

**THE IMPACT OF ADVERTISEMENTS ON
CONSUMER PURCHASE INTENTION DURING THE
COVID-19 PANDEMIC: AN EXAMINATION OF THE
TURKISH TELECOMMUNICATION INDUSTRY**



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ABSTRACT

The aim of this study is to investigate the effect of advertising on purchase intention in telecommunication industry during COVID-19 pandemic. Advertisements are tools used by companies to promote the brand and product and are intended to reach the consumer. Advertising can be made using many different channels and content. This study examines the affects of advertisements of telecommunication companies during the covid-19 pandemic on purchase intention at Turkey with planned behaviour theory. As a result of the research, it was determined that the majority of consumers focused on 3 brands, these brands are, Turkcell, Vodafone and Turk Telekom. In addition, it was proven that the advertisements of these brands during the pandemic had a direct positive effect on the purchasing intentions of their consumers. It found traces of the theory of planned behavior in ads made by telecommunications companies in Turkey and has been proven that these ads have a direct impact on consumers' purchase intentions into.

Keywords: Advertising, Covid-19 Marketing, Purchase Intention, Telecommunication Industry, Planned Behaviour Theory, PBT

DEDICATION

To My Mother Şaduman Türk
To My Father Erdoğan Türk

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INTRODUCTION

The aim of this study is to understand affects of telecommunication brands advertisement's on purchase intention at Turkey during pandemic process. In addition, the objective of this research is "During the pandemic period, the ads made by telecommunications companies in Turkey to investigate the effects of purchase intention of consumers". Also, the question of this study is, "Do the advertising strategies of brands vary in the pandemic process with a positive purchase intent on consumers? "

Covid-19 disease, which has recently influenced the whole world, has a major impact on advertisements and consumer behavior. New Corona Virus Disease (COVID-19) has been detected in a group of patients in the late December in Wuhan province as the result of research carried out on 13 January 2020, with first signs of airborne signs (fever, cough, shortness of breath) (WHO, 2020).

Pandemic process have no specific rules. The rules set up in the pandemic process announced for the covid-19 virus, which appeared on January 3, 2020, vary from country to country (WHO, 2020). The target audience of the research is Turkey. Therefore, the rules are discussed only in the Turkey. The most important measures taken at weekends and on holidays in Turkey is declared the lock-down (Türkiye Cumhuriyeti Cumhurbaşkanlığı, 2020). In addition, cafe, restaurant, bar, shopping mall, entertainment venues, shops, hairdressers, etc are closed. The venues that serve style have been closed indefinitely (Türkiye Cumhuriyeti Cumhurbaşkanlığı, 2020). Physical distance rules have been established and it has been deemed appropriate to travel with only 2 people in private vehicles (Türkiye Cumhuriyeti Cumhurbaşkanlığı, 2020). Nevertheless, lock-down rules are strictly followed and fines have been imposed on citizens who leave from home without government permission. It is forbidden to play, sit or walk in the beaches, parks and gardens. Food services have been temporarily stopped, only pharmacies have been left open indefinitely (Türkiye Cumhuriyeti Cumhurbaşkanlığı, 2020).

During this pandemic has been declared the world, has a prominent feature ads with several sectors in Turkey. Among these sectors, the telecommunications sector, which provides the communication service consumed by the public, was also included. Definition of

telecommunications; It is the transmission, dissemination and reception of pictures, texts, symbols, news or all kinds of information via wire, telephone, radio, optical or other electromagnetic systems (Харченко, 2012). This report, including the people who own voice in Turkey tackles mobile communications companies that provide the communication between each other in print and internet media. There are many companies providing telecommunications services in Turkey. These can be listed as follows; Avea, Bimcell, Fenercell, Galatasaray Mobile, Genpa, İşnet, Kartalcell, Pttcell, Sakaryacell, Trabzoncell, TTNET Mobil, Türk Telecom, Turkcell, Vodafone. According to the latest industry reports published, the companies with the most subscribers are Turkcell, Vodafone and Türk Telekom (Ergin, 2017). The most common of these telecommunication companies are; Turkcell, Vodafone and Turk Telekom.

Turkcell is established in Turkey; integrated communications and technology services company. It offers its customers voice, data, TV services and value-added individual and corporate services over its mobile and fixed networks (Turkcell, 2020).

The world's largest telecommunication company in one of Vodafone's site at the Vodafone Turkey Group "digitalization manic pioneer operator" in accordance with the vision, individuals and organizations for their constant offers all telecommunications technologies, including mobile and content services under one roof (VodafoneTR, 2020).

Türk Telekom, Turkey's first integrated telecommunications operator. In order to respond to the rapidly changing communication and technology needs of customers in the strongest and most accurate way, Türk Telekomünikasyon A.Ş. and TTNET A.Ş. By keeping its legal entities in its current form and fully complying with the legislation and regulations they are subject to, it has become a "customer-oriented" and integrated structure. Having a wide service network and rich product range in the field of individual and corporate services, Türk Telekom has brought its mobile, internet, telephone and TV products and services together under the same top of 'Türk Telekom' as of January 2016 (TurkTelekom, 2020).

In this study, two different research methods will used. This method calling 'Mixed Research Method. Qualitative research method will used to create hypotheses, quantitative research method will used to verify hypotheses, and the SPSS program will used to analyze the data. Office Forms will used as a data collection tool. To achieve reliability as well as validity of this research, two constructs will measured using the Likert seven-point scale, which includes

1. Strongly disagree, 2. Disagree, 3. Somewhat disagree, 4. Neither agree or disagree, 5. Somewhat agree, 6. Agree, 7. Strongly Agree. Participants will be reached via mail and mass message lists.

In the modern era, to a certain extent, every person is influenced by advertising and other kinds of promotions. Both the public and private sectors and the two organizations have learned that effective communication with the target audience will certainly lead them to success. Advertising and other kinds of advertising strategies are widely used to market and encourage goods and services even though they also support causes like political parties and even though they prevent social issues such as drug and alcohol abuse. The new millennium's arrival takes us to the most innovative and dramatic developments in the marketing and advertisement chronicle of all time. Due to rapid media growth, changes were triggered by developments in communications and technical networks (Belch & Belch, 2003). Advertising is the mechanism that produces the opportunity, awareness, inclination and ultimately a choice of goods and services. The advertising model is the most prominent and influential advertisement and marketing analysis theory. The attitude to ads helps to turn customer attitude to goods or brands before their buying intentions are defined (Lafferty & Goldsmith, 2002). The attitude towards advertising is an important concept as it influences the attitude towards other ads (Lutz, 1985), and can affect the manner in which a customer responds to any specific advertisement (A., 2000).

Societies' events, cultures and lifestyles shape the advertising strategies of brands (Komberger, 2010). The reason it is desired to create a value on the target audience and this is the value to effect the purchase intent of consumers with patients and create a strong brand image (Love, 2007). There are many examples in the marketing world where people make purchases influenced by emotional advertising by brands.

Particularly moving is a community of Turkish society with a sense of emotional content and advertising in Turkey (Küçükdoğan, 2011). When published in 2020, Turkey's most successful brands in the top 10 looking at the ads included in the list of the brands, the social message that, in cases where it is possible to see in the community working with brands advertising on emotional motives (Sağlam, 2020). The first company in this list is THY. Turkish airways, which is to give emotional messages on special religious and official

holidays in Turkey usually for advertising. Specifically, in 2020 the whole world under the influence of Covid-19 pandemic in Turkey has shown great effects on advertising strategies.

This study was created on the basis of Planned Behavior Theory and according to this theory, people's social lives affect their behaviors and their management styles. Covidien-19 during the above-mentioned rules pandemic has led to serious changes on people's lives in Turkey. Due to the pandemic, people's living patterns, habits and desires have changed. Therefore, the advertisements of Telecommunication companies have changed. According to PBT, the antecedent of the behavior is intention, so the belief that advertisements can affect the effect of the consumer's purchase intention is based on this theory.

