ISTANBUL SABAHATTIN ZAIM UNIVERSITY

GRADUATE EDUCATION INSTITUTE

DEPARTMENT OF BUSINESS ADMINISTRATION

THE INFLUENCE OF ACTUAL SELF-CONGRUITY, PERCEIVED BRAND QUALITY, AND BRAND TRUST ON ADVERTISING EFFECTIVENESS: A STUDY ON GENERATION Z THROUGH VIDEO ADS

Ph.D. DISSERTATION

Havva ÖZBEK

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This study has been approved in partial fulfillment of the requirements for a Ph.D. Degree in Business Administration.

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I confirm that the signatures above belong to the aforementioned faculty members.

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Prof. Dr. Ali Güneş

Director of the Graduate

Education Institution

DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY

This is to certify that this Ph.D. dissertation titled “The Influence of Actual Self Congruity, Perceived Brand Quality, and Brand Trust on Advertising Effectiveness: A Study on Generation Z Through Video Ads” is my own work and I have acted according to scientific ethics and academic rules while producing it. I have collected and used all information and data according to scientific ethics and guidelines on the thesis writing of Istanbul Sabahattin Zaim University. I have fully referenced, in both the text and bibliography, all direct and indirect quotations and all sources I have used in this work.

Havva ÖZBEK

ACKNOWLEDGEMENTS

First and foremost, I would like to thank my chair and advisor, Assoc Professor Dursun Yener for his continuous support and valuable feedback provided to me that improve the quality of this research study during my dissertation writing period.

I would also like to thank the two other members of my committee Dr. Mehmet Çetin, and Dr. Haşmet Gökırmak for their guidance and suggestions for the best ways of data analysis to finalize my study. Besides, I would like to thank Assoc Professor Özgür Kökalan for his continuous support during my doctoral studies.

I also owe very special thanks to my dear friend Dr. Tuba Ketenci Ayer, who has inspired me to pursue a Ph.D. and reignited the love of learning in me again in my most desperate time supporting me every moment on this journey.

I would also like to thank my husband Ömer for encouraging and supporting me throughout this process. Special thanks to my mom, my sisters, my son Furkan, and my daughter Zeynep Betul for their support, patience, and good wishes during my journey as a Ph.D. student.

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Havva ÖZBEK
İstanbul-2021

ABSTRACT

THE INFLUENCE OF ACTUAL SELF-CONGRUITY, PERCEIVED BRAND QUALITY, AND BRAND TRUST ON ADVERTISING EFFECTIVENESS: A STUDY ON GENERATION Z THROUGH VIDEO ADS

Ph.D., Department of Business Administration

Advisor: Assoc Professor Dursun Yener

April, 2021 - 215 + xvii Pages

The main purpose of this study was to examine how different levels of self-congruity, perceived brand quality, and brand trust impact the effectiveness of symbolic video advertisements among Generation Z members in detail. The study was conducted on Generation Z with 562 participants and unlike similar studies in the literature, the effectiveness of ads was examined using video ads. The influence of these independent factors on advertising effectiveness was analyzed using one of the long-lasting hierarchy of effects frameworks (Lavidge and Steiner, 1961). Six advertising effectiveness factors are examined as the main elements in the hierarchy of effects model: attention, recall, recognition, attitude toward the advertisement (Aad), attitude toward the brand (Ab), and purchase intention. An online experiment was conducted based on a model which compares the effects of different levels of self-brand congruity (high vs. low), perceived brand quality (high vs. low), and brand trust (high vs. low) on the advertising effectiveness factors individually. The results of the study suggest that there is a significant relationship between the level of self-congruity and recognition, attitude toward advertisement, and purchase intention. Furthermore, the results for perceived brand quality and brand trust factors indicate that there is a significant relationship between the level of these factors and attention, attitude toward advertisement, attitude toward the brand, and purchase intention. Also, the findings of the study indicate that self-congruity affects recognition, attitude toward the advertisement, and purchase intention positively. Besides, perceived brand quality and brand trust affect the attention, attitude to the ad, attitude brand, and purchase intention positively. In other words, the higher the self-congruity, perceived brand quality, brand

trust the higher the advertisement effectiveness. The study provides key implications and insights in video advertising for future researchers and advertising practitioners.

Keywords: Marketing, Advertising Effectiveness, Self-Congruity, Perceived Brand Quality, Brand Trust, Hierarchy of Effects, Video Advertisements, Generation Z

ÖZET

TÜKETİCİ BENLİK VE MARKA İMAJI UYUMU, ALGILANAN MARKA KALİTESİ VE MARKA GÜVENİNİN REKLAM BAŞARISI ÜZERİNDEKİ ETKİSİ: VİDEO REKLAMLAR ARACILIĞIYLA Z KUŞAĞI ÜZERİNE BİR ARAŞTIRMA

Doktora Tezi, İşletme Bölümü

Tez Danışmanı: Doç. Dr. Dursun Yener

Nisan-2021, 215 + xvii Sayfa

Bu çalışmanın amacı, gerçek benlik ve marka imajı uyumu, algılanan marka kalitesi ve marka güveni faktörleri hakkında daha kapsamlı bilgi edinmek ve bu faktörlerin her birinin reklamın etkinliği/başarısı üzerindeki etkisini kavrayabilmektir. Çalışma iki farklı üniversiteden 562 katılımcı ile Z kuşağı üzerinde gerçekleştirilmiş bir araştırmadır. Literatürde yer alan benzer çalışmalardan farklı olarak video reklamların etkinliği incelenmiştir. Video reklamların etkinliği "Etkiler Hiyerarşisi" modeli (Lavidge and Steiner,1961) temel alınarak ölçümlenmiştir. Reklam etkinliği faktörleri olarak da tanımlanan dikkat, hatırlama, tanınma, reklama yönelik tutum, markaya yönelik tutum ve satın alma niyeti gibi altı bağımlı değişken etki hiyerarşisi modelinin ana unsurları olarak kullanılmıştır. Gerekli olan veri; gerçek benlik ve marka imajı uyumu, algılanan marka kalitesi ve marka güveni faktörlerinin farklı seviyelerdeki (yüksek veya düşük) etkilerini karşılaştıran bir modeli baz alarak geliştirilen çevrimiçi anket aracılığı ile toplanmıştır. Çalışmanın sonuçları, gerçek benlik ve marka imajı uyumu ile tanıma, reklama yönelik tutum ve satın alma niyeti değişkenleri arasında anlamlı bir ilişki olduğunu göstermiştir. Ayrıca çalışmanın sonuçlarına göre, algılanan marka kalitesi ve marka güveni faktörleri ile dikkat, reklama yönelik tutum, markaya yönelik tutum ve satın alma niyeti arasında anlamlı bir ilişki olduğu gözlemlenmiştir. Araştırmanın bulguları, gerçek benlik ve marka imajı uyumunun tanıma, reklama yönelik tutumu ve satın alma niyetini pozitif yönde etkilediğini göstermiştir. Ayrıca algılanan marka kalitesi ve marka güveni faktörlerinin reklama yönelik dikkati, reklama karşı tutumu, marka tutumunu ve satın alma niyetini pozitif yönde etkilediği gözlemlenmiştir. Diğer bir deyişle, gerçek benlik ve marka imajı uyumu, algılanan marka kalitesi ve marka güveni ne kadar yüksekse reklam etkinliği de o kadar

yüksektir. Bu bulgular, reklamcılar için birçok önemli çıkarımın yanı sıra çevrimiçi video reklamcılığı alanında gelecek vaat eden araştırma alanlarına işaret etmektedir.

Anahtar Kelimeler: Pazarlama, Reklam Etkinliği, Gerçek Benlik ve Marka İmajı Uyumu, Algılanan Marka Kalitesi, Marka Güveni, Etkiler Hiyerarşisi, Video Reklamlar, Z Kuşağı

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LIST OF ABBREVIATIONS

Aad	: Attitude toward the ad
Ab	: Attitude toward the brand
Ad	: Advertisement
BPS	: Brand Personality Scale
BT	: Brand Trust
AMA	: American Marketing Association
Ed(s)	: Editor(s)
e.g	: exempli gratia (for example)
et al.	: and others
EX	: Excitement
MANOVA	: Multivariate Analysis of Variance
PBQ	: Perceived Brand Quality
RQ	: Research Question
SC	: Self-Congruity
SIN	: Sincerity
SOP	: Sophistication
SPSS	: Statistic Packets For Social Sciences
TÜİK	: Turkish Statistical Institute
var.	: Variable
vs.	: Versus

CHAPTER I

INTRODUCTION

Technological developments and the acceleration of globalization accordingly lead to radical changes in today's markets. It cannot be denied that a company's main objective is maximizing the profit to survive and maintain its life in competitive markets. As the markets have become more crowded than ever, it has become challenging for brands to create a competitive advantage in new market environments. Businesses turn to abstract benefits like “brand” instead of physical differences to provide a competitive advantage in similar products.

Creating a unique brand is one of the most significant marketing objectives since brands are considered one of the most essential assets of a business entity after customers and tangible assets (Doyle, 2001). A corporation's vital asset is “brand” to overcome the fierce competition in markets. Today's market conditions forced firms to build stronger ties with their customers by creating unique, favorable, and strong brand associations in consumer minds to build powerful brands that continuously change to grow and sustain their businesses.

A brand is one of the most critical elements of marketing studies, affecting consumer behavior and enabling us to distinguish products and services from others. According to the Oxford dictionary, “brand” is a word that evolved from a Germanic word the *brandr* which means to burn. In the 16th century, farmers in America used an identifying mark burned on their animals with a hot iron to identify them (Jevons, 2005). In fact, for centuries, people have used “brand” to differentiate their assets or products from others. Among the contemporary definitions of “brand” in marketing literature, Kotler et al. (2013:261) find the AMA’s (American Marketing Association) definition most fitting: "a name, term, design, symbol, or any other feature that identifies the seller's goods or services as distinct from those of other sellers”.

In market environments where competition is increasing day by day, it has become more critical than ever to distinguish a product or service from others. However, it is a clear fact that a brand as a name or a logo itself does not provide any competitive advantage for the company in the market. Only those companies able to manage their brand, create and reflect a proper brand identity with unique elements and equity can

survive. As a result, *branding* has been accepted as an essential marketing practice that enables differentiation of products, sustaining products' lives, increase sales and income in the long and short term, and strengthen the brand. Branding does not refer to just creating a name, logo, or package design for a product but more than this. Branding means creating value for both consumers and brands. According to Schuiling and Kapferer (2004), three main requirements of branding can be classified as skills, a high level of sources, and corporate long-term involvement. On the other hand, Wheeler (2017) defined *branding* as a part of the brand management process, which is used to increase brand awareness and strengthen consumer loyalty (Wheeler, 2017).

Regarding Kotler's (2013) definition of brand, it is evident that brand managers have a critical responsibility of creating a differentiating value proposition to create a distinct brand and attract more customers to maximize the profit in the long run. Communication tools are critical for the differentiation process. Brands are noticeable with their success in using brand communication tools and understanding and responding to their target audience's multiple needs and want. Creating and communicating the right messages to the right target audience is crucial to attracting customers in today's highly competitive marketplace. Brands use different communication tools such as advertising to communicate and inform customers about their functional and symbolic characteristics.

Russell et al. (1993:41) defined advertising as "a message paid for by an identified sponsor and usually delivered through some medium of mass communication". Mainly, the traditional communication philosophy perspective defines advertising as communication that helps companies sell products. It means that any communication that sells a product or service and communicates sales messages can be defined as advertising. Advertising is one of the most critical elements of the promotion mix, which is a component of the marketing mix (4P's: product, price, place, promotion). As a promotional tool, advertising serves as a significant marketing communication activity in creating product awareness in potential consumers' minds to make eventual purchase decisions.

Although there are other marketing communication tools, advertising can be considered the most powerful one. Some scholars evaluate advertising as the most influential marketing communication tool for its broader exposure and long-lasting

impact on the viewer's mind (Katke, 2007). Regarding the 2020 advertising expenditure data, it is obvious how marketing professionals are aware of this fact. According to Guttmann (2020) from Statista, it was projected that advertising spending worldwide was around 517 billion U.S. dollars in 2020. Also, it is indicated that more than 26 percent of global advertising expenditure is predicted to be for TV ads, while internet advertising spending will reach 54 percent by the end of 2022 (Guttmann, 2021). These statistics prove that video ads will continue to have an important place in our lives.

It is a common approach that advertising is a handy communication tool. However, there is another reality highlighted by John Wanamaker: half the money advertisers spend on advertising is wasted; the trouble is they do not know which half. Advertisers need to measure the effectiveness of advertisements to create more effective advertising campaigns. Recognizing the factors that affect advertising effectiveness and success is a critical challenge in dealing with competition.

The first mission of advertisers is defined as “to reach prospective customers and influence their awareness, attitudes and buying behavior” (Ayanwale et al., 2005:10). Considering all the changes and developments in the strategic corporate perspective, advertising is no longer just a communication activity that enables companies to sell their products. Moreover, advertising is a communication tool that creates a broader perspective attaching *meanings* to a brand and making it an integral part of people's lives (Wijaya, 2011). In light of the modern advertising perspective, an advertising campaign's fundamental purpose is to build and maintain a base of loyal customers by strengthening relationships between the brand and consumers. An advertising campaign's essential goal is to generate positive reactions from target consumers and build a long-standing relationship with them. In other words, today, advertising is not only a communication activity to increase sales or to make brands remembered; but also to build a brand, adding concrete or intangible values to it.

In the contemporary advertising world, brands took advantage of the unexpected creative concept when designing their ads and the power of a strategic brand management perspective to persuade and inform people to create purchase intentions. The importance of a strategic perspective for successful brand management and advertising campaigns cannot be denied. The main principle of good advertising is that

it should be developed based on a proper marketing plan and communication strategy. However, success is not possible with a superficial, non-holistic strategic perspective. From the creative process to the publishing phase of an advertising campaign, the whole process should be designed and created with a holistic perspective. While advertising campaigns are designed, remarkably creative advertising messages can be created, but no advertising message can be successful without carefully defining the target audience's characteristics. In other words, without accurate advertisement messages for the right target audience, long-term strategic brand communication goals such as building a strong and valuable brand and keeping consumers loyal. Advertising activities that do not represent the brand image correctly, do not support the brand's power, and do not serve to build a loyal customer base are only a waste of resources. On the other hand, it is a clear fact that extensive advertising and marketing expenses affect companies' overall success. While a successful advertising campaign can let companies make their brands stronger and better market shares, on the contrary, an unsuccessful one may result in even a shutdown for a company because of wasted budgets.

To create accurate messages and successful advertising campaigns, brands need to be aware of the influential factors behind their target audiences' purchasing decisions and evaluation moments. Undoubtedly, advertising is not a communication tool that only provides information about a product and leads a purchasing behavior. Consumers get certain feelings and thoughts about the brand after the messages they are exposed to and develop an attitude. Attitude toward the brand is one of the most significant factors that affect purchase intention. The strength of consumers' attitude towards a brand is considered the most important determinant in purchasing decisions (Farquhar, 1989:26). If consumers develop positive attitudes toward a product or brand, it is expected to result in a purchase decision and initiate loyalty in the long run. It is also a fact that advertising can contribute to a consumer’s brand choice (Latif et al., 2011).

Therefore, a marketing professional needs to understand the factors which drive consumers to either like or dislike an advertisement. In a more general statement, advertisers must properly form consumers' attitudes towards the brand or product.

Brand Attitude is described by Mitchell and Olson (1981) as the overall appraisal of a brand by a person. This suggests that the attitude towards a brand relies largely on the

expectations of a customer towards a brand. The concept of attitude has been a popular topic in many disciplines for many years. Several theoretical models of attitude have been examined in the social psychology literature (e.g., Rosenberg, 1956; Fishbein, 1963; Wyer 1974). Ajzen and Fishbein (1975:222) claimed that "a person's attitude is a function of his salient beliefs at a given point in time". In other words, brand attitude is formed by consumers' beliefs about a brand. On the other hand, some researchers argued that the product attribute beliefs are acquired or changed by advertising which is a form of persuasive communication (Olson and Mitchell, 1975). Also, Mitchell (1986) examined the effects of an advertisement's verbal and visual components on brand attitudes. They found out both studies indicated that the visual and verbal elements of advertisements might affect brand attitudes.

Attitude towards a brand is defined as a function of salient brand image beliefs (Keller, 1993). These beliefs are classified as functional, symbolic, and experiential in the literature (Domzal and Kernan 1992; Kempf and Laczniak, 2001; Batra and Homer 2004). The brand image consists of these beliefs, and consumers make positive or negative evaluations of a brand according to this cognitive belief structure (Holmes, 2015). Since advertisements affect consumers' attitudes towards brands and shapes beliefs about the brands; thus, consumer behavior factors affecting advertising success have also become a popular topic in the literature.

Advertising is a persuasive communication tool that creates compelling messages that result in a mental change in the consumer's mind. This change is the outcome of a hierarchical process. In the marketing literature, this process is explained by the hierarchy of the effects models. One of them was developed by Lavidge and Steiner (1961). Lavidge and Steiner explained six steps (Awareness, Knowledge, Liking, Preference, Conviction, Purchase), which can be classified into three stages of consumer behavior: cognitive, affective, and conative.

- Cognitive refers to the consumer's awareness of the product and knowledge of the product
- Affective refers to how much the consumer likes the brand and has conviction in it
- Conative refers to the buying behavior of the consumer regarding the product brand

An advertiser is supposed to promote all of these three behaviors to become aware of the product, like it, and decides to purchase it. This model represents that the consumer decision-making process is hierarchical. It indicates that consumer minds receive and evaluate advertising messages step by step to make a decision. The reference to a *hierarchy* also means that the number of consumers moving from one stage to the next reduces each stage. Many people will see and watch the advertisement, but very few may decide to make a purchase. Much cognitive change is needed to convince a consumer to go from awareness to liking and purchasing. Thus, companies should try their best in advertising to reach their target audience and start a chain reaction that will end in purchasing behavior.

Consumers evaluate brands in terms of their functional and symbolic attributes to make purchase decisions regarding their feelings and thoughts. In other words, customers might choose a brand to evaluate their functional performance compared to the others, which means individuals need information about products/brands to make the right decisions. On the other hand, customers can make purchasing decisions according to the symbolic attributes and the emotions they experience before with that specific brand. If advertising is deemed successful, then some mental change must occur in the consumer's mind after being exposed to the advertising message. Advertising may not change consumers' values and attitudes but it has the capacity to shift an individual's attitude toward a brand from negative to a more positive one. Examining the factors affecting attitude is essential to understand how consumers develop attitudes towards brands after exposing advertising messages.

The attitude appears in the literature as an essential concept that affects and even determines consumer behavior. It is also claimed that "brand attitudes are partly a function of self-congruity" (Holmes, 2015:21). As the business world is getting competitive, it is challenging to differentiate a brand based on tangible attributes. So, new terms such as self-brand image congruity (Sirgy, 1982) and customer-brand relationship (Blackston, 1993) have been introduced by significant studies. Self-brand image congruity refers to "the likeliness of comparing oneself with other objects and stimuli" (Liu et al, 2012:923). It is also defined as an internal comparison that consumers make concerning the similarity or dissimilarity of their self-image and brand image (Dolich,1969; Graeff, 1996; Sirgy, 1982). Several studies in the literature suggest that consumers prefer products or brands with a congruent image or personality

to their self-concepts (Sigy,1982; Sirgy et al., 1991; Gross and Brown, 2006; Gardner and Levy, 1955; Ekinci and Riley, 2003).

In other significant studies, self-congruity is also mentioned as one factor affecting the attitude towards advertisements and the advertisement's success. According to Sirgy (1982), when products are perceived as similar to an individual's personality or lifestyle they are more attractive. In other words, if a specific brand's advertisement portrays a typical brand user image congruent with the target consumers' *self-image*, these consumers are more likely to prefer that brand or product (Chang, 2005; Jaffe, 1990). Other studies also hypothesize that the advertising messages congruent with target audiences' self-concept, as opposed to the ones that are noncongruent, have been indicated to be more effective. Moreover, self-image congruent advertising campaigns may result in positive responses and attitudes to the ads and the advertised brands (Wang and Mowen, 1997).

As the first component of self-congruity, *self-image* refers to how an individual perceives himself or herself as a person (Grubb and Grathwohl, 1967; Sirgy,1982). Parker (2005) claims that an individual's self-image has a significant impact on consumer behavior. Arnould et al. (2002) define self-concept as the actual way a person perceives himself and the sum of images, behaviors, goals, feelings, roles, characteristics, and values that an individual interacts with within his own life and social environment.

Self-concept is a complex phenomenon related to one's information about himself or herself. It plays a critical role in an individual's behavior since it determines that person's fundamental frame of reference. When people view an advertisement, they are presumed to follow a cognitive process that includes comparing the ad's content with their self-concept. The advertising's effectiveness may depend on the degree of match between the image of a product and the self-concept of a viewer (Holmes, 2015:88). As stated before, self-image congruity theory argues that consumers compare their self-image with the image of a typical user of a brand. This typical brand user image refers to the brand's stereotypical user or idealized brand user (Ibid). This theory also affirms that if there is an increased level of match between a consumer's self-image and the typical brand user image, consumers are more likely to prefer buying and using this specific brand (Sirgy,1982).

The other component of the self-image congruity is brand image, which refers to "a subjective perception of functional and symbolic information regarding a product or service" (Patterson, 1999:412). Consumers create a brand image in their minds considering the brand's attributes and benefits (Keller, 1993). Attributes are defined as the essence of the brand (Holmes, 2015). Brand attributes refer to the qualities and characteristics of a brand that a consumer perceives. These attributes may be tangible features such as the product's ability to fulfill a specific function and intangible features such as the typical user image and brand personality of the product.

On the other hand, the whole of the attributes and beliefs that consumers think that a product or brand will provide them is called *benefits.* A brand or product's main benefits can be listed as "functional, symbolic, and experiential" (Park et al., 1986:136). Functional benefits are about the product's functional utility to the consumer. The problem-solving ability of a product determines the functional value of the product. On the other hand, experiential benefits are about the feelings consumers have after using that product. (Keller, 1993). Symbolic benefits, which are also called *non-product attributes*, are related to consumers' need for self-expression (Solomon, 1983). According to Aaker (1996), symbolic brand benefits allow consumers to reflect their self-image using that brand (Aaker, 1996; Katz, 1960). Brand managers must communicate all of these brand benefits to the consumers through strategic brand communication efforts as part of the marketing mix's promotional part to maximize their effectiveness in brand management.

While communicating the promised benefits to the consumers, brands should design messages that will strengthen and make their relationships with consumers more effective.

Two common marketing communication approaches used to influence consumer behavior are utilitarian and value expressive (Park et al., 1986). The utilitarian perspective focuses on informing consumers about the functional benefits of a product or brand. This approach is also referred to as *informative advertising* (Rossiter and Percy, 1987). Value expressive perspective is based on building a personality for brands and creating an image for brand users (Ogilvy, 1963). Another name for this approach is *transformational advertising* (Rossiter and Percy, 1987). It is a strategic decision for brands to choose from these two basic approaches in their communication

efforts. On the other hand, it is undeniable that advertising has a significant role in *brand personality* and *product (brand) user image* creation processes.

Researchers have evaluated self-concept or product-image congruence as a critical psychological construct and examined its relationship with various variables such as the studies on the effectiveness of advertising. These studies analyzed whether promotional efforts are more effective when there is a match between product image and the consumer's self-concept. A matching product image and consumer's self-concept may result in more favorable behaviors such as purchase and loyalty compared to non-matching appeals. Self-concept is a similar framework through which the individual defines himself or herself about the consumer world. To examine an advertising's effectiveness, it should be analyzed how viewers react to products with images matching their self-concept.

Another factor influences consumer attitude is brand trust. According to studies in the literature, brand trust represents the positive attitude and loyalty to the brand (Swaen and Chumpitaz, 2008). In other words, consumers are much more likely to prefer products or brands they trust and believe in because the perception of trust eliminates the risk and uncertainty possibilities in consumers' minds (Power et al., 2008).

