



Crossref doi: 10.26579/jocress-8.1.5

## **The Role of Advertising in Terms of Consumer Behavior: A Study of Consumer Attitudes toward Shampoo Advertisements of Shopping Center Customers**

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### **Keywords**

Consumer,  
Consumer  
Behavior,  
Advertising.

### **Abstract**

Advertising is one of the important ways of differentiation among competitors, given the circumstances in which companies are competing fiercely today. In addition to ensuring that the advertising consumer is affected by the product, the consumer undertakes to persuade the consumer to buy the product. Although it is difficult to see the attitudes of consumers towards advertisements individually, it is possible to measure it with some methods. In this study, the effect of advertisements on consumer behavior was evaluated in terms of shampoo advertisements. As a result, the shopping centers that have become widespread in recent years have emerged and the attitudes of shopping center customers towards shampoo advertisements have been examined with the SPSS program.

### **Article History**

Received  
*30 Dec, 2017*  
Accepted  
*21 Feb, 2018*

## **1. Introduction**

In recent times, companies that have opted out of dozens of different products are following different methods in order to be preferred. They use advertising, which is one of the most effective ways to promote brand names, to gain awareness, to talk about product content and to show the product preference results to consumers.

At the same time, the ads of shampoos of different brands are among the most frequently encountered advertisements by consumers. Firms are focused on making successful advertisements in order to be able to be a front in this sector which contains intense competition and to be effective in consumer's decision, and consumer wants to choose the most suitable product for himself.

As a result, shampoo advertisements and consumer attitudes towards these ads are discussed in this study. Throughout the study, the relationship between consumer attitudes towards shampoo advertisements and the functionality, reliability, persuasiveness, and irritability of the ad has been discussed.

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Accordingly, the findings obtained by the survey study and the analysis study were shared.

## 2. Literature

### 2.1. Consumer Behaviors

For the phenomenon consumer, it can be said that it is the reason for the existence of economic systems and market. Consumers will require to spend several resources for purchasing transactions they realize to be able to meet their needs (Stern, 1962: 60). It is possible to say that the concept consumption is closely related to not only economy but also sociology and psychology (Arit, 2017: 3). We can define consumer as individual purchasing marketing components or having the ability to purchase for his/her personal needs and desires( Demir, 2016: 21). Consumer, accepted that he/she is a rational individual, deciding about purchasing product, will consume something (Cornescu and Adam, 2015: 652).

Consumers wanting to satisfy their desires and needs come together at two points as customers buying the product for their personal needs and industrial consumers buying the product of interest for using in the production of another product (Eru, 2013: 98; Kotler, 2000: 6). Firms, making the first prediction in terms of consumer, can affect their views in the short time. The unique and stable structure of firms, encouraging consumer to buy, will be desirable for consumer (Ertop, 2008: 41).

Consumers state the value they attach on a products with their behaviors and, depending on this, also affect ceiling prices. Consumers shape their behaviors, comparing the utility they will obtain from the product with they are obliged to bear the cost. Consumers, with these comparative view point, can also deal with the functional, operational, financial, and personal benefits of products as well as their monetary and non-monetary costs (Kurt, 2013: 46). While dealing with consumer behaviors, it is possible to deal with its different features. It is possible to bring together these features under 7 main topics (Eroğlu, Velioğlu et al., 2012: 6):

- Consumer behavior is a motivated behavior.
- Consumer behavior is a dynamic process.
- Consumer behavior consists of various activities.
- Consumer behavior is complex and differs from in terms of timing.
- Consumer behavior is interested in the different roles.
- Consumer behavior is affected from environmental factors.
- Consumer behavior can differentiate for the different people.

### 2.2. Factors Affecting Consumer Behaviors

The preferences of consumers in buying the product and service become remarkable in the cases, in which they feel satisfaction formally or materially. Consumer should feel that he/she caught his/her ideals, succeeded, and

expressed himself/herself as a result of [buying] product or service. (Nikbay, 2006: 16). Purchasing behaviors will emerge, depending on the emotions and feelings of consumers. While consumer decides to purchase, he/she makes rationality invalid. Positivity that the products or service forms on the purchaser will affect purchase (Tekbıyık, 2017: 5).

