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MASTER THESIS

**THE IMPACT OF CELEBRITY ENDORSEMENTS IN ADVERTISING ON
BRAND IMAGE AND CONSUMER PURCHASING BEHAVIOR**

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Title of the thesis: **The Impact Of Endorsements In Advertising On Brand Image And Consumer Purchasing Behavior**

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ABSTRACT

THE IMPACT OF CELEBRITY ENDORSEMENTS IN ADVERTISING ON BRAND IMAGE AND CONSUMER PURCHASING BEHAVIOR

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This thesis aims to explore the impact of celebrity endorsements in advertising on brand image and consumers' attitude & purchasing behavior. Celebrity endorsement are known to be the latest and majorly used technique by marketers these days. This thesis tests the efficacy of this marketing tool. The study adopts both a qualitative and quantitative methodology. Data has been collected from the results of in-dept interviews groups and surveys. In the first phase of the research, a in-depth interviews group study among 30 Turkish adult consumers was conducted. Interviewees were asked to identify the specific elements of advertisements using celebrity endorsement that were most appealing to them. They were asked to suggest how advertisements using celebrity endorsements work. In the second phase, 400 respondents were contacted and surveys were applied face-to-face. Factor analysis, ANOVA, Regression Analysis and CronBach's Alpha were run in SPSS to verify the devised model. Significant fiindings were observed to enforce the hypotheses that celebrity endorsements do have impact on brand image and they have an influence on consumers' attitude & purchasing behavior. Further research can be conducted by shifting the demographics of respondents and expanding the research frame to check the significance of media in marketing and promotion.

Keywords: Advertising, Celebrity Endorsement, Consumer Purchasing Behavior, Consumer Attitude, Brand Image.

ÖZET

REKLAMLARDA ÜNLÜ KULLANIMININ MARKA İMAJI VE TÜKETİCİ SATIN ALMA DAVRANIŞLARI ÜZERİNE ETKİLERİ

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Bu çalışmanın amacı, reklamlarda ünlü bir kişinin kullanılmasının marka imajı ile tüketicinin tutum ve satınalma davranışları üzerindeki etkisini ortaya koymaktır. Reklamlarda ünlü kişi kullanımını günümüzde bilinen en son ve en etkili pazarlama tekniğidir. Araştırma kapsamında bu pazarlama tekniğinin etkinliği niteliksel ve niceliksel olarak değerlendirilmiştir. Veriler odaklanılan grup ve araştırmalar sonucu toplanmıştır. Araştırmanın ilk aşamasında, 30 yetişkin Türk tüketici arasında yüz yüze derinlemesine mülakat çalışması yapılmıştır. Mülakatta kendileri için en cazip olan ünlülerin kullanıldığı reklamlara ilişkin belirli unsurların belirlenmesi istendi. Belirlenen unsurlar çerçevesinde de ünlü kişilerin kullanılarak yapılan reklamların nasıl bir etki bıraktığı gözlemlenmiştir. Araştırmanın ikinci aşamasında ise rastgele örnekleme yöntemi ile seçilen 400 adet katılımcı üzerinde bir anket çalışması yapılmıştır. Anket çalışmasında derinlemesine mülakat tekniğinde olduğu gibi katılımcılar ile yüz yüze yapılmıştır. Hipotezlerin test edilmesi aşamasında anket sonucu elde edilen verilere, Faktör Analizi, Regresyon Analizi, Bağımsız Örneklem T testi ve ANNOVA uygulanmıştır. Araştırmada kullanılan ölçeklerin güvenilirliği Cronbach's Alpha katsayısı ile incelenmiştir. Analiz sonuçlarına göre, kayda değer bulgular elde edilmiş ve ünlü kişilerin kullanıldığı reklamların tüketicilerin tutumlarını, satınalma davranışını ve markaya karşı olan marka imajını kuvvetlendirdiği yönündedir.

Arařtımının geliřtirilmesi aısından, daha fazla arařtırma yapılması ve arařtırmaya konu olan katılımcıların sayısının arttırılması ile pazarlama ve medya faktörünün önemini test etmek amaçlı arařtırmanın çerçevesi genişletilebilir.

Anahtar Kelimeler: Reklam, Ünlü kullanımı, Tüketici Satınalma davranıřı, Tüketici tutumu, Marka İmajı

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INTRODUCTION

In an era when brands are increasingly defined by a series of experiences over time, it is critical to consider what the consumer is actually buying with a celebrity endorsement. It is thought that approximately 20-25% of television advertisements in the US include a celebrity (Agrawal and Kamakura 1995; Shimp 2000). These numbers are low in comparison to the United Kingdom with over 25% of all advertisements including some aspect of a celebrity endorsement, South Korea where 57% of television commercials employ celebrity endorsers, while Japan jumps to 85% of television advertisements having a celebrity involved (Choi, Lee and Kim 2005; Datamonitor 2006; License! 2007; McCaughan 2007).

Celebrities have been used to promote products since 1893 when actress Lillie Langtry was hired as an endorser of Pears' Soap (Mistry 2006). In side-by-side comparisons, celebrity endorsers were found to be more trustworthy, competent, and slightly more attractive than non-celebrity endorsers (Atkin and Block 1983). Because of these qualities, the use of celebrities in company advertisements can give a competitive advantage in differentiating a firm's products from competitors.

Celebrity endorsements in advertising have become quite common. A celebrity endorsement can help build trust with current and potential customers, increase the chances of the brand being remembered, and attract a new type of audience. Endorsements also may increase the consumer's desire for a product. This is often achieved by implying that the particular celebrity is successful, talented, or attractive at least partly because of the product.

Endorsements are a common tool among manufacturers of retail products. There are a number of reasons for this, but one of the most important is credibility and trust. Many people hold certain celebrities in high regard, so an endorsement of a product instantly increases the amount of trust the consumer has in the brand. This

can sometimes work against the brand, however, if the celebrity starts to receive negative press.

Another important reason why celebrity endorsements are so common in advertising is brand recall. There are a huge number of products being marketed to consumers all the time, so it's essential for a brand to find a way to stand out in the crowd and be remembered. If a customer sees an advertisement involving his or her favorite celebrity endorsing a particular product, then his or her chances of remembering that product are greatly increased.

Celebrity endorsements also are useful for attracting new customers to a brand that otherwise may not have held any interest for the consumer. If, for example, a product has traditionally been marketed to elderly people, then people in other age brackets may be reluctant to try it. A brand can try to rectify this problem by using a celebrity who is associated with a particular age group or demographic.

Many people idolize certain celebrities for their sporting achievements, appearance, or other talents. Advertisers often use this to sell products that claim to have a particular effect. Skin care products, for example, are commonly endorsed by an attractive celebrity with seemingly perfect skin.

There are a variety of other effects of celebrity endorsements in advertising. A brand that gains a high-profile celebrity's endorsement may, for example, receive greater media coverage than if it had run a standard advertising campaign. A celebrity endorsement also can help to bring an older product, perhaps with consistently decreasing sales, into the modern day. Endorsements don't always have a positive effect, however, which is why it's essential to choose a celebrity who is likely to have the desired effect on the product's target audience.

CHAPTER I

CELEBRITY, CONSUMER BEHAVIOR, CONSUMER BUYING DECISION, BRAND

1.1. Definition of a Celebrity

The term “Celebrity” refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). This is true for classic forms of celebrities, like actors (e.g. Brad Pitt, Tom Cruise, Harrison Ford, Kadir İnanır, Tarık Akan), models (e.g. Cindy Crawford, Naomi Campbell, Gisele Buendchen, etc), sports figures (e.g. Cristiano Ronaldo, Kobe Bryant, Tiger Woods, Anna Kournikova, Lionel Messi and Michael Schumacher, etc), entertainers (e.g. Oprah Winfrey, Conan O'Brien, Beyazıt Öztürk, Ata Demirel), and pop-stars (e.g. Madonna, Lady Gaga, Jon Bon Jovi, David Bowie) - but also for less obvious groups like businessmen (e.g. Donald Trump, Bill Gates, Steve Jobs, Sakıp Sabancı, Ali Koç) or politicians.

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

1.2. The Concept of Celebrity Endorsements

Celebrities are individuals or characters who are known to a large portion of the general population, primarily because of the publicity associated with their lives. Most celebrity endorsers come from the entertainment world (Beyonce for Pepsi, Jennifer Lopez for L'Oréal, Brad Pitt for Chanel, Jay Z for Samsung Galaxy) or the sports world (Cristiano Ronaldo and Tiger Woods for Nike, Lionel Messi and Kobe

Bryant for Turkish Airlines, David Beckham for Adidas, Ussain Bolt for Puma). Talk show hosts (Beyazıt Öztürk for Rinso Detergent), business personalities (Ali Ağaoğlu for his construction projects) and politicians can also serve as effective endorsers though they may be unwilling to tarnish their images by appearing in paid commercial endorsement.

Celebrities are loved and adored by their fans and advertisers use them to capitalize on these feelings to sway the fans towards their brands. Celebrities ensure attention of the target consumers by breaking the clutter of advertisements and making the ad and the brand more noticeable. When a celebrity smiles at the camera to show the world just how good that juice/watch/parfume/car is, advertisers assume a positive transfer of image between celebrity and product. A celebrity's preference for a brand sends out a persuasive message. Since the celebrity is benefiting from the brand, the consumer will also expect to get some form of benefit.

Using celebrity endorsements in advertising is a time-tested strategy and has been effectively used by some of the top brands in the world including Nike, Burberry, Guess, Adidas, H&M, Pepsi and many others. Advertising executives pay millions of dollars to celebrities, hoping that these stars will bring their magic to the products and services they endorse and make them more appealing and successful. The main question centers on whether the dollars on these celebrities are always well spent. Unfortunately, this may not always be the case. A Pepsi commercial featuring pop diva Madonna that cost mega millions to produce was aired only once in the United States before being pulled off the air. Toyota spent millions of dollars for a brand new car model with Brad Pitt in the Japanese market and failed miserably. What impact did the allegations of adultery and drug addiction against golf champion Tiger Woods' have on Nike for which he was a spokesman? Do such negative events surrounding a celebrity truly hurt the brand image from the viewpoint of consumers? Or are consumers fueled solely by the celebrity? These are not only interesting questions, but questions that marketers and advertisers need answers to as they plan their advertising and marketing strategies.

1.2.1. Celebrity endorsement in advertising literature

McCracken's (1989) definition of a celebrity endorser is, "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marcoms), is useful, because when celebrities are depicted in marcoms, they bring their own culturally related meanings, thereto, irrespective of the required promotional role."

Friedman and Friedman (1979) found empirical evidence that, in the promotion of products high in psychological and/or social risk, use of celebrity endorser would lead to greater believability, a more favorable evaluation of the product and advertisement, and a significantly more positive purchase intention. According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty.

According to Melissa St. James, a doctoral fellow and marketing instructor at The George Washington University, "Studies show that using celebrities can increase consumers' awareness of the ad, capture [their] attention and make ads more memorable." Diverse literature is available on celebrity endorsement.

Joanne M. Klebba Lynette S. Unger (1983) uses multiple regression analyses to examine the impact of positive and negative source information on the credibility of the advertising source and on audience perceptions of the company and advocated product. The results of their study indicate that the cognitive and affective dimensions of credibility are influenced differently by negative information.

Wenqian Gan (2006) explores the Chinese consumer's behaviors toward celebrity and non celebrity commercials. The results shows that Chinese consumers prefer celebrity commercial collectively like celebrity who have more professional career skills, even though there are other different reasons existing such as good appearances, good disposition, and good career spirit.

Erik Hunter and Per Davidsson (2008) studied negative information's impact on celebrity entrepreneurship. The results of their study shows that negative information about the celebrity might lead to negative attitude towards the new venture and promotion, new ventures can potentially reduce damage to their brand by distancing themselves from the celebrity, however, such a maneuver may not be as effective when the new venture is run by a celebrity entrepreneur.

Christina Schlecht (2003) examines the relationship between celebrity endorsements and brands, by applying a selection of widely accepted principles of how consumers' brand attitudes and preferences can be positively influenced.

A brief assessment of the current market situation indicates, that celebrity endorsement advertising strategies can, under the right circumstances, justify the high costs associated with this form of advertising. Several failures prove that it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement.

Dr. Puja Khatri (2006) studied celebrity endorsement as strategic promotion. An assessment of current market situation indicated that celebrity endorsement and advertising strategies if correctly blended in terms of marrying the strengths of the brands with the celebrity's quality indeed justify the high cost associated with this form of advertising.

However, advertising needs to be aware of the complex processing underlying celebrity endorsement by gaining clarity on the core concepts of celebrity source creditability and attractiveness, match-up hypothesis, multiple product endorsement etc. Marketers need to examine the extent to which the benefits outweigh the risks associated.

Advertisers agree that celebrity endorsement solely does not guarantee sales. It can create a buzz and make a consumer feel better about the product, which in turn has to come to expectation of customers as a real star by delivering the promise. There have been instances where the endorsement or real consumer has

started working better than celebrity endorsers. In fact much research needs to be done on customer testimonials, which tend to induce better credibility and helps in carving the competent, rational, knowledgeable customer of today who is said to be the real hero.

R. Bruce Money, Terence A. Shimp, Tomoaki Sakano (2006) studied the impact of negative information of celebrity on brand. They conducted comparative study in the U.S. and Japan to investigate whether the form of negative information about a celebrity (other- or self-oriented) results in differential evaluations of the brand endorsed by the celebrity. Surprisingly, it is observed that both Japanese and Americans view endorsed products more positively in the presence of self-oriented negative information, a possible suspension of the famous fundamental attribution error in human judgment.

Clinton Amos, Gary Holmes and David Strutton (2008) studied the relationship between use of a celebrity endorser and the resulting effectiveness of that endorsement. Kruskal-Wallis non-parametric test is used to identify relationship between use of a celebrity endorser and the resulting effectiveness of that endorsement. Negative information about the celebrity exercised the large impact on celebrity endorsement effectiveness in advertising. This result underscored the high risk associated with using celebrity endorsers as well as the huge impact negative information about that celebrity can have on the consumer perception.

Jennifer Edson Escalas, James R. Bettman studied consumers appropriate brand symbolism that comes from celebrity endorsement to construct and communicate their self-concepts. Study 1 finds that celebrity endorsement enhances self-brand connections when consumers aspire to be like the celebrity, but harms them when consumers do not; this effect is more pronounced when the brand image is congruent with the celebrity's image. This effect is further moderated by the degree to which a brand communicates something about the user, with more symbolic brands having stronger effects than less symbolic brands. Study 2 finds that the effect of celebrity endorsement on self- brand connections is augmented when consumers' self-esteem is threatened. Consumers self- enhance by building

connections to favorable celebrity images or distancing themselves from unfavorable celebrity images.

David H. Silvera and Benedikte Austad (2004) examine characteristics of advertisements that make them effective are especially valuable. The present experiments represent a first step in identifying what makes endorsement advertisements effective based on work in attribution theory within social psychology. The results suggest that endorsement advertising effectiveness can be strongly influenced by consumers' inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with merely creating an association between a popular endorser and their product with the hope that the endorser's positive image will somehow "rub off" on the product. The present research suggests that advertisers should put more effort not only into choosing endorsers who are well match with products, but also into making strong arguments and believable explanations for why endorsers truly do like the products they endorse.

Debiprasad Mukherjee (2009) set out to analyze the impact of celebrity endorsements on brands. The goal of this study is to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behavior as well as how consumer makes brand preferences. This research proposes a 20-point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to this paper, is the foundation of the impact of celebrity endorsement.

Celebrity endorsement is a double-edged sword and it has a number of positives if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

In Pamela Miles Homer's research (2007) the "meaning" of a brand is said to reside in the minds of consumers, based on what they have learned, felt, seen, and heard overtime. This study explores the relationship between quality and image with special attention on brands plagued with negative impressions, including instances

where consumers' perceptions of a product's quality conflict with its perceived "image". Data confirm that quality and image impact attitudes in a distinct manner, and overall, low brand image is more damaging than low quality. In addition, findings show that (1) hedonic attitudes towards brands are most driven by image, whereas utilitarian attitude formation/change processes are dominated by quality, (2) non-attribute brand beliefs are a stronger predictor of hedonic attitudes when quality or image is low versus high, while (3) attribute-based beliefs are strong predictors of utilitarian attitudes across image and quality levels.

