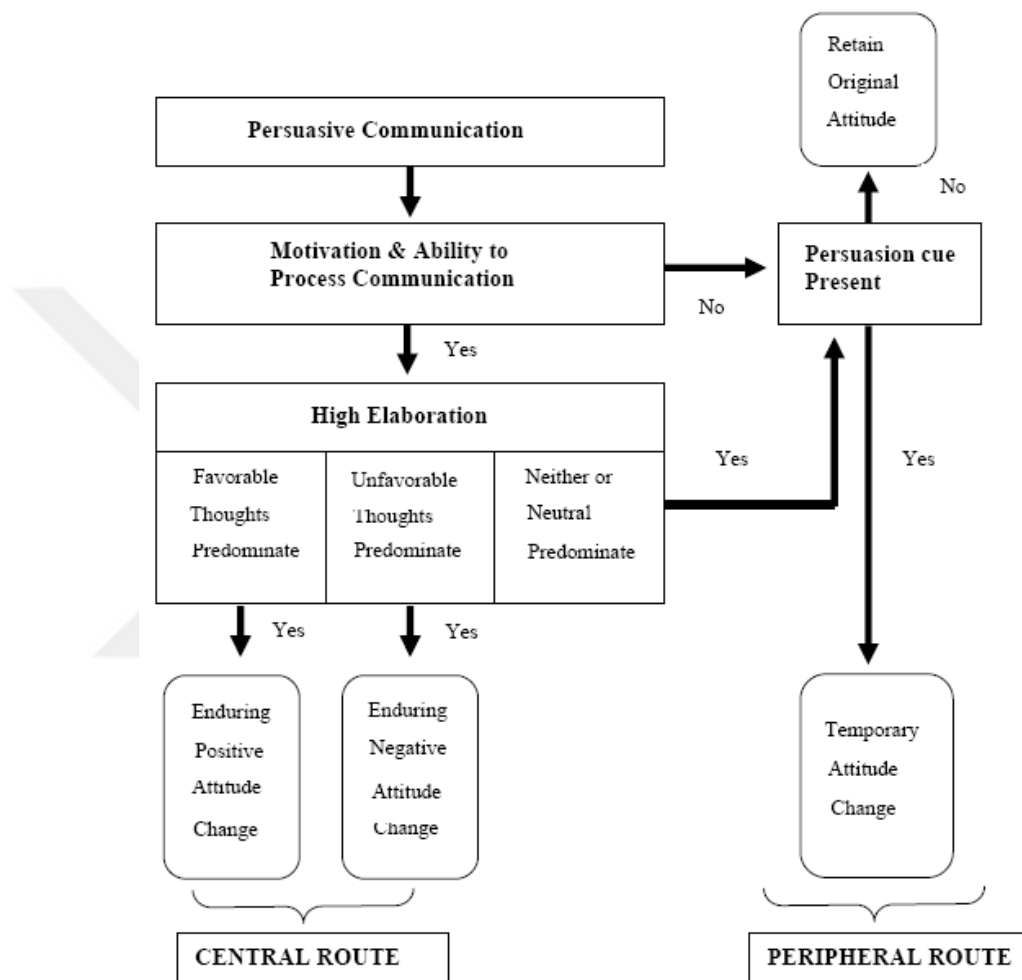
Figure 1.1: Process of the elaboration likelihood model

When a consumer receives a message, he/she processes it. If a person has the ability to motivate and use the communication process, the high elaboration route will be followed. Then, when positive thoughts dominate the central route will be followed, resulting in a permanent positive attitude change. When negative thoughts dominate, again the central route will be followed, resulting in permanent negative attitude change.

When neutral thoughts dominate, the result will be persuasive indicators (cues, stimulant). Where there is no motivation and ability to communicate, the result will be again persuasive indicators (cues, stimulant). The original attitude is maintained in the absence of persuasive indicators (cues, stimulant). The peripheral route is followed in the presence of persuasive cues (indicators, stimulant), resulting in a temporary attitude change (Petty & Cacioppo 1983).

Central route

When the motivation and/or ability is high, the consumers will be persuaded through central route, resulting in a permanent attitude change. In other words, they are affected by arguments related to message. The credible sources and powerful arguments will be effective (Petty & Cacioppo 1983).

Peripheral Route

When the ability and/or motivation is low, the consumers will be persuaded through peripheral route, resulting in a temporary attitude change. In other words, they are affected by cues not directly related to message (stimulant, indicator, cue), for example moods, When consumers develop attitude, they will use the heuristic methods or the rule of thumb (the product must be good considering the arguments used, or I feel good, the product must be good). The physical attractiveness of source may be very effective (Petty & Cacioppo 1983).

1.4.2. The Source Credibility Model

The source credibility model views that the effectiveness of a message depends on perceived level of expertise and trustworthiness in an endorser (Hovland and Weiss, 1951; Hovland, et al, 1953; Dholakia and Sternthal, 1977; Ohanian, 1991; Solomon, 1996; Lafferty and Goldsmith, 1999; Lafferty et al, 2002), which means that information from a credible source (e.g. celebrity) can influence beliefs, opinions, attitudes, and/or behavior via a process called internalization, which occurs when receivers accept a source influence in terms of their personal attitude and value structures (Erdogan, 1999).

Trustworthiness refers to the honesty, integrity and believability of an endorser depending on target audience perceptions (Erdogan, 1999). Advertisers capitalize on the value of trustworthiness by selecting endorsers who are widely regarded as honest, believable, and dependable (Shimp, 1997). Smith (1973) argues that consumers view untrustworthy celebrity endorsers as questionable message sources regardless of their other qualities. Friedman, et al (1978) addressed that trustworthiness is the major determinant of source credibility and then tried to discover that likeability was the most important attribute of trust. Thus, they recommended advertisers to select personalities who are well liked when a trustworthy celebrity is desired to endorse brands. However, Ohanian (1991) found that trustworthiness of a celebrity was not significantly related to customers' intentions to buy an endorsed brand. Furthermore, Desphande and Stayman (1994) confirmed the hypothesis that endorser's ethnic status could affect endorser trustworthiness and brand attitudes, because people trust endorsers who are similar to them. Their findings implied that when targeting particular ethnic groups such as Africans and Asians, ethnic background should be carefully evaluated.

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions and refers to the knowledge, experience or skills possessed by an endorser. Hovland et al (1953) and Ohanian (1991) believed that it does not really matter whether an endorser is an expert, but all that matters is how the target audience perceives the endorser.

However, Aaker and Myers (1987) advocated a source/celebrity that is more expert to be more persuasive and to generate more intentions to buy the brand (Ohanian, 1991). Hence, expert sources influence perceptions of the product's quality (Erdogan, 1999). Meanwhile, Speck et al (1988) found that expert celebrities produced higher recall of product information than non-expert celebrities, even though the difference was not statistically significant. Moreover, celebrities' professional accomplishments and expertise may serve as a logical connection with the products, and consequently make the endorsement more believable to consumers (Till and Busler, 2000).

In addition, many researchers advocated that a message recipient's initial opinion is an important determinant of influence through utilizing the cognitive response theory (Karlins and Abelson, 1970; Harmon and Coney, 1982; Stenthal, et al, 1978). This theory supports that if individuals have a positive predisposition toward the message issue, a source who lacks credibility can be more persuasive than a high credibility source, since those favoring the advocacy will feel a greater need to ensure that a position with what they agree is being adequately represented (Aaker and Myers, 1987). Conversely, if individuals have a negative disposition, a high credibility source is more persuasive than a less credible source since the highly credible source is thought to inhibit individuals' own thought activation and facilitate acceptance of message thoughts.

Consequently, Erdogan (1999) concluded that findings in source credibility studies are equivocal; meanwhile, what factors construct source credibility and what factors are more important than others in certain situations is still ambivalent. Moreover, Pornpitakpan (2003) criticized that major problems of this model are that most of these research finding did not evaluate the reliability and validity of their scales to measure source credibility and that the different operationalization's made it difficult to compare results across studies.

1.4.2.1. Measuring source credibility in selecting celebrity

Based on above criticism, it is quite reasonable to make sense that a source's credibility is totally subjective, but research shows that in spite of individual preferences, a high degree of agreement exists among individuals (Berscheid et al, 1971). Patzer (1983) developed the Truth-of-Consensus method to assess a source's credibility and attractiveness. The method is based on the foundation that individual's judgments of attractiveness and credibility are naturally subjective, but these judgments are shaped through Gestalt principles of person perception rather than single characteristics.

Notably, on the basis of extensive literature review and statistical tests, Ohanian (1990) constructed a tri-component celebrity endorser credibility scale, (see Table 2) which assumes that credibility and effectiveness of celebrity endorsers is associated with given characteristic dimensions, even though McCracken (1989) argued that the celebrity world consists of much more just attractive and credible individuals.

Table 1.1: Source Credibility Scale

Attractiveness	Trustworthiness	Expertise
Attractive-Unattractive	Trustworthy-Untrustworthy	Expert-Not Expert
Classy-Not Classy	Dependable-Undependable	Experience-Inexperienced
Beautiful-Ugly	Honest-Dishonest	Knowledgeable-Unknowledgeable
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified
Sexy-Not Sexy	Sincere-Insincere	Skilled-Unskilled

Source: Ohanian, R (1990) 'Construction and validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness and attractiveness', Journal of Advertising, p39-52

More recently, Pornpitakpan (2003) conducted a research to verify the Ohanian's (1990) celebrity endorsers' credibility scale through using four Chinese celebrities as stimuli and 880 Singaporean undergraduates as respondents, and therefore concluded that the Ohanian's scale can be used to minimize the chance of costly mistakes in choosing inappropriate celebrities.

1.4.3. Source Attractiveness Model

The meaning of the source attractiveness model is quoted by the famous philosopher Aristotle: "Beauty is a greater recommendation than any letter of introduction". Aristotle wanted to emphasize that the most important thing is beauty and so attractiveness. Lots of convincing stories can be told, but it is known that consumers are eye centered. That is why an important factor is attractiveness. Aristotle accentuates that a best recommendation of a brand is established by using an attractive commercial and an attractive celebrity endorser; the effectiveness will be much higher. Companies want to use celebrities because they combine two important things: they have the celebrity status and consumers are attracted to them. Consumers like looking to advertisements where an attractive person or celebrity is in it. The beliefs and purchase intentions of consumers can best be changed with the use of physically attractive celebrity endorsers (Baker & Churchill, 1977). Furthermore this behavior can best be explained by the halo effect, where a person who performs well on a particular dimension, for example physical attractiveness, automatically scores high on other dimensions (Solomon, 2006). Several papers told us that attractiveness of endorsers create an attitude change (Cabalero & Price, 1989; Chaiken, 1979; Petty & Cacioppo, 1983).

In Kahle and Homer (1985), a study analysis has been done with a total of 200 men and women to grade celebrities on physical attractiveness, involvement and likeability. The participants got a couple of brochures to read with advertisements of celebrities they received and got a questionnaire regarding to the attractiveness, likeability and involvement of the celebrities. The results of this study were that participants who saw an attractive endorser liked the product more than participants who saw an unattractive source. Also looking to the likeability, Kahle and Homer (1985) stated that participants had a more positive attitude to the liked celebrity than the disliked celebrity. The brand recall was also higher with attractive celebrities; the same was described for the liked celebrity. The recall of the product was higher when participants had a high involvement. When participants had a low involvement, also their recall of the product was lower (Kahle & Homer, 1985).

In general can be stated that when consumers are low involved, they will be more influenced by the source attractiveness model. When consumers are low involved they use heuristics, inertia and impulse behavior; so they use simple decision-making behavior to form attitudes (many arguments are provided, so the product must be good; or the endorser in the ad looks well, so the product must be good). Physical attractiveness of the source may be very influential.

1.4.4. The Meaning Transfer Model

Grant McCracken, (1986, 1988 & 1989) contends that meaning moves along quite a conventional path. The model is born within the parameters of society creating and adding credence to things in order to give them meaning. This culture assigns meaning to various people, objects and types of behavior. The second stage involves this meaning being transferred on to consumer goods and lastly these meanings are transferred on to the end user, in this case the consumer. This creates a neat progression from meaning being created by cultural norms to becoming part of a consumer's life. This transfer is done through advertising and fashion McCracken (1986, 1988 and 1989) contends.

Advertising is used to transfer meaning in a subtle and simple way. The advertiser begins by looking around for the cultural meanings they want the product to portray. McCracken (1988) uses the contemporary term *"what do they want the product to say?"* The next stage involves selecting the objects or people that are going to facilitate this meaning transfer. Using people or situations "solidifies" this message for the target audience. McCracken (1989) claims this phase is the most difficult and requires the most skill and care from the advertiser. This is for two main reasons;

Firstly the marketers must realize that people, places and objects come attached with more than one meaning. Advertisers need to take care that one set of meanings do not completely undermine the original set.

Secondly the meanings and what is being used to project them must be packaged together in a way that proves itself irresistible to the consumer. These two reasons must be combined by the advertiser and presented in a way that leaves no doubt as to the meaning transfer in the mind of the consumer. McCracken (1989) contends that if advertising is used appropriately it can attach any meaning to any product. He outlines in great detail how a celebrity endorser adds greatly to the transfer of meaning process.

1.4.4.1. Stage 1

McCracken (1989) explains the three stages laid out above in greater detail. The first stage questions the reasons for using well-known actors and sportspeople to endorse products at all. Using "ordinary" actors and portraying them in certain situations can give plenty of meaning to products or brands and these models are infinitely cheaper than the global megastar. However celebrities come with a huge amount of meanings already attached and these meanings are instantly recognized and understood by the viewer. McCracken (1989) argues that the meanings are also far more effective when delivered by a well-known celebrity. These meanings have come to be understood by consumers through our "relationship" with the celebrity.

