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MASTER THESIS

**THE ROLE OF CELEBRITIES IN SHAPING CONSUMERS BRAND
AWARENESS AND PURCHASING BEHAVIOR: A CASE STUDY FROM
KONYA**

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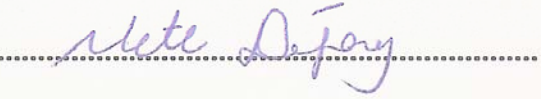
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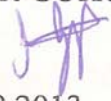


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ABSTRACT

THE ROLE OF CELEBRITIES IN SHAPING CONSUMERS BRAND AWARENESS AND PURCHASING BEHAVIOR:A CASE STUDY FROM KONYA

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The main aim of this study is explaining the strategy of celebrity endorsement in advertisements and revealing its effects on brand and at what kind of a position this is in accordance with the academic sources. A survey was applied on 404 people chosen in simple random sampling method in the direction of the aim of the research. The survey was applied face to face and the developed hypotheses were analyzed according to SPSS technique. In order to create the psychological profile of the participants, frequency distributions have been analyzed. Graphical presentations were prepared in Excel. Purchasing behaviors of the participants, findings regarding the popularity of brands and descriptive statistics were also analyzed. Reliability of the scales used in the research was analyzed with the Cronbach's Alpha parameter. In the process of testing the hypotheses T-test and ANOVA were applied in order to detect the relationship between the variances. It was aimed to detect the points on which firms pay the most attention while deciding to use the celebrities in advertisements and the effects of it on the brand and purchasing habits. In addition to their eye-catching quality of target masses, it is also observed that celebrities also contribute much to add meaning to the image in the minds of consumers with their reliability and physical attraction. Besides, it is also observed that celebrity endorsement strategy of firms in advertisements is a mostly resorted activity and is used by many brands in Turkey as a means of marketing.

Key Words: Advertisement, Celebrities, Firms

ÖZ

REKLAMDA ÜNLÜ KULLANIMININ MARKA BİLİNLİRLİĞİNE VE SATINALMAYA OLAN ETKİSİ:KONYA İLİNDE BİR VAKA ÇALIŞMASI

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Bu çalışmada amaç, reklamlarda ünlü kişileri kullanma stratejisini açıklayarak, Türkiye’de bu yöntemin kullanımının genel akademik araştırmalara göre, nasıl bir noktada yer aldığını ortaya koyup, marka ve satın alma üzerine etkilerini ortaya koymaktır. Araştırmanın amacı doğrultusunda rastgele örnekleme yöntemi ile seçilen 404 katılımcı üzerinde bir anket çalışması yapılmıştır. Anket çalışması yüz yüze yapılmış olup, geliştirilen hipotezler SPSS tekniğiyle test edilmiştir. Örnekleme oluşturan katılımcıların kişisel özelliklerini belirlemek amacıyla frekans dağılımları incelenmiştir. Grafikselleştirilmiş gösterimler Excel programı yardımıyla düzenlenmiştir. Katılımcıların satın alma davranışları, reklamlarda ünlü kullanımı ve marka bilinirliği ölçeklerine ilişkin bulgular tanımlayıcı istatistikler ile incelenmiştir. Araştırmada kullanılan ölçeklerin güvenilirliği Cronbach's Alpha katsayısı ile incelenmiştir. Hipotezlerin test edilmesi aşamasında ise Bağımsız Örneklem T Testi ve ANOVA uygulanmıştır. Analiz sonuçlarına göre, firmaların ünlü kişileri reklamlarda kullanma kararı verirken en çok dikkat ettikleri unsurların neler olduğu tespit edilmeye çalışılarak, marka ve satın alma üzerine etkileri incelenmiştir. Ürünlerin tanıtımı için yapılan reklamlarda yer alan ünlülerin, hedef kitlenin dikkatini çekmenin yanı sıra güvenilirlik ve fiziksel çekicilikleri gibi özellikleri ile tüketici zihnindeki imajı anlamlandırmaya destek oldukları görülmüştür. Ayrıca reklamlarda ünlü kişilerin kullanımı stratejisinin, bugünün pazarlama dünyasında çok sık kullanılan bir yöntem olduğu ve bununla birlikte, her yıl şirketlerin çok yüklü yatırımlar yaptığı bir pazarlama biçimi olarak Türkiye’de de pek çok marka tarafından kullanıldığı anlaşılmıştır.

Anahtar Kelimeler: Reklam, Ünlü Kişiler, Firmalar

FOREWORD

It is a fact that the increase in the level of recognition of firms is directly proportional to the popularity of celebrities. Researches show that communication is the vital must of human life and appears in every part of history. In this sense, importance of advertisements is gradually increasing. Accordingly, celebrity endorsement is a result of this notion.

This survey study put forward the importance of celebrity endorsement and that the advertisements in which celebrities are endorsed, product introductory quality of advertisements is positively reacted, advertisements in which celebrities are endorsed far more attractive and effective and that the message could better be inferred and delivered.

I would like to thank my thesis consultant Asst.Prof.Dr.Elif Akagün Ergin who guided me with her endless experience,sensibility and unique perspective.In addition, I would also like to thank to my beloved family and colleagues who supported me during this thesis study.

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INTRODUCTION

In the conditions of today's marketing world, companies benefit from marketing activities such as product designing, packaging, quotation and delivery in order that their products have a positive impression on the target masses. In addition to these activities, they frequently use celebrities as mediators so that their products are a step further than their rivals and they have an affective image on consumers.

Communication is the vital necessity of human life and all the developments throughout history come out in all periods of the past. Communication, which began between people as sounds and gestures turned into pictures made on the walls of old caves by using wood pieces as pencils. Prehistoric people used scratches before writing and communicated this way. As time passed, these pictures and scratches were replaced by letters and with the advent of the press, communication gained new dimensions and important steps were taken such as computers, TV, telephone and telegraph. In this sense, one of the elements directing the social life related to the fast progress and change is Television which is among the most important mass media.

Celebrities taking part in the advertisements of product introduction not only provide support to comprehend the image in the minds of the customers with their high rate trustworthiness and physical attractiveness but also grab the attention of the target mass. Celebrity endorsement strategy is a mostly used method in today's marketing sector and accordingly it is used by many brands in Turkey too, as a method of marketing on which every year companies invest great amounts of source.

The purposes of this study are explaining celebrity endorsement strategy, finding out where this strategy is positioned according to the common academic researches and revealing its effects on brands and purchase habits of customers.

In brief, the study developed on this purpose is based upon research and analysis of the answers of aroused research questions. Literature scanning forwards in two ways which explain celebrity endorsement strategy and deal with the practise of this strategy.

CHAPTER I
ADVERTISEMENT, BRAND, PURCHASING, CONCEPTUAL
FRAMEWORK

1.1. Description And Features Of Advertisement

1.1.1. Concept of Advertisement

With the increase on the importance of moulding public opinion via mass media and its comprehension, new techniques and methods in this field have begun to develop and they sometimes arise with different names. Advertisement is known to have in the past years been one of the most resorted means of marketing by companies in order to create an advantage in rivalry. When evaluated from the companies' perspective; advertisement is the introduction of the produced goods or provided services and a way of persuading the customer to make a preference among the same other goods or services available in the market. In other words, a business which is activating under the conditions of free market economy tries to inform and persuade the consumers who are in need of the produced goods or provided services. Efforts to inform, encourage and persuade the customers are called sale efforts in marketing (Deniz, 2010: 179).

The concept of advertisement has a very broad basis, so experts in this field put forward many different descriptions. In this sense, it is possible to describe advertisement in different ways. (Kocabaş ve Elden, 2002: 14)

- ‘Advertisement is the action of informing the large mass of people about a product or service in exchange for money using mass media.’ As can be inferred from the description above, the principles in advertisement are the certainty of the owner company of the advertisement and its being in exchange for money.
- According to another description, ‘Advertisement is the activity of presenting a message related to a product or service to the units of the market verbally or in writing.’
- Another one is ‘Advertisement is the preparation and delivery of a message appealing both to eye and ear to the customers with the aim of informing

them about a brand or product creating a tendency in them towards the product, service, brand or firm.’

- The definition made by American Marketing Association is ‘Advertisement is a set of promotion activities other than face to face sales, done by paying for an idea or service and evidently as to certify who pays the price.’
- The actions taken to present a product or service to the units of marketing verbally or visually are called advertisements. In this description, the communicative aspect of advertisements and the fact that this communication is actualised from the firm to the customer are highlighted. Channels which are one of the elements in this process are the mass media types used for this aim. Advertisements can either be used separately suitably for their messages and budgets reserved for them or collectively in a certain composition. While evaluating the due description, the necessity that the source and the receiver share the same experience and the source analyses the target mass effectively should not be ignored. The feedback which maintains this process and helps to shape it is to explain the reactions of the masses to the advertisement and measure them with different methods. (Kocabaş vd, 2002: s.13.).
- To everyone’s knowledge, making society adopt the ideas and people is mostly expresses with the word of ‘propaganda’. Propaganda is a kind of conditioning and influencing the public by way of addressing emotions.
- According to Okay’s (1999) description, advertisement is a set of planned efforts aiming to make customers decide to buy by persuading them. Especially the ones in which the problems of the customers and their expectations of the product or service are detected and what kind of a solutions the product or service brings to the problem of the consumer will eventually influence the decision of the customers to buy and ultimately help to the development of a persuasion process (Avşar ve Elden, 2004: 9). Another description is that advertisement is the additional expense of operating activities which aims to affect the customers regarding their shifting to another product or preserving their purchase habits. In this description, the possibility of a customer to keep a currently used product fresh in mind or shifting to another product is highlighted.

Regarding the descriptions above, it is possible to describe advertisement in the following way. Advertisement is the collection of operations including the researches to recognise the customers who are to buy the product or service presented and the market in which the product or the service will be marketed. This collection also includes designing the messages and expenses, allocating a proper budget making decisions about when and with which mass media the advertisement will be produced and preparing the context of the advertisement.

1.1.2. Features of Advertisement

Advertisements present necessary information about a certain product making it different from its substitutes. In this way, the customer who is aware of the features of the product can easily make a choice among them. Actually, if it were not for the advertisements, customers would inevitably be indifferent not only to many of the features of the products but also to other types of goods. Advertisements influence choices of customers by functioning as a bridge between the manufacturer and buyer constructing a tie between them. They increase the options before customers by informing them about the products eventually allowing them to be freer (Gray, 1997: 8). Thus customers who have been informed about products can make free choices.

We can list features of advertisements as following:

- Advertisements which are both the product and mirror of society are an indispensable notion. On one hand technological advances and on the other hand lifestyle and mentality of individuals can be seen in advertisements. Moreover, advertisements tell about people's frames of mind, sensations and tendencies.
- Advertisements have a quality to spread. Thanks to this quality, the message can be several times given and it is easier to make a comparison with the rival products and give a positive impression about the firm (Küçükerođan, 2005: 30). Advertisements should be prepared suitably as to let the message create an effective impression on the listener, reader or audience in terms their physical appearance. Such an advertisement should be able to attract customers in their houses, on their way or at work by post.
- Advertisement is a method of marketing communication; identity of the promoter should openly be revealed in the advertisement or the vehicle broadcasting the advertisement should be paid (Cemalcılar, 1994: 206).

For these reasons, advertisement is a very controversial element of union of marketing communication and publicity. With the gradual development in the description of marketing, together with products and services, ideas have also begun to be regarded in the scope of marketing. Consequently, this led to an enlargement on the borders of advertisement.

Deniz orders principal features of advertisements, especially institutional and brand advertisements (Deniz, 2010: 182).

1. Feasibility Quality: this feature means constantly repeating the message of the seller, enabling a comparison between the messages of the rivals and leaving a positive impression about the strength of the seller.
2. Feature of reaching masses
3. Liability impression created as a result of presentation in the eye of the public and requiring products to have a standard.
4. Presentable to masses
5. More possibility of expressing
6. Impersonality
7. Advertisement can be used for several reasons such as creating a long-term image and taking very fast feedback.

1.1.3. Historical Development of Advertisement in Turkey and the World

In this section, an analysis of the historical development of advertisement is made and what kind of a progress it realised first in the world and then in Turkey is mentioned. Advertising is as old as trade itself. Notion of advertising first came out was a result of the beginning of the shopping and exchanging activities. In the first age yet people tried to introduce their goods themselves by putting their goods' qualities, beauty and superiorities forward and aimed to increase sales.

Comprehension of advertisement began in the historical process of exchanging goods. There are some traces of advertising elements on the remnants which could survive until today belonging to societies of Ancient Egypt, Babylonia, Greece and Romans. It is possible to give as examples the walls on which there are the features and prices of slaves in Ancient Egypt, advertisements about various goods, circuses and gladiator fights on the stones at the corners or squares in Greek cities. In old times, advertising was done by primitive examples, mostly by verbal advertisements. It was a work of brokers and barkers. Personality played a very important role. A seller who

knew rhetoric well and had a sense of humour was more successful in trade (Deniz, 2010: 129). It is evident that advertising is very old. In this sense, it would be right to say that advertising is as old as trade itself. Notion of advertising first came out with the first sales and exchange of goods. Even in the first age, people tried to maintain their sale capacity and increase their sales by focusing on the superiorities and charms of their commercial products.

When we look at the historical development of advertisement, we can see these performed principles (Becer vd., 2000: 115-120):

- The first pictorial advertisement was published in the volume 2-9 April, 1652 of *Faithfull Scout* magazine. There were two symbolic pictures of two diamonds stolen from a jeweller, Hugh Clough's house. The first pictorial advertisement to promote a product was first printed on *Daily Courant* in 17, March 1687. A chocolate was promoted in this advertisement.
- The first commercial film in the world is *Admiral Cigarettes* shot in the West Orange Edison studios in 5 August, 1897. This film was screened on an open air screen with back projection method.
- The first TV commercial was first broadcasted in 15 November, 1969 by ATV Company. In this commercial, *Birds Eye* brand green pea was promoted.

Advertising in Turkey was first begun by David Samanon in İstanbul before Balkan Wars. In those days, advertisements taken from businesses used to be displayed for a month in exchange for a golden lira. There was no dimensional limit (Deniz, 2010: 147). When the history of advertising in Turkish history is analysed, it is concluded that press advertisements were first seen in the 16th century in Germany, 17th in England while in the middle of the 19th century in Turkey. The most fundamental reason of this delay is the late advent of the press to Turkey. As the press arrived late in Turkey, journalism began late as well and press advertisements were pressed abroad and brought to Anatolia. Undoubtedly, this caused big problems for promoters. Till 1950s most of the economic innovations were under governmental monopoly. This limited the need for advertisement. After 1950s private sector gained strength and with the increase in rivalry, more money began to be spent on advertisements. In 1972 TRT channels opened their doors to commercials. After the advent of colour transmission and with the progress in private TVs and radio channels, cable TV, teletext etc. advertisement in our country began to benefit from the contemporary advertising technologies as in the

examples in the world (Kocabaş ve Elden, 2002: 21.)TV began to gain a quality as an advertisement media after 3 May, 1972 which is known to be as the date when advertisement in Turkey began to progress quickly.

1.2. Aims And Functions Of Advertisements

The available relationships between companies and consumers may not mostly be indifferent. Companies generally try to stir consumers' needs and direct them to their products by influencing them and this can only be possible with the number of demand of customers and with the effect of the method of quotation, but these are long-term methods and can indirectly influence the customers. But direct effects of companies on customers can influence customers' preferences through effective advertising. Advertisements are together with us everywhere from radios, TV programmes, magazines, billboards on the streets to clothes and even shoes. In this sense, it is important to reveal the aims of advertisements which effectively and strongly control all hours of a day maybe except sleeping hours and in fact are a part of everyday life.