Farida Saleem's work (2007) indicates that celebrity endorsement is becoming very prominent on a global scale. Marketers use celebrities in ads when there is no or very little product differentiation. When marketers have to target more diverse market multiple celebrities endorsement (more than one celebrity in a single ad) could be a possible answer.

Traditional explanations of celebrity endorsement persuasion effects are based on the source effects literature and find that 1) celebrity endorsement increases the attention paid to an ad (Buttle, Raymond, and Danziger 2000); 2) celebrities are generally attractive, which helps persuasion when consumers are worried about social acceptance and others' opinions (DeBono and Harnish 1988) or when the product is attractiveness-related (Kahle and Homer 1985, Kamins 1990); 3) celebrities may be credible sources if they have expertise in a particular area, such as an athlete endorsing shoes (Ratneshwar and Chiaken 1991) or a beautiful model endorsing make-up (Baker and Churchill 1983); and 4) celebrities are often well-liked, possibly leading to identification and consumer persuasion in an attempt to seek some type of relationship with the celebrity (Belch and Belch 2007).

In traditional dual process models (e.g. ELM; Petty, Cacioppo, and Schumann 1983), celebrities are most often considered a peripheral cue: they are important in persuasion only when consumers are not involved in the product category or in processing the ad. However, celebrities may provide central information when an aspect of the celebrity matches the product (as with beauty products and attractiveness; Kahle and Homer 1985). Also, as affective peripheral

cues, celebrity endorsements may lead media weight to have an impact on sales in mature categories (MacInnis, Rao, and Weiss 2002).

1.3. Consumer Behavior

The study of consumer behavior covers a variety of concepts when individuals or groups are involved with to select, purchase, use or dispose of products, services or experiences to satisfy their needs and desires (Solomon et al., 2009). In other words, consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Along similar lines, Belch and Belch (2004) state that consumer behavior is the process and activities people engage in when searching, selecting, purchasing, using, evaluating and disposing of product and services so as to satisfy their needs and desire (Belch and Belch, 2004).

Kotler defines consumer behavior as the buying behavior of final consumers, individuals, households where buying of goods and services take place personal consumption (2000). Schiffman and Kanuk (2000) point out consumer behavior is consumers' display in searching for, purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. All these definitions state the wide scope of consumers' buying behavior.

There are three major activities involved in consumer behavior and these are obtaining, consuming and disposing. Obtaining refers to all of the activities leading up to the purchase of a product or service. These activities include searching for information about the product's benefits and features as well as comparing competitor product offerings in the market. It is important for marketing managers to study the obtaining activities of consumers because they can learn a great deal from these activities. They can learn where consumers prefer to shop from and what their

preferred payment method is. Some consumers favor going to the malls whereas others choose local shops/ markets and some others use the internet. Some consumer depend on their credit cards and some others prefer to pay cash for their purchases.

Consuming refers to all of the issues a consumer faces related to the consumption stage. It is important to explore how, where, when and under what circumstances consumers use products. Some products may have pure functional value but some others may have pure hedonic value for the consumer. In certain situations, consumers develop their unique ways of using products, they ignore the formal instructions. Also, consuming activities differ greatly depending on where the product is used, for example at home or in the office. Marketing managers need to grasp the consuming activities of their target consumer segments as clearly as possible.

The third activity is disposing and it examines how consumers get rid of the product remains and packaging. Consumers may choose to recycle certain product packages, or they may reuse them and even resell them in certain situations. Sometimes the product remains may be discarded in half or full. This would indicate that the consumer is not satisfied and expectations regarding the product are not met. Managers would need to find out the possible reasons for this disappointment and try to improve the product's shortcomings for further sales.

Consumer behavior also includes the study of consumers as sources of influence on organizations. Instead of influencing consumers, effective organizations are adopting a total marketing approach to their product development, innovation, research and communication activities. They look for methods which will enable consumers to have the influence over the organization to develop the products, prices and promotions that consumers will buy. Marketing-oriented companies are heavily focused on maximizing consumer satisfaction, therefore they are concerned with allowing the consumers to influence them rather than the other way around.

1.3.1. Evolution of consumer behavior

The field of consumer behaviour is rooted in the marketing concept, a business orientation that evolved in the 1950s through several alternative approaches toward doing business referred to respectively:

- 1) The Production Concept.
- 2) The Product Concept.
- 3) The Selling Concept.
- 4) The Marketing Concept.
- 5) The Societal Marketing Concept.

1.3.1.1 The production concept

The production concept assumes that consumers are mostly interested in product availability at low prices; its implicit marketing objectives are cheap, efficient product and intensive distribution. It makes sense when consumers are more interested in buying what's available rather than wait for what they really want. The main objective is to expand the market.

1.3.1.2. The product concept

The product concept assumes that consumers will buy the product that offers them the highest quality, the best performance, and the most features. It ensures the company to improve the quality of its product and add new features. The product concept often leads to "marketing myopia" that is focusing on the product rather than the customer needs.

1.3.1.3. The selling concept

The assumption of the selling concept is that consumers are unlikely to buy the product unless they are aggressively persuaded to do so – mostly through "hard sell" approach. The problem in this concept is that it fails to satisfy a customer. Promotion can be done through advertisement, sales promotion and public relation.

Today the selling concept is utilize bemarketers of unsought products – that is which people are not willing to buy it (such as life insurance).

1.3.1.4. The marketing concept

It started in 1950's when some marketers realized we can sell more products by determining what consumer would buy. Consumer need and wants became the firm's primary focus. The marketers should made product what it can sell, instead of what it has made.

1.3.1.5. The societal marketing concept

The societal marketing concept focuses on developing a product which benefits the society. Doing marketing in such a way that it helps you in increasing your production & also giving benefits to society. The organization should determine the needs, wants and interest of target markets and deliver the desired satisfaction more effectively and efficiently then do competitors in a way that maintains or improves the customers and society's well being.

1.3.2. Types of consumer buying behavior

Types of consumer buying behavior are determined by the level of involvement in a specific purchase decision. The level of involvement can be explained as the importance and intensity of interest in a product in a particular situation.

A consumer's level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others. Typical high involvement purchases would be high priced goods, products visible to others, and the higher the risk the higher the involvement.

There are four major types of consumer buying behavior.

- Routine Response/Programmed Behavior
- Limited Decision Making
- Extensive Decision Making
- Impulse buying

Routine Response/Programmed Behavior is buying low involvement frequently purchased low cost items; consumer needs very little search and decision effort; items are purchased almost automatically. Common examples may include soft drinks, snack foods, milk etc.

Limited Decision Making happens when a consumer is buying products occasionally. There is a possible need to obtain information about unfamiliar brand in a familiar product category. This type of decision making requires a moderate amount of time for information gathering. Examples can include apparel and cosmetic products where the consumer may be familiar with the product class but not the brand.

Extensive Decision Making takes place in case of searching for complex, high involvement, unfamiliar, expensive and/or infrequently bought products. There is a high degree of economic, performance and psychological risk associated with this type of purchases. Examples include cars, homes, computers, medical operations and education tuition. A consumer typically needs to spend a lot of time seeking information and making the right decision. Information and testimonials from friends and relatives, store personnel etc. may be effective and useful.

Impulse buying is when there is no conscious planning involved. This type of decision making activity is a spur of the moment, unplanned decision to buy, made just before a purchase. Research findings suggest that emotions and feelings play a decisive role in purchasing, commonly triggered by seeing the product or upon exposure to a well crafted promotional message. Most of impulse purchases range from small items such as chocolate, apparel and magazines to more expensive products like cars, and cosmetics. Unfortunately, impulse buying may inevitably

lead to critical problems such as feeling of guilt and disappointment, financial difficulties, and family disapproval.

1.4. Consumer Decision Making Process

The consumer decision making process consists of mainly five steps according to most researchers within the field (Hanna and Wozniak, 2001; Evans and Berman, 1990). These steps are; “need / problem recognition, information search, evaluation of alternatives, purchase and the post-purchase behavior”. In need recognition stage, the consumer senses a difference between the actual and desired stage. This is the starting point of any purchasing decision. Consumers make purchases when they believe the product’s ability to solve a problem is worth more than the cost of buying it. Individual differences such as resources, motivation, knowledge or environmental influences such as culture and family may all have a big impact on the need recognition stage. Marketers must be able to pinpoint their target consumers’ needs so that they can tailor product offerings successfully. Unless they are able to grasp the needs of their consumers, needs will be unmet, satisfaction levels will drop and consumers will turn to alternative products of the competitors.

Once need recognition occurs, consumers start the information search process with the hope of satisfying their unmet needs. The search may be internal (information already stored in memory or previous exposure) or external (collecting information from family, friends, sales associates) depending on the situation. Internet is a great information search tool in today’s market. Consumers have the ability to embrace a great deal of information in a rapid manner by using the internet. For this reason, companies must alter their web designs and make it easy for consumers to search for and compare information. Traditional in-store information search is also appealing to some consumers so they enjoy to walk and browse through the stores. Retailers need to understand these consumer segments and categorize various groups that label the search process as a chore or fun activity.

After the information search process is completed, the next stage is about evaluating alternative options identified during the search. Consumers compare what they know about different products with what they consider to be most important.

They narrow the field of alternatives and finally resolve to purchase a specific product. Different consumers employ different evaluative criteria which can be defined as the standards and specifications used to compare various products. Individual and environmental differences impact how consumers evaluate their choices. Their needs, wants, expectations, desires are all shaped by their values, lifestyles, personal characteristics, and social dynamics. Consumers often evaluate product alternatives based on quality, brand name, size, and price. It is crucial for marketers to grasp the variables and elements that are affecting the consumer's choice process for alternative products. The trade offs consumers make, the details they consider are important clues in building effective marketing programs.

The fourth stage in the consumer decision process is the actual purchase stage. After deciding whether or not to make a purchase, consumers move through two stages. In the first stage, consumers choose a particular retailer, and the second stage involves in-store choices influenced by salespersons, product displays and point-of-purchase displays. After evaluating all of the possible choices, consumers get ready to commit to a particular purchase.

The last stage in the decision process is post-purchase evaluation. This is when a consumer is expected to experience a sense of satisfaction or dissatisfaction related with the purchase. Satisfaction occurs when consumers' expectations are matched by perceived performance and benefits; but when experiences and performance fall short of expectations then dissatisfaction prevails. This is a sensitive matter because consumers store their evaluations in memory and refer to them in their future decisions. If the consumer is fully satisfied, subsequent purchase decisions will mostly be rapid and automatic.

However, not all purchases require the consumer to go through every step (Peter and Olson, 2005). Consumers can skip the evaluation of alternatives when considering low involvement products or have familiarity with the product based on their past experience (Peter & Olson 2005).

According to Hawkins et al, (2001), Schiffman and Kanuk (2000) and Solomon (2009) there are more aspects than only decision making process that affect

consumer behavior which are stated as the external and internal influences. The main needs and external influences are culture, social class and reference groups while the main internal factors are motivation, exposure and attention; perception; personality and lifestyle and attitude.

Hoyer and MacInnis (2001) identified that decisions for “brands” are affected at information search process in internal search and external search. In the internal search, consumers recall the sets of brands from their memory (evoked set) wherever the problem recognition occurred. Normally two to eight brands are tended to be recalled at a time and if consumers can’t recall brands from memory, the set of external factors such as availability on the shelf or suggestion from a salesperson will affect consumers’ purchasing. Additionally, well-known brands are more easily recalled during internal search than unfamiliar brands because the memory links associated with these brands tend to be stronger (Hoyer and MacInnis, 2001).

Hence, marketing communication aims to keep brands awareness high and association strong. Additionally, brands towards which the consumers have positive attitudes tend to be recalled easily and be included in the consideration set more often than brands that have negative attitudes. Hence, it is important to create positive brand attitudes. For external search, consumers acquire information from outside sources such as product packages, the internet, the magazines, advertisements, friends or salesperson.

1.5. Factors Influencing Consumer Buying Decision

Understanding how consumers’ “black box” change due to the consumer characteristics and how these affect the consumer decision process is an important issue for marketers. Besides consumers’ personal characteristics, cultural factors, social factors and psychological factors also play a major effect consumer buying behavior (Kotler, 2000).

1.5.1. Cultural factors

Cultural factors include culture, subculture and social class elements. Culture refers to the values, ideas, artifacts, symbols that help individuals communicate, interpret and evaluate as members of a society. Culture includes both abstract and physical elements, which allow marketers to describe, evaluate and differentiate cultures. Abstract elements include values, attitudes, ideas, personality types, religion, traditions, and taboos. Physical elements include books, tools, historical sites, food dishes, and clothing items. Culture provides people with a sense of identity and an understanding of acceptable behavior within society. Specific characteristics such as communication, time consciousness, feeding habits, values and norms, mental processes can be used to define and differentiate one culture from another. Marketers use these cultural characteristics to segment their markets and serve consumers better.

It is necessary to understand what culture dictates to the members of a society and how it can shape consumers needs, wants, habits and expectations. Marketers must address consumer socialization, the acquisition of consumption-related cognitions, attitudes and behavior. When a marketer is dealing with a deeply ingrained, culturally defined behavior, marketing mix elements must be conformed to cultural values. Additionally, it may not be enough to focus only on national culture, as sub-cultures within a society may also be influential in terms of forming certain needs and desires. A society is composed of several sub-cultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. The significance of sub-cultures increase greatly in heterogeneous societies where consumer groups may differ from each other. Marketers can use these groups by segmenting the market into various small portions. By doing so, they can design products according to the needs of a particular geographic, ethnic or religious group.

Social class is a somewhat nebulous subject that involves stratifying people into groups with various amounts of prestige, power, and privilege. Status differentiations are quite vague in many countries however, in certain other cultures, stratification is more clear-cut. Although the caste system in India is now illegal, it

still maintains a tremendous influence on that society. While some mobility exists today, social class awareness is also somewhat greater in Britain, where social status is in part reinforced by the class connotations of the accent with which one speaks. Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. Marketers need to examine the social fabric of the market they serve. It is important to note that social class is not only determined by income but also by other factors such as wealth, education, occupation etc.

1.5.2. Social factors

Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: family, reference groups, and social roles & status. The family is the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, and acquire values. The individual also develops attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. Perceptions and family habits generally have a strong influence on the consumer buying behavior. People will tend to keep the same as those acquired within their families. Marketers are constantly trying to determine the roles of the husband, wife and children in a typical family. The main attempt is to discover who has the most influence over the buying decision for a particular product. When marketers figure out the influencer, then they do their best to target that person with their advertisements.

Reference groups are defined as those that provide to the individual some points of comparison more or less direct about his behavior, lifestyle, desires or consumer habits. They influence the image that the individual has of himself as well as his behavior. In some cases, the individual can also be influenced by a group to which he doesn't belong yet but wishes to be part of. This is called an aspirational group. This group will have a direct influence on the consumer who, wishing to belong to this group and look like its members, will try to buy the same products. The aspirational group affect is observed more commonly among younger consumer segments, for example children and teenagers.

Within a reference group that influence a consumer's buying behavior, several roles have been identified:

The initiator: This is the person who suggests buying a new product or service

The influencer: This is the person whose point of view or advice will influence the buying decision. It may be a person outside the group (singer, athlete, actor, etc..) but on which group members rely on.

The decision-maker: This is the person who will choose which product to buy. In general, it is the consumer himself but in some other instances it may be another person.

The buyer: This is the person who will actually buy the product. Generally, this will be the final consumer.

Many brands set out to target opinion leaders (initiator or influencer) to spread the use and purchase of their products in a social group. This is possible either through an internal person of the group when it comes to a small social group, or through a sponsorship/ partnership with a reference leader (celebrity, actor, musician, athlete, etc..) for larger groups.

A social role is a set of attitudes and activities that an individual is supposed to have and do according to his position in the family, his profession and position at work, his gender, and expectations of the people around him. Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. The social role and status profoundly influences the consumer's behavior and his purchasing decisions. This is true especially for the highly visible products in the society. For example, a well-known CEO driving a small car like a Fiat Uno or a Honda Accord would be taken less seriously by his customers and business partners than if he is driving a Mercedes or BMW. For this reason, brand managers need to understand the significance of

creating an image associated with their products reflecting an important social role or status.