1.4.4.2. Stage 2

Stage two outlines that the celebrity will only be chosen after a clear set of meanings and values are decided upon for the product. Consumer wants and needs should be the driving force and McCracken (1989) outlines that all of the desired meanings must be captured in the advertisement. However it must be remembered that just like other endorsers celebrities come packed with a wide range of meanings. It is impossible to identify one specific celebrity that possesses all of the meanings required. Also, as with other endorsers, celebrities may come with undesirable meanings that will need to be separated from the product. A connection between the celebrity and the values and meanings of the product must be made very easy for the consumer to identify. A modern example of this is Virgin Airlines use of Kate Moss as she is seen as British, edgy and rebellious.
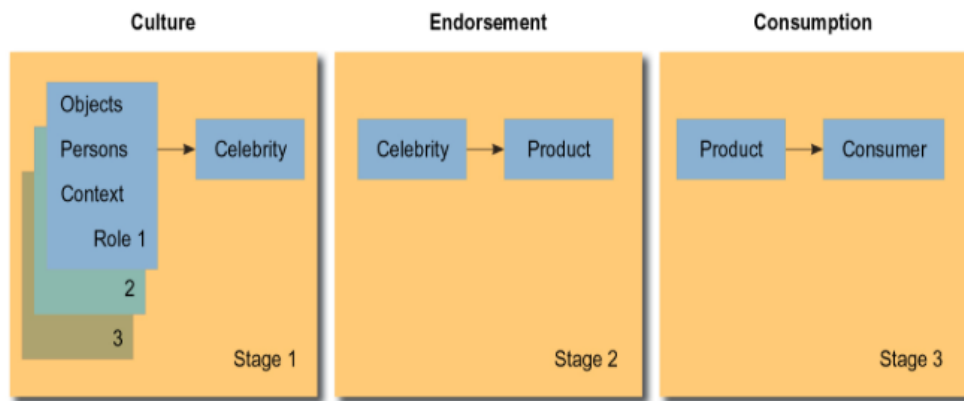
Figure 1.2: Meaning Transfer Model

1.4.4.3. Stage 3

The most difficult and complex stage in the process, according to McCracken (1989) is the final stage. One of the primary reasons for celebrities being effective is that they have managed to create the image of self that ordinary people are trying to achieve. McCracken (1989) acknowledges the lack of clarity in this whole area and terms it *"terra incognito"*.

He claims that celebrities have taken meanings from their interactions with people, places and objects and have made their lives attractive. This turns the celebrity into an inspirational figure and it's the consumers' needs and wants to absorb these meanings that give celebrity endorsing its power. The value and credence that modern society places on the celebrity due to the decline of previously culture forming institutions is a debate that is worth acknowledging.

1.4.4.4. Critisism

Twitchell (1996) contends that advertisers once had a captive and ready audience whereas now they are faced with consumers who are savvy and "choice-ridden". Consumers have the ultimate power in a consumer society according to Boultus (2000). This would contradict the notion that McCracken outlines above where the consumer is viewed as passive and that the meanings are simply transferred on to us without any resistance from the consumer.

Boultus (2000) argues that this view of the consumer as simply non-independent thinkers and people who can be easily duped comes from the "the golden age" of advertising and has lost relevance in modern society. Boultus (2000) also references the "Frankfurt School" where the overriding concept was that advertising *"brainwashes the masses so that they forget they are being exploited"*. The view that consumers simply accept the meanings from this model without any resistance is criticized by the Twitchell (1996) and Boultus (2000).

1.5. Risks of Using Celebrity Endorsement

In some cases, use of a celebrity for endorsement of a brand may cause damage to image and credibility of that brand. To avoid such cases, it is critically important for the brand to select a correct celebrity to be used as brand ambassador. The celebrity endorsement strategy was used by many brands in the past and has been increasingly used today.

The brands using the celebrity endorsement strategy expect to receive positive feedbacks from consumers; however the size of such expectation is directly proportional to the risk that strategy may be unsuccessful.

- In case of failure to achieve a harmony between the celebrity and brand, the brand image will be tarnished and consumers' attitude towards brand is adversely affected.

- If the name of a celebrity selected by a brand as brand ambassador is identified with a brand and if the same celebrity becomes a brand ambassador for another brand, the consumers may recall the brand identified with his/her name. In this case, the brand fails to create the intended influence on the consumers.

- The celebrities used by brands as brand ambassador may create a high awareness of brand; however such awareness may not influence the consumers' buying behavior to the same extent.

- If the celebrities used as face of brand use a competitor's product not the product they advertise, this will severely damage the brand image.

- A scandal of celebrity that is face of a brand and their attitude not approved by society will put brand image at risk.

1.5.1. Advantages and Disadvantages of using celebrity endorsers

The famous face of brand often used by major brands in particular provides substantial advantages to bands. However, the celebrity endorsement strategy has disadvantages as with any strategy.

Erdogan (1999) clearly shows the potential advantages and disadvantages of celebrity endorsement strategy, and several preventive tactics in a table.

Table 1.2: Pros and Cons of Celebrity endorsement strategy

Potential Advantages	Potential Disadvantages	Preventive Tactics
Assisting product marketing and increased attention	Overshadow the brand	Pre-testing and careful planning
Image polishing	Public controversy	Buying insurance and putting provision clauses in contracts
Brand introduction	Image change and overexposure	Explaining what is their role and putting clause to restrict endorsements for other brands
Brand repositioning	Image change and loss of public recognition	Examining what life-cycle stage the celebrity is in and how long this stage is likely to continue
Underpin global campaigns	Expensive	Selecting celebrity who are appropriate for global target audience, not because they are 'hot' in all market audience

Source: Erdogan, B.Z (1999) 'Celebrity endorsement: A literature review', Journal of Marketing Management 15, p295

Marthur et al. (1997) has explained that the life experience of celebrities used by brands for endorsement fits to message of advertisement, the celebrity endorsing the brand highly influences the buying decision of target audience of that brand, or a universal celebrity involved in endorsement makes the brand universal.

Furthermore, the celebrities may help the brand endorsed by them get through the surrounding chaos to develop a communicative ability on the buying behavior (Sherman, 1985). In addition, a celebrity involved in product endorsement provides many positive effects for the brand endorsed by that celebrity.

Examples of such positive effects include an advertisement being convincing (Kamins, et al, 1989), recognition and acknowledgement of celebrities endorsing the brand by society, positive effect on the attitude towards products with low purchase (Petty et al. 1983), and positive attitude towards brands (Kamins et al., 1989).

Moreover, the celebrity endorsers are believed to make significant contribution to choosing the brand endorsed by them (Heath et al, 1994; Kahle and Homer, 1985; Ohanian, 1991). In other words, the research has showed that celebrity endorsers lead to a more positive attitude towards the product endorsed by them and positive evaluation of product (Dean and Biswas, 2001).

Some of the most challenging aspects of acknowledgement of universal companies in particular by consumers are that hosting countries have cultural obstacles such as time, place, language, relationships, power, risk, masculinity, and femininity (Mooij, 1994; Hofstede, 1984). In this case, the brands use the celebrity endorsers involved in the endorsement as a tool in the foreign country markets and the celebrities with worldwide popularity help companies overcome such obstacles (Erdogan, 1999).

On the other hand, there are many potential disadvantages and risks in using celebrity endorsers that are the part of marketing communication strategy for product endorsement. Fist, the benefits of using celebrity endorsers for endorsement may be reversed when image of celebrity gets worse, their popularity is reduced, and they are at an ethical risk (Cooper, 1984). Second, presence of negative information on celebrity endorsers does not only affect the celebrity but also the product endorsed (Klebba and Unger, 1982; Till and Shimp, 1995). Third, a common concern is that consumers' attention is focused only on the celebrity, so the celebrity puts the brand in the shade (Rossiter and Percy, 1987). Fourth, a celebrity being accused of experiencing adverse events such as accidents may have hazardous effects for the product endorsed by that celebrity (Louie, & Obemiller, 2002).

In addition, Mowen and Brown (1981) suggest that when celebrity's image is linked with many brands/products, the interaction of consumers' decision on buying with the product endorsed by that celebrity would be reduced because the relationship between the celebrity and a particular brand is not explicit. Sometimes, the consumers are influenced by presence of celebrity rather than the product. What motivates the consumer to choose the product is that celebrity is the face of brand. Likewise, when the consumer is negatively influenced by the celebrity, the celebrity will have a negative influence on the consumer.

1.6. Endorsement Techniques

There are various ways for celebrities to support a product. They include advertisements on TV, newspapers and magazines, use of products on TV programs and films, use of brand name in the lyrics of a song, and pictures of celebrities taken when they wear the product they endorse. In addition to those ways, one of the methods that the brands often use now is products designed by the celebrities. The desire of consumers to buy a product designed by a celebrity they admire is higher than that of buying an ordinary product, and even such products are given the name of celebrity, which are significant factors for decision on buying that product.

The social media, which has become one of the largest platforms used by people to share a portion of their life, is also used as a technical tool for endorsement. The celebrities promote brands and products to encourage consumers to buy that brand or product via such platforms that are followed by millions of people.

1.7. Sports celebrity endorsement

One of the areas where the celebrity endorsement is widely used is sports celebrity. Almost everyone has a favorite sports branch and an athlete they admire. The brands turn this admiration into an advantage and use the leading athletes for brand endorsement.

A sports celebrity endorser is defined as a famous athlete that is chosen by a brand as a brand ambassador, known well by people, and who use their familiarity for endorsement of products of brands they represent.

A sports celebrity endorser is defined as a famous athlete or coach who uses public recognition to recommend or co-present with a product in an advertisement (Stafford et al. 2003). Athletes are participants who engage in organized training to develop skills in particular sports (Shank 2002).

Sports have now become an entertainment sector rather than a game, and this is considered by marketers and the number of products endorsed by a sports celebrity is growingly increasing (Braunstein and Zhang 2005). The brand that takes the highest advantage of that is Nike, which uses sports celebrities for almost all sports branches. At the end of February 2008, Nike's endorsement commitments surged to $3.4 billion according to their quarterly report filed with regulators for 2008 (Kaplan 2008)

A sports celebrity is not always effective in every situation and each type of products for companies and brands (Badenhuasen 2009; Koering and Boyd 2009; Boyd and Shank 2004). Sports celebrities have been reported to be effective when they fit to the product and are used for their own sports branch (Boyd and Shank 2004; Charbonneau and Garland 2006; Peetz et al. 2004; Till 2001). In particular the match-up hypothesis explains how the congruence between the image of a celebrity and the image of a brand results in more positive evaluations of the endorser, brand and advertisement (Till and Busler 2000).

The congruence between the product and the sports celebrity positively affects the interest of consumers in the product and plays an important role in buying decision. A consumer that is a fan of football is not expected to make a decision on buying when he/she is influenced by an advertisement on crampon performed by Lebron James. However, we observe that sports celebrities are effectively used by brands operating in different industries other than sports.

1.7.1. Sports Celebrity Influence on Endorsement Effectiveness

A sports celebrity will become more effective when consumers establish a similarity with sports celebrities, and the consumers may establish intimacy with athletes due to such similarity (Shilbury et al. 1998).

An attractive celebrity is likely to enhance effectiveness of endorser in an advertisement and create positive consumer attitudes due to the dual benefit of their sport celebrity status and attractiveness (Kamins 1990). Liu et al. (2007) suggests that match-up between the endorser and the product is as important as attractiveness.

The attractiveness plays an important role in creating positive attitude towards brands and higher intention to buy as long as level of expertise of an endorser is not too high for consumers to ignore physical appearance.

Athletes would be perceived as more credible by consumers when endorsing a sport related brand as there is a direct link between the athlete expertise and the sport related brands. Evidence from the study conducted by Choi and Rifon (2007) suggested that a perceived match between a less-well known or even unknown athlete, and the brand was sufficient to obtain a positive response from respondents. Subjects reported higher purchase intentions for advertisements for sports brands that contained both the product and the athlete, even when the athletes had not gained fame.

1.7.2. Effects of Sports Celebrity Endorsement on Attitude towards the Product

Research conducted by Kim and Na (2007), addressed the issue of the fit between the sports celebrity endorser and endorsed products being sports or non-sports related, influence on product attitudes. The study indicated that credibility and attractiveness were important when there was a congruent relationship between the sports celebrity endorser and endorsed product, whereas, only attractiveness was more important that credibility when the fit between the sports celebrity endorser and endorsed product was incongruent (Kim and Na 2007).

CHAPTER II
CONSUMER BUYING BEHAVIOR

2.1 Consumer Behavior

Individuals constantly consume something until the end of life the moment they came into the world (Karalar, 2005: 3). Consumer; A person who buys or purchases marketing components for his or her personal, desire, wishes and needs. Consumers realize their needs, search for products that will meet their needs, use products that satisfy their needs, and make products out of the way once they meet their needs (Wells & Prensky, 1996:4). It is not enough to buy any product or service to be a consumer. For this reason, the terms consumer and customer need to be separated from each other. A customer is a consumer who buys goods continuously from a company (İslamoğlu, 2003:5). As can be understood from this, every customer is a consumer but not every consumer is a customer.

Consumer behavior is the process by which individuals or groups are asked to satisfy their needs and desires; It is the process of selecting, purchasing and using goods, services, ideas or experiences (Solomon, 1996:7). Consumers are constantly choosing between products that are not aware of their results. Consumers both have incomplete knowledge about commodity prices, and the diversity of quality of the products (Nelson, 1970:311-329).

A better perception of the consumers is possible by examining how they perform the buying activity. These activities constitute the purchasing behavior of the consumer. Purchasing behaviors vary depending on the consumer, depending on the influence of some environmental factors. Purchasing behaviors vary on depending on the influence of some environmental factors from one customer to another. Today's selective consumer in goods and services causes a huge fragmentation on target markets.

Consumer behavior, one of the main aspects of marketing, is one of the subdivisions of human behavior. Human behavior also refers to the holistic process through which the individual interacts with his environment. Consumer behavior deals with specific types of human behavior in the context of procurement (Durmaz, 2008: 6). The goal of marketing is to meet and satisfy the needs of selected customers. Consumer behavior; Services, ideas, or experiences to satisfy the needs and desires of individuals, groups, organizations, and individuals, how they choose, how to use, and how to eliminate them (Kotler, 2000:160).