As Deniz expresses, the main aim of advertisements is to increase sales of products and services. This aim is very general, actually and if some other particular aims are taken into consideration in addition to this one, advertising campaigns can be more and more effective (Deniz, 2010: 182). In other words, the main aim of advertisements is to maintain the sales of the products presented to markets by manufacturing process and help to increase the demand rate of products which are already being sold in the market.

1.2.1. Communicative Aim of Advertisements

Creating certain influences on very target customers, influencing the habits in the mental comprehension systems of these customers and by this way encouraging these people to buy which is the unique aim of companies and finally using all these methods increasing income rate of these firms constitute the communicative aim of advertisements. Businesses can transform cost-benefit balance in the eye of consumers in favour of themselves by using advertisements. However, in order to maintain the aforementioned aim, they need to reach the target consumers and transmit their messages to them. Accordingly, this is possible only if an advertisement fulfils the communicative aim (Kocabaş ve Elden, 2006: 21-22). At this stage, language arises as an important element in the sense that advertisements have a distinguished language

other than the other mass media. This narration of language beholds a task of transmitting a particular message and this message is constituted in accordance with the aim of advertisements. This accordance is a fundamental condition for the development of the brand image. In order to manage this accordance, advertisements arise sometimes in an artistic way and sometimes as a commercial kind.

In general terms, running of advertisements in the available process of communication can be explained in this way: firms inform customers about the data of their goods and products and their benefits through a suitable means of communication at a hired place paid for and at a specified time. Customers who constitute the target mass begin to make an analysis of the received message and create a kind of tendency regarding the goods or products offered. At the end of the communication process, advertisement is effective on the knowledge level, manners and habits of consumers. In other words, in the advertisements in the communication process it is intended to develop a tendency in consumers to the products promoted and direct their incline towards those goods (Aktuğlu, 2006: 4). For this reason, symbols and figures in advertisements are very beneficial in this process. The message in this narration is given through symbols and images. The mission in this process is to create ideas in the minds of consumers, make them imagine and linger without boring them and present a different introduction removing all kinds of clichés.

If the consumers' ideas and impressions about the products and services promoted are positive, advertisements try to improve these ideas and impressions while realising the communicative aim, but if the case is the reverse, they try to replace the negative ones with new manners and behaviours. Making consumers be aware of the new product or brand to be just launched in the market, creating a positive impression of this product or brand and transforming the negative impressions to positive ones are among the communicative aims of advertisements (Elden vd, 1999: 76). When companies organise past and future advertisements in relation to communicative aim, they determine their products', services' and brands' being in connection with consumers as the principal goal.

When the table below is analysed, advertisements qualified as a means of communication behold four different missions as informing, reminding, value adding, namely supporting.

Informing advertisements	Persuading advertisements	Reminding advertisements	Supporting advertisements
Presenting	Development	Maturity	Decline

Table: 1.1 Life Navigation of Products and Advertisements

As can be inferred from the table above, informing advertisements are important in the presenting period. In the development period, persuading advertisements are preferred when rivalry is supposed. In the maturity period, reminding advertisements are preferred as the brand and product are adopted in the market. Supporting advertisements are preferred in the decline period as they aim to enliven the demand for the product or service (Babacan, 2005: 41-42).

1.2.2. Sale Aim of Advertisements

Services, promises about products and sale messages in the advertisements in mass media as well as contemporary advertorial areas help the promoted brand have a place in people' minds. What is important in these advertisements is their being realistic, persuasive and effective as to make people maintain their decisions to buy a particular brand (Kocabaş ve Elden, 2006: 23). In other words, one of the primary aims expected from an advertisement to fulfil is to sell the product or service presented from the manufacturer and increase the available demand for the goods.

Sale increase aim of advertisements can be evaluated in two categories as short-term and long-term. Short-term advertisement tries to stir customers to buy the promoted product or service as soon as possible by motivating and persuading them. However long-term advertisements aim to increase the demand in the market for the promoted product or service by beginning first introducing the product and then informing customers about the benefits and advantages of these products and services (Ulukök, 2002: 53-57).

Besides, according to Kocabaş an advertisements beholds whether a long-term or short-term aim, in both cases they have some aspects in common. These aspects can be revealed as the following: (Kocabaş ve Elden, 2006: 23-24)

- Informing the consumer or dealer
- Increasing the production of products or services in long or short-terms
- Helping wholesaler or retailer
- Creating demand for the product or service
- Minimizing price flexibility caused by demand

Companies advertise in order to create a good image of the firm and brand, enlarge their markets and introduce new products. Although their goals are different from each other, every company uses advertisements to get a positive feedback to their products or services (İslamoğlu, 2002: 455).

According to Mucuk, in short an advertisement can be devised for the following specific reasons in the direction of final aims of increasing sales and profits of their products or services (Mucuk, İ., 2004):

- Introducing a new product to the market and entering the new part of it.
- Making great masses use the product used by a low amount of people by appealing to purchasing instincts in people
- Creating commitment to the image and brand
- In order to maintain demand rate changing the usage, time and number of products
- Reaching people who salespeople can not reach
- Recovering wrong and positive impressions and overcoming prejudices
- Training customers

1.2.3. Special Aims of Advertisements

In many of the areas in the market there are many different products or services to meet the needs and demands of consumers. In addition to this, there are also similar kinds of products or services to meet the similar kind of needs and demands of consumers, but despite these similarities, there may be some differences between these products or services. At this point, the principal role of advertisements is to make consumers be aware of the products and services and inform their superiorities which render them different from others and provide rivalry advantage over others (Soberman, 2004: 1744). According to this view, it is possible to say that companies try to give

prominence to the different and superior sides of their products and services and influence consumers with positive opinions and thus increase their sale rates.

According to Tan special aims of advertisements can be listed as the followings (Tan vd, 1999: 8):

- Provide a good prominence for the company
- Informing possible customers with the company's name,
- Charming new customers and increase the available number of them,
- Introducing products and services,
- Increasing the amount of manufactured goods and services,
- Preserving the sale rate in dead seasons and fluctuations,
- Competing with the manufacturers of the same goods,
- Controlling the market
- Making products used by small masses be used by large masses by appealing to purchasing instincts,
- In order to maintain demand rate changing the usage, time and number of products
- Reaching people who salespeople can not reach
- Recovering wrong and positive impressions and overcoming prejudices

Special aims of advertisements differ in accordance with the general themes of companies and advertising campaigns (Avşar ve Elden, 2005: 37). As mentioned above, the fundamental expected function of advertisements is undoubtedly influencing consumers positively and increasing the sales of products and services. However, this is a general aim of advertisements. It is regarded necessary to take some special aims of advertisements as well as this general aim in order that advertisements are more effective, companies can more openly express what they want in the advertisements and they can easily devise advertisement campaigns (Cemalcılar, 2001: 217-218). From this point of view, they can be said to try to increase sale rates by focusing on the superiorities and differences of their products or services in order to influence customers.

1.2.4. Functions of Advertisements

As advertisements which are at a position of fundamental element in marketing communication aim to inform chosen masses about a presented product or service, strengthen the manners of consumers in the demanded direction, change the condition if

it is the reverse or create an expected manner or behaviour, it is necessary to regard them as a way of persuasion in communication and analyse it from this perspective.

Some basic functions of advertisements which are regarded as a means of communication as in all other ways of communication are informing, persuading, reminding and helping other efforts of the company. It is possible to explain these functions as in the following: (Mucuk, 2006: 215-216)

Function of informing, according to İslamoğlu, aims to inform consumers about new products, create primary demand, introduce other usage areas of the products, inform about new payment conditions or benefits of buying immediately (İslamoğlu, 2006: 496). Advertisements let consumers be informed about brands, in other words, they provide brand consciousness, trains consumers about the features of the brand and makes it easier to create a positive image of the image. As advertisements are an effective way of communication which has the ability to reach large masses with low costs, they make it easy to introduce new products or services to the market and increase the demand for the available goods. Besides, advertisements play an informing role by informing customers about new usage methods of both available products and the ones promoted then.

Function of Persuading is a method used in very competitive environments to create secondary demand, increase the brand awareness and preference, influence customers' preferences, purchase habits and impressions trying to persuade them to try these new products or services (Avşar ve Elden, 2004: 20). This method changes wrong opinions and missing points by way of persuasion.

Function of Reminding

An influential advertisement increases customers' interest for a mature product, thus a non-promoted brand has more chance to be preferred. Besides, advertisements remind consumers who have not bought a particular brand of its presence and play an important role in consumers' changing preferred brand by informing about this brand' qualities (Mucuk, 2006: 216). Advertisements let brands remain in consumers' minds live and whenever consumers need to buy that product, the advertisements of the brand belonging to that product are possible to be remembered with the effect of promoting advertisement.

Value Adding Function can realise in three different manifestations as doing an innovation, developing quality and changing consumers' impressions in order to add more value to the product or service produced by a particular firm. These manifestations

are constantly interrelated with each other. Advertisements add value to products or services by influencing consumers' impressions in a positive manner. An effective advertising campaign helps brands seem more elegant, prestigious, charming, stylish and even superior to other products in the market. Advertisers try different ways to add value to a brand and one of these ways is taking something as a model. By this method, consumers are forced to observe others' behaviours and thus they try to influence consumers' comprehension and behaviours (Tek, 1999: 727).

Helping other efforts of the company; consumers may not be sure whether they bought the best product. Thus this function arises as a function which supports advertisements which aim to persuade customers in the sense that they made the best choice in their act of shopping (İslamoğlu, 1999: 497). Advertisements, which are an important element of marketing, can also be used to draw consumers' more attention to coupons, lotteries and such kind of sales supportive efforts and to inform them about these campaigns.

Another important role of advertisements is to help salespeople. Promoted brands can be more easily appreciated and sympathised in their connection with consumers. Besides, advertisements help other marketing media be more efficient. For instance, products advertised on TV and magazines can be more attractive with their package and appearance (Mucuk, 2006: 216). As can be inferred from these data, in order to get the best expected results from advertisements and practice all their functions efficiently, it is necessary to know many details about the masses whom to echo and promoted product or service.

1.3. Classification Of Advertisements

The criteria to be taken into consideration while classifying advertisements are contents, target mass, geographical area, aim and scope, but when printed sources are deeply analysed, it is observable that this kind of classification differs from source to source. Diversity of advertisements lied under this difference. What is intended through classification is to make permanence and advertorial works easier.

Cemalcılar classifies advertisements in the following chart (Cemalcılar, 2001: 287)

Table 2.1 Classification of Advertisement.

IN TERMS OF ADVERTISERS
Producers' Advertisements
Dealers' Advertisements
Service Business Advertisements
IN TERMS OF AIM
Advertisements aiming to create primary demand
Advertisements aiming to create selective demand
ADVERTISEMENTS IN TERMS OF TARGET MARKET
Consumer Oriented Advertisements
Dealer Oriented Advertisements
ADVERTISEMENTS IN TERMS OF MESSAGE
Product Advertisements
Institutional Advertisements
ADVERTISEMENT IN TERMS OF PAYMENT
Individual Advertisements
Collective Advertisements
ADVERTISEMENTS IN TERMS OF GEOGRAPHICAL AREA
Local Advertisements
National Advertisements
International Advertisements

1.3.1. In Terms of Advertisers

There are two basic advertisements directed to consumers. They are described as general advertisements and local ones. General advertisements are prepared to be broadcasted on media, radios and TV. If a regional retailer wants advertise to introduce a product or service it is called local advertisement.

If advertisements are analysed in terms of advertisers, they are classified as producer advertisements, dealer advertisements and service business advertisements.

Producer Advertisements: these are advertisements promoted by the producer firm and paid by it.

Dealer Advertisements: These are the advertisements done by wholesalers, retailers and distributors.

Service Business Advertisements: these are the advertisements done by institutions such as banks, insurance agencies and schools (Odabaşı ve Oyman, 2006: 99).

In the general advertisements mentioned above, advertiser wants its products to be sold, but a shop organising a local advertisement wants to inform people about the fact that this product can only be found in his shop. In brief, general advertisements try to introduce the manufactured product while local advertisements try to introduce the store. When compared to each other, advertisers of general advertisements will have to spend more , but the unit price of the advertisement will may be lower than the local one (Kocabaş ve Elden, 2002: 29).

1.3.2. In Terms of Target Market

An advertisement of a product addressed to the customers is called customer advertisement. If this product is intended to be introduced to sellers, a business or commercial advertisement should be organised. Sometimes, commercial advertisements can be addressed to an occupational group. Classification in this field can be done appealing to the whole society or a particular group. Advertisements promoted for a product appealing to everyone is called mass advertisement. However, if a product appealing to a high class group of people which can be called elite class is to be promoted, this is called class advertisement. Advertisements in terms of target market can be classified as consumer, commercial and industrial advertisements.

Consumer Advertisements are addressed to the last consumer. In this class of advertisements it is intended to remind a brand, create brand addiction and promote purchasing.

Commercial Advertisements are addressed to dealers in the distribution process such as wholesalers and retailers. These advertisements intend to promote dealers to have available stock, sell goods and introduce these goods.

Industrial advertisements are addressed to companies who buy raw materials or semi-products. These advertisements are rich in content and intend to increase market share (Odabaşı ve Oyman, 2006: 100).

1.3.3. In Terms of Demand

When advertisements are classified in terms of demand, they are divided into two groups as primary demand advertisements and selective demand advertisements.

Primary demand advertisements intend to stir demand for a particular group of products, especially for new products. They are promoted in order to increase sales and enlarge market share.

Selective demand advertisements are promoted to create demand for a certain brand. Consumers are expected to be informed about, adopt and be addicted to that brand by repeating the brand over and over again (Yaylacı, 1999: 14).

1.3.4. In Terms of Subject

In terms of subject, advertisements can be divided into two as direct and indirect advertisements.

Direct Advertisements are the ones which promotes the product be sold immediately or getting more information about them. ‘buy before being sold out’ and ‘our stocks are limited’ can be given as slogan examples which lead consumers to buy immediately.

Indirect Advertisements are the ones which are promoted to introduce a certain product and force consumers adopt it. These kinds of advertisements try to influence consumers when they are trying to make a decision which brand to buy and have them take that brand into consideration and keep in mind (Odabaşı ve Oyman, 2006: 101).

1.3.5. In Terms of Message

In terms of message advertisements are divided into two categories as product advertisements and institutional advertisements.

Product advertisements are promoted to have a certain brand or product sold. The qualities and features of the product are highlighted. The name, features, qualities and price of the product are the issues in the advertisement. Instead of a particular brand, they help to provide increase in the amount of demand of a particular group of products without focusing on the brand. For instance, they try to increase the demand rate of automatic washing machine. This kind of advertisements is used to inform consumers about the product (Oluç, 1990: 7).

Institutional Advertisements prioritise the name of the company rather than the one of products or services. In this kind of advertisement, subjects encapsulating

economical contents, industrial relationships and beneficial activities are processed (Ataol, 1991: 83). The main purpose of the firm is to create a positive image preserving it longer and develop more and more. In these advertisements there are messages as to help the firm increase its prominence, and trustworthiness in the eye of consumers (Kocabaş ve Elden, 2002: 31). Generally large-scale companies want to gain superiority in the eye of their customers over other companies producing the same goods by focusing on their r&d activities, quality and technological superiorities.

1.3.6. In Terms of Payment

In terms of payment, advertisements are divided into two as individual and collective advertisements.

Individual advertisements: In this group, payment of advertising facilities is done either by Manufacturer Company or dealer. This kind of payment is only valid for product advertisements (Odabaşı ve Oyman, 2006: 101).

Collective Advertisements: In these advertisements, payment is done by certain firms by sharing the whole price to everyone. Collective advertisements payment is divided into two as horizontal and vertical. In horizontal payment, a group of firms in the same production or manufacturing share the whole price paid for the advertisements. As an example, Coca cola, Levi Strauss and Ford's collective advertisements can be thought. In vertical advertisements, advertising costs are paid by manufacturers and dealers from different backgrounds. The collectivism between Eastman and Kodak can be given as an example of collectivism (Karpat, 1999: 57).