Although individual, setting out from what he/she acquired lifelong, remains nonreactive to the new effects he/she meets, sometimes, the possibility to purchase the first product he/she meets is higher compared to the other products (Jonghum, Park, and Kim, 2016: 286). On purchasing behaviors of consumers, the needs, learning process, motives, perception, personality, and the social and cultural structure of the society consumer lives in will be effective. Albeit the factors affecting consumer behaviors are dealt with different viewpoints, in general meaning, these factors can be discussed in 4 groups as demographic, sociocultural, economic, and psychological factors. It is possible to consider them as follows: (Meydan, 2017: 73; Köseoğlu, 2002: 98):

- Demographic Factors: Among the reasons for differentiations experienced in purchasing behaviors of consumers, their experiences arise from their age ranges can take place. For, people, as their ages proceed, can go toward differentiation on their choices in accordance with their age range. Therefore, age shapes which media consumers are going to use, his/her thoughts about marketing activities, and purchasing habits (Poyraz, 2014: 45-46). People purchase the different goods and services over their lives. They consume baby formula in the first years of their lives; food, in their growing and maturity periods; and diet meals in the later periods. The clothes, furniture, entertainments, and plays of the consumers are also related to their ages as in the food. In view of this, it will be useful to acquire information about the population distribution of country according to the age group (Meydan, 2017: 74). Another demographic factor affecting consumer behavior is gender. Many studies were introduced regarding that the preferences of the women and men during consumption were not the same. These differences are that the needs that emerge, depending on the states of femininity and masculinity, are different and, thus, that [consumers], entering the different emotional states, experience change in their purchasing behaviors (Orhan, 2002: 7-16). When we deal with the occupational dimension of demographic factors, the purchasing power and habits with the consumer, whose educational level and monthly income are high, and of consumers, whose educational level and monthly income are low, can be different (Köseoğlu, 2002: 101). When we regard to how marital statuses affects purchasing behaviors, [we see that] purchasing behavior of a married consumer can be different from a single consumer. The reason for this is that while a married consumer purchase in compliance with living order of family, a single consumer will buy based on his/her personal needs (Köseoğlu, 2002: 102- 103).
- Sociocultural Factors: In the age we live in, it can be said that the community, in which change is seen the most, is family. The change

occurring in the structure of family will gain importance with that the behaviors of personal are both independently shaped and new tendencies in consumer dimension emerge (Köseoğlu, 2002: 104). The groups, in which the people are, will also affect purchasing behaviors. If the person does not have enough information about the product he/she wants to purchase, he /she will take recommendations from the people in the social environment, where he/she is present. Depending on these recommendations, a purchasing behavior will develop in consumer (Penpece, 2006: 39).

- Economic Factors: In purchasing, in the preference of product, the economic status of consumer is an important factor. People dedicate the large majority of their usable incomes they obtain from their gains for their obligatory needs. Individuals these obligatory needs will decide to consume the remaining part of their incomes according to its size and will make a choice in this direction (Meydan, 2017: 75). Depending on the economic conditions, in which the people and countries are, their purchasing decisions will be shaped and consumer feeling the concern of future in the bad economic conditions will want to save (Poyraz, 2014: 47).
- Psychological factors: Psychological factors affecting consumer can be discussed, depending on four different elements as personality –self, perception, attitude, and learning. When we examine the element of personality-self, it will not be wrong to define the style the person perceives himself/herself as the concept "self". Perceptions of people about themselves and behaviors they individually exhibit in consumption introduce the concept "self" in consumption. Dealing with ideal self, a form that the person primarily wants to see himself/herself and real self that is in fact existent, examining purchasing behaviors of consumer(s) by considering their personality and self will be much more useful than monitoring consumers from outside (Yücedağ, 2005: 29). In the factor of perception – attitude, in terms of marketer, the dimension perception of consumer is more important the reality, because consumer will act, deciding at the measure he/she perceives the reality (Çalışır, 2004: 19). Attitude can be described as long ranged feeling, behavior, and belief tendency, structured as a result of an accumulation (Muter, 2002: 47). The attitudes being effective in the formation of individuals 'behaviors are all of the beliefs occurring in the mind of person related to the brand, person, institute, or object. In the formation of these beliefs appearing in the mind, the previous experiences and positive and negative emotions of commune play important role. Besides that consumer can directly learn the products via experience, they can learn them by the environmental effect and by means of sale consultants or advertisements. Therefore, as a result of learning, a certain purchasing behavior in consumer. For being able to be understood, it is necessary to identify the needs of people and motives forming these needs. Even if the moments that consumers