1.5.3. Personal factors

Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior can be listed as age, personality and self concept, lifestyle, economic situation, and occupation.

1.5.3.1. Age

Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples, empty nest etc. which help marketers to develop appropriate products for each stage.

1.5.3.2. Economic situation

A consumer's economic situation has a great influence on his buying behavior. If the income and savings of a consumer is high, then he can afford more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

1.5.3.3. Lifestyle

Lifestyle of consumers is another important factor affecting the buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by the consumer's interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

1.5.3.4. Personality

Personality changes from person to person, time to time and place to place. For this reason, it can greatly influence the buying behavior of customers in general. Actually, personality is the totality of behavior of a person in different circumstances. It has different characteristics such as dominance, aggressiveness, self-confidence etc which can be useful to determine the consumer behavior for particular a product or service.

1.5.3.5. Occupation

The occupation of a person has a significant impact on his buying behavior. For example, an upper level manager of an organization will prefer to purchase upscale business clothes, whereas a maintenance worker in the same organization will need to purchase rugged overalls.

1.5.4. Psychological factors

There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes.

1.5.4.1. Motivation:

Motivation is what will drive consumers to develop a purchasing behavior. It is the expression of a need which becomes pressing enough to lead the consumer to want to satisfy it. It is usually working at a subconscious level and is often difficult to measure. Motivation is directly related to the need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process. To increase sales and encourage consumers to purchase, brands should try to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation. He will be much more interested in considering and buy their products.

They must also, according to research, the type of product they sell and the consumers they target, pick out the motivation and the need to which their product respond in order to make them appear as the solution to the consumers' need.

1.5.4.2. Perception:

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act. Depending to his experiences, beliefs and personal characteristics, an individual will have a different perception from another.

Each person faces every day tens of thousands of sensory stimuli (visual, auditory, kinesthetic, olfactory and gustatory). It would be impossible for the brain to process all consciously. That is why it focuses only on some of them.

The perception mechanism of an individual is organized around three processes:

- Selective Attention: The individual focuses only on a few details or stimulus to which he is subjected. The type of information or stimuli to which an individual is more sensitive depends on the person. For brands and advertisers successfully capture and retain the attention of consumers is increasingly difficult. For example, many users no longer pay any attention, unconsciously, to banner ads on the Internet. This kind of process is called Banner Blindness. The attention level also varies depending on the activity of the individual and the number of other stimuli in the environment. For example, an individual who is bored during a subway trip will be much more attentive to a new ad displayed in the tube. It is a new stimuli that breaks the trip routine for him. Consumers will also be much more attentive to stimuli related to a need. For example, a consumer who wishes to buy a new car will pay more attention to car manufacturers' ads. While neglecting those for computers. Lastly, people are more likely to be attentive to stimuli that are new or out of the ordinary. For example, an innovative advertising or a marketing message

(*Unique Value Proposition*) widely different from its competitors is more likely to be remembered by consumers.

- Selective Distortion: In many situations, two people are not going to interpret an information or a stimulus in the same way. Each individual will have a different perception based on his experience, state of mind, beliefs and attitudes. Selective distortion leads people to interpret situations in order to make them consistent with their beliefs and values. For brands, it means that the message they communicate will never be perceived exactly in the same way by consumers. And that everyone may have a different perception of it. That's why it's important to regularly ask consumers in order to know their actual brand perception. Selective distortion often benefits to strong and popular brands. Studies have shown that the perception and brand image plays a key role in the way consumers perceived and judged the product. Several experiments have shown that even if we give them the same product, consumers find that the product is or tastes better when they've been told that it's from a brand they like than when they've been told it's a generic brand. While it is exactly the same product! Similarly, consumers will tend to appreciate even less a product if it comes from a brand for which they have a negative perception.

- Selective Retention: People do not retain all the information and stimuli they have been exposed to. Selective retention means what the individual will store and retain from a given situation or a particular stimulus. As for selective distortion, individuals tend to memorize information that will fit with their existing beliefs and perceptions. For example, consumers will remember especially the benefits of a brand or product they like and will "forget" the drawbacks or competing products' advantages. Selective retention is also what explains why brands and advertisers use so much repetition in their advertising campaigns and why they are so broadcasted. So that the selective retention can help the brand to become a "top of mind" brand in the consumer's mind.

1.5.4.3. Learning:

Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. For example, if you are sick after drinking milk, you had a negative experience, you associate the milk with this state of discomfort and you “learn” that you should not drink milk. Therefore, you don’t buy milk anymore. Rather, if you had a good experience with the product, you will have much more desire to buy it again next time.

The learning theories can be used in marketing by brands. As the theory of operant conditioning which states that you can build a good image and high demand for a product by associating it with a positive reinforcement (or rather a bad image with a negative reinforcement).

1.5.4.4. Beliefs and attitudes:

A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc.), he will develop beliefs that will influence his buying behavior.

While an attitude can be defined as a feeling, an assessment of an object or idea and the predisposition to act in a certain way toward that object. Attitudes allow the individual to develop a coherent behavior against a class of similar objects or ideas.

Beliefs as well as attitudes are generally well-anchored in the individual’s mind and are difficult to change. For many people, their beliefs and attitudes are part of their personality and of who they are.

Customer possesses specific belief and attitude towards various products. However, it is not only important to understand, identify and analyze the positive attitudes and beliefs but also the negative ones that consumers can have on a brand or product. Since such beliefs and attitudes make up brand image and affect consumer

buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard. They can also attempt to change the brand's marketing message or adjust its positioning in order to alter consumers' brand perceptions.

1.6. The Concept of Brand

According to American Marketing Association (AMA), a brand is a “name, symbol, term, sign or design , or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.”

In today's marketplace, with the change in consumer perceptions and preferences, branding has attained a crucial importance to provide profitability and sustainability. Some analysts think that brands are the major enduring assets of a company which outlast the company's specific products and facilities (Kotler and Armstrong, 2008).

Brand is the name associated with one of more items in the product line that is used to identify the source of characters of the items (Kotler, 2000). Doyle (2002) also cited that a brand is defined as a specific name, symbol or design, or the combination of these, that is employed to differentiate a product. Brand name has become an ordinary feature for every product available on the market nowadays. The specialty of each brand is its different value in the mind of the potential buyers.

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as an indicator to try or make a decision as they buy new products (Ger, 1993). Moreover, brands are regarded as causal signs of determinants of product quality that depend on the intrinsic attributes and processes which truly determine quality (Stijn et al. 2000). Such familiarity and credibility in the mind of consumers, which creates value to the firm, can be enforced by the use of brand equity that is composed of brand awareness, brand loyalty, brand associations and perceived quality (Aaker, 1991).

1.6.1. Brand elements

Brand elements are those trademarkable devices that serve to identify and differentiate the brand. The main ones are brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages and signage. In general, there are six criteria for brand elements.

1.6.1.1. Memorability

A necessary condition for building brand equity is achieving a high level of brand awareness. Brand elements must capture consumers' attention so that recall and recognition can be facilitated during the purchase and consumption activities.

1.6.1.2. Meaningfulness

Brand elements may take on all kinds of meaning, with either descriptive or persuasive content. The brand element must have descriptive meaning and suggest something about its category and the type of benefits it provides. The brand elements also need to suggest something about the product's major points-of-differences, its strengths and weaknesses compared with the rivals in the market.

1.6.1.3. Likability

The brand elements must be fun and interesting. They need to have rich visual and verbal imagery to capture target segments' attention. Consumers will also favor products that are aesthetically pleasing.

1.6.1.4. Transferable

The brand elements must be tailored in such a way that they can easily be carried within and across product categories as well as across geographic boundaries and cultures.

1.6.1.5. Adaptability

Due to sudden and complex shifts in consumers' demands and expectations, it is crucial for brands to be adaptable over time. Brands can not afford to stay rigid and static any longer. Consumers always demand contemporary changes, new looks and new designs from their favorite brands.

1.6.1.6. Protectability

The final point to consider for brand elements is that they get protected in a legal and competitive manner. Marketers should choose brand elements that can be legally protected internationally. Formal registrations must be taken care of with respective legal institutions. The brand also needs to have a firm stand against its competitors. If the name, package or another attribute is easily copied by competitors, then the unique value of the brand will disappear.

1.6.2. Brand personality

Through consumer experience or marketing activities, brands take on personality traits and they can appear to be like a person. There are five dimensions of brand personality which include sincerity, competence, excitement, sophistication and ruggedness. Marketing communication and advertising programs can be very influential and effective due to the inferences consumers make about the underlying user or usage situation depicted in an advertisement.

1.6.3. Brand image

Brand image can be described as the collection of the meaning consumers identify with the products and everything consumers comprehend with the product. Brand image constitutes as a result of the impressions consumers gathered from various resources. There are many factors among these resources such as trying branded product, prominence of a manufacturer firm, package of the product, brand name, format and content the used advertisement and media used during the broadcast of advertisements.

According to Akkaya (1999), 'Brand image can be described as the collection of the meaning consumers identify with the products and everything consumers comprehend with the product, Brand image constitutes as a result of the impressions consumers gathered from various resources. There are many factors among these resource such as trying branded product, prominence of a manufacturer firm, package of the product, brand name. Format and content of the used advertisement and media used during the broadcast of advertisements. Advertisers and market researchers regard brand image as the basis of a firm's success. A properly delivered brand image both helps necessities be comprehended well by consumers and distinguishes the brand from its rivals. During the construction of advertisement campaigns and positioning strategies, it is necessary to pay attention to product features describing the brand image, brand name, firm name and origin. Strong ones of these variances should be highlighted in the strategies or campaigns and waker ones should be tried to be enforced and the consumers' opinions about these ones should be changed for the better. As the brand image is related with the consumers' possibility of buying, degree of contentment and assurance, creating a brand image different from the rivals, consistent and suitable for the consumers will undoubtedly affect sales positively' (Akkaya, 1999 :15)

CHAPTER 2

METHODOLOGY AND FINDINGS

2.1. The Purpose and Significance of the Study

In today's global marketplace, the rise in product diversity, and the rivalry of products and services, has increased the amount of money spent on promotional initiatives by many companies. Additionally, marketing executives feel compelled to invest heavily in their marketing communication efforts in order to compete in an effective manner. Traditionally, advertising has been preferred to other elements of the promotional mix. Marketers are now exploring possibilities to make advertisements more compelling, eye-catching and noticeable to audiences and celebrity endorsements seem to be a prominent alternative. Recent research on celebrity endorsement suggests that the percentage of celebrity advertisements out of the total number of ads aired is as high as 25-30% in western countries (Shimp 2000) and around 60% in developing markets such as India (Shashidhar 2008). With this in mind, it's not surprising that the celebrity endorsement phenomenon has attracted increasing attention from practitioners and academics over the last three decades.

Within this context, this study aims to test the possibility of harmony between the brand image in the minds of consumers and celebrities used in advertisements along with whether this harmony leads to purchase decisions. By doing so, it is expected to observe whether this harmony has an effect over the consumer's brand image perception and purchasing decision.

In the event of results being documented at the targeted levels, companies will have an improved understanding of selecting celebrities for consumer groups with varying demographic characteristics. The goal is to create an effective link between the particular celebrity endorsing a product/service and the target consumer markets. It has been noted before that not all celebrities have a standard impact on

consumers so it becomes imperative to determine what kind of characteristics are pivotal in both the celebrity and consumers to make a perfect impact.

Consumer purchasing decision is a complex process. When a consumer is involved in the act of a purchase, a number of internal and external variables come into play. With the impact of globalization, there has been a steady increase in the number of these variables. Globalization brought about many technological advances and tough competitive conditions. Consumers have also become much more responsible and demanding. Companies have to develop detailed strategies to be able to influence the internal and external factors that consumers fall under as they make their purchasing decisions.

Companies are in a fierce battle to convince their consumers that the products they offer have high value and a superior brand image. In this battle, one of the major tools companies use to influence the consumer's decision making process is advertisements. Through the use of celebrities in advertisements, companies aim to carve the brand awareness and brand image notions in the minds of their consumers.

When consumers identify their needs, collect relevant information and evaluate alternatives; they realize that many of the products in the market are quite similar in terms of cost, value and performance. For this specific reason, it becomes crucial for companies to advertise with a unique strategy. Celebrity endorsements seem to be the perfect opportunity for companies to stand out among the clutter in the market, it is how they can grab consumers attention.

2.2. Research Hypotheses

This research aims to explore the impact of celebrity endorsements in advertising on brand image and consumers' attitude & purchasing behavior. Celebrity endorsements are known to be the latest and majorly used technique by marketers these days. A total of eight hypotheses have been developed in this thesis to test the efficacy of this marketing tool. The key issue is to determine how celebrities can influence attitudes& decisions and impact purchasing decision toward a brand.

On the basis of the objectives and after reviewing the extensive literature, the following research hypotheses were framed:

H₁ : The use of celebrity endorsements in an advertisement has a positive effect on consumers' attitude toward the brand.

H₂ : The use of celebrity endorsements in an advertisement has a positive effect on consumers' purchasing decisions.

H₃ : The characteristics of a celebrity has a positive effect on consumers' attitude toward the brand.

H₄ : The characteristics of a celebrity has a positive effect on consumers' purchasing decisions.

H₅ : The belief that there is a harmony between the celebrity's image and the brand, has a positive effect on consumers attitude toward the brand.

H₆ : The belief that there is a harmony between the celebrity's image and the brand, has a positive effect on consumers purchasing decisions.

H₇ : There is a significant difference between the belief that there is a harmony between the celebrity's image and the brand & consumer's gender.

H₈ : There is a significant difference between the belief that there is a harmony between the celebrity's image and the brand & consumer's education.

2.3. Data Collection Method

The study adopts both a qualitative and quantitative methodology for attaining richer and fuller results. Data has been collected both from in-depth interviews and surveys. In the first phase of the research, in-depth interviews were conducted with 30 Turkish adult consumers. Interviewees were asked to identify the specific elements of advertisements using celebrity endorsement that were most appealing to them. They were asked to suggest how advertisements using celebrity endorsements should work. There were a total of nine questions in the in-depth interviews, and a multitude of consumers from various ages, educational and income levels were targeted.

The in-depth interview is a qualitative method of analysis, which proceeds as a confidential and secure conversation between an interviewer and a respondent.

Throughout the interview, it must be ensured that the conversation encompasses the main topics that are crucial to ask for the sake of the research and the aim of the accompanying survey.

The method of the in-depth interview was appropriate for this research because it was pivotal to gain an insight into the individual evaluations of celebrity endorsements and their overall effects. This method was the right one to choose since the primary objective coupled with the survey was to evaluate the effects of the celebrity endorsed advertisements' on brand image and purchasing decision. In-depth interview method can produce very precise and specific answers as well as an exhaustive and varied knowledge about individual determined experiences, opinions and motives, which most of the descriptive methods cannot encompass.

In the second phase of the methodology, surveys were conducted as a descriptive research tool. The survey was composed of three separate parts. In the first part, subjects were asked warm-up questions to increase their familiarity with the research issue. In the second part, five-point Likert scale questions were used to measure the key factors that hypotheses aimed to assess. The scale goes from 1 (strongly disagree) to 5 (strongly agree). Finally, in the third part, questions were posed to determine the demographic profile (age, gender, education, income) of the consumers in the sample. The survey took about twenty minutes to complete.

Various kinds of rating scales have been developed to measure attitudes directly and the most widely used is the Likert Scale. Likert (1932) developed the principle of measuring attitudes by asking people to respond to a series of statements about a topic, in terms of the extent to which they agree with them, and so tapping into the cognitive and affective components of attitudes.

Likert-type or frequency scales use fixed choice response formats and are designed to measure attitudes or opinions (Bowling, 1997; Burns, & Grove, 1997). These ordinal scales measure levels of agreement/disagreement.

A Likert-type scale assumes that the strength/intensity of experience is linear, i.e. on a continuum from strongly agree to strongly disagree, and makes the

assumption that attitudes can be measured. Respondents may be offered a choice of five to seven or even nine pre-coded responses with the neutral point being neither agree nor disagree. In its final form, the Likert Scale is a five point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

After the scale for the study was developed, a pre-test was carried out with fifty participants to check for the clarity and transparency of the questions. Some of the questions were re-developed based on the received feedback.