In the second part of the study, a literature review will take place, along with the descriptions of the scales determined for this research topic, as well as previous studies and similar studies in this field. In the third part of the study, detailed information about the theoretical framework and the stages of forming the hypotheses will be given and the research model will be presented. In the fourth phase of the study, the methodology is explained and detailed information will be given about data collection, analysis of data, method of the research, and creation of questionnaire questions. The fifth part of the study includes the results. In order to prove the hypotheses, reliability analysis, factor analysis and simple linear regression analysis results together with the interpretation of the analysis results will be given respectively. In the sixth stage of the study, the difficulties encountered during the research will be presented under the title of 'Limitations' and summary information will be presented at the last stage of the study.

2. LITERATURE REVIEW

2.1. Chapter Overview

According to the literature review, there was no previous study that directly affects the effects of covid 19 pandemics on advertisements and the consumers' purchase intent.

On the other hand, there is no direct research that consumers' values and lifestyles affect the purchase intention. In addition, there is no research about affects of pandemic process on values and lifestyles of consumers. According to the literature review, this study is unique.

2.2. Definition of Marketing

Marketing in its simplest form; it is basically a change process to meet the needs and demands of people (Berberoğlu, 2002). If be look at marketing from a broader perspective; It can be say that “It is a system of business activities that is organized and aimed at planning, promoting and distributing the requests to present and potential consumers in order to provide satisfactory goods and services” (Islamoglu, 2002).

With his studies in the field of marketing, marketing scientist Kotler, whose name is mentioned all over the world; he states that “It is the art and science of acquiring, maintaining and increasing the number of customers by selecting the markets to be targeted and creating, presenting and communicating superior customer values” (Kotler, 2003).

Thus, businesses have started to make great efforts for customer satisfaction by differentiating from their competitors by paying more attention to the marketing process. Approach changes that show the evolution of marketing management, in a sense, more comprehensively in the business and business concepts of all business managers, are explained by the developments in the USA, the country where marketing is the most developed. These business conceptions are generally handled in three different periods, each of which is distinguished by distinctive features and named according to the dominant perspective in each (production, sales, marketing) (Mucuk, 2014). Later, social marketing understanding was added to these understandings.

2.2.1. Advertising

In the marketing literature, there are four basic marketing mix variables that are popularized by E. Jerome McCarthy and accepted in modern marketing, called product, price, place and promotion. These four variables are called 4P in the literature, and although they have varied and changed over the years in the marketing literature, they are referred to as the basic four. The main reason for this change is the ever-changing demands and needs of consumers and the marketing managers' seeking to respond to these needs (Tuna, 2012). The elements of the promotion mix are, advertising, personal sales, sales promotion and public relations.

Advertisement; is a non-personal and paid promotion mix element that aims to convince the target audience by spreading the product or service through mass communication channels.

Advertising is the process of transferring more detailed information in terms of features of a product or service for a fee. With advertising, information about the use of a product can be presented in detail, it can be transferred about the supply of goods and services, and a comparison opportunity can be obtained in terms of price and performance. Briefly, advertising gives access to the right product in line with the need. Advertising is one of the most important assistants to increase the market share of companies or brands and to increase brand value. Increasing access and interaction with advertising increases demand and increases profitability with other assistants (Tofler & Imber, 1994).

Continuously changing and developing in the developing world has become a must for brands. Even products and services that have become habitual must be constantly involved in advertising activities. The changing world requires change in brands. Creativity and new ideas are essential to create a sales trend and keep this trend fit, and this creates a need for promotion (Tofler & Imber, 1994).

One of the objectives of the advertisement is to show the consumer's buying behavior with his own consent. Advertising is an announcement, the aim is to attract attention and take action. The potential customer must be convinced and then take action with his own consent, this action can be purchase or donation, and there may be awareness within the framework of social responsibility work. The aim is primarily to raise attention and curiosity in the consumer. As a result, it is expected to act. Approved by historians; The first known advertising work was carried out in 3000 BC. The first advertising work was launched as a

paper. It was engraved on a papyrus in Egypt. The declaration was written to his slave, who escaped from his hand by the owner, and his return was declared. At the same time, this advertisement is the first known advertising. The first oral advertisement is accepted as the brokers in Ancient Greek. The tunes and strings voiced by brokers during the sale of prisoners were also the first oral advertisements in history. There is a serious difference between the first advertisements and today's modern advertising, as today's advertising entered our lives with the 1900s. The serious increase in production after the industrial revolution led to the need for advertising work due to competition (Elden, 2013).

Besides the general purpose of the advertisement, there are more specific special purposes. It is possible to list them as follows: (Göksel, Kocabaş and Elden; 1997; Göksel, 1993; Farbey, 1994; November, 1996) to increase the reputation of the business, educating and informing the consumer, designing a new brand image, protecting the brand image, the brand's desire changing the image that is not being replaced and replacing it, fighting the opponents' claims and neutralizing them, building trust regarding the organization and the brand, creating purchase intention, changing people's habits and lifestyles, to improve the relations with distribution channels, persuading the goods to try, to disseminate the use of the good and continue its preference, to dominate the market and move to a monopoly structure, to immediately announce the reasons for the purchase - discount, gift, etc. Establishing the link between a special situation / period and purchasing, to provide emotional closeness and brand loyalty to the brand, to create awareness and positive attitude in the consumer, a front platform that will work in financing new products in the future, to draw the attention of the consumer to social problems, to support the solution, to act as an intermediary in spreading innovations, ensuring the use of the goods used by a narrow audience by a wide audience, to decrease the total unit costs, to make the demand stable.

2.2.1.1. Advertising Channels

There are several types of advertising frequently used in the market. These are broadcast ads, print ads, guerilla ads, outdoor ads, ads with product placement, and digital ads.