exhibit the same behaviors, the motives driving them to these behaviors can be different. Consumer, in the direction of his/her motives, considering his/her budget, product he/she thinks of purchasing, and utility the product will provide, will reach the point to choose (Cited by: Meydan, 2017: 76- 79).

### **2.3. The Concept Advertising**

Communication has always been one of the most important factors in the formation and development of societies. The concept of social life has developed thanks to communication, depending on the existence of human beings. Society, human, and communication are three phenomena depending on each other. Since the existence of human being, all developments emerged depending on communication. Human uses communication to express itself and be able to understand circle. Advertising is also the most effective ways of making communication (Erkan, 1998: 10). It is possible to define advertising as announcement toward public, allocated to advertiser in the time of transmission, in return to fee and like, in order to develop the purchase, sale, and lease of a product or service, spread an aim or thought, and form the other effects advertiser wants (Şahinci, 2010: 18). With the use of technology in advertising sector, the bonds established with consumers have become stronger. Clients aim to make communication, give information, depending on this, place brand consciousness in minds, and form a consumer section incorporating all details (Günay, 2016: 11; Canlı, 2011: 6). Advertising aims to communicate the brands, product, and services to consumers with the different alternatives. In view of this, firms try to attract attention of consumers (Türkel, 2009: 17).

When advertising elements dealt with, it is possible to examine them under four titles (Şahinci, 2010: 20- 21):

- Publicity: All of information, which is wanted to be communicated to consumer related to products and services, and effect, which is wanted to be felt, is referred to advertising message. This advertising message to persuade target mass. In view of this, the most important detail of an advertising is to form an accurate message that will enable to be preferred the presented product and service and successfully to be made publicity.
- Making publicity with commercial aims: When evaluated in terms of client, the most important benefit expected from advertising is to increase preferability of the products and services. Therefore, advertising incorporates commercial aim. Exception of this is advertisements waqf and organization makes for aid or public spot. All advertisings except for this are carried out toward commercial target.
- Presence of will to advertise and specifying the identity of client. In advertising, it is necessary to declare who the client is or revealing who the client is from the run of advertising. This person is a targeting person

to publicize the product or service to the target mass and increase the sale of product.

- Fee: Advertising is carried out by the specialist people and institutes in exchange of a certain price by pursuing a commercial goal. Nowadays, firms, in order to improve recognition and sales of their products, are voluntary to pay for large prices.

### **3. Study Methodology**

In this part of the study, the method, sample, and hypotheses of the study will be mentioned about.

#### **3.1. Method and Sample of the Study**

Depending on competitive medium increasing in the recent time, firms, becoming different among their competitors, have begun to search for the methods to become successful. One of these methods are advertisements playing major role in the recognition of the firms and brands. In the day, advertisings consumers almost meet everywhere affect the decision of consumers to purchase product. In this study, of the advertisements targeting consumer, shampoo advertisements were dealt with. The attitudes of shopping center customers toward shampoo advertisements were examined.

In application of the study, study method was utilized. Survey used consist of two section. In the first section of the survey, 6 questions containing the demographic features of participants and in the second section, 35 questions of 5-point Likert scale (1: I definitely disagree with it; 2: I disagree with it; 3: I am indecisive; 4: I agree with it; 5: I definitely agree with it).

The second section questions of questionnaire, which aims to measure the attitudes toward shampoo advertisements, were developed by Brackett and Benjamin N. Carr in 2001 in the study titled "Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes" and adapted to Turkish with the study "Role of Advertising in terms of Consumer Behaviors: A Study on Consumer Attitudes toward Private School Advertisings.