Reliability is the property referring to the consistency of the measurement across several survey 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 latest construct, the total variability of the true score for the latest 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 indicate scarce reliability of the item, although the coefficient is sensitive to the number of items and can be artificially inflated (Mazzorchi; 2008 : 10)

For this study, the reliability of the scale was tested with Cronbach Alpha method and the alpha coefficient was measured as 0,80. This proved the scale instrument to be highly reliable.

2.4. Population and Sample of the Survey

The population of the study included adult consumers over the age of 18 that reside in the capital city of Ankara. According to the 2013 census, 3.500.000 people live in Ankara who are older than 18 years of age.

The sample size was set at 400 based on the appropriate statistical calculations. A confidence interval of %95 and error margin of \pm %5 was aimed.

For this reason, the sample size had to be a minimum of 383 people for a population greater than 500.000. This is why the sample for the study was rounded to be 400.

The mode of contact with respondents was face-to-face where sample respondents were randomly intercepted in the food courts of three shopping malls (Next Nevel, Ankamall, Optimum) across Ankara. All of the 400 surveys were included in the analysis since they were conducted on a personal basis. The participants in this study were adults of diverse ages, incomes, educational backgrounds, gender, and occupations.

2.5. Limitations of the Research

The study encompassed 30 in-depth interviews and 400 surveys conducted with 400 consumers from all over Ankara, at three of the biggest and distinct shopping malls. For the sample to be properly representing the population, the malls were selected at three specific locations in the city where consumers had the greatest variety in terms of demographics, social and economic characteristics.

The greatest challenge and limitation of the study rested on the fact that adult consumers only from the city of Ankara were included. The consumers in the sample all live in the urban, well-developed city of Ankara, therefore it is highly likely that these consumers have a different social, cultural and/or economic profile when compared to their peers from smaller cities, towns in rural parts of Anatolia.

However, it must be kept in mind that the goal of this research was not to generalize the results for Turkey in an overall manner. This would be much beyond the realm and scope of this thesis. There are no sufficient funds or time for such a broad scope. For this reason, this study can be considered as a pilot study prior to a national research. In the future, with enough financial and time resources, it could be possible to build on the results of this pilot study.

Along a similar vein, convenience sampling method was used to select participants for the study. Unfortunately, time and financial constraints were too

limited to apply pure random sampling technique. Convenience sampling made it possible to work faster and more efficiently with such limitations.

2.6. Data Analysis

Data required for the research study was received from the 400 surveys applied to the participating subjects. Raw data obtained through these surveys were coded and sorted prior to being entered into the computer analysis. Data was analyzed by SPSS 21.0 (Statistical Package for The Social Science) program. Factor Analysis, Independent Samples T-Test, ANOVA and Regression Analyses were run in SPSS to verify the devised hypotheses.

Frequency distributions were examined to determine personal characteristics of participants who constituted the sample. Graphical displays were edited in Excel program.

2.7. Research Findings

In this part of the research, the outcomes of the survey evaluation of the outcomes and hypothesis test can be seen.

Table 2.1 below shows the demographic profiles of the respondents. The majority of the subjects were between the ages of 25-31.

Table.2.1: Allocation of Respondents According to Demographic Variables

AGE	Frequency	%
18 -24	60	15,0
25 – 31	159	39,8
32 – 37	90	22,5
38 – 44	42	10,5
45 and older	49	12,3

When Table 2.1 is examined in detail, it can be seen that there are 60 subjects within the age group of 18-24 (%15), 159 subjects within 25-31 years (%39.8), and 90 subjects that are between 32-37 years (%22.5). The remaining 42 respondents fall under 38-44 years (%10.5), and 49 subjects are either 45 years or older (%12.3). The graphical percentage display of respondents age profile is presented in the table below.

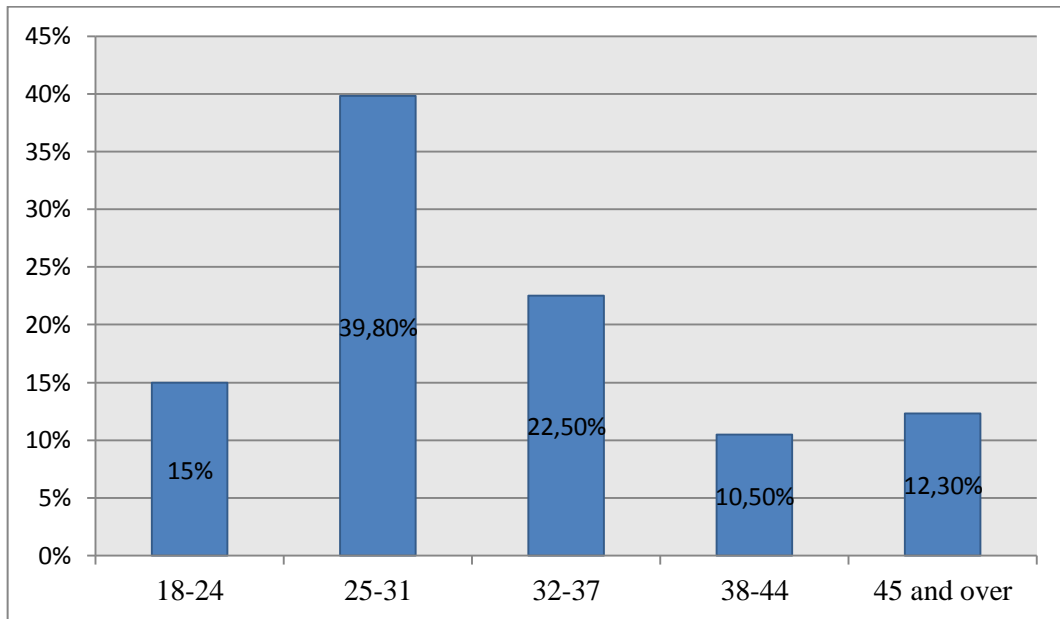


Figure 2.1: Percentage Distribution of the Respondents' Age Profile

The percentage distribution of the respondents' age profile reveals that the majority of consumers in the study are within the young adult category, between 25-31 years old. Since the research was carried out at three shopping malls across Ankara, it can also be noted that this particular consumer group has a high frequency at mall patronage. Along similar lines, it can be argued that companies need to look into this particular age group and try to explore them better in terms of gauging their reactions to celebrity advertisements.

Table 2.2 : Displays Allocation of Respondents According to Gender

Gender	Frequency	%
Female	240	60,0
Male	160	40,0

Out of 400 subjects, there are 160 male (%40) and 240 female consumers (%60). So there were slightly more females compared to males included in the study. Figure display 2.2 below depicts percentage distribution of the respondents' gender.

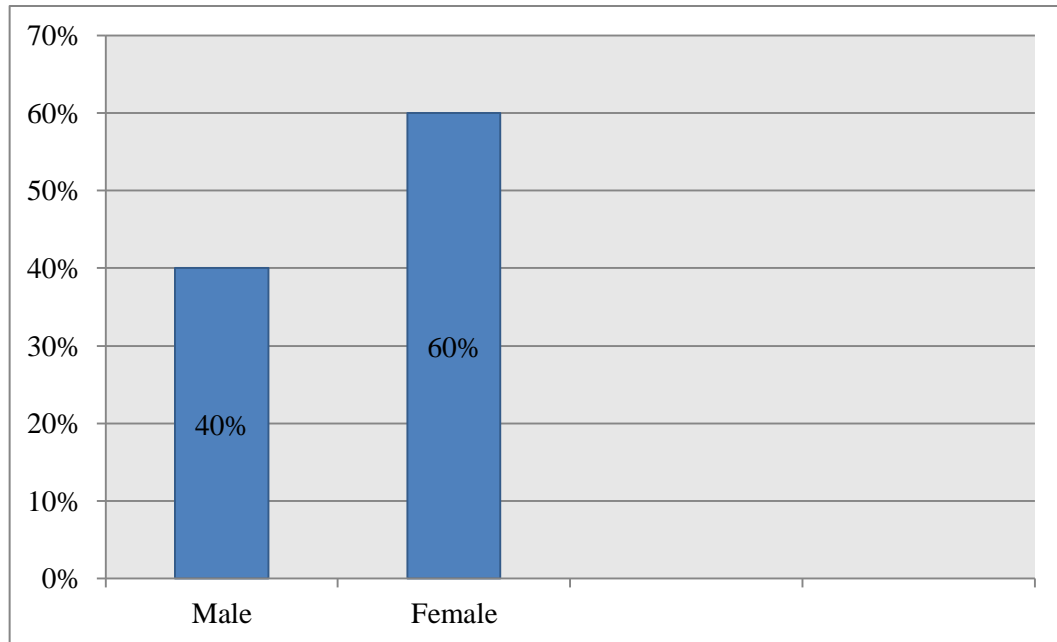


Figure 2.2 : Percentage Distribution of the Respondents' Gender

Table 2.3 presents the education level of subjects that took part in the research. The majority of the subjects (%61.8) has completed their university education and a total of (%14,8) had either a master's or Ph.D. About 20% of the subjects were high school graduates and only %3.5 of them are elementary school graduates. This profile points out that respondents in the study are mostly well-educated.

Table 2.3: Allocation of Respondents According to Education Level

Education Level	Frequency	%
Elementary school	14	3,5
High School	80	20,0
Undergraduate	247	61,8
Master's Degree	46	11,5
Ph.D.	13	3,3

Figure 2.3 below shows the percentage distribution of the respondents' education levels. An overwhelming majority of the research subjects have an undergraduate and/or graduate degree. This would indicate that they are mostly well educated and rational consumers. It would be critical to assess this particular group's reaction and influence level for celebrity endorsed advertisements.

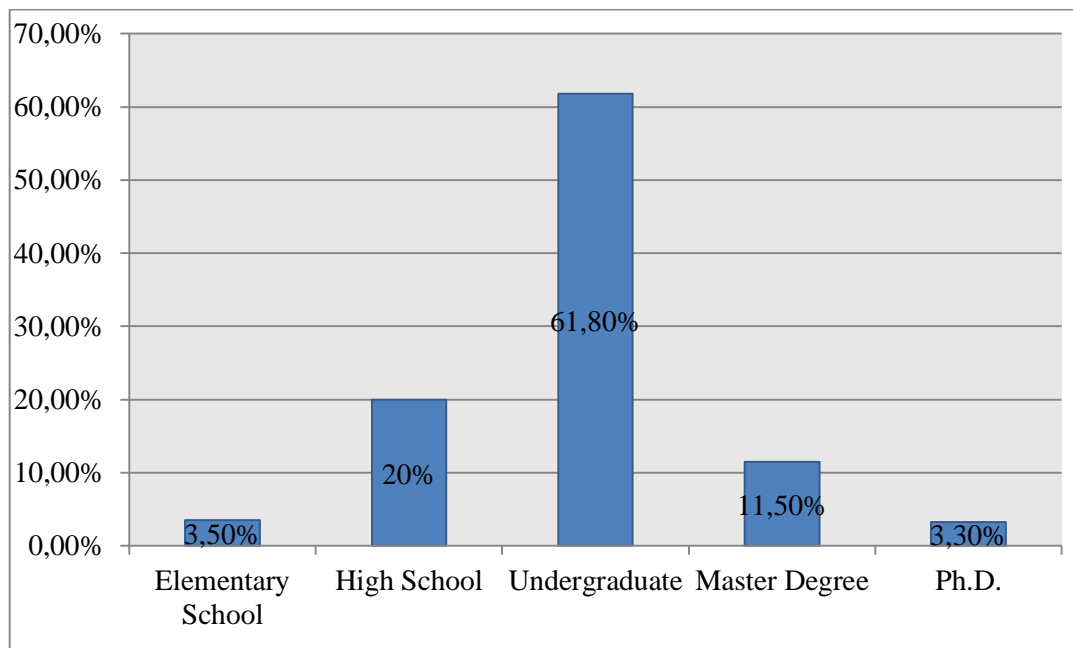


Figure 2.3 : Percentage Distribution of the Respondents' Education Level

Table 2.4 presents the marital status of the research subjects. Out of 400 subjects, there seems to be a perfect balance between those that are single and those that are married. Specifically, 198 (%49,6) are reported to be single, whereas 202 subjects (%50,4) are married.

Table 2.4 : Allocation of Respondents According to Marital Status

Marital Status	Frequency	%
Single	198	49,6
Married	202	50,4

Figure 2.4 below presents the percentage distribution of the respondents' marital status. The sample strikes a well-maintained balance between those consumers that are single as opposed to those that are married. It would be natural to observe significant differences in terms of attitude formation and behavioral patterns

between single and married consumers. For this reason, this sample may be considered strong since it is able to provide both sides of the coin.

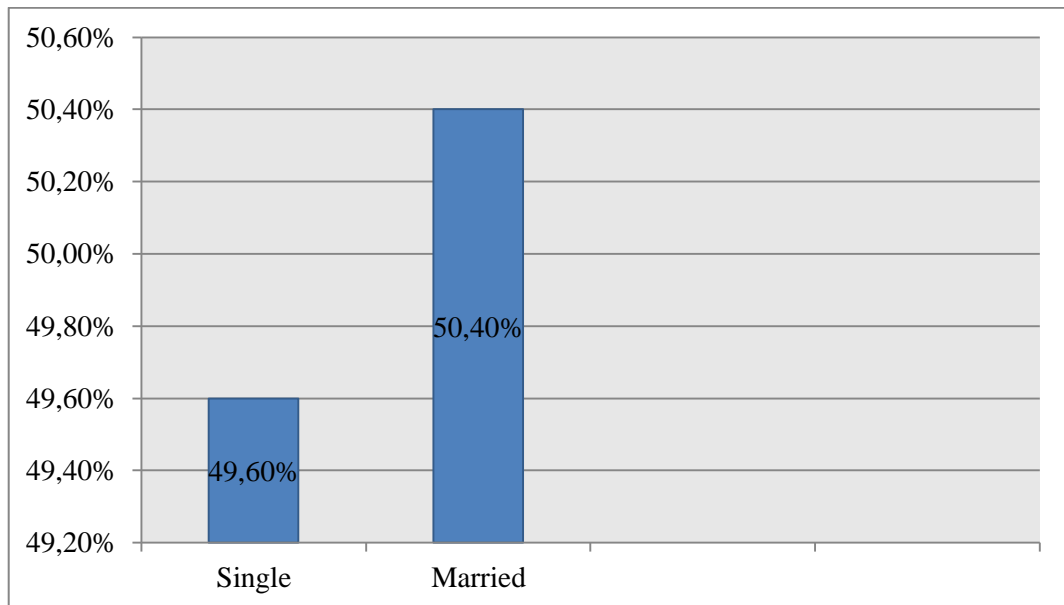


Figure 2.4 : Percentage Distribution of the Respondents' Marital Status

Table 2.5 lists the last component of the demographic profile for the subjects in the research. As with the other demographic components, it can be seen that respondents come from a variety of economic backgrounds. According to the reported income levels, 56 consumers (%14) earn a monthly average of 500-900 TL, 31 claimed to make (%7,8) 1000-1400 TL, whereas 43 subjects (%10,8) earn 1500-1900 TL. About 90 consumers (%22,5) reported an income of 2000-2499 TL, 71 of them stated they make 2500-2999 TL, and the remaining 109 consumers (%27,3) belong to middle to upper income group with 3000 TL and more monthly income.

Table 2.5 : Allocation of Respondents According to Income Level

Income Level	Frequency	%
500 – 900 TL	56	14,0
1000 – 1400 TL	31	7,8
1500 – 1999 TL	43	10,8
2000 – 2499 TL	90	22,5
2500 – 2999 TL	71	17,8
3000 TL and over	109	27,3

Percentage distribution of the respondents' income level is depicted in Figure 2.5 below. As it can be noted by observing the graphic, participants in the study represent various economic classes and they are somewhat dispersed in a well-maintained order. There is one apparent spike in the graphic, those consumers that earn a monthly income average of 3000 TL or more. They can be considered middle to upper income group. The variety in income distribution will enable the research to delve into the issue of harmony between the brand image and celebrity image. Also, to ponder the possible impact of this harmony on consumers' brand attitude and purchase decision.