When the consumer behavior literature is reviewed, it will be noticed that many studies examined brand trust and other concepts related to the brand. Some studies in the literature claim that trust affects consumers' value perceptions (Sirdeshmukh et al., 2002), strengthen brand commitment and loyalty (Berry, 1983; Chaudhuri and Holbrook, 2001), and affects consumers' choices (Erdem and Swait, 2004), brand loyalty (Morgan and Hunt, 1994; Aydin and Özer, 2005; Chaudhuri and Holbrook, 2001). Besides, Ballester and Aleman (2005) researched how brand trust affects brand equity. On the other hand, Folse et al., (2013) examined the effects of personality traits on brand trust, while Luk and Yip (2008) studied the impact of sales promotion on purchase behavior and brand trust. Moreover, Ulusu (2011) studied how brand image affects brand trust.

Also, Chatterjee and Chaudhuri (2005) conducted a unique study by examining whether a higher level of trust in brands leads to ad efficiency and larger market share. However, no other study evaluates how brand trust level affects advertising effectiveness directly in the literature.

Another concept frequently subject to consumer behavior studies is perceived brand quality. In the marketing literature, perceived brand quality stands out as one of the key elements influencing consumer preference and attitudes (Kayaman and Arasli, 2007). Homer (2008) explored how perceived quality and image affect brand attitudes and suggested that perceived quality influences brand attitudes. Some studies in the literature examined the effect of perceived brand quality on different aspects of the consumer decision-making process, such as purchase intention. Parasuraman et al., (1996); Kwak and Kang (2009) identified a positive direct effect of perceived product quality on consumers' purchase intentions. Moreover, Hahn and Kim (2009) claimed that perceived quality has a positive influence on purchase intention, while earlier research also identified an indirect relationship between the perceived quality of a product and the consumer's purchase intention (Chang and Wildt, 1994). This relationship was found to be mediated by perceived value (Rajendran and Hariharan, 1996) and satisfaction (Tsiotsou, 2006).

Furthermore, several studies examined the relationship between perceived quality and advertising spending across brands. DeBono and Packer (1991) examined how advertising appeal affects a consumer’s perceptions of product quality. Moorthy and Hawkins (2005) researched the relationship between advertising spending and perceived quality, focusing on advertising repetition. In another significant study, Aaker and Jacobson (1994) evaluated the association between advertising spending and the perceived quality, which indicated a positive correlation. Gotlieb and Sarel (1992) also contributed to the literature with their studies on advertising type on perceived quality. Although several studies examine advertising and perceived quality relationships, there is no study focus on the effects of perceived brand quality on advertising effectiveness in the literature.

1.1. Statement of the Problem

The increasing importance of *branding* has caused many concepts of the brand to be examined. One of these concepts is self-image congruity, which has attracted researchers' attention in recent years and is worth researching. As the global consumer market becomes increasingly challenging, advertisers try unconventional means such as the relationship between self-image congruity in ads and viewer attention (Shavitt et al., 2006).

In the literature, some empirical tests of the theory examined self-congruity with products and services. Various studies in marketing literature examined the relationship between self-brand image congruity and different consumer behaviors, such as consumer satisfaction (Jamal and Goode, 2001), preference about a brand (Heath and Scott, 1998; Govers and Schoormans, 2005), brand attitude (Hogg et al., 2000), and loyalty (Kressmann et al., 2006) while there is not much research available in the literature on how self-image congruity affect advertising effectiveness.

Also, some recent academic works have investigated congruence between consumers' self-perceptions and advertising appeals (Chang, 2005, 2006; Hong and Zinkhan,1995). However, researchers have used print advertisements in their procedures to examine the theory. Therefore, this study will provide more comprehensive knowledge of the congruity between consumers' self and advertising appeals in a different context, such as video ads.

The hierarchy of effects model has been indicated as a helpful model to assess advertising appeals' effectiveness. This complex model's value is that it aims to measure three stages of consumer evaluation: cognitive, affective, and conative. Available literature shows that most studies in this field focus on one or two of these components. This study aims to bring a holistic view and use a more comprehensive theoretical framework.

It is vital to measure the influence of different factors that might affect the advertisement's effectiveness to make this study even more prosperous and valuable. The largest proportion of academic studies examined the effect of brand trust on factors such as purchase intention, customer satisfaction, and brand equity exclusively. In contrast, only a few studied advertising and brand trust relationships.

Furthermore, no study directly examines the effect of perceived brand quality on advertising effectiveness. Therefore, the perceived brand quality will be examined in terms of its influence on ads. effectiveness. Also, there is no study examining the effect of brand trust on advertising effectiveness regarding the advertising literature. It is a motivation to evaluate brand trust as another independent variable in this study.

On the other hand, there is a lack of academic study in Turkish literature when it comes to advertising effectiveness and self-congruity relationships. So, it seems necessary to

develop an advertising effectiveness model to examine the effect of self-congruity, brand trust, and perceived brand quality on advertising effectiveness.

1.2. Purpose of the Study

This study's primary purpose is to identify how functional (perceived brand quality) and symbolic (self-congruity and brand trust) brand associations affect advertising effectiveness from Millennial consumers' perspective. More clearly, this dissertation is concerned with the influence of self-congruity, perceived brand quality, and brand trust on advertising effectiveness using a hierarchy of effects model comparing distinctive symbolic video advertisements.

This research aims to prove that advertising messages congruent with the consumers' self-image are more effective in terms of the hierarchy of effects model components, including attention, recall, recognition, attitude to the advertisement, attitude to brand, and purchase intention.

It is also believed that self-congruity, perceived brand quality, and brand trust are essential factors that shape consumer behavior. However, there is no specific academic research in marketing literature that examines self-congruity, perceived brand quality, and brand trust advertising effectiveness from Generation-Z's perspective. The purpose of this study is to develop an advertising effectiveness model to analyze the relationship between independent variables (self-congruity, perceived brand quality, and brand trust) and dependent variables (attention, recall, recognition, attitude to the ad, attitude to brand, and purchase intention). The model was tested by MANOVA and linear regressions. Five hundred sixty-two participants from two different universities in Turkey attended the survey.

A multi-phase study was designed and executed to achieve the research objectives. The first stage included a pretest to select video advertisements for the next stage. Generation Z participants evaluated 18 symbolic video advertisements that represented three dimensions of the brand personality scale: sincerity, excitement, and sophistication, according to Aaker's (1997) brand personality scale. These ads were classified as high and low according to each personality dimension. For instance, one video ad was graded as highest in the excitement dimension while another one was at the lowest group in the sophistication dimension.

The second stage of the study was developing and administering a questionnaire to determine participants' level of congruity with the personalities of the brands advertised in the video ads selected during the first stage. In this phase, the participants answered the same personality scale questions to determine their self-image. Briefly, this phase of the study was run to find out the level of self-brand image congruity between the participant and the selected video advertisements. In the same questionnaire, the participants also answered the questions of perceived brand quality and brand trust scales questions to determine these three independent variables' effect on advertising effectiveness. Six dependent variables consist of the advertising effectiveness model dimensions: attention paid to the ad, recall of ad information, recognition of ad information, attitude toward the ad, attitude toward the brand, and purchase intention.

1.3. Summary

With the rapid development of technology, the markets have become more crowded, and this has caused the competition to become much fiercer. The increase in the number of brands in different markets has enabled consumers to have more alternatives. For this reason, producers have chosen to differentiate their brands to keep their target audience or to expand their market shares. Market conditions, where it is not possible for brands to differentiate with their functional features, pushed brand managers to differentiate by symbolic appeals.

Brands that build their core competencies on symbolic meanings try to explain their differences to their target audiences through communication tools such as advertising, which becoming more and more preferred by brand managers. It is a communication tool that allows a wide range of advertisers to give the right message to a specific target audience through different mediums.

According to Statista 2020 data, the advertising expenditure made this year exceeds 570 billion dollars (Guttman, 2020). Nevertheless, the problem that John Wanamaker pointed out almost a century ago still applies to many advertisers. The budget allocated by brands for annual advertising expenditures is increasing gradually. However, consistent studies cannot be put forward regarding the efficiency of advertising campaigns. Business owners invest in advertising, striving to generate more sales by increasing consumers' awareness of their brands and products and convincing the target audience of their brands' superiority.

Creating and sending the right message at the right time to the intended target audience through the right medium are the crucial criteria that should be considered in every communication campaign. It is a fact that campaigns that do not meet this criterion mean nothing but a waste of time and money. The reasons behind an advertising campaign's effectiveness and success should be examined first to use advertising budgets correctly. However, there is a lack of academic studies on the factors affecting advertising efficiency or success in marketing literature. In particular, studies in this field in Turkey is quite limited. Besides, there is no such study on the Z generation that examines the effectiveness of video advertising in the literature.

This study provides a good source of information and statistics about the effects of self-congruity, perceived quality, and brand trust factors on advertising effectiveness from the Gen Z point of view.

The "ad's effectiveness model" was used in this study developed by American scientist Dr. Todd Andrew Holmes from California State University. A questionnaire was developed to measure participants' level of self-congruency with the personalities of the brands advertised in the videos selected for this research to collect the data. This questionnaire has two different parts, and in the first part, participants were asked questions about their personality traits. In the second part, the questionnaire was applied after participants watch the video ads to measure the advertising effectiveness model's dependent variables (attention, recall, recognition, attitude to the ad, attitude to brand, purchase intention), perceived brand quality, and brand trust.

Also, Chapter 2, the literature review part, covered the major theoretical areas discussed in this dissertation. These theoretical areas included the following: consumption, symbolic consumption, self-concept (self-image), self-congruity, brand personality, perceived brand quality, brand trust, and the hierarchy of effects model and its components (cognition, affect, and conation), including attention, recall, recognition, attitude to the ad, attitude to brand, and purchase intention. Besides, the research questions and their hypotheses were covered at the end of Chapter 2. Chapter 3 was the methodology section with a detailed overview of pretests, experimental design, and data analysis. Finally, Chapter 4 summarized the data analysis results, and Chapter 5 provided a comprehensive discussion part.

CHAPTER II

LITERATURE REVIEW

Marketing is a science that focuses on understanding human needs and wants to produce an actual outcome for the target audience (Sheth et al., 2000). To answer why and how consumers want to purchase a brand or product is one of the most fundamental subjects of consumer behavior science. Consumers evaluate brands during the decision-making process to purchase. Considering that today's consumption is mostly based on brands' symbolic meanings, it has become a critical issue for brands to correctly design their symbolic meanings regarding their target audiences' characteristics. This fact makes brand management a very significant part of marketing. Brand managers should define their brands' codes such as brand personality, identity, and image regarding their target audience's expectations, which shapes consumers' behaviors.

A considerable number of marketing scholars studied the factors that affect consumer behaviors. Researchers indicate that consumers' characteristics affect how they perceive brand communication activities, their purchasing behavior, and attitudes towards the brand (Ahluwalia et al., 2001). Some of the characteristics include self-concept, age, gender, income status, and marital status. *Self* is an essential factor in individual behaviors, which affects consumer behavior. The idea that individuals behave according to his/her self-concept has aroused great interest in the consumer behavior field and placed the self in the center of consumer behavior science. Grubb and Grathwohl (1967) claimed that consumers consume to protect and strengthen their self-concepts by using the products' symbolic meanings.

Many studies express that *self-congruity* is also another crucial factor that shapes consumer behavior. Self-Congruity is "the match between consumers' self-concept and the image of a given product or brand" (Sirgy, 1982:292). The *self-congruity theory* is based on the basic assumption that the products are used to express the self. Consumers are found to prefer products with similar images to their self-image (Sirgy et al., 1991). According to this theory, consumers use the products or brands as tools for self-expression, and thus it became more critical for brands to express their symbolic and functional features (Sirgy et al. 1991). The self-congruity theory also suggests that

consumers have favorable feelings towards the products and brands that are believed to improve their self-image perceptions (Sirgy, 1986).

It is assumed that products/brands, suppliers, and services have personality characteristics just like a human; such as exciting, young, modern, family-oriented, or sophisticated, just like people (Aaker, 1997). The congruity between the image of a brand and the consumer's self-perception constitutes the basis of the self-image congruity theory (Sirgy et al., 1991). Gross and Brown (2006) also found a positive relationship between self-congruity and a consumer's brand preference. Additionally, other academic studies mentioned that consumers prefer brands that match their self-image (Gardner and Levy, 1955; Ekinci and Riley, 2003).

The concepts of *self* and *self-congruity* are some of the factors that affect consumer behavior and consumption decisions and will be examined better in the literature section. But first, it seems essential to take a closer look at the concept of consumption and what, why, and how people consume in this modern age.

2.1. Consumption

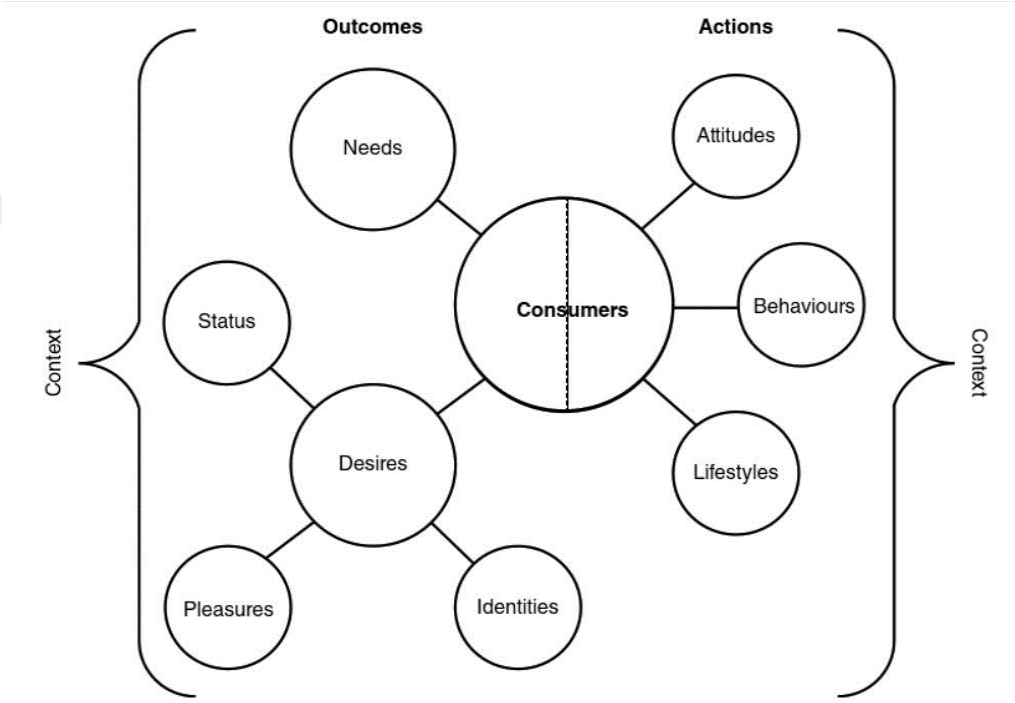
Consumption has always been an interesting phenomenon in many scientific fields and has been studied by different scholars. Consumption is defined as "the act of acquiring, using, owning, and displaying items" (Canavan, 2020:54). Consumption, which is the most fundamental concept that forms the basis of consumer behavior, is a particular process to meet physical, social, emotional, individual, and economic needs.

Individuals need to consume things, such as food or personal care products, to maintain life. This consumption is for personal reasons to meet the utilitarian, emotional, social, or ideological needs. People also have desires that let them consume items, like entertainment products, to make life better and increase the quality of life. People buy, own, use, and dispose of items to meet their needs or desires. People in this role are *consumers*. Indeed, all humans are consumers, and it is a fact that consumption is an essential part of daily life. Items that meet consumers' needs are classified into three main groups: products, services, and experiences.

According to Canavan (2020), two main reasons that push people to consume are needs and desires. Individuals simply consume to meet their basic needs. Meeting fundamental needs is often an essential outcome for many consumers. Beyond basic

needs, individuals consume to complement a broader range of human experiences. These are desires which are not necessarily essential for life, make it more enjoyable. Consumer desires are categorized into pleasures, status, and identities (Canavan, 2020). As indicated below in Figure 2.1, there are two outcomes (needs and desires) that trigger consumption, and as a result of these factors, consumers' behaviors, attitudes, and lifestyles are changed.

Figure 2.1: Outcomes and Actions which Effects Consumption Process



Source: Canavan, B. (2020:5). *Contemporary Consumption, Consumers and Marketing: Cases from Generations Y and Z*. Routledge.

Considering the factors that determine or form consumers' desires, identity (self) is a significant determinant examined in this study. Consumers can develop and express a sense of who they are through their consumption. For example, purchasing a particular experience, such as a holiday, might assert absolute cultural values and link with like-minded others.

2.1.1. Basic Concepts in Consumer Behavior: Need, Want, Motive, Attitude, and Behavior

Marketing actions aim at the satisfaction of the needs and desires of the consumers. How consumer desires can or cannot be satisfied are also within the subjects of consumer behavior. At this point, it is necessary to define desire and need in terms of

consumer behavior**.** *Needs* are some deficiencies or imbalances that need to be fulfilled to maintain our lives. On the other hand, a *desire* refers to the longing or a strong wish for an object or situation, thinking that it will meet any consumer's needs. When the need is directed to an object, the need becomes a demand with the desire to buy, which is an economic term (Odabaşı, 2017). Consumers willingly and involuntarily realize their needs and develop behaviors to meet these needs. The stimuli that cause these behaviors are called *motives*. Unlike animals, human beings are motivated consciously, and as a result, develop an attitude.

It is possible to describe consumer behavior within the framework of specific theories. There are many behavioral models put forward to analyze consumer behavior in marketing literature. These models focus on how individuals are motivated. The power that drives consumers to purchasing behavior is called *motive*. *Motives* are the forces that guide the behavior of consumers and their goals or objectives. The change in physical or mental state causes some internal warnings, which create messages, then the brain reacts. These warnings and messages generate impulses. Motives are the sum of impulses that affect and shape the formation, conclusion, and subsequent consumer behavior processes. In short, the motives that occur with the combination of impulses and forces trigger the behavior. Consumer behavior triggered by these forces is a set of interacting actions in the universe (Markus and Kitayaa, 1991). Although it seems complicated, primary consumption and consumer behavior concepts will be better grasped by understanding consumer behavior models.

2.1.2. Consumer Behavior Models

Considering the marketing management perspective, the examination and correct understanding of consumer behaviors significantly determine the demands and needs of the consumers and create the right marketing mix that satisfies the specific needs and wants of the target audience. Consumer behavior is a science that studies the behavior of consumers in different markets and investigates the causes of these behaviors. It is a science that tries to answer the questions of who the consumer is, what they buy, why and how they buy, where and how often they buy, how they consume, and what they buy (Odabaşı and Barış, 2017).

In the past, marketing managers considered consumer behavior as synonymous with the purchasing decision that led to the sales action. However, today it has become

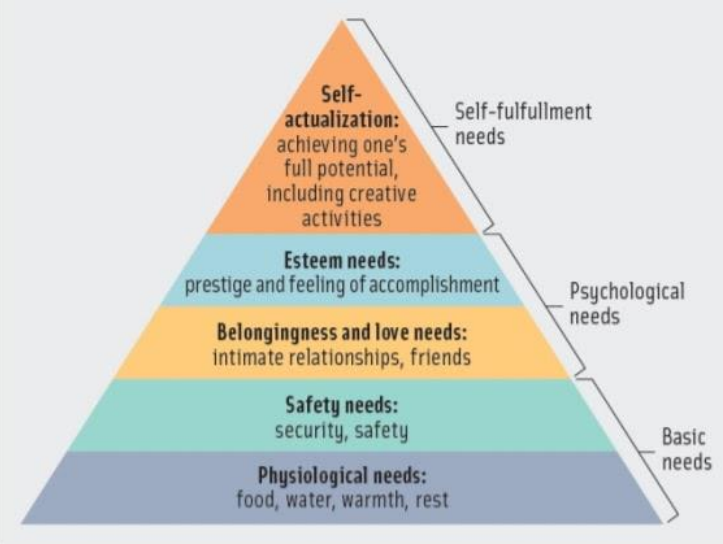
necessary to examine pre-and post-purchase behaviors as a requirement of modern marketing philosophy (Odabaşı and Barış, 2017). In other words, modern marketing or consumer-oriented marketing understanding has emerged as a result of evolution.

Consumer behavior models are generally examined in two groups: classical (explanatory) and modern (descriptive). Classical (explanatory) models are not developed to explain consumer behavior but are contributing models. Marshall's Economic Model, Maslow's hierarchy of needs model, Pavlov's conditioned learning model, Veblen's social model (Conspicuous Consumption Model), and Freud's self-model are among the classical models. Modern (descriptive) models are models developed to explain consumer behavior directly. The Howard - Sheth model, the Nicosia model, and the Andreasen model are some of the modern (descriptive) models. Although many models explain consumer behavior in the literature, only explanatory models will be considered in this study.

Marshall's theory is an economic-based thought which explains consumer behavior. Economists assume that the individual in society is a rational being. Therefore, this theory supports that consumers are conscious of making expenses that will only provide maximum benefit continuously (Marshall, 1890).

Learning theories are also useful to interpret the consumer decision-making process. Learning is defined as a permanent change in behavior (Baymur, 1983). Petroviç Pavlov's (1849-1936) conditioned learning theory and Skinner's operant conditioning theory explain human behaviors based on learning. On the other hand, Maslow's hierarchy of needs model (Maslow and Lewis, 1987) is usually identified as the most critical milestone in explaining consumer behavior. Abraham Maslow, a psychologist, studied human motivation and suggested that human needs are grouped in a specific hierarchy. According to the theory, unless the needs are satisfied to a certain extent in one stage, the next need's satisfaction is not sought. Abraham Maslow, a psychologist, studied human motivation and suggested that people have needs grouped in a particular hierarchy.

Figure 2.2: Maslow's Hierarchy of Effects Pyramid



Source: Kotler and Keller, (2006:185). *Marketing management (12th edition)*. New Jersey. Pearson Prentice Hall.

According to Maslow's theory, individuals have unlimited needs and after a person's one need is satisfied, another need emerges. It is impossible to fulfill a need completely. The unmet need can act as a major source of motivation for an individual and direct him or her towards what has not yet been achieved. However, after the specific need of the person met, the motivation towards this need loses its strength (Maslow and Lewis, 1987). Maslow's hierarchy of needs indicates that lower-level needs should be met before higher-level needs. This hierarchy is displayed in Figure 2.2.

Further, Thorstein Bunde Veblen (1857-1929) took his place in history as the first person to use the concept of *conspicuous consumption*. He defines human beings as a social entity acting following the groups' standards and rules and subcultures in which they live. According to Veblen, an individual's needs and behaviors are primarily determined by groups to which they belong and want to belong (reference group) (Bagwell and Bernheim,1996).

Veblen states that the consumer has a purchasing behavior to become a leader in the group or reach the reference group values and standards. For instance, it is likely that people are promoted in their jobs or experience significant economic changes experience changes in dressing, residence, lifestyle, and leisure habits. Besides, postmodern culture led to a transition from production culture to consumer culture,

which means consumers make purchases not because of the products' functional or utilitarian benefits only, but for symbolic meanings (Odabaşı, 2017).

Various studies in the literature claim that the functional value and symbolic meanings of a product motivate individuals to consume that product (Levy, 1959; Belk, 1988). Also, Odabaşı (2017) claimed that consumers like to identify themselves as playing a role and define their social status through the brands and products. Consumers tend to create and maintain their social status by reflecting their identity to society. Shortly, an individual's social desirability concept is a significant contributor to *symbolic consumption* (Odabaşı, 2017). In other words, consumers want to have symbolic benefits from the products or brands they purchased.

2.1.3. Symbolic Consumption and Self-Congruity Theory Relationship

Over time, the concept of consumption has become more sophisticated due to the changes in the goods and services, consumption forms, and consumption styles. Many studies have examined different consumption styles such as hedonic consumption, unplanned consumption, conspicuous consumption, compulsive consumption, and symbolic consumption in recent years. In other words, consumption comes to the fore with its psychological, sociological, and imaginary aspects beyond compulsory consumption.