In this study, moving with the thought that advertisings were used by shampoo brands very effectively and that it will be true to choose an environment, in which sorts of shampoo will be together, the customers of Konya Kule Site Shopping Center were chosen as main mass. When considered that a questionnaire of 35 questions were presented to the participants, and with moving from the information that the number of sample should exceed 5 times of the number of total question, the number of sample was determined as 350 (Coşkun et al., 2015: 137).

In order to evaluate the data obtained in the research with statistical tests, the data were coded and transferred to the computer environment. SPSS 23.0 package program was used for coding these data and using various statistical analysis methods. Reliability, Frequency Distribution, Independent Samples t-Test, One-Way ANOVA, Mean-Standard Deviation, Factor Analysis and Correlation tests were

performed when the data were analyzed and the statistical tests to be used in the data analysis were determined.

The Cronbach alpha coefficient was used to evaluate the reliability (internal consistency) of the scales in the survey form. Table 1 summarizes the Cronbach's alpha coefficients and scale information of the scales that will be used during the analysis of the data.

**Table 1.** Reliability Coefficients of Scales

Scale	Measurement Range	Number of Items	Cronbach's Alpha Coefficient
Consumer Attitudes Toward Shampoo Advertisements	Scale of 5 (1- 5 )	35	0,861

As shown in Table 1, the Cronbach's alpha coefficient of the scale used in the study was 0.861, indicating that it was highly reliable.

### 3.2. Research Hypotheses and Model

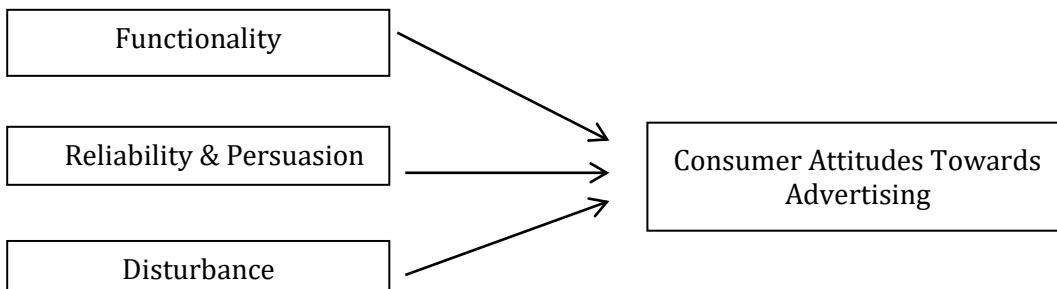
Hypotheses based on the main purpose of the research are given below.

**Hypothesis 1:** The functionality of the ad affects the attitude toward advertising positively.

**Hypothesis 2:** Reliability and persuasion of the ad affects positively the attitude towards the ad.

**Hypothesis 3:** The annoyance of the ad affects the attitude towards the ad positively.

**Figure 1.** Model of the study



## 4. Findings of the Research

In this part of the study, the analysis of the data obtained as a result of the survey conducted is included.

### 4.1. Sample Properties

The characteristics of the participants forming the sample of the research under this heading are given.