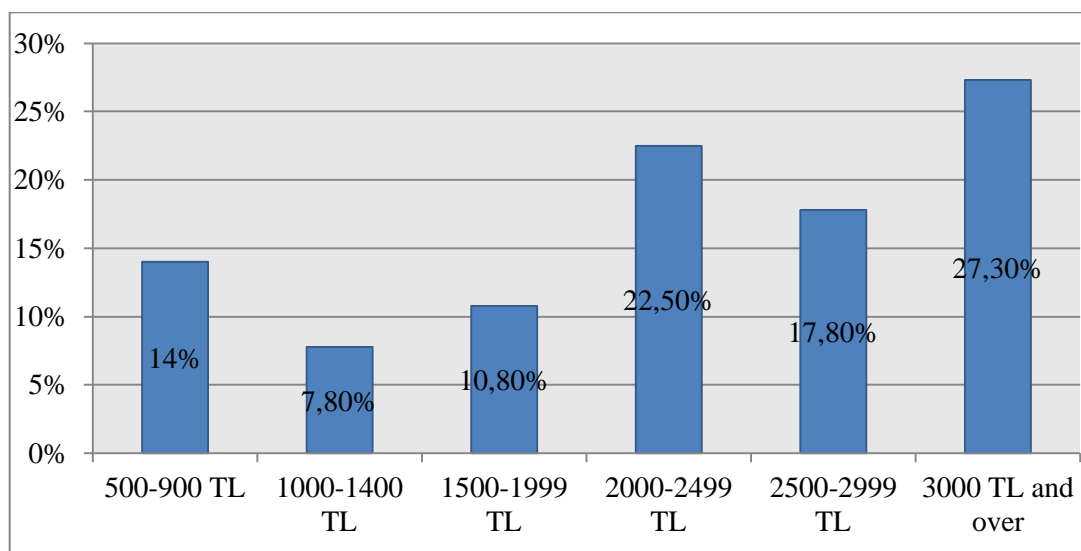


Figure 2.5 : Percentage Distribution of the Respondents' Income Level

The sixth question in the survey study asked the consumers their specific product category preferences for celebrity endorsed advertisements. In other words, it was attempted to explore whether there were any product categories consumers preferred to see celebrities in advertisements. The elicited results are presented in the Table 2.6 below.

Table 2.6 : Product Category Preference Listing

Product Categories	Frequency	%
Apparel	141	35,3
Cosmetics	66	16,5
Electronics	43	10,8
Shoes	41	10,3
Accessories	37	9,3

When the percentage distribution of product categories graphic is examined, it can be noted that the top five product categories consumers prefer to see celebrity endorsed ads are apparel, cosmetics, electronics, shoes and accessories. It is an important question to raise whether celebrity endorsements are relevant for different product categories. In highly image-driven consumer categories such as fashion apparel, cosmetics or accessories, celebrity endorsements can be credible. For sporting apparel, it has been proven that endorsement by an athlete can work wonders. But in categories that require more consideration, such as financial services, a celebrity endorser may not be likely to have much of a positive impact. This is for the simple reason that movie stars or athletes aren't considered authorities in these areas.

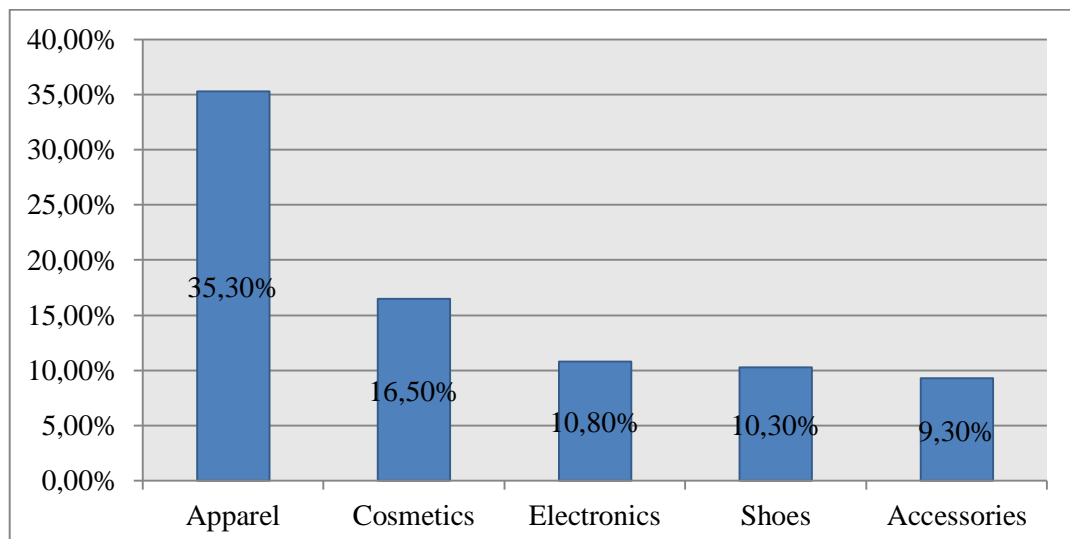


Figure 2.6 : Percentage Distribution of Product Categories

2.8. In-Depth Interview Analysis

The first phase of the research started with in-depth interview sessions with 30 adult consumers. The main goal during these interviews was to delve into the consumer's mind as much as possible and to determine the overall level of influence created by the celebrity endorsed advertisements.

Celebrity endorsements appeal at least as much to the subconscious as much as the conscious mind. It would be crucial to investigate whether the respondents are aware enough of their, often subconscious, mental processes to assess their reaction, that they will openly admit their views. Another important point to explore is whether their stated views are predictive of their actual behavior.

There were a total of nine questions in the in-depth interviews. For each of the questions, the most insightful five answers have been selected and reported below.

Q 1- Please state your overall views regarding the use of celebrity endorsers in advertisements.

1. I personally do not care much about the use of celebrities in advertisements. I feel that most of the time the celebrity is perceived as a front for the tough competition among brands in the market. I believe there are two main reasons for companies to use celebrity endorsers in their ads. The first reason is the obvious popularity of the celebrity. They are able to penetrate through the clutter, word-of-mouth picks up and travels very fast. This usually makes the brand stick on our minds and make it more memorable. The second reason for the use of celebrities is the fact that they have the power to turn an average product into quite an extraordinary product. Many consumers feel that the expertise and credibility of the celebrity makes it worthwhile to try the product and thus they make a purchasing decision. This is all about a perception created by the company through the image of the celebrity. (Female, 24 , University Graduate)

2. I think what matters the most is who the particular celebrity is in the advertisement. The popularity and likability of the celebrity has a direct influence over my attitude toward the endorsed brand. This may be unimportant or irrelevant for some people but in our society most celebrities are perceived as role models. Some of them are loved and cared about much more than others. Such popular celebrities will grab more attention when they are endorsing specific products and services in advertisements. (Female, 26 ,University Graduate)

3. I really do not like seeing celebrities endorsing products in advertisements. I feel that they are overcrowding us in every aspect of our lives and they really should not be doing that in advertisements. There is no point in them spreading into every nook and cranny of our lives. They already take up enough space in magazines, television shows, movies, etc. I prefer to see real people, common folks in the advertisements. Have you ever had a chance to catch any advertisements on local media channels? I strongly advise you to do so. You feel like the person in the advertisement is your next door neighbour. It makes the ad more realistic in my mind, they are the people with the real probability to use the brands. They do not make millions of money like celebrities do. I find these real-life characters more honest and effective. I feel that celebrities are a total rip-off, they make so much money through those endorsement deals. (Female, 44 , University Graduate)

4. Isn't it a fact that advertisements grab our attention due to the celebrity that is in it? We pay attention to such ads at least once when we see a popular celebrity endorsing a brand. Personally, I can say that I do enjoy seeing celebrities in advertisements. What turns me off is when the same celebrity pops up in more than one advertisement. I believe that a celebrity should attach himself to a particular brand and stick with it for a long time . This way they can project their image onto the brand and be more convincing for us. I should be able to feel the harmony and connection between the celebrity and the brand. When I see the celebrity, I will automatically remember that particular brand. Advertisements can get so unbearable, seeing a celebrity makes it interesting to watch (Female, 45 , University Graduate)

5. Having celebrity endorsements in advertisements can make the ad become more effective. It is up to the members of a society to decide which celebrities should be endorsing products and why they should be doing that. Different celebrities may have different impact on the society in general, they may elicit various reactions and attitudes toward the brands they endorse. The fact remains that the popularity and likeability of a celebrity has a direct influence on the brand. Celebrities can inspire and persuade consumers to try the brands they endorse. There are some people who buy a brand simply due to the fact that they have seen their favorite celebrity talk about it in an advertisement. This is true especially for newcomer brands since they rely heavily on promotion during the introduction stage. The advertisements run very frequently and the consumer's perception level increases due to the celebrity. For these reasons, I believe that it is a logical decision for companies to use celebrity endorsements in advertisements. (Male, 33 , University Graduate)

Q2-How does the use of celebrity endorsements in advertisements influence your attitude toward a brand?

1. Even though the brand is too common or unknown, having a celebrity endorsed advertisement will highlight the brand. This is why the brands usually prefer to attach their names with a celebrity so that they can break through the clutter and leave a lasting imprint in consumers' minds. This may not necessarily be about what the brand is really worth but it definitely increases its popularity. In other words, a celebrity helps lend its voice to a brand and make it more memorable. This is also evident in Turkey where celebrities have a huge impact on the members of the society. People are fascinated with the actors they watch on the television shows or singers they listen to. Most people even perceive the fake roles these celebrities play as if they were authentic and real. I think that advertising executives are very good at manipulating the perceptions of consumers. (Female, 31 , University Graduate)

2. If you are asking me whether I would buy a product when I see my favorite celebrity endorsing it in an advertisement, I would definitely not make a purchase. If I get too curious, I may look for tester samples and try out the product that way. However, I must admit that celebrity endorsements in advertisements is

effective because they make the ads more memorable. They stick in your mind. I must also admit that having celebrities in ads can cut both ways, it can be good or bad depending on the circumstances. Sometimes the harmony between the brand and the celebrity is so terrible that I get turned off instantly. For example, I watched an advertisement recently with actor Kadir İnanır holding a goat. That was so repulsive. Such advertisements make me turn away from the brand. As far as I am concerned, they have negative effect on my choices. (Male, 35 , University Graduate)

3. If there is a celebrity I am fond of, then my attitude toward the brand may be positive. Especially if it is a brand new brand, one that I have not heard of before, or one that I have been distant to, a popular celebrity may shift my attitude. Many companies choose to work with celebrities that are commonly well-liked and respected by the members of the society. Sometimes I admit that the advertisement may feel unrealistic but I will still be influenced by the celebrity endorsement. It all comes down to how much I like the particular celebrity in the advertisement. This is my personal assessment. (Female, 23 , University Graduate)

4. Having a celebrity endorsement in an advertisement will effect my subconscious mind in a both negative and positive way. If I am not in favor of the particular celebrity for a political or social reason, the advertisement will push me away from the brand and I will not make a purchase. This would be an extreme case obviously. What is important to me is my satisfaction level with the brand itself. As long as I am happy and satisfied with its performance and other criteria, I can not say I care too much about the celebrity in its advertisements. I focus on using the brand itself. (Female, 22 , High School Graduate)

5. If the celebrity in the advertisement is someone I really love and care about, the advertisement may totally change my attitude toward the brand and increase my purchase rate. However, if I see that there is no harmony between the brand and the celebrity, then I will get turned off and become biased about that brand. I will move on to different brands. (Female, 45 , University Graduate)

Q3- Does the use of celebrity endorsements in advertisements influence your decision to buy that brand?

1. If the celebrity has a perfect match and harmony with the brand, then the advertisement may influence me to make a purchase. However, this situation happens rarely, one in a hundred times maybe. My personal assessment is that most of the time companies do not really care about building a harmony between the brand and the celebrity. Instead, they choose to hire a random celebrity who seems to have a high popularity in that moment in time. They simply take advantage of the timing of the celebrity's popularity without being too smart about the choice of fit. If there is no match or link between the brand and the celebrity, then I am really not affected at all by the advertisement as a consumer. The endorsement made by the celebrity makes no impact on my choices. Honestly, there are too many advertisements and too many celebrities in the market today. I get overwhelmed by this. To make better and smart purchasing decisions, I try not to be influenced solely by the advertisements. (Male,31,University Graduate)

2. The use of celebrity endorsements in advertisements should not affect my decision to buy that brand because I feel that such ads can diminish the reality aspect. However, I have to admit that the existence of a celebrity in an ad sparks my interest and increases my attention level. The companies spend a huge sums of money to get these celebrities to appear in their advertisements and endorse their brands. I guess this is a successful strategy because it adds value to the brand and gets consumers interested. I get more curious about the brand after I am exposed to an advertisement with a celebrity endorser. (Female, 23, University Graduate)

3. My existing mood is the most pivotal factor in terms of being influenced to make a purchase after viewing an advertisement with a celebrity. I must admit there have been times when I did make purchases because I was under the influence of a celebrity endorsement ad. However, these ads are not so influential on me when I am able to act more rational. Making product purchases is a different process for me. I like to make smart and informed choices. Making a purchase purely based on a celebrity advertisement is an extreme case for me. (Male, 27, Ph.D.)

4. The use of celebrity endorsements in advertisements does not affect my decision to buy that brand. Actually, I must say that it causes an adverse reaction for me. I do not like that at all. Even though the celebrity may be someone I like, and the brand is something I consume regularly, I can grow to hate them both. To hear about a brand through a celebrity endorsement is a different issue than making a purchase. In my point of view, there is absolutely no effect when a celebrity appears in an ad endorsing a brand, to get consumers to buy it. The celebrity may help the brand spread its name, create brand awareness among target consumers. That is the only benefit. In the society, housewives spend too much time watching television at home during the day. There are many advertisements aimed at them during daytime television shows and programs. Maybe this particular consumer group will be more susceptible to celebrity endorsements. I prefer not to watch too much television, therefore these ads are not that influential on me. In fact, they have the opposite effect, they push me away from the brand. (Female, 31, University Graduate)

5. I have never favored a product because there was a celebrity endorsement in its advertisement. Contrary to that, I find such ads repulsive. The last ad I recall watching was Subway's ad with footballer Pele. I kept wondering why they used him for the Subway brand. There was no apparent match and harmony between the brand and the celebrity. Normally, I like Subway restaurants and I eat there on a regular basis. This ad with Pele seems pointless to me. I don't think about it too much or over analyze it but it certainly did not influence me. (Male, 35, Master's Degree)

Q4-Do you think the use of a celebrity in an advertisement makes a positive contribution to the brand's image?