1.3.7. In Terms of Geography

When the geography of advertisements is taken into consideration, it is possible to analyse advertisements under two headings as national and regional advertisements.

National advertisements are the ones which promote products throughout the whole country without secluding any regions to reach the masses all over a country.

Regional Advertisements are the ones promoting goods to reach masses in a particular region. These advertisements are mainly done by regional retailers (Odabaşı ve Oyman, 2006: 101). This kind of advertisements is preferred by manufacturers which are active in a particular area and want to appeal to the people in that region (Kocabaş ve Elden, 2002: 31-32).

1.4. Brand, Concept Of Branding And Importance Of Brand

Before beginning the subject of brand, it would be beneficial for a better understanding of it to begin with the definition of it. Companies need to solve the problem of brand concept which is one of the subsidiary parts of a contemporary product and adds value to the product, while they are seeking new products or marketing strategies. With better words firms need to turn their products into brands and brand them. Brands are one of the most popular concepts of our age. In a general understanding, brand is a different union which helps to designate, describe and introduce products of one or more manufacturers and sellers.

1.4.1. Concept of Brand

Today, there are many products in the same or totally different categories in the markets in parallel with the conditions of competition. Firms use brands to render their goods distinguished other similar products. Today, all products or services have various brands and symbols. Brands have begun to gain importance after industrialization and accordingly this importance has constantly increased as a result of the augmentation in the product diversity caused by the dominance of today's globalization and free market economy, and steps taken by consumers in order to be conscious consumers (İşgör, 2001: 11).

According to Uzun, consumers regard brand as an important part of products. Namely, brands add value to products. While products bare only a concrete meaning, brands bare some abstract and symbolic meanings like image, prestige and status together with the abstract meaning (Uzun ve Erdil, 2003: 172). Products of companies differ especially in services they provide together with package and label. Each design of a product makes it seem different from the others. Organizations also differ from each other in this way of differentiation (Ar, 2004: 4). Consumers generally do not prefer to buy products without a brand and this is caused by the worry felt for the lack of quality of a product without a brand or not knowing that product at all.

Even if off-brand product is cheaper than the branded one, the consumers' having already tried the branded product and baring trust for it can be influential while consumers are making a decision which to buy. A brand's being trustworthy hinders consumers from all kinds of uncertainties and also consumers will not have to try the product to know its brand (Erdem ve Swait, 2004: 195). After registering the brand, companies become safe as a result of preserving the logo and design of the packages

lawfully, so they can easily and smoothly invest in their brand and easily get the fiscal feedback.

We can analyse brands in terms of consumers under four categories (Randall, 1998:9)

- Geography, Physical location, Climate
- Structure of market: Global rivals, powerful brands, Maturity of the market
- Demographic structure: Religion, Language, Race, Nation, Education, Age, Socioeconomic group
- Psychograph: Mental Equipment, usage habits, preferences of consumption, beliefs, traditional values, customs and traditions, conceptions

When we take a look at the descriptions of brand made so far, according to Kotler, everything is a brand. Coca-Cola, FedEx, Porsche, New York City, Madonna and even you are brands. Every label which bears a proper meaning and connotation is a brand, but great brands are far more than these. A great brand adds revival to products and services (Kotler, 2007: 77).

According to Aktuğlu, brand is a composition of name and symbol which designates the identity of products or services, helps the product to be distinguished among others, makes it easy to communicate with customers who are the focal point of marketing management and its applications, and provides some legal rights (Aktuğlu, 2004: 16). Brand is placed in the basis of the innovation called branding and this proves that brand is not solely a value to be preserved legally. Brand is located in the middle of marketing and presenting products and services. All these efforts are the target of leaving a mark in the minds of consumers as many as possible, because the brand which leaves the most effective mark in the minds is the one which is closest to sales. Thanks to branding, products or services are sold in the minds of possible customers.

Brand provides important benefits from customers, manufacturers to retailers. These are; (Odabaşı ve Oyman, 2006: 360)

- Brand helps to the creation of brand image
- Brands diminish price comparison. With the help of branding, manufacturers are able to demand a different price from their rivals. Many of the firms prefer non-price competition and brands help to provide this competition to some extent.
- **Product Detecting** helps consumers detecting which product is satisfactory.

- **Quality Detecting and communication:** Brands help consumers by bearing messages regarding the product quality and reliability.
- Consumers also regard buying great brands connoting status as an award for them.
- When we analyse brands from a social perspective, brands protect consumers, provide price consistency, effects the development of products' quality, and help firms develop beneficial innovations for consumers (Erdem, 2010: 17).

1.4.2. Symbol of Brands

Symbols are the visible but unutterable parts of the brand. Brands comprise of a name, symbol or shapes which distinguish the product from the rivals. Branded products have more possibility to hold on to the market (Sezgin, 2000: 93). They introduce goods to customers and enable them to buy again. With the simplest words, brands are a promise and an offer suggesting benefits in a profitable way targeting consumers in a better way away from sole competition. In short, a brand has value, so it is abstract but institutionally active (Mucuk, 2006: 58).

As a powerful brand harmonious with the product distinguishes it from others, it also enables price discrimination. A settled and recognised brand helps for the invention of new products (Kozlu, 2000: 108).

1.4.3. 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 of 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 resources 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 weaker 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, degrees 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)

1.5. Benefits Of Brands

Every brand of a product or service is an agreement between the consumer and manufacturer. When both of the sides violate the agreement, for instance, if the brand can not keep its promise and provide the promised benefit or quality, there arise some problems between parties. There is no brand promising nothing, this can only be a product.

1.5.1. Benefits of Brands In Terms Of Manufacturer

Brands bear benefits for the manufacturer in terms of power to compete with others. It is possible to list the benefits a brand presents to the manufacturer under some headings: (Cemalcilar, 1998: 117).

1. Brand is more effective than the name of a company and the technical qualities of the products in creating demand. A promoted brand can easily be remembered and the products carrying this brand are easily recognised and bought especially by the method 'choose on your own and buy'.

2. Using brands attracts dealers and retailers towards the products. If consumers insist on buying a particularly branded product, wholesalers and retailers feel compulsory to provide that product for their customers and store it on sale.
3. Brand creates addiction to the product and renders sales consistent and permanent. To some extent, manufacturers behold the ability to control the market and watch the efforts of dealers to sell.
4. A well-known brand makes it easy to present new products. By this way, consumers create an impression about the branded products' qualities and price and they look at the newly launched products from this point of view. However, if the qualities of the new product are not as satisfactory as expected, unsuccessfulness of the new product can negatively affect the sales of others.

In brief, brands can be used by manufacturers to fulfil some certain goals.

1.5.2. Benefits of Brands in Terms of Consumers

Benefits presented by brand in terms of consumers can be ordered under the following headings (Tuncer vd, 1994: 150).

1. They help consumers recognise and distinguish the product easily.
2. Branded products present a certain level of quality and quality warranty.
3. Brands enable consumers to reach after-sale services easily.
4. In terms of brand reliability, they make it easy for customers to decide which product to buy.
5. Brands provide customers with information about products. Brands having been already used can influence consumers' impressions and decisions on purchasing.

Meanings concealed within the brand tell consumers what they actually expect from the product. This is a kind of social agreement. Consumers trust brands regarding that firms will behave them with certain manners on the issue of the products' performance, price, and publicity and provide them certain benefits. If consumers full obtain the expected benefits and be satisfied, they decide to but the product again and again (Ural, 2009: 3).

1.5.3. Importance of Brands in Terms of Dealers

Benefits presented by brands for dealers are listed as the following: (İslamoğlu, 1999: 343)

- Dealers' using especially their own brands diminishes their dependence on manufacturers.
- Dealers, especially retailers can make up a different and distinguished image with their own brands. Retailers can present outsourced products under their own brand with lower prices (Altunışık, 2001: 58).
- Powerful brands increase the market value of companies. Today it is observable that there is a great difference between companies' book value and market value. For instance, Coca-Cola's book value is 12 billion \$ while its market value is 113 billion \$ (Kaya, 2002 akt. Ural, 2009: 3).

1.6. Brand Creating Function Of Advertisements

A message delivered through a very successful advertisement stirs unique or scarce desire for a brand. Delivering the same message to everyone does not yield a proper communication. This means that companies, as a first rule, need to promote advertisements which aim to create a brand with catchy slogans echoing to the target mass with a successful market division. The pivot of successful advertisements depends on knowing the target mass, namely consumers, feeling what they feel and thinking what they think. Advertising is as of its basis creativity itself.

In the perception of contemporary marketing it is very important to develop positive point of view, opinion and manner for a brand beyond short-term goals. Claiming there is nothing better than you means that you do not have a quick mind. A brand thinking in this way cannot be successful. On the contrary, lacks in long-term believability, because consumers may dig out a very different meaning and regard it nonsense (Aytemur, 2001: 17).

Attitudes to advertisements should not be only regarded as a function of their opinions about the features of products. For instance, an image of a cat with swollen hair used in a soft-feeling tissue advertisement can give the message directly without any verbal information. The emotion stirred by the visual information directly irrelative of the product, can be directly transferred to the brand. In this sense, Mitchell and Olson made a reference to ‘Emotion Transfer Model’ **Figure. 1** (Mitchell, 1986 :12 akt. Çakır, 2006: 81).

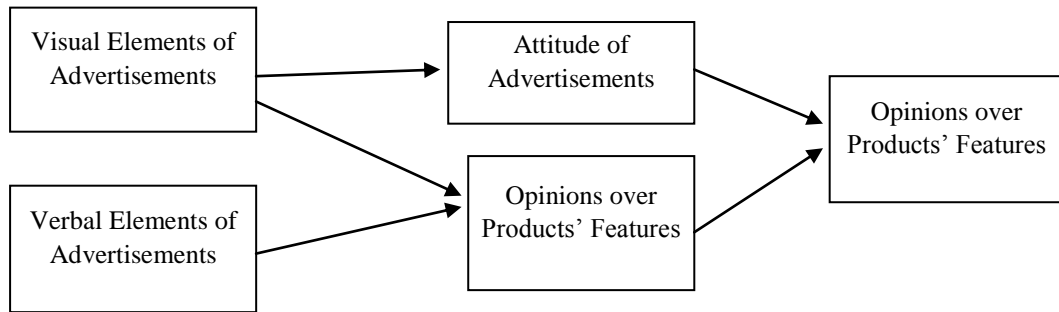


Figure 1: Effects of Advertisements’ Visual and Verbal Elements on Brand Attitude

1.7. Advertisements’ Role On The Development Of Brand Commitment

Creating brand value is a long-term process. Accordingly, studies have shown that efforts have an important role in the creation of brand value or elements of brand value in the most effective and fastest way. It is observed that high valued great brands generally behold these three qualities (Altınışik, 2013).

- Brand consciousness
- Brand image
- Brand preference

In order to create brand validity, companies should virtually gather their various brands under a name partake of a family roof. Gathering brands under a roof provide companies with great benefits in revealing the message of advertisements from a unique channel. For companies this case means reaching customers, namely classified target mass via a unique strategy prepared with great care instead of the respectively advertising strategy by creating scale economy diminishing communication costs. The outcome of this process is undoubtedly the creation of brand commitment. Some different and effective promotion strategies on brands which are a different way related to advertisements should also be created. The best example of this is concealed in the strategy of ‘Intel Inside’. To everyone’s knowledge, Intel is the producer of micro

operators which are known as the hearts of computers. This firm has sold its products for about 200 \$, but if this firm puts its label on the computers working with Intel operators, this price fell to 150 \$. 50\$ in the computer sector where profit margin is about 2,5% became such a price as to relieve computer manufacturers of making loss. When looked at from this perspective, consumers buy not only popular brands but also the superiority of the brand they chose among other brands less popular compared to it. The pivot of brand commitment lies under being a popular brand (Ar, 2002: 89). In order to increase brand popularity, companies should gather different brands under a single family. Gathering them under a single roof helps the message be given through a single channel. For companies this case means reaching customers, namely classified target mass via a unique strategy prepared with great care instead of the respectively advertising strategy by creating scale economy diminishing communication costs.

For this reason, many of the manufacturers have accepted to use this sticker. Intel, with its sticker 'Intel Inside' which tells customers not to look at the brand of the machine but to the operator inside it, became the first brand of an intermediate goods getting ahead of the capital goods. With his strategy, Intel rendered consumers committed and dependent on itself and by highlighting its brand with the following advertisements, it rendered its costumers more and more addicted to its brand (Kaya, 2004: 122). Created slogans and advertorial icons create also brand commitment and image through effective music. By this way, advertisements become a part of human life with chat environments with consumers, singing at work, midnight monologues, cartoon materials and magnificent worldly themes (Ar, 2002: 89). Advertisements not only construct brand popularity but also provide consumers with interesting details and enjoyable phantasies about the brand.

1.8. Communication Building Function Of Advertisements Between Brand And Consumers

Communication function of advertisements is not an objective communication but something consciously directed and formed by manufacturer. While creating messages used in order to fulfil communication goal of advertisements, in addition to speaking and writing, other static or dynamic visual elements such as music, light, graphic which back up them are also used. In the process of message creating, studies about advertisements should be designed efficiently with great care and as individual and original as possible. Choosing the most suitable mass media types and detecting the

most suitable duration and place are also among the important processes (Kocabaş ve Elden, 2006: 22).

Digital elements or advertorial attitudes include informing consumers about the product or service promoted with a proper brand and their beliefs regarding this product or service. Behavioural element stands for the positive and negative behaviours against that product or service. If there are positive emotions, that product can be bought; otherwise ignored. Spreading positive or negative ideas among people is also included in behavioural element (Çakır, 2006: 57).

Even if a brand is often used or has never been tried, advertisements' attraction contributes much to the brand's impression. This contribution is more important in the cases in which the brand has never been tried. In such a case, there is no settled opinion formed against the brand. Ehrenberg says '*people return to their old brand after trying a new one as if nothing has happened.*' (Ehrenberg, 2004: 73). Thus, brand commitment is thoroughly open to changes and interactions. In the cases in which the brand is widely preferred, there is already a strong brand commitment formed for the brand.

To conclude, in such cases brand commitment arises as a highlighted point as to need a new well-programmed and planned track before companies by being more affected by controversial cases of being appreciated or not.

1.9. Factors Affecting Brand Preference While Purchasing

The most fundamentally qualified feature lying under great firm's brand is a high quality product. Consumers can evaluate the product in three different ways. Naturally, consumers need to desire or be stirred towards it in order to prefer that brand (Aktuğlu, 2004: 47).

Effective Reactions: This factor encapsulates the idea that the consumer feels himself very intimate or regards himself related, special and unique to the brand.

Digital Evaluations: Meanings are dug out of the beliefs regarding the brand. There is a state of being no point to be negatively evaluated.

Behavioural Reactions: the state of being a certain degree of intimacy and an emotional tie against the brand.

While explaining which qualities are preferred by consumers, development of the commitment and its elements are also to be handled. To make an evaluation in this respect, leaders dominant over the markets present a good product and warranty service as well. Steinway pianos are long-lasting, leader in the markets and high quality

products. English Jeremy Bullmore says ‘The best side of owning a BMW is the fact that people who do not have this car already know what kind of a feeling owning a BMW is.’(Pringle ve Thompson, 2000:158).

In general terms, if a consumer who wants to buy a branded product or service from a store makes his decision in the store, the package and the storage style of the product becomes very important. If he decides to buy the branded product at home, advertisements promoting the product can be said to be effective on his decision to buy (Akin, 1998: 18).

In short, in order to launch a habit of purchasing and consuming branded products, the society and people constructing it can be wishfully stirred and manipulated by activating mind control mechanisms, in other words, by using mass media and other communication channels suitably for the goal.