**Table 2.** Frequency Distribution of the Sample

		The number of participants	Percent	Current Percentage	Cumulative Percentage
Gender	<b>Female</b>	216	61,7	61,7	61,7
	<b>Male</b>	134	38,3	38,3	100,0
	<b>Total</b>	350	100,0	100,0	
Marital Status	<b>Married</b>	124	35,4	35,4	35,4
	<b>Single</b>	226	64,6	64,6	100,0
	<b>Total</b>	350	100,0	100,0	
Age	<b>18- 25</b>	99	28,3	28,3	28,3
	<b>26- 33</b>	158	45,1	45,1	73,4
	<b>34- 41</b>	40	11,4	11,4	84,9
	<b>42- 49</b>	12	3,4	3,4	88,3
	<b>50- 57</b>	26	7,4	7,4	95,7
	<b>58 and +</b>	15	4,3	4,3	100,0
	<b>Total</b>	350	100,0	100,0	
Education	<b>Primary Education</b>	36	10,3	10,3	10,3
	<b>High School</b>	78	22,3	22,3	32,6
	<b>Pre - license</b>	67	19,1	19,1	51,7
	<b>License</b>	92	26,3	26,3	78,0
	<b>Graduate</b>	57	16,3	16,3	94,3
	<b>Doctorate</b>	20	5,7	5,7	100,0
	<b>Total</b>	350	100,0	100,0	
Job	<b>Housewife</b>	31	8,9	8,9	8,9
	<b>Worker</b>	28	8,0	8,0	16,9
	<b>Civil Servants</b>	97	27,7	27,7	44,6
	<b>Student</b>	58	16,6	16,6	61,1
	<b>Retired</b>	30	8,6	8,6	69,7
	<b>Unemployed</b>	34	9,7	9,7	79,4
	<b>Other</b>	72	20,6	20,6	100,0
Monthly Income Status	<b>Total</b>	350	100,0	100,0	
	<b>0-999 TL</b>	88	25,1	25,1	25,1
	<b>1000-1999 TL</b>	108	30,9	30,9	56,0
	<b>2000-2999 TL</b>	28	8,0	8,0	64,0
	<b>3000-3999 TL</b>	57	16,3	16,3	80,3
	<b>4000-4999 TL</b>	55	15,7	15,7	96,0
	<b>5000 TL and +</b>	14	4,0	4,0	100,0
	<b>Total</b>	350	100,0	100,0	

When the data in Table 2 are examined, 61.7% of the sample is composed of females and 38.3% of males are composed of males. When marital status is examined, 35,4% of the sample is married and 64,6% is single. 28.3% of the sample was in the age range of 18-25 years, 45.1% in the age of 26-33, 11.4% in the age range of 34-41, 3.4% in the age range of 42-49, 7,4% in the age range of 50-57 years and 4.3% in the age of 58 years and over. When the educational status of the sample is examined, it is observed that 10.3% of the participants are in primary education, 22.3% are in high school, 19.1% in pre- licence, 26.3% in undergraduate, 16,3% in graduate , 5,7% doctoral level..When the occupations of the sample were examined, it was found that 8.9% were housewives, 8% were

workers, 27.7% were civil servants, 16.6% were students, 8.6% were retired, 9.7% were unemployed , And 20.6% were from other occupational groups. When the monthly income situation of the sample is examined, it is seen that 25,1% is in the range of 0-999 TL, 30,9% is in the range of 1000-1999 TL, 8% is in the range of 2000-2999 TL and 16,3% is in the range of 3000-3999 TL , 15,7% of them have 4000-4999 TL and 4% of them have income of 5000 TL and above.

The Independent Samples t-Test was conducted to investigate the relationship between demographic characteristics and gender and marital status, consumer attitudes toward shampoo advertisements, and the results obtained are given in the table below.

**Table 3.** Consumer Attitudes towards Gender and Marital Status-Shampoo Advertisements

		N	Average	Standard Deviation	t	P
<b>Gender</b>	<b>Female</b>	216	2,7962	0,50669	1,617	0,107
	<b>Male</b>	134	2,7085	0,46977		
<b>Marital Status</b>	<b>Married</b>	124	2,8491	0,53626	2,443	0,015
	<b>Single</b>	226	2,7152	0,46369		

Consumer attitudes towards shampoo advertisements are closer to ambiguity with an average of 2.7962 and 2.7085 for men and women. Since the P-value is greater than 0.05, there is no significant difference between gender and consumer attitudes towards shampoo advertisements.

Consumer attitudes towards shampoo advertisements are marginally lower with marriages and single-earners average of 2.8491 and 2.7152. Since the P-value is less than 0.05, there is a significant difference between marital status and consumer attitudes towards shampoo advertisements. Married participants have a higher average than single attendees.

One-Way ANOVA test was conducted to investigate the relationship between demographic characteristics, age, educational status, occupation and monthly income status and attitude scale for shampoo advertisements. The results obtained are given in the table below.