1) I believe that if both the celebrity and the brand are already loved and accepted in the Turkish society, then the use of that celebrity in the ad will make a positive contribution to the brand image. This will be more effective if there is a long-lasting harmony and collaboration between the brand and the celebrity. In that case, the brand will be able to cultivate a positive image for a long time. (Female, 30, University Graduate)

2) My first and foremost thought on this issue is that a brand's image can not be improved or worsened solely by an advertisement. I do not believe that there is a direct correlation between a brand's image and its advertisements. There may be some partial elements involved but there can not be a complete link between both of them. The use of celebrity endorsements in advertisements may have a positive contribution to a brand's image, I can accept this. Such ads help the brand become more memorable, create buzz marketing, increase word of mouth communication among consumers. Cem Yılmaz was in OPET ads a few years ago, I still remember those commercials quite fondly. I mean the ad did not have much effect on me in the sense that it did not convince me to use OPET but I enjoyed it. I know that some of my friends have switched to OPET after being exposed to that advertisement. There was a car called Git in that commercial, many people found that funny and memorable. Maybe that is why they started to make their gas purchases at Opet. (Male, 38 , University Graduate)

3) I absolutely agree that the use of a celebrity in an advertisement makes a positive contribution to the brand's image. By positive contribution I mean that the brand becomes more catchy, memorable and easy to remember. Gülben Ergen, Beren Saat, Cem Yılmaz are all perfect examples for this, the ads they play in get imprinted in our memory even after years go by. Cem Yılmaz was in a Doritos commercial several years ago and I still remember his tagline from that ad. I still smile when I think of that tagline, it was such a humorous ad. This is why I feel that celebrity endorsements are beneficial for the brand image. In the new Fairy dishwashing detergent, Berna Laçın comes on and endorses the product. I like that commercial as well. Another good example would be Ace household cleaner brand where an average housewife Ayşe Teyze became a celebrity in the course of two decades. Based on all these good examples, I can say that celebrity endorsements in ads are useful and productive for building a successful brand image (Male, 35 , University Graduate)

4) How can celebrity endorsements not contribute to a brand's image? We live in Turkey. In a country where the minimum survival threshold is 2,500 TL, everyone is dying to become a celebrity. This is what our society has evolved into, people are doing everything they can to turn themselves into their sought after

celebrities. For this reason, I believe that the celebrity endorsements in advertisements have a direct positive impact on a brand's image. A celebrity portrays a role in a television show during a year, if the show becomes a hit, the celebrity also becomes very popular. This popularity effect spills over to the brand and the brand image flourishes. Every time people watch the celebrity's show on television, the brand pops up in their minds, there is almost an automatic link between the celebrity and the brand. I certainly feel that way, don't you? (Female, 44 , University Graduate)

5) I think that it depends. I guess the use of a celebrity in an advertisement can make both a positive and a negative contribution to a brand's image. It all comes down to who the celebrity in the ad is. I assume that there must be a positive benefit on an overall level since celebrity endorsements are so commonly applied by companies. Whenever a celebrity becomes popular, when his star begins to shine, companies chase after him to get promotional deals. I have not really thought about this in an elaborate manner. I wonder what specific benefits such a celebrity endorsement may provide for a brand's image. I guess memorability would be the ultimate benefit. This would lead to increased sales for the brand. After all, it is all about sales and profits for these companies, that is what they are all after. (Female, 36 , University Graduate)

Q5- Do you believe that the harmony between the image of a celebrity and the image of a brand is important and necessary? (Athlete - Sports Products)

1) For some brands, the harmony between the celebrity's image and the brand's image may be crucial like the sports example. However, it may be impossible to create and maintain such a harmony for every brand and celebrity. Hülya Avşar comes on to play in a bank commercial or Kıvanc Tatlıtuğ appears in a jeans advertisement. These ads show us no such link between images. I feel that it is important to have harmony between the celebrity's image and the brand's image. But it may not be possible for every situation and that does not make the advertisement any less credible. I think a brand would be very lucky to have the chance to team up with a celebrity whose image matches their brand's image. Since

this match making is not possible for all the brands out in the market, I can say the harmony between images is not a very significant element. (Female, 31 , University Graduate)

2) I do not agree that the harmony between the celebrity's image and the brand's image is important and necessary. I think what matters is how the celebrity is embedded in the texture of an advertisement. How honest and credible do they look and sound? Semih Saygıner is an internationally-known pool player but when he appears on a tire commercial, we still pay attention. He makes us believe in the messages he delivers, he looks credible and sincere. I think that is the critical issue. As long as the celebrity does not appear too over the top, too fake, then I guess there will be no problems in the advertisement. Otherwise, you will be categorizing both the celebrity and the brand. That will not be a nice thing to do. Athletes will only endorse sports products, authors will endorse books. In that case, what would happen to an opera singer? If you do that, advertisements will become too boring and dull. (Male, 45 , University Graduate)

3) I think it is important to have a harmony between the celebrity's image and the brand's image. It would be absurd for an athlete to endorse make-up products, such an advertisement would be pointless and ineffective as a promotional tool. If an athlete acts in a sports apparel advertisement, the endorsement that is delivered will be perceived as more realistic, sincere and competent. Consumers in the society will trust the brand much more and this will have a positive impact. (Female, 30 , University Graduate)

4) I believe that, in most cases, there needs to be a harmony between the image of a celebrity and the image of a brand. Nonetheless, it may be a futile attempt to expect such a harmony all the time and in all cases. In some industries, companies may not be able to cultivate such a match between a celebrity and their brand. It just might not be a viable option to find a unique celebrity that matches the brand. That being said, I think the companies should do their best to take advantage of such harmony if it can be attained. On the other hand, consumers should not be biased if a company is unable to deliver such a harmony between its celebrity endorser and its brand. (Female, 23 , University Graduate)

5) I strongly believe that the harmony between the image of a celebrity and the image of a brand is the most important element that needs to be taken into consideration. As long as the celebrity has a good fit and harmony with the endorsed brand, I am fine with it. Of course, it would be much better if there was pure harmony in the advertisement like an athlete and a sports product as in the example you have provided. On the other hand, wouldn't that lead to a decrease in the number of available celebrities to be employed for advertisements? That is a separate issue to be discussed. What I am trying to say is if the celebrity does not appear too fake, and is able to mesh with the brand somehow, then I am totally fine with the advertisement. I do not really care that both the celebrity and the brand come from the same industry (Male, 31 ,University Graduate)

Q6- Does the celebrity's respect and harmony with the cultural and social values of the society influence your attitude toward the endorsed brand? Please express your views on this topic.

1) I would totally agree with this statement. I believe this is a very important matter for the celebrity in the advertisement. The celebrity must respect and support the cultural and social values of our society. Otherwise, this will have a negative effect not only for the ad itself but also for the brand. A celebrity that disregards the values and norms of the society will undoubtedly damage the image of the brand in the eyes of the consumers.(Male, 37, Master's Degree)

2) How can we find out about a celebrity's respect for the cultural and social values of the society? We learn about this from the interviews or television programs. If we are unable to accept a celebrity when they appear on television in an intoxicated or aggressive manner, then I am sure there will be consequences for the endorsed brands. Many people in our society mesh the celebrity with a role they play in a television show, they project the fake identity onto the real person. Therefore, they will not tolerate the celebrity's corrupt actions, rude behavior. Such acts will have negative consequences for the brand and the advertisement. On a personal note, however, I must say that I could care less about this issue. I don't really mind whether the celebrity is complying with the social norms and cultural values of our

society. I do not evaluate the advertisement like that and it does not affect my attitude toward the brand. (Female, 31 , University Graduate)

3) I believe that employing a celebrity who respects and supports the cultural and social values of our society in an advertisement will have a positive influence over people. However I still wonder whether there are such celebrities nowadays. When a celebrity understands and respects the cultural norms and values, this reflects in a positive way towards consumers' attitude toward a brand. I feel that company executives care a great deal about their brands if they make careful considerations in terms of selecting the right celebrity. (Female, 44 ,University Graduate)

4) Quite frankly, I do not really mind whether a celebrity that endorses a brand in an ad respects and supports the cultural and social values of the society. I do not care about this issue because I know that both the celebrity and the company have financial gains and motivations from each other. To me, celebrities are just a fluke, motivated purely by money and greed. They have fake personalities, their virtual selves are very different from real-life characters. This is my general opinion regarding this matter. (Female, 42 ,Master's Degree)

5) If you manage to find a celebrity who is constantly shining in the spotlight and has good morals and ethics, then I will respect them from the bottom of my heart. If the celebrity has strong morals and good ethics, then they can not be popular enough to be in an advertisement. Most of the celebrities are popular and in high demand because they act nasty and have no moral values. There are very few who are exception to this, the ones that respect our cultural and social values. Have you ever seen Nevra Serezli or Haldun Dormen in an advertisement? These are the real celebrities, the real artists who have pure talent. I feel that a celebrity has absolutely no impact on developing an attitude toward a brand. (Male, 36 , university graduate)

Q7- Does the celebrity's beauty, attractiveness, or charisma influence your attitude toward the endorsed brand? Please express your views on this topic.

1) The male and female celebrities in the advertisements are all very attractive and charismatic. The visuality element is critical for advertisements therefore the celebrities are selected according to specific criteria, all of them are good looking, polished and beautiful. There are certain exceptions of course. In some advertisements, experts come on to endorse a product and provide relevant information. However, I feel that these types of ads are not in high demand since they are not very common. My personal choice would always be this type of advertisement because I am more convinced by the information such an expert delivers. (Male, 31, University Graduate)

2) A celebrity's attractiveness, beauty or charisma may help a brand come into prominence. An unknown brand can instantly become a household name thanks to a highly popular celebrity's endorsement. The brand will become more memorable in a very short period of time. However, I believe that having a celebrity in an advertisement conceals some of the negative conditions surrounding the brand. As a society, we are all infatuated with celebrities and television shows, thus when a celebrity endorses a brand, wonderful things happen to that brand. It gets more popular and adored. Many people in our society take television shows very seriously, as if they were real, so they get highly influenced by celebrities. That is how celebrities get the power to shape consumers' attitudes toward brands. (Female, 31, University Graduate)

3) I believe that an attractive and charismatic celebrity in an advertisement will have a direct impact on the viewing rate of the advertisement, thus will have a positive contribution to the brand. More people will view the advertisement and the brand will stand out from its competitors in the market. I think charisma and other physical qualities are more important than just the fame element. As a consumer, I pay more attention to a charming and charismatic celebrity and the endorsed brand sticks in my memory. (Female, 30, University Graduate)

4) I have already stated that I do not prefer to see celebrities in advertisements. However, I could give you a general assessment on this issue. I would prefer to see an attractive, good-looking person in the ad. This reminds me of

the Biscolatta ads on the television, with several hot, muscle-toned, attractive male models. None of them were famous, they were all models but I enjoyed watching the ad very much. They were much better looking compared to all of the Turkish men around me. (Female, 44, University Graduate)

5) Unfortunately, all of the celebrities from television shows and movies have a tremendous impact on our daily lives. When a company chooses a particular celebrity to endorse their brand, as consumers, we falsely perceive that the celebrity makes a personal choice for that brand as well. For this reason, the beauty, charisma or attractiveness of a celebrity definitely impacts my decision to favor that brand over others. Even though I fall under a false perception, I think to myself if the celebrity chooses this brand, then there must be something there. (Female, 23, University Graduate)

Q8- Does the celebrity's sincerity, and honesty influence your attitude toward the endorsed brand? Please express your views on this topic.

1) Isn't sincerity and trust very important in all aspects of life? A celebrity with an honest and sincere predisposition will have a positive influence over the brand. A brand will move up an inch in my mind if its celebrity endorser is someone I like and trust. When I am out shopping, skimming the shelves, and I see the brand sitting on the shelf, I may be inclined to make a purchase. (Male, 31, University Graduate)

2) I think this is the most important question among all the other questions you have asked. I believe this is the issue that advertisers pay the most attention to. By sincerity, if you imply that celebrities should be like an ordinary person in the society, make us feel they are like one of us, that is the way it should be. Isn't trust and reliability needed for everything? If there is no trust element involved, then it really does not matter whether it is a celebrity or an infamous person. Whatever that person does will be worthless and pointless. (Male, 35, University Graduate)

3) It is not possible for me to judge whether each celebrity is honest and sincere. There are a few celebrities that I keep tabs on, they are real artists with pure and natural talent. They are the ones that are truly devoted to various forms of art. If any one of those celebrities take part in an advertisement, then I will know that they are honest and sincere. They will not make fools of themselves. I will have confidence knowing that they did their research about the brand and they speak up about the brand because they believe in it. This knowledge will lead me to develop a positive attitude toward the brand. (Female, 44, University Graduate)

4) As a society, we are under the influence of television shows. In many instances, we find it extremely difficult to snap out of fiction into reality. We can confuse the celebrities fake on- screen personas with their real-life personas. This false perception is valid for all parts of our society. We tend to like grow close and fall in love with the fake on-screen images and characters of the celebrities. This is why I think it is important for companies to make careful choices about celebrities for endorsing their brands. Honesty and sincerity of the celebrity is a pivotal factor in forming an attitude toward a brand. (Female, 23, University Graduate)

5) I have mentioned this issue before. I know that both the companies and the celebrities are in these brand endorsement deals for making money, increasing sales and attaining profit goals. There is no sincerity, or honesty here. Therefore, I find it pointless to justify this question with an answer. There is a self-seeking benefit here from the view point of both the celebrities and the companies. (Male, 51, University Graduate)

Q9-Do you believe that using celebrities in advertisements contribute to a brand? Please express your views on this topic.

1) I believe that using celebrities in advertisements contributes to a brand from a societal point of view. Different celebrities have the power to influence different target consumer groups in the society. For example, when Derya Baykal endorses a bleach detergent, I am confident that my grandmother, aunt, and many other women will buy that brand without hesitation. When a famous athlete endorses a sports product, many male consumers will follow his advice and make purchases.

Another example is Victoria's Secret brand, they have managed to create a very popular brand based on excellent visuals by employing hot models. Consumers buy their products without a major concern for the quality aspect. (Female, 22, High School Graduate)

2) A brand usually selects a celebrity that is accepted and adored by the members of a society, even though they may not have been very active during the recent years yet managed to stay in the limelight. I feel that the reason for this is to create an illusion that the celebrity personally prefers this brand. Instead of focusing on the functions, performance or benefits of the brand, the company focuses on conveying this preference decision. Even though this is a false perception, it still does wonders for the brand. The brand speaks up, consumers hear about it, the brand name spreads across Turkey. It keeps growing rapidly. When a consumer believes the celebrity is making the same brand choice, this reinforces the brand in his mind and the brand diffuses into the mind of the consumer. (Female, 31, University Graduate)

3) I tend to think that using celebrities in advertisements may contribute to a brand both in a positive and negative way. This contribution rests on a thin blade. When a celebrity attached with a brand makes a mistake, this would hurt the brand and its image. On the other hand, the popularity of a celebrity could do great things for the brand. I guess the celebrity has mostly a positive effect for the brand. We live in a society with a high rate of television viewing. We are attracted to whatever we watch on television, therefore I can not think of negative situations right now. (Male, 27, Master's Degree)

4) No matter how competent and strong a newcomer brand is, something must be done to make it become popular and sought after in our society. This can be done in several ways. It is definitely a great opportunity for a brand to team up with a celebrity for promotional goals. The fan base of the celebrity will enable the brand to spread among consumers. If a brand is able to afford a well-liked and respected celebrity for endorsement, then that brand will become successful. (Female, 29, University Graduate)

5) I think we should evaluate this issue from the viewpoint of Turkish society. We can not do a global evaluation. Primarily due to the fact that cultural and social values have a huge impact on attitude formation towards brands. As Turkish people, we are fascinated by the lives of celebrities, and for this reason we are attracted to advertisements where celebrities take part in. We personally feel like we are like a celebrity when we use the brands they endorse. This is why I am positive that using celebrities in advertisements contributes a great deal to a brand. (Female, 23, University Graduate)

2.9. Hypotheses Testing and Factor Analysis

In this empirical study, an application of factor analysis was carried out to determine the major factors that lead consumers to prefer the brands that have celebrities in their advertisements.

Prior to factor analysis, construct validity analysis was done to determine the relationship among the variables and to check whether the sample was suitable for factor analysis. Kaiser-Meyer-Olkin value was measured as 0,795. Based on this value, it can be concluded that the sample has a good fit for factor analysis. Bartlett's test of Sphericity (sig: 0,000) has proven the existence of a general strong relationship between the variables.

Factor analysis is a set of techniques for determining the extent to which variables that are related can be grouped together so that they can be treated as one combined variable or factor rather than as a series of separate variables. Factor analysis is often used in the empirical research in social sciences (Hatcher, 1994). The most common use of factor analysis in the social and behavioral sciences is to determine whether the responses to a set of items used to measure a particular concept can be grouped together to form an overall index of that concept (Duncan, 2003).

The sample of the study was subjected to factor analysis with principal component analysis. The objective here was to obtain fewer dimensions that reflected the relationships among the inter-related variables. The eigenvalue greater

than one rule was applied in identifying the number of factors. Using varimax rotation, the variables that had large loadings on the same factors were grouped. Factors with fewer than three statements were excluded from the study and relevant questions were eliminated from the survey.

After factor analysis, three factors were created. These three major factors that lead consumers to prefer the brands with celebrities in their advertisements are:

F1: Celebrity Characteristics,

F2: Prestige,

F3: Quality.

The cumulative percent of variance that could be explained by these three variables was 51.587%. Prestige had the highest impact on consumers' preference ($\beta = 18,172$) and the factor with the lowest impact was quality ($\beta = 16,192$). These three factors with respective loading levels are presented in the Table below.