Issues such as what the *objects* mean in individuals' lives, the rational and emotional reasons of consumption, the motives that trigger consumption, and what value consumers purchase them are the other significant topics of consumer behavior. Indeed, individuals do not acquire objects solely for *use-value*, but still explaining the human-object relationship is a complicated matter. This confusion arises from the symbolic meanings of objects. The determining role of functional benefits in today's consumption is relatively less than the symbolic benefits (Wattanasuwan, 2005). When the marketing literature is considered, it is seen that the studies on the symbolic role of consumption were the first subject to scientific studies in the 1950s. (Gardner and Levy, 1955; Levy, 1959).

First, Levy (1959) argued that the *economic man* assumption in the literature began to disappear due to the rapid change in market conditions. According to Levy (1959), people no longer bought just because they need it and emphasized in his studies that consumption occurs for reasons other than rational needs. Belk (1988:47) suggested

with a postmodern perspective that individuals “do not make consumption choices solely from products' utilities but also their symbolic meanings”.

Symbols such as a brand logo or motto enable individuals to define, understand, and interact with the product. Mainly, brands as symbols make decision-making easy if there is uncertainty or incomplete information (Stern et al., 2001).

A formal description of symbolic consumption is “the acquisition of products focused on qualities beyond functional attributes or commercial values and based meanly on the ability of those products to transfer and communicate cultural meanings” (McCracken, 1987:140). Another definition was “acquisition, creation, preservation, and presentation of our existential identity through consumption” (Sun et al., 2014: 55). These definitions of symbolic consumption suggest that consumers buy and consume products to satisfy their psychological and social needs in addition to their physical needs. Grubb and Grathwohl (1967) stated that the studies of the concept of symbolic consumption in marketing literature enabled a better understanding of consumption reasons. The symbolic meaning of consumer behavior is the reasoning behind a purchasing or loyalty activity (Dimanche and Samdahl, 1994). Also, Grubb and Grathwohl (1967) stated that individuals use symbolic meanings of services or products to build or improve their self-concepts.

According to Hosany and Martin (2012:686), "consumption serves as a vehicle of self-expression”. When consumers get into the purchasing decision-making process, they use the brand as a signal and seek congruency between their self-image and the brand (Belk 1988). Thus, the personality of the product, store, or brand personality may help with buying decisions. In today's world, consumers tend to use symbolic images to reflect a vast complexity of meanings and beliefs (Lindquist, 1974). Parker (2005) expressed that consumers' self-images have a significant effect on his or her consumer behavior.

Elliot (1997) stated that today's consumers' needs have changed dimensions and that consumers now consume objects with symbolic meanings. According to this assumption, the purpose of consumption has also changed. For today's consumers, the purpose of consumption is the process of *self-creation* through symbolic meanings (Wattanasuwan, 2005).

Arnould and Price (2000) revealed that individuals perform two types of activities with consumption. These consumption activities are referred to as *self-formation activities* and *authoritative performances*. Consumers creatively strive for products or consumption experiences to form their selves by self-formation activities. On the other hand, authoritative performances are productive consumption activities for integration with society, adaptation, and membership, carried out by the consumer to establish a relationship with society.

Sirgy hypothesizes that symbolic consumption reflects consumers' personalities and lifestyles by indicating social distinctions (Sirgy, 1982). A good example is an individual buying expensive, brand-name handbags to create and maintain a social status symbol (O'cass and Frost, 2002). Other studies also express that consumers choose products or services that match with self-concept of them (Sirgy, 1982). In other words, consuming products let people "define, maintain, and enhance their self-concept" (Hosany and Martin, 2012:686).

The research on consumer behavior suggests that the symbolic meaning of a product such as brand image affects consumers' symbolic purchase (Levy, 1959). On the other hand, the self-congruity theory hypothesizes that self-expressive motivation leads individuals towards purchasing goods or services (Sirgy, 1982). So, if a high-level congruity match exists between a particular product and a consumer's self-concept, consumers' motivation to purchase the product increases since the consumer feels the product will satisfy their symbolic consumption need (Sirgy, 1986; Malhotra, 1988).

The self-congruity theory hypothesizes that the more similar the consumer's personality traits and brand personality, the higher the brand's preference because the brand's symbolic characteristics emphasize and approve the individual's self-perception (Swann et al., 1992). Self-congruity is the extent to which brand personality and self-concept are compatible. Brand personality is a symbolic concept and is explained as "the set of human characteristics associated with a brand" (Aaker, 1997:347). In literature, consumer behavior has been accepted to reflect the consumer's personality traits (Dimanche and Samdahl, 1994). In other words, personal characteristics have a very determining effect on consumer behavior.

Other studies indicate that the congruity between consumer self and brand personality positively affects attitude toward the brand (Harris and Fleming, 2005). As mentioned,

self-congruity is the harmony between a consumer's self and a brand's personality or image. User-imagery is defined as “a stereotyped perception of the “generalized” user of a particular brand, depicted by human characteristics associated with that brand user” (Parker, 2009:177). On the other hand, Hosany and Martin (2012:686) define self-image congruence as "the cognitive match between consumers' self-concept and a product/brand image, store image, destination image or user image of a given product, brand or service”. Other researchers used similar terms such as self-congruence or self-image congruence.

2.2. Self-Concept

For a better understanding of self-congruity, it is crucial to recognize the self-concept first since the self-congruity theory is defined as a social cognition theory related to the self-concept (Sirgy,1986). Self-concept is the actual way a person perceives himself. In other words, the self is the sum of images, behaviors, goals, feelings, roles, characteristics, and values that an individual interacts with within his own life and social environment (Arnould et al., 2002). According to Onkvisit and Shaw (1994), self-image is a concept consisting of a consumer’s ideas or feelings about how he or she relates with other individuals or objects in social life. In particular, self-concept includes two dimensions, namely the actual self and the ideal self. The answer to the question of *who am I?* describes the individual's actual self, while the ideal self is the answer to the question of *who do I want to be?.*

The self is a derivative of individuals' relationship with objects. In other words, individuals define their identities through objects (Schouten, 1991). In this context, consumption is one way to symbolize who the individual is or what he wants to be. Notably, consumers think that they are giving messages that define their self-perceptions with the products and brands they use. In a way, consumption is a way of symbolizing who we are. In short, the products and brands used are symbolic information sources (Levy, 1981). This point of view suggests that consumption is an activity in which the individual's self-factors deems appropriate for his/her are evaluated (Elliott, 1997).

Self-concept is a trendy topic studied in the fields of psychology and sociology. It is also a fundamental term to understand self-congruity. Indeed, self-concept refers to the sense of who or what the person is (Baumeister, 2010; James, 1890). According to

Rosenberg (1979:7), self-concept is defined as the "totality of individuals' thoughts and feelings regarding himself as an object". The self-concept theory argues that an individual's self-concept is a collection of personality, characteristics, capabilities, and appearance (Rosenberg,1979). Self-concept was also defined as " a collection of self-schemas comprised of cognitive information representing generalizations about one's self " (Barone et al., 1999:77).

In general, the self can be defined as the self-perception of a person and an individual's assessment of his / her characteristics by making comparisons with the external environment and other people (Reed II., 2002; Loroz, 2004). Even though the notion of self-concept originates from classical Greek philosophy (Malhotra 1988), the first study about *self* is considered to have been examined by James in 1890. William James (1890) defined the *self* as the totality of what a person thinks of himself, including his body and mind, as well as his possessions, family, prestige, and work. Grubb and Grathwohl (1967:24) defined the concept of self as "how a person perceives himself or herself as an individual". They also stated that the social experience process contributes to a person's self-image over time through the reactions of others, especially parents, peers, teachers, and significant others.

William James asserted that the *self* has three primary dimensions. James (1890) classifies self-concept as spiritual, social, and physical. The spiritual self is the thinking and feeling part of the self and constitutes the essence of who we are. The physical self consists of a person's body, physical elements, and material assets, whereas the social self-desires an individual to be like others in the society (James,1890). In addition to James, Rosenberg examined self-concept in a multidimensional way as an actual self and ideal self. According to Rosenberg (1989), the actual self is about how a person perceives himself or herself and the ideal self is about what he or she wants to become.

In the literature, self-concept is discussed from various perspectives. According to Sirgy (1982), the psychoanalytic theory describes self-concept as a personality system inflicted with conflict. Behavioral theory interprets the self as a series of conditional responses, whereas cognitive theory considers it a conceptual system that processes information about the person. Also, Sirgy (1982:287) stated that "symbolic interactionism, on the other hand, views the self as a function of interpersonal

interactions". Sirgy et al.'s (2000) classification of self-congruity is displayed on Table 2.1.

Table 2.1: Types of self-congruity

Actual self-congruity	"The degree of match between how shoppers actually see themselves in relation to retail patron image"
Ideal self-congruity	"The degree of match between how shoppers like to see themselves in relation to retail patron image"
Social self-congruity	"The degree of match between how shoppers believe they are seen by others in relations to retail patron image"
Ideal social self-congruity	"The degree of match between how shoppers would like to be seen by others in relations to retail patron image"

Source**:** Sirgy, M. J., Grewal, D., and Mangleburg, T. (2000:131). Retail environment, self-congruity, and retail patronage: An integrative model and a research agenda. *Journal of Business Research, 49*(2):127-138

Rogers treats the self as two-dimensional. The first dimension is the real self, which is the answer to *who am I* and all the experiences we have in real life. The second dimension is the ideal self, which is about where we want to reach and who we want to be in this life (Rogers, 1951). As another aspect, social self is about how a person shows himself/herself to others. The individual can change his or her social identity with different roles in different situations.

Although the self-concept was initially defined as one dimension in early studies, it started to be seen from a multidimensional perspective. Later studies have realized the vital role of the social aspect (Beerli et al., 2007) and desires (Rosenberg, 1981) in identifying self. Afterward, studies claiming that a person's identity reflects a series of masks related to a series of social conditions were revealed (Sirgy, 1982; Markus and Nirius, 1986).

On the other hand, self-concept can be examined under four major dimensions:

"(1) the actual self-concept refers to how an individual sees him / herself;

(2) the ideal self-concept defines how an individual wants to see him / herself;

(3) the social self-concept defines how others see an individual in society; and

(4) the perceived ideal self-concept defines how an individual wants to be perceived by others" (Sirgy et al.2000:130).

In the literature, other studies examined the *self* with its different dimensions (Grubb and Hupp, 1968; Hong and Zinkhan, 1995; Ekinci and Riley, 2003; Kressmann et al., 2006; Armutlu and Uner, 2009; Hosany and Martin, 2012). Although self-concept has been frequently used in the literature, there is no consensus about the relationship between consumer behavior and self-concept. Disagreements and variations in the definitions, dimensions, or sub-concepts of self-concept have led to disconnections and confusion in self-congruity research (Sirgy, 1982). Some early researchers compared actual versus ideal self-concept. Actual self-concept was defined as how people believe they are in reality, and ideal self-concept was about how they want to be like (Dolich, 1969). Recent studies analyze self-concept with these dimensions: actual self-image versus ideal self-image and social self-image versus ideal social self-image (Johar and Sirgy, 1991; Sirgy, 1982).

2.2.1. Self-Concept in Consumer Behavior

The in-depth knowledge of the target consumers' actual and ideal selves is essential for the firms to develop appropriate marketing plans and programs considering consumer behavior. An example of a specific brand of an automobile brand with a particular product-user image such as family-oriented, friendly, cheerful, and original may be used to illustrate actual and ideal self-congruity effects on consumer behavior. Here, product user-image refers to the image associated with the expected use of a product. Potential consumers of this brand's specific automobile model may think they have the same symbolic qualities as the brand and believe that they are family-oriented, friendly, cheerful, and original if there is actual self-brand image congruity.

According to Dolich (1969), consumers are likely to perceive products in terms of their symbolic meanings. Further, Kassarjian (1971) stated that the more congruity between symbolic meanings of a brand (e.g., a family-oriented, friendly, and original automobile) and the consumer's self-concept, the more likely consumers make a positive evaluation of the product, and eventually lead a purchase. On the other hand, if potential consumers of this product want to be family-oriented, friendly, cheerful, and original, whether in reality, they are not, that means ideal self-congruity is about the congruence between brand image and ideal self-image.

Social self-image congruity occurs when the automobile's symbolic meanings are coherent with the qualities of an individual's perception that others in the society believe he or she has. Besides, when the image a consumer wants to display in society is congruent with the image of a product or service this results in ideal social self-image congruity. Users of this brand's specific automobile model believe driving will lead society to perceive this individual in a likely way he or she wants to be known or perceived.

In short, this automobile manufacturer, which is given as an example, should design congruent models or products to its target audience's self-perception. These designs should meet not only the functional expectations of consumers but also their symbolic expectations. One way of satisfying symbolic expectations is to ensure the congruence between the consumer's self-perception and the image of the brand.

Sirgy and Johar (1992) stated that the main reason why consumers seek congruence between product-user image and self-concept is to meet specific needs such as social coherence, self-esteem, social approval, and self-consistency. Individuals may have two motives in seeking congruence. The first one is self-esteem, which refers to their tendency to enhance their self-concept by discriminating in their choices. The second one is the self-consistency motive, which is the tendency for consistent behavior with actual self-image (Sirgy, 1982). There might be a motive for social consistency that seeks congruence between social self-image and product-user image. Greater congruity degrees help with social approval needs and lead to positive attitudes toward the product or brand (Johar and Sirgy, 1991).

For Epstein (1992:35), “the need for self-congruity is related to a single all-encompassing motive, which is maintaining the coherence of a personal conceptual system". If someone develops a personal conceptual system, they then strive to maintain it by modifying their behavior to conform to self-concept. The individual may even encourage behavior in others that are expected to reinforce their beliefs about themselves (Epstein, 1992). So, the effort to preserve one's self-concept results in purchasing behavior to promote and maintain self-concept.

The literature examines the hypothesis to figure out an individual’s preference for a brand and product based on its congruency with his or her self-perception. Sirgy (1982) empirically confirms the relationship between the self-concept and the image of the

product or brand. According to this study's findings, the signals belonging to the product or the brand are taken to the self-filter. The individual is satisfied or dissatisfied with the purchase of a product after this evaluation process (Sirgy, 1982). Regarding Sirgy's literature reviews, a remarkable number of studies examined the effects of self-concept on consumer behavior in terms of its different aspects (Sirgy, 1982, 1985).

Some researchers examined the relationship between self-concept and owning a brand/brand preference/product preference/product ownership in different sectors (Birdwell, 1968; Grubb and Hubb, 1968; Dolich, 1969; Grubb and Stern, 1971)). Afterward, Landon (1974) and Gentry and Doering (1979) examined the relationship between self-concept and purchase intention and free time activities preferences on T.V.

After Sirgy's highly acclaimed article examining the effects of self-concept on consumer behavior, the literature evolved towards self-congruity theory. Sirgy (1982) mentioned that a deep understanding of the self-congruity theory is crucial to understanding consumer behavior.

Afterward, Malhotra (1988), Langmeyer (1993), and Hong and Zinkhan (1995) examined the effects of self-congruity on product preference and purchase intention. Also, Madrigal (1995), Graeff (1996), and Sirgy and Su (2000) evaluated the influence of self-congruity on vacation preference, purchase intention, and product preference. Subsequently, the topic of the effect of self-congruity on consumer behavior continued to be popular in many other scientific studies. Ekinci and Riley (2003); Kressman et al. (2006); Beerli et al. (2007); Armutlu and Uner (2009); Kwak and Kang (2009); and Hosany and Martin (2012) examined effects of self-congruity on customer satisfaction/intention to recommend/brand loyalty/destination preference/customer satisfaction and brand loyalty/perceived quality and intention to buy/consumer satisfaction and behavioral intention/brand trust.

2.2.2. Self-Congruity

Whether consumers consume or prefer products and brands to create and maintain their image has been discussed for a long time (Veblen, 1899). Self-congruity matches the product image and a person's actual self-image (Birdwell, 1968; Dolish 1969). In other words, self-congruity is the compatibility between brand personality and self-concept. It is "the match between the product's value-expressive attributes (product-user image)

and the audience's self-concept" (Johar and Sirgy, 1991:24). Self-congruity can be analyzed as a market segmentation factor because it provides positioning and advertising insight for marketing managers (Sirgy et al., 1997). If marketers get in-depth psychological knowledge about the target audience, they can accurately position a brand considering the target consumers' characteristics. This goal can be achieved by developing a congruence model for a specific target market and creating a product image that provides a high level of congruity for actual, ideal, social, and ideal social dimensions of self-concept (Johar and Sirgy, 1989).

Sirgy (1985) suggested that consumers tend to compare themselves with the brands of the product they consume and see if there is a match between the brand and their self-concept (Sirgy, 1985). Also, Sirgy et al. (1991) defined self-congruity and functional congruity as significant predictors of consumer behavior. Sirgy wrote an article and tested the hypothesis to analyze the effects of self-congruity and ideal congruity on purchase motivation (Sirgy, 1985). The study explained the self-congruity theory regarding the effects of self-image congruence on product, brand, or store image. Sirgy (1985) supported that self-congruity emerges as the interaction between the product user or patron image and self-image. The theory claims that consumers prefer products, brands, or stores with an image congruent with their image (Stern et al., 1977).

Other studies expressed that self-brand personality congruity positively affects attitudes toward the brand (Harris and Fleming 2005) and loyalty (Abimbola et al., 2012). On the other hand, Aaker's study was fundamental since the study was the first research focusing on the influence of the malleable self-concept on consumer behavior based on its personality associations. Aaker examined the role of self-expression in persuasion in this study (Aaker,1999). There are also other significant studies examining the effect of self-congruity on brand preference (Malhotra,1988), brand identification (Armutlu, 2008), and consumer loyalty (Kressman et al., 2006).

Likewise, there are cornerstone studies examining subjects such as self-congruity and functional congruity effects on consumer behavior (Sirgy et al., 1991), the relationship between self-congruity and retail patronage (Sirgy, Grewal and Mangleburg, 2000), the relationship between individuals' self-concept and their service evaluation (Ekinci and Riley, 2003), the role of self-image congruence and perceived quality on symbolic purchase (Kwak and Kang, 2009). Also, the effect of self-brand image congruency on

brand preference is another popular topic that has been examined in the literature (Kang et al., 2012).

On the other hand, self-congruity was not a theory that has been widely accepted. There had been researchers who struggled to prove its significance in the literature (Boksberger et al., 2011; Hughes and Guerrero, 2012; Aaker, 1999; Aaker, 1997). However, over time, the self-congruity theory reached a general acceptance level. Studies examined the effect of self-congruity in different subjects such as tourism (Boksberger et al., 2011), sponsorship events (Mazodier and Merunka, 2011), and retail store choice (Willems and Swinnen, 2011). After the accumulation of primary research on self-congruity, Aguirre-Rodriguez et al. (2012) conducted a meta-analysis to check the theory's validity and the results indicated that the self-congruity construct can be used as a valid and reliable base for future research on consumer identity and symbolic consumption.

2.2.3. Self-Congruity Scales

Different methods have been developed and examined to measure the level of congruence between an individual and a brand, including various difference models, semantic differentials, and product-anchored Q-methods (Sirgy, 1982). The first scale used to measure self-image congruity is the traditional method used by many significant researchers (e.g., Dolich, 1969; Graeff, 1996; Grubb and Grathwohl, 1967; Sirgy,1982; Sirgy et al., 1997). According to this method, consumers generally evaluate the product's image or typical user of the product and their self-image in line with specific personality attributes. After the evaluations, the differences between the product or brand image and consumers' self-image perceptions (d-scores) are calculated mathematically. The self-image congruity level of the consumers is revealed. This method is also called *the absolute simple difference model*.

Sirgy et al. (1997) also developed a global self-congruity measure instead of relying on discrepancy scores and predetermined images. This method is based on asking subjects to create free association image descriptors rather than using predetermined images. The researchers asked subjects to think about a specific brand and the typical person who uses it. In the next step, subjects are asked to describe this typical person with personal adjectives. After this, subjects answer whether they agree or disagree

about the typical user's consistency with how they perceive themselves. The subjects are asked to use a Likert-type scale to mark their responses to self-image statements.

On the other hand, the semantic differentiation scale is frequently used in researches on consumer attitude (Birdwell, 1968; Dolich, 1969; Ross, 1971; Hughes and Guerro, 1971; Grubb and Stern, 1971; Stern, Bush, and Hair, 1977; Zickmund, 1996; Ericksen, 1997; Quester et al., 2000; Hogg et al., 2000; Neuman, 2003; Beerli et al., 2007). The scale is generally rated on a 7-scale anchored by bipolar adjectives, especially in brand image studies. This method measures individuals' subjective feelings and thoughts about a concept, object, or people through bipolar adjectives such as slow/fast, good/bad, soft/hard.

The global method has both advantages and disadvantages over the traditional one. Its advantage is that it avoids systematic correlations and the unreliability of d-scores (Sirgy et al., 1997). On the other hand, self-congruity effects have relatively weak empirical support because it tries to consider all personality traits when matching brand personality and consumer personality at an aggregate level (Aaker, 1997). So, instead of using the global congruity measure, we can use systematic testing of PBS's five personality dimensions and check their impact on key dependent variables. Rather than the weak empirical results we get with aggregated methods, we can get more robust empirical results by checking the congruence between a brand's personality dimension and an individual's personality in the same dimension (Kleine et al., 1993).

2.3. Brand Image

Researchers have examined brand image as an essential concept in the last decades (Keller, 1998). *Brand image* refers to “a consumer's general perception and feelings about a brand and influences consumer behavior” (Zhang, 2015:58). Studies indicate that brand image is a critical driver of brand equity (Zhang, 2015). Marketing professionals aim to influence consumers' perceptions and shape consumer attitudes toward their brands, form a positive brand image in consumers' minds, and stimulate consumers' actual purchasing behavior by differentiated marketing communication activities for better brand equity. Building and communicating a successful brand image to a target audience can be achieved by effective marketing communication (Gardner and Levy 1955; White, 1959; Grubb and Grathwhol, 1967; Reynolds and Gutman, 1984).

The brand image is designed following the target audience and conveyed to the target audience correctly, resulting in a distinctive positioning that will enable the brand to stand out among its competitors (Oxenfeldt and Swan, 1964); as a consequence, the brand enhances market performance (Shocker and Srinivasan, 1979).

Aaker and Joachimsthaler (2000) state that positioning is a value proposition and a component of the brand identity, that companies actively transmit to their target consumer group. So, positioning is more about the brand's vision whereas the brand image is more related to the perceived value by consumers (Aaker and Joachimsthaler, 2000).

Aaker (1991:109) defines brand image as "a set of brand associations that are anything linked in memory to a brand, usually in some meaningful way". Brand image is also defined as the cluster of associations to the brand name (Rio et al., 2001) and consumers' understanding of the total set of brand-related activities. According to Keller (1993), the brand image refers to the perceptions and associations in consumer's memory about the brand. For this definition, brand image is based on the linkages that the consumer keeps in his or her memory about the brand. Zhang (2015:59) claimed that a "positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns". These brand associations are classified as "product category experiences, product attributes, price information, positioning in promotional communications, packaging, user images usage occasion" (Keller 1993).

On the other hand, Kotler and Armstrong (1996:197) define the brand image as "a set of beliefs held about a particular brand" which may guide a consumer's decision-making process while he or she is evaluating alternative brands.

2.3.1. Brand Image in Consumer Behavior

Since the brand image is a significant element of brand equity, it has been a hot topic in consumer behavior literature studied for decades. Marketers need to build a particular "meaning" for a brand to create an image maintained and consistent over time. As Kapferer (1997) claimed in his study, brand image is consumers' general perception formed by brand feature associations. Chen (2001) suggest that marketing each brand may be limited to a single type of brand association: thus, the brand position has an indirect role in shaping the brand image.

The long-term success of a brand is related to a well-designed brand positioning before brands enter a market (Gardner and Levy, 1955). As a successful example of a brand positioning strategy, Ivory's *purity image*, which supports the brand's position, has been continued for more than a century. Positioning strategies based on a brand image is a frequently used approach for brands that mainly offer symbolic benefits. In other words, a properly designed brand image has great importance in the differentiation of a brand, which allows the brand to stand out from other brands in fiercely competitive markets and have a better market share.

Martineau (1957) claimed that consumers purchase a product or service to express their self-concept based on the assumption that brand image reflects their characteristics. Also, Sirgy (1985) expressed that the image of the brand reflects human personality. According to Park et al. (1986), there is a significant relationship between a brand's image and its market performance and the brand image has a direct effect on sales.