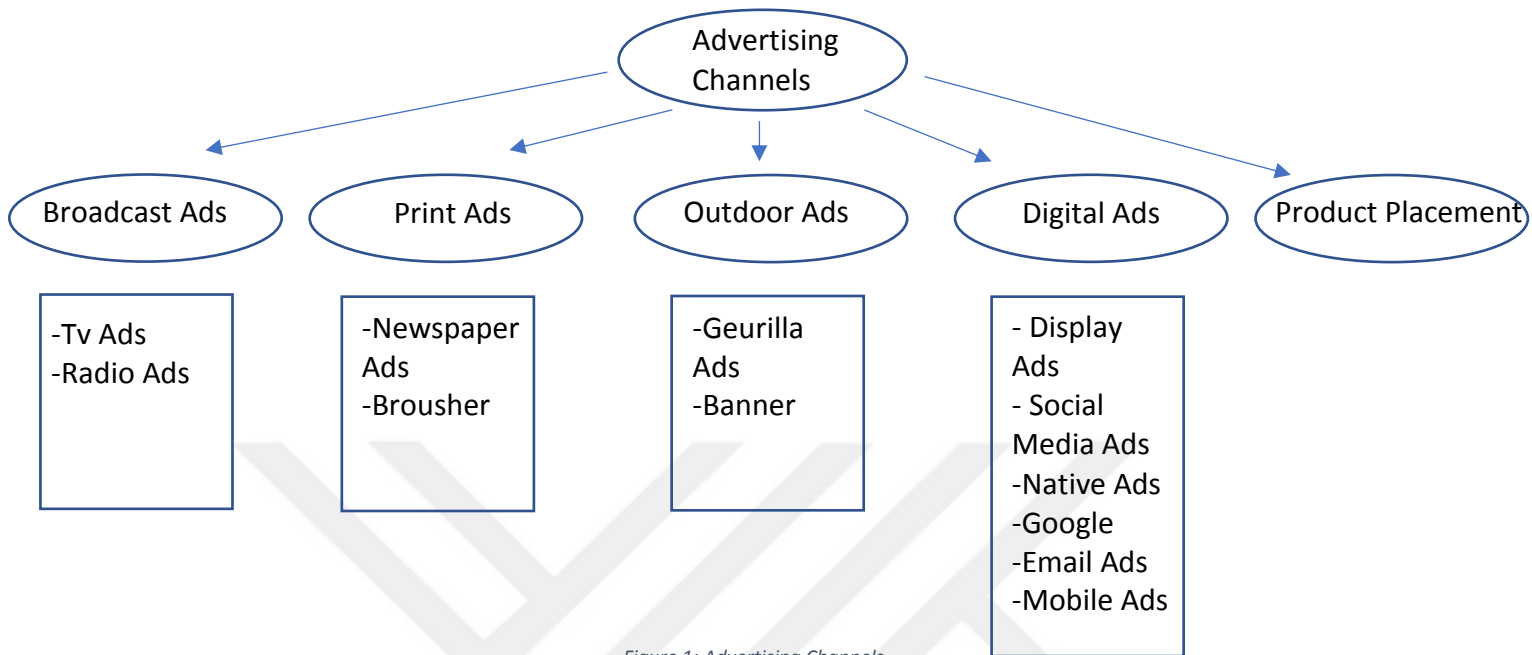


Figure 1: Advertising Channels

2.2.1.2. Functions of Advertising

The functions of advertising; informing function, persuasion function, demand creation function, image creation function, reminder function, cultural function and entertainment function. It is examined under 7 titles as entertaining function.

Informing Function	Ads, informing the consumer, knowing the goods and choosing the right makes it happen. The consumer knows the goods or services well, correct and honest illumination is very important for a conscious choice (Tek, 1999).
Persuasion Function	Convincing, developing brand preference in environments where competition is intense, changing the attitude towards competing brands, improving product perceptions and to change the brand, to try the brand. The persuasion function of advertising seems to be the main purpose of modern advertising today. Advertising, which establishes a link between people's desires and production, pushes the consumer to act in a certain direction and it tries to ensure that it is preferred (Kim, et al., 2002).
Demand Creation Function	The goods subject to advertisement and demanded are so many that they can be called unlimited; buyers also have very different qualities, wishes, needs, behavior patterns (Tolungüç, 2000). It gives the consumer the opportunity to compare, inform and choose between the variety and competition.
Image Creation Function	The corporate image is the sum of the impressions, thoughts, feelings and perceptions of the target audiences about the business. Especially acting with the fact that homogeneous goods exist intensely in the

	market, institutions that want to stand out from the competition and increase their sales and profit, and to survive in the long term, must create a positive corporate image in the eyes of their customers (Sutherland & Slywester, 2003).
Reminder Function	The reminder function of advertising is used to keep consumers thinking about the product, especially during the maturity and decline periods of the product (Ozyurek, 1998). Advertising ensures that the advertised brand stays alive in the consumer's mind, and when that product is needed, the impact of the past advertisement makes it possible for the consumer to think of that brand as a candidate to buy.
Cultural Function	Culture is one of the social features such as history, language, art, literature that connects members of a society and separates them from other societies in many ways. The individual living in a particular culture, certain values, preferences and develops perceptions (Tek, 1999). Ads, the society and the period in which they were formed. It can be described as socio-cultural reflections. Along with social and technological change or difference, advertisements aiming to convince the consumer must stop by.
Entertainment Function	Ads sometimes make people laugh, use humor, sometimes bring them to a dream world, integrating them with the person they want to be or where they want to be. Even though the messages are sometimes exaggerated, the use of humor in advertising increases the consumer's perception and understanding of the brand message and helps to persuade (Fidan, 2007).

Table 1: Functions of Advertising

2.2.2. Consumer Behaviour

A discipline is dealing with how and why consumers purchase (or do not purchase) goods and services. Consumers engage in behaviors such as how to buy, how to meet the problems and demands in consumer behaviors (Kotler, 1997). As consumer behavior is the individual activities consisting of stages such as selecting, purchasing and using the product to meet the demands and needs. According to Tek (1997), activities related to individuals buying and using products and services are the reasons leading to these activities and the decision processes that determine these activities.

All marketing strategies begin to be consumer-based. Consumer-based marketing starts with understanding the consumer. With the information gathered about the consumer, the consumer is recognized, the requests and needs are determined, the products and services suitable for the claims and needs are created. It is ensured that it differs from the products and services in the market for competition. A consumer is encouraged to try this product and service. If the consumer is satisfied with his/her experience, he/she performs a repeated

purchase. For this company, a long-term relationship with the customer means competitive advantage and profit.

2.2.3. Purchase Behaviour

According to Engel (1929), there are two essential factors in purchasing behavior: purchasing intent and environmental or personal differences.

Purchasing behavior is divided into planned and unplanned purchasing depending on the intention. This is a planned purchase if a customer has determined the need, has determined the product class and category and has determined the product and brand. But if the customer doesn't determine the need, in other words, he has no intention of buying; this is an unplanned purchase.

Unplanned purchases can take place in a variety of ways. One of them is to buy the needed product and take the promotion or attractiveness of another product. Or, a product that must be taken beforehand is forgotten. Purchasing with the need for new product testing is also a separate unplanned purchase example. Since the product and brand are not specific in unplanned purchases, they need to make applications that will attract marketing managers to repair them to ensure that these customers choose their brands.

2.2.4. Purchase Intention

The intent has been defined as the commitment, plan or decision of a person to take action or to achieve a goal (Eagly and Chaiken, 1993). According to Turk and Eker (2019), the study in the cosmetic industry in Turkey store loyalty and store satisfaction, affecting positively the purchase intention. On the other hand, according to Kotler, brand image is among the factors that affect the intention to purchase. According to some researches, the consumer has emotional purchases and emotions affect the purchasing intentions of the consumers, although not always, this may vary by product and brand. In 2005, (Sweeney, et al., 1999) showed that feelings affect the purchase intention on positive way. There is a lot of research about the factors that affect the purchase intention.

Mullet (1985) suggests that purchasing intention is a function of customer preference in the cognitive phase of goods through the stimulus of outside conditions (Gary M. Mullet &

Marvin Karson), Nena (2003) has been suggesting that the extreme purchase is a consequence of the purchase in the subjective likelihood of buying behavior (Fishbein M, Ajzen I., 1975). The interpretation of whether the customer is willing or not to understand, whether or not there is any purchasing intent, combined with social media characteristics, selects the point strike component, the acquisition and the acquisition of other channels. Buy these 4 measures and go to a physical shop to completely assess the buy intention of customers.

According to Arshad (2015), Advertisement has an affect on purchase intention but between two scales there is 11 scales more. Attitude toward advertising, attitude towards television advertising, attitude towards print advertising, attitude towards billboard advertising, message content of Advertisement, Advertisement time, advertising scrolling messages, celebrity endorsement, repetition of ad, Advertisement language, income scales re also has an affect on purchase intention (Arshad, 2015).

2.3. Relationship Between Advertising Features and Purchase Intention

In developing marketing strategy, consistency is the powerful marketing tool (Sweeney, et al., 1999). Research shows that the following consistency is the effective marketing tool for the production of marketing strategies (Sweeney, et al., 1999). Research indicates that the resulting expectations of quality are affected by customer advertising expectations. In general, the goods shown in a bright lights setting are not known to be of poor quality (baker et al., 1994), but are less desirable (i.e., red or orange), as is seen by the cool colours (e.g., blue). (Bellizzi, et al., 1983), (Bellizzi & Hite, 1992) (Crowley, 19). The retail environment would then be useful to assess the value of less observable ratings (Alford & Sherrell, 1996).