Table 2.7: Factor Loadings and Total Variance Levels

	Factor Loadings	Total Variance Levels (%)
F ₁ : Celebrity characteristics		<u>17,223</u>
T ₃ Question	0,796	
T ₄ Question	0,761	
T ₂ Question	0,727	
T ₆ Question	0,624	
F ₂ : Prestige		<u>18.172</u>
T ₇ Question	0,784	
T ₈ Question	0,771	
T ₅ Question	0,620	
T ₁₂ Question	0,556	
T ₁₁ Question	0,358	
F ₃ : Quality		<u>16,192</u>
T ₁₃ Question	0,726	
T ₉ Question	0,714	
T ₁ Question	0,689	
T ₁₀ Question	0,538	

Factor 1 : Celebrity Characteristics

The factor of “celebrity characteristics” is able to account for %17,22 of the total variance. Celebrity factor had the second highest impact on consumers’ preferences. This factor was grouped under four statements. When factor loadings were analyzed, the most influential question was noted as “When the celebrity endorser is seen with a competitor’s brand, the consumer’s attitude toward the original brand is not affected”. The factor analysis revealed a variance of 0,796 and this statement topped the list among the four statements. The effect of celebrities on consumers’ attitude toward a brand was exhibited with factor analysis. It was observed that companies became successful with their celebrity endorsements strategies. Consumers’ purchasing decisions get influenced by viewing these celebrities endorsing brands in the advertisements. The love, admiration, and respect felt for the celebrities are reflected in the trust consumers put in the endorsed brands. Celebrity characteristics are reported to be more influential as a factor than quality. This would prove how Turkish society worships and adores the celebrities. An important point for marketing managers to consider here is how to find the “right” celebrity for their brand. The specific characteristics of a celebrity may have stronger effects for specific target consumer groups in the society. Therefore, it would be a mistake to believe that all celebrities would have equal impact on all groups. Consumers idolize their favorite celebrities and emulate them. Some celebrities are loved and cared about much more than others, they are looked upon and cherished more for a variety of reasons. Among these reasons are the celebrity’s involvement with social responsibility projects, good moral ethics, and clean image. The social factors of group, roles and status are predominant in this context. When the need to be like your favorite celebrity is too great, all other factors affecting a purchasing decision (quality, functions and price) diminish in importance. This is why marketing managers should be meticulous in determining who the optimal celebrity would be for their brand endorsements.

Factor 2 : Prestige

Prestigefactor had the highest impact on consumers' preference ($\beta = 18,172$). It was able to explain %18,72 of the variation and five statements were grouped under this factor. Prestige of the celebrity was reflected from the person to the product. In other words, the higher the perceived prestige of the celebrity, the higher the prestige of the brand. It is also important to state that the prestige factor could run both ways, it can have negative and/or positive effects depending on the situation. In the survey, five questions were asked to the participants to identify the positive and negative effects of prestige. When a celebrity is involved in social responsibility campaigns, makes donations and is perceived as a totally clean and responsible contributor, this adds to the value of the brand. The prestige of the brand increases in the eyes of the consumers.

The opposite could literally destroy a brand's prestige, though. If a celebrity is careless, has no respect for the cultural norms and values and gets involved in immoral scandals, this will significantly hurt the brand's image and prestige

Factor 3: Quality

The third factor to be reported in the research was quality. This factor was able to account for %16,19 of the total variation and consisted of four statements. When factor loadings were assessed, it was observed that the biggest effect in consumers' preference was the quality perception that they developed when a celebrity was attached to a brand. When consumers watch a celebrity endorse a product in an advertisement, they automatically believe that the brand is higher in quality. Many people feel that the celebrity would not have agreed to be involved with a brand if it was not up to high quality standards. In today's global marketplace, companies have to compete with a series of similar and/or identical product offerings from their competitors. Consumers are much more educated and smart about their product choices and purchasing decisions. Therefore, it is crucial for a company to differentiate itself in the eyes and minds of consumers. One possible way to achieve this goal is to pick the right celebrity to appear in the advertisements and convince consumers about the high quality of the brand. Even though it costs significant

amount of money to have celebrities in their promotional campaigns, this is money well-spent for many companies because it can give them the edge they need to succeed in the market today.

2.10. Hypotheses Testing Results

H₁ : The use of celebrity endorsements in an advertisement has a positive effect on consumers' attitudes toward the brand.

The first hypothesis in the research aimed to explore how the use of celebrities in advertisements influenced consumers' attitude toward the brand. Multi-regression analysis was conducted on H₁ to assess this particular issue. The results of the regression was statistically significant ($p : 0,000 < 0,05$), indicating that consumers' attitudes toward a brand really did get positively influenced by a celebrity endorsement in an advertisement. **Thus, H₁ hypothesis was accepted.**

Table 2.8 : Regression Analysis Results for H₁

Model	Unstandardized coefficients		Standardized coefficients	t	Sign
	β	StError	Beta		
(constant)	2,408	0,062		38,631	0,000
Use of Celebrity Endorsement in an Advertisement	0,255	0,018	0,577	14,100	0,000

(R = 0,577 ; R² = 0,333 ; Sign = 0,000)

Dependent Variable : Attitude toward the brand

Table 4 depicts the results of the regression analysis for H₁ Hypothesis. The regression value (R= 0,577) indicates that there is a positive, medium strength relationship among the variables. Additionally, coefficient of determination was measured as (R²) 0,33. This meant that use of celebrity endorsements in advertisements could account for 33 percent of the variation in consumers' attitudes toward brands.

H₂ : The use of celebrity endorsements in an advertisement has a positive effect on consumers' purchasing decisions.

The second hypothesis in the research assessed (H₂) whether the use of celebrity endorsements in an advertisement has a positive effect on consumers' purchasing decisions. To evaluate this hypothesis, regression analysis was done and the results were statistically significant (sign : 0,000 < 0,05). In other words, it was proven that the use of celebrity endorsements in an advertisement did indeed effect consumers' purchasing decisions positively. Thus, H₂ hypothesis was accepted.

When Table 5 is examined, regression analysis for results H₂ will be seen. According to the table (R=0,596), there is a positive, medium strength relationship among the variables. Coefficient of determination value of R² = 0,355 proves that %35 of the variation in consumers' purchasing decisions can be explained by the use of celebrity endorsements in advertisements.

Table 2.9: Regression Analysis Results for H₂

Model	Unstandardizedcoefficients		Standardizedcoefficients	t	Sign
	β	StError	Beta		
(constant)	2,315	0,059		39,096	0,000
Use of Celebrity Endorsement in an Advertisement	0,289	0,020	0,596	14,790	0,000

(R = 0,596; R² = 0,355; Sign = 0,000)

DependentVariable : Attitude toward the brand

H₃ : The characteristics of a celebrity has a positive effect on consumers' attitude toward the brand.

The third hypothesis in the research investigated whether the characteristics of a celebrity had an effect on consumers' attitude toward the brand. Regression

analysis was utilized for this assessment. After the regression analysis was completed, H₃ Hypothesis was accepted (sign 0,000 < 0,05). It was concluded that the characteristics of a celebrity had an effect on consumers' attitude toward the brand.

Regression analysis results (R = 0,0567) demonstrated there is a positive, medium strength relationship among the variables.

Table 2.10 : Regression Analysis Results for H₃

Model	Unstandardized coefficients		Standardized coefficients	t	Sign
	β	St.Error	Beta		
(constant)	2,258	0,074		30,384	0,000
Use of Celebrity Endorsement in an Advertisement	0,271	0,020	0,567	13,722	0,000

(R = 0,567; R² = 0,321; Sign = 0,000)

Dependent Variable : Attitude toward the brand

Based on the coefficient of determination value (R² = 0,321), it could be argued that %32 of the variation in consumers' attitude toward the brand can be explained by the characteristics of the celebrity in the advertisements.

H₄ : The characteristics of a celebrity has a positive effect on consumers' purchasing decisions.

H₄ explored the relationship between the characteristics of a celebrity and its effect on consumers' purchasing decisions. The results of the regression analysis pointed out that, contrary to the previous finding, the characteristics of a celebrity had no effect on consumers' purchasing decisions. For this reason, H₄ was rejected (sign 0,217 < 0,000).

H₅ : The belief that there is a harmony between the celebrity’s image and the brand, has a positive effect on consumers attitude toward the brand.

In the research, it was also important to test for the belief that when there is a harmony between the celebrity’s image and the brand, this will have a positive effect on consumers attitude toward the brand. H₅ was used to test for this. After the regression analysis was carried out, H₅ was accepted (sign 0,000 < 0.05). It was observed that consumers’ attitude toward the brand is affected when there is a harmony between the celebrity’s image and the brand. However, statistical results proved this effect was not very strong. (R= 0.279 , R² =0,07). In addition, there was a weak but positive relationship among the variables.

Table 2.11 : Regression Analysis Results for H5

Model	Unstandardized coefficients		Standardized coefficients	t	Sign
	β	StError	Beta		
(constant)	3,043	0,184		16,508	0,000
Harmony between the celebrity’s image and the brand	0,272	0,047	0,279	5,803	0,000

(R = 0,279; R² = 0,078 ; Sign = 0,000)

Dependent Variable : Attitude toward the brand

%32 of the variation in consumers’ attitude toward the brand can be explained by the characteristics of the celebrity in the advertisements.

Apparently, believing that there is a harmony between the celebrity’s image and the brand affects consumers attitude only about % 7. This results indicates that consumers, in general, do not care about the image of a celebrity that plays in their favorite brands’ ads. The image factor does not really play a big role in terms of shaping consumers’ attitudes towards their brands.

H₆ : The belief that there is a harmony between the celebrity’s image and the brand, has a positive effect on consumers purchasing decisions.

H₆ tested for the belief that when there is a harmony between the celebrity’s image and the brand, this has a positive effect on consumers’ purchasing decisions. Regression analysis results lead to the conclusion which was identical to the issue of attitude formation. Consumers’ purchases had nothing to do with the harmony between celebrity’s image and the endorsed brand. Therefore, H₆ was rejected (sign 0,104 < 0,05).

H₇ : There is a significant difference between the belief that there is a harmony between the celebrity’s image and the brand & consumer’s gender.

The last two hypotheses in this research aimed to explore whether two specific demographic variables of gender and education had anything to do with the perception of harmony between celebrity’s image and brand. H₇ investigated whether male and female consumers’ responses would change according to this issue. T-test analysis was conducted for this assessment and H₇ was rejected due to a significance value greater than 0,05 (sign 0.178).

This would confirm that neither male nor female consumers cared about the existence of a harmony between celebrity’s image and the brand.

Table 2.12 : T-Test Results for H7

	Levena’s Test for Equality of variances		T-test for Equality of means		
	F	sign	T	d _t	Sign(2-tailed)
Equal variances assumed	0,10	0,920	1.350	397	0,178
Equal variances not assumed			1.349	337,308	0,178

H₈ : There is a significant difference between the belief that there is a harmony between the celebrity's image and the brand & consumer's education.

The last hypothesis in the thesis study analyzed the issue of harmony from the view point of consumers' education levels. It was hypothesized that a consumer's education level could alter their perception of a harmony between a celebrity's image and a brand. ANOVA analysis was carried out for this purpose. However, significance value was observed to be greater than 0,05, thus H₈ was rejected (sign 0,562). Similar to the findings of H₇, consumers' education levels had no effect on the existence of a harmony between celebrity's image and the brand.

CONCLUSION

The world has begun to be considered as a whole in economic, cultural, social and many other fields along with change and transformation following the globalization. Economic developments and rapid increase in trade relations in the world has let many products be produced by different enterprises for meeting the same or similar needs and led to a need for distinction among these products as required which has brought new brand strategies.

Another innovation of the globalization is the understanding of modern marketing. With modern marketing activities, consumers have become the focal point and the importance of brand and branding has increased. Brands not only play key role in producers' distinguishing their products from each other but also have important impact on consumers' decision of purchasing. Enterprises which notice the impact of brands on consumers and aim at having a competitive advantage should give importance to the concepts such as brand image, brand loyalty, brand equity, brand personality, brand awareness so as to create distinctive brands with high value.

Enterprises actually look for protecting brand awareness by developing brand identity, brand equity, brand association, brand personality. In this context, they play an active role to develop relations between consumers and brands through public relations and to transform thoughts into activity through advertising and promotions. The realization of positive actions aimed by enterprises depends on the full-focused development of the perception desired.

Through this end, in this study, whether the advertisements of brands used by celebrities have an impact on the consumer's purchasing behavior or not, attitudes towards the advertisements played by celebrities and the brands, contributions of celebrities to brand image and brand awareness and finally the celebrity effect have been explored. In order to measure the details of the research in an extensive manner, a face-to-face survey was conducted to 400 persons, 30 persons were conducted

survey in an in-depth interview format and 8 hypotheses were developed from survey questions.

H₁ : The use of celebrity endorsements in an advertisement has a positive effect on consumers' attitude toward the brand.

H₂ :The use of celebrity endorsements in an advertisement has a positive effect on consumers' purchasing decisions.

H₃ :The characteristics of a celebrity has a positive effect on consumers' attitude toward the brand.

H₄ :The characteristics of a celebrity has a positive effect on consumers' purchasing decisions.

H₅ :The belief that there is a harmony between the celebrity's image and the brand, has a positive effect on consumers attitude toward the brand.

H₆ :The belief that there is a harmony between the celebrity's image and the brand, has a positive effect on consumers purchasing decisions.

H₇ :There is a significant difference between the belief that there is a harmony between the celebrity's image and the brand & consumer's gender.

H₈ :There is a significant difference between the belief that there is a harmony between the celebrity's image and the brand & consumer's education.

To analyze the data obtained from the survey results, "Factor Analysis", "Independent Sample T-Test", "ANOVA" and "Regression" analyses were used and each hypothesis was either supported or rejected.

Other than the analysis used for evaluating the results of the research, the demographic characteristics of the participants like age, gender, education level, marital status and income level have separately been analyzed to see whether they are effective factors on the hypotheses developed and hence on the possibility of supporting or rejecting the hypotheses through in-depth interview conducted with 30 participants. According to the results of the interview, the most effective factors are age and the level of education and income.

To the question "Does celebrity endorsement in advertisements affect your purchasing decision on that brand?" raised for participants in in-depth interview, it

was observed that the purchasing decision of those between ages 20 and 35 which have high income level was affected and through regression analyses applied to data obtained from surveys H2 was found statistically significant and supported. Thus the necessity to pursue marketing activities by taking into consideration the advertisements in which celebrities are endorsed in the context of efforts to affect the purchasing decision of consumers through marketing activities in enduring continuity of brands has been revealed. Nowadays many national and international brands have realized this situation and they aim at using celebrity impact on the community in their brands by endorsing famous faces in visual and written advertisements.

As a result of technological developments realized with change and transformation brought by the globalization the number of brands is increasing at the markets day by day. We have already discussed how impossible has become for consumers to evaluate each and every alternative among these huge amount of brands and that each brand has started to use celebrities in advertisements to attract the consumers' attention and to pay effort to create brand awareness and brand image in the consumers' minds. H1 hypothesis was developed in the framework of the research on how this strategy that was established to attract the attention of consumers would affect the attitudes of consumers towards the brand.

To this end, another question raised in in-depth interview was "How does endorsement of celebrities in advertisements affect your attitude towards the brand?". Majority of participants have replied that it would affect their attitudes in a negative or positive way. For H1 hypothesis which was one of the hypotheses developed for testing the reliability of the research regression analysis was carried out on the results of the survey conducted one by one with 400 participants and the effect on consumers' attitude towards the brand was found statistically significant which eventually supports the results obtained from in-depth interviews statistically. The fact that H1 hypothesis was considered to be statistically significant has proved that brands use the strategy aiming at endorsing celebrities in their advertisements. What brands should pay attention to is that they must ensure that the impact would be in a positive way. As a result of endorsing celebrities in advertisements, neutral attitudes of consumers towards a brand can suddenly turn into a negative way.

In the scope of the research, participants were asked questions about the characteristics of celebrities in in-depth interviews and survey. Various hypotheses were developed to test the characteristics of celebrities in questions in the frame of the target of the study. First hypothesis developed was H3 hypothesis. In the hypothesis it was assumed that the characteristics of celebrities would positively affect consumers' attitudes towards brands and regression analysis was done on data obtained from the results of the survey and the hypothesis was found statistically significant. The replies of those who participated at the in-depth interview have also supported the hypothesis. The results of the research have pointed out that enterprises could affect consumers negatively or positively by using the celebrity impact. As highlighted by the replies given in the in-depth interview what enterprises would pay attention to is that they should identify the focal group well and endorse those celebrities who would probably affect the focal group in their advertisement and develop attitudes towards their brands.