Consumer behavior is the process of change between individuals and groups; A wide field that concentrates on the acquisition, consumption and destruction of goods, services, thoughts and experiences. Consumer behavior information for marketing executives are Environmental analysis, product positioning, market segmentation, marketing research and marketing mix (Tasyurek, 2013:57). Through change, the consumer buys goods and services that he or she needs by paying a fee from the producing and marketing units. This leads to a consumption attitude and consumption behavior related to the consumer's goods and services. Consumer behavior is a more dimensional and continuous process. Consumer behavior is not concerned only with what happens when the consumer buys the goods and pays for it. Undoubtedly change is important in consumer behavior; but all of the consumer's impacts on consumer behavior before, during and after the purchase are covered by consumer behavior. The consumer evaluates whether it meets the requirement of the product it buys. According to this, he will be satisfied or usatisfied. If the product does not come out as desired, it takes various measures such as returning, throwing a nose. This whole process is the subject of consumer behavior and requires the assessment of many details (Karalar, 2005: 6).

Consumer behavior is all intellectual, emotional and physical activities that people use and consume while consuming, choosing, and consuming products and services to satisfy their needs and desires (Wilkie, 1994: 14).

Customer behavior can be defined as the decisions and the activities related to purchase and use of a person, especially economic products and services (Walters, 2002:29). Consumer behavior researchers try to examine how consumers use limited resources such as time, energy and money to consume.

The explanations in the early periods of consumer behavior, tend to benefit from all sciences, were more dependent on the duality of economics and psychology. Today, nearly there is no practical social science. Depending on their focus on consumer behavior at the micro and macro level, a binary classification can be made; Micro (individual view) consumer behavior and macro (social view) consumer behavior. Macro approach is needed to find solutions to consumer problems (Kavas, 1995:8-9).

Consumers are directly affected by the distribution of the general economic resources of the society and the possibilities of using these resources. The accurate determination of the needs and desires of the consumers who constitute the society and the creation of products and services that will satisfy them are an approach that will enable the use of scarce resources more efficiently (Odabaşı ve Barış, 2002: 40).

At the micro approach consumer behavior it has been built on the success of company. Profitability for modern businesses who base their purpose to the satisfaction of consumer needs, consumer behavior is an indispensable prerequisite to research (Odabaşı ve Barış, 2002: 40).

Consumer researchers have lately been turning their interest in discovering the creative, sensual, and evaluative components of the consumer experience (Havlena, W & Holbrook, M, 1986:394-404). Many studies have focused on how knowledge about a goods and services influences behaviors and how rebating influences liking. Furthermore these studies deal with how self-perceiving affect their desire to attain in seeking a market. Researches that study the results of daily implication focus on goods and services pleasure (Folkes, V. S, 1988:548-565).

2.1.1 Main Characteristics of Consumer Behavior

Characteristics of consumer behavior are possible to consider in seven main topics;

1- Consumer behavior is motivated.

2- Consumer behavior is a dynamic process: Consumer behavior is examined in terms of procurement decision process and in what dimensions it is different, as well as behaviors that arise after purchase.

The process is a series of interconnected, interrelated and successive steps.

3- Consumer behavior consists of various activities: As consumers, we all have considerations, decisions, experiences and evaluations. Shopkeepers are some of the activities of consumer behavior such as browsing advertisements, observing others, interviewing salespeople, deciding on the brand to be taken, using the product, making payments, and telling family and friends.

4- Consumer behavior is complex and differs in timing: the timing explains when the decision is taken and how long the process lasts. Complexity explains the number of factors that are effective in a decision and the difficulty of decision. The more complicated a decision is, the more time will be spent.

5- Consumer behavior involves different roles: There are at least 3 different roles performed in the consumer procurement process. A consumer; Affect, buy, and / or use. In various situations, the consumer can play different components of these roles. Also, multiple purchasers can play one or more roles in a buying behavior. For example, choosing a vacation destination or getting a new home would involve all family members, so getting a detergent could probably require that all of the mother's roles be loaded alone.

6- Consumer behavior is influenced by environmental factors: The ability of consumer behavior to be influenced by external factors acknowledges that it has a structure that can both change and adapt. For example, taking a umbrella on a rainy day or postponing or accelerating our purchases with economic expectation are experiences that many of us have experienced.

7- Consumer behavior may show different characteristics for different people: In order to understand consumer behavior, it is necessary to understand why people are behaving differently. The fact that there are countless consumers who are very different from one another in the personal sense makes it difficult to easily summarize consumer behavior (Wilkie, 1994: 18).

2.2 Factors Affecting Consumer Behavior

Consumers are triggered to purchase goods or services according to their interests and needs. There are many factors that affect the decision making mechanisms that turn consumer wants and needs into purchases. Brands use various methods to influence the consumer during the decision process. The effective use of these methods by brands directly affects consumer purchasing behavior.

Consumers are influenced by the brand image in the procurement decision process and without making brand preferences. when consumers prefer a brand to other, he is affected by emotionally and cognitively. However, many factors, such as the nature of consumer needs, consumer perceptions of brand characteristics, corporate image and marketing strategies of brand producing firms, determine brand choice (Aktuglu, & Temel, 2006:43-59).

Today, in an intensely competitive environment for companies aiming to be successful it is very important to influence consumer behavior. On account of to cope with heavy competition and to affect consumer behaviors, companies should consider some situations of consumers.

Companies need to be well informed about consumer behaviors in order to enable consumers to behave in buying behaviors and to be their own customers (Durmaz, et al: 2011)

At the beginning, the consumer tries to find the commodity that he desire to consume, then he only chooses the products that are said to be more beneficial. The consumer predicts a piece of money he can spend after he chooses the goods and services. Finally, the consumer analyzes the dominant commodity prices and decides on the commodity to be consumed. In the meantime, there are different contributing cause that affect consumer purchases, such as social, cultural, personal and psychological (Gajjar, 2013:10-15).

2.2.1 Cultural Factors

Every society has a culture. Culture includes; common forms of production common forms of behavior, forms of expressing oneself. Sociologically, the main function of the culture is to accumulate a large number of persons in a special union. A child born in a particular culture is directed to love many foods, to eat these foods in a certain way, to marry according to certain ceremonies, to accept many gestures and mimics, and to look at strangers with a certain eye (Sayın, 1994: 212). Culture, learned that all of these behaviors, even on those who adopt it have an effect. Everyone living in a society denies cultural values proprietary, but is influenced by these values. Whatever their individual way of life, their beliefs, they all share the same cultural pattern (Tolan, & Isen, 1985: 122).

Culture plays a great role in shaping the behavior, desires, needs and purchasing decisions of individuals. As individuals are members of society, they shape their wishes according to the values and norms of the society they live in. Cultural values show what is appropriate, what boundaries should be when the desires and attitudes are determined.

Consumption is realized by paying attention to publicly approved behaviors. Products that are inappropriate for cultural values may not be purchased even if the consumer is motivated. Consumer behavior is profoundly affected by cultural factors, such as sub-cultures and social classes (Gajjar, 2013:10-15).

2.2.1.1 Culture

Culture is a unchangeable part of our lives. People are influenced by the culture of the society in which they live.

Culture determines the lifestyle of the human being as a member of society. In other words, it is a function of defining or consuming forms of society, needs, priority order of needs and satisfaction of needs. Cultural values affect both consumer behavior and consumption (Kavas, 1995:152).

Constrictively, culture is the most important factor in person desires and behavior. The effect of cultures on purchasing behavior is changing from country to country and marketers must be very careful not to analyze the cultures of different groups, regions and even countries (Gajjar, 2013:10-15). So, consumer's buying behavior cannot be independent from the culture.

As culture is the main stream of the consumer behavior, marketing applications varies by the region, country, age group and even political view. Corporation even does have marketing departments created as per the cultural facts. Consumers are analyzed well in those departments especially by the support of locals to be able to understand their behavior well.

Consumers buy goods or services in the direction of the cultural factors they are influenced by. For example, depending on the climate and traditions, individuals use clothing in different forms in different cultures. Clothing in Arab countries is different from clothing in India. When Americans wear large clothes, Europeans prefer clothes that cover the body more. Food and drink habits also vary from culture to culture, and marketers and advertisers need to be cautious about this.

For example, pork is ineffective in Islamic countries, beer in Germany, wine in France is preferred. While Americans are fond of meat, they eat very little meat in many cultures, for example in India (Tasyurek, 2013:105).

Culture influences the different stages of evaluating the needs of individuals as they make purchasing decisions, their search and alternatives. Although marketers are trying to influence these stages with advertisements and retail strategies, it is difficult, at least in the short run, to overcome certain cultural forces. Culture influences where consumers seek information. For example, in some cultures individuals' oral advice in the family is more effective than advertising, and in some cultures the individual takes into account internet research and third party recommendations. Culture also influences how individuals use and consume products (Blackwell, et al, 2006: 434).

2.2.1.2 Sub-culture

Culture; Can be divided into many sub-cultures that give a special identity to their members in many ways such as age, occupation, marital status, national and local ethnic origin, geographical region, race, religion and denomination. Subculture is any cultural model that preserves the important aspects of the dominant society but provides its own values and lifestyles (Berkman, & Gilson, 1986:156).

For example in Turkey there many sub-cultures in regional fact, like North of Turkey Karadeniz region. Although Karadeniz have got a unique culture, almost every city are divided by sub-cultural differences.

Every culture includes different subcultures such as religions, nations, geographical regions, race groups. Marketers can use these groups by dividing the market into several small portions. For example, marketers can design products based on the needs of a specific geographical group (Gajjar, 2013:10-15).

As Turkey's Karadeniz region and its sub-culture example given, Trabzon and neighbor Rize cities are differ in a simple way. Trabzon is a city where it is famous with the fishers and blue is an attached color because of this reason. However Rize is famous about tea production and their commonly used color is green. This color differentiation is even in their local team uniforms. So marketers have to consider this cub-culture affect during the design phase of their product.

Subcultures also examine consumer behavior in terms of success in providing promotion policy. For example, black people in the United States, where the black population has a significant cultural preference, tend to seek more information about their purchasing decisions, and they have found that white cars prefer cars with higher models and cylinders (Karabulut, 1981: 98). Knowing the consumption behaviors of subcultures will enable the marketing and advertising policies to be applied to be differentiated and targeted, resulting in business success.

As a result, when defined as affecting consumer behavior, culture is "beliefs, values, traditions and customs that guide the consumption behavior of a particular community member". Beliefs and values are mental perceptions that reveal the reactions individuals show in a particular setting. When choosing a particular product, the criteria used by an individual who chooses a product will vary according to general values and specific beliefs.

Marketers will succeed only when they consider and evaluate the cultural elements that make up a society in all dimensions and when they prepare advertising and promotional activities in this direction (Karalar, 2005: 225).

Sub culture needs to be analyzed deep in the social group or in the region by the marketers, to reveal consumer behavior. A country might have a Middle East culture due to its regional positioning, however may show Asian or European sub-cultural movements by influencers affect; for example like French speaking Tunisia.

2.2.1.3 Social classes

Social class is a community of people with similar status and societal respect, with similar forms of behavior, both formally and unofficially speaking with each other. Consumers prefer products that require members of the class they want to be or where they are, namely in social class affects buying behavior.

In terms of goods and services consumed by social classes to current consumer behavior valuation it can be made: the people within the same social class to a degree is assumed that they develop a common behavior models (Ferrell, 2000: 211). The selection and use of the products differs according to the social classes. Very expensive and modally connected products such as furniture, jewelry, cars are a social class indicator and are bought in the upper class. Individual products are sometimes bought for their social symbols. People who buy Mercedes mostly want to belong to that particular Mercedes user group. One of the strongest psychological motivation factors to be aware of in marketing is the desire to identify and identify with the same group of people with a specific product (Sugarman, 2007: 133).

Unique example from 80's Turkey with a famous phrase "Alırsın Ford olursun lord", meaning you are a lord if you drive a Ford brand car. Turkish truck drivers use to think that buying an American truck will make them look like a westerner and will be the part of an international social class. That was the motivation for them to buy Ford truck instead of others.

Every society has a sort of social class that is important to marketers. Because the purchasing behavior of people in a particular social class is similar. This allows marketing activities adapted to different social classes. By the way the social class not only determined by income, as well as wealth, education should be noted that there are various factors such as profession (Gajjar, 2013:10-15).

2.2.2 Social Factors

It is the social class in which consumers are part of the socio-cultural factors that affect consumers' perceptions and buying behaviors. Forms are made in terms of the classification of society into classes and different roles from each other and prizes are provided. Changes between roles and prizes are determined. For example, the ruler and the ruler are separated into measures, measures of income, and society classes according to the type of work done. In other words, classification is a vertical grouping of the lower, middle and upper classes. In real life, there is no definite border between these classes (Cemalcılar, 1986:77).

Social factors affect the purchasing behavior of consumers. Some of important social factors: reference groups, family, role and status and, group of friends.

2.2.2.1 Reference groups

The purchasing decision of the consumer can be influenced by many groups. The reason for being influenced by more than one group here is that the needs of the individual cannot be met by a single group and that the groups are specialized for their own purposes. Individuals benefit from these groups in expressing their own beliefs, values and ideas. For all these reasons, advisory groups can be defined as the community of people that constitutes the attitude and attitude of the individual.

Reference groups are people or groups who serve as the point to compare values in the formation of attitudes and behaviors. In particular, the reference groups used for attitudes and behaviors are called comparative reference groups. These groups can be neighborhoods whose lifestyles, home furnishings, furniture and car choices are admired and regarded as treasured (Kavas,et al, 1995:168).

Reference groups have the potential to create a person's attitude or behavior. The effect of reference groups varies between products and brands(Gajjar, 2013:10-15).