Celebrities are the best known. If the celebrity is more known and famous than businesses, it would be similar to the goods, so that the customer feels well with the product (Lin & Tseng, 2008). Celebrities of integrity, reputation and authenticity should be trustworthy (Belch and Belch, 2001). The popularity of celebrities is also the key factor on which the success of celebrity support depends. Research shows that attractive people appear to alter customer expectations (Debevec & Kernan, 1984). The popularity of the famous individual, reputation and physical attraction affects the brand (Kamins, 1990). (Kahle & Homer, 1985) says the physical appearance of a famous person has a significant effect on the brand and promotional reminder. The traditional way to recognise the symbols is to dance. The principle of visual rhetoric was used to investigate publicity by means of an approach to reading and reading (McQuarrie & Mick, 1999). The work of (Park & Young, 1968) on music in advertising, in

which they claim that music will affect the attitude to the brand if used in publicity, on the basis of customer central and peripheral routes. The customer attitude, mood and music affected the emotional responses and behavioural intentions towards the commodity in the advertisement field (Alpert & Alpert, 1990). The product features are good for the music played in the commercials (MacInnis & Park, 1991). Availability refers to quick access to particular goods. Although the product has strong intentions or motives, the purpose can not be followed unless the product can be obtained (Vermeir, et al., 2004).

Consumers assume that if they pay more for a particular product, they're going to get higher prices and poor quality if they pay less. The prestige of goods, brand image, brand value, and the business relate mainly to the popular products that display a connexion between customer and social status (Eastman, et al. 1999). Studies (Dodds and Monroe, 1985) and Zeithaml (1988) show that the customer pays for what he / she perceives about the products. Message efficacy decreases by a very high degree of repeatability and vice versa (Shelly, 1979). The message repeated many times can lead to tedium and frustration (Belch & Belch, 1998). When the audience is introduced to new brand ads they will hopefully learn a lot from it but when it is repeated repeatedly there is very little the user can absorb and understand (Krugman, 1972). The emotional appeal comes from the experimental side of the emotional intake (Holbrook & Hirschman, 1982). (Kotler and Armstrong, 1991) said that the emotional call is to induce positive or negative customer feelings, inspiring shopping. (Berkman & Gilson 1987) described advertising appeal as "an attempt at innovation stimulating consumers' motivations and affecting the attitude of consumers toward a particular product or service." This means that advertising appeal is used to attract customers, or to alter the perception or attitudes of consumers about the product as well as to create an emotional effect on it.

The word "consumer" is used to describe people and organizations purchasing products and services to meet their own needs or requirements or needs of others (Kardes, 2010). The desire of customers to procure a product and to support a company's service is referred to as an intention of buying a consumer product (Shao, et al. 2004). Intentions for purchasing were suggested as willingness for buying by Dodds, et al. 1991. The relationship between product acquisition, use and consumption reactions to the commodity is indicated by (Gruber 1971).

2.4. The Attitude Toward Advertising Model

The attitude towards publicity as an entity can be described as the overall assessment of publicity as a whole. In this situation, the neural mechanism behind the attitude is focused.

The first thorough and systematic studies of advertising attitude were carried out in the 1960s. Bauer and Greyser (1968) record survey results of over 1,800 men and women consumers and more than 2,300 entrepreneurs in the US. Haller (1974) surveyed 500 students, from various fields and schools in the U.S., in a partial replication and extension of the Bauer and Greyser report.

The findings of these studies have shown that businesspeople and the general public were optimistic about some aspects of the advertising industry, for instance, it increases living standards, it encourages the production of quality goods etc., but it is fairly negative about other aspects. The advertising practitioners were most optimistic (Bauer and Greyser, 1968).

The literature (Reid and Soley 1982) indicates that from the beginning of the 1930s to the mid-1970s the U.S. approach to ads has been less favorable but more optimistic since then (Gaski and Etzel, 1986).

The social phenomenon of publicity is too complex to simply analyze the overall assessment of it by consumers (Gaski and Etzel, 1986). An analysis of the cognitive structure which underlies the attitude offers a deeper and richer understanding. Various specific aspects of advertising attitudes have been given due consideration in research. Many speak about the social and economic effects of ads (Bauer and Grayser, 1968; Haller, 1974; Kirkpatrick, 1986). Some discuss the ethics and esthetic aspects. A variety of general claims against and in favor of ads and a set of specific elements within each claim, was analyzed by Pollay (1986, 1987) and Holbrook (1987).

A literature review reveals four major orientations or facets of the institutional attitude towards advertising:

1. The hedonic orientation
2. The utilitarian orientation
3. The process orientation
4. The socio-cultural orientation

The hedonic orientation is about advertising content. This focuses on the degree to which the advertisement experience alone provides the user with satisfaction or pain. Advertising impulses are viewed in this orientation as a intention in and of themselves, rather than as

means for other purposes outside them: advertisement stimuli are interpreted as consumption objects (Holbrook and Hirschman, 1982). When you can go to the museum to view or consume art from the 17th century, you can watch TV to view or to consume advertisements. The ads are sexy, disgusting, enjoyable, dull, annoying or amusing from a hedonic viewpoint. The utilitarian orientation concerns the impact of advertising on the role of consumers in decision-making. It focuses on advertising economics. Advertising is viewed as a means to an end (e.g. details or disinformation) (decision on consumption). Consumer conduct research has dominated the utilitarian orientation of advertising (Hirschman and Holbrook 1982). Consumers are exposed to advertising stimuli and determine their position between products and brands through specific stimuli and advertisement in general. Consumers can find that advertisement informs about new and existing goods, increases competition and thus helps to minimize prices for products that favor the customer. Advertising may also be viewed as transparent in the consumer supply system. The aim of advertising is to increase or reduce the cost of goods in a utilitarian context, to be useful or useless, to play a role in better decisions, economically efficient or wasteful, etc.

Ahtola (1983) also suggests that the attitude towards advertising is distinguished between hedonism and utilitarianism, which is consistent with Holbrook and Hirschman 's reasoning (1982) regarding experiential aspects of consumerism. The analogous distinction between intrinsic and extrinsic goods is made by Edwards (1979). Intrinsic goods are the products to get, pick, want, enjoy, carry or retain for their own sake, whereas extrinsic products are selected as a means to an end beyond them. The distinction is also similar to that drawn between the intrinsic and extrinsic motivation of people (e.g. Kruglanski, Riter, Amitai, Marolin, Shabtai and Zaksh 1975), where the substance of an action is responsible for the intrinsic motivation and the external motivation is induced by the effects of an action.

The method orientation focuses on promotional tactics and persuasion in general. Publicity is often used to exploit people with emotional stimuli such as humor and sexual sensation (Pollay, 1986). Sometimes, it is seen as playing on people 's lower (or higher) needs. Wright (1986) describes the schemer schema essentially the same as the method orientation in the institutional approach to ads.

The socio-cultural orientation emphasizes the indirect effects of publicity on society as a whole. It is often argued that advertising contributes to lack of authority, loss of cultural integrity, morality, kindness and the like and leads to positive results, such as rapid circulation of culture and the subsidizing of newspapers (Pollay, 1986; Holbrook, 1987).).

This is different whether or not and to what extent particular protocols are enabled in the evaluation of publicity as an agency. In the capacity of a customer, hedonic and utilitarian orientations dominate and the mechanism and social and cultural orientations will activate me in the role of a citizen.

The various orientations of the publicity attitude are not necessarily orthogonal or the extremes of a single dimension. Some objects or phenomena are of high hedonic quality and of low utilitarian quality. Nevertheless, both hedonic and functional objects can be high or small (Edwards, 1979). In practice, the covariation between the hedonic and utilitarian component of some object or problem can be considerable. As the authors can demonstrate on the basis of their direct experience, some modern chairs have a high hedonic quality but do not seem built according to the idea of 'sitting.' Many loungers are wonders of luxury, but they will never end up in a museum of art. However, some household appliances, utensils, cars, chairs etc., are beautifully designed whilst performing well at the same time in their main functions.

Similarly, the orientations of advertising attitude could covide. Consumers can, for example, feel that good advertising is not insightful and good advertising should be boring, resulting in a negative covariation of both pieces. For example, when customers believe that advertisement encourages them to make better choices, it may lead to a positive covariation.