Thus, with the help of mind control process and promotion mechanisms, it is possible to reach final goals such as changing, transforming or reinforcing consumption borders. More importantly, a great majority of the society could be manipulated and encouraged to buy things even if they do not really need or feel obliged to buy by leading them an unnecessary consumption process via TV, magazines, papers and other communication channels. In this case, purchasing behaviours and consumption habits are deeply transformed more than they have never been subject to (Deniz, 2011: 243).

CHAPTER II

OVERVIEW ON CELEBRITY CONCEPT-STRATEGY OF CELEBRITY ENDORSEMENT IN ADVERTISEMENTS AND ITS EFFECTS

2.1. An Overview On Celebrity Concept

Nowadays while diversities between manufactured products or services are diminishing, conversely similarities between them are constantly increasing, so in order that a consumer prefers to buy and use a product, in addition to providing customers with certain benefits, products or services should also behold certain personal features. Accordingly, people stand in front of the society in order to say 'I'm here' and 'to be noticed' and while saying 'I'm here' they lose 'I' and they prefer to be 'to be like'.

In other words, in our day known as the age of image, images which are known to be a determiner of our life do not form on their own and fast adopting effect formed by TVs as well as other mass media devices is becoming the most important weapon in producing and presenting images to the target masses. In this process, celebrity endorsement policy has become a popular approach in taking attention and preserving this attention in branding process and also in creating positive collaborations providing both positive brand information and distinguished brand image (Carroll, 2009: 150).

From time to time, celebrities can be regarded as heroes in the public eye. People dubbed as celebrities are actors, sportsman and showman who have succeeded in certain fields and known well by people. Chalip makes such a distinction between heroes and celebrities: (Shuart, 2002: 9).

'Celebrities are not actually celebrity as they are in the status of heroes but as they are celebrities. As for heroes, they represent extraordinary possibilities. However, today celebrities share the same positions as heroes; in other words, this is a kind of position replacement. As can easily be seen, respectability and statue level of celebrities increase every other day and for these kinds of reasons in order to increase their brand recognition, companies want to collaborate with celebrities.'

As celebrities are individuals who have fame in the public eye and can show this quality and advantage to customers by taking part in an advertisement, they present meanings of life and lifestyles which no other people can give; these meanings can be created by various successes in various areas like society, politics, military, entertainment or athleticism (Veen, 2009: 35).

According to another definition, a celebrity is someone who is a star, famous, a very successful artist and someone who becomes successful in a particular area (Gülsoy, 1999: 511). Celebrities are individuals who are known by the majority of the society. Politicians, singers, actors in theatre, films and series, footballers, models and newspaper writers are among celebrities. Grame Turner defines a celebrity as in the following in one of his books: celebrities are a style of presentation. This presentation's effect increases with promotion, introduction and media industry and turn into a cultural format which contains more comprehensible social functions (Turner, 2004: 9).

Turner defines celebrities as the following. A celebrity is an individual with a presentable style and a verbal affection; and goods sold-bought with promotions, advertisements and media industry which actually create this presentation and affection. Moreover, a celebrity is a social formation beholding social functions which we can better understand (Turner, 2004: 9). There are also various views regarding the definition of celebrity notion.

According to Davutoğlu's expressions, celebrities owe their fame to their personal or physical qualities which distinguish them from others. They are prominent people who leave mark on masses. The life they lead, every step they take and everywhere they go are constantly kept in sight and consumers are stimulated to this lifestyle (Davutoğlu, 2002: 64).

Celebrities who are regarded as contemporary are believed to catch attention through their sports and entertainment areas and influence people more with their private life rather than their professional career. There are also views different from the aforementioned one claiming that their fame is not actually dependent on their positions or successes. In fact, accordingly modern celebrities have no special successes other than catching public's attention (Turner, 2004: 3). We can give a simple example from our country rather than looking for away. We can give well-known Big Brother competition with the name of *Big Brother is Watching Us*. People competing in this competition reached fame without doing any success. For example, a competitor called Tarık, gained fame after the competition and got into the music sector making an album.

Again in one of the wedlock programmes Caner gained fame and made an album after the competition finished in 2009.

In the direction of expressions via mass media, celebrities can be claimed not only to be directly related with a particular product category and individuals well-known by people related to the product but also individuals well-known for their success in a particular area which the product promoted has no relation with. However, the success of celebrity endorsement policy is believed to be dependent on the relativity between the qualities of celebrities and the products to be promoted. Efficiency of celebrity endorsement is a dynamic concept in the sense that it is dependent on the celebrity himself, the promoted product, and the social conditions and time under which the promotion has been realised (Silvera ve Austad, 2004: 1510).

Each phase of a celebrity's life is forced to be adored by people arousing their appetite. All in all, these people become a source of adaptation for masses. Marketers use celebrities strategically by collecting the features of celebrities together with their own interests. Film stars, sport stars, models or other celebrities are used in the promotion of particular products or services, because they have the ability to penetrate in the commercial complexity of advertisements and can draw consumers' attention with their features (Morgan N., Pritchard A. ve Piggott R., 2002: 341).

2.2. Celebrity Endorsement In Advertisements

As a requirement of natural life and human disposition, people may be influenced by people they like much and give importance. Celebrities undoubtedly have a place among people whom they imitate by following their behaviours, speech, clothes and even belongings and whom they want to be like. Today, solutions to meet constantly increasing needs are breathtakingly presented to customers. Undoubtedly, it is not the advertisements only which stir people to buy certain products or services. So that a shopping activity is done, there should be need for, enough information of the product or service and most importantly enough power an intention to buy it. When we evaluate the issue from this point of view, celebrity endorsement in advertisements aims to increase the persuasive quality of the message and this practice dates back to 1800s. it is estimated that about % 20 of American TV advertisements use celebrities and celebrity endorsed advertisements make up % 10 of TV advertisements sector merely in US. Celebrity endorsement may be extremely expensive both in terms of the amount paid to the celebrity and how a celebrity changes the image of the advertisers. In some

areas, it is difficult to measure the effect of advertisements on sales, but when IBM spends 40 million \$ for a celebrity endorsement and Coca-Cola signs an agreement of 25 million \$, it is important to choose the right person for the advertisements.

Agrawal and Kamakura 1995 showed in their case study that declaring the agreement made with a celebrity made a positive impact on the income of share certificate and they concluded that these kinds of agreements were regarded as profitable investments (Knott ve James, 2004: 88).

Actually, what remains under the basis of today's advertising strategies is the reckoning of persuading and coaxing customers who have gradually become more and more sophisticated, educated and selective. These changes in people's lifestyle under marketing conditions lead advertisers to seek more persuasive methods in order to increase sales. One of the available methods is using celebrities (well-known) like TV stars, film actors, models sports people and artists. Advertisers want to make a connection between desired lifestyle and images of these people and brands by using them in advertisements (Alsmadi, 2006: 69).

Each stage in a celebrity's life is adopted to people by making them adore by way of mass media. All in all, these people become a source of identification (Kocabas, Elden 1997). If the target mass likes the person acting in the advertisement, he will for sure prefer the promoted product in order to identify himself with the celebrity (Karafakioğlu 1988). Celebrity endorsement strategy is based upon this process of identification. While benefiting from celebrities in advertising process, these celebrities will witness by testing the product or service related to their own field in person, approve of the product-service-manufacturer whether related to their own field or not, act in the advertisements as characters or become the spokesperson of the company (Ortancil, 2002). In general terms, when various researches in this field studying celebrity endorsement in advertisements, the basic point they focus on are the forms of celebrity endorsement in promotion campaigns.

Under the constantly increasing competition conditions, in order to be successful firms are developing new strategies to distinguish their ideas, service or products which are their own marketing presentations. Under very short-term global competition conditions in which technological advances are improving every other day and an equivalent and cheaper product is launched by another firm, firms try to reach the necessary level of being distinguished by way of communicative activities. Undoubtedly, firms can only reach the necessary level of being distinguished on

condition that their marketing communicative activities are in harmony with marketing mix elements. Celebrity endorsement as a supplement in reaching the goals planned with marketing communicative activities is one of the increasingly resorted advertising strategy in both Turkey and the world (Erdoğan, 2003: 20).

2.2.1. Celebrity Endorsement in Creating Brand Image

It is observed that the importance of brands has always increased. What is important at this point is the fact that brands are not alone cannot be thought so, because when we analyse brand concept in the world of communication, it is wrong to consider it away from brand image which is a concept constantly gaining importance. Apart from naming products, brand image exists in order to create a character for the product and the product is considered as a whole as to include all the determinant elements such as personality emotions of the product and connotations forming in the minds of consumers (Yakın, 2004: 33).

The celebrity supplementing the product is the person well-known by people and who is using this fame to promote products. According to McCracken, the celebrity acting in advertisements is a person who is well-known by the public, makes use of this fame by benefitting from it and moreover, using the product he is promoting in favour of the consumer. Celebrity acting in advertisements is the person who uses, promotes, introduces and tells people to use a particular product. Mentioned celebrities are not only film actors or TV stars but sportspeople, a politician, a businessman, an artist or even a military person. Communication channels are categorised under two headings as interpersonal communication and mass communication. In interpersonal communication, communication is maintained through words, messages, texts, pictures, photos or gestures. As for the mass communication, communication is maintained by some devices like messages, TV, videos, films, radios, papers and internet (Akyürek, 1998: 25).

Consumers, regarding their comprehension of brands, prefer to buy variously branded products in the same group. In this sense, brand image arises before us as a privilege which consumers take into consideration while shopping. The way to create brand image in the eye of consumers passes through the efforts to unite the consumers and the brand. The easiest and most direct way of attaining this goal is to use celebrities who are in harmony with the product and can add value to it. Relationships formed

between celebrities and brands accompany nice and stimulant connotations (Özmen, 2003: 161).

In short, when a new product or service is launched, creating an image of this product or service is a process taking long time, requiring vigorous efforts and high amounts of payments. Instead of going through such a hard time and creating a brand name from the beginning, firms prefer to hire a celebrity who is already well-known and sympathised by the public. Thus, using celebrities' names, products acquire an already proved and sympathised reputation and brand name.

2.2.2. Celebrity Endorsement in Public Relations Activities

One of the methods applies to realise efforts related to public relations is celebrity endorsement in public relations activities. When we look at the definition of public relations, it is the strategic communication method realised with target masses which is done in accordance with the goals of the institution and whose importance order varies according to the aims of the campaign and the institution as from time to time consumers, sometimes deliverers or employees (Peltekoğlu, 2007: 17).

We can analyse celebrity endorsement in public relations activities in two categories as opinion leaders and sponsorships.

Celebrity Endorsement as Opinion Leaders: The concept of using opinion leaders which has been proved to be very effective and powerful in moulding public opinion and spreading public relations activities among consumers especially in the recent years is regarded as one of the most effective communication devices.

Opinion leaders arise before us as people who make it easy for innovations to be accepted and adopted without and traces of resistance in the society and who drag people behind themselves with the views the present in a particular area. In other words, opinion leaders act as examples to the target mass who are presented the public relation activities in many areas such as culture, art and politics, can interlock with the target mass and make it easy for their messages to be adopted by the aforementioned opinion leaders. Cancer Research Foundation's using Hülya Koçyiğit as the spokesperson in the campaigns of informing women can be given as another good example related to this issue. It should not be forgotten that celebrities play a key role thanks to their reactions and behaviours in the social issues and their quality to be leader to ideas. In the public relation activities done to draw attention to the social problems such as poverty, public health and environmental hygiene, opinion leaders are wanted to call for public

consciousness by benefitting from the public influencing quality (Göksel ve Yurdakul, 2002: 193).

2.2.3. Celebrity Endorsement in TV Advertisements

Companies prefer more to use TV, one of the mass media, in the presentation of products and services. The reason for this is naturally the fact that each house has at least one TV. People can watch their most admired celebrities and the advertisements they act in via TV in the easiest way. TV, which has the most power among other elements of mass media to influence the audience, has got a wide mass of audience. In addition to this, they let consumers be more informed about the product as it appeals both to ear and eye simultaneously (Aytemur, 2000: 60).

Celebrities are used in TV advertisements in two ways. The first group are the ones who are privileged in their appearance and the other group is the ones who are strong and influencing with their voices. Celebrities among these seen in TV advertisements are generally cinema or theatre actors like (Nurgül Yeşilçay, Meltem Cumbul, Levent Kırca, Zeki Alasya, Metin Akpınar, Şener Şen, Türkan Şoray), singers (Tarkan, Sibel Can, Seda Sayan, Mahzar Alanson), sportspeople (İbrahim Kutluay, Hidayet Türkoğlu, Süreyya Ayhan), journalists (Haşmet Babaoğlu, Hıncal Uluç), scientists (Prof. Dr. Ahmet Mete Işıkara), famous businessmen (Sakıp Sabancı), models (Ebru Şallı, Asuman Krause, Vatan Şaşmaz), TV programmers (Şansal Büyüka, Erman Toroğlu, Esra Ceyhan). Celebrities, whose voices are heard background, are chosen people whose voices are easily distinguished. For example, Sinan Erkoç vocalised '*Sütaş Mutlu İnekler*' (2003), Müşvik Kenter '*Milka*' (2003) and Sinan Çetin '*Doğuş Çay*' (2003). Moreover, Toprak Sergen, Metin Serezli and Tamer Karadağlı took part in many advertisements with their influential voices. Although these celebrities do not take part in advertisements visually, people can easily distinguish their voices (Şimşek and İmran). As can be seen, these methods which we can call subconscious fiction and using celebrities in them can yield definitely effective and fruitful results (Çardaklı, 2008: 58).

2.2.4. Celebrity Endorsement in Sale Developing Studies

Sale developing is regarded as promotion by the target mass of advertisements and as sale developing efforts by manufacturers in our country. According to Dinçer, sale developing is the efforts of sale increasing and a particular adoption which is out of routine and temporary as to stimulate purchasing of consumers or users out of personal

sale, public relations and advertisements and to increase the efficiency of dealers and make people admire products (Dinçer, 1999: 156-157).

One of the sale increasing activities qualified as promotion practised for consumers is awarding consumers. These awards can come out as either in cash money or free holidays. One of the interesting examples to this kind is the awarded competition arranged by a non-alcohol producing company called Canada Dry. Two options were suggested to the winner of this competition; one of these was 1 million \$ cash and the other was a dinner with the film star Joan Collins and the winner had to make a choice between these two options and the winner preferred to take million \$ instead of having dinner with the star (Kocabaş, 1994: 123).

In short, as the impacts of advertisements on consumers have relatively weakened, use of sale increasing methods has begun to be used more frequently. Sale increasing studies, when we take the inclination of having presents or products for free or lower prices into consideration and used rightly at the right time, they can increase sales to a great extent (Çardaklı, 2008: 19).

2.3. Celebrity Endorsement In Advertisements And Its Effects

While deciding to buy a new product, consumers who are the target mass today pay attention to not only the quality or the physical benefits provided by the product or service but also to the aesthetic beauty, the emotions aroused in consumers' psychology and whether the new product adds a meaning to the consumers' lives, because in our day consumers tend to buy a certain product for some symbolic values such as prestige, belonging to a group or rank, expressing oneself and creating an image.

For this reason, star or stars are endorsed in the advertisements in order to create a new image and identity; in short presenting consumers a lifestyle. Because consumers see celebrities they love much in advertisements and they take celebrities' life style and what they do as example and try to apply whatever they see on celebrities on their own life (Elden vd., 2005: 89).

Celebrity endorsement in advertisements has certain positive and negative impacts on consumer perception, brand value and brand economy. In this section, in which direction these impacts come out will be explained.

2.3.1. Celebrity Endorsement Impact on Consumer Brand Perception

As a result of the researches, it is revealed that celebrity endorsement has certain impacts densely on the mental process of consumers and some findings of these researches are given.