Marketers are trying to identify reference groups of target groups because they expose individuals to new behaviors and lifestyles, affect individual attitudes and personal opinions, and put pressure on their product and brand preferences (Kotler , & Armstrong, 1997: 146). A person is normally affected by different reference groups for various decisions he or she will take. For example, when buying a car, a lady adds a reference group to the account, while the lingerie is affected by another reference group. In other words, the nature of the product and the role of the individual determine which reference group will be taken into consideration during the purchasing phase. The reference group effect is considered to be stronger for general- and multiplier products seen by other people, such as clothes and automobiles (Peter, & Donelly, 1998: 63).

Reference groups are a strong motivational factor affected on the conssumer behavior as it drives where to shop even. For example if the consumer is belong to a rich social class, he/she most probably shopping in a different mall with luxury options available. Like in Ankara – Turkey, that person might choose to go luxury mall named "Next Level" because people in his/her reference group shopping from there only.

Many studies have shown that certain types of products and consumption preferences are more influenced by reference groups than others. In the US, a reference group has been identified with reference to: In the selection of goods and brands, the reference group of compulsory goods with a social appearance may have a weak but strong effect on the mark; Hours, cars and clothes. On the other hand, the reference group in the sociable luxury goods can be effective in selecting both the goods and the brand; Golf clubs, skiing, sea boat. In compulsory properties without social appearance, the influence of the reference group is weak both on the goods and on the mark; Bed, night lamp and fridge. The relative influence of the reference group on luxurious goods without social appearance is weak in the product as well as strong in the product; TV games, garbage machines and ice makers.

In this context, the marketing manager must be able to motivate the reference group through these components and to carry out their psychological or behavioral acceptance in order to influence the motivating features and decision process of the target consumer with new marketing components (Karabulut, 1981: 83-85).

Marketers should consider consulting groups as part of their strategy and see that consumers are influenced by many consulting groups. Various groups are influencing different types of consumers on different purchasing decisions. Reference groups are constantly affecting consumers at home, at work and at school. In this context, advertisers should identify which type of group is effective in a purchase decision for a particular product class, and present advertising messages to consumers through appropriate media in this direction (Karalar, 2005:171).

2.2.2.2 Family

The family is a sociological unit with biological, psychological, economic, social, legal and similar aspects that provide the continuation of the human species as a result of biological relations and transfer the material and moral riches. Within the reference groups, the family has a great influence on the purchasing decisions of the consumers and constitutes the most important individual consumer market. Using the product in the family, with the decision that led to the purchase of the field and buy products that may be different.

The family is one of the most important purchasing agencies in the society and has a great influence on purchasing behavior. Marketers are interested in the role and influence of spouses and children in purchasing different products and services (Kotler, & Armstrong, 1997: 146). The effect on the purchase behavior of the family varies depending on various factors. These factors are; the number of children in the family, the fact that women work or not, and the fact that they are living in a village or city (Güz, 1998: 92).

Almost all decisions made within the family are influenced by at least two of these consumer roles. For example, in the selection of a travel route for the family, although the service is bought and paid by the parents, the children can be suggestive or influential. For this reason, advertisements for such products are highly targeted to users, decision makers and buyers (Foxall, et al, 1994: 198)

Family, as well as the smallest social unit in society is an organization that obtained important clues in consumer behavior research. Advertising creators in Turkey and around the world know the importance of family and use family figurines in many products and services such as sugar, automobiles, insurance, banking. Before or during the purchasing phase, any of the family members can influence, sometimes prevent, the negative thinking or reporting of the product / service, the purchase of the product. For this reason, marketers are able to achieve more successful and constructive outcomes with specific product grouping strategies for specific target groups (Tasyurek, 2013:99)

Influencer on purchase decision within the family can be explained by the child example. In Turkey you will find most of the products that are related to kids consumption (milk, chocolate, flakes etc.), in the lower shelters of a super market. Those products are positioned in a level where kids easily may reach and purchase request to parents. Usually parents unwilling to ignore child's requests while shopping on those small items and that is well known by the marketers.

2.2.2.3 Roles and status

The role is a game in which people play within a group or community with their borders fixed. Status is a dignity in daily language, expresses prestige. Sociology is the position of a person in society (Özkalp, 2004: 45-46).

Roles and statutory also influence consumer behavior. People acquire a specific position within their family, club, association and similar groups throughout their lifetime, and assume roles.

Each person has different roles and status in the society depending on the groups to which they belong, the family, the organization. For example, a woman works as a finance manager at a company. Now she plays two roles, one is the finance manager and the other is the mother. Therefore, purchasing decisions are influenced by the role and status (Gajjar, 2013:10-15).

A role consists of activities that one person has to perform. Every role has a status. People occupy a certain status and play a role in this status (Özkalp, 2004:46).

2.2.2.4 Group of Friend

The relationship between other people indirectly influences our ideas while making decisions in daily life.

Group of friends have a role in the people's purchasing behavior. It is an important factor in the differentiation of attitudes in the selection of goods and services in search of friend's surrounding information (Hatipoglu, 1993:38).

2.2.3 Personal Factors

Another factor affecting consumer behavior is personal factors. It can be measured life style, economic situation, occupation, age, personality gender.

2.2.3.1 Age

Age has a potentially large impact on consumer buying behavior. Over time, consumers are changing their purchasing goods and services.

The wishes and needs of the people vary according to their purchasing behavior, their age and their position during these age periods. Marketers often define target markets according to the age of consumers (Tekin, 2006:91).

A boy in an age between 20 – 25, might be looking for a t-shirt with fancy phrases written on it and a jean with tears all over; casual and comfortable dress to put on. However a business man will mostly get ahead with a White shirt, jacket with pants on. Brands like "Jack & Jones" having jeans and comfortable shirts because their target customer is those 20-25 age group. If you visit "Sarar" only thing you will find is suit and tie where they targeted age over 40 business mans.

Products / services that constitute the target audience age of the consumer, to determine the content of ads, is one of the influential demographic factor in strategic decisions at many stages of the advertising media advertising campaigns such as the choice of process. The types of products / services that each age group buys, the brands they choose, the reasons and form of their purchase, and the stimulus that affects and activates them in advertisements. For example, in a product-oriented advertisement for children, cartoon heroes, animated characters, a fun format and a dynamic structure are preferred; It would be more appropriate to use symbols that are more prestigious, stronger, have a high status indicator in the advertisements of brands such as a prestigious automobile brand, airline or real estate products in the high socioeconomic class, well educated, middle age and older people living in the city (Elden, 2009: 368).

2.2.3.2 Occupation

The consumer's occupation determines income before everything else. The occupation that people have are remarkable factors that affect the buying behavior.

People's professions are greatly affecting the goods and services they will buy. The target is a characteristic that also reveals the occupational income status of the goods and the products they buy will change accordingly. For example, a general manager of a company would buy expensive suit, travel by plane, blue voyage and club memberships. The target could also reveal the specific products and services of the occupation, the preference of certain brands, or the need for certain products that arise from their professions and that are of interest (Tek, 1999: 204).

2.2.3.3 Economic Situation

Perhaps the most important factor in consumer purchasing behavior is the economic situation. The consumer will choose the product or service according to his budget. If a customer has high income, he will tend to buy more expensive products. On the other hand, a low income person will want to buy cheap products more.

Marketers that are particularly sensitive to the infant closely monitor these indicators. For example, in the case of recession, they redefine products and reduce locations, prices, production and inventories (Tek, 1986:58).

Economic factors affecting the consumer market are examined in two ways. First, to determine the purchasing power of the entire population, data on the country's economy and on the trends in the economy are seized, followed by the data on the persons and family. The general economic situation and economic changes affect consumers' purchasing and consumption tendencies. The supply and demand of imbalance in inflation, interest rates are economic factors affecting consumer decisions. The fluctuations in these factors should be recognized, the reasons should be identified and the relevant economic and monetary policy of the state should be observed (Cemalcilar, 1986:85).

Considering a country which is reconstructing macro economy after a debt crisis like 2008 Lehman Brothers hit or 2001 Turkish political based economic crisis. Citizens of countries have been directly affected by the crisis and their purchasing power significantly decreased. This lead to a change in their consumer behavior where the sales of potato and bread has been increased due to the reason choice of affordable food.

2.2.3.4 Lifestyle

The way of life has a broad content that covers virtually every aspect of daily life, such as the values of individuals, where they live, what they do, what they eat etc. At the same time, the lifestyle style reflects the activities, interests and ideas of the individual and includes leisure activities.

The lifestyle shows the person as a whole in interaction with the environment. The aim of the marketers is to establish the relationship between the product and the customer's lifestyle correctly.

The lifestyle refers to the way a person lives in a society and is expressed by things in the environment. Customer interests are determined by their views, activities and all forms of acting and interaction in the World (Gajjar, 2013:10-15).

The lifestyle may contain more things than the person's social class and personality. If a person's social class is known, some speculation or interpretation can be made about his possible behavior, but this may not allow the person to see exactly. Consumer life styles are tried to be measured by using long question forms. I n these questionnaires, people are asked whether they agree with some expressions. Many American firms have changed their marketing strategies by looking at this study, as the lifestyle influence the purchasing decision (Tek, 1995:205).

2.2.3.5 Personality

Personality comes from the Latin word "Persona". The persona is the mask of the hundreds of actors in the old days. In a sense, it is the masks that an individual follows according to the environments in which he or she is living. Personality is a form of individual thoughts, feelings and behaviors specific to each individual that provides harmony with the environment throughout their lives. According to another definition, personality is "a form of relationship that is established by the individual's inner and outer environment and is distinctive, consistent and structured from other individuals" (Karalar, 2005: 106).

Every one of us has a unique personality and different behavior accordingly. Some people have friendly and social characteristics, some are reticent and asocial. Considering the both personalities will have different consumer behavior where social person will spent his Money more on going out for dinner, coffee shops or etc. together with friends.

On the other hand asocial person might spend his/her money more on the personal gadgets, games and some other social apps to find him/her self-friends.

The concept of personality includes characteristics specific to the individual; Intelligence, form of perception, emotional reactions, thought processes, tendencies, the ability to cope with conflicts, and sociality. According to psychologists, who are called behaviorists, personality is defined as all of the behavior and habits that are unique to a person and are more or less always observable. For some psychologists, personality is all about the various roles that people play in society and the effects that these roles place on others (Tasyurek, 2013:91).

In order for the concept of self to be used as a tool in marketing, there must be a relationship between self and brand image. Such a situation may lead to the development of new products. If the consumers do not have appropriate brands for the concept of self, new brands can be created that can provide them (Odabası, & Barıs, 2004: 207).

In fact, personality is not what a person wears; instead, it is the behavioral integrity of a person in different conditions. It has certain characteristics such as domination, aggression, self-confidence; this may be useful for determining consumer behavior for a particular product or service (Gajjar, 2013:10-15).

2.2.3.6 Gender

Gender is one of the important factors in consumer behavior. Furthermore, being affective in gender product and brand choice, it also plays an important role in purchasing decision. Some of the goods and services are specific to men, others are specific to women. While part of the decision to make a purchase is made by men, there are also women who decide in part. It has been suggested that the difference between male and female originates from different secretions that exist in male and female. While women are more influenced by emotional motivated messages, men make more rational and scientific decisions.

Many sources investigating demographic factor effects have shown that the majority of advertisements focus on the "gender" factor. In studies conducted, women tend to be more elaborate, more vulnerable to environmental factors, and more vulnerable to negative information; Men are less interested in fashion and clothing than women, friends are less sensitive to their thoughts, more self-confident and motivated towards the outside world, and they are more likely to take risks in

competition and money. While men see shopping as a disgusting task, they spend less time shopping than women (Verma, 2009: 71-72). Research shows that while positioning products, marketers must be sensitive to gender differences. Accordingly, angularity, sharpness and sharpness and simple designs are the characteristics of the products. Roundness, softness and elegant designs are feminine product features (Arnold, et al, 2004: 516). In advertising messages, variables such as whether the target volume of the product is male or female should be considered and appropriate messages should be given to the appropriate target group. For example, messages that are sentimental and sensitive to an advertisement of a product that is desired to be sold to women are more influential whereas items that symbolize risk, competition and power are more effective for men (Tasyurek, 2013:113).

2.2.4 Psychological Factors

There are four major psychological factors that influence the buying behavior of consumers. These include: perception, motivation, learning, beliefs and attitudes and learning.

2.2.4.1 Motivation

Motive can be expressed as the power underlying the behavior of the individual and acting on the movement of the individual. Motivation is; The person is acted upon by the effect of some internal or external stimuli. Psychological motives are classified in various forms.

Consumers are mainly engaged in purchasing behavior with economic, social, psychological motivation. It is related to guiding the consumer motivations on the passive positioning of the consumer in purchasing. On the other hand, it is assumed that consumer behavior develops in guiding the motives of consumers (Papatya, 2005:223).

The level of motivation is influential in the emergence of customer buying behaviors. Every person has different physiological, biological and social needs. Some of our needs are more prominent than others. Hence motivating people to seek satisfaction is the motive of the dominant needs (Gajjar, 2013:10-15).

According to Erich Fromm, the most powerful instigators are the ones who try to bring a solution to the world of contradictions that exist within themselves. The purpose of this behavior of man is to overcome him and to give a meaning to his life as an organism, in fact, to channel his energy into a certain direction and search for ways to keep his life alive. The needs that enable one's life to continue in a suitable situation do not arise from reluctance and an absence; they are the result of a richness that the wishes of the person to turn to the objects suitable for him have brought to him. Such a person wants to love because he has a heart; He willingly thinks because he has a brain. Man needs a world because he cannot exist without him (Fromm, 2004:57).

The motivation of the consumer is the power to move the buying behavior, to reveal the purpose and to move the human action. Motivation is the cause of behavior. Motivation is a sincere power that drives a person to show behavioral reactions, gives a specific direction to the reaction, reveals a complex tendency of simple impressions, and is unobservable. Motivation can also be defined as the influence of internal and external stimuli that determine the direction, power and priority order of person actions (Akyuz, 2006: 20).