Many researchers studied brand image effects on various consumer behavior subjects such as customer satisfaction and brand loyalty. The brand image was found to positively affect brand loyalty (Sung et al., 2010) and brand trust (Ming et al., 2011). Also, Bird et al., (1970); Oliver, (1980); Fornell, (1992); Chitty et al., 2007; Chang, 2005 wrote articles examining the relationship between brand image and customer satisfaction in different industries including e-banking, communication, mobile phone, banking, and supermarket industries. On the other hand, in the brand image literature, there is significant research that studies the effect of brand image perception on customer loyalty as follows: Kunkel and Berry (1968), Koo (2003), Da Silva and Alwi (2006), Merrilees and Fry (2002).

2.3.2. Brand Image as a component of Brand Identity

According to Paula and Chavez (2017:1248), building a brand in the consumer's mind is possible with three stages: "the creation of a unique concept that differentiates the brand from competitors (differentiation), the reason transmitted by the brand for the consumer to prefer it (relevance), and the emotional relationship between the brand and the consumer (esteem) ". This three-stage process's result or purpose is the brand identity itself.

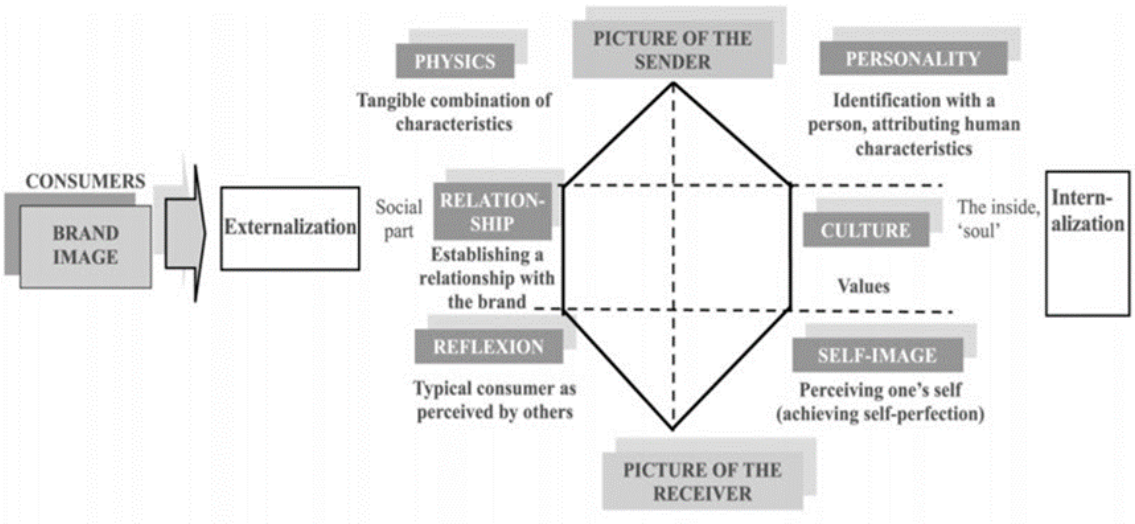
Both researchers and marketing professionals acknowledged that brand identity can be used as a tool to manage a brand and differentiate it from others (Aaker, 1996;

Kapferer, 2008; Keller et al., 2011). In the marketing literature, the definition of *brand identity* appears in the form of "uniqueness and essential idea of the brand" (Da Silveira et al., 2013:29).

Brand identity is a collection of all messages that brand recognition as a whole such as brand colors, symbols, logo, and characters (Duncan, 2002). According to Kapferer's brand identity model (2003), apart from tangible components such as corporate color, name, logo, and emblem, it has also abstract components such as brand image and brand personality. In other words, brand identity is formed by the effect of a whole that includes both tangible values such as visual identity elements and abstract values associated with the brand (Elden, 2009). Aaker (1996) emphasizes the strategic dimensions of brand identity. While *brand identity* is about how an organization defines itself, *brand image* is about what the organization and its products mean to consumers.

The identity prism displayed in Figure 2.3 shows the composition of band identity (Kapferer, 2003).

Figure 2.3: Components of Brand Identity



Source: Kapferer, J.N (2003). *The New Strategic Brand Management*. London: Kogan Page.

Brand image is customers' collection of perceptions, some of which may be uncontrollable, (Perry and Wisnom, 2003), and brand associations (Keller et al., 2011). Brand image is an essential element in consumers' evaluation of brands (Erickson et

al., 1984). An individual's preference for a product and service depends on his or her evaluation of the brand image (Dobni and Zinkhan, 1990). Brand image can be defined as a subset that includes brand personality, considering brand identity as an inclusive cluster. Also, Kapferer (2003) suggested that brand image is the most significant part of brand identity because it is the most efficient way of communicating or relating with consumers.

2.4. Brand Personality

The second element of Kapferer's identity prism (2003) is *brand personality*. In psychology, personality is defined as "the set of dispositions to behave expressing itself in consistent patterns of functioning across a range of situations" (Pervin, 1994:108). These dispositions refer to *traits* and are not explanatory but descriptive (Sung et al., 2010). Notably, a human's personality is formed by the sum of an individual's behaviors, attitudes, beliefs, physical and demographic. In other words, traits are like labels that psychologists use to describe humans' personalities.

On the other hand, Keller (1993) and Aaker (1997) defined brand personality as a series of personality traits associated with the brand. Although the idea that brands may have personality traits like people was proposed in the 1950s, it is evident that the concept of brand personality gained importance in the literature with Aaker's (1997) study.

Brand personality is one of the most particular elements of the brand identity following the other components such as brand image, physical elements or attributes, functional characteristics, and benefits of a brand (Maehle and Shneor, 2010). Marketing researchers and professionals have highlighted the significance of brand personality in consumers' decision-making and persuasion process and defined brand personality based on the symbolic meaning that helps a brand to differentiate itself from rivals (e.g., Biel, 1993; Plummer, 1985). Brand personality may act as a driver of attitude toward a brand and a means to build relationships between consumers as part of brand equity (Belk, 2003; Sung and Tinkham, 2005).

Considering Aaker's (1997:347) brand personality definition of "the set of human-like characteristics associated with a brand", it can be stated that the concept of brand personality is used as a tool for the humanization of brands. Some researchers argued that consumers perceive certain brands as possessing human personality traits (Hart et

al., 2013; Puzakova et al., 2013) and form ties with these brands just like they would do with humans.

Some researchers argued that brands possess human-like personalities in line with the animism theory (Aaker, 1997), which is defined as “attributing life to the nonliving” (Guthrie, 1993:202). On the other hand, some others used anthropomorphism theory, which is defined as attributing human characteristics to the non-human (Guthrie, 1993) to examine brands' human-like personalities (Fournier, 1998). Similar research has assumed that brands have human-like characteristics, personality traits, or motivations (Epley et al., 2007).

Anthropomorphization and *personification* are also effective advertising strategies for creating and communicating brand personality (Aaker, 1997). Brand personality traits such as young, exciting, or traditional are not intrinsic to any brand. These are formed through contact and interaction between the brand and the consumer (Aaker, 1997; Plummer, 1985). It is also important to differentiate between brand personality and product personality. Product personality is defined as "the set of human personality characteristics used to describe a specific product variant" (Govers and Mugge, 2004:190). On the other hand, brand personality is the broad set of characteristics for all the products under the brand umbrella. Researchers also defined product attachment as "the emotional bond a consumer experience with a product" (Mugge et al., 2008:460).

Brand personality is created over time through its exposure through the marketing communication mix variables such as price, packaging, advertising, symbols, logos, and user imagery (Aaker, 1996). If a brand's personality is distinctive, consistent over time and media, and deliberately coordinated, its exposure is more substantial (Batra et al., 1993).

According to Lannon (1993), brand personality helps brands create and strengthen a connection or bond with consumers if the brand personality is consistent, different, desirable, and robust. Marketing professionals use brand personality as an efficient tool to distinguish the brand from its competitors to ease the rivalry. According to Halliday (1996), the concept of brand personality leads marketing professionals to distinguish their brands, form consumer preferences, and retail their products across cultures.

Also, Diamantopoulos et al. (2005) state that a well-formed brand personality provides a permanent differentiation for rival brands, which is not easy to imitate, as it enables consumers to establish stronger ties with the brand, as well as increase trust and loyalty to the brand. Therefore, today's marketing managers are increasingly sensitive about creating a positive brand personality and maintaining it as a distinctive one. When consumers become attached to a product, that product offers them additional benefits over other products in the same product category (Govers and Mugge, 2004). One of the main reasons consumers attach to specific brands and products is to express their self-concept (Govers and Mugge, 2004). Janonis et al. (2007) indicated that consumers identify a particular segment concerning a brand and tend to express their self-image based on brand personality.

When consumers see their personality characteristics similar to that specific brand's personality, then using it serves the symbolic function of self-expression. The study of Govers and Mugge (2004) indicated that the greater the self-image congruence, the more consumers are attached to specific brands. A high level of congruence is likely to increase the brand's symbolic meaning for an individual and eventually, the individual becomes attached to the brand.

Brand personality can be examined as a critical factor influencing consumer preference (Plummer, 1985). The messages communicated to the consumer in promotion activities are remarkably influential in the formation of brand personality. In this context, brand personality is a significant determinant that increases its effectiveness in communication activities. Besides, brand personality plays an influential role in determining advertising and promotion strategies (Diamantopoulos et al., 2005).

On the other hand, Keller (1998) suggested that a congruent brand personality strengthens consumers' desire to invest in brand relationships. Also, brand personality appears as a critically important concept in predicting consumer preferences in the marketing literature (Swaminathan et al., 2009; Gordon et al., 2016).

2.4.1. Brand Personality Model

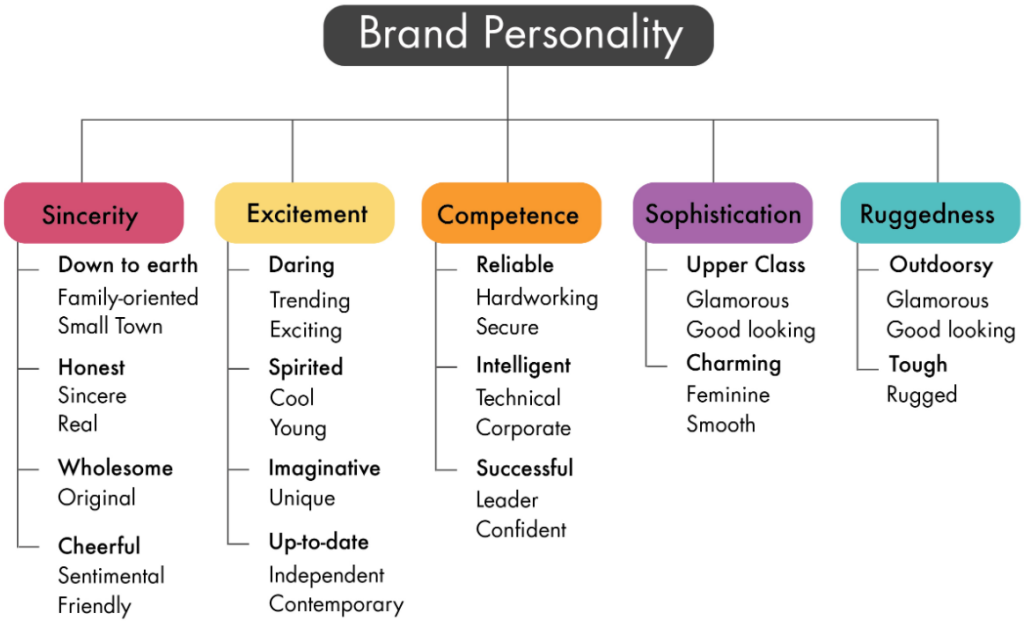
Researchers have developed several models to create and develop a brand personality. Most frequently used ones include Aaker's five-dimensional brand personality model (1997) and functional utility representation model (2009), Mark and Pearson's archetype model (2001), Sadowski's brand personality game board model (2005), and

Achouri and Bouslama's self-expression model (2010). Aaker's five-dimensional brand personality model (1997) has been the most researched one among all these models.

2.4.2. Brand Personality Scales

Studies on brand personality are based on two main concepts: brand characteristics and personality traits (Milas and Mlacic, 2007). The association of human personality traits with brands has led to generally accepted personality scales from the psychology field in marketing studies (Sweeney and Brandon, 2006; Milas and Mlacic, 2007). In this context, the five-factor personality model (Goldberg, 1993), which constitutes a basic framework for personality classification in the psychology field, formed Aaker's (1997) brand personality scale. Based on the individual's personality within the five-factor personality classification, Aaker states that the characteristics that define the brand personality can be examined in five dimensions: sincerity, excitement, competence, sophistication, and ruggedness (Figure 2.4).

Figure 2.4: Aaker's Five-Dimension Brand Personality Scale



Source: Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, *34*(3), 347-356.

In literature, there are also studies revealing criticisms of Aaker's (1997) personality scale. For instance, a within-brand variance is relatively little observed in Aaker's scale (Geuens et al., 2009) application in different cultures or product categories failed to replicate results and required context-specific scales (Bosnjak et al., 2007; Sung et al.,

2015). Despite these criticisms, in studies related to brand personality and self-image congruity subjects, Aaker's personality scale is specified as an integral and measurable framework due to its comprehensive structure. As a result, Aaker's personality scale will be used to determine the participants' *self-image* and measure the chosen brands' personalities in this study.

2.4.3. Advertising and Brand Personality Relationship

Advertising is one of the most effective communication tools that brands use extensively to create a brand personality. Brand managers use brand personalities to create brand associations to strengthen brand and consumer relationships. It is a fact that brand associations have a remarkable effect on consumer preferences, especially on evaluating alternatives stages of consumer behavior models. Advertising is the oldest and still the most frequently used communication tool for brand personality building since it contributes significantly to the concretization of personality, which means an abstract meaning. Advertising messages can be communicated directly or indirectly while creating a brand personality. The brand personality to be created can be reflected directly by the characters in the advertisement or indirectly, based on the meaning of the product (Ouwersloot and Tudorica, 2001).

While creating a brand personality through advertising; the colors, environment, objects, and design elements used in the advertisement also have important effects since all of these elements send messages to the target audience. One of the common ways to create a brand personality through ads is the "image creation strategy." This strategy suggests that the personalities and lifestyles portrayed in the advertisements should match the target audience's personality traits since every advertisement message is a communication element designed for a specific audience (Danesi, 2018). Indeed, this is why designing advertising messages considering the target audience's personality features. Using celebrity endorsers in advertisements is the most common "image strategy" for the brand personality creation process. Movie stars, pop stars, influencers, or even famous athletes take roles in image campaign advertisements to reflect a specific brand's personality.

Another way to build a brand personality through ads is personification. Personification refers to representing an abstract idea in human form or attributing human characteristics to an object. In other words, several human characteristics such as

"intelligent, animated beings, beliefs, desires, intentions, goals, plans, psychological states, powers, and will" (Turner, 1987:175) are attributed to a personified object (Batı, 2015; Ricoeur,1977).

Animism theory also explains personification. According to this theory, people attribute human values to lifeless characters in an attempt to include them in their spiritual world (Ouwersloot and Tudorica, 2001). Anthropomorphism refers to "seeing the human in nonhuman forms and events, pervades human judgment" (Aggarwal and McGill, 2007:468). It is observed that brands frequently benefit from anthropomorphism in advertisements. For instance, brands use spokes characters inanimate beings or objects in advertising to promote their products, such as Çelik (Arçelik's spokes character), Emocan (Turkcell), Michelin Man, or Bibendum (Michelin), and the MandM chocolate candy characters. Also, other studies suggest that the advertisement messages utilizing anthropomorphism strategy are remembered better by the consumers, and anthropomorphic advertisements result in more positive consumer attitudes (Delbaere et al., 2011; Lee and Oh, 2019).

2.5. Measuring Advertising Effectiveness

"What are the factors that determine the effectiveness of advertising?" and "How do ads work?" are the important questions that most marketers and advertisers are trying to find answers to. Advertisers tend to measure the effectiveness of the advertisements to observe whether their spending is in the right direction or not.

Both academics and practitioners argued about the most appropriate way to measure the effectiveness of advertising campaigns. Barry (1987) suggested a competition between the hierarchy of effects school and the sales school about determining ad effectiveness. Barry stated that the hierarchy school measures ad effectiveness by its impact on the hierarchy of communication such as the ability to recall main points, recognize brand names, and generate positive attitudes. In other words, proponents support that an advertising message can be considered successful when it leads to positive results in the hierarchy of the effects model's cognitive and affective stages. On the other hand, proponents of the sales school of thought express that the only way to assume an advertisement is an effective one is to impact sales and profits positively.

According to Cooper (1993), the role of advertising is not only providing awareness, providing information, but also supporting sales by shaping the wants, preferences, and

attitudes of the audience and meeting their social needs. The primary purpose of advertising is often to influence the purchasing behavior of the consumer.

On the other hand, the hierarchy of effects school of thoughts supports that the most significant advertising function is not just to obtain an immediate increase in sales numbers. According to Steiner and Lavidgne (1961), advertising success is a long-term concept since the effects of such advertising campaigns are long-term. It is clear that to persuade a disinterested audience to ultimate consumers is not a single-step process since consumers decide to make an actual purchase through a series of steps. Therefore, more comprehensive models were needed to evaluate the effectiveness of advertising correctly and some hierarchy of effect models has been developed and examined in the studies conducted to evaluate consumer behavior's advertising effectiveness and influence. These models have also been used in developing marketing communication strategies by marketing practitioners.

2.5.1. Hierarchy of Effects Models

One of the most remarkable models explaining advertising effectiveness is the "Hierarchy of Effects Model" hypothesized by Lavidge and Steiner. The model first appeared in the literature in 1898 by Elmo Lewis, which was a model representing the stages of taking a prospect for a salesperson. The model was later revised as a basic framework is known as the AIDA (attention-interest-desire-action) model to describe the steps a customer goes through in purchasing a product. Many studies in the literature used this model to observe how advertising messages affect brand preferences and purchasing behavior.

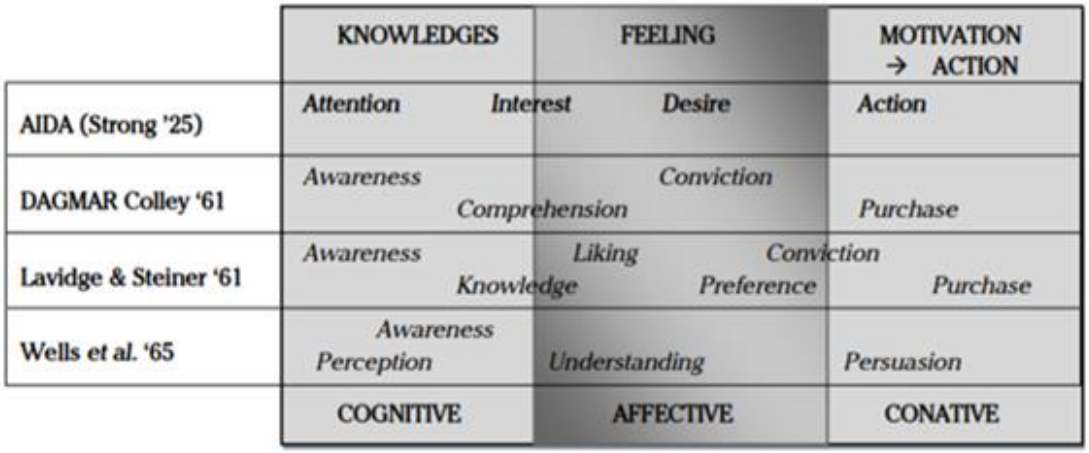
A traditional hierarchy framework has three stages, including cognitive (thinking), affective (feeling), and conative (doing). In other words, according to this model, audiences respond to messages in a systematic way that is firstly thinking, then feeling, and finally doing or acting. A general definition of cognition is a mental activity such as thoughts, beliefs, or knowledge about an issue (Barry and Howard, 1990). Affective is the degree of feeling or emotion towards the brand, and conative is related to purchase intention (Egan, 2007).

Another model is Colley's (1961) DAGMAR (Defining Advertising Goals for Measuring Advertising Results), which is based on awareness, comprehension, conviction, and purchase. In the first stage of advertising influence, advertising

messages can raise awareness in the audience; in the second stage, the consumer audience comprehends an advertisement's core message. In the third step, the audience is convicted of the ad's message, and in the last step, the audience performs the act of purchase.

Around the same period, Lavidge and Steiner (1961) defined advertising as a long-term investment that takes consumers through various stages from product 'unawareness' to actual purchase. The other stages in this model included knowledge, liking, preference, conviction. Similarly, Wells et al. (1962) developed a model and emphasized that perception comes before the stages of an individual's understanding and persuasion. These models are displayed in Figure 2.5.

Figure 2.5: Hierarchy of Effects Models



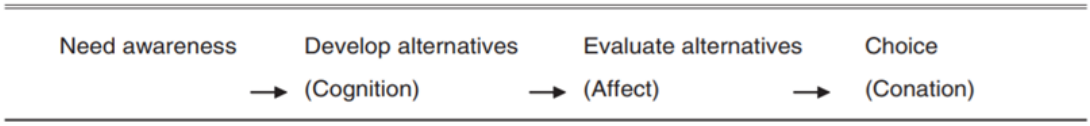
Source: Egan, J. (2007). *Marketing Communications*. Cengage Learning EMEA

Academics believed that a model based on the sequential hierarchy of advertising effects might help researchers predict behavior (Barry and Howard, 1990). Researchers can also ask the subjects direct questions about what they intend to do following the sequential hierarchy model. The hierarchy of effects may also provide a practical benefit with what advertising strategy to follow. These models can also help company management define conceptual tasks within a firm and plan, organize, and train accordingly (Barry and Howard, 1990).

Although different hierarchy models have been applied to different decision-making cases, in general, scholars agree on the three main components (cognition, affect, conation) of the hierarchy of effects models.

Figure 2.6 indicates how cognition/influence/communication relationships are applied in the decision-making process (Myers, 1992). The model is based on the same logic as the AIDA model, which assumes consumers follow the stages of awareness, interest, desire, and action to decide on a product or a brand.

Figure 2.6: Components of the Hierarchy of Effects Models



Source: Myers, J. H. (1992:50). Positioning Products/Services in Attitude Space. *Marketing Research, 4(*1):46-51

2.5.2. Components of Hierarchy of Effect Model

2.5.2.1. Cognition

Cognition is defined as a mental process or the ability to process information and apply knowledge using a group of functions, including attention, awareness, comprehension, and learning (Ray et al., 1973). Research shows that a consumer's cognitive skills such as attention and comprehension are impacted by their abilities, opportunities, and motivations to process relevant information (Batra and Ray, 1986). Also, cognition is generally defined as "a system of beliefs structured into some semantic network" (Holbrook and Batra,1987:405).

The immediate environment of a consumer determines their opportunity to process information by determining the quantity of information and the modality (Celsi and Olson, 1988). A consumer's involvement with informational stimuli results in the motivation to process information (Cohen, 1983). Besides, a consumer's involvement with a product is related to how they perceive the linkage between self-knowledge and product knowledge. The alignment between an individual's values and a product's characteristics determines the individual's feelings of personal relevance. When personally relevant knowledge is activated on an individual's mind, cognitive processes such as attention and comprehension are invigorated (Celsi and Olson, 1988).

a) Attention

Attention is the cognitive ability to distinguish among various facets in the environment and selectively focus on one facet (Anderson, 2004).

Paying attention to a product results in a mental workload, which is defined as "the difference between the capacities of the information-processing system that are required for task performance to satisfy expectations and the capacity available at any given time" (Gopher and Donchin, 1986:41). Johnson and Proctor (2004) defined three key elements of mental workload: Effort, referring to conscious exertion, arousal about readiness for activity, and resources, which are hypothetical processing reserves or sensory, motor, or information processing capacities. Also, MacKenzie et al., (1986) defined *attention* as the amount of mental effort focused in a specific direction. According to Shimp (2000), one of the most effective ways to attract a person's attention is to create unusual or distinctive ad content and execution.