Some scientists believed and argued that the attention attitude is a multidimensional structure without empirically testing this multidimensional character (see, e.g., Bauer and Greyser, 1968; Haller, 1974; Reid and Soley, 1982; Pollay, 1986). The Larkin thesis (1977) is an exception. He gave 80 college students a questionnaire containing 26 promotional products as an agency. Q-factor analyzes showed the overall assessment (good-bad) of ads as one dominant aspect. Each student was critical, but based on different factors. Often an generally favorable attitude was balanced by a negative attitude towards other particular promotional activities.

2.5. Extend Studies on Advertising and Purchase Intention

By	At	Subject	Findings
Yağcı and Ilarslan	2010	The Effects of Advertising and Gender Identity Role on Consumer Purchasing Behavior	Ads have a positive or negative effect on purchase intention.
Sadeghi and Ghaemmaghami	2011	The Correlation Between Feelings and Brand Perception on Purchase Intention	Feelings has an positive aspect on Purchase Intention
Güz	2014	Advertising strategy and items affecting advertising strategy	Needs and wants, benefit, perception, physical factors, advertising stimulus, person and consumer factors have an impact on creating an advertising strategy.
Ural and Perk	2014	The Effect of Consumer-Based Brand Equity on Personal Computer Purchase Intention: A Study in Antakya	Brand Value has an positive affect on ourchase intention
Arshad	2015	The Impact of Advertisement on Consumer's Purchase Intentions	Advertisement has an affect on purchase intention
Ozturk and Akinci	2019	The Impact of Advertising Content on Purchase Intention: A Moderated Mediation Model of Attitude toward the Product and Environmental Concern	Advertising content has an positive influence on purchase intention

Table 2: Recent Studies

3. Theroretical Framework and Hypothesis

3.1. Planned Behaviour Theory

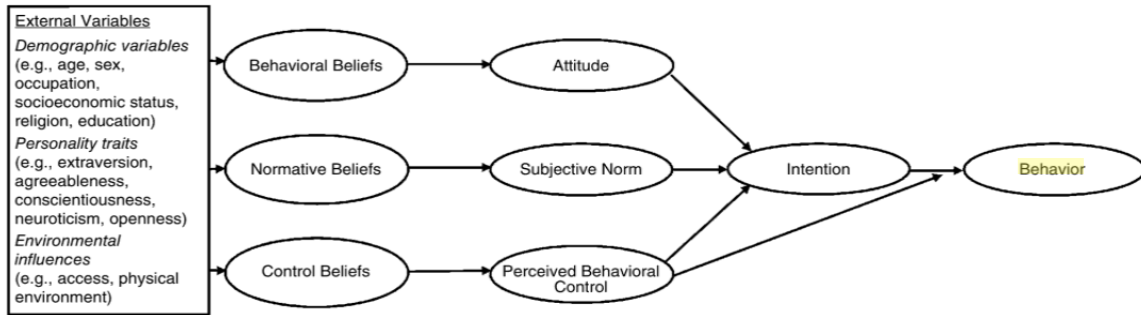
One of the popular socio-psychological theories widely used in behavioral choices is Planned Behavior Theory (PBT) (Ajzen, 1985; Ajzen, 1991). PBT, a theory that explains the link between attitudes and behaviors, is an improved model of the Cause of Action Theory (Sheppard, Hartwick, & Warshaw, 1988; Fishbein & Ajzen, 2011) (Ajzen & Madden, 1986). Planned behaviour theory (PBT) (Ajzen 1985, 1988, 1991) is a popular behavioural determal theory. By late 2017, over 54k citations had been earned in Google Scholar in the main Ajzen (1991) paper on the TPB. It was commonly used in a number of activities, including the prediction of sport and physical activity (Downs & Hausenblas, 2005; Hagger, Chatzisarantis, & Biddle, 2002; Hausenblas, Carron, & Mack, 1997).). This has been illustrated by many meta analyses. The theory can be seen within the context of an ongoing sequence of similar theories that include early reasoned action theory (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). These theories underline the deliberative processing of the information available in the formulation of intentions. PBT is a theory that is used in explaining the concluded actions in a broad sense, created in the framework of social psychology and shows processes based on cause-effect relationship. According to the theory's assumption, behavior is determined by beliefs about possible consequences (positive or negative) of action, perceived social pressure or subjective norms, and perceived behavioral control over action. The stronger these factors, the higher the probability of the behavioral intent of the person to occur and, as a result, the act of behavior to occur (Ajzen, 2005). Behavior according to PBT is a direct function of behavioral intent. Three factors guide behavioral intent. These factors are determined as “attitude towards behavior” (positive or negative assessment of performing behavior), “subjective norm” (social pressure to perform or not perform behavior) and “perceived behavioral control” (difficulty or ease of performing behavior). According to the theory, the premise of behavior is intention (Ajzen, 1991; Tonglet, 2002). The attitude towards behavior, which is the main determinant of the intention, therefore, is defined as “the general assessment of the person about the realization of this behavior” (Ajzen, 2002).

According to PBT studies, attitude towards behavior affects intention more than other dimensions of the model, subjective norm and perceived behavioral control variables (Ajzen, 2008). Krueger, Reilly and Carsrud (2000) stated that intentions predict behaviors successfully, and attitudes successfully predict intentions. The more positive attitudes are, the higher will be the intentions towards behavior. As with other subjects, there are findings that one of the main influencers of green purchase intent is the attitude variable (Minton and Rose, 1997).

On the other hand, advertising itself is an important promoter in terms of telecommunications purchase intent and behavior. With the advertisements made by being influenced by current events, consumers can increase their sensitivity and concerns, as well as increase their sensitivity. If people's buying behaviors are higher, functional advertisements can be more impressive on consumers' attitudes towards advertising (Matthes, Wonneberger, & Schmuck, 2014). Consumers with product buying behavior are often motivated by the claims presented in advertisements.

The standard model proposed by American psychologist Hovland (Hovland) in 1959 for change of attitude suggests that external stimuli may influence the change of attitude of people. It can be seen that individual attitudes influence them, according to the theory and plan of rational action and planning proposed by US scholar Fishbein and Ajzen in 1975. Behavioral purpose and affect the behaviour of individuals. The external stimulus in this study is advertisement and examines the effect of advertising on buying behaviour, and the intention to purchase this variable as a calculated index of purchasing behaviour. Wang Xia studies different brand characteristics and the level of advertising directly influences use. Chen Kai, ready to buy (Wang Xia, 2012), noted that self-serving advertising appeals would increase consumers' willingness to buy green relative to altruistic advertising demands (Chen Kai, 2016).

Below is the model on which the planned behavior theory is based. According to this model, environmental factors are the basis of the theory. Environmental factors affect belief in behavior and behavior control. These scales affect the attitude and behavior.



(Singer, Hausenblas and Janelle, 2007)

Figure 2: The theory of planned behaviour (TPB). The theory of reasoned action omits the perceived behavioral control (PBC) construct

3.3. Hypothesis

Based on PBT model, it can be said that the advertisements made during the pandemic period have an effect on the purchase intention. Because, the covid-19 pandemic has cut people off from social life and forced them to get used to a new life order. This change in social life has affected people's psychology, reactions and thoughts. Ads used as an illusion by brands for years began to put more pressure on consumers in the Covid-19 Pandemic. Emotionally fuller ads may affect consumers' purchase intentions. It is an undeniable fact that Turkish society in general has an emotional nature. As stated in the literature review, many studies have been done and articles have been written to explain the relationship between advertising components and purchase intention. These are the reasons for choosing this model to creating hypothesis.

The following hypothesis are obtained according to Planned Behaviour Theory:

H1: Advertisements has an affect on purchase intention during pandemic process.