Ohanian's (1991) study on efficiency makes an analysis of possibilities of purchasing, sex and reliability on the products promoted by celebrities and the findings conclude that sex and age do not play a determinant role on the purchasing, reliability and attraction processes. Each celebrity has been differently perceived staying loyal to their personality. Celebrities' being attractive and trustworthiness have no connection with purchasing intention even if it is for presents or personal usage. Only perceived value of professionalism of celebrities influences the will of purchasing considerably. The results are the same even if the purchasing process is for presents or personal usage. Different experimental subjects in both male and female categories have the same perceptions as to what makes up the professionalism, trustworthiness and attraction of celebrities. It is revealed that the attraction of the celebrity have a minimal impact on the customers' will of purchasing. As celebrities' playing in advertisements in exchange for money is very wide and common, these hindered customers' perceptions reach high degrees of trustworthiness. For this reason, trustworthiness judgements are not an important indicator in the purchasing possibility of the experimental subject (İspi, 2009: 39).

2.3.2. Celebrity Endorsement Impact on Brand Value

Brand managers should determine the necessary values which will provide competitiveness for their brand by taking the possible estimations and statues of other brands into consideration. In addition to determining these values, celebrity endorsement will be an effective method so that the brand can reach the expected target.

A prominent advertiser Milward Brown draws attention to a different point between the celebrity endorsed advertisements and the other ones. When the package photo (packshot) is not shown, there is considerable difference in the degree of drawing attention to the brand. In other words, as a tip for the brand name, they create a 'brand idea' (Pringle 2005: 201).

2.3.3. Celebrity Endorsement Impact on Brand Economy

Celebrity endorsement in advertising facilities is a much finance requiring method for the firms. Expenses made according to the fame level of the celebrity can reach 1 million \$ in some periods. Agreements made with celebrities also include profit shares. Companies sometimes arrange extremely expensive and special advertising campaigns depending on celebrities.

Companies should make an analysis of profit before making a choice as to which celebrity to endorse. After making this analysis, managers should evaluate the celebrities planned to be endorsed according to the image of their products and expected target (Shimp 2000).

CHAPTER III

METHODOLOGY

In the methodology part of this study, the goals had been three-fold. The first goal was to explore consumers' purchasing behavior caused by celebrity endorsed advertisements. The second goal focused on determining how consumers get influenced by and their proneness to celebrity endorsements in advertisements. And lastly, the impact of celebrity endorsed ads on consumers' brand awareness was researched. For these particular goals, three main hypotheses were developed and tested. Demographic factors such as age, gender, education and income levels were all taken into consideration for all three major goals of the study. Specific variables that were assessed included age, gender, education level.

Titles “survey model, survey hypotheses, population and sample of survey and data collection tools and analysis of data” included in this survey.

3.1. Research Model

This survey has been modelled according to the descriptive and relational survey model. It was attempted to take opinions of the subjects about present situation by collecting data without making any change in their existing characteristics. Descriptive method is a research approaches that aim at describing the past or present situation in its existing form by the means of descriptive method. Event of research subject attempts to describe it within its conditions and as is. It does not try to change or effect the event. What is important is to be able observe and determine thing that was wanted to be known (Karasar, 2006:77).

3.2. Research Hypotheses

Hypotheses of the the study:

H1a: There is a significant difference between a consumer's gender and consumer's purchasing behavior caused by celebrity endorsed advertisements.

H1b: There is a significant difference between a consumer's age and consumer's purchasing behavior caused by celebrity endorsed advertisements.

H1c: There is a significant difference between a consumer's education level and consumer's purchasing behavior caused by celebrity endorsed advertisements.

H2a: There is a significant difference between a consumer's gender and consumer's proneness to celebrity endorsed advertisements.

H2b: There is a significant difference between a consumer's age and consumer's proneness to celebrity endorsed advertisements.

H2c: There is a significant difference between a consumer's education level and consumer's proneness to celebrity endorsed advertisements.

H3a: There is a significant difference between a consumer's gender and the impact of celebrity endorsed ads on consumer's brand awareness.

H3b: There is a significant difference between a consumer's age and the impact of celebrity endorsed ads on consumer's brand awareness

H3c: There is a significant difference between a consumer's education level and the impact of celebrity endorsed ads on consumer's brand awareness

3.3. Population and Sample of Survey

The sample for the study consists of 404 participants that were selected in Konya, by the means of simple random sampling method. Survey were conducted face to face thus all 404 surveys were completed fully.

3.4. Data Collection Tool

Survey form was used as data collection tool . Survey consists of four parts. In the first part, questions regarding general attitudes about celebrities and advertisements are addressed. In the second part, consumers' purchasing behavior was analyzed. In the third part of the survey, focus was on questions related with celebrity endorsed advertisements. In the fourth part, the issue of brand awareness was explored. Finally, in the last part, demographic characteristics of participants were used to determine their profiles. Opinions of participants were expressed in 5 point Likert-type questions between “**strongly disagree**” and “**strongly agree**”.

In the reliability analysis, Cronbach's Alpha coefficient was used and item-total correlations were also examined.

Table 3.1.Results of Reliability Analysis

	N	Cronbach's Alpha
Purchasing Behaviors	11	0,682
Using celebrities in advertisement	15	0,724
Brand awareness	11	0,848

As seen from Table 3.1, it was observed that purchasing behaviors, using celebrity on advertisement and brand awareness scales were reliable.

3.5. Analysis of Data

Data required for the study were obtained by the means of survey applied to the subjects. Raw data obtained through the surveys were coded and computerized. In the data analysis process, SPSS 19.0 (Statistical Package for The Social Science) program was used.

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

Findings related to participants' purchasing behaviors, using celebrity on advertising and brand awareness were examined by descriptive statistics.

Reliability of scales used in survey was determined by the Cronbach's Alpha coefficient. Independent Samples T-test and ANOVA were also applied in the testing of hypotheses to determine the relationship between variables.

Significance levels during surveys were taken to be 0,05.

CHAPTER IV FINDINGS AND INTERPRETATIONS

In this part of the study, findings obtained from data were discussed. In the first step, demographic characteristics of participants were examined. In the following step, descriptive statistics relating to the opinions of participants were explored. In the second part, hypotheses of survey were tested with appropriate statistical methods.

Table 4.1. Results of Frequency Analysis Relating to the Gender Distribution

	Frequency	Percentage
Male	168	41,6
Female	236	58,4
Total	404	100,0

Results of frequency analysis relating to the gender distribution of people participated in survey are given in Table 4.1. Accordingly, it was observed that 41,6% of participants were male and 58,4% of them were female. When looking at gender distributions as a whole, it was seen that female participants were more than male participants. The bar chart relating to the gender distribution is given in Figure 2.1.

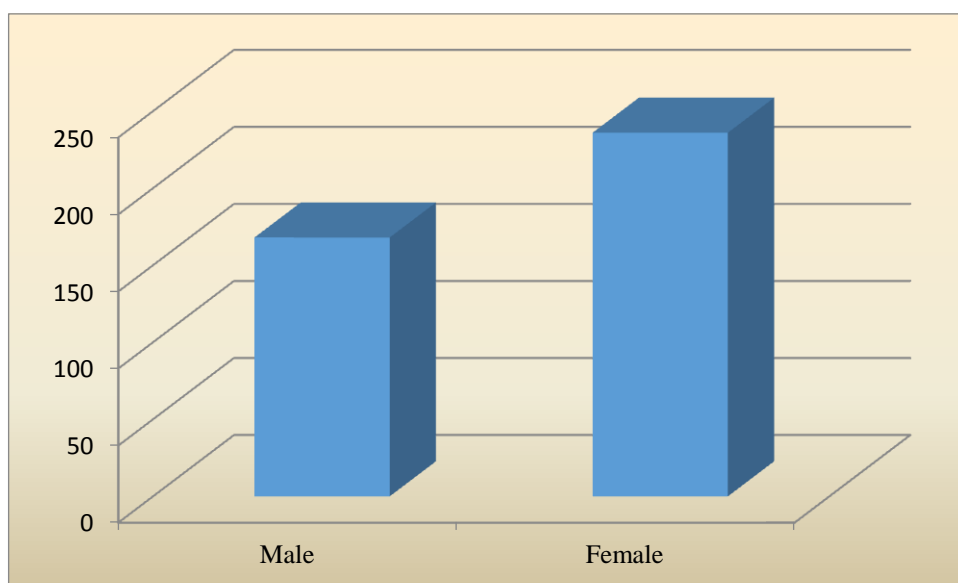


Figure 2.1. Gender Distribution

Table 4.2. Results of Frequency Analysis Relating to the Age

	Frequency	Percentage
25 year-old and below	106	26,2
Between 26-35 year-old	161	39,9
36-45 year-old	110	27,2
46 year-old and over	27	6,7
Total	404	100,0

Results of frequency analysis relating to the age distribution of people participated in survey are given in Table 4.2. Accordingly, it was observed that 26,2% of participants were 25 year-old and below, 39,9% of them between 26 and 35 year-old and 27,2% of them between 36 and 45 year-old and 6,7% of them 46 year-old and over. When looking at age distributions as a whole, it was observed that participants between 26 and 35 year-old were significantly more than other age groups. Bar chart is presented below in Figure 2.2.

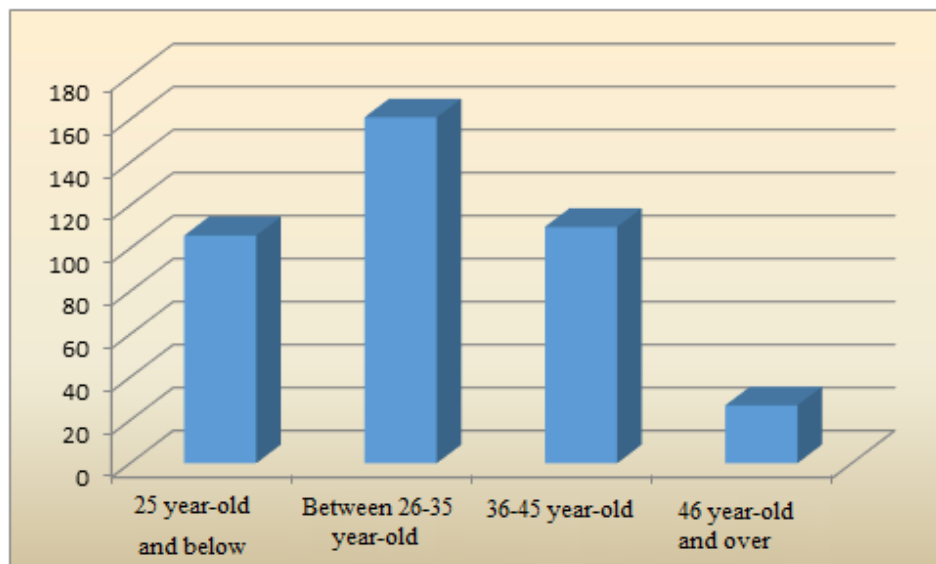


Figure 2.2 Age Distribution

Table 4.3. Results of Frequency Analysis Relating to Educational Background Distribution

	Frequency	Percentage
Primary Education	69	17,1
High School	152	37,6
Vocational School	102	25,2
University	81	20,0
Total	404	100,0

Results of frequency analysis relating to the educational background of people participated in survey are given in Table 4.3. Accordingly, it was observed that 17,1% of participants graduated from primary school, 37,6% from high school, 25,2% from vocational school and 20,0% from university. When looking at educational background as a whole, it was seen that participants who graduated from high school were quite more than other education groups. The bar chart relating to the educational background distribution is given in Figure 2.3.

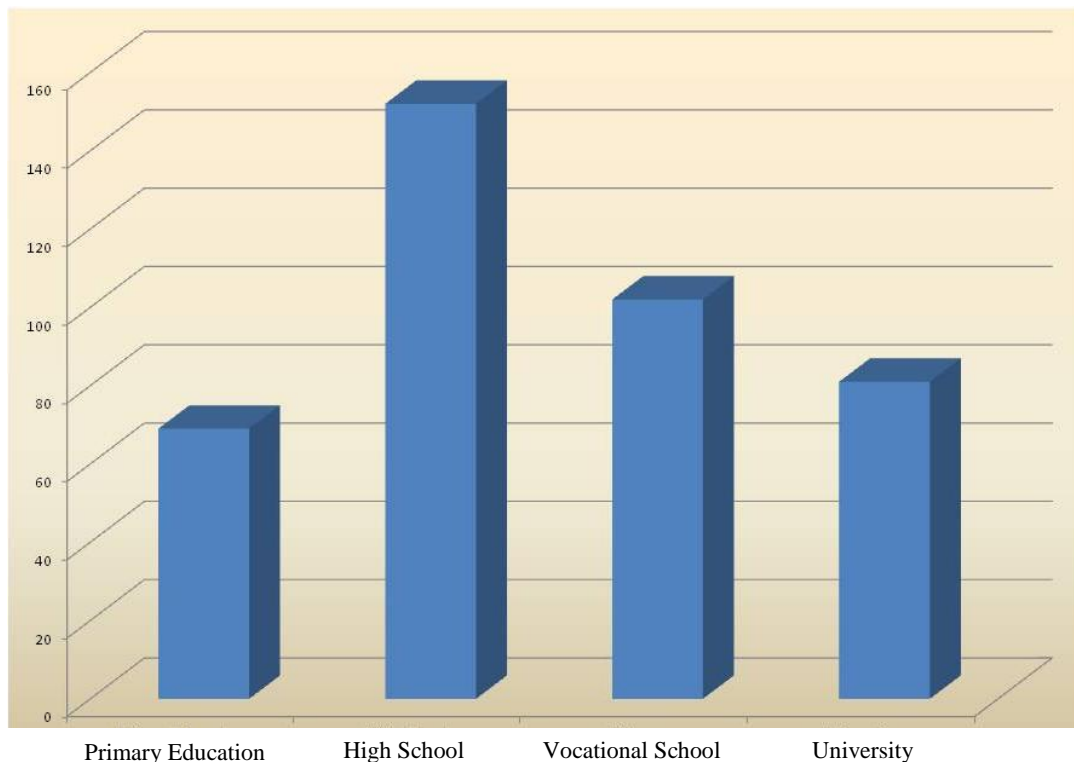


Figure 2.3 Educational Background Distribution

Table 4.4. Results of Frequency Analysis Relating to Monthly Income Distribution

	Frequency	Percentage
1000 TL and below	156	38,6
Between 1001TL- 2000 TL	155	38,4
Between 2001TL- 3000 TL	76	18,8
3001TL and above	17	4,2
Total	404	100,0

Results of frequency analysis relating to the monthly income distribution of people participated in survey are given in Table 4.4. Accordingly, it was observed that 38,6 % of participants have a monthly income of 1000 TL and below, 38,4 between 1001 TL and 2000 TL , 18,8 % between 2001 TL and 3000 TL, 4,2 % 3001 TL and above. When looking at monthly income, it is observed that the great majority of participants 77%, have a monthly income of 2000 TL and below. This would indicate that these respondents belong to middle and lower level income group. The bar chart depicting the monthly income distribution is presented in Figure 2.4.