2.2.4.2 Perception

Perception is the process of interpreting information to enable individuals to select stimuli from around, organize information about these stimuli, and create a more consistent and meaningful worldview. Stimulants are information that enters into one of five senses such as sight, hearing, smell, taste and touch. Individuals who have to choose from perceptual processes stimulating environment uses to interpret what is going to make sense.

There are three different detection processes, selective attention, selective deterioration and selective retention. In selective attention, marketers desire to engage attention of their customers. However, in the event of selective deterioration, customers are trying to interpret this information to support customers' beliefs (Gajjar, 2013:10-15).

Gestalt psychology is the foundation of the theory which argues that it is necessary to understand how to evaluate the situation in order to understand the behavior of the person. According to Gestalt theorists; a whole is different from the sum of the parts. The individual perceives the whole not in its parts but in its entirety. For example, while listening to a symphony orchestra, we try to listen and understand all of the musician's orchestra's contribution, not by analyzing it as a whole. Gestaltians believe that the organism has reorganized the world by adding something to itself from the outside. People perceive the world as a whole. The stimuli are seen as meaningful integrations together, not in a separated manner (Ene, 2007: 116).

Marketing strategies that can be applied based on perception information include:

-Consumers tend to buy a product that has an image very close to their needs. Signs, symbols and methods used in banners must not contradict the product in order to leave positive impressions on the consumer about the product. The success rate increases as the poster promises to be beneficial like white laundry, a more beautiful appearance, less gasoline per kilometer, a more pleasant taste, and a messenger message.

- In foodstuffs, mentioning properties such as taste, color, consistency, quality and price of additives can better advertise that product. The same is true for clothing (Cevik, 1997: 119).

- People often look like they have personality traits that can affect them if they are really human or human. In order to find out which personality characteristic of the brand calls to the consumer mass and how the attitude of the created brand towards the consumer is posed, the personality image that the brand has in the consumer has to be revealed and the communication oriented towards the consumer should be provided. The logo, logo and emblem of the color, form, style and design elements that make up the brand should be designed in a harmony that includes local, folkloric and contemporary elements which are designed differently from the competitors and attract attention of the consumers. Even a character created with a brand can create very effective results when used with a logo. The rabbit character of Energizer pills is a good example (Ar, 2007: 98).

A paper sheet manufacturer Lila Company from Turkey, producing brand name Sofia environmental friendly toilet papers. The Sofia papers are produces from %100 industrial, sustainable forests which help protection of rain forests. The company's aim is to break out the perception of waste paper usage and attract the people who act responsibly while shopping and consuming such products which may harm nature. Change in the raw material and advert in point, attracting many green movements and creating a "green product" perception in the consumers' minds.

- The slogan of the advertisement is important in terms of consumer perception. The trace that a campaign leaves in the consumer's memory does not erase for a long time, sometimes for years. (Baker, 1996: 26).

- Colors have effects on product perception. Color, entertainment, elegance create a mood like mobility or warmth. Bright colors produce lightness, celebration comfort and happiness, while darker intense colors create a more serious atmosphere. Green color is used in "healthy products" type products of every brand today. White or light colors; Diet, light, salt-free or low-calorie products. In electronic products such as cameras and cameras, black or gray color reflects the meaning of "high technology". Pastel colors, gilding and black are used in fashion and elegance related packages. Metal foil almost always provides the image of high quality and cost, especially in gourmet food, cosmetics and luxury products. Red labels and bottles identify cola drinks and yellow tonics (Meyers, & Lubliner, 2003: 23-36).

2.2.4.3 Beliefs and Attitudes

Attitude; Positive or negative cognitive appraisals, emotions or tendencies towards some objects or thoughts of a person. Attitudes consist of thought processes and feelings. Furthermore it influences beliefs, beliefs affect behavior.

People become owners of beliefs and attitudes to do and learn. A belief is a descriptive thought that a person about something. Beliefs can be built on knowledge, opinion and belief. Marketers are considerably concerned with people's beliefs about the much needed products and services. These beliefs create their brand image and product and act according to the. Image of the products and brands in humans.

Attitudes and beliefs have a significant impact on consumer behavior. Consumers are asked to express their attitude when they are asked whether they like a product, advertisement, brand or not. Attitudes are the external defense of inner feelings and reflect the tendency of people towards objects (Kavas, et al, 1995:112).

The main purpose of advertising is to make sales and the goal is to change the behavior and attitudes of consumers. Attitude is based on one's continued positive or negative evaluations; Is a reaction to an object. Because attitude is made up of many personal beliefs, the change in beliefs lies at the basis of the change in attitude. To change the attitude of the consumer, it is first necessary to change his personal beliefs (Josephine, el al, 2008:8).

If a brand is not successful, what needs to be done is to encourage positive attitudes towards that brand. This is the marketing manager; By changing consumers' beliefs positively against brand features, by changing the relative importance of beliefs consumers have, or by adding new beliefs to consumers about the brand (Lamb, et al, 1992: 92).

The influence of persuasive communication in shaping the attitudes of consumers is of undeniable importance. In this context, each element in the communication process determines the attitudes. In addition to situations such as reliability, likelihood or similarity with the target group, selectivity, whether or not the source is expert by the target group, the source is effective in determining the message strategies appropriate to the demographic, psychological and socio-cultural characteristics of the target group and in shaping the attitudes of the consumers towards the brand. It is also important to note that the structural characteristics of the message and the stimuli used to construct the message are important in shaping the attitudes of the target audience. Along with rational stimuli affecting the cognitive level of attitudes, stimuli, threats and frightening stimuli and stimulants carrying comatose stimuli are used to stimulate target kits (Elden, 2009: 420).

2.2.4.4 Learning

Learning is an important variable that plays a role in the procurement decision process in the formation and orientation of person behaviors. Learning has an important effect in attaining attitudes, values, behaviors, and symbolic meanings. Human beings are acquainted with learning to buy. The marketer succeeds to the extent that he can convert his branding buying behavior from complex decision making behavior into habitual decision making behavior. This is possible by teaching the brand and the consumer about the brand.

Learning can be described as a permanent change in behavior. There are three important elements in the definition of the learners. These are;

- Learning is a behavioral change.
- The learning comes from experience or practices.
- The behavior change that is acquired as a result of learning is permanent.

Learning can also be defined as adaptation to the environment. A consumer follows the norms of society in order to adapt all his behavior to the environment and not to be excluded by the environment. Learning occurs as a consequence of information, so learning without knowledge is not possible. Need, purpose and interest also play an important role in the realization of the learning. Learning without them is not possible. One of the important conditions for learning is the general state of alertness. There is no learning request unless the organism is warned. It is the motivation that makes the person into general arousal. For this reason, marketers must promise a reward for consumer stimulation. This prize leads the consumer to learn (Islamoğlu, 2003: 57-60).

2.3 Consumer Buying Behavior

A consumer decision varies according to the type of goods or services to be purchased. For example, the consumer's behavior in purchasing food items, clothing, or buying a computer is not alike. Food items purchased by expending less effort than the result of certain habits. On the other hand, when buying a computer, the details of the price, payment terms, qualifications, brands etc. are searched (Yükselen, 2000:88).

In businesses that adopt the marketing concept, the main task of the marketing manager is to identify the target market makers and examine their purchasing behavior. The market is the market for consumer goods, which is the end-user who makes purchasing tendency to meet individual requirements and whose consumption is the consumption of the product.

This market is also referred to as the consumption market because the purpose of purchasing is the final consumption. The consumer is the person who determines the individual requirements, purchases and uses the goods or services.

Consumers have different behaviors during purchase. These behaviors can be grouped into four main groups. (Assael, 1987)

Table 2.1: Consumer Behavior Group.

	High Involvement	*Low* Involvement
Significant Differences Between Brands	Complex buying behavior (C→A→B)	Variety-seeking buying behavior (C→B→A)
Few Differences Between Brands	Dissonance-reducing buying behavior (B→A→C)	Habitual buying behavior (C→B→A)

2.3.1 Complex Buying Behavior

This type of behavior is the purchase of a high level of consumer interest. There are significant differences between brands (Yükselen, 2000:88). If the consumer is aware that there are significant differences between existing product brands, if the goods to be bought are expensive, they are not taken frequently, and if they are risky, they can talk about complex buying behavior. In this respect, the customer does not have much information about the product class. Some difficulties has seen in the purchasing process because obtaining information about goods is time-consuming acquisition (Şimşek, 1990: 46).

For example, someone who buys a car may not know what kind of features he wants on the car. If the consumer has not done a bit of research in this matter, the product features have no sense for him.

2.3.2 Dissonance-Reducing Buying Behavior

Consumers sometimes need a great deal to buy, but they do not realize the big differences between goods or services. The high need is based on the fact that in reality the purchase is expensive, rare and risky. The consumer will research to find out which one is appropriate, but he will be purchased quite fast. So, the brand differences are not considered. For example, buying a carpet requires a high degree of consideration because the carpet is expensive and expresses itself, but the buyer may think that all of the carpets in a particular price category are the same. After the carpet is purchased, the consumer may feel uncomfortable as he notices some unpleasant features of his carpet or hears some good things about other carpets. The consumer will carefully listen to or read the formation indicating that he has made a decisive decision to purchase the particular carpet. (Kotler, 2000: 177).

Dissonance feeling happens after the purchase and drives consumer to question his/her choice on procurement. This is mostly happen on the crucial procurement activities for example buying a house or a car. Consumer will continue researching about competitive products even though procurement is completed. This may end up with a high satisfaction rate on the selected product or a displeasure, by the time consumer start to use that particular product and experience it's benefits or harms.

2.3.3 Habitual Buying Behavior

A large number of products are purchased with little consideration due to the lack of certain brand differences. For example; salt. Consumers deliberate less do their shopping in this category. If consumers are constantly buying the same brand, this strong brand is not the result of loyalty, but the reason consumers are accustomed to buying it. It is known that consumers often think very little about the low-priced products they buy (Tasyurek, 2013:65).

Marketers use four techniques to make a less-thought-out product a highly-thought-out product. First, there is a connection between the product and an issue that is highly contemplated, such as that toothpaste is preventing tooth decay; The latter is linked to a personal situation that is thought of in the product, such as the publication of a coffee brand advertisement early in the morning when the consumer should roll over their sleep. Third, the advertisement can be designed in a manner that aroused strong feelings or ego defenses associated with personal values. Fourth, buy less consideration received on a product, marketers can add an important feature about the product, such as a simple soft drink vitamin-reinforcing (Kotler, 2000: 178).

Soft drinks are economic to purchase and does not need much consideration and spent less time on those. A soft drink manufacturer Coca-Cola Company, launched product Sprite with slogan "Obey your thirst" in 1997, ascribe a meaning to product which is "image is nothing". Expressing message to soft drink consumers was Sprite is not a product where you need to look cool or funky, just need to be casual like everyone to have it.

2.3.4 Variety-Seeking Buying Behavior

In this type of buying behavior consumers frequently change brands, they choose a brand based on some beliefs without much research and evaluate it during consumption (Şimşek, 1990: 47). For example, the consumer has some beliefs about cookies; he buys a cookie without an evaluation and evaluates the brand more during product consumption. When the consumer wants to buy cookies for the second time, he purchases another brand cookie for a different taste. Brand change occurs for diversity, not because it is not satisfied (Kotler, 2000: 178).

Variety-seeking buying behavior can be defined as adventurer type of behavior, where consumer looking for new taste, new place and new experiences all the time. Brand loyalty might be still valid but new products and a feature is a must for the consumer for example an Apple IPhone user.

Anytime Apple company launches a brand new model but with new features and shape on the product, consumer will be switching from the old version to newer model and this behavior will drive buying new Apple model on and on.

2.4 Consumer Buying Behavior Process

The consumer makes a series of decisions, from the feeling of need to the evaluation after sales. These decisions are called purchase decision process. First, the consumer feels the need for a degeneracy of their own needs. Then he determines alternatives that can meet this need. After creating the list of alternatives, they are evaluated from the point of benefit-cost and convenience-difficulty.   These evaluations and the election result the consumer buys the goods or services they need. After the purchase, the consumer evaluates his own decision. Consumers ask questions to themselves such as ''Do I buy the right product, in the right place, at the right time, at an acceptable price, do I pick up the same product again or shop from the same '' etc. This kind of questioning provides feedback for the next purchasing decision (Altunışık, et al, 2001: 67).

Consumer's questions every time during the buying process or before purchasing for their all procurement activities. The answers will vary from product to any other product; for example consumer is shopping in a super market and looking for drinks. Consumer might perform buying action for soft-drinks where there is an sales promotion although fruit juices needed; because sales considered to be right time to purchase comparing others.

All human actions are based on intellectual, emotional and behavioral decision-making. Decision making is a cognitive process and is generally considered a problem-solving skill. At the same time, decision making is the process of going to the end by making the most accurate assessment among the options (Çoban, & Hamamcı, 2006:393).

Consumer decisions can be related not only to which brand to choose, but also to where the brand or brand / product will be bought from. For this reason, a particular brand may be purchased not only because of its price, shape or functional characteristics, but also for reasons such as "it helps me feel good" or "my friends like this brand" (Hawkins, et al 2004: 120).

An American sportswear brand called Nike, launched slogan "Just Do It" in 1988, which was attached to athletes to work harder for achievement and success. So consumers reason of choosing Nike was not only the price tag or products but also was the brand dedication image created, same like the winners has.

Consumer behavior is complex and influenced by many variables. It is necessary for the marketers to understand the purchasing decision process which explains what kind of behaviors the consumers have in their daily lives in order to be effective in the market, to gain competitive advantage and to satisfy the consumer demands and needs. According to the consumer purchasing decision process, consumers are rediscovering the mental and emotional situations they experience while solving a purchasing problem (Tek, 1997:212).