3.4. Research Model



Figure 3: Research Model

4. METHODOLOGY

4.1. Method of Research

In this study, two different research methods will be used. This method is called 'Mixed Research Method'. Researchers can investigate the same problem using many methods to detect repeated trends or consistent relations between variables, independent from a particular data source or tests type and inherent weaknesses of measurement. Triangling, using several methods of analysis or interventions simultaneously testing the same theory or finding is a precious tactic analysis procedure, but more if we combine methods while different strengths and weaknesses are complementary (Fellows and Liu 2008).

The word mixed methods refers to an evolving research approach that encourages systematic incorporation or combining of quantitative and qualitative data within one study or a continuous research programme (Harits, 2011). The fundamental principle of this approach is that this application makes it possible to use information more thoroughly and synergistically than to collect and analyse data separately (Sreejes&Mohapatra, n.d.).

Mixed methods of study originated in the social sciences and have increasingly spread into medical and health sciences including nursing, family medicine, social care, mental health, pharmaceuticals, allies and other areas. Thanks to a wide range of research issues, its methods have been developed and strengthened over the last decade (Creswell and Plano Clark 2011). Such procedures include advancing rigour, providing alternative mixed method designs, creating a short notification system to explain communication designs across the various fields, visualising diagram-based procedures, identifying research questions which are

particularly beneficial to integration, and developing ways of conducting diverse types of mixed methodology studies (McWilliam, 1991).

One of them is qualitative research method. Qualitative research was used to creating hypothesis. Qualitative research, which uses qualitative data collection methods such as observation, interview and document analysis for a solution of a problem, refers to a subjective-interpretive process for the perception of previously known or unnoticed problems and the realistic handling of natural facts related to the problem (Seale, 1999).

On the other hand, quantitative research method will used to prove hypothesis. Quantitative analysis is characterised as a systematic study of phenomena through the collection of quantitative data and the application of statistical, mathematical or computer techniques (Bryman, 2006). Quantitative research gathers data from current and prospective customers through the use of sampling techniques and send out numerical results on-line surveys, online polling, questionnaires, etc. After thorough analysis of these figures, forecast and make adjustments to the future of a product or service (Brannen, 2009).

4.3. Data Gathering Technique

In the first stage of the research, the data were collected from platforms such as online libraries and google scholar to create hypotheses and this data is included in the literature review section. In the stage of proving hypotheses, the second part of the research, data will collected through an online questionnaire will created on Office365 Forms. Questions that are more multiple-choice will asked to customers in an attempt to have a greater customer perception and in-depth gathering of data to reply all the investigation questions and meet desired intents. Office365 Forms will created through questionnaires will sent by mail to the way consumers use their telecommunications brand in Turkey. These consumers are composed of the immediate environment of the author and helped distribute the questionnaire and reach more consumers.

4.4. Data Analysis Technique

Information analysis provide of summarizing gathered evidence to an appropriate dimension, creating precise reports, discerning patterns, as well as executing statistical ways and means (Cooper and Schindler, 2005). This would aid in the understanding of the results plus support in creation of significant conclusions as well as unbiased views. This data will analyzed via a statistical instrument identified as SPSS.

In order to measure the reliability of the scales, firstly, reliability analysis will be made on scales on spss. Reliability analysis measures the consistency of responses to a questionnaire prepared according to a predetermined scale type (Reliability analysis management, 1976). Here, consistency is the consistency of the answers given to the questions that contain ordinal-scale answers only.

After proving the reliability of the created scales, factor analysis will be applied. Factor analysis is to provide advantages such as the ease of visualizing and interpreting the analysis by collecting the correlated variables into a category, obtaining fewer factors, and reducing the number of variables, that is, one dimension reduction (Ryder,1964).

Finally, simple linear regression analysis will be applied to the data to prove the correctness of the hypotheses. A simple linear regression evaluates the linear relationship between two continuous variables to estimate the value of a dependent variable based on the value of an independent variable (Sedgwick,2013). Additionally, linear regression analysis would assist the scholar in understanding the connection between advertising during pandemic process and purchase intention at turkish telecommunication industry (Bryman and Bell, 2007).

4.5. Scales and Measurement

As discussed above in this study seeks to evaluate 2 keystones, which are advertisements and purchase intention. To achieve reliability as well as validity of this research, two constructs will be measured using the Likert seven-point scale, which includes 1. Strongly disagree, 2. Disagree, 3. Somewhat disagree, 4. Neither agree or disagree, 5. Somewhat agree, 6. Agree, 7. Strongly Agree. Likert scales, were developed in 1932 as the familiar five-point or seven bipolar response that most people are familiar with today (Rensis, 1932). These scales range from a group of categories—least to most—asking people to indicate how much they agree or disagree, approve or disapprove, or believe to be true or false.

Appropriate components or items were embraced from past academic research and adjusted to suit this particular study. The Likert scale is a closed-ended psychometric questionnaire that measures the participant's views on a series of statements (Arnold et al., 1967). Participants can choose from a variety of answers from opposite ends after evaluating the questionnaire questions. Likert scales can have five, seven or nine points depending on the level of depth required from the participants. The Likert scale is named after Rensis Likert, who invented this system. In 1932, Likert developed this method by measuring people's attitudes towards a topic, allowing them to respond to a series of statements and evaluate how they felt about

each (Kim, 2011). Participants will be asked questions to indicate their demographic characteristics (age, gender, household income level, Job status, educational status, marital status). However, it will be easier to make comparisons between brands by asking the telecommunication brands they use. Some of the questions in the questionnaire were inspired by previously used and published questionnaires in the academic field. The construct purchase intention scale embraced from Ahmed H., Shah I. and Ahmad K (2010). The construct some of advertisement questions embraced from Reid L. And Soley L. (1982), Pollay R. and Mittal B. (1993). In addition, some of questions were developed from literature review.

4.6. Measuring Reliability and Validity

The study will embrace Cronbach's Alpha value, an instrument used to observe reliability. Guelford (1965) discussed that the greater the value of Cronbach's alpha, the more the inner consistency will be. Forexample if the outcome is above 0.70, then this indicates that the reliability of the dimension is significant.

Regression analysis will performed for hypotheses. There are some assumptions in the interpretation of regression analysis. It can be listed as follow;

- Durbin-Watson value should be between 1.5 and 2.5 to say error terms are independent (Vinod,1973).
- Normal distribution of error terms should be assessed (Zeckhauser&Thompson, 1970)
- Ideally Tolerance should be above 0.9 (Benmamoun, 2006).
- A condition index greater than 15 indicates a possible problem of multicollinearity (Zhang&Ibrahim, 2005).
- $VIF > 3$ there might be multicollinearity. If $VIF > 10$ there is definitely a problem (Liu et.al., 2003).

4.7. Ethical Issues

Saunders et al (2012) argues that honesty is an important aspect of research and should not be compromised because it can affect society, respondents and researchers. Ethical practises were strictly adhered to in conducting this research.

The respondents on the cover page will give an overview of what the research will be about. The respondents' views will be valued and they have the choice of not participating because they chose to. The respondents' privacy will be respected and they will not be subjected to any danger, because they will complete their questionnaire using the internet through their private computers or mobiles.

In accordance with the ethical rules of the university, two ethics quizzes were solved on the university portal and a minimum score of five (5) was obtained. In addition, Office365, which is used to collect data, is a data collection tool that is permitted by the university and is not objectionable to use ethically.

5. RESULTS

The results of the analysis made in the following sections of the study will be presented and the answers collected will be discussed. To examine the internal reliability of the constructs, Reliability Analysis was utilized. Regression analysis was used to measure the magnitude of the relationship between variables.

5.1. Pre-Test Results

In order to measure the reliability of the scales, a preliminary test was conducted with 81 participants and a reliability analysis was performed on the spss. According to the results of this analysis, it was found to be reliable in two scales, but in factor analysis, two factors were found in advertisements scale and the reliability result is close to the lower limit. Therefore, one of the questions in this scale was deleted and the reliability of the scale was increased. After the question was deleted in the new factor analysis, a single factor was obtained as desired, and the questionnaire was continued to be used as such.