**Table 4.** Age, Education, Occupation and Monthly Income Status- Attitudes Towards Shampoo Advertisements

		N	Average	F	P
Age	18-25	99	2,8479	4,175	0,001
	26-33	158	2,6459		
	34-41	40	2,7921		
	42-49	12	2,8952		
	50-57	26	2,8560		
	58 and +	15	3,0819		
	Total	350	2,7626		
Education	Primary education	36	2,9881	4,599	0
	High School	78	2,8553		
	Pre - license	67	2,7898		
	License	92	2,7311		
	Graduate		2,5930		
	Doctorate	20	2,5329		
	Total	350	2,7626		
Job	Housewife	31	3,1548	5,878	0
	Worker	28	2,6939		
	Civil Servants	97	2,6566		
	Student	58	2,8315		
	Retired	30	2,8781		
	Unemployed	34	2,5697		
	Other	72	2,7508		
Monthly Income Status	Total	350	2,7626	1,623	0,153
	0-999 TL	88	2,8555		
	1000-1999 TL	108	2,7384		
	2000-2999 TL	28	2,7204		
	3000-3999 TL	57	2,8226		
	4000-4999 TL	55	2,6452		
	5000 TL and +	14	2,6673		
		Total	350	2,7626	

Average attitudes towards age and shampoo advertisements; Age 18- 25 years 2,8479, age 26-33 2,6459, age 34-41 2,7921, age 42-49 2,8952, age 50-57 2,8560, age 58 and over it is 3,0819. Since the P-value is less than 0.05, there is a significant difference between age and attitude toward shampoo advertisements. Since the variance due to age consumer attitudes is less than 0.004 and 0.05, the Bonferroni test should be considered to determine the reason for the difference. As a result, the difference was found to be between 18 and 25 years, between 26 and 33 years, and 58 years and over. Consumer attitudes of those aged 58 and over from the three groups are in the first place, second in the age group of 18-25 and third in the age group of 26-33. The youngest and oldest part of the sample group is different in this respect.

Average of attitudes towards education status and shampoo advertisements; 2,9881 for the primary education level, 2,8553 for the high school level, 2,7898 for the pre-license level, 2,7311 for the undergraduate level, 2,5930 for the master level and 2,5329 for the doctoral level. Since the P-value is greater than 0.05, there

is no significant difference between education status and attitude toward shampoo advertisements.

Average attitudes towards profession and shampoo advertising; 3,1548 for housewives, 2,6939 for workers, 2,6566 for civil servants, 2,8315 for students, 2,8781 for the retired, 2,5697 for the unemployed and 2,7508 for the other occupational groups. Since the P-value is greater than 0.05, there is no significant difference between the profession and the attitude towards shampoo advertisements.

Average monthly income and attitudes towards shampoo advertisements; 2,8555 for those having income between 0-999 TL, 2,7384 for those having income between 1000-1999TL, 2,7204 for those having income between 2000-2999TL, 2, 8226 for those having income between 3000-3999TL, 2,6452 for those having income between 4000-4999TL and 5000 TL and above 2,6673 for over. Since the P-value is greater than 0.05, there is no significant difference between the monthly income situation and the attitude towards shampoo advertisements.

#### **4.2. Consumer Attitude Scale**

Lana K. Brackett and Benjamin N. Carr measured the attitudes towards shampoo advertisements in the 2001 edition of "Cyberspace Advertising. Other Media: Consumer vs. Consumer Mature Student Attitudes ". It is aimed to measure the functionality, reliability-persuasiveness and disturbance factors of attitudes toward the scale.

The items in Table 5 were asked in the form of a five-point Likert scale in order to determine the evaluations of the subjects who participated in the survey on the attitude scale items. 1: I absolutely disagree 5: I am absolutely agree. The results seem to be on the table.