Consumption is a process that commences before and after the purchase of goods or service. Purchasing decision process for consumption; Is the process by which a consumer chooses, evaluates, and makes a purchase decision, until the time they first realize the needs of a consumer for a product or service, when they buy the goods or service. The consumer feels the need for a degeneracy that he had previously had. He then determines the alternatives he may need to meet this need. After constructing the list of alternatives, he evaluates them in terms of cost-benefit and convenience-difficulty. The aim of the assessment is to determine which of the alternatives is more advantageous than the consumer for the moment.

The purchasing decision stage customer passes through five stages: Problem recognition, information search, evaluation of alternatives, purchase, and post purchase behavior. As we can see, the procurement process started long before it was actually procured and after a long period of time it was clear that the procurement process was successful.

2.4.1 Problem Solving

The purchase process begins when the buyer understands that they are facing a problem or need (Kotler, 2000: 179). Businesses continue their lives by paying for and receiving the felt shortage. The need is to feel the lack of something (Altunısık, el al: 2001:56). This need can be activated by internal or external impulses. In the first case, the normal needs of those who rise up to the threshold of hunger, thirst, and so on. In the latter case, an external impulse stimulates a need. The feeling of hungry revives when someone passing by the front of a bakery sees freshly baked bread. Another person admires his neighbor's new car, or is impressed by the ad of a Hawaiian holiday and wants to go there. (Kotler, 2000:179).The birth of a child, the start of a school and marriage are all events that require food, clothing, and even a new home. Priorities may be created or relocated, or the shopping list may be longer (Dubois, 2000: 230).

Marketers use Maslow's hierarchy of needs to understand what their brands are all about to satisfy the needs and needs of consumers. For example; Psychological needs such as belonging, self-realization and dignity can motivate individuals to get a better education level, status or use luxury products (Duncan, 2005: 147).

The stage of determining the problem ends with the consumer not accepting the necessity of buying and buying behavior (Dubois, 2000:230).

2.4.2 Information Search

The sources of information that can help consumers to make decisions include personal (family, friends, neighbors, etc.), mass media and public resources. The effect and significance of the stated sources of information will vary according to the product category and the characteristics of the consumers. Generally, consumers receive information about products more often from commercial sources such as advertisements, though they are still the most effective source of information.

The effect of each information source on the procurement decision process stages is different. While commercial information sources are more effective in gathering information about the function of the product or brand, personal information sources are effective in evaluating these functions (Kotler, & Armstrong, 1997: 193).

In the process of information search, topics are discussed with friends and acquaintances; information is gathered from consumer magazines and internet sources. The marketer participates in activities such as informing the stage of information acquisition and publishing carefully planned ads. Messages sent by the marketer are stored by the consumer for future use (Kotabe, 2001: 88).

The consumer is ready to go to the next stage, gathering information about the various products and services' features such as price, payment terms, usage patterns, brands, warranty conditions and so on (Tasyurek, 2013:68).

2.4.3 Evaluatig of Alternatives

It is necessary to search for alternative ways to satisfy, after the need is determined. This evaluation process can be very complicated. When selecting alternatives, criteria should be selected. Consumers should decide which standards are important when choosing a product for them. For example, when choosing a health club, it is necessary to decide priorities such as closeness, importance of price or cleanliness (Wells, & Prensky, 1996: 40).

Some basic concepts will help us to understand the consumer's evaluation process. First, the consumer tries to meet a need. Secondly, considers providing certain benefits from the consumer product. The third consumer sees each product as a bundle of features that offer different qualities to satisfy this need. Interesting features of the products vary from product to product according to the customer. For example, when choosing a hotel, the location, cleanliness, atmosphere and price of the hotel are important; the choice of automobile tire safety, quality and price are important.

Consumers have different characteristics about how important each product is to them as much as they think which product's features are most appropriate (Kotler, 2000: 180).

2.4.4 Purchase

Once all options have been evaluated, the consumer is now ready to move on to the buying phase. Purchasing is the heart of consumer behavior; requires a material change in the consumer's desire and need for the product (Wells, & Prensky, 1996: 40).

The decision to buy is a decision on which product to buy, which brand to buy, and who to buy. Factors affecting the purchasing behavior of the consumer include; Personal, economic, psychological and sociological factors. By examining these factors, it is determined how and why the consumer buys (Er, 2003:29).

It is necessary to pay attention to the following factors during purchasing decision and desire; The first factor is the attitudes of the others. In the attitude of an alternative that one person prefers, the intensity of the negative attitude towards the alternative of someone else and the motivation of the consumer to keep up with the other's desires are important at this stage. Depending on the intensity of the other's negative thinking about the product and the degree of proximity of that person to the consumer, he will be able to change that consumer's desire for purchase. Otherwise it is true. The second factor is unexpected situational factors. They come out to change the desire to buy. Loss of work, the need to buy another product is more urgent, movements of the salesperson in the store may give up buying the consumer (Tasyurek, 2013:70)

Research has shown that advertisements incite consumers to test the product only once, and the quality that re-purchases the product is the quality of the product or service (Josephine, et al, 2008: 15).

2.4.5 Post Purchase Behavior

Consumers, after the decision to purchase is usually a feeling of satisfaction or dissatisfaction heard about the product purchased. Satisfaction is relevant to expectation. For example, if consumers are expecting their bank officers to be sincere to themselves, they will be satisfied provided that bank officers are sincere. Satisfaction is a relative concept. At the same restaurant, two different consumers who serve the same kind of food may have very different reactions to the food that is brought about depending on their expectations regarding menu and service.

In general, past experiences, existing information such as advertising, brochures and friend suggestions, and socio-cultural environment are some of the important factors in post-purchase behavior (Dubois, 2000: 247).

After purchasing behavior, consumers consciously or unconsciously evaluate their decisions in the context of satisfaction or dissatisfaction and ask questions such as "Did I meet brand expectation, did I make a right decision". The answer to these questions leads to either a renewed buying behavior or the search for another brand in the next buying behavior in that product category (Duncan, 2005: 157). The consumer, whose end-of-purchase behavior is satisfied, will be a reference by spreading this feeling around and recommending the product and brand to friends and acquaintances. In addition to purchasing the same brand in the future, the brand will consider to buy other products of the marketers (Korkmaz, el al, 2009:269).

Non-satisfied customers may not use, leave or return the product. It can be shown as an example to some of the behaviors of an unsatisfied customer to be in the company, to consult a lawyer, to engage in public affairs by contacting some places, to decide not to buy the product again, or to warn friends.

After the purchasing stage, companies can develop a number of studies on behalf of to establish good relations with their customers.. For example, computer companies are reaching their goals by sending letters to new computer owners, congratulating them for choosing a good computer, showing them in their personified ads on their brands, printing brochures about product use, and setting up good channels to troubleshoot customer complaints (Kotler, 2000: 183).

Some consumers attach great importance to post-sale behavior and take into account these behaviors and renew their buying behavior. For example, in the sales of durable consumer goods, the duration of the after-sales guarantee document and the fulfillment of the conditions related to this document are the behaviors that the consumer attaches importance after the sale. Post-sales behavior will affect the consumer's next purchasing behavior positively or negatively and affect the brand's image in the consumer's mind, since it leads to the establishment of long-standing relationships between the firm and the consumer (Simsek, 1990:52).

2.5 Consumer Behavior Models

Consumer behavior is complex and influenced by many variables. So businesses, to be effective on the market, primarily consumer demands and to satisfy their needs based on assumptions that have developed models to explain this behavior. These models try to understand what kinds of behaviors consumers have in their daily lives.

Three types of purchasing process are influential in understanding consumer behavior:

- Factual Consumer Behavior Model

- Reasonable Consumer Behavior Model

- Institutional Consumer Behavior Model (Çağlar ve Kılıç, 2005: 68).

Cognitive dissonance is a mental discomfort experienced by a consumer where consumer holds contradictory beliefs, ideas or values on the same product or services; which will make troublesome to analyze and understand their buying behavior. Companies generally fights again dissonance by informative advertising in their campaign or celebrity appearances in their commercials; for example with a famous saying " i used the product, its good and you should use too".

2.5.1 Factual Consumer Behavior Model

Factual model is the simplest model for the purchase decision process. While the model is being developed, the investigator asks the buyer to remember and explain the feelings and feelings of the mind from the moment he needs the product. According to the model, consumer behavior is more action than process. According to the model, the whole purchasing process goes through the following stages: feeling need, searching for information, evaluation of options, intention to purchase, decision to buy, usage and post-purchase stages (Tek, 1999:12).

2.5.2 Reasonable Consumer Behavior Model

According to the reasonable model of purchasing, as consumers show and the types of decisions they make a purchase in order to determine the decision. For this purpose, logical purchasing maps are organized by questioning or predicting decisions that potential consumers may encounter when buying any product. Consumers are seen as decision makers in matters such as brand, seller, location, time, quantity, price and payment patterns. These decisions are influenced by marketing mix elements and socio-cultural influences as well as consumers' motivating factors (Çağlar, & Kılıç, 2005: 71).

2.5.3 Institutional Consumer Behavior Model

In this institutional model, models for purchasing and understanding consumer behaviors have been developed. These models consist of Nicasia, Engel-Kollat and Blackwell Models, and Howard-Sheth Models.

The starting point for models is the Black Box model, which is concerned with consumer behavior. In the model, there are marketing stimuli and other stimulants, consumers' black boxes and certain responses shown.

Marketing stimuli, which consist of product, price, promotion and distribution, and economic, technological, political and cultural events, which are the main events in the environment of consumers, are considered as stimulants. All these stimuli are included in the consumer's black box. The consumer's black box consists of two parts. The first is the characteristics of the consumers and they influence the stimuli and perceptions. The second is the decision process of the consumers. Marketing mix members and other stimuli are transformed into black box conversions such as product preference, brand preference, vendor preference, purchase time and quantity. The main effort of marketers is to try to understand how the stimuli that enter the consumers' black boxes turn into responses (Çağlar and Kılıç, 2005: 72). This model consists of three components;

2.5.3.1 Nicosa Model

Consumer behavior is summarized in four chapters here. In the first part, the consumer inputs and the characteristics of the consumer which can be influential on consumer behavior, in the second part the consumer investigates and evaluates these inputs, in the third part the valuation result comes in the case of positive motivation and in the fourth part the result of the purchase leads to a back- . This back trace may affect the subsequent firm decisions and the consumer's re-purchase (Karabulut, 1981: 21).

2.5.3.2 Howard-Sheth Model

One of the most well-known and widely accepted theoretical models is the Howard-Sheth Model. In this model, the black box has become a institutional structure. The model explains how individuals see and perceive the stimuli, as well as how they purchase, in the context of the learned behavior.

In addition to the widespread understanding of the model, perception and learning elements, it also recommends that external variables, which affect buying behavior, be added to the model. These variables are; the importance of purchasing, personality variables, social class, culture, organization, urgency and financial situation.

In this model, producers try to persuade them by appealing to a product that might be useful for consumers but never used before. If the marketers succeed in this step, the consumers start to collect information about the product. As a result of the information collected, comparisons are made with other products about issues such as competitive claims, features and performance of the goods. As a result, consumers may have positive or negative thoughts and behavior styles about the product. The behavior of the consumers in the last step of purchasing includes a mental thought that the product is a product that can be bought or a real purchase decision. The decision to make the purchase shows that the performance of the product has been judged. After a purchase decision, consumers' attitudes towards the product and the manufacturer may change. The product may be regarded as "my brand" by the consumer, and a resistance and reaction against the brand or the manufacturer may occur (Tasyurek, 2013:63).

2.5.3.3 Engel-Kollat ve Blackwell Model

In this model, consumer behaviors are treated as a decision process and the consumer is considered to be a problem solver. The model consists 4 of stages.

-Information inputs (physical and social elements, environmental factors)

-Information processing

-Central control unit

- Decision process stages,

In this model the black box has been converted into a central control unit. Once entered in the model, they arrive at the central control unit through the stages of interest, perception and selection.

In the control unit, new information is filtered through the psychological command center, and the attitude is evaluated by the influence of the consumer person in the light of the old information and experiences. According to this model, the decision process of consumers' input is composed of four stages. In the first step, the problem is defined. Alternative options are then assessed by using vendor-owned and personal sources of information. The purchase is made in the third step. In the last step, post-purchase evaluations are made (Çağlar and Kılıç, 2005: 73).

CHAPTER III
ANALYZES OF THE RESEARCH

3.1 Objective of Research

The purpose of this research is to determine the basketball players attitude towards brands using a sports celebrity, to identify the factors influencing players to choose a brand using a sports celebrity, and to measure the effects of using a sports celebrity usage on the buying behavior.

In addition to that, an attempt was made to show the effect of demographic factors including age and gender on the athletes' attitude towards brand.

The brands often use a celebrity to endorse their product and service with the intent of attracting attention of consumers. Today, one of the areas where celebrities are widely used is sports. In addition to brands manufacturing athletic products, the brands producing products and service in different industries use sports celebrities in a commercial film. A sports celebrity has become a significant means of competition for the brands producing athletic products in particular.

3.2. Data Collection Method

Both qualitative and quantitative methods were used to collect data necessary for the research, and the research was carried out in two parts.

Part I uses the in-depth interview, a qualitative method for research. 10 individuals were interviewed in depth in an attempt to find out attitude and opinion of professional basketball players for sports celebrity endorsement and its influence on their buying behavior. The subjects were asked to answer 10 open-ended questions and their answers were recorded. The questions of scale to be used for the research were developed based on the data obtained from the in-depth interview. A pretest was performed on a pilot group of 30 individuals, and the questionnaire was revised based on the feedbacks to finalize the scale.

Part II of the research uses a questionnaire consisting of two sections to obtain the required data. Part I of the research contains the main questions with 5 point Likert scale (1: Definitely disagree, 5: Definitely agree), and Part II contains demographic questions to indicate demographic profile and athletic background of subjects.

A Likert scale was used for the research because this scale can be adapted to a wide range of attitude objects and situations and facilitate calculation of both direction and degree – measurable dimensions of attitude (Tavsancil, 2006: 139) A reliability analysis was performed to test the reliability of scale used for the research.