Kahneman (1973) examined mental workload and defined attention as the amount of mental effort allocated to a task and limited cognitive resources. In this model, the level of arousal and the task's demands determine the amount of mental effort. If there is more than one task demanding attention, prioritization is determined by voluntary allocation strategies (Johnson and Proctor, 2004). Other studies revealed that the concept of attention has direction and intention. The direction is about the focus of mental effort, and intensity is related to the extent of mental effort (MacKenzie et al., 1986).

b) Memory

Memory is critical in an individual's advertising perception process. Although consumers are exposed to massive amounts of advertising information every day, an individual can perceive only a limited amount of them and interpret only a relatively small percentage of this information (Yoo et al., 2004). When an individual encounters information, they follow the memory process by encoding, storing, and retrieving (Baddeley, 1990). Human memory is usually classified into long-term memory, short-term memory, and sensory memory (Baddeley, 1966). Sensory memory does not rely on a cognitive effort because it is an automatic response to store sensory information for several seconds or less after an item has been perceived. Short-term memory is often referred to as working memory because it is related to the temporary storage of information when an individual engages in a complex task such as reasoning, comprehension, or learning. Long-term memory is related to the durable encoding and storage of information in large quantities for long durations. It consists of semantic

memory, which is about storage, and episodic memory, which is about the ability to recall information (Baddeley, 1999).

The amount of information stored in long-term memory and the duration it is stored depends on how deeply it is processed (Craik and Lockhart, 1972). The processing depth is related to the environmental stimuli and the amount of cognitive effort spent during the process. For example, if the information has meaning or emotional connection, a higher level of cognitive effort is spent in the long-term memory than merely the basis of sight or sound (Craik and Lockhart, 1972). Memory helps individuals with recall, essentially retrieving information back from memory and recognition related to searching for traces in memory (Jones et al., 2005).

Also, advertising on the cognitive stage of the hierarchy has been extensively examined in the literature. The first study examining the relationship between advertising and cognition was conducted in Zielske (1959). Zielske examined the concepts of remembering and forgetting in advertisements. Besides, this study investigated the effect of the number and density of advertising programs on how well viewers remember the advertising content. The study concluded that if viewers are not constantly exposed to a specific advertisement, they will quickly forget about the ad.

The recall is an essential measure of advertising, which many researchers have studied. Haskins (1964) stated that learning and ad recall are irrelevant to attitude change. On the other hand, Stewart (1986) expressed that recall and comprehension are essential antecedents of consumer persuasion. Also, Zinkhan and Gelb (1986) concluded that Starch recall scores can be used as predictors of attitudes, while Woodside and Wilson (1985) claimed that there is a strong, positive association between brand awareness and brand preference.

Venkatesan and Haaland (1968) hypothesized that visual and behavioral distractions for a TV commercial could decrease the recall level of brand names and product types. On the other hand, Cohen and Houston (1972) studied the influence of brand loyalty on the cognition stage and stated that consumers with brand loyalty tended to engage in a form of cognitive dissonance toward the brands or products which they did not purchase. Also, Wright (1973; 1975) suggested that personal characteristics have a noticeable effect on consumers' cognitive responses toward advertising.

2.5.2.2. Affect

The effect is related to emotions and feelings, and some researchers used these terms interchangeably (Batra and Ray,1986). Zajonc (1980) argued that affective reactions could be made faster and more confidently than cognitive judgments because effect as a reaction to stimuli occurs before any cognitive process. On the other hand, some researchers argued that the effect occurs after the cognitive processing of information (Lazarus, 1982). This approach assumes that cognitive processes and evaluations result in various affective reactions such as liking or appreciating (Brewin, 1989). Recent studies showed that effect could occur both before and following cognition (Lerner and Keltner, 2000). So, affect, and cognition may work as a mutually reinforcing mechanism. Affect has also been studied as an element of attitude, defined as "a general and enduring positive or negative feeling about some person, object, or issue" (Petty and Cacioppo, 1981:45). Researchers admit that there is ambiguity over what cognition and affect indeed entail and how we can distinguish between them or measure their dimensions (Barry and Howard, 1990).

a) Attitude

Attitude theory helps with explaining the preferences of the customer concerning different needs that drive consumer behavior. The initial definition of "attitude" is derived from social psychology, particularly communication research. Attitude is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner concerning a given object" (Fishbein and Ajzen, 1975:6). On the other hand, Rokeach (1966:112) defined attitude as "a relatively enduring organization of beliefs about an object or situation predisposing one to respond in some preferential manner". The research on attitude resulted in valuable findings in predicting consumer behavior such as purchase and loyalty (Broniarczyk and Alba, 1994).

Some scholars studied the relationship between attitudes and sales behavior and found out that the effect of predictive cognition and affect, compared to the effect of cognition or conation alone, were consistently more significant in explaining market share variance (Assael and Day, 1968). Also, Boyd et al. (1972) concluded that looking at advertising's effect on attitudes toward salient product characteristics might be more functional since these characteristics ultimately will affect sales and profits favorably. MacKenzie et al. (1986) examined four alternative models to explain the mediating

effect of advertisement: the effect transfer, dual mediation, reciprocal mediation, and independent influences. The affect transfer model is based on the assumption of a direct, one-way causal flow from advertisement to brand Attitude. The dual mediation hypothesis focuses on source perceptions influencing the cognitive and affective reactions to messages and follows a more indirect flow from ad to brand attitude. The reciprocal mediation hypothesis is based on balanced cognitive relationships between the receiver of an advertisement and feelings such that the consumer will either like or dislike both the advertisement and brand. Besides, the independent influences model distinguishes between attitudes toward an advertisement and a brand. It focused on source impacts on cognition and attitudes and was considered better in explaining the relationship between attitude towards an advertisement and attitude towards a brand (MacKenzie et al., 1986).

A consumer's *attitude toward an advertisement (Aad)* is defined as a "predisposition to respond favorably or unfavorably to a particular advertising stimulus during a particular exposure occasion" (Lutz, 1985:45). Studies showed that an advertisement's content and imagery affect cognitive responses and Aad (Miniard et al., 1990). Aad may also influence purchase intention (Brown and Stayman, 1992) and attitude toward the brand (Biehal et al., 1992). Other studies found a significant statistical relationship between cognitive responses activated by viewing an ad and brand attitude (Mitchell and Olson, 1981).

Attitude toward the brand (Ab) is defined as an "individual's internal evaluation of the brand" (Mitchell and Olson, 1981:318). Later, Giner-Sorolla (1999) identified four features as central to Ab: directed at an object, evaluative in nature, an internal state, and an enduring state. Also, it was found that Ab is different from the feelings activated by the brand because attributes are relatively lasting, whereas feelings are usually temporary (Spears and Singh, 2004).

Marketing studies, particularly studies within the context of television advertising, found a significant link between Aad and Ab. Edell and Burke (1987) examined the role of feelings in TV advertising effectiveness. This study found that both negative and positive feelings emerge after viewing TV commercials. These feelings are the significant predictors of an ad's effectiveness and support the attitude toward the ad, attitude toward the brand, and beliefs related to the brand's features. This study also

revealed that the influence of feelings and judgments of the ad's features differs according to the degree to which the ad is transformative and informational.

In another study, Burke and Edell (1989) examined the relationships among Aad, Ab, evaluations of brand attributes, feelings elicited by new tv ads for unfamiliar products, and appraisals of the ads' characteristics. They found that feelings impact Aad and Ab in both direct and indirect manners. So, they concluded that models of advertising effects should include feelings.

2.5.2.3. Conation

Conation was defined as "either intention to engage in a behavior or the performance of the actual behavior" (Holmes, 2015:77). Conation is the stage in which emotions and thoughts generated during the two previous stages drive the consumer to act. This stage may include several aspects such as volition, self-direction, self-regulation, and intrinsic motivation (Huitt and Cain, 2005). Volition is a vital facet of voluntary human behavior because it is related to the free will to make choices or take actions (Bandura, 1997). Self-direction is about an individual's awareness of needs, his or her goal setting, and action plans (Huitt and Cain, 2005). On the other hand, self-regulation is defined as "an intrinsically learned behavior based on an individual's established standards regarding appropriate action in specific situations or contexts" (Huitt and Cain, 2005:9). Also, intrinsic motivation refers to internal, pleasure-driven motivation as opposed to a desire for external rewards (Wigfield et al., 2004).

a) Purchase intention

Attitude theory explains purchase intention or purchase decision concerning consumers' preferences and different needs that drive consumer behavior. The concept of attitude is central to communication and advertising research (Batra et al., 1996). It is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein and Ajzen, 1975:6). Examining attitude helps predict consumer behavior, such as purchase intention or loyalty to a brand (Broniarczyk and Alba, 1994).

Attitudes and purchase intentions are two distinct concepts. Purchase intention is the most common conceptualization of conation and is defined as "an individual's conscious plan to exert effort to carry out a behavior" (Spears and Singh, 2004:56). Behaviors such as conducting a search for a product or recommending a product are

also included in conation. Both the actual behavior and intentions to perform a behavior have been classified as part of conation (Barry and Howard, 1990).

Beliefs about an object support the attitude toward that object and this attitude determines the intention to behave concerning an object (Fishbein and Ajzen, 1975). A consumer develops beliefs through cognitive processes and these beliefs, in turn, determine attitude and predict behavioral intentions (Fishbein and Middlestadt, 1995).

Some researchers proposed that intentions are closer to tangible actions and therefore less abstract than are attitudes (Bagozzi, 1981). Vital measures of advertising effectiveness include purchase intention and the causal link between attitudes and brand interest (Deogun and Beatty, 1998). The strength of attitude was found to moderate the link between *affect* and behavior (Smith et al.,1994).

2.6. Research on Self-Congruity and Advertising Effectiveness Relationship

Advertising is a communication form used to support sales. The main advertising objectives are to inform, increase awareness, create a positive reputation and attitude, persuasion, and increase sales. Advertising is also used mainly in brand personality and brand image creation, just as in other marketing communication activities (Redenbach, 2000).

It is a fact that brands reach large numbers of consumers from various cultural and ethnic backgrounds through various media channels such as newspapers, television, internet, radio, cinema, magazines, video games, billboards, mail or post, and even carrier bags. Advertising messages and content should be designed considering the target audience's characteristics to influence and persuade consumers with different cultural backgrounds and self-concepts. Therefore, qualitative factors related to the content and visuals of an ad have a significant impact on the effectiveness of an ad (MacKenzie et al., 1986).

As mentioned before, consumers purchase for utilitarian reasons as well as for symbolic motivations. (Belk, 1988). Brand image is one of the most significant symbolic features of a brand, and advertising is a very useful communication tool in creating a brand image. Consumers may find a product or brand attractive because of the personality portrayed in the advertisement congruent to their self-concepts. On the other hand, brands shape and develop their brand image through advertising

campaigns. Further, brands that are aware of their target audience's personality traits create a brand image incongruent with the self-images of the consumers and design all visual and written advertising messages in line with this common image (Batra et al., 1993). Based on the brand personality developed by advertising campaigns and the impression a consumer wants to create about his or her values or lifestyle, the consumer can decide which products to own and which ones to avoid (Batra et al., 1993).

It has also been indicated that an individual's self-knowledge interferes with their processing of advertising messages. When an ad includes a depiction of an identity congruent with the viewer's perceived self, it is expected to generate more positive emotional responses such as liking and loyalty, and more relevant product reviews (Hong and Zinkhan, 1995). Many scholars studied the importance of creating and applying self-congruent messages in advertising campaigns (Johar and Sirgy 1991; Zinkhan and Hong. 1991). It is also shown that when the viewers' self-concept and brand image in an advertisement is congruent, it leads to improved brand memory, higher brand preference, and more likely purchase intention (Mehta 1999).

Moreover, Zinkhan and Hong (1991:348) hypothesized that "advertising appeals congruent with viewers' self-concept would be superior to incongruent appeals in terms of enhancing advertising effectiveness. Advertising effectiveness is conceptualized as brand memory, brand attitude, and purchase intentions". While some studies (Mehta, 1999; Chang 2001) have indicated that increased compatibility has led to more positive results for ads, scientists currently do not have a common understanding of why and under what conditions to expect such effects,

Other studies in the literature have also examined the influence of advertising appeals on self-congruency. Jaffe (1990) examined the congruity between advertising visuals and participants' self-concept based on the masculinity/femininity dimension. This study concluded that women who score higher on the masculinity dimension are more likely to purchase financial services that use a more masculine (modern) theme in their ads as opposed to a more feminine theme (traditional). Also, LaBarbera, Weingard, and Yorkston (1998) stated that consumers prefer an advertising message congruent with their personality type. For instance, introvert individuals had a more positive reaction to advertisements depicting introvert consumers whereas extrovert individuals liked ads that depict extrovert consumers more (Chang, 2001).

Other scholars examined the relationship between self-congruent advertising appeals on advertising effectiveness through the collectivism/individualism dimension and hypothesized that when companies market products in a country with an individualist culture, adopting individualist ad appeals would have more positive results. Likewise, collectivist ad appeals would be more effective in nations with collectivist cultures (Leach and Liu, 1998). According to Hong and Zinkhan's (1995) study, ads that portray brand images congruent with participants' ideal self-concepts provide more favorable brand attitudes than ads that depict brand images congruent with the participants' actual self-concepts. Mehta (1999) also stated that consumers with a higher level of self-congruity with an advertisement are more likely to purchase the advertised products or brands.

Also, Chang (2006) examined how the accessibility of self-rated masculinity and femininity changes according to individual differences, product types, and emotional states. This study hypothesized that the enhanced accessibility of masculinity and femininity increases the influence of masculine or feminine ad-self congruency on advertisement evaluations. Chang (2006:345) claimed that "the results of two experiments showed that, for individuals whose masculinity or femininity was chronically accessible, congruency between ad portrayals and self-ratings on these dimensions predicted more positive attitudes toward the advertisement".

2.6.1. Self-Congruity Effects on Memory

Self-schemata are defined as "cognitive generalizations about the self, derived from experience, that organize and guide the processing of self-related information contained in the individual's social experience" (Markus, 1977:64). It contains various information types, such as about an individual's self, such as images, feelings, or representations. A consumer may tend to describe himself or herself by more traits as he or she ages, and these traits may become more significant components of self-concept.

When processing a group of other incoming information about one's self, a consumer uses this self-schema. It helps with selection, integration, and interpretation. It can even help with encoding and paying attention to only the relevant information. Self-schema impacts the abstraction process in which a person extracts the semantic content from the selected information and interprets it consistently with the present self-schema. The

remaining information is integrated with information previously acquired, stored, and retrieved in the next phase if needed.

Self-schema works as a memory aid, particularly when processing self-related information. If external stimuli appear to be compatible with self-schema, they can receive attention, get encoded, comprehended, and retained. All of these functions related to self-schema helps with better memory about self-relevant stimuli. So, if a consumer develops an advanced self-schema, they can resist counter-schematic information and process information about self with relative certainty.

Markus (1977) conducted some judgment studies by providing subjects with a set of trait adjectives that were either congruent or incongruent with the subject's self-concepts. The participants were asked to judge whether each adjective described himself or herself or not. The results of this study indicated that participants endorsed the trait adjectives congruent with their self-concept much faster than those that are incongruent. Besides, if the participant did not have a self-schema concerning the study domain, such as masculinity versus femininity, they did not reflect 7any systematic processing time difference for different trait adjectives.

Other studies revealed self-schema has a significant and direct effect on memory in the context of self-reference (Rogers et al., 1977:677). Based on the depth of processing paradigm, researchers asked participants to make four different judgments on 40 adjectives presented: "a structural decision (whether the word had big letters), a phonemic decision (whether the word rhymed with another word), a semantic decision (whether the word meant the same as another word), and self-reference decision (whether the word described the subject him/herself)". The authors presented the words and conducted an incidental recall test. It was found that the individual's self-reference task had the largest positive relationship with superior recall performance of that individual, followed by semantic, phonemic, and structural tasks. This study shows that self-reference tasks resulted in the most in-depth memory trace and caused a superior incidental recall. From this perspective, self-reference can be referred to as a more influential encoding device compared to a semantic task that creates the deepest encoding traces. Research shows that individuals have a well-organized self-schema about themselves, and if they are exposed to external stimuli that are congruent with their knowledge structure, they get better at information processing and memorizing.

An individual's self-concept acts as an encoding device to capture information and retrieve it in the future.

Considering findings of the research on self-schema, it can be expressed that an advertising message highly congruent with a consumer's self-concept should be remembered better than those with low congruency.

2.6.2. Self-Congruity Effects on Persuasion

The studies on ad–self-congruency effects in the available literature consistently show that the more advertisement message is congruent with the viewer's self-concept, the more effective it is. It was found that self-congruent ads reached a higher agreement with advertising messages (Brock et al., 1990). Also, advertisement congruent with viewer's self-concepts results in higher brand evaluations, better attitudes, and higher purchase intentions (Hong and Zinkhan, 1995). Also, if there is a congruence between self-concept and the brand image displayed in ads, the viewers' purchase intention is higher (Mehta, 1999).

2.6.3. Self-Congruity Effects on Brand Attitude

A formal relationship between self-brand congruity and brand attitudes was first examined by Grubb and Grathwohl (1967). The authors questioned whether products and brands could be a means by which consumers identify themselves. There would be cases in which consumers develop positive attitudes towards brands congruent with their self-image. If there is a direct relationship between these two factors, the incongruent products and brands should receive lower favorability. This study and the following ones deeply examined the relationship between self-brand congruity and consumer behavior such as recognition, purchase intention, product usage, and loyalty (Sirgy, 1982). These studies also developed new techniques for measuring brand personality and self-brand congruity and identified significant moderating variables.

2.7. Perceived Brand Quality

Perceived brand quality is considered one of the most significant elements influencing consumer preference in different industries (Kayaman and Arasli, 2007; Taylor, 2001). Aaker (1991) defined perceived brand quality as one of the significant dimensions of brand equity. Perceived quality is defined as "the customer's perception of the overall quality or superiority of a product or service concerning its intended purpose, relative

to alternatives" (Zeithaml, 1988:145). Similarly, Aaker (1991:62) defines perceived quality reflects upon "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives". According to Zeithaml (1988:3), perceived brand quality is the "consumer's judgment about a product's overall excellence or superiority", which is an important element of brand value. In other words, it is expected that perceived high quality would lead the consumer to choose the high-quality brand rather than other competing brands (Yoo et al., 2000).

According to Aaker (2009), the perceived brand quality (PBQ) consists of the consumers' emotions about the brand and is the general evaluation of the consumer's brand performance. PBQ also refers to "the subjective judgment of consumers towards a product or brand superiority and distinction" (Akram et al., 2011:292). The perceived quality of a product adds value to a brand by giving consumers a good reason to buy the brand, allowing the brand to differentiate itself from its competitors, and charging a premium price (Aaker, 1991). Some researchers (e.g. Holbrook and Corfman, 1985) examined quality as a form of the overall evaluation of a product. In another study, the perceived quality was classified into four categories as intrinsic, extrinsic, appearance, and performance (Swinker and Hines, 2006).

It is essential to distinguish between the actual quality of a product and its perceived quality (Zeithaml, 1988). In the marketing field, product quality is an intangible, mostly nonphysical feeling about a brand. On the other hand, the perceived quality of a product is a subjective appraisal by the consumer. Thus, a fair determination of quality is difficult due to the perceived nature of quality (Aaker, 1991). A product's perceived quality can be examined as a predictor or influencer of consumer choice (Zeithaml, 1988). Some researchers found that a product's perceived quality is positively related to brand equity or brand value (Yoo et al., 2000). Perceived brand quality may affect consumer behaviors such that they may tend to choose a particular brand rather than others if its quality is perceived superior. Furthermore, Milberg and Sinn (2008) stated that a brand's perceived quality could explain consumers' preferences towards local and global brands.

Perceived quality is also defined as "the consumer's subjective evaluation of internal (performance, durability) and external (price, name, guarantee) indicators of a brand"

(Kirmani and Baumgartner, 2000:300). Quality evaluation of an individual determines the total expected benefit from a brand or product. Internal indicators play a more significant role in determining a brand's superiority and its suitability for consumption.

2.7.1. Perceived Brand Quality in Consumer Behavior

In the marketing literature, perceived brand quality stands out as one of the key elements influencing consumer preference (Kayaman and Arasli, 2007). Some studies in the literature identified a positive direct effect of perceived product quality on consumers' purchase intentions (Parasuraman et al., 1996; Kwak and Kang, 2009). Tsiotsou (2006) and Hahn and Kim (2009) both claimed that perceived quality positively influences purchase intention. Earlier research also identified an indirect relationship between a product's perceived quality and the consumer's purchase intention (Chang and Wildt, 1994). This relationship was mediated by perceived value (Rajendran and Hariharan, 1996) and satisfaction (Tsiotsou, 2006). Besides, other valuable researchers examined the effect of perceived brand quality on different aspects of the consumer decision-making process. The product's extrinsic cues such as price or brand have been the focus of research on antecedents of consumer's perceived quality (Chang and Wildt, 1994). Besides these product-specific traits or information, a cognitive relationship between a product and a consumer can work as a significant factor determining the perceived quality of that product (Pascale et al., 2000).

Furthermore, Homer (2008) explored the impact of perceived quality and image on brand attitudes and examined the effects of negative perceptions, including quality/image mismatches.

2.7.2. Perceived Brand Quality and Advertising Relationship

Several researchers examined the correlation between objective quality or perceived quality and advertising spending across brands. DeBono and Packer (1991) studied the effects of advertising appeal on perceptions of product quality. Also, Moorthy and Hawkins (2005) examined advertising spending by focusing on advertising repetition and measuring the relationship between spending and perceived quality. In another significant study in the literature, the association between advertising spending and the perceived quality subject was evaluated, which resulted in a positive correlation (Aaker and Jacobson, 1994). Gotlieb and Sarel (1992) also contributed to the literature with their studies that examined the effect of advertising type on perceived quality. Also,

Doraszelski et al., (2007) studied the relationship between annual brand-level advertising expenditures on perceived brand quality.

2.8. Brand Trust

Trust is defined as "the confidence that one will find what is desired from another, rather than what is feared" (Deutsch, 1973:148). According to this definition, consumers trust a brand if there is a high probability or expectancy that the brand will result in positive outcomes. Trust means that "one party's belief that its needs will be fulfilled in the future by actions" (Anderson and Weitz, 1989:312). Evaluating brand trust based on the term *expectancy*, brand trust arises when consumers' beliefs about brands' quality, honesty, and responsibilities come true (Doney and Cannon, 1997; Larzelere and Huston, 1980). Brand trust results from the fulfillment of the brand's promises to the customer (Knapp, 1999). Brand trust is defined as the belief that the brand will protect the interests of the consumer, be honest in its statements, and that the brand will make an effort in the problems that the consumer may encounter (Walter et al., 2000).

In the marketing literature, brand trust is also defined as an average consumer's willingness to rely on the brand's ability to perform its intended or stated function (Moorman et al., 1993; Chaudhuri and Holbrook, 2001). From the marketing perspective, trust is one of the significant factors which affect relationship marketing efforts' success. Fournier (1998) states the relationship between the brand and the consumer is similar to relationships between individuals and may result in "positive" behavior such as purchasing or loyalty.

Brand trust also represents the positive attitude and loyalty to the brand (Swaen and Chumpitaz, 2008). In other words, consumers are much more likely to choose products or brands they trust and believe in since the brand trust eliminates the perceived risk and uncertainty in consumer minds (Power et al., 2008). Dwyer et al. (1987) also stated that trust is a relationship quality feature strengthening marketing relationship efforts. Other studies considered brand trust a determinant of the perceived service quality (Parasuraman et al., 1985).

2.8.1. Brand Trust in Consumer Behavior

Considering the consumer behavior literature, it is evident that many studies examined brand trust's influence on consumer behaviors. According to researchers, trust affects consumers' value perceptions (Sirdeshmukh et al., 2002), strengthens brand commitment and loyalty (Berry, 1983; Chaudhuri and Holbrook 2001), and affects consumers' choices (Erdem and Swait 2004).