5.2. Research Sample

The universe of the research is the consumers who use telecommunications brands, in Turkey. A total of 203 respondents were used for the study. The names of all participants involved in the study will be kept confidential throughout the study. Most of these respondents were reached via social media and acquaintances, thus convenience and mailing sampling method was used due to time and budget considerations. The names of all participants involved in the

study will be kept confidential throughout the study. A total of 203 people participated in the study. Gender, age, job, marital status, education status, telecommunication brand and household income were asked in the questionnaire. 122 females and 81 males participated in the study. That is 60.1% of the questionnaire is composed of females and 39.9% is composed of males. 78 people belong to the 15-25 age group, 65 people belong to the age group of 26-35 age group and 60 people belong to the 36-65+ age group, participated in the study. The results of the survey are mostly from of the sample is in 15-25 age group. More specifically 38.4% in the 15-25 age group, 32% in the 26-35 age group and 29.6% in the 36-65+ age group. 120 single 83 married people participate to this study. The level of education of the participants; Primary School 2, High School 12, University 66, Master 66, Phd 26 and other 2. Majority of the participants have household income between 15001-20000. Majority of the participants are Worker or Civil Server. In addition, telecommunication brand was asked to customers, the results of the survey are; 78 people are using Turk Telekom, 66 people are using Vodafone, 63 people are using Turkcell and 2 people are using other telecommunication brands.

Demographic Features		Frequency	Total Frequency	Percent	Total Percent
Gender	Female	122	203	60.1	100
	Male	81		39.9	
Age	15-25	78	203	38.4	100
	26-35	65		32	
	36-45	34		16.7	
	46-55	13		6.4	
	56-65	9		4.5	
	65+	4		2	
Household Income	Under 1500	9	203	4.4	100
	1501-5000	8		3.9	
	5001-10000	29		14.3	
	10001-15000	57		28.1	
	15001-20000	63		31.0	
	20000+	37		18.2	
Job	Freelancer	33	203	16.3	100
	Housewife	8		3.9	
	Worker	49		24.1	
	Retire	13		6.4	
	Civil Server	49		24.1	
	Student	45		22.2	
	Unemployed	6		3.0	

Marital Status	Married	83	203	40.9	100
	Single	120		59.1	
Education Degree	Primary School	2	203	1.0	100
	High School	12		5.9	
	University	95		46.8	
	Master	66		32.5	
	Phd	26		12.8	
	Other	2		1.0	
Telecommunication Brand	Turkcell	63	203	31.0	100
	Vodafone	66		32.5	
	Turk Telekom	72		35.5	
	Other	2		1.0	

Table 3: Frequency Analysis Results

5.3. Reliability Analysis Results of Scales

Reliability analysis was performed separately for each scale. The reliability analysis results made in this section will be explained.

5.3.1. Reliability Analysis Results of Advertising During Covid-19 Pandemic Scale

In this study, Advertising During Covid-19 Pandemic Scale was measured with 7 items. For the Advertising During Covid-19 Pandemic Scale perception to be reliable, Cronbach's Alpha should be >0.70 . In table, Cronbach's Alpha value of Advertising During Covid-19 Pandemic Scale is 0.814. So Advertising During Covid-19 Pandemic Scale is a reliable measure.

RELIABILITY STATISTICS	
CRONBACH'S ALPHA	N OF ITEMS
0,814	7

Table 4: Reliability Analysis Results of Ads During Pandemic Scale

ADVERTISING DURING PANDEMIC SCALE	CRONBACH'S ALPHA IF ITEM DELETED
My general opinion of advertising is unfavorable (r).	.946
I like the ads of the brand I use.	.739
Advertising is a valuable source of information about telecommunication services and products.	.766
Advertising tells me which brands have the features I am looking for.	.758

The advertisements made by the brand I used during the pandemic process encouraged me to use this brand.	.719
The advertisements made during the pandemic process are impressive.	.718

Table 5: Reliability Analysis Results (If item deleted) of Ads During Pandemic Scale

5.3.2. Reliability Analysis Results of Purchase Intention

In this study, Purchase Intention was measured with 6 items. In table; Cronbach's Alpha value of Purchase Intention is 0.952. So Purchase Intention a reliable measure.

RELIABILITY STATISTICS	
CRONBACH'S ALPHA	N OF ITEMS
.952	6

Table 6: Reliability Analysis Results of Purchase Intention Scale

PURCHASE INTENTION	CRONBACH'S ALPHA IF ITEM DELETED
The advertisements of the brand I used in the pandemic process in digital fields have impressed me.	.943
The advertisements made by the brand I used in the pandemic process led me to receive an extra sms package.	.940
The advertisements made by the brand I used during the pandemic process led me to buy an extra minute package.	.940
The advertisements made by the brand I used in the pandemic process led me to buy an extra internet package.	.944
I would definitely intend to buy the product or service from telecommunication brand which I used.	.945
I would absolutely plan to buy the product or service from telecommunication brand which I used.	.946

Table 7: Reliability Analysis Results (If item deleted) of Purchase Intention Scale

5.4. Regression Analysis Results of H1

Dependent Variable: Purchase Intention							
	Unstandardized Coefficients		Standardized Coefficients	T-Value	Tolerance	VIF	F-Value (Regression)
	B	Std. Err.	Beta				
Constant	-2.113	0.300		-7.047			0,026
AP	1.401	0.055	0.873	25.395	1.000	1.000	0
Multiple Coefficient of Correlation (r): ,873							
Multiple Coefficient of Determination (R2): ,762							
Adjusted R2: ,761							
F Value (ANOVA) : 644,917							
Durbin Watson: 1,649							
Sig (Constant and AP): .000							

Table 8: Regression Analysis Results of H1

The R value shows the correlation value between Purchase Intention and advertisements during pandemic process, and the R-Square indicates the square of this correlation value. The r-square at .762 tells us that 76.2% of the variation within the variable purchase intention can

be attributed to Advertisements during pandemic process. Durbin-Watson value is 1.649. Since Durbin-Watson value is in between 1,5 and 2,5 there is no autocorrelation.

The unstandardized coefficient (1.401) for advertisements during pandemic process. In the light of this information, the following result can be achieved, are provided advertisements during pandemic process sig value .000. It is meaningful according to <0.05 .

So for consumers, purchase intention is highly generated by advertisements during pandemic process.

6. DISCUSSION&RECOMMENDATION

PBT is a theory established within the framework of social psychology, used to explain the resulting actions in a broad sense and show processes based on cause-effect relationship. According to the theory's assumption, behavior is determined by beliefs about the possible consequences of the action (positive or negative), perceived social pressure or subjective norms, and perceived behavioral control over the action. According to PBT, behavior is a direct function of behavioral intention. According to the theory, the antecedent of behavior is intention (Ajzen, 1991; Tonglet, 2002). The more positive the attitudes are, the higher the intentions towards the behavior will be. If people's purchasing behavior is higher, functional ads can be more influential on consumers' attitudes towards advertising (Matthes, Wonneberger, & Schmuck, 2014). Consumers with product buying behavior are often motivated by the claims presented in advertisements. In this study, the effect of the advertisements made during the pandemic period on the purchase intention of the consumers in the telecommunication sector was examined with planned behaviour theory.

Based on the results of the tests conducted on SPSS, it can be said that advertisements made during the pandemic period have a positive effect on the purchasing intention of consumers in the telecommunications sector. Pandemic period, and the whole world has changed in the advertising concept in Turkey. The change of social lives shaped advertisements. In the advertisements, the elements that people have to stay at home and that brands will meet their customers again after these difficult days have been emphasized emotionally. Turkish people are generally positively affected by such advertisements with their conscientious and emotional nature. According to the theory, behavior is a direct function of behavioral

intention. The advertisements in question intervened in the behavioral intentions of consumers with social pressure and formed the purchase intention by playing a persuasive role. The more positive the attitudes towards PBT, the higher the intentions for behavior will be. The pandemic has made people's lives difficult. In these cases challenging process they used the positive sentiment in the telecommunications brand advertising in Turkey.