**Table 5.** Findings Related to Ad-Keeping

	<b>Average</b>	<b>Standard Deviation</b>
I often encounter shampoo ads.	4,0143	1,06377
Shampoo ads are informative.	2,2514	1,02389
I'll check the brand's ads before I get the shampoo.	2,0200	1,22165
I share the shampoo commercial I see with others.	1,5886	0,94967
Use ad messages in shampoo ads as a reference in your purchase decision.	2,0229	1,19432
Benefit from branding ads while evaluating shampoo options.	1,5743	0,95691
Shampoo ads strengthen the brand's image.	2,0371	1,16604
Shampoo ads provide prestige to the mark.	2,0343	1,09124
Shampoo ads allow comparison between brands.	3,2943	1,26297
I examine it carefully when I compare it with shampoo commercials.	3,4486	1,23531
Shampoo ads add value to the brand.	2,7029	1,32108
Shampoo ads enhance the quality of the brand by strengthening competition.	2,0971	1,10313
Shampoo ads are disturbing.	3,1200	1,31004
Shampoo ads are trustworthy.	3,0600	1,27320
Shampoo ads are misleading.	2,7657	1,20266

	Average	Standard Deviation
The advertising shampoo brand is strong.	2,0143	1,06377
Shampoo ads are convincing.	3,4714	1,17424
I do not find shampoo commercials convincing.	2,8829	1,29158
Shampoo ads will tell you about campaigns	2,5286	1,08284
A successfully prepared shampoo ad can change my beliefs and attitudes about the brand.	3,6514	1,34726
The information contained in the shampoo ads increases the desire to purchase that product.	3,0143	1,28126
I believe in advertisements for real experts.	3,1229	1,26414
I find some shampoo commercials misleading.	2,5943	1,28066
Sloppy shampoo ads are not interested	2,8057	1,38430
Confidence in the information given in the shampoo ads.	4,0971	0,96158
Shampoo commercials allow me to brand that brand.	3,9029	1,16134
Shampoo ads provide positive thinking about that brand.	2,0200	1,05284
Shampoo ads are reminders.	2,3800	1,03306
Shampoo ads give information about discounts	2,4600	1,08775
Shampoo ads are influential.	3,0286	1,33255
Shampoo ads do not come to my mind	2,6057	1,29313
Shampoo ads are not effective in deciding.	2,6400	1,08999
The quality of shampoo commercials will be influential in my wish to purchase.	3,1229	1,16259
Shampoo ads increase the demand for the product.	3,7057	1,25615
Shampoo ads make product sales easier.	2,6114	1,16928

When Table 5 is examined, the expression "I am relieved of the information given in the shampoo ads." Is ranked first with an average of 4,0971. In the second rank is an average of 4,0143 with the phrase "I often meet with shampoo ads." The third place is with the average of 3.9029, "Shampoo commercials allow me to buy that brand." With an average of 1,5743, the phrase "benefit from branding ads while evaluating shampoo options" is in the last place.

**Table 6.** Consumer Attitude Scale Factor for Shampoo Advertisements Analysis Results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,834
Bartlett's Test of Sphericity	Approx. Chi-Square	7509,140
	df	595
	Sig.	,000
Total Variance Explained		
Comp onent	Initial Eigenvalues	
	Total	% of Variance
1	11,065	31,615
2	3,009	8,596
3	1,952	5,576
4	1,676	4,789
Extraction Sums of Squared Loadings		
	Total	% of Variance
	Cumulative %	Cumulative %
1	11,065	31,615
2	3,009	40,211
3	1,952	45,787
4	1,676	50,576

As a result of the factor analysis, it is observed that the scale is divided into 4 subgroups. KMO value, 834 and Barlett test were found to be significant at 000 level. As a result of the analysis made, the scale explains 50,576% of the surveyed.

The data obtained as a result of the factor analysis show that the scale is appropriate for the study.

#### **4.3. Advertising Functionality, Reliability & Persuasion, Discomfort - Consumer Attitudes Towards Advertising**

The main purpose of this study is to measure the effect of advertising functionality, reliability & persuasiveness, disturbance subscales on advertising attitudes towards advertising and the relationships between dimensions were calculated using Pearson Correlation coefficient. The results are as shown in Table 7 below.