Moreover, other scholars claimed that trust has a significant role in creating brand loyalty (Morgan and Hunt, 1994; Aydin and Özer, 2005; Chaudhuri and Holbrook, 2001). Ha and Perks (2005) studied brand trust, customer satisfaction, and brand experience relationship, while Chaudhuri and Holbrook (2001) analyzed brand trust's effects on brand performance. As another cornerstone research, Sung and Kim (2010) examined the effects of brand personality on brand trust and concluded that some brand personality dimensions relate more to brand trust and influence the brand trust level positively.

Furthermore, brand trust has been examined in the context of consumer loyalty. According to Ballester and Alleman (2001), customer satisfaction is one of the primary sources of trust, but once the customer is satisfied, the element of trust is not immediately formed. The relationship between the company and the customer is maintained stably. This satisfaction can turn into trust if the brand fulfills its promises and obligations on time and prioritizes the consumer's rights, needs, and wants (Ballester and Aleman, 2001).

Zboja and Voorhees (2006) examined the impact of brand trust and satisfaction on retailer repurchase intentions. Also, Ballester and Aleman (2005) researched the effect of brand trust on brand equity. On the other hand, Folse et al., (2013) and Sung and Kim (2010) examined the effects of personality traits on brand trust, while Ulusu (2011) studied the effects of brand image on brand trust. Moreover, Luk and Yip (2008) studied the effect of sales promotion on brand trust and purchase behavior.

2.8.2. Brand Trust and Advertising Relationship

Chatterjee and Chaudhuri (2005) studied whether brands with a higher trust level lead to higher market share and advertising efficiency. Also, they examined whether a brand trust may enhance these same results through an increased share of voice and brand differentiation against competitors. In another study, Li and Miniard (2006) stated that

it is possible to foster consumer trust through advertising appeals. They studied the potential for advertising to enhance a product's perceived trustworthiness in their research.

The advertising literature does not cover any study examining the effect of brand trust on advertising effectiveness other than Chatterjee and Chaudhuri (2005). On the other hand, Eagley, Wood, and Chaiken (1978); Hovland et al., (1953); and Priester and Petty (1995) studied the impact of message source trustworthiness on persuasion. According to these researches, “messages delivered by trustworthy sources are more persuasive than those emanating from untrustworthy sources” (Li and Miniard, 2006:101). Indeed, the lack of any published article about the effect of brand trust on advertising effectiveness motivated the present research.

2.9. Generation "Z" and Consumer Behavior

The generation that grew up with the latest internet technologies and other communication methods and was born after 1995 is Generation Z (Goh and Lee, 2018). Moreover, Generation Z is defined as "the highly educated, technologically savvy, innovative, and creative individuals born in 1995 or later" (Priporas et al., 2017:376). This generation has been raised on the internet and social media and started to use new technologies even from infancy, is also called *Zapers, 9/11 Generation, Digital Natives, Internet Generation,* and *Facebook Generation* (Hidvegi and Erdös, 2016). Considering these definitions, it is evident that Generation Z will differ from previous generations because this generation's members were born and grown up in a digital age. As known, the year 2000 and after is a period in which technology advances worldwide. The main features that distinguish the Z generation from other generations are that they are very ambitious and materialist. Generation Z members also stand out with their technology-sensitive, innovative and permanent search for change. Z generation individuals connected through smartphones, tablets, and the internet of things. These individuals are also very self-confident, prefer visual or written communication, and can access information faster than previous generations (Chaney et al., 2017).

In another study, it is emphasized that generation Z was born into the consumer society where speed is essential. It is described as a fast-eating, fast-changing, fast-reading, and ultimately impatient generation (Karahisar, 2013). Generation Z is a generation

that has its characteristics and often has different preferences, opinions, and behaviors than their parents. They purchase different goods and services from their parents and are greatly influenced by technology in their purchasing decisions. As a result, they spend most of their time online using smart devices (Puiu, 2016).

Generation Z generally loves individuality but prefers to be friends with their colleagues. Z Generation individuals use the latest communication tools and are open to innovation. They prefer social media instead of email to communicate. It does not mean that this generation is technology addicted, but it is a generation that perceives technology as a standard (Bulgan and Göktaş, 2016). Since generation Z individuals prefer to experience extreme individualization and loneliness, they are also called *The New Silent Generation*.

In general, the Z generation is more knowledgeable about the virtual world than the Y generation due to their education in a highly technological environment. This generation prefers computers to books and texting to speaking, does not spend too much time outside, and prefers being online. Their access to information is fast through the internet, which makes online shopping more preferable. They know where to search online to find better prices for any product or brand, which eases the buying decision process.

Gen Z individuals are very aware of their needs and want, so they know what to look for and find it. Briefly, they are savvy shoppers and selective consumers who are very picky about what they are going to wear. They are good at using online tools to research and make purchases themselves. It is a fact that Gen Z is a very significant economic force and indicates where the future of all consumer behavior is headed (Gutfreund, 2016). Williams and Page (2011:48) claim that "the average Gen Z individual today has three key characteristics: instant gratification, success as a given, and liberal social values. Even though they have grown up in the middle of a national moral meltdown, this generation has a good understanding of right and wrong. They are street smart and have considerable marketing savvy". According to TÜİK, Turkey's total population was 83 million 154 thousand 997, while the young population at the age of 15-24 was 12 million 955 thousand 672 by the end of 2019. That means the Z Generation made up 15.6% of the total population (tuik.gov.tr, 2019). Moreover, the population rate of Generation Z in Istanbul approached 30 percent (istanbul.gov.tr, 2019).

In 2017, Campaign Turkiye published the results of a study carried out in Turkey on the digital content consumption habits of generation Z by DataWise. According to the results of this study, it is seen that generation Z individuals prefer entertaining and personalized content created by the brands more. Likewise, this research stated that one out of every four people in Generation Z's most critical motivation is to support a brand and recommend it to someone. In the research, generation Z individuals' expectations from their favorite brands were also discussed.

Accordingly, Gen Z individuals' primary expectation from their favorite brands is that these brands produce more entertaining video content (Bitrim, 2017). Since Generation Z members are actively involved in different social media channels such as Youtube, Facebook, Twitter, Snapchat, Instagram and enjoy fun video content, brands should use humor strategy in their online content to draw attention (Puiu, 2016).

Considering the results of Mckinsey's research (2020) on generation Z in Turkey, which is defined as the most influential generation of today, the most fundamental characteristic of this generation is that they are "value-oriented". A company's mission, purpose, and the value it creates for society are the main factors that affect Z generation individuals' brand preferences. Further, when generation Z individuals do not prefer a brand or product just because it is a "luxury" one, it makes them feel different and original.

On the other hand, experiencing the 'new' is an essential factor in purchasing preferences of generation Z. It is not a surprise that some small-scale brands get higher sales volumes and larger market shares compared to old, prominent brands in that product category. The reason behind this is that the experience offered by the brand is essential for this generation rather than the brand itself. What kind of experience the product or service will offer is a stronger selection criterion. Also, honesty and transparency of brands are indispensable criteria for Z-generation consumers. Therefore, brands need to be correct and consistent in their statements in terms of customer loyalty.

2.10. Summary

Researches indicate that consumers tend to prefer products or brands similar to the images they perceive of themselves (Dolich,1969; Sirgy,1980). Regarding the literature review, it is evident that if advertising appeals and brand images featured in

these ads are highly congruent with the targeted consumers' self-concepts, these ads tend to be more effective than advertisements with lower levels of congruity with consumers' self-image (Hong and Zinkhan, 1995). Therefore, it is critical to create and deploy symbolic advertising messages which provide self-brand image congruence. To create a highly congruent advertising message, both brand managers and creative teams need to analyze the target audience's self-image and portray a congruent brand image with consumers' self-perception on advertisements.

Similarly, studies indicate that advertising messages congruent with the target audience's self-images are more likely to result in higher purchase intention toward the advertised brand since consumers want to enhance their self-esteem or maintain their self-image (Sirgy and Johar, 1992).

In marketing literature, other studies concluded that brands use symbolic advertising appeals congruent with target audiences' personality traits to form and express a brand image and personality. Several scholars in the literature stated that when individuals' self-concept and brand image are congruent in advertising, it is expected to improve consumer's brand recall, brand preference, and purchase intention (Zinkhan and Hong 1991; Mehta 1999), and therefore the ad is found to be more effective (e.g.Wang and Mowen, 1997).

After analyzing the literature, it has been observed that there is no such study that examines the influence of perceived brand quality on the effectiveness of symbolic video advertisements. However, some researchers study advertising spending, type, and repetition on perceived brand quality. So, this lack in the literature makes this study more significant and valuable.

On the other hand, there is a study in the marketing literature that examines brand trust and advertising effectiveness relationship, which suggests that brand trust positively influences the effectiveness of brand advertising (Chatterjee and Chaudhuri, 2005). This study concluded that greater trust and increased advertising efficiency go together. The scholars claimed that "an advertisement for a high-trust brand by virtue of perceptual enhancement is more likely to stand out and be noticed, heard, and processed among the clutter of advertising messages that a customer is bombarded with every day. This makes the advertising expenditures of the trusted brand more effective among the less trusted members in its category" (Chatterjee and Chaudhuri, 2005:5).

Since there is no other study that directly examines the influence of brand trust on advertising effectiveness of video ads among Generation Z, studying this topic will contribute to the literature.

The hierarchy of effects model is used for this study to measure the impact of self-brand congruity, perceived brand quality, and brand trust on advertising effectiveness. The hierarchy of effects model suggests that consumers move through various stages, from brand unawareness to brand purchase, after they are exposed to advertising messages (Holmes, 2015). The first stage of the model is cognition, which includes attention and memory. The second stage is the *affect*, in which viewers experience emotions and feelings that shape attitudes toward the ad (Aad) and the attitude toward the brand (Ab). The following and the last stage is the "conation" step, which is defined as the intention to engage in a behavior or purchase intention.

As a result, this dissertation's main aim is to comprehend self-congruity, perceived brand quality, and brand trust concepts better and examine how these variables individually can influence the effectiveness of symbolic advertising messages.

CHAPTER III

METHODOLOGY

Chapter 3 covers the pre-test and video selection phases' details to select the video advertisements and complete the experimental design. This chapter also includes an overview of the research questions and hypotheses, research model, experimental design, procedures, scales, participants, and data analysis sections. The procedures section covers the methods to measure the independent variables (self-congruity, perceived brand quality, and brand trust) and the six dependent variables (attention, recall, recognition, Aad, Ab, purchase intention). Also, in this section, it is explained how to select video ads for the main survey. This part also covers the final video selection phase and final survey design according to the video selection results. The last part of this section provides the scales which are used to measure self-brand congruity, brand trust, perceived brand quality, and advertising effectiveness dimensions (attention, recall, recognition, attitude to the ad, attitude to brand, and purchase intention) in addition to a summary and the statistical analyses of pre-tests.

3.1. Research Questions and Hypotheses

This research's main objective is to examine and comprehend the influence of self-congruity, perceived brand quality, and brand trust on the effectiveness of symbolic video advertisements among Generation Z members. The steps of the hierarchy of effects model were utilized to measure the effects of these three independent variables on dependent variables including attention, recall, recognition, attitude toward the advertisement (Aad), Attitude toward the brand (Ab), and purchase intention.

This section aims to emphasize the research questions and their associated hypotheses. It includes 3 main research questions and 6 hypotheses for each one.

RQ1: What is the influence of self-brand congruity (low vs. high) on the effectiveness of the brand's video advertisement?

RQ2: What is the influence of perceived brand quality (low vs. high) on the effectiveness of the brand's video advertisement?

RQ3: What is the influence of brand trust (low vs. high) on the effectiveness of the brand's video advertisement?

3.1.1. Hypotheses

H1: Attention paid to an advertisement will be significantly greater when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

H2: Recall of ad information will be significantly more accurate when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

H3: Recognition of ad information will be significantly more accurate when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

H4: Attitude toward the video advertisement (Aad) will be significantly more favorable when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

H5: Attitude toward the brand (Ab) will be significantly more favorable when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

H6: Intention to purchase the advertised brand will be significantly higher when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

H7: Attention paid to an advertisement will be significantly greater when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

H8: Recall of ad information will be significantly more accurate when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

H9: Recognition of ad information will be significantly more accurate when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

H10: Attitude toward the video advertisement (Aad) will be significantly more favorable when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

H11: Attitude toward the brand (Ab) will be significantly more favorable when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

H12: Intention to purchase the advertised brand will be significantly higher when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

H13: Attention paid to an advertisement will be significantly greater when there is a high level of brand trust than when there is a low level of brand trust.

H14: Recall of ad information will be significantly more accurate when there is a high level of brand trust than when there is a low level of brand trust.

H15: Recognition of ad information will be significantly more accurate when there is a high level of brand trust than when there is a low level of brand trust

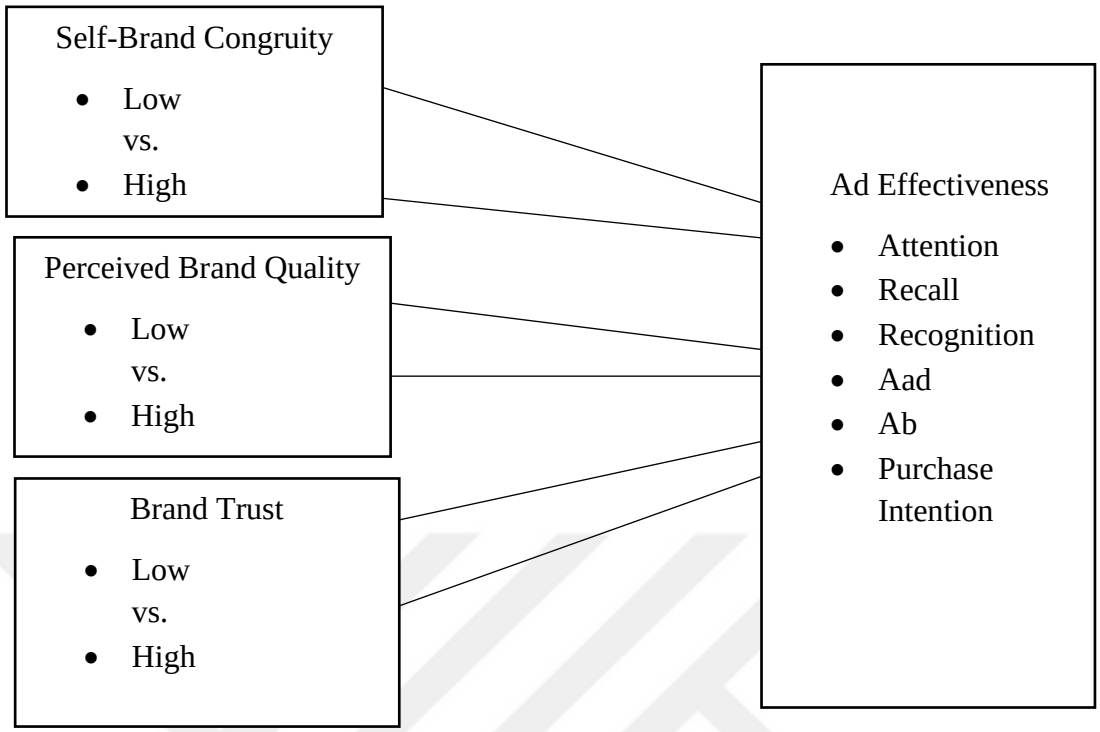
H16: Attitude toward the video advertisement (Aad) will be significantly more favorable when there is a high level of brand trust than when there is a low level of brand trust.

H17: Attitude toward the brand (Ab) will be significantly more favorable when there is a high level of brand trust than when there is a low level of brand trust.

H18: Intention to purchase the advertised brand will be significantly higher when there is a high level of brand trust than when there is a low level of brand trust.

The research model for this study is displayed on Figure 3.1.

Figure 3.1: Research Model



Source: Compiled by the author from various sources

3.2. Experimental Design

The model of this study examines self-brand congruity, perceived brand quality, and brand trust variables in two dimensions: Low and High. Each participant was shown certain video advertisements that were congruent or not congruent to the participant's self-concept. Also, participants evaluated each video advertisement in terms of perceived brand quality and brand trust questions. Three dimensions of Aaker's 5-dimension brand personality scale were utilized to measure the brand personality through video advertisements. Also, the same scale was used to evaluate the self-concepts of participants. The three personality dimensions used in this study include excitement, sincerity, and sophistication. These dimensions were selected since they are frequently used in psychographic market segmentation and better reflect generation Z individuals' characteristics.

The participants were divided into low and high groups based on their self-reported scores for each dimension of brand personality (BPS) scales. The median split method, which is a commonly used method in social science studies, was used to place each participant into these groups, (Iacobucci et al., 2015). Firstly, the median scores of each

participant’s BPS scores on the personality assessment test were calculated. Then, the median of the populations in every BPS dimension was calculated to classify the participants as low or high on any BPS dimension group. According to this eligibility condition, any value below the population's median of each BPS dimension was put in the category “Low” and every value above the population’s median was labeled “High” in one dimension. Also, if one specific participant’s scores on all three dimensions are between high and low intervals, this participant was excluded from the data set. As the last eligibility condition, if one specific participant’s scores on two BPS dimensions are between high and low intervals, this participant was placed into one of these two groups comparing the means.

Each participant was grouped according to the median score on each brand personality dimension as a high self-brand congruity group and a low self-brand congruity group. More clearly, the participants who had high sincerity scores were placed into the high sincerity self-brand congruity group. In contrast, the participants who had low scores on the excitement dimension were placed into the low excitement self-brand congruity group.

The same method also was used to classify the participants’ scores for brand trust and perceived brand quality scales as high and low. Firstly, the median scores of each participant’s brand trust and perceived quality scores for each advertisement were calculated. Then, the brand trust and perceived brand quality median scores of each advertisement's populations were calculated. According to this eligibility condition, any value below the population's brand trust and the perceived brand quality median score was grouped in the “Low” brand trust and “Low” perceived brand quality groups, while every value above the population’s median was labeled as “High” brand trust and perceived brand quality group.

According to the reliability results for the scales, a questionnaire was prepared on Google Forms. That online survey questionnaire had four main sections:

- demographics questions
- scale questions of personality traits
- perceived brand quality and brand trust questions

- advertising effectiveness scale questions for each six different video advertisements

These video advertisements were categorized according to the video selection survey results.

3.3. Procedures

3.3.1. A pre-test to Test Scale Reliability

A pre-test was conducted to test the self-concept and brand personality, perceived brand quality, and brand trust scales. 15 participants were shown six different video ads and rated them according to the personality traits questions. The scales used to measure brand personality dimensions (excitement, sincerity, and sophistication) were borrowed from Aaker (1997) and Armutlu (2008). Besides, participants answered perceived brand quality (Yoo et al., 2000) and brand trust scale questions (Lau and Lee, 1999; Kabadayı and Aygün, 2007) for each advertisement. The survey design was borrowed from Holmes (2015). A five-point Likert-type scale was used to grade all personality traits under each three brand personality dimensions to measure the self-image of participants and the personality of the brands portrayed in the ads. In the five-point Likert-type scale, 1 refers to *not at all,* and 5 refers to *extremely.*

There were eleven personality traits (adjectives) that include daring, trendy, exciting, lively, cool, young, imaginative, extraordinary, independent, adventurous, and contemporary for the excitement dimension. The adjectives belong to sophistication dimensions included upper class, glamorous, feminine, charming, good looking, and smooth. Also, the sincerity dimension had ten different adjectives: family-oriented, sincere, honest, warm, original, cheerful, sentimental, friendly, small-town, down-to-earth, and wholesome. Cronbach Alpha's of excitement, sophistication, and sincerity was 0.887, 0.873, and 0.698. To increase the sincerity dimension's reliability, *small-town, wholesome,* and *down-to-earth* adjectives were decided to be removed from the sincerity scale. Also, *feminine* traits were removed from the sophistication dimension traits list. According to the Cronbach alpha reliability test results, small-town, down-to-earth, and wholesome adjectives were not included in the video selection stage and main survey. The reliability test results of other independent and dependent variables' scales indicated that all worked flawlessly.

3.3.2. Video Ads Selection Phase

After completing the pre-test phase, it was seen that the scale works without any flaw. In this phase, it was decided to create an advertisement pool including 18 different video advertisements of well-known brands to be evaluated by more participants to make the study statistically significant. This pool consisted of 6 different video advertisements for each three brand personality dimensions: excitement, sincerity, and sophistication. The video advertisements' brands included the following product categories: automobiles, clothing, food, and beverages (i.e., soft drinks, snacks), and digital devices (i.e., smartphones), insurance, cleaning products, personal care products, and GSM operators.

It was believed that these ads each illustrated and successfully reflected an appeal that was especially low or high in each of these dimensions. A survey was designed to evaluate these 18 different video ads to reduce the number of ads representing each dimension from 6 ads to 2 ads (low- high). 35 participants watched 18 video ads and answered the personality traits questions for each ad. After the participants evaluated each video advertisement according to the brand personality scale (BPS) questions, all the video ads are grouped into low self-congruity and high self-congruity groups based on their scores. According to the results, 2 different ads (i.e., low excitement and high excitement ads) were selected for each brand personality dimension.

According to the video selection results on Table 3.1, the Nike ad was determined as the highest (4.38) in the excitement dimension, while the Komili video ad had the lowest score (2.58) in the same dimension. Also, the Ülker ad had the highest score (3.97) in the sincerity dimension, where the SWATCH ad (2.42) was the lowest one. On the other hand, Mercedes had the highest mean (4.05) in sophistication, while Lipton was the lowest (2.65) in the sophistication dimension.

Table 3.1: Video Ads Selection Survey Results

AD-1 (MERCEDES)		AD-2 (Mini Cooper)		AD-3(Allianz)		AD- 4 (OMO)		AD- 5 (Ülker)		AD- 6 (Lipton)	
EX1	3.64	EX2	3.95	EX3	3.20	EX4	2.90	EX5	3.73	EX6	3.13
SIN1	2.57	SIN2	3.37	SIN3	3.79	SIN4	3.68	SIN5	3.97	SIN6	2.78
SOP1	4.05	SOP2	3.50	SOP3	2.94	SOP4	2.76	SOP5	3.26	SOP6	2.65
AD-7 (Coca-Cola)		**AD-8 (Komili)**		**AD-9 (Nike)**		**AD-10 (BMW)**		**AD-11 (LCW)**		**AD-12 (Turkcell)**	
EX7	3.61	EX8	2.58	EX9	4.38	EX10	3.75	EX11	3.11	EX12	3.50
SIN7	2.94	SIN8	3.61	SIN9	3.45	SIN10	2.5	SIN11	3.73	SIN12	3.50
SOP7	3.198	SOP-8	2.63	SOP9	3.85	SOP10	3.68	SOP11	2.93	SOP12	3.03
AD-13 (Dove)		**AD-14 (Volkswagen**		**AD-15 (Apple)**		**AD-16 (Swatch)**		**AD-17 (Tommy H.)**		**AD-18 (Türk Telekom)**	
EX13	3.83	EX14	3.49	EX15	3.82	EX16	3.12	EX17	3.39	EX18	3.72
SIN13	3.52	SIN14	3.56	SIN15	3.19	SIN16	2.42	SIN17	2.53	SIN18	3.78
SOP13	3.38	SOP14	3.36	SOP15	3.38	SOP16	3.28	SOP17	3.5	SOP18	3.29

Regarding these results, 6 video ads were selected to be evaluated in the main survey to examine the relationship with self-image congruity, perceived brand quality, and brand trust variables.

3.4. Scales

Since the scale was taken from English sources, it had to be translated into Turkish. The scale was translated into Turkish in three stages by a professional translator. In the first stage, the scale questions in English were translated into Turkish. Later, the scale questions translated into Turkish were translated back into English. At the last stage, the scale questions in English from the second stage were translated into Turkish for the last time and the scale in the study was obtained.

3.4.1. Independent Variables' Scales

3.4.1.1. Self-Concept Scale

Aaker's personality (1997) scale was used to assess the participants' actual self-concept. Each participant was asked to score themselves according to the adjectives of three personality dimensions according to a five-point Likert-scale (1=not at all like me to 5=very much like me). The question for each dimension was as follows: "Please describe yourself as you are. Think about how you see yourself. What kind of person

are you? How would you describe your personality? On the following scale, click on the circle that best represents how you see yourself" (Holmes, 2015). The same scale used to measure brand personalities of the brands shown in the video ads with the question of "Think about the video ad you watched above. How would you describe the image of the brand portrayed in the ad? In line with the image that the advertisement creates in your mind, evaluate to what extent the following adjectives define the brand in the advertisement and click on the circle that best represents how you see the brand on the following scale" (Armutlu,2008).