Reliability is the property referring to the consistency of the measurement across several questionnaire items. Measuring the same latent construct or over time. A typical measure of reliability is the Cronbach's Alpha. The Cronbach's Alpha is a widely used measure of internal reliability for measurement scales. Its rationale is that if the set of items supposed to measure a single latent construct, the total variability of these items should approximate the variability of the true score for the latent variable. The Alpha reliability coefficient has a maximum value of 1, while it can be negative in presence of negative correlations for some of the items. A value below 0.70 indicates scarce reliability of the item, although the coefficient is sensitive to the number of items and can be artificially inflated (Mazzocchi, 2008 : 10)

The analysis performed to measure the reliability of scale used for the research calculated the Cronbach's alpha to be 0.80. As a result, the scale appears to be highly reliable based on the degree obtained.

Based on the Cronbach's alpha (0.89) obtained from reliability analysis, the scale has a high reliability.

3.3. Samples of the Research

The population of research comprised of athletes over 18 years of age that played basketball professionally across Turkey. The universe of research consisted of 3.390 individuals based on the 2017 data from Turkish Basketball Federation.

Prior to starting the research, the sample size needs to be determined based on the negligible errors and the selected confidence level. This research was intended to achieve 95% confidence level and +-5% margin of error. So, the sample size needs to be not less than 341 individuals for the selected confidence level and margin of error based on the calculations made when the universe is greater than 3000 individuals. Therefore, the sample of research consisted of 350 individuals.

For the research, the simple random sampling was used to select players during 2016-2017 Turkish Basketball Season after team competitions and the face-to-face interview was used for the players. All of 350 questionnaires were included in the analysis because face-to-face interview method was utilized.

3.4. Limitations

The major limitation of the research was the communication because it was difficult to access to athletes that played basketball professionally. Not all the cities in Turkey have a professional basketball team and some of the basketball players chose not to participate in the questionnaire in the cities with a basketball team, therefore it was challenging to reach the required number of questionnaires.

3.5. Hypotheses of the Research

5 hypotheses were developed to show the influence of using a sports celebrity by brands on the attitude of professional basketball players towards brand and their buying behavior, to identify the differences in common attitude of consumers towards using sports celebrity based on the gender and age variables, and to show the influence of factors including prestige, attractiveness, credibility, uniqueness and self-esteem obtained from factor analysis on choosing a brand that uses sports celebrities when buying a product.

H1= Prestige, uniqueness, attractiveness, credibility and self-esteem have a significant effect on basketball players brand preferences of brands using sport celebrities.

H2= Using a sports celebrity has a significant effect on basketball players purchase decision.

H3= Using a sports celebrity has a significant effect on basketball players attitude toward brands.

H4= There is a significant difference between overall attitude toward sport celebrity usage and gender

H5= There is a significant difference between overall attitude toward sport celebrity usage and age

3.6. Data Analysis

First, the questionnaires administered within research were reviewed and coded to enter them into the computer program, and then the data was sorted and analyzed using IBM SPSS 21.0 packet program.

The "Factor Analysis", Regression, Independent Sample, t-Test and ANOVA were used to analyze data.

A construct validity analysis was performed to determine whether the sample was suitable for factor analysis and to show the presence of a relationship between the variables prior to factor analysis performed to identify the factors influencing athletes to choose a brand using a sports celebrity when buying a product. The analysis calculated the Kaiser-Meyer-Olkin to be 0.887 and the significance to be 0.000. So, the sample of the research was suitable for the factor analysis, and there was a strong relationship between the variables.

A factor analysis was conducted on the scale to identify the independent variables. A principal component analysis was performed on the variables and 26 variables fall into 5 main factor groups using Varimax rotation. The factors below 3 statements were excluded from evaluation.

The factors influencing athletes to choose a brand using sport celebrity are as follows: F1= Self-esteem, F2= Attractiveness, F3= Prestige, F4= Uniqueness, F5= Credibility.

The factors accounted for 56.111% of total variances.

F1:Self-esteem

Self-esteem is a fundamental and significantly important emotional requirement for all people. This requirement has even a greater importance for people who are professionally engaged in sports. There are many factors that affect the performance of athletes. Self-esteem is one of the most important ones among these factors. The development of self-esteem in athletes is as effective as the trainings in terms of its impact on performance. Nowadays, we see that almost all of the individual and team athletes work with psychologists to develop self-esteem. We can say that the concrete concepts play important role in the sense of Self-esteem as well as the effect of abstract concepts. Wearing a shoe of an athlete, who is counted as a role model, behaving like him/her or dressing like him/her affects the confidence of the athletes positively.

The self-esteem factor, which affects the success directly, is the first factor to stand out in the study. The explanation level of the total variance of this factor is 18,237%.

F2: Attractiveness

The second factor with a total variance explanation level of 13,194% is the attractiveness factor. It is important for people to be visible by others. Individuals want to have characteristics that distinguish themselves from others in society. They carefully choose elements, which will form first impression on people, such as clothing style, hair style and accessory, and they aim at making people see these. This situation develops on the same quadrant for the athletes as well. Creating awareness in the eyes of viewers and competitors allows the athlete to feel more relaxed and confident and this has a positive impact on performance during the event. It is an extra resource of motivation for the athlete to attract the attention of the audience. In order to create this resource, it is necessary to select the equipment used carefully in addition to the successful performance.

Equipment selection, which differs according to different sports, includes equipment such as shoes, knee-guard, arm band, etc. for basketball athletes. In addition to this, the famous brands produce daily garments not only for the field but also for outside of the field under the name of basketball in order to be attractive. We see that basketball audience, as well as basketball players also prefer these products in order to promote the sports they are interested in and to be attractive.

F3: Prestige

The third outstanding factor in the research is the prestige factor. The total variance explanation level of the prestige is 10,372%. Prestige is one of the concepts that lead many of our behaviors in our daily life. People make effort to choose the prestigious one, and they think that everything that is prestigious will affect their statute in society directly.

This can be in a form of eating in a prestigious place, buying a product of a prestigious brand or watching the prestigious news channel in our daily lives. This situation develops on the same quadrant for the athletes as well. It is thought that buying the products, of which the advertisements are done by famous athletes, will be more prestigious. In order to buy these products, the athletes usually face paying more for these products than what they pay for the normal products.

F4: Uniqueness

Almost every person wants to have the unique one in their lives. The feeling of making or possessing anything that is unique makes people feel very special about themselves. For the athletes, there are certain milestones and legendary athletes reaching there, and the products they advertise are much more attractive than any other product. Products, of which the promotion is made by legendary athletes, come into prominence mostly with the message that the athlete delivers to the consumers. The goal is often to create inspiration for the athletes. These types of products represent a different meaning for each athlete in this respect, and even though the products used are the same in shape, model and format, the feeling they give is a decisive factor for each athlete. Together with the impression and messages they create, unique products are much more expensive than other products and they never go out of fashion.

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Today, Michael Jordan is the best example to be given in this regard. The products that are launched on behalf of him since the day he started to play basketball are nowadays offered at higher prices in "Retro" format and production cannot meet demand.

F5: Reliability

One of the most effective factors in the purchase decision of the consumers is the reliability. The fact that the product or service being purchased is produced by a famous brand has a great influence. In this context, brands' budgets for advertising create a positive prejudice for people.

In some cases the meaning expressed by the famous names used in the promotions of the brands averts the need and leads to the need for purchasing. Consumers are impressed by the fact that famous names, who they are the fans of, playing in the advertisements of brands and they trust to the brand. Consumers have the urge to search for and buy new products, which they have not even heard of, only because they are promoted by their favorite athletes.

Table 3.1: Factor Loading Description.

	Factor loads	Explaining the Total Variance (%)
F1:Self-esteem		18,237
L19: Using the sports products used by famous athletes increases my self-esteem during the competition.	,823	
L17: I think that when I use the products promoted by famous athlete, of whom I am a fan of, it will bring me luck.	,795	
L23: I believe that using a product promoted by famous athlete, of whom I am a fan of, will bring me luck.	,755	
L16: I believe that if I wear a product used by the famous athletes, of whom I am a fan of, during the competition, I will have a more successful competition.	,738	
L22: I believe that using a product promoted by famous athlete, of whom I am a fan of, will make create a common interest between us and that affects me positively.	,728	
L20: I think that I attract the audience more when I use the products promoted by famous athletes during the competition	,591	
L18: Even if I do not know anything about any sports product I will purchase, the brand that the famous athlete, of whom I am the fan of, uses has a big influence on my purchasing decision for me.	,582	

L21: I am interested not only in sporting products but also in all kinds of products that are advertised by the famous athlete, of whom I am the fan,	,541	
L24: I think that using the products of the famous athletes will inform society about the about the sports which I am interested in	,523	
F2:Attractiveness		13,194
L2: The brands, which produce sports products, using the famous athletes in their product promotions have a positive influence on my confidence in the brand.	,754	
L1: I usually prefer the products of brands used by famous athletes.	,736	
L10: I think that the companies, which produce sports products, using the famous athletes in their product promotions will increase the number of the brand users.	,599	
L9: I think that the companies, which produce sports products, using the famous athletes in their product promotions will increase the memorability of the brands.	,587	
L3: : I think that the companies, which produce sports products, should use the famous athletes in their product promotions	,580	
L4: If I am to buy a sporting product, I would like to make sure that the brand is using famous athletes in their promotions.	,543	
L5: If the product of a sports brand is introduced by a famous athlete, I find it reliable	,535	
F3:Prestige		10,372
L7: I think that brands, which produce sports products, should use only a famous athlete in their product promotions.	,769	
L8: I do not think it is right for brands, which produce sports products, to use other people instead of famous athletes in product promotions.	,742	
L6: I think that using a brand introduced by a famous athlete gives me prestige.	,586	
L13: I believe that using products specially produced for famous athletes makes me more noticeable in society.	,422	
F4:Uniquness		7,504
L12: I think that the reputation of the famous athletes in the product promotions of sports brands increases thanks to the brand.	,721	
L11: Companies, which produce sports products, using a famous athlete in their product promotions interest consumers in getting information about the brand.	,535	
L26: I think that brands, which produce sports products, should not only use famous athletes in their product promotions.	,526	
F5: Reliability		6,804
L15: I buy the products, of which the promotion is made by famous athletes, even if I do not find the products stylish or useful.	,702	
L25: After I bought a product promoted by the famous athlete, of whom I am the fan of, the technical problems arising from the product decreases interest in the famous athlete.	,672	
L14: I buy even the products specially produced famous athletes even if their prices are higher than another product of the same std.	,548	

3.7. Findings of the Research

This section of research includes the findings from questionnaire, evaluation of findings, and hypothesis testing.

3.7.1. Demographic Profile of the Responds According to Age Groups

In distribution of basketball players included in the research by age groups, the basketball players between the ages of 18 and 22 had the highest rate for participation with 64.6%. As indicated in the distribution rates in Table X, of basketball players that took the questionnaire, 26.5% were basketball players between the ages of 23 and 27, 7.6% were basketball players between the ages of 28 and 32, and 1.2% were basketball players who were 33 years old or over.

Table 3.2: Age Groups.

AGE GROUPS	Frequency	Percent
18-22	226	64.6
23-27	93	26.5
28-32	27	7.6
33+	4	1.2
Total	350	100.0

3.7.2. Demographic Profile of the Responds according to Gender

Table Y shows the distribution of basketball players participated in questionnaire by gender. 67.1% of consumers participated in questionnaire were males, and 32.9% of consumers were females.

Table 3.3: Gender Groups.

GENDER	Frequency	Percent
Females	115	32.9
Males	235	67.1
Total	350	100.0

3.7.3. Demographic Profile of the Responds according to education

Table Z shows the distribution of basketball players by education level. In "distribution of basketball players participated in questionnaire by education level, 70.9% of players were still on undergraduate study or graduated, 12% were on postgraduate study or graduated, 11.1% were on high school education or graduated, and 6% were on an associate degree program or graduated.

Table 3.4: Education Groups.

EDUCATION	Frequency	Percent
Postgraduate	42	12,0
High school	39	11.1
Undergraduate	248	70.9
Assoc. degree program	21	6.0
Total	350	100.0

3.7.4. Evaluation of Basketball Players Participated in Questionnaire by Years of Basketball Carrier

The basketball players included in the research were evaluated by years of playing basketball. As seen in the date in Table T, the basketball players that played basketball for 7-11 years had the highest rate of 44.3%. This is followed by 12-16 years with 27.3%, 2-6 years with 22.5%, 22+ years with 6%, and 17-21 years with 5.2%, respectively.

Table 3.5: Years of playing basketball

YEARS OF PLAYING BASKETBALL	Frequency	Percent
2-6	79	22.5
7-11	155	44.3
12-16	96	27.3
17-21	18	5.2
22+	2	.6
Total	350	100.0

3.8. Hypothesis Testing

H1= Prestige, uniqueness, attractiveness, credibility and self-esteem have a significant effect on basketball players brand preferences of brands using sport celebrities.

The effect of prestige, uniqueness, attractiveness, credibility and self-esteem factors, which are the main hypothesis of the research, on the brand choice of basketball players is measured by multiple regression analysis.

According to this, H1 hypothesis was accepted because its significance level (sign = 0,000) was smaller than 0,05. In the research, it was concluded that the five factors influencing the brand preference of the basketball players.

When the relationship between variables is examined, it is possible to say that there is a positive and very strong correlation between variables. (R = 0.890)

According to the coefficient of determination ($R^2 = 0,792$) it was seen that prestige, uniqueness, attractiveness, credibility and self-esteem factors influenced brand preference of the basketball players by 79%. According to beta coefficients the brand preference status of the factors were calculated as reliability (beta = 0,640), self-esteem (beta = 0,289), attractiveness (beta = 0,177), uniqueness (beta = 0,049) and prestige (beta = 0,048).

H2= Using a sports celebrity has a significant effect on basketball players purchase decision.