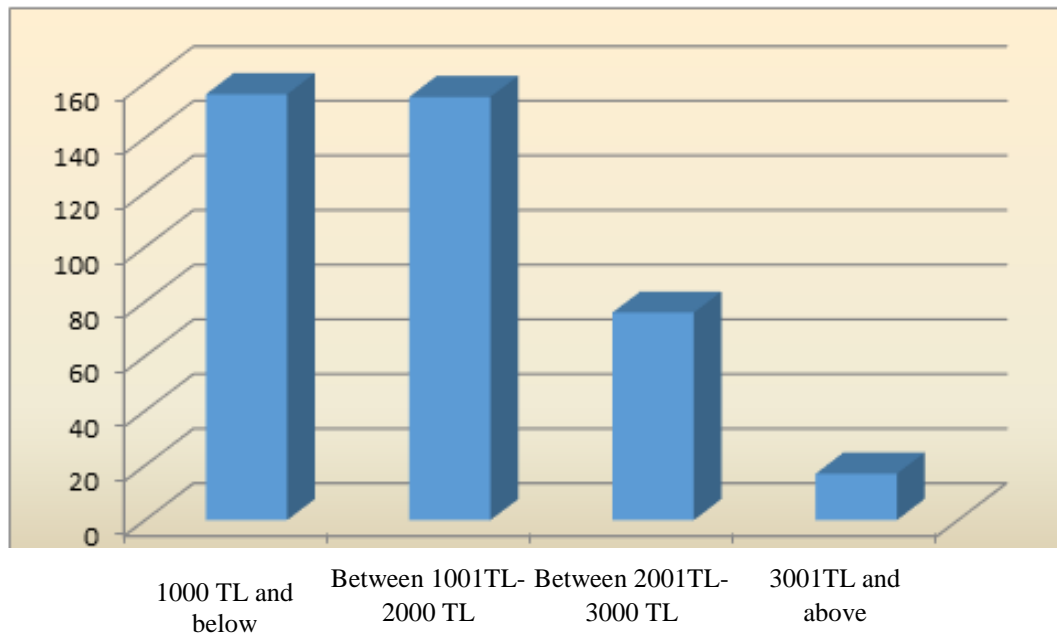


Figure 2.4 Monthly Income Distribution

Table 4.5.Results of Frequency Analysis relating to the Marital Status Distributions

	Frequency	Percentage
Married	206	51,0
Single	198	49,0
Total	404	100,0

Results of frequency analysis relating to the marital status distributions of participants in the study are given in Table 4.5. Based on the results , it was observed that 51 % of participants were married and 49% of them were single. When looking at marital status distributions as a whole, it was seen that the number of married and single people were almost identical to each other. The bar chart relating to the marital status distributions is given in Figure 2.5.

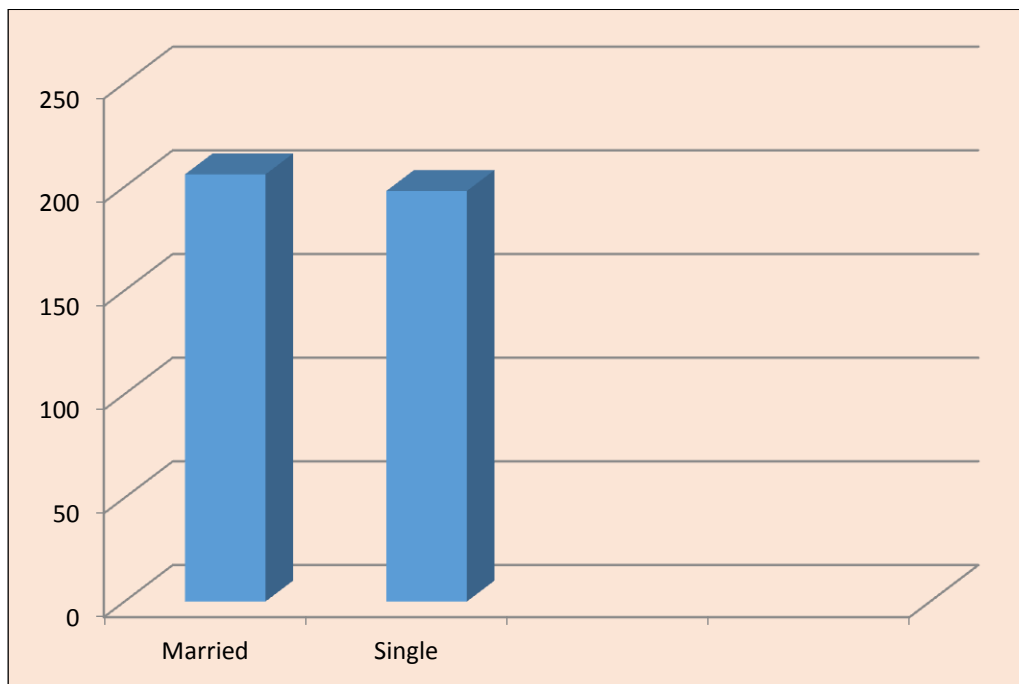


Figure 2.5. Marital Status Distribution

Table 4.6 Results of Frequency Analysis Relating to the Question:
“Is it important for you to use a celebrity in advertisement?”

	Frequency	Percentage
Yes	307	76,0
No	97	24,0
Total	404	100,0

The importance of using celebrities in advertisements according to the views of those participated in survey are given in Table 4.6. Thus, it was noted that 76 % of participants attached importance to using celebrity in advertising, whereas 24% of them did not feel the same way. It was observed that the great majority of participants placed emphasis to using celebrity in advertisement. Bar chart is presented below in Figure 2.6.

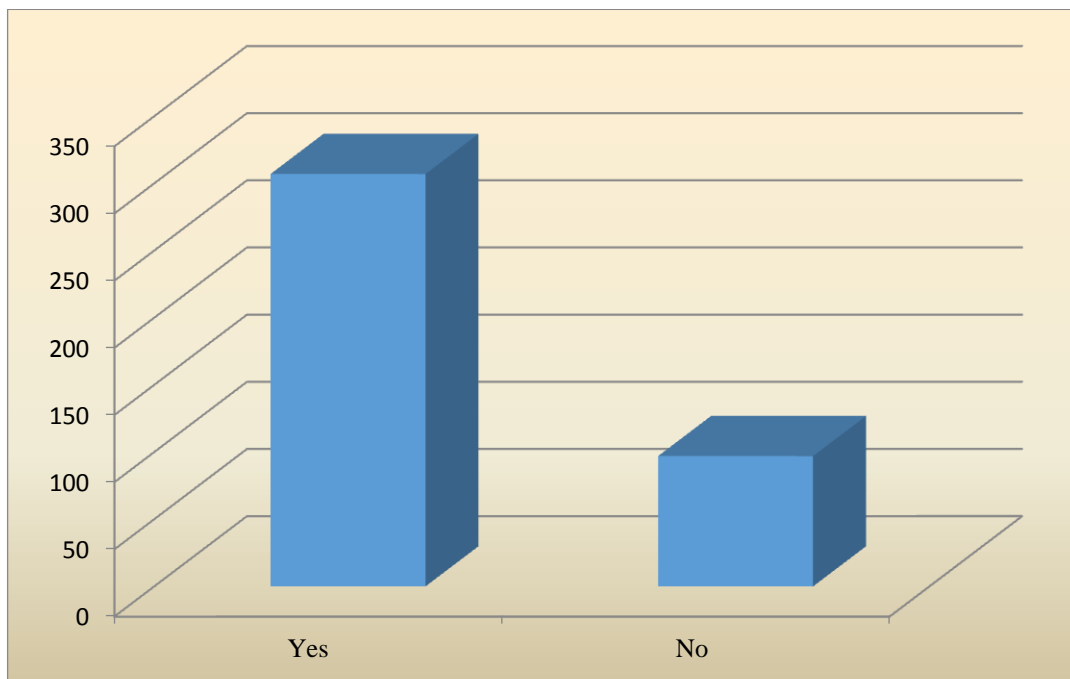


Figure 2.6. Importance of using celebrities in advertisement

Table 4.7. Results of Frequency Analysis Relating to the Question:
“Do you think that you are affected by advertisements?”

	Frequency	Percentage
Yes	259	64,1
No	145	35,9
Total	404	100,0

Results of frequency analysis relating to the situations affected by advertisement for respondents are given in Table 4.7. Accordingly, it was observed that 64.1 % of participants were affected by advertisements, but 35,9% of them reported to be unaffected. This indicates that the great majority of participants are affected by the advertisements indeed. . The bar chart relating to the situations affected by advertisements is given in Figure 2.7.

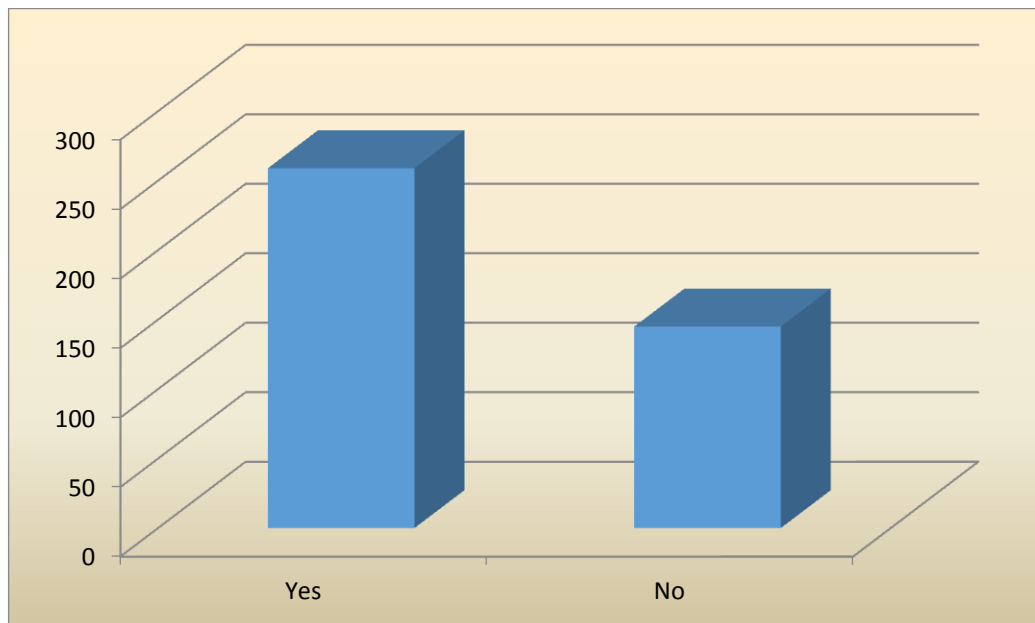


Figure 2.7. Situations affected by advertisement

Table 4.8. Results of Frequency Analysis Relating to the Question:
“Do you find it effective to use celebrities in advertisements for product promotions?”

	Frequency	Percentage
Yes	306	75,7
No	98	24,3
Total	404	100,0

Opinions of subjects regarding the effects of using celebrities in advertisements on product promotions are given in Table 4.8. Accordingly, it was observed that 75,7 % of participants thought that using celebrities in advertisements had a strong effect on a product promotion, but 24,3% of them thought that it had no effect. Related chart is depicted in Figure 2.8 below.

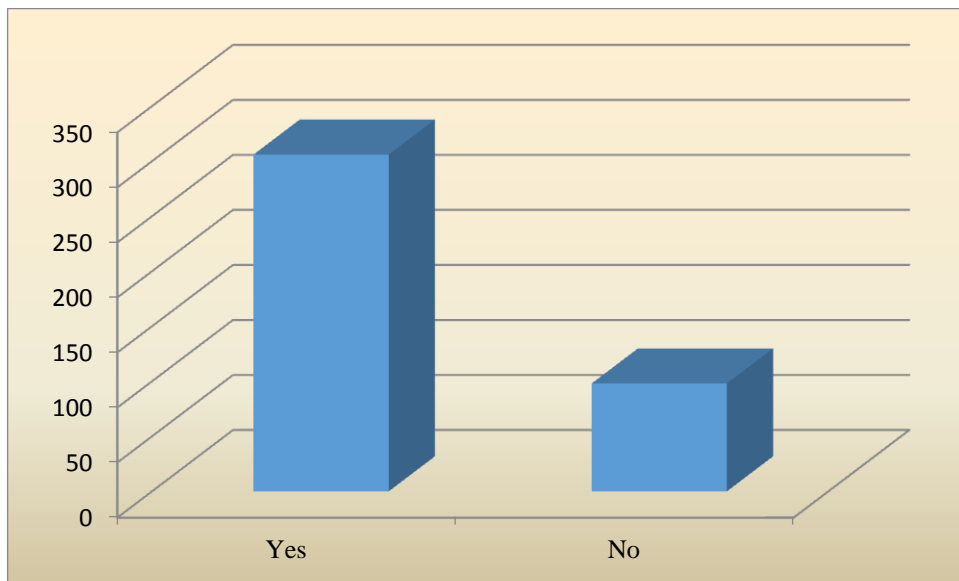


Figure 2.8. *“Do you find it effective to use celebrities in advertisements for product promotions?”*

Table 4.9. Results of Frequency Analysis Relating to the Question:
“Which type of advertisement affects you the most?”

	Frequency	Percentage
Humorous, entertaining advertisements	104	25,7
Advertisements with jingle (music)	49	12,1
Advertisements with celebrities	118	29,2
Advertisements directly promoting a product	76	18,8
Advertisements indicating promotion and price campaigns	57	14,1
Total	404	100,0

Results of frequency analysis relating to the types of advertisements mostly affecting people participated in survey are given in Table 4.9. Accordingly, it was observed that 25,7 % of participants were affected by humorous and entertaining advertisements, 12,1% by music in advertisements, 29,2% by the advertisements in which celebrities taking role, 18,8% by advertisements directly promoting a product and 14,1 by advertisements indicating promotion and price campaigns. When looking at the distributions related to the most effective type of advertisement as a whole, it was seen that the number of participants affected by advertisements with celebrities are more than others. Related visual graphic is presented in Figure 2.9.

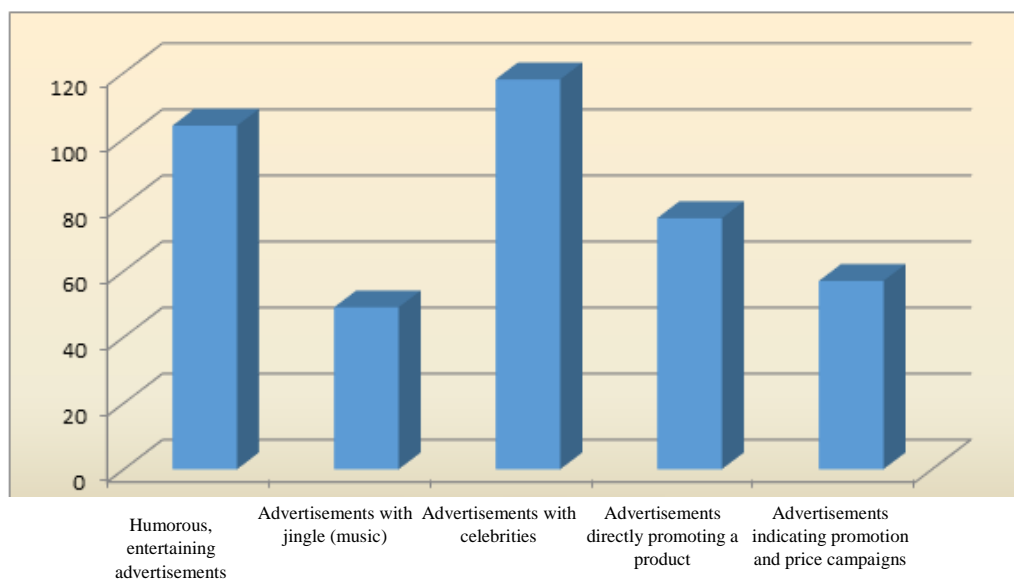


Figure 2.9. *“Which type of advertisement affects you the most?”*

Table 4.10. Results of Frequency Analysis Relating to the Question:
“Who would be the most effective person to deliver the message in an advertisement?”

	Frequency	Percentage
By a celebrity	163	40,3
By a slice of life character	73	18,1
By an expert	92	22,8
Voice-over	76	18,8
Total	404	100,0

Results of frequency analysis relating to the opinions of people participated in survey about who would be the most effective person to deliver the message in an advertisement seen in Table 4.10. Accordingly, it was observed that 40,3% of participants thought that advertising message by celebrity would be more effective, 18,1 % by a slice of character, 22,8% by an expert and 18,8 by a voice-over. When looking at the opinions about who would be the most effective person to deliver the message in an advertisement ,it was seen that the great majority of participants thought that that advertising message by a celebrity would be more effective. Related graphic is given in Figure 2.10.