The reliability tests were deployed for each of three personality dimensions and no problem was observed. Turkish translation of personality traits was also borrowed from Armutlu (2008). The adjectives in the personality scale included in the scale are shown in the table below:

Table 3.2: Self-Concept Scales

SOPHISTICATION				
Upper Class	**Glamorous**	**Charming**	**Good Looking**	**Smooth**
2	2	1	1	1
3	3	5	4	4
3	3	3	5	3
1	1	3	2	2

EXCITEMENT					
Daring	**Trendy**	**Exciting**	**Lively**	**Cool**	**Young**
2	3	3	4	2	2
2	2	3	4	3	3
2	2	2	2	2	5
1	2	2	4	2	4

Imaginative	**Extraordinary**	**Independent**	**Adventurous**	**Contemporary**
4	2	2	3	4
4	3	3	2	3
4	2	5	5	5
3	2	2	2	4

SINCERITY							
Family Oriented	**Sincere**	**Honest**	**Warm**	**Original**	**Cheerful**	**Sentimental**	**Friendly**
5	4	4	5	5	2	5	4
3	5	3	5	4	3	5	4
5	5	5	5	5	5	5	5
5	3	2	2	3	1	4	1

3.4.1.3. Perceived Brand Quality Scale

A scale was drawn from a research of Yoo et al. (2000) to measure the perceived brand quality of each brand portrayed in the video advertisement. The scale has three main items on a five-point Likert-type scale anchored by 1=Strongly Disagree to 5=Strongly Agree. The questions of the scale as following: "(Branded) Product appeared to be highly functional", "(Branded) Product appears to be reliable", and "(Branded) Product is of very high quality". Since the reliabilities of each item are above 0.7, there was no need to remove any questions.

3.4.1.4. Brand Trust Scales

Regarding the marketing literature, it is seen that basically, three main studies examined the "brand trust scale" (Chaudhuri and Holbrook 2001; Lau and Lee 1999; Sirdeshmukh et al., 2002). Brudvig (2015) evaluated these scales in her study and resulted in the table below:

Table 3.3: Brand Trust Scales

Study	**Chaudhun and Holbrook (2001)**	**Lau and Lee (1999)**	**Sirdeshmukh. Singh, and Sabot**
Measure	Brand trust	Brand trust	Service provider
Consumer Domain	Researcher-selected branded products	Respondent-selected branded product	Respondent-selected branded retail store or airline
Number of Items	4	5	4
Contains Reverse	Yes	Yes	No
Scaling	7-point Likert agreement	7-point Likert agreement	10-point semantic differential
Source of Items	Adapted from	Adapted from B2B	Adapted from B2B
Reported Reliability	0.81	0.93	0.96
Independent Sample	No	No	No

Source: Brudvig, S. (2015). Consumer-based brand trust scales: validation and assessment. In *Revolution in Marketing: Market Driving Changes* (pp. 17-21). Springer, Cham.

A 4-question scale was used to measure the brand trust of each brand portrayed in the video ads developed by Kabadayı and Aygün (2007) combining three items of Chaudhuri and Holbrook's (2001) brand trust scale and one item of Lou and Lee's (1999) scale. The final scale used to evaluate brand trust includes the following

statements: “I trust this brand”, “I rely on this brand”, “This is an honest brand”, and “I will feel secure when I buy from XYZ because I know it will never let me down.”

3.4.2. Dependent Variable’s Scales

3.4.2.1. Attention

The scale of attention paid to the video advertisements had three questions, borrowed from Duncan and Nelson's (1985) advertising attention scale. These three items were measured on a five-point Likert-type scale anchored by 1 = strongly disagree to 5 = strongly agree. The questions are as follows: “The video advertisement caught my interest”, “The video advertisement was boring”, and “I paid close attention to the video advertisement” (Duncan and Nelson, 1985). The means were then calculated for each item on the scale to measure each participant’s attention level. Since the second question (The video advertisement was boring) of the scale reduced the reliability score of attention, it was removed from the pre-test survey.

3.4.2.2. Memory (Recall and Recognition)

The participants were asked three questions to measure each participant's recall level for the video advertisement as follows: "What type of product was displayed?", "What was the name of the advertised brand?" and "What was the slogan or major sales message used?" Also, the participants were shown a list of 18 brand names and instructed to click the box next to the brand name that was thought to have appeared in the ad. Besides, ten still frames were presented, and the subjects were asked to indicate which frame corresponded with the ad that they watched. The recall was coded as 0 if incorrect, and 5 is correct for each of the four dependent measures. (0 = incorrect, 5 = correct). The scale questions are borrowed from different studies (Colman and Grimes, 1989; Heflin and Haygood, 1985; Thorson et al., 1987).

3.4.2.3. Attitude toward the ad (Aad)

As another variable of the Hierarchy of Effects Model (Lavidge and Steiner, 1961), attitude toward the ad was measured by the scale borrowed from Mitchell and Olson (1981). A four-item, five-point semantic differential scale was deployed to evaluate Aad. The four items of the scale consisted of the following: “good/bad,” “like/dislike,” “not irritating/irritating,” and “interesting/uninteresting.” The mean of the four scale items was calculated for each participant to measure the ad's attitude. Since each item's

reliabilities on the scale were above 0.7, there was no need to remove any of the questions.

3.4.2.4. Attitude toward the Brand (Ab)

Attitude toward the Brand scale borrowed from MacKenzie et al., (1986), includes a set of four, five-point semantic differential items.

The items were anchored by the following: "positive/negative", "good/bad", "favorable/unfavorable" and "like/dislike." Scores for the four items were averaged to generate an index score of Ab. Since the reliability score of the attitude toward each advertisement's brand scale was reduced by the second item (good/bad), it was removed from the survey after the pre-test.

3.4.2.5. Purchase Intention

The purchase intention scale was borrowed from MacKenzie et al., (1986). According to the scale, purchase intention was measured by asking participants to answer a five-point Likert-type question of how likely they were to purchase the advertised product. The scale was ranging from 1=extremely unlikely to 5=extremely likely.

Table 3.4: Resources of Scales for Independent and Dependent Variables

VARIABLES	SOURCE
Self-Congruity	Aaker,1997
Perceived Brand Quality	Yoo et al., 2000
Brand Trust	Lau and Lee, 1999; Chaudhuri and Holbrook 2001; Kabadayı and Aygün, 2007
Attention	Duncan and Nelson, 1985
Recall and Recognition	Colman and Grimes, 1989; Heflin and Haygood, 1985; Thorson et al., 1987
Attitude toward the Ad	Mitchell and Olson, 1981
Attitude toward the Brand	MacKenzie, Lutz, and Belch, 1986
Purchase Intention	MacKenzie, Lutz, and Belch, 1986

Source: Compiled by the author from various sources

3.5. Participants

35 participants attended the video selection phase and rated 18 different video ads according to brand personality scales. Initially, 562 participants responded to the

questions on the main survey. All of the participants were university students who were between 18-25 years old. 280 of them were women, and 282 the men. According to eligibility constraints, 286 participants were removed from the data set. The participants who answered both recall and recognition questions incorrectly for more than two advertisements have been removed from the data set. The participants who have "zero" standard deviation on two or three personality dimensions were removed from the data set. Furthermore, if a participant had the same median score on two dimensions at the same time, she/he was placed in to one BPS dimension according to mean scores. Also, the high or low participants in all three personality dimensions were removed from the data set.

After cleaning the data set, there were 284 eligible participants' data to be used in analyzes. These eligible participants were divided into high and low self-congruity groups according to the median split method. There were 110 participants in the low self-congruity group, and 174 participants were in the high self-congruity. Also, 148 of the total participants were women while 136 were men, and the average age of the participants was 20.98. In terms of education level, 97.5% of the total participants were undergraduate students, while the rest were master's degree students.

3.6. Data Analysis

Different statistical analyzing techniques were examined to test the hypotheses mentioned in Chapter 2. Firstly, MANOVA tests were used to determine if there was any significant relationship between high and low self-congruity levels, brand trust, and perceived brand quality and the dependent variables' means (attention, recall, recognition, attitude to the advertisement, attitude to brand, and purchase intention. On the other hand, the *linear regression* method was utilized to measure the magnitude of the independent variables' effects on dependent variables that had significant ($p \leq .05$) values.

CHAPTER IV

RESULTS

The main purpose of this research is to examine the effects of self-brand image congruity, brand trust, and perceived brand quality on advertising effectiveness factors independently. This chapter provides the "statistical test results" section for each research question and hypothesis. The final part of this chapter consists of a brief summary of the results.

4.1. Results

4.1.1. Results of Video Advertisements' BPS dimensions

According to the responses of both 562 participants (before cleaning the data) and 284 participants (after cleaning the data) on the main survey phase, the video selection phase results were corrected, and the same six video ads were placed into the same brand personality dimensions' low and high levels.

According to the video advertisements' brand personality results on Table 4.1, the Nike (AD 1) ad had the highest score (4.25) while the Komili ad (AD 2) was the lowest one in the excitement dimension of BPS. Also, the Mercedes ad (AD 4) had the highest score (4.31) while the Komili ad the lowest score in the sophistication dimension. Finally, the advertisement which had the highest score in the sincerity dimension was the Ulker ad (3.96) while the Lipton Ice Tea ad was the lowest one (3.07) in the same dimension. As mentioned before, these results supported the video selection phase's results since the same ads were placed in the same self-congruity groups of the brand personality dimensions of the video selection phase, in which eighteen ads were evaluated. Also, the analysis of the raw data (562 participants) and clean data (284 participants) resulted in almost the same scores for each ad.

Table 4.1: Video Advertisements' Brand Personality Results (Main Survey)

BPS	Raw Data (High) N=562	Clean Data (Low) N=284
EX 1	4.15	4.25
EX 2	2.71	2.6
EX 3	3.74	3.8
EX 4	4.13	4.18
EX 5	3.22	3.18
EX 6	3.56	3.51
SIN 1	3.24	3.17
SIN 2	3.67	3.72
SIN 3	3.86	3.96
SIN 4	3.31	3.17
SIN 5	3.18	3.07
SIN 6	3.21	3.08
SOP 1	3.85	3.92
SOP 2	2.88	2.75
SOP3	3.52	3.53
SOP4	4.25	4.31
SOP 5	2.98	2.87
SOP 6	3.88	3.89

EX: Excitement SIN:Sincerity SOP: Sophistication

4.1.2. Research Question One

The first research question has six different hypotheses that aim to measure the influence of the high and low level of self-brand congruity on six different dependent variables of advertising effectiveness. Firstly, a MANOVA test was carried out to determine if there was a relationship between self-brand congruity (independent variables) and dependent variables.

Research Question 1: What is the influence of self-brand congruity (low vs. high) on the effectiveness of the brand's video advertisement?

4.1.2.1. Hypothesis One

Attention paid to an advertisement will be significantly greater when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

A MANOVA test was conducted to explore the relationship between the self-brand congruity and the level of attention paid to an advertisement as measured using three (excitement, sincerity, sophistication) five-point Likert-scale items. According to the test results on Table 4.2 (F (1, 284) = 1.594, p = .208), there is no significant

relationship between self-congruity and attention level since $p>0.05$. This hypothesis was not supported.

Table 4.2: MANOVA Test Results for Self-Congruity and Attention, Recall, Recognition, Aad, Ab, Purchase Intention

Dependent Variable	Low Self-Congruity Means	High Self-Congruity Means	*F*	*p*
Attention	3.93	4.08	1.594	0.208
Recall	0.89	0.92	2.873	0.091
Recognition	0.94	0.99	11.204	0.001
Aad	3.83	4.15	8.509	0.004
Ab	4.25	4.36	1.380	0.241
Purchase Int.	3.60	4.22	21.113	0.000

N=284

4.1.2.2. Hypothesis Two

Recall of ad information will be significantly more accurate when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

A MANOVA was conducted to explore if there was a significant relationship between self-brand congruity level and the recall accuracy of the video advertisements as measured using the correct recall of the advertised product type (0 if incorrect, 1 if correct), brand (0 if incorrect, 1 if correct), and a slogan or sales message (0 if incorrect, 1 if correct). According to the test results on Table 4.2 (F (1, 284) = 2.873, p = .091), there is no significant relationship between self-brand congruity level and the recall accuracy of the video advertisements since $p>0.05$. This hypothesis was not supported.

4.1.2.3. Hypothesis Three

Recognition of ad information will be significantly more accurate when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

A MANOVA was conducted to evaluate the relationship between self-brand congruity and recognition accuracy of the video ads as measured using correct recognition of the advertised brand (0 if incorrect, 1 if correct) and correct recognition of the frame (0 if incorrect, 1 if correct). Test results on Table 4.2 (F (1, 284) = 11.204, p = .001)

indicated a significant relationship between self-congruity level and recognition accuracy since $p \leq 0.05$. **This hypothesis was supported.**

4.1.2.4. Hypothesis Four

Attitude toward the video advertisement (Aad) will be significantly more favorable when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

A MANOVA was conducted to assess if there was a significant relationship between the level of self-congruity and the attitude to ads using a four-item five-point semantic differential scale. The test results F (1, 284) = 8.509, p = .004) proved a significant relationship between the level of self-congruity and attitude to advertisements since $p \leq 0.05$. **This hypothesis was supported.**

4.1.2.5. Hypothesis Five

Attitude toward the brand (Ab) will be significantly more favorable when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

A MANOVA was conducted to assess if there was a significant relationship between the level of self-congruity and the attitude to brand using a three-item five-point semantic differential scale. The test results on Table 4.2 (F (1, 284) = 1.380, p = .241) proved no significant relationship between the level of self-congruity and attitude to advertisements since $p>0.05$. This hypothesis was not supported.

4.1.2.6. Hypothesis Six

Intention to purchase the advertised brand will be significantly higher when there is a high level of self-brand congruity than when there is a low level of self-brand congruity.

A MANOVA was conducted to explore the relationship between the level of self-brand congruity and purchase intention using a single, five-point Likert-type scale. According to the test results on Table 4.2, the p-value is greater than 0.05 ((F (1, 284) = 21.113, p = 0.000), the results indicated that there was a significant relationship between the level of self-congruity and purchase intention. **This hypothesis was supported.**

Table 4.3: Regression Analysis Results for Self-Congruity and Recognition

Coefficients(a:Dependent Variable (Recognition))					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	0.941	0.011		84.535	0.000
Self-Congruity (High-Low)	0.048	0.014	0.195	3.347	0.001

Model Summary (a: Dependent Variable (Recognition))				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
Self-Congruity (High-Low)	0.195[a]	0.038	0.035	0.1167

N=284

According to the regression analysis results on Table 4.3, the following regression equations were obtained: Recognition =0.941+0.048 x Self-Congruity Level (High-Low)

These results indicated that there was a significant and positive linear relationship between self-congruity level (high-low) and the level of recognition accuracy of the video advertisements since $p \leq 0.05$. In other words, the higher the self-congruity the higher the recognition accuracy of the video advertisements.

R-value (.195) indicates that there is a positive correlation between self-congruity and recognition. Also, the R^2 value (0.028) represents .028 of the variance of recognition is explained by self-congruity in this regression model.

Table 4.4: Regression Analysis Results for Self-Congruity and Aad

Coefficients(a:Dependent Variable (Aad))					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.834	0.083		45.941	0.000
Self-Congruity (High-Low)	0.311	0.107	0.171	2.917	0.004

Model Summary (a: Dependent Variable (Aad))				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
Self-Congruity (High-Low)	.171[a]	0.029	0.026	0.87531

N=284

According to the regression analysis results on Table 4.4, the following regression equations were obtained: Attitude to Ad (Aad)=3.834+0.311 x Self-Congruity Level (High-Low)

These results indicated that there was a significant and positive linear relationship between self-congruity level (high-low) and attitude to video advertisements since $p \leq 0.05$. In other words, the higher the self-congruity the more favorable attitude to video advertisements.

R-value (.171) indicates that there is a positive correlation between self-congruity and attitude to ad (Aad). Also, the R^2 value (0.029) represents .029 of the variance of Aad is explained by self-congruity in this regression model.

Table 4.5: Regression Analysis Results for Self-Congruity and Purchase Intention

Coefficients(a:Dependent Variable (Purchase Intention))					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.600	0.106		33.860	0.000
Self-Congruity (High-Low)	0.624	0.136	0.264	4.595	0.000

Model Summary (a: Dependent Variable (Purchase Intention))				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
Self-Congruity (High-Low)	.264[a]	0.070	0.066	1.115

N=284

According to the regression analysis results on Table 4.5, the following regression equations were obtained: Purchase Intention=3.600+0.624 x Self-Congruity Level (High-Low)

These results indicated that there was a significant and positive linear relationship between self-congruity level (high-low) and purchase intention since $p \leq 0.05$. In other words, the higher the self-congruity the higher the purchase intention.

R-value (.264) indicates that there is a positive correlation between self-congruity and purchase intention. Also, the R^2 value (0.070) represents .070 of the variance of purchase intention is explained by self-congruity in this regression model.

4.1.3. Research Question Two

The second research question also has six different hypotheses that aim to measure the influence of the high and low level of perceived brand quality on six different dependent variables of advertising effectiveness. Firstly, a MANOVA test was carried

out to determine if there was a relationship between perceived brand quality (independent variable) and dependent variables.

Research Question 2: What is the influence of perceived brand quality (low vs. high) on the effectiveness of the brand's video advertisement?

Table 4.6*:* Perceived Brand Quality MANOVA Results for AD 1

Dependent Variable	PBQ Means (Low)	PBQ Means (High)	*F*	*p*
Attention	3.98	4.42	14.93	0.00
Recall	0.99	1.00	3.01	0.08
Recognition	1.00	0.98	2.62	0.11
Aad	3.97	4.35	11.65	0.00
Ab	3.84	4.54	60.77	0.00
Purchase Intention	3.28	4.14	36.01	0.00

N=284

Table 4.7: Perceived Brand Quality MANOVA Results for AD 2

Dependent Variable	PBQ Means (Low)	PBQ Means (High)	*F*	*p*
Attention	2.82	3.48	34.97	0.00
Recall	0.99	0.99	0.25	0.62
Recognition	1.00	0.99	0.29	0.59
Aad	3.23	3.73	31.70	0.00
Ab	3.29	4.16	111.04	0.00
Purchase Intention	2.91	4.08	105.51	0.00

Table 4.8*:* Perceived Brand Quality MANOVA Results for AD 3

Dependent Variable	PBQ Means (Low)	PBQ Means (High)	*F*	*p*
Attention	3.46	4.22	23.69	0.00
Recall	0.99	1.00	1.99	0.16
Recognition	0.96	1.00	18.58	0.00
Aad	3.60	4.18	19.61	0.00
Ab	3.41	4.50	90.56	0.00
Purchase Intention	3.59	4.54	42.10	0.00

N=284

Table 4.9*:* Perceived Brand Quality MANOVA Results for AD 4

Dependent Variable	PBQ Means (Low)	PBQ Means (High)	*F*	*p*
Attention	3.93	4.51	26.96	0.00
Recall	0.97	1.00	9.61	0.00
Recognition	0.92	0.91	0.25	0.62
Aad	3.62	4.14	21.34	0.00
Ab	4.01	4.69	81.03	0.00
Purchase Intention	3.19	3.96	21.48	0.00

N=284

Table 4.10*:* Perceived Brand Quality MANOVA Results for AD 5

Dependent Variable	PBQ Means (Low)	PBQ Means (High)	*F*	*p*
Attention	2.69	3.79	69.21	0.00
Recall	1.00	1.00	.	.
Recognition	0.99	0.99	0.00	0.99
Aad	2.69	3.71	77.41	0.00
Ab	2.84	4.24	184.17	0.00
Purchase Intention	2.90	4.31	115.59	0.00

N=284

Table 4.11*:* Perceived Brand Quality MANOVA Results for AD 6

Dependent Variable	PBQ Means (Low)	PBQ Means (High)	*F*	*p*
Attention	3.11	3.76	24.01	0.00
Recall	0.98	0.99	1.32	0.25
Recognition	0.95	0.98	4.29	0.04
Aad	3.23	3.57	8.67	0.00
Ab	3.42	4.27	75.98	0.00
Purchase Intention	2.86	3.89	54.34	0.00

N=284

4.1.3.1. Hypothesis Seven

Attention paid to an advertisement will be significantly greater when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

MANOVA tests were conducted for six selected video advertisements to explore the relationship of perceived brand quality and the level of attention paid to an advertisement as measured using three (excitement, sincerity, sophistication) five-point Likert-scale items.

According to the test results which were portrayed on tables 4.6-4.11, *F* and *p* values were as follows:

F (1, 284)= 14.93, *p* = .000 for advertisement one (AD 1), *F*(1,284)=34.97, *p*=.000 for advertisement two (AD 2), *F*(1,284)=23.69, *p*=.000 for advertisement three (AD 3), *F*(1,284)=26.96, *p*=.000 for advertisement four (AD 4), *F*(1,284)=69.21, *p*=.000 for advertisement five(AD 5), and *F*(1,284)=24.01, *p*=.000 for advertisement six (AD 6). These test results suggested that there is a significant relationship between perceived quality and attention level. **This hypothesis was supported.**

4.1.3.2. Hypothesis Eight

Recall of ad information will be significantly more accurate when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

MANOVA tests were conducted for six selected video advertisements to explore if there was a significant relationship between perceived brand quality level and the recall accuracy of the video advertisements as measured using the correct recall of the advertised product type (0 if incorrect, 1 if correct), brand (0 if incorrect, 1 if correct), and a slogan or sales message (0 if incorrect, 1 if correct). According to the test results which were portrayed on tables 4.6-4.11, *F* and *p* values were as follows:

F (1, 284) = 3.01, *p* = .08 for advertisement one (AD 1), *F* (1,284) =.25, *p*=.62 for advertisement two (AD 2), *F* (1,284) =1.99, *p*=.16 for advertisement three (AD 3), *F* (1,284) =9.61, *p*=.000 for advertisement four (AD 4), *F* (1,284) = No Value, *p*=No Value for advertisement five (AD 5), and *F* (1,284) =1.32, *p*=.25 for advertisement 6. Except for the results for AD 5, overall the results suggested that there is no significant relationship between perceived quality level and recall accuracy of the video advertisements. This hypothesis was not supported.

4.1.3.3. Hypothesis Nine

Recognition of ad information will be significantly more accurate when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

MANOVA tests were conducted for six selected video advertisements to explore if there was a significant relationship between perceived brand quality level and the recognition accuracy of the video ads as measured using correct recognition of the

advertised brand (0 if incorrect, 1 if correct) and correct recognition of the frame (0 if incorrect, 1 if correct). According to the test results which were portrayed on tables 4.6-4.11, *F* and *p* values were as follows:

F (1, 284) = 2.62, *p* = .11 for advertisement one (AD 1), *F* (1,284) =.29, *p*=.59 for advertisement two (AD 2), *F* (1,284) =18.58, *p*=.000 for advertisement three (AD 3), *F* (1,284) =.25, *p*=.62 for advertisement four (AD 4), *F* (1,284) =.000, *p*=.99 for advertisement five (AD 5), and F (1,284) =4.29, *p*=.04 for advertisement 6. Except for the results of AD 3, overall the results suggested that there is no significant relationship between perceived quality level and recognition accuracy of the video advertisements. This hypothesis was not supported.