According to the test results, brands have formed a positive behavioral intention with their positive attitude and approach.

In the light of the results of the research, suggestions that can be given to telecommunication brands are listed as follows;

- 1) people living in Turkey AdIrlAr emotional structure, therefore must contain emotional motives of ads.
- 2) Global events may affect the habits and social lives of societies, and therefore global and social events should direct the marketing activities of brands.
- 3) With the developing technology, most of the consumers have turned to internet packages, it is necessary to differentiate internet packages from other services.

CONCLUSION & LIMITATIONS

The purpose of this study, in the pandemic period of the advertisements made by telecommunications companies in the Turkey market, to observe the effects of consumers' purchase intentions. During the literature review, many studies were found to prove that advertising works directly or indirectly affect the purchase intention. The subject of this study is completely unique as these studies generally intensify their research in different periods and in different sectors, and it has filled the gap in the literature. In this study, the planned behaviour theory was used to support the hypothesis, and when the results were compared with the theory principles, the accuracy of the hypothesis was determined both on the basis of theory and within the framework of the survey. The content of the advertisements is shaped according to the conditions of the society. For this reason, during the Covid-19 pandemic, different content than normal advertisements were turned to and emotional motifs were used in advertisements. In the Appendices, advertisements made by telecommunications companies, the Turkey can be seen in this period. For brands, the already emotional structure of Turkish society has become a sales tool open to use even in this period. Based on the survey results, it is clearly seen that advertisements have an effect on the purchasing intentions of consumers during the pandemic period. Since covid is a new term, research areas on this subject were very limited. Therefore, the literature review phase of the research was more difficult and longer than the writing of other chapters. While creating the questionnaire, a new questionnaire was created and presented to the participants by adapting the questionnaires previously used for this subject in the literature to the covid-19 period. During the data collection phase, there was no difficulty in finding participants as most of the people were self-isolating. The SPSS program was used in the data analysis phase, but some problems were encountered at this stage because the computer program was not compatible. The school library and the digital areas of the school, which were closed due to the pandemic,

could not be used. Therefore, the analysis part of the study is open to development and innovation. When the questionnaire results focused specifically on the questions, it was seen that people were more inclined to purchase extra internet packages. Considering the advertisements made by brands in this period, it is seen that many of them encourage them to buy extra internet packages. In advertising content, actors always talk video with their relatives whom they cannot meet due to the pandemic, and this has created an awareness of "I can video talk" in consumers. It was seen in the results of the survey that the participants who frequently applied to the extras internet package for video chat did not incline to purchase extra sms packages. Based on the results of the survey and the planned behavior theory, it can be said that the antecedent of behavior is intention and social life is one of the factors affecting intention. In addition, in the pre-tests performed during data collection, a questionnaire included in the 'Ads during pandemic process' scale posed a threat to water reliability, and this question was deleted in order to increase the reliability coefficient. Accordingly, the hypothesis on the basis of the research was confirmed and the gap in the literature on this subject was filled with this study.

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APPENDICIES

Appendix 1: Questionerie

The impact of advertisements on consumer purchase intention during the COVID-19 Pandemic: An examaination of the Turkish telecommunication Industry

Dear Participant,

Thank you for agreeing to participate in this study on the impact of advertisements in the Telecommunication sector during the COVID-19 Pandemic on the purchase intention of Turkish consumers. This study is conducted as part of an MSc project by an MA student at the University of Greenwich (United Kingdom) and is guided by protocols ensuring anonymity and confidentiality. Please be assured that your responses will be treated in the strictest confidence.

Please answer every question. For each question, please select one answer option that best describes your opinion. The questions are anchored from 1 to 7 where (1=strongly disagree, 2= disagree, 3= slightly disagree, 4= neither agree nor disagree, 5= slightly agree, 6= agree, 7= strongly agree).

Once again, I am extremely grateful of your time to participate in this study.

Yours Sincerely,

Merve Turk

Which is your telecommunication brand?

A) TURKCELL

B) VODAFONE

C) TURK TELEKOM

D) OTHER

	1	2	3	4	5	6	7
I like the ads of the brand I use.							
Advertising is a valuable source of information about telecommunication services and products.							
Advertising tells me which brands have the features I am looking for.							
My general opinion of advertising is unfavorable.							
The advertisements made by the brand I used during the pandemic process encouraged me to use this brand.							
The advertisements made during the pandemic process are impressive.							
The advertisements made in the pandemic process have different content than the advertisements normally made.							
I would absolutely plan to buy the product or service from telecommunication brand which I used.							
I would definitely intend to buy the product or service from telecommunication brand which I used.							

The advertisements made by the brand I used in the pandemic process led me to buy an extra internet package.							
The advertisements made by the brand I used during the pandemic process led me to buy an extra minute package.							
The advertisements made by the brand I used in the pandemic process led me to receive an extra sms package.							
The advertisements of the brand I used in the pandemic process in digital fields have impressed me.							

Gender:

- A) Female
- B) Male

Age: (Short Answer)

.....

Household Income (TL):

- A) Under 1500
- B) 1501-5000
- C) 5001-10000
- D) 10001-15000
- E) 15001-20000
- F) 20001+

Job:

- A) Freelancer
- B) Housewife
- C) Worker
- D) Retire
- E) Civil Server
- F) Student
- G) Unemployed

Marital Status:

- A) Married
- B) Single

Education:

- A) Primary School

- B) High School
- C) University
- D) Master
- E) Phd
- F) Other

Appendix 2: Advertisement Examples during covid-19 pandemic

Turkcell:

<https://www.youtube.com/watch?v=8PgwWc7nHTk>

https://www.youtube.com/watch?v=fNU_nWyl3Kk

<https://www.youtube.com/watch?v=lmvb4aBxsU4>

Vodafone:

<https://www.youtube.com/watch?v=axkML2nMxRU>

<https://www.youtube.com/watch?v=KrXOV5lR4xc>

https://www.youtube.com/watch?v=GB0zXwBZ_y8

Turk Telekom:

<https://www.youtube.com/watch?v=syC7sZpWaxQ>

<https://www.youtube.com/watch?v=1dB8-l-SgAk>

<https://www.youtube.com/watch?v=i6nFZLs75WI>

Appendix 3: Ethics Approval Form

Module Code:	BUSI-1440-M01-2020-21
Tutor Name:	Dr. Arinze Nwoba
Project Title:	THE IMPACT OF ADVERTISEMENTS ON CONSUMER PURCHASE INTENTION DURING THE COVID-19 PANDEMIC: AN EXAMINATION OF THE TURKISH

TELECOMMUNICATION INDUSTRY

Group members:

Brief description of project objectives and methods:

The aim of this study is to understand affects of telecommunication brands advertisement's on purchase intention at Turkey during pandemic process. In addition, the objective of this research is "During the pandemic period, the ads made by telecommunications companies in Turkey to investigate the effects of purchase intention of consumers". Also, the question of this study is, "Do the advertising strategies of brands vary in the pandemic process with a positive purchase intent on consumers? "

Start of data collection: 15 August 2020

End of data collection: 25 August 2020

Data collection methods (select all that apply): Online questionnaire

For data collection involving human participants:

I will use the required Participant Information and Consent templates: Yes

I will not collect data from University staff, children or vulnerable people: Yes

I will collect only the minimum personal data necessary to answer my research questions: Yes

Any in-person contact with participants will only occur in quiet public spaces: Yes

I will not collect the identities of people who respond to questionnaires (anonymity): Yes

I will not include or report the names of individuals alongside data I store about them (confidentiality): Yes

For all data collected:

I will store data only on my University G: drive or University OneDrive and not on mobile devices, memory sticks or laptops: Yes

I will delete all collected data at the end of this academic year: Yes