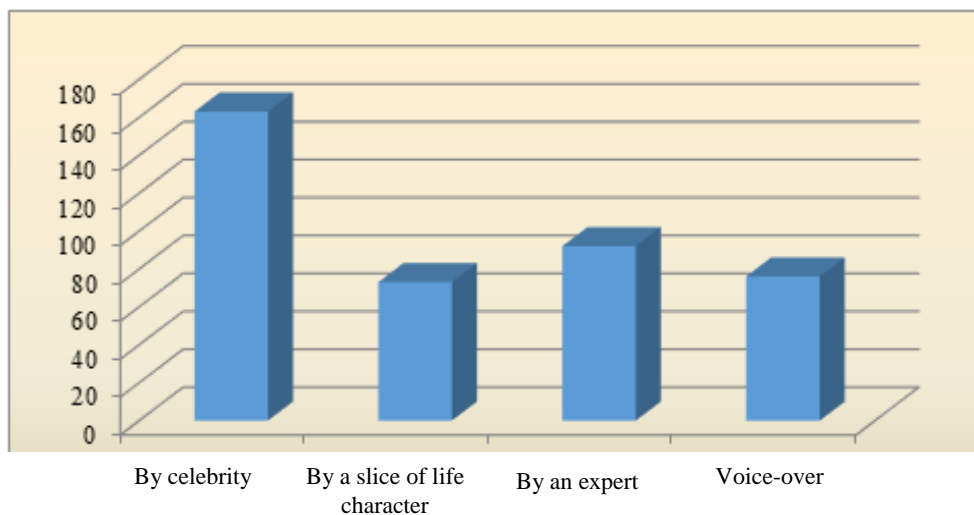


Figure 2.10. *“Who would be the most effective person to deliver the message in an advertisement?”*

Table 4.11. Results of Frequency Analysis Relating to the Question:
How is your reaction to the ads shaped by celebrities in those ads?

	Frequency	Percentage
Advertisements will definitely grab my interest much more and help me remember easier	120	29,7
Advertisements will grab my interest much more and remain in my mind depending on my attitude towards celebrity	127	31,4
There will not be any change in my reaction to advertisements	63	15,6
I do not like such ads	54	13,4
I especially do not watch these advertisements	40	9,9
Total	404	100,0

Results of frequency analysis of people participated in survey relating to how is your reaction to the ads shaped by celebrities in those ads, are given in Table 4.11. Accordingly, it was observed that 29,7% of participants' interest in advertisements increased and helped them to remember easier, 31,4% of participants' interest was grabbed depending on their attitude towards celebrity, 15,6% of participants' reaction unchanged, 13,4% of participants disliked and 9,9% especially did not watch such advertisings. Related graphic is given in Figure 2.11

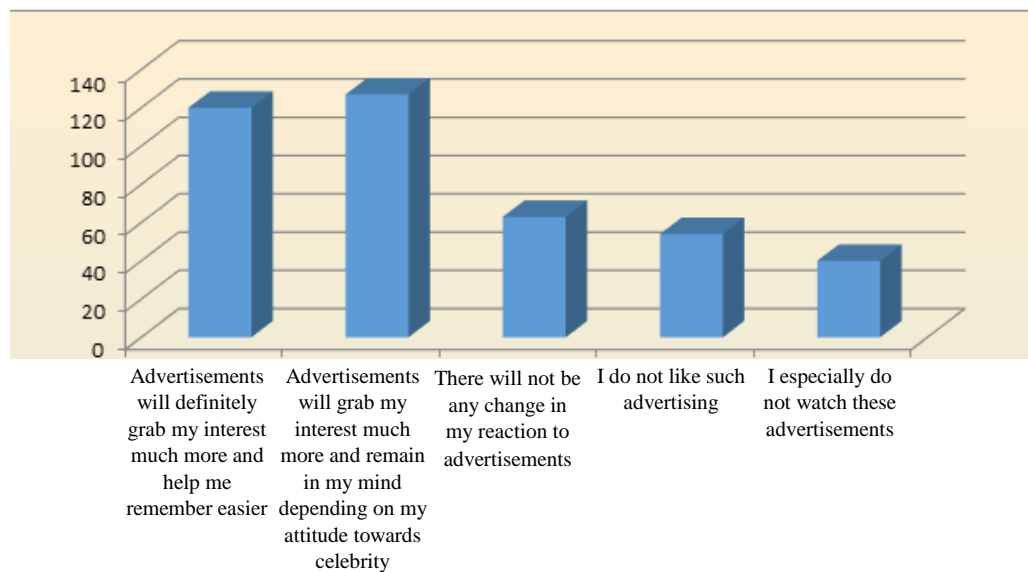


Figure 2.11. “*How is your reaction to the ads shaped by celebrities in those ads?*”

Table 4.12. Results of Frequency Analysis Relating to the Question:
“Which media do you use the most in your exposure to ads ?”

	Frequency	Percentage
Television	207	51,2
Internet	69	17,1
Newspaper	46	11,4
Radio	33	8,2
Billboards	49	12,1
Total	404	100,0

Results of frequency analysis of people participated in survey relating to which media do you use the most in your exposure to ads, are given in Table 4.12. Accordingly, it was observed that 51,2% of participants use television, 17,1% Internet, 11,4% newspaper, 8,2% radio and 12,1% billboards. When looking at the opinions of distributions relating to from which media they use, it was seen that the great majority of participants were using television. Bar chart is presented below in Figure 2.12

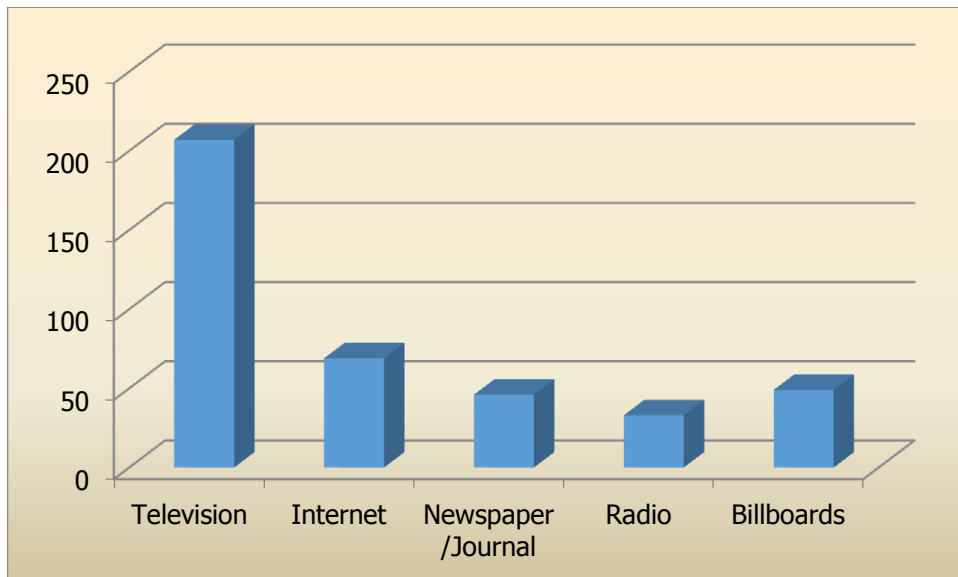


Figure 2.12 .“Which media do you use the most in your exposure to ads?”

Table 4.13. Descriptive Statistics Relating to Purchasing Behavior Scale

	Average	Standard Deviation
When purchasing a product, I buy it, as I need	3,8292	1,17798
I go shopping to relax myself	2,7896	1,33210
When purchasing a product , I pay importance to its price	3,7450	1,14975
When purchasing a product, I pay importance to its quality	3,7797	1,22767
When purchasing a product, I pay importance to its brand	3,4194	1,25398
I go shopping to keep up with new technology	2,6163	1,35648
When choosing a product,I consider my past experiences	3,3911	1,24455
When purchasing a product, I regard recommendations of the seller	3,1213	1,28848
I conduct a market research before purchasing a product.	3,2079	1,24088
When purchasing a product, I pay attention to the place of use and intended purpose.	3,5842	1,19567
When purchasing a product, I pay attention to its physical characteristics	3,4233	1,24894

Descriptive statistics relating to purchasing behaviors of people participated in survey are given in Table 4.13. Accordingly, it was observed that the positive opinions expressed by participants are as follows:

- When purchasing a product, I buy it, as I need.
- When purchasing a product, I pay importance to its quality.
- When purchasing a product, I pay importance to its price.

Furthermore, it is seen that participants had more negative expressions about it than others:

- I go shopping to be keep up with new technology
- I go shopping to relax myself
- When purchasing a product, I regard recommendations of the seller.

Table 4.14. Descriptive Statistics Relating to the Scale of Using Celebrities in Advertisements

	Mean	Standard Deviation
Using celebrity in advertising increases awareness.	3,3837	1,24388
Ads with celebrities increase the interest of consumers in that product	3,3787	1,15655
Ads with celebrities are watched more than others	3,4579	1,23462
Using celebrities in advertisements provide memorability of a product.	3,4069	1,31511
Using celebrities in advertisements prevent zapping	3,1832	1,24877
Ads with celebrities are not boring for consumers	3,1683	1,17094
Using celebrities in advertisements provide a positive image about product or brand	3,2030	1,20520
Using celebrities in advertisements provide negative image about the product or brand	2,8515	1,11952
Using celebrities in advertisements increase the persuasiveness of the ad with in respect to product promotion.	3,1584	1,17021
Advertisements using celebrities are easy to remember	3,3960	1,19411
Consumers imitating or adopting the image of celebrities identifies with the product in ad with the celebrity and tends towards consumption.	3,1757	1,13431
Celebrities are used in advertisement to provide consumers' purchasing desire for a product	3,3614	1,15889
Sudden image change or loss of popularity for a celebrity used in ad might be effective in the purchasing decision of the brand	3,0619	1,13751
When a celebrity gets involved in a moral scandal,this might be effective in the purchasing decision of the brand	3,2574	1,22751
When a celebrity appears in multiple ads,this may be an important factor in the consumers' purchasing decision	3,2005	1,18590

Descriptive statistics of people participated in survey relating to the scale of using celebrity in advertisements are given in Table 4.14. Accordingly, it was observed that the positive opinions expressed by participants are as follows:

- Advertisements with celebrities are watched more than others.
- Using celebrities in advertisements provides memorability of a product.
- Advertisements using celebrities makes it easy to remember.

Furthermore, it is seen that participants had more negative expressions about it than others:

- Using celebrities in advertisements provides negative thinking about the product or brand.
- Sudden image change or loss of popularity for a celebrity used in ad might be effective in the purchasing decision of the brand.
- Ads with celebrities are not boring for consumers.

Table 4.15. Descriptive Statistics Relating to the Brand Awareness Scale

	Mean	Standard Deviation
Brands with celebrities in their ads draw my attention	3,3688	1,35329
Using celebrities in ad is something popular	3,4802	1,26299
Using celebrities enriches the brands	3,3886	1,39121
I find advertisement campaigns with celebrities more effective	3,1708	1,48710
I am not impressed by a brand, because there is a celebrity in its campaign	2,8960	1,38732
Attractiveness of celebrity makes brand more attractive	3,3045	1,32503
Having celebrities in campaigns makes brand more exciting	3,1315	1,39476
Celebrities inspire me to support the brand	2,9579	2,07925
Celebrities enable me to remember the brand	3,2351	1,39359
I never support brand, because there is a celebrity in advertisement	2,7228	1,26310
I prefer a brand having a celebrity in advertising campaign to other brands	2,7277	1,33854

Descriptive statistics of people participated in survey relating to the brand awareness scale are given in Table 4.15. Accordingly, it was observed that the positive opinions expressed by participants are as follows:

- Using celebrities enriches the brand.
- Using celebrities in ad is something popular
- Brands with celebrities in their ads draw my attention.

Furthermore, it is seen that participants had more negative expressions about it than others:

- I prefer a brand having a celebrity in advertising campaign to other brands.
- I never support brand, because there is a celebrity in advertisement.
- I am not impressed by a brand, because there is a celebrity in its campaign.

In terms of the evaluation of the research hypotheses, H1a examined whether there was a significant difference between a consumers' genders and their purchasing behavior caused by celebrity endorsed advertisements. T-test analysis was conducted to explore this relationship. Levene's test indicated equal variances between both male and female consumer groups (F=0,003, p=0,958). According to equal variances assumed value, significance level is (p) 0,940>0,05, therefore H1a is rejected. The group statistics value at TABLE 4.16 below shows that, female Turkish consumers ($\bar{X} = 3,36$) exhibit similar purchasing behavior patterns stemming from celebrity endorsed advertisements compared to their male counterparts ($\bar{X} = 3,35$). In other words, the purchasing behavior of both men and women get influenced by ads with celebrities indeed.

Table 4.16. Comparison of Gender-Based Differences of Purchasing Behavior Caused by Celebrity Endorsed Ads (T-Test Results)

	Gender	Mean	Std.Deviation	t value	sign
Purchasing Behavior Caused by Celebrity Endorsed Ads	Female	3,36	,632	,075	0,940
	Male	3,35	,648		

The next hypothesis (H1b) of the study investigated the relationship between a consumer's age and his purchasing behavior caused by celebrity endorsed advertisements. The result of the ANOVA analysis on this hypothesis has proved this particular variable has no impact on the consumer's purchasing behavior. (F= 0,472;

sign $0,702 > 0,05$). Thus, no significant difference among various age groups is observed and H1b is rejected. It can be concluded that consumers from different age groups may all be influenced by ads with celebrities and this would subsequently lead to product and service purchases.

H1c focused on examined the relationship between a consumer's education level and his purchasing behavior caused by celebrity endorsed advertisements. A similar ANOVA analysis was carried out to determine whether there were any significant differences among consumers from different educational backgrounds. However, no significant differences were reported therefore, H1c was rejected as well ($F = 2,160$; sign $0,092 > 0,05$). This proves that consumers may have various educational degrees but their purchasing behavior may still get influenced by ads with celebrities.

The second major aim of this study was related with determining consumers' proneness to celebrity endorsed advertisements. The goal was to shed light on how they felt about such ads. Three specific demographic variables, gender, age and education, were taken under consideration. Accordingly, H2a hypothesis tested whether there was a significant difference between a consumer's gender and his proneness to celebrity endorsed advertisements. T-test was conducted to determine the gender-based comparison for H2a and the level of significance was observed as $0,189 > 0,05$, therefore H2a was rejected. Based on this finding, it can be concluded that there are no significant differences among male and female consumers with respect to their proneness to celebrity endorsed ads. In fact the mean values of the t-test analysis revealed that men and women are almost equally affected by these particular ads. (Table 4.17)

Table 4.17. Comparison of Gender-Based Differences of Consumers Proneness to Celebrity Endorsed Ads (T-Test Results)

	Gender	Mean	Std.Deviation	t value	sign
Consumers Proneness to Celebrity Endorsed Ads	Female	3,19	,727	1,316	0,189
	Male	3,28	,635		

The next hypothesis (H2b) assessed the same notion for the demographic variable of age groups. H2b was concerned with the possibility of a significant difference between a consumer's age and his proneness to celebrity endorsed advertisements. The result of the ANOVA analysis on H2b has proved that age has no impact on the consumer's proneness towards celebrity endorsed ads ($F= 2,275$; sign $0,079 > 0,05$). For this reason, H2b has been rejected. It can be concluded that consumers can be prone to celebrity endorsed ads regardless of their ages.

Lastly, H2c examined whether there was a significant difference between a consumer's education level and his proneness to celebrity endorsed advertisements. To be able to investigate the potential differences among groups, ANOVA analysis was carried out on H2c. Similar test results were achieved for this hypothesis as well indicating that educational background has no impact on the consumer's proneness towards celebrity endorsed ads. For this reason, H2c was also rejected ($F= 0,914$; sign $0,434 > 0,05$)

The third goal of this research focused on the impact of celebrity endorsed ads on consumers' brand awareness. H3a investigated the possibility of a significant difference between a consumer's gender and the impact of celebrity endorsed ads on his level of brand awareness. A t-test was performed on this hypothesis and the significance level was noted as ($0,086 > 0,05$), thus H3a was rejected. This finding would indicate that male and female consumers are quite similar to each other in terms of the impact of celebrity endorsed ads on their brand awareness capabilities. The below TABLE 4.18. depicts the results of the t-test analysis for H3a.