The impact of their brands using sport celebrity on basketball players' purchasing behavior was determined by the H2 hypothesis. H2 hypothesis was accepted because its significance level (sign = 0,000) was smaller than 0,05. According to this, it is possible to say that the use of sport celebrity by brands influenced the purchasing behaviors of basketball players.

As a result of the analysis ($R^2 = 0.44$), it is seen that there is a positive and moderate relation between the variables. When looking at the determination coefficient ($R^2 = 0.19$), it was observed that the use of sport celebrity by brands explained 19% of the purchasing behaviors of basketball players.

Table 3.6: Table X H2 Hypothesis of Linear Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	sign
	B	Std. Error	Beta		
(Constant)	,598	,199		3,000	,003
MSK	,571	,062	,445	9,280	,000

R=,445 R^2=,198   F=86,144   sign=0,000

H3= Using a sports celebrity has a significant effect on basketball players attitude toward brands.

The impact of their brands using sport celebrity on general attitudes of the basketball players' was determined by the H3 hypothesis. As a result of the regression analysis, done on the hypothesis, H3 hypothesis was accepted because its significance level (sign = 0,000) was smaller than 0,05. Accordingly, it was seen that the use of sport celebrity by brands has a positive effect on the general attitude towards the brand.

There was a positive and strong relationship between the variables (R = 0.629) and the coefficient of determination R^2 was calculated as 0,395. According to this value, it is possible to say that brands affect the attitudes of the players towards the brand positively by 39%.

Table 3.7: Table Y, H3 Hypothesis of Linear Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	sign
	Beta	Std. Error	Std. Error		
(Constant)	1,188	,169		7,040	,000
MSK	,785	,052	,629	5,081	,000

R=0,629 R^2=0,395   F=227,537   sign=0,000

H4= There is a significant difference between overall attitude toward sport celebrity usage and gender

The fourth hypothesis of the research was developed to see whether the general public attitude toward sport celebrity use differs according to the genders or not.

As a result of the T-test, conducted on the hypothesis, it was seen that variances was equal according to Levene test values (sign = 0,923) and H4 hypothesis was accepted because its significance level (sign=0,015) was smaller than 0,05. According to the values obtained it is seen that the attitudes of the respondents towards the brand appear to differ according to the gender.

Table 3.8: Table Z Group Statistics for H4 Hypothesis

Gender	N	mean	t	p
Female	115	2,9565	2,455	0,015
Male	235	3,2057	2,453	

When looking at average values, it is possible to say that male athletes ($\bar{X} = 3,2057$) are in a more positive attitude towards brands using sport celebrity than female athletes ($\bar{X} = 2.9565$).

H5= There is a significant difference between overall attitude toward sport celebrity usage and age

In the last hypothesis of the study, the general consumer attitude toward sport celebrity use was examined according to the age groups and the hypothesis was subjected to Anowa analysis.

The H5 hypothesis was rejected as a result of the analysis because its significance level was higher than (sign = 0.453). Accordingly, it was seen that the use of sport celebrity did not differ from the general attitudes towards the brand by age groups.

3.9. Conclusion

Factors considered by people, who are not specialized in any field of sports, when making purchasing decisions and factors considered by people, who practice sports as a profession, when making purchasing decisions are quite different from each other. The prioritized determinant when unprofessional sports consumers purchase products, promoted by their favorite athletes, is to show the support given to the athlete or to the team. In addition to this, the decision of purchasing the product is given with the influence of liking the product, with the influence of the advertisement, or with the influence of the achievement of the celebrity.

The objective of this study is to determine how the athletes performing basketball are influenced by the sport celebrities used in the advertisements during the purchase decision. Many studies on consumers, who are not specialized in any field of sports, are available in the literature. However, the absence of any study conducted on basketball players will constitute an important source for the literature and brand managers regarding how basketball players are influenced by sport celebrities while making purchasing decisions.

In addition to this, it is possible to talk about the existence of a local crew influenced by the basketball players, who play in the Turkish leagues, as these athletes have fans as well and the average of 300-500 sports fans watch these games. From this point, we can say that the professionals, who play basketball at the lowest level in the basketball leagues in Turkey, are also influencing the purchasing decisions of the sports fans.

The main factors influencing the buying decisions of basketball players are determined as prestige, attractiveness, credibility, uniqueness and self-esteem. In a questionnaire consisting of 26 questions conducted on the basketball players, the effects of these factors on the purchasing decisions of basketball players were determined numerically. The effects of the factors on the purchasing decisions of basketball players were different from each other, but it was seen that all of the factors had an influence on the purchasing decisions of basketball players.

As a result of the in-depth interview made with basketball players, it was determined that basketball players were influenced by their teammates and more experienced basketball players in the team, as well as the sport celebrities used in advertisements during the purchase decision. Taking of the experienced basketball player as a role model and imitating this/her basketball forms the basis of this influence. As a result of this in-depth interview made with experienced basketball players after the aforementioned result was obtained, it was seen that there are new, side-by-side factors that become prioritized due to increase in experience. It is possible to rank these factors as quality, comfort, durability and price. It was determined that the emerging of the new factors did not have a negative influence on the main factors. Side factors are taken as the benchmark when comparing products.

The length of basketball playing period does not reduce the interest of sport celebrities with the increase of basketball players' expertise. On the contrary, it is observed that they start making more efforts and exercises in order to bring their careers closer to the careers of the athletes they admire.

Another important result that has emerged from the in-depth interview is the fact that basketball players, who have experienced basketball playing and increased economic strength, have fewer budgets for sport celebrity products than basketball players, who are new professionalized and have less salary. This result is due to the fact that less experienced basketball players are influenced by the celebrity products used in the advertisements and at the same time by the more experienced basketball players and make two different purchasing decisions. It was observed that less experienced basketball players are more inclined than basketball players, who are experienced, to buy celebrity products even if they do not find these products comfortable and high quality.

Sport celebrities continue to be inspirational with the successes they have achieved in the past, even though they have finished their professional basketball careers. The biggest example to this is Michael Jordan, who has become the Chicago Bulls and NBA legend. Along with the high and successful career he built on, Michael Jordan embodies the dreams of star players such as Lebron James, Stephen Curry, and Kevin Durant, who are now at the peak of NBA today. This celebrity effect, which starts at the height of your professionalism, continues to strengthen its influence to the lowest level. Michael Jordan is a source of inspiration for basketball players, who have not even been born at the time when Michael Jordan played basketball, as they listen to the legend of him from the active athletes they admire today. The concrete effect of this inspiration is the celebrity products to be purchased. Believing that these legendary athletes will bring luck to the players and believing that they will affect their way of playing basketball on the field play an important role in their purchasing decision. It was observed that basketball players ignore side factors such as price, quality and comfort, while purchasing decisions are taken in these emotionally dominant situations.

We can say that the sport celebrities create brand loyalty, in particularly on basketball players. The most successful brand in this regard is Nike. Nike has become one of the most popular brands in the world with sponsorship agreements signed with the most successful athletes in all sports.

No company in the world spent as much money on sports sponsorship as Nike, which has spent staggering total of $8 billion since 2002 alone according to CNN money analysis. Although the quantity of this amount used for basketball is not known exactly, the sponsorship agreements have been signed with more than 100 players in the NBA alone for them to wear Nike products.

The use of athletes, who have increasing popularity, as celebrity increases the popularity of the brand as well. The nearest example of this is the Under Armor's agreement with Stephen Curry. Curry's influence over world basketball in recent years has made Under Armor the second most popular brand after Nike all over the world. Even though Adidas, one of the market's giants, has signed a huge sponsorship agreement with NBA star James Harden to close the gap, Curry's two NBA championships, which he won with Golden State team, outdistances Adidas with James Harden, who has no championship yet. In fact, the NBA championship won against LeBron James, contracted with Nike, is reflected in world press as Under Armor scoring 1-0 against Nike. It has been observed that the echoes of such news have had a serious impact on basketball players and have been found to affect their purchasing behavior. Basketball players, who identify themselves with Celebrity, are more likely to be interested in successful athletes and are more likely to buy their products.

Along with these universal developments, brands have serious opportunities to enter into new markets. The biggest example of this is again Stephen Curry and Under Armor brand. This brand, of which the name was not even heard of by consumers in Turkey 2 years ago, increased its popularity in Turkey thanks to the sport celebrity strategy and opened stores and continues to increase its sales figures every year.

The reason why this study was conducted only on basketball players is because there was no any previous studies conducted on professional basketball players. The fact that football is the number one sport in Turkey and Europe leaves basketball in the background. We tried to make up for the lack of literature through this study conducted on basketball players.

Through with this study, there is an opportunity to conduct studies which can be applied to other sports fields. New studies can be conducted in order to evaluate the consumption habits of professional athletes. As studies can be carried out in different sports branches it can also be applied in different countries and cross-country comparisons can be made. Considering that many different sports lead the front-line in different countries, we can carry out useful studies in order to inform the athletes, who are attracted to these sports branches aimed at being popular and the sports fans.

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EDUCATION

Degree	Institution	Year of Graduation
MS	Çankaya Univ. Business Administration	Currently Studying
BS	Inonu Univ. Management	2013
High School	Malatya Sumer High School	2006

WORK EXPERIENCE

Year	Place	Enrollment
2015- 2016	Marmed Medikal	Trade Manager
2012-2015	Medikliniek/Amsterdam	Marketing Manager

FOREIGN LANGUAGES

Advanced English

HOBBIES

Music, Sports, Movies, Reading, Writing

APPENDIX I

	Kesinlikle Katılmıyorum	Katılmıyorum	Karasızım	Katılıyorum	Tamamen Katılıyorum
Genellikle ünlü sporcuların kullandığı markaların ürünlerini tercih ederim.					
Spor ürünü üreten markaların , ürün tanıtımlarında ünlü sporcuları kullanmaları markaya olan güvenimi olumlu etkiler.					
Spor ürünleri üreten markaların marka tanıtımlarında ünlü sporcuları kullanmaları gerektiğini düşünüyorum.					
Bir spor ürünü satın alacaksam o markanın tanıtımlarında ünlü sporcuları kullanıyor olmasına dikkat ederim.					
Bir spor markasının ürünü ünlü bir sporcu tarafından tanıtılmışsa inandırıcı bulurum.					
Ünlü bir sporcu tarafından tanıtılan markayı kullanmanın bana prestij sağladığını düşünürüm.					
Spor ürünü üreten markaların , urun tanıtımlarında yalnızca ünlü bir sporcu kullanmaları gerektiğini düşünürüm.					
Spor ürünü üreten markaların , ürün tanıtımlarında ünlü sporcular yerine başka kişilerin kullanmasını doğru bulmam.					
Spor ürünü üreten markaların, ürün tanıtımlarında ünlü sporcuları kullanmalarının markaların akılda kalıcılığı arttırdığını düşünürüm.					
Spor ürünü üreten firmaların, ürün tanıtımlarında ünlü sporcu kullanmalarını, markanın kullanıcı sayısını artıracağını düşünürüm.					
Spor ürünü üreten firmaların , ürün tanıtımlarında ünlü bir sporcu					

kullanmaları, tüketicilerde marka hakkında bilgi edinme isteği uyandırır.				
Spor markalarının ürün tanıtımlarında yer alan ünlü sporcular marka sayesinde tanınmışlıklarının arttığını düşünürüm.				
Ünlü sporcular için özel üretilmiş ürünleri kullanmanın beni toplum içinde daha fark edilir yaptığına inanırım.				
Ünlü sporcular için özel üretilmiş ürünlerin fiyatları aynı standarttaki başka bir üründen pahalı olsa bile satın alırım.				
Tanıtımını ünlü sporcular tarafından yapılan ürünleri şık ve kullanışlı bulmasam bile satın alırım.				
Müsabaka esnasında üzerimde , hayranı olduğum ünlü sporcuların kullandığı bir ürün olursa , daha başarılı bir müsabaka geçireceğime inanırım.				
Hayranı olduğum ünlü sporcu tanıtımını yaptığı ürünleri kullandığımda bana şans getireceğini düşünürüm.				
Satın alacağım herhangi bir spor ürünü hakkında bilgim yoksa bile , hayranı olduğum ünlü sporcunun kullandığı marka benim için satın alma kararımda önemli bir etkiye sahiptir.				
Ünlü sporcuların kullandığı spor ürünlerini kullanmak müsabaka esnasında özgüvenimi artırır.				
Ünlü sporcular tarafından tanıtımı yapılan ürünleri müsabaka esnasında kullandığımda izleyiciler tarafından daha çok dikkat çekici olduğumu düşünürüm.				
Hayranı olduğum ünlü sporcu yalnızca spor ürünleri değil tanıtımını yaptığı her tür ürün yelpazesine ilgi duyarım.				
Hayranı olduğum ünlü sporcu tanıtımı yaptığı ürünü kullanmanın onunla benim aramda bir ortak nokta oluşturacağına inanırım ve bu beni olumlu yönde etkiler.				

Hayranı olduğum ünlü sporcunun tanıtımını yaptığı ürünleri kullanmanın bana şans getireceğine inanırım.					
Ünlü sporcuların ürünlerini kullanmanın topluma,hangi spor dalı ile ilgilendiğim hakkında bilgi vereceğini düşünürüm.					
Hayranı olduğum ünlü sporcularının tanıtımını yaptığı ürünü satın aldıktan sonra üründen kaynaklanan teknik problemler ünlü sporcuya olan ilgimi azaltır.					
Spor ürünü üreten markaların,ünlü tanıtımlarında yalnızca ünlü sporcu kullanmamaları gerektiğini düşünüyorum.					

1. Cinsiyetiniz?

    Kadın   ( )   Erkek   ( )

2. Yaşınız?

( )

3. Kaç Yıldır Basketbol Oynuyorsunuz ?

( )

4.Eğitim Durumunuz ?

( ) Lise   ( ) Ön Lisans ( ) Lisans ( ) Yüksek Lisans ( ) Doktora

5.Oynadığınız Takım ?

(………………………………………………………)

6.İkamet edilen şehir ?

(…………………………………)

7. Doğum yeriniz ?

(………………………..)