Another hypothesis developed for measuring the effects of characteristics of celebrity is hypothesis H4. The aim of this hypothesis is to prove that the characteristics of the celebrity would have positive impact on consumers' purchasing behaviors of the brand by statistical analyses. However H4 hypothesis was not found statistically significant according to the regression analysis applied for data obtained from the participants to the survey and it was identified that the characteristics of the celebrity do not affect the purchasing behavior of consumers. As a result, by the hypothesis developed in the research, it was identified that enterprises would manage to create brand awareness, brand image in consumers' mind and make consumers remember their brands by endorsing celebrities in their brands' advertisements but they would not affect the final stage, the purchasing decision of consumers, only by endorsing celebrities in their advertisements.

Nowadays enterprises should not have huge expectations only by endorsing celebrities in their advertisements; instead they should deepen sales and promotion activities and further penetrate consumers. It should not be forgotten that the purchasing decision stage of consumers is composed of a lot of phases and different sales and promotion activities should be realized for each phase. Executing activities

that would work in parallel with the celebrity impact would affect the purchasing decision of the consumer.

In the scope of the aim of the research, another factor that could affect the attitudes of consumers toward the brand was identified as the harmony between the celebrity image and the brand and H5 hypothesis was developed to measure this effect. H5 hypothesis was found statistically significant as a result of the regression analysis on the results of the survey. The statistically significant H5 hypothesis was supported by the replies to the question “Do you think that it is important and necessary that the image of the celebrity endorsed in advertisements should be in harmony with the brand represented” raised to the participants in the in-depth interview. Proved to be significant as a result of the analyses, H5 hypothesis has enlightened that enterprises would benefit from marketing activities and positive attitude toward their brands as long as there is harmony between the celebrity image and the brand. At this point, it should be taken into consideration that there is positive but low correlated relation between the variables of the hypothesis that was found statistically significant. Enterprises should not have huge expectations by only harmonizing the celebrity image and the brand. This impact identified as significant should be taken as a subset of a complementary set and taken into consideration as a required subset of a complementary set in the framework of marketing activities.

Following the identification of the harmony between the celebrity image and the brand as statistically significant, H6 hypothesis was developed in the frame of the research. The aim of the H6 hypothesis is to test whether the positive harmony between the celebrity image and the brand would affect the purchasing decision of consumers in a positive way or not. Regression analysis was conducted to support or reject the hypothesis and the hypothesis was rejected. Although the replies of the participants in the in-depth interview were like affecting the purchasing behavior, the majority of the participants replied as it would not affect the purchasing decision with one effect.

In the context of the research, H4 and H6 hypotheses developed toward purchasing decision were not found statistically significant, both. This may be interpreted as consumers' purchasing decisions being more complicated and that the consumers would not make purchasing decisions depending on one effect.

The positive relation regarding the harmony between the celebrity image and the brand has been identified numerically by statistical analyses but so as to determine the reason for the low correlated positive relation in-depth interviews are important. Multiple choice questions in the surveys and the fact that the participants could choose only one option may superficially be sufficient enough to find out the factors under the purchasing behaviors and enlighten the statistical studies. However when there is a need to explore thoroughly the effect of the harmony between the celebrity image and the brand on purchasing decisions it is obvious that in-depth interviews will be more beneficial. The reason behind the success of in-depth interviews are its being conducted face to face, the questions being open ended besides more questions' being asked on the basis of the replies received thence the opportunity to get an insight into the fundamentals of consumers' behaviors. The biggest disadvantage of in-depth interviews is that it takes too much time. An in-depth interview conducted to the participants in the scope of the research last for almost 45-60 minutes on average.

Through the last hypotheses of the research, H7 and H8, it was investigated whether the relations between the variables differ according to gender and education level or not. In this context, first of all H7 hypothesis was developed to investigate if there is a difference between genders on considering whether there is harmony between the celebrity image and the brand and evaluated for supporting or rejecting. T-test was applied for searching for whether the H7 hypothesis is statistically significant or not and it was not statistically significant and rejected. In-depth interviews also reveal that genders are unsubstantial.

If purchasing or consuming decisions of female or male consumers are classified, the rejection of hypothesis H7 may be invalid. In the scope of the research, advertisements in which celebrities are endorsed target participants in general. The rejected H7 hypothesis may differ and be supported by a new survey and in-depth

interview with different product category and diversification. For instance the impact of the celebrity image and brand awareness created by a celebrity endorsed in a cosmetic advertisement targeting female consumers could be higher. For male consumers the impact of a celebrity in automobile advertisements may be different. Enterprises should benefit from the research in their marketing activities by taking into consideration that within the H7 hypothesis on genders participants were asked questions about the general advertisements in which celebrities are endorsed.

The last hypothesis of the research was H8 hypothesis and it was investigated whether there is a difference among the thoughts of consumers from different education levels on the harmony between the celebrity image and the brand and thence whether the hypothesis would be supported or rejected. For this purpose, ANOVA analysis was applied for H8 hypothesis and its significance level was tested, H8 hypothesis was not found statistically significant and rejected. Special attention was paid to select participants from all education levels in in-depth interviews carried out in the scope of the research in order to observe clearly the impacts of education levels. Among the participants the reply of a participant with high school education was parallel to the one with PhD. Accordingly the results of face to face survey conducted with 400 participants and the H8 hypothesis that was found statistically insignificant as a result of ANOVA analysis are supported by the results of the in-depth interview. Education level may be an effective factor on consumers' consumption consciousness or during phases of purchasing but it was tested with both qualitative and quantitative analyses approved that the consideration about the harmony between the celebrity image and the brand is not relevant with the education level.

LIMITATIONS OF THE STUDY

In the present marketing world each brand endorses celebrities in its advertisement. This is why our research could only enlighten some part of this wide range of the issue. The variables and factors that fall out of the scope of our research can be subject to a different study and since the subject of the research has an international dimension, there is an opportunity to develop many hypotheses. This also enables the measurement of different cultural and social values.

The scope of the research requires high amount of budget and much time which becomes a disadvantage for researchers. For this reason the sample of the research was scaled down and face to face surveys were conducted with 430 participants in Ankara by random sampling at the food court of three big shopping malls. So as to overcome problems faced during the research regarding budget and access to participants, financial sponsorship could be provided from relevant institutions for further researches since the subject has an international dimension and importance for enterprises' marketing activities.

For the second problem, limited access to participants, surveys could be sent electronically via e-mail to participants by using technology. At this point, we face with the reliability level of surveys resulting from whether participants reply the surveys correctly or not. This is why face to face interviews were conducted with the participants to ensure the reliability of the surveys but this led to a limited number of participants. If a survey is developed electronically with ensured reliability, a higher number of participants could be reached.

Participants could be reached electronically with Likert type questions however face to face interviews would be more productive for results of the research in studies like in-depth interviews. It does not seem possible to have desired replies to open ended questions asked electronically. For example, during the research some of the participants were tried to reach via e-mail but the replies taken were not satisfactory and thence those replies were not included in the study. At the same time

it should not be forgotten to keep the time as long as possible during the surveys so as to be selective about participants and reach more of them. As we have limited the time for survey in our research with approximately two weeks, we could only reach 430 participants in Ankara. When there is intention to extend the study to Turkey, first of all the reliability of electronic surveys should be guaranteed and much time should be allocated. The most important advantage of a reliable electronic survey is the opportunity to obtain an international result. The international results obtained enable matching effective factors on brands such as socio-cultural factors, economic values, demographic characteristics due to advertisements in which celebrities are endorsed among countries. For instance, brand image, brand awareness and celebrity characteristics could be compared between two countries with different socio-cultural and demographic characteristics by publishing an advertisement of an international brand with the same celebrity endorsed and consequently insight could be taken about the market structure of these countries. Secondly if in-depth interview is going to be conducted as was in our research it will be necessary to set up an interviewer group in Turkey for surveys to be more productive and reliable.

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APPENDICES

A.SURVEY



Anket sorularından elde edilecek bilgiler Çankaya Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı'nda hazırlanmakta olduğum yüksek lisans tez çalışmamda kullanılacak ve gizli tutulacaktır.

Hazırlayan : Gökhan VARDARLI

Danışman : Assoc. Prof. Dr. Elif AKAGÜN ERGİN

1. Yaşınız ?

18-24 () 25-31 () 32-37 () 38-44 () 45 ve üzeri ()

2. Cinsiyetiniz ?

Kadın () Erkek ()

3. Eğitim Durumunuz ?

İlköğretim () Lisansüstü ()
Lise mezunu () Doktora ()
Üniversite mezunu ()

4. Medeni haliniz ?

Bekar ()

Evli ()

5. Aylık ortalama gelir düzeyiniz?

500-999 TL ()

2000 -2499TL ()

2500-2999TL ()

3000 TL ve üzeri ()

1000-1499 TL ()

1500 - 1999 TL ()

6. En çok hangi ürün kategorilerinin reklamlarında ünlü kişilerin kullanılması hoşunuza gider? **1 en çok 17 en az olacak şekilde önem derecesine göre sıralayınız.**

Giyim ()

Sigorta ()

Gıda ()

Otel/Tatil vb. ()

Kozmetik ()

Banka ()

Havayolları ()

Elektronik ()

Aksesuar ()

İçecek ()

Temizlik ()

Ayakkabı ()

Otomobil ()

Gsm operatörleri ()

Beyaz Eşya ()

Kişisel Bakım Ürünleri ()

Mobilya ()

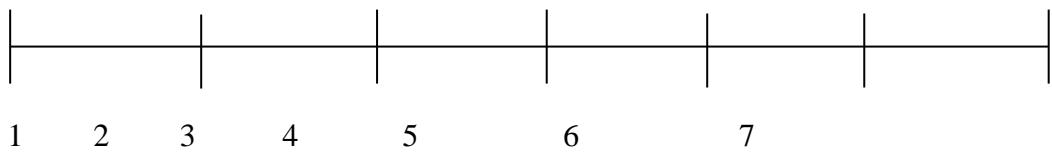
7. Aşağıdaki ifadelerin size göre önem derecesini lütfen belirtiniz?

<u>REKLAMDA KULLANILAN ÜNLÜ KİŞİNİN;</u>	Hiç Önemli Değil	Önemli Değil	Kararsızım	Önemli	Çok Önemli
Güvenilir olması					
Samimi/İçten olması					
Dürüst olması					
Çekici olması					
Cinsiyeti					
Konunun uzmanı bir kişi olması					
Toplumsal olaylara karşı duyarlılığı					
Toplumsal/kültürel değerlere saygılı davranması					

8. Reklamda yer alan ünlü kişiyi ne kadar tanıyor/biliyorsunuz? **O kişinin bilinirlik/tanınma derecesini 1'den 7'ye kadar bir sayı vererek belirtiniz.**

**Çok iyi tanırım/bilirim
tanımam/bilmem**

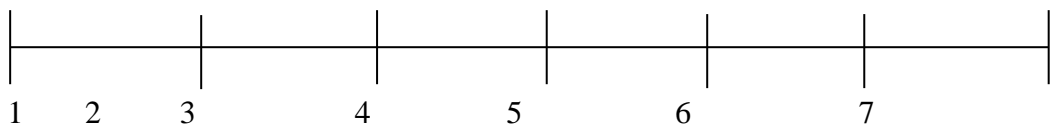
Hiç



9. Genel olarak reklamda kullanılan ünlü kişinin imajının temsil ettiği marka ile uyumlu olma durumunu belirtiniz?

Çok uyumlu

Hiç uyumlu değil



10. Aşağıdaki ifadelere katılma derecesinizi lütfen belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Karasızım	Katılıyorum	Tamamen Katılıyorum
Reklamda ünlü kişilerin kullanılması, <u>o markaya karşı tutumumuolumlu etkiler.</u>					
Reklamda kullanılan ünlünün gerçek hayatındaki tutum ve davranışları <u>o markaya olan tutumumuetkilemez.</u>					
Reklamda kullanılan ünlünün rakip markanın ürünü ile görüntülenmesi <u>o markaya olan tutumumuetkilemez.</u>					
Bir markanın reklamında hayranı olduğum bir ünlünün kullanılması <u>o markaya olan tutumumuetkilemez.</u>					
Reklamda kullanılan ünlünün marka ile özdeşleştiğini düşünmem (markanın ünlü seçimi konusunda doğru seçim yaptığını düşünmem) <u>o markaya olan tutumumuolumlu etkiler.</u>					
Reklamda kullanılan ünlünün ahlak dışı davranışlarının basına yansması <u>o markaya olan tutumumu etkilemez.</u>					
Reklamda kullanılan ünlünün yardım kampanyaları/sosyal sorumluluk projelerinde yer alması <u>o markaya olan tutumumuolumlu etkiler.</u>					
Reklamda kullanılan ünlünün toplumda iyi bir imaja sahip olması <u>o markaya olan tutumumuolumlu etkiler.</u>					
Reklamda kullanılan ünlünün fiziksel özelliklerinin çekici olması alması <u>o markaya olan tutumumuolumlu etkiler.</u>					
Kendimle özdeşleştirdiğim bir ünlünün reklamda kullanılması alması <u>o markaya olan tutumumuolumlu etkiler.</u>					
Reklamda kullanılan ünlünün rakip markaları eleştirilmesi (saldırgan bir tutum içinde olması) alması <u>o markaya olan tutumumuolumsuz etkiler.</u>					
Bir markanın reklamında ünlü bir kişinin kullanılması, o markanın akılda kalmasını kolaylaştırır.					
Bir markanın reklamında ünlü bir kişinin kullanılması, o markanın kaliteli olduğu imajını yaratır.					

11. Aşağıdaki ifadelere katılma derecesinizi lütfen belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Karasızım	Katılıyorum	Tamamen Katılıyorum
Reklamında ünlü bir kişinin kullanıldığı markayı satın almak kişiye prestij sağlar.					
Reklamda ünlü kişilerin kullanılması, <u>o markayı satın almamı olumlu</u> etkiler.					
Reklamda kullanılan ünlünün rakip markanın ürünü ile görüntülenmesi <u>o markayı satın almamı etkilemez.</u>					
Reklamda kullanılan ünlünün gerçek hayatındaki tutum ve davranışları <u>o markayı satın almamı etkilemez.</u>					
Reklamda ünlü bir kişinin kullanılması, kişide o markayı satın alma isteği uyandırır.					
Bir markanın reklamında hayranı olduğum bir ünlünün kullanılması <u>o markayı satın almamı olumlu etkiler.</u>					
Reklamda ünlü kişilerin kullanılmasının tamamen satışları artırma amaçlı olduğunu düşünüyorum.					
Reklamda kullanılan ünlünün marka ile özdeşleştiğini düşünmem (markanın ünlü seçimi konusunda doğru seçim yaptığını düşünmem) <u>o markayı satın almamı olumlu etkiler.</u>					
Reklamda kullanılan ünlünün ahlak dışı davranışlarının basına yansması <u>o markayı satın almamı etkilemez.</u>					
Reklamda kullanılan ünlünün yardım kampanyaları/sosyal sorumluluk projelerinde yer alması <u>o markayı satın almamı olumlu etkiler.</u>					
Reklamda kullanılan ünlünün toplumda iyi bir imaja sahip olması <u>o markayı satın almamı olumlu etkiler.</u>					
Reklamda kullanıla ünlünün fiziksel özelliklerinin çekici olması <u>o markayı satın almamı olumlu etkiler.</u>					
Kendimle özdeşleştirdiğim bir ünlünün reklamda kullanılması <u>o markayı satın almamı olumlu etkiler.</u>					
Reklamda kullanılan ünlünün rakip markaları eleştirilmesi (saldırgan bir tutum içinde olması) <u>o markayı satın almamı olumsuz etkiler.</u>					

B.CURRICULUM VITAE

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EDUCATION

Degree	Institution
MS	Çankaya Univ. Business Administration
BS	Dumlupınar Univ. Business Administration
High School	Çankaya 50. Year High School

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LANGUAGE SKILLS

Advanced English

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Cinema, travelling, Swimming, Car race