Table 4.18. Comparison of Gender-Based Differences of the Impact of Celebrity Endorsed Ads on Consumers' Brand Awareness (T-Test Results)

	Gender	Mean	Std.Deviation	t value	sign
Impact of celebrity endorsed ads on consumers' brand awareness	Female	3,04	,855	1,720	0,086
	Male	3,19	,830		

H3b explored the same concept from the age perspective. The focus was placed on the possibility of a significant difference between a consumer's age and the impact of celebrity endorsed ads on his level of brand awareness. ANOVA analysis was conducted on this hypothesis and the significance level was noted as ($0,00 < 0,05$). Thus, H3b was accepted, making it possible to confirm that there is a significant difference between a consumer's age and the impact of celebrity endorsed ads on his brand awareness. Table 4.19 presents the Anova analysis for H3b.

Table 4.19. Age-Based Comparison of the Impact of Celebrity Endorsed Ads on Consumers' Brand Awareness (ANOVA Analysis' Results)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14,936	3	4,979	7,128	,000
Within Groups	279,412	400	,699		
Total	294,348	403			

To point out the significant differences among various age groups, the below Table 4.20 shows that impact of celebrity endorsed ads on consumers' brand awareness is much higher for those consumers that are between 26-35 years ($\bar{X} = 3,250$). The ANOVA results also prove that consumers that are 46 or older have the lowest impact ($\bar{X} = 2,59$), when compared with all other age groups ($\bar{X} = 2,96$; 25 years and below, $\bar{X} = 4,11$; 1500-1999TL, $\bar{X} = 3,23$; 36-45 years).

Table 4.20. Age-Group Comparisons for Impact of Celebrity Endorsed Ads on Consumers' Brand Awareness

Age Groups	N	Subset for alpha = 0.05	
		1	2
46 years and older	30	2,5939	
25 years and younger	103		2,9682
36-45 years	110		3,2388
26-35 years	161		3,2501
Sig.		1,000	,199

Finally, H3c studied the possibility of a significant difference between a consumer's education and the impact of celebrity endorsed ads on their level of brand awareness. H3c was accepted because the significance level was observed as ($0,08 < 0,05$). This finding proves there is a link between a consumers' education level and the impact of celebrity endorsed ads on their brand awareness. (Table 4.21.)

Table 4.21. Education-Based Comparison of the Impact of Celebrity Endorsed Ads on Consumers' Brand Awareness (ANOVA Analysis' Results)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,595	3	2,865	4,010	,008
Within Groups	285,753	400	,714		
Total	294,348	403			

Table 4.22 lists the significant differences for consumers from different education levels. It can drawn from the table that consumers with a primary school education have a much lower impact level than those of other groups ($\bar{X} = 2,822$). The impact of celebrity endorsed ads on the brand awareness level is reported to be highest for those consumers with a university degree ($\bar{X} = 3,249$). This is obviously not a suprising fact given that cognitive and intellectual capabilities of a person are enhanced through education.

Table 4.22. Education-Based Comparison of the Impact of Celebrity Endorsed Ads on Consumers' Brand Awareness

Education Levels	N	Subset for alpha = 0.05	
		1	2
Primary School	64	2,8224	
High School	152	3,1083	3,1083
Vocational School	102		3,2406
University	86		3,2495
Sig.		,102	,670

A key contribution of this study is that the differences in the demographic variables do not necessarily give rise to differences in consumers' purchasing behavior caused by celebrity endorsed advertisements or their proneness to celebrity endorsed advertisements. However, the demographic variables become critical when the focus is on the impact of celebrity endorsed ads on consumers' brand awareness. This is when a consumer's age, gender and educational background leads to differences in their brand awareness levels caused by celebrity endorsed ads.

LIMITATIONS OF THE STUDY

Celebrity endorsement in advertisement increases as an eye-catching trend in Turkey as in all other parts of the world. In the literature analysis process of this study, it has been observed that researches as to numerical and contextual analysis regarding celebrity endorsement in advertisements in Turkey have not been included.

The fact that celebrities are regarded as almost rescuers as to render advertisements on TV playing on TV channels in our country to a great extent considerable, attractive and easy to remember and is preferred very frequently has been revealed once again in this study. There are many misused celebrity strategies in advertisement applications in Turkey. While in some cases celebrities are expected to add value to the brand more than the possibilities, in some applications brands cannot go beyond supplying great profits for the celebrities.

Another issue came out during this study in the presence of flexible preference and techniques applied by advertisers as to choose a celebrity. Despite some proper templates in the academic resources, there is a lack of a standard method to choose a celebrity in Turkey. A study as to collect views over the reason why such standard methods do not exist can make a very descriptive and expressive study over the celebrity endorsement applications in Turkey.

Also, the opinions of respondents were limited with the participants lives in Konya. Brand awareness, purchasing behaviors and proneness to using celebrities in advertisements are newly matter of facts during last years.

CONCLUSION AND PROPOSITIONS

This study has been based upon the possible effects of manufacturer firms on consumers in terms of brands and purchasing habits. Forthcoming researches following this study can be made by choosing an issue attended by large number of people as to comprehend the situation in Turkey's other big cities like Ankara, İstanbul and İzmir. Another study focused on what kind of a trace this trend followed in the advertising history of Turkey can be research.

In this survey, the effect of using celebrities on purchasing behavior and brand awareness determinations are aimed. In the scope of the survey it is tried to determine that differentiation views according to demographic characteristics in relation with purchasing behavior, using celebrities in advertisements and brand awareness as well as personal data in sample survey which is carried out 404 participants were included in the sample.

The following results are obtained in the applied Frequency Analysis Results:

- The vast majority of participants affected by advertisements,
- When analyze generally, majority of participants think using celebrities in advertisements have effect on introduction of product
- When analyze most influential type of advertisements generally, it is understood that the number of participants who are affected by advertisements included celebrities is more than others.
- When analyze who should give effective advertising message, it is understood that participants think that it would be more effective to give a message by a celebrity,
- It is seen that most of participants follow advertisements by television when analyze generally which mass media is preferred within participants.

Most of the participants expressed positive opinions on the purchasing behavior expressions are as the following;

- When purchasing a product,I buy it,as I need.
- When purchasing a product,I pay importance to its quality.
- When purchasing a product,I pay importance to its price.

Also it is understood that negative opinions as like that;

- I go shopping to be keep up with new technology
- I go shopping to relax myself
- When purchasing a product, I regard recommendations of the seller.

Most of the participants' most positive opinions on using celebrities in advertisements are as the following;

- Advertisements with celebrities are watched more than others.
- Using celebrities in advertisements provides memorability of a product.
- Advertisements using celebrities makes it easy to remember.

Also it is understood that negative opinions as like that;

- Using celebrities in advertisements provides negative thinking about the product or brand.
- Sudden image change or loss of popularity for a celebrity used in ad might be effective in the purchasing decision of the brand.
- Ads with celebrities are not boring for consumers.

Most of the participants' most positive opinions on brand awareness scope are listed below;

- Using celebrities enriches the brand.
- Using celebrities in ad is something popular
- Brands with celebrities in their ads draw my attention.

Also it is understood that negative opinions as like that;

- I prefer a brand having a celebrity in advertising campaign to other brands.
- I never support brand, because there is a celebrity in advertisement.
- I am not impressed by a brand, because there is a celebrity in its campaign.

The following results are obtained as a conclusion of applied Statistical Test:

- The purchasing behavior of both men and women get influenced by ads with celebrities indeed.
- Consumers from different age groups may all be influenced by ads with celebrities and this would subsequently lead to product and service purchases.
- Consumers may have various educational degrees but their purchasing behavior may still get influenced by ads with celebrities.
- There are no significant differences among male and female consumers with respect to their proneness to celebrity endorsed ads.
- Consumers can be prone to celebrity endorsed ads regardless of their ages.
- Educational background has no impact on the consumer's proneness towards celebrity endorsed ads.
- Male and female consumers are quite similar to each other in terms of the impact of celebrity endorsed ads on their brand awareness capabilities.
- There is a significant difference between a consumer's age and the impact of celebrity endorsed ads on his brand awareness
- There is a link between a consumers' education level and the impact of celebrity endorsed ads on their brand awareness.

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APPENDICES

A. SURVEY

Anket sorularından elde edilecek bilgiler Çankaya Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı'nda hazırlamakta olduğum yüksek lisans tez çalışmamda kullanılacak ve gizli tutulacaktır. Zaman ayırdığınız için teşekkür ederim

Hazırlayan : Saadet GÖKOĞLU

Danışman : Asst. Prof. Dr. Elif AKAGÜN ERGİN

1. Reklamlarda ünlülerin kullanılması sizce önemli midir?

Evet Hayır

2.Reklamlardan etkilendiğinizi düşünüyor musunuz?

Evet Hayır

3.Reklamlarda ünlülerin kullanılması ürün tanıtılması açısından size etkili geliyor mu?

Evet Hayır

4.En çok etkilendiğiniz reklam türü hangisidir?

- 1] Esprili, eğlendiren reklamlar
- 2] Cingıllı(müzikli) reklamlar
- 3] Ünlülerin rol aldığı reklamlar
- 4] Doğrudan ürün tanıtan reklamlar
- 5] Promosyon ve fiyat kampanyası belirten reklamlar

5. Reklamda, reklam mesajını kimin vermesi daha etkili olur?

- 1] Starın (tanınmış- ünlü bir kişinin)
- 2] Halktan, ürünü kullananlardan bir kişinin
- 3] Konunun uzmanı bir kişinin
- 4] Dış ses (seslendiren)

6. Sanatçı, sporcu, işadını gibi Ünlülerin oynadığı reklamlar, reklama olan tepkinizi nasıl etkiler?

- [1] Reklam kesinlikle daha çok ilgimi çeker ve reklamı daha kolay hatırlama açısından bana yardımcı olur
- [2] Oynayan kişiye olan tutumuma bağı olarak reklam daha çok ilgimi çeker ve aklımda kalır.
- [3] Reklama karşı tepkimde hiçbir değışiklik olmaz.
- [4] Bu tür reklamlar pek hoşuma gitmez.
- [5] Özellikle bu tür reklamları seyretmem.

7. Reklamları en çok hangi kitle iletişim aracından takip ediyorsunuz?

- [1] Televizyon
- [2] İnternet
- [3] Gazete/Dergi
- [4] Radyo
- [5] Bilboardlar

SATIN ALMA DAVRANIŞLARI	Hiçbir Zaman	Nadiren	Kararsızım	Sık Sık	Her zaman
Bir ürünü satın alırken ihtiyacım olduğu için alırım.	1	2	3	4	5
Psikolojik olarak rahatlamak amacıyla alışveriş yaparım.					
Bir ürün satın alırken fiyatına önem veririm.					
Bir ürün satın alırken satın alırken kalitesine önem veririm.					
Bir ürün satın alırken satın alırken markasına önem veririm.					
Teknolojiyi takip edebilmek amaçlı alışveriş yaparım.					
Bir ürünü seçerken geçmiş deneyimlerimi dikkate alırım.					
Bir ürün satın alırken satıcının tavsiyelerine uyarım.					
Bir ürün satın almadan önce piyasa araştırması yaparım.					
Bir ürün satın alırken kullanılacağı yer ve amacı dikkate alırım.					
Bir ürün satın alırken yapısal özelliklerini dikkate alırım.					

REKLAMLARDA ÜNLÜ KULLANIMI	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Ünlülerin reklamlarda kullanımı, dikkat çekiciliği arttırmaktadır.	1	2	3	4	5
Ünlülerin reklamlarda rol almaları, tüketicilerin o ürüne ilgi duymalarını sağlamaktadır.					
Ünlülerin yer aldığı reklamlar diğer reklamlara oranla daha fazla kişi tarafından izlenmektedir.					
Ünlülerin reklamlarda kullanımı, ürünün akılda kalıcılığını sağlamaktadır.					
Reklamlarda ünlülerin kullanılması, zapping yapmayı engellemektedir					
Hiç sıkılmadan izlenen reklamlar, ünlülerin kullanıldığı reklamlardır.					
Reklamlarda ünlülerin kullanılması, reklamı yapılan ürün ya da marka hakkında olumlu düşünmeyi sağlamaktadır.					
Reklamlarda ünlülerin kullanılması, reklamı yapılan ürün ya da marka hakkında olumsuz düşünmeye neden olmaktadır.					
Reklamlarda ünlülerin kullanılması, ürün tanıtımı açısından reklamın inandırıcılığını arttırmaktadır.					
Ünlülerin kullanıldığı reklamlar, reklamı hatırlamayı kolaylaştırmaktadır.					
Ünlülerin imajını taklit eden ve benimseyen tüketici, reklamdaki ürünü, reklamda kullanılan starla özdeşleştirmekte ve tüketime yönelmektedir.					
Tüketicilerin bir ürünü satın almaya istek duymasını sağlamak amacıyla reklamlarda ünlü kişiler kullanılmaktadır.					
Reklamlarda kullanılan ünlünün aniden imaj değiştirmesi, popülerliğini kaybetmesi reklamı yapılan markaya ait ürünü satın alma kararında etkili olmaktadır.					
Reklamlarda kullanılan ünlünün ahlaki bir skandala karışması, reklamı yapılan markaya ait olan ürünü satın alma kararında etkili olmaktadır.					
Reklamlarda kullanılan ünlünün, birden fazla firmanın reklamında gözükmesi, reklamı yapılan markaya ait olan ürünü satın alma kararında etkili olmaktadır.					

MARKA BİLİNLİĞİ	Hiçbir zaman	Nadiren	Kararsızım	Sık Sık	Her zaman
Reklamlarında ünlülerin yer aldığı markalar dikkatimi çeker.	1	2	3	4	5
Reklam kampanyalarında ünlü kullanmak popüler bir şeydir.					
Markaların ünlüleri kullanması, markayı zenginleştirir.					
Ünlülerin yer aldığı reklam kampanyalarını daha çekici/etkileyici bulurum.					
Kampanyada ünlü var diye bir markadan etkilenmem.					
Ünlünün cazibesi, markayı daha dikkat çekici hale getirir.					
Kampanyalarda ünlülerin yer alması, markayı daha zevkli hale getirir.					
Ünlüler, markaya destek vermemi sağlar.					
Ünlüler, markayı hatırlamamı sağlar.					
Reklamda ünlü yer aldı diye markayı desteklemem.					
Reklam kampanyasında ünlü yer alan bir markayı, diğer markalara tercih ettiğim olmuştur.					

8. Cinsiyetiniz

[1] Erkek [2] Kadın

9. Yaşınız

[1] 25 ve altı
[2] 26-35 yaş arası
[3] 36-45 yaş arası
[4] 46 ve üzeri

10. Eğitim Durumunuz

[1] İlköğretim
[2] Lise
[3] Yüksekokul
[4] Üniversite

11. Aylık Geliriniz

[1] 1000 TL ve altı
[2] 1001-2000 TL arası
[3] 2001-3000 TL arası
[4] 3001 TL ve üzeri

12. Medeni Durumunuz

[1] Evli [2] Bekar

B: CURRICULUM VITAE

PERSONAL INFORMATION

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EDUCATION

Degree	Institution
MS	Çankaya Univ. Business Administration
BS	Anadolu Univ. Business Administration
High School	Keçiören Anatolian Technical High School

WORK EXPERIENCE

YILDIZ HOLDING A.Ş. (2002-2008)
COCA-COLA SATIŞ DAĞITIM A.Ş.(2008-)

LANGUAGE SKILLS

Advanced English

HOBBIES

Latin dance, cinema, travelling.