**Table 7.** Functionality, Reliability & Conscientiousness, Discomfort, and Consumer Attitudes Towards Advertising

		Functionality	Advertising Attitude	Reliability & Persuasion	Disturbance
Functionality	Pearson Correlation	1	,398	,635	,797
	Sig. (2-tailed)		,000	,000	,000
	N	350	350	350	350
Advertising Attitude	Pearson Correlation	,398	1	,310	,403
	Sig. (2-tailed)	,000		,000	,000
	N	350	350	350	350
Reliability & Persuasion	Pearson Correlation	,635	,310	1	,667
	Sig. (2-tailed)	,000	,000		,000
	N	350	350	350	350
Disturbance	Pearson Correlation	,797	,403	,667	1
	Sig. (2-tailed)	,000	,000	,000	
	N	350	350	350	350

As a result of the Correlation analysis in Table 7, there is a positive 0.398 relationship between advertising functionality and advertising attitudes towards advertising. There is a positive relationship of 0.310 between the reliability and persuasion of the advertisement and the consumer attitude towards the advertisement. There is a positive 0.403 relationship between the disturbance of the advertisement and the consumer attitude towards the advertisement. In addition to this, positive relationships were found between all dimensions.

#### **5. Discussion and Conclusion**

Among the firms, which publicize their products to consumer via advertising, and targets to be purchased them, one of the product groups, whose the number of competitors is more, is also shampoos. That shampoos are presented to consumers with advertising campaigns prepared in a significant quality increase competition. In this study, shampoo advertisements that can be differently perceived, and can effect purchasing attitudes, when regarded from the aspect of consumer, were dealt with.

The conclusions of the study are as follows:

- In the study, Konya Kule Site Shopping Center market was selected as main mass and 350 people, considered that they represent this main mass, were determined as sample.
- It was identified that the reliability value of consumer attitude scale, which targets on measuring consumer attitudes toward shampoo advertisements of the study consisting of two sections and four sub dimensions was 0.861, and that the scale was reliable at high -degree.
- When frequency distribution of sample was regarded to, it is seen that the majority of sample consisted of females with 61.7%; singles with 64.6%; age range of 26-45 with 45.1%; those having undergraduate education with 26.3%; public servants with 27.7%, and those having income between TL 1000 -1999 with 30.9%.
- As a result of that Independent Samples t-test made, it was concluded that while there was no significant difference between gender and consumer attitudes toward shampoo advertisements, there was a significant different with marital status. It was identified that married participants had higher mean value compared to single participants.
- As a result of One- Way ANOVA test carried out, it was identified that there was difference between age and consumer attitudes toward shampoo advertisements and that this differenced resulted from the age group of 18-25, the youngest group of sample, and age group of 58 and over, the oldest group of the sample. It was identified that there was no significant difference between the educational status, occupation, and monthly income and consumer attitudes toward shampoo advertisements.
- When the mean and standard deviation of consumer attitudes scale toward shampoo advertisements are calculated, the expression that "I rely on the information given in shampoo advertisements" takes place in the first order with the mean of 4.0971. In the second rank, there is the expression that "I frequently encounter with shampoo advertisements with the means of 4.0143", while the expression that "Shampoo advertisements enables me to adopt that brand" is in the third order with the mean of 3.9029. The expression that "I utilize the advertisements of brand , while assessing options of shampoo" takes place in the last order.
- As a result of factor analysis carried out, it was identified that consumer attitudes scale toward shampoo advertisements were divided into 4 sub-groups and KMO value was significant at the level of .834 and Barlett, at the level of .000.
- As a result of Correlation analysis carried out to identify the relationship between sub dimensions of consumer attitude scale toward shampoo advertisements, although it was identified that there was a positive directional of 0.398 between functionality of advertisement and consumer attitude toward advertisement; positive directional of 0.310 between the

reliability and persuasiveness of advertisement and consumer attitude toward advertisement; positive directional of 0.403 between becoming annoying of advertisement and consumer attitude toward advertisement, it was identified that there was positive directional relationships between all dimensions.

As a result, it was revealed with Correlation analysis that three hypotheses determined at the beginning of the study were accurate. Depending on the result of the analysis, it was identified that marital status and age were effective on consumer attitudes toward shampoo advertisements and that the functionality of advertisement, becoming annoying, reliability, and persuasiveness of advertisement affected consumer attitudes toward advertisement. That brands and advertisers, instead of only focusing on product publicity, behave more sensitive about persuading consumer and not disturbing him/her, while doing this, will affect consumer in the positive direction.

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