4.1.3.4. Hypothesis Ten

Attitude toward the video advertisement (Aad) will be significantly more favorable when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

MANOVA tests were conducted for six selected video advertisements to assess if there was a significant relationship between the level of perceived brand quality and the attitude to the ads using a four-item five-point semantic differential scale. According to the test results which were portrayed on tables 4.6-4.11, *F* and *p* values were as follows:

F (1, 284) = 11.65, *p* =.000) for advertisement one (AD 1), *F* (1,284) =31.70, *p*=.000 for advertisement two (AD 2), *F* (1,284) =19.61, *p*=.000 for advertisement three (AD 3), *F* (1,284) =.21.34, *p*=.000 for advertisement four (AD 4), *F* (1,284) =77.41, *p*=.000 for advertisement five (AD 5), and *F* (1,284) =8.67, *p*=.000 for advertisement 6. All results suggested that there is a significant relationship between perceived quality level and attitude to the advertisement. **This hypothesis was supported.**

4.1.3.5. Hypothesis Eleven

Attitude toward the brand (Ab) will be significantly more favorable when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

MANOVA tests were conducted for six selected video advertisements to assess if there was a significant relationship between the level of perceived brand quality and the

attitude to brand using a three-item five-point semantic differential scale. According to the test results which were portrayed on tables 4.6-4.11, *F* and *p* values were as follows:

F (1, 284) = 60.77, *p* =.000) for advertisement one (AD 1), *F* (1,284) =111.04, *p*=.000 for advertisement two (AD 2), *F* (1,284) =90.56, *p*=.000 for advertisement three (AD 3), *F* (1,284) =81.03, *p*=.000 for advertisement four (AD 4), *F* (1,284) =184.17, *p*=.000 for advertisement five (AD 5), and F (1,284) =75.98, *p*=.000 for advertisement 6. All results suggested that there is a significant relationship between perceived quality level and attitude to brand. **This hypothesis was supported**.

4.1.3.6. Hypothesis Twelve

Intention to purchase the advertised brand will be significantly higher when there is a high level of perceived brand quality than when there is a low level of perceived brand quality.

MANOVA tests were conducted for six selected video advertisements to assess if there was a significant relationship between the level of perceived brand quality and purchase intention using a single, five-point Likert-type scale. According to the test results which were portrayed on tables 4.6-4.11, *F* and *p* values were as follows:

F (1, 284) = 36.01, *p* =.000) for advertisement one (AD 1), *F* (1,284) =105.51, *p*=.000 for advertisement two (AD 2), *F* (1,284) =42.10, *p*=.000 for advertisement three (AD 3), *F* (1,284) =21.48, *p*=.000 for advertisement four (AD 4), *F* (1,284) =115.59, *p*=.000 for advertisement five (AD 5), and *F* (1,284) =54.34, *p*=.000 for advertisement 6. All results suggested that there is a significant relationship between perceived brand quality level and purchase intention. **This hypothesis was supported.** The results indicated that there were significant relationships between the level of perceived brand quality and attention, attitude to the ad, attitude to the brand, purchase intention.

Table 4.12a: Regression Analysis Results for the Effect of Perceived Quality Level on Attention (Model Summary)

Model Summary (a. Dependent Variable: Attention)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
PBQ 1 High-Low	.227[a]	0.051	0.048	0.8242
PBQ 2 High-Low	.335[a]	0.112	0.109	0.9187
PBQ 3 High-Low	.294[a]	0.087	0.083	1.046
PBQ 4 High-Low	.298[a]	0.089	0.086	0.8817
PBQ 5 High-Low	.448[a]	0.200	0.198	1.0422
PBQ 6 High-Low	.283[a]	0.080	0.077	1.0697

N=284 PBQ: Perceived Brand Quality

R-value (.227) for AD1 indicates that there is a positive correlation between perceived brand quality and attention. Also, the R^2 value (0.051) for AD1 represents .051 of the variance of attention is explained by perceived brand quality in this regression model.

R-value (.335) for AD2 indicates that there is a positive correlation between perceived brand quality and attention. Also, the R^2 value (0.051) for AD2 represents .112 of the variance of attention is explained by perceived brand quality in this regression model.

R-value (.294) for AD3 indicates that there is a positive correlation between perceived brand quality and attention. Also, the R^2 value (0.051) for AD3 represents .087 of the variance of attention is explained by perceived brand quality in this regression model.

R-value (.298) for AD4 indicates that there is a positive correlation between perceived brand quality and attention. Also, the R^2 value (0.089) for AD4 represents .089 of the variance of attention is explained by perceived brand quality in this regression model.

R-value (.448) for AD5 indicates that there is a positive correlation between perceived brand quality and attention. Also, the R^2 value (0.200) for AD5 represents .200 of the variance of attention is explained by perceived brand quality in this regression model.

R-value (.283) for AD6 indicates that there is a positive correlation between perceived brand quality and attention. Also, the R^2 value (0.080) for AD6 represents .080 of the variance of attention is explained by perceived brand quality in this regression model.

Table 4.12b: Regression Analysis Results for the Effect of Perceived Quality Level on Attention (Coefficients)

Coefficients (a. Dependent Variable: Attention)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.978	0.101		39.501	<0.001
PBQ 1 High-Low	0.447	0.116	0.227	3.864	<0.001
(Constant)	2.824	0.079		35.843	<0.001
PBQ 2 High-Low	0.652	0.110	0.335	5.914	<0.001
(Constant)	3.293	0.163		20.150	<0.001
PBQ 3 High-Low	0.906	0.177	0.294	5.117	<0.001
(Constant)	3.934	0.089		44.167	<0.001
PBQ 4 High-Low	0.575	0.111	0.298	5.192	<0.001
(Constant)	2.686	0.107		24.990	<0.001
PBQ 5 High-Low	1.099	0.132	0.448	8.319	<0.001
(Constant)	3.106	0.108		28.892	<0.001
PBQ 6 High-Low	0.657	0.134	0.283	4.900	<0.001

N=284 PBQ: Perceived Brand Quality

According to the regression analysis results on Table 4.12b, the following regression equations were obtained:

Attention (AD 1) =3.978+0.447 x Perceived Brand Quality Level (High-Low)

Attention (AD 2) =2.824+0.652 x Perceived Brand Quality Level (High-Low)

Attention (AD 3) =3.293+0.906 x Perceived Brand Quality Level (High-Low)

Attention (AD 4) =3.934+0.575 x Perceived Brand Quality Level (High-Low)

Attention (AD 5) =2.686+1.099 x Perceived Brand Quality Level (High-Low)

Attention (AD 6) =3.106+0.657 x Perceived Brand Quality Level (High-Low)

These results on Table 4.12 indicated that there was a significant and positive linear relationship between perceived brand quality level (high-low) and the level of attention

to advertisements since $p \leq 0.01$. In other words, the higher the perceived brand quality the higher the attention to an advertisement.

Table 4.13a: Regression Analysis Results for the Effect of Perceived Quality Level on Attitude to Ad (Model Summary)

Model Summary (a. Dependent Variable: Attitude to Ad)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
PBQ 1 High-Low	.201[a]	0.041	0.037	0.81024
PBQ 2 High-Low	.321[a]	0.103	0.100	0.74671
PBQ 3 High-Low	.258[a]	0.066	0.063	0.77528
PBQ 4 High-Low	.229[a]	0.052	0.049	1.170
PBQ 5 High-Low	.468[a]	0.219	0.216	0.91722
PBQ 6 High-Low	.175[a]	0.030	0.027	0.91139

N=284 PBQ: Perceived Brand Quality

According to Table 4.13a., R-value (.201) for AD1 indicates that there is a positive correlation between perceived brand quality and attitude to the ad. Also, the R^2 value (0.041) for AD1 represents .041 of the variance of attitude to the ad is explained by perceived brand quality in this regression model.

R-value (.321) for AD2 indicates that there is a positive correlation between perceived brand quality and attitude to the ad. Also, the R^2 value (0.103) for AD2 represents .103 of the variance of attitude to the ad is explained by perceived brand quality in this regression model.

R-value (.258) for AD3 indicates that there is a positive correlation between perceived brand quality and attitude to the ad. Also, the R^2 value (0.066) for AD3 represents .066 of the variance of attitude to the ad is explained by perceived brand quality in this regression model.

R-value (.229) for AD4 indicates that there is a positive correlation between perceived brand quality and attitude to the ad. Also, the R^2 value (0.052) for AD4 represents .052 of the variance of attitude to the ad is explained by perceived brand quality in this regression model.

R-value (.468) for AD5 indicates that there is a positive correlation between perceived brand quality and attitude to ad Also, R^2 value (0.219) for AD5 represents .219 of the variance of attitude to the ad is explained by perceived brand quality in this regression model.

R-value (.175) for AD6 indicates that there is a positive correlation between perceived brand quality and attitude to the ad. Also, the R^2 value (0.030) for AD6 represents .030 of the variance of attitude to the ad is explained by perceived brand quality in this regression model.

Table 4.13b: Regression Analysis Results for the Effect of Perceived Quality Level on Attitude to Ad (Coefficients)

Coefficients (a. Dependent Variable: Attitude to Ad)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.966	0.099		40.070	<0.001
PBQ 1 High-Low	0.388	0.114	0.201	3.414	<0.001
(Constant)	3.228	0.064		50.413	<0.001
PBQ 2 High-Low	0.504	0.090	0.321	5.631	<0.001
(Constant)	3.598	0.121		29.713	<0.001
PBQ 3 High-Low	0.581	0.131	0.258	4.428	<0.001
(Constant)	3.765	0.118		31.854	<0.001
PBQ 4 High-Low	0.574	0.147	0.229	3.905	<0.001
(Constant)	2.689	0.095		28.422	<0.001
PBQ 5 High-Low	1.023	0.116	0.468	8.798	<0.001
(Constant)	3.232	0.092		35.288	<0.001
PBQ 6 High-Low	0.336	0.114	0.175	2.944	0.004

N=284 PBQ: Perceived Brand Quality

According to the regression analysis results on Table 4.13b, the following regression equations were obtained:

Attitude to Ad (AD 1) =3.966+0.388 x Perceived Brand Quality Level (High-Low)

Attitude to Ad (AD 2) =3.228+0.504 x Perceived Brand Quality Level (High-Low)

Attitude to Ad (AD 3) =3.598+0.581 x Perceived Brand Quality Level (High-Low)

Attitude to Ad (AD 4) =3.765+0.574 x Perceived Brand Quality Level (High-Low)

Attitude to Ad (AD 5) =2.689+1.023 x Perceived Brand Quality Level (High-Low)

Attitude to Ad (AD 6) =3.232+0.336 x Perceived Brand Quality Level (High-Low)

These results indicated that there was a significant and positive linear relationship between perceived brand quality level (high-low) and the attitude to advertisement since $p<0.01$. In other words, the higher the perceived brand quality the more favorable attitude to an advertisement.

Table 4.14a: Regression Analysis Results for the Effect of Perceived Quality Level on Attitude to Brand (Model Summary)

Model Summary (a. Dependent Variable: Attitude to Brand)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
PBQ 1 High-Low	.425[a]	0.180	0.177	0.646
PBQ 2 High-Low	.536[a]	0.287	0.284	0.687
PBQ 3 High-Low	.497[a]	0.247	0.244	0.676
PBQ 4 High-Low	.476[a]	0.227	0.224	0.601
PBQ 5 High-Low	.633[a]	0.400	0.398	0.810
PBQ 6 High-Low	.465[a]	0.216	0.213	0.777

N=284 PBQ: Perceived Brand Quality

According to Table 4.14a., R-value (.425) for AD1 indicates that there is a positive correlation between perceived brand quality and attitude to the brand. Also, the R^2 value (0.180) for AD1 represents .180 of the variance of brand attitude is explained by perceived brand quality in this regression model.

R-value (.536) for AD2 indicates that there is a positive correlation between perceived brand quality and attitude to the brand. Also, the R^2 value (0.287) for AD2 represents .287 of the variance of attitude to the brand is explained by perceived brand quality in this regression model.

R-value (.497) for AD3 indicates that there is a positive correlation between perceived brand quality and attitude to the brand. Also, the R^2 value (0.247) for AD3 represents .247 of the variance of attitude to the brand is explained by perceived brand quality in this regression model.

R-value (.476) for AD4 indicates that there is a positive correlation between perceived brand quality and attitude to the brand. Also, the R^2 value (0.227) for AD4 represents .227 of the variance of attitude to the brand is explained by perceived brand quality in this regression model.

R-value (.633) for AD5 indicates that there is a positive correlation between perceived brand quality and attitude to brand Also, the R^2 value (0.400) for AD5 represents .400 of the variance of attitude to the brand is explained by perceived brand quality in this regression model.

R-value (.465) for AD6 indicates that there is a positive correlation between perceived brand quality and attitude to the brand. Also, the R^2 value (0.216) for AD6 represents .216 of the variance of attitude to the brand is explained by perceived brand quality in this regression model.

Table 4.14b: Regression Analysis Results for the Effect of Perceived Quality Level on Attitude to Brand (Coefficients)

Coefficients(a. Dependent Variable: Attitude to Brand)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.836	0.079		48.613	<0.001
PBQ 1 High-Low	0.706	0.091	0.425	7.796	<0.001
(Constant)	3.289	0.059		55.867	<0.001
PBQ 2 High-Low	0.868	0.082	0.536	10.538	<0.001
(Constant)	3.415	0.106		32.320	<0.001
PBQ 3 High-Low	1.089	0.114	0.497	9.516	<0.001
(Constant)	4.014	0.061		66.128	<0.001
PBQ 4 High-Low	0.679	0.075	0.476	9.002	<0.001
(Constant)	2.844	0.084		34.048	<0.001
PBQ 5 High-Low	1.393	0.103	0.633	13.571	<0.001
(Constant)	3.418	0.078		43.737	<0.001
PBQ 6 High-Low	0.849	0.097	0.465	8.716	<0.001

N=284 PBQ: Perceived Brand Quality

According to the regression analysis results on Table 4.14b, the following regression equations were obtained:

Attitude to Brand (AD 1) =3.836+0.706 x Perceived Brand Quality Level (High-Low)

Attitude to Brand (AD 2) =3.289+0.868 x Perceived Brand Quality Level (High-Low)

Attitude to Brand (AD 3) =3.415+1.089 x Perceived Brand Quality Level (High-Low)

Attitude to Brand (AD 4) =4.014+0.679 x Perceived Brand Quality Level (High-Low)

Attitude to Brand (AD 5) =2.844+1.393 x Perceived Brand Quality Level (High-Low)

Attitude to Brand (AD 6) =3.418+0.849 x Perceived Brand Quality Level (High-Low)

These results indicated that there was a significant and positive linear relationship between perceived brand quality level (high-low) and the attitude to the brand since *p*

≤ 0.01. In other words, the higher the perceived brand quality the more favorable attitude to a brand.

Table 4.15a: Regression Analysis Results for the Effect of Perceived Quality Level on Purchase Intention (Model Summary)

Model Summary (a. Dependent Variable: Purchase Intention)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
PBQ 1 High-Low	.340[a]	0.115	0.112	1.020
PBQ 2 High-Low	.526[a]	0.277	0.274	0.952
PBQ 3 High-Low	.364[a]	0.132	0.129	0.874
PBQ 4 High-Low	.269[a]	0.072	0.069	1.319
PBQ 5 High-Low	.543[a]	0.295	0.293	1.031
PBQ 6 High-Low	.406[a]	0.164	0.161	1.121

N=284 PBQ: Perceived Brand Quality

According to Table 4.15a., R-value (.340) for AD1 indicates that there is a positive correlation between perceived brand quality and purchase intention. Also, the R^2 value (0.115) for AD1 represents .115 of the variance of purchase intention is explained by perceived brand quality in this regression model.

R-value (.526) for AD2 indicates that there is a positive correlation between perceived brand quality and purchase intention. Also, the R^2 value (0.277) for AD2 represents .277 of the variance of purchase intention is explained by perceived brand quality in this regression model.

R-value (.364) for AD3 indicates that there is a positive correlation between perceived brand quality and purchase intention. Also, the R^2 value (0.132) for AD3 represents .132 of the variance of purchase intention is explained by perceived brand quality in this regression model.

R-value (.269) for AD4 indicates that there is a positive correlation between perceived brand quality and purchase intention. Also, the R^2 value (0.072) for AD4 represents .072 of the variance of purchase intention is explained by perceived brand quality in this regression model.

R-value (.543) for AD5 indicates that there is a positive correlation between perceived brand quality and purchase intention Also, the R^2 value (0.295) for AD5 represents .295 of the variance of purchase intention is explained by perceived brand quality in this regression model.

R-value (.406) for AD6 indicates that there is a positive correlation between perceived brand quality and purchase intention. Also, the R^2 value (0.164) for AD6 represents .164 of the variance of purchase intention is explained by perceived brand quality in this regression model.

Table 4.15b: Regression Analysis Results for the Effect of Perceived Quality Level on Purchase Intention (Coefficients)

Coefficients(a. Dependent Variable: Purchase Intention)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.284	0.125		26.341	<0.001
PBQ 1 High-Low	0.859	0.143	0.340	6.001	<0.001
(Constant)	2.912	0.082		35.684	<0.001
PBQ 2 High-Low	1.173	0.114	0.526	10.272	<0.001
(Constant)	3.585	0.136		26.273	<0.001
PBQ 3 High-Low	0.959	0.148	0.364	6.488	<0.001
(Constant)	3.194	0.133		23.974	<0.001
PBQ 4 High-Low	0.767	0.166	0.269	4.634	<0.001
(Constant)	2.904	0.106		27.306	<0.001
PBQ 5 High-Low	1.406	0.131	0.543	10.751	<0.001
(Constant)	2.859	0.113		25.366	<0.001
PBQ 6 High-Low	1.035	0.140	0.406	7.372	<0.001

N=284 PBQ: Perceived Brand Quality

According to the regression analysis results on Table 4.15b, the following regression equations were obtained:

Purchase Intention (AD 1) =3.284+0.859 x Perceived Brand Quality Level

Purchase Intention (AD 2) =2.912+1.173 x Perceived Brand Quality Level

Purchase Intention (AD 3) =3.585+0.959 x Perceived Brand Quality Level

Purchase Intention (AD 4) =3.194+0.767 x Perceived Brand Quality Level

Purchase Intention (AD 5) =2.904+1.406 x Perceived Brand Quality Level

Purchase Intention (AD 6) =2.859+1.035 x Perceived Brand Quality Level

These results indicated a significant and positive linear relationship between perceived brand quality level (high-low) and the brand's attitude since $p \leq 0.01$. In other words, the higher the perceived brand quality, the higher the purchase intention.

4.1.4. Research Question Three

The second research question has six different hypotheses that aim to measure the high and low level of brand trust on six different dependent variables of advertising effectiveness. Firstly, a MANOVA test was carried out to determine if there was a relationship between brand trust (independent variable) and dependent variables.

Research Question 3: What is the influence of brand trust (low vs. high) on the effectiveness of the brand's video advertisement?

Table 4.16: Brand Trust MANOVA Results for AD 1

Dependent Variable	Brand Trust Means (Low)	Brand Trust Means (High)	*F*	*p*
Attention	4.01	4.45	17.23	0.00
Recall	0.99	0.99	0.01	0.91
Recognition	0.99	0.99	1.53	0.22
Aad	3.98	4.38	14.37	0.00
Ab	3.87	4.59	74.74	0.00
Purchase Intention	3.23	4.24	63.19	0.00

N=284

Table 4.17: Brand Trust MANOVA Results for AD 2

Dependent Variable	Brand Trust Means (Low)	Brand Trust Means (High)	*F*	*p*
Attention	2.76	3.47	41.77	0.00
Recall	0.99	0.99	0.55	0.46
Recognition	1.00	0.99	0.13	0.72
Aad	3.19	3.71	33.59	0.00
Ab	3.22	4.12	119.47	0.00
Purchase Intention	2.83	4.03	108.53	0.00

N=284

Table 4.18: Brand Trust MANOVA Results for AD 3

Dependent Variable	Brand Trust Means (Low)	Brand Trust Means (High)	*F*	*p*
Attention	3.40	4.36	66.43	0.00
Recall	1.00	1.00	0.71	0.40
Recognition	0.99	1.00	0.08	0.78
Aad	3.60	4.27	43.99	0.00
Ab	3.63	4.60	120.37	0.00
Purchase Intention	3.88	4.59	35.11	0.00

N=284

Table 4.19: Brand Trust MANOVA Results for AD 4

Dependent Variable	Brand Trust Means (Low)	Brand Trust Means (High)	F	p
Attention	3.96	4.55	30.77	0.00
Recall	0.98	1.00	7.47	0.01
Recognition	0.93	0.91	0.49	0.48
Aad	3.62	4.19	26.87	0.00
Ab	4.06	4.73	85.78	0.00
Purchase Intention	3.22	4.02	24.97	0.00

N=284

Table 4.20: Brand Trust MANOVA Results for AD 5

Dependent Variable	Brand Trust Means (Low)	Brand Trust Means (High)	*F*	*p*
Attention	2.77	3.91	85.65	0.00
Recall	1.00	1.00	.	.
Recognition	0.99	1.00	0.64	0.43
Aad	2.77	3.83	95.74	0.00
Ab	3.00	4.37	204.76	0.00
Purchase Intention	3.04	4.46	135.20	0.00

N=284

Table 4.21: Brand Trust MANOVA Results for AD 6

Dependent Variable	Brand Trust Means (Low)	Brand Trust Means (High)	*F*	*p*
Attention	3.03	3.88	45.64	0.00
Recall	0.98	1.00	3.15	0.08
Recognition	0.96	0.98	2.28	0.13
Aad	3.09	3.70	32.72	0.00
Ab	3.34	4.41	157.52	0.00
Purchase Intention	2.77	4.06	100.30	0.00

N=284

4.1.4.1. Hypothesis Thirteen

Attention paid to an advertisement will be significantly greater when there is a high level of brand trust than when there is a low level of brand trust.

MANOVA tests were conducted for six selected video advertisements to explore the relationship between brand trust and the level of attention paid to an advertisement as measured using three (excitement, sincerity, sophistication) five-point Likert-scale items. According to the test results, which were portrayed on tables 4.16-4.21, *F* and *p* values were as follows:

F (1, 284) = 17.23, *p* = .000 for advertisement one (AD 1), *F* (1,284) =41.77, *p*=.0000 for advertisement two (AD 2), F (1,284) =66.43, *p*=.000 for advertisement three (AD 3), *F* (1,284) =30.77, *p*=.000 for advertisement four (AD 4), *F* (1,284) = 85.65, *p*= .000 for advertisement five (AD 5), and *F* (1,284) =45.64, *p*=.000 for advertisement 6. Overall the test results suggested that there is a significant relationship between brand trust and attention level. **This hypothesis was supported.**

4.1.4.2. Hypothesis Fourteen

Recall of ad information will be significantly more accurate when there is a high level of brand trust than when there is a low level of brand trust.

MANOVA tests were conducted for six selected video advertisements to explore if there was a significant relationship between brand trust level and the recall accuracy of

the video advertisements as measured using the correct recall of the advertised product type (0 if incorrect, 1 if correct), brand (0 if incorrect, 1 if correct), and a slogan or sales message (0 if incorrect, 1 if correct). According to the test results, which were portrayed on tables 4.16-4.21, *F* and *p* values were as follows:

F (1, 284) = .01, *p* = .91 for advertisement one (AD 1), *F* (1,284) =.55, *p*=.44 for advertisement two (AD 2), *F* (1,284) =.71, *p*=.40 for advertisement three (AD 3), *F* (1,284) = 7.47, *p*=.001 for advertisement four (AD 4), *F* (1,284) = No Value, *p*= No Value for advertisement five (AD 5), and *F* (1,284) =3.15, *p*=.08 for advertisement 6. Except for the results for AD4, overall, the results suggested no significant relationship between brand trust level and recall accuracy of the video advertisements. This hypothesis was not supported.

4.1.4.3. Hypothesis Fifteen

Recognition of ad information will be significantly more accurate when there is a high level of brand trust than when there is a low level of brand trust.

MANOVA tests were conducted for six selected video advertisements to explore if there was a significant relationship between brand trust and the recognition accuracy of the video ads as measured using correct recognition of the advertised brand (0 if incorrect, 1 if correct) and correct recognition of the frame (0 if incorrect, 1 if correct). According to the test results which were portrayed on tables 4.16-4.21, F and *p* values were as follows:

F (1, 284) = 1.53, *p* = .22 for advertisement one (AD 1), *F* (1,284) =.13, *p*=.72 for advertisement two (AD 2), *F* (1,284) =.08, *p*=.78 for advertisement three (AD 3), *F* (1,284) =.49, *p*=.48 for advertisement four (AD 4), *F* (1,284) =.64, *p*=.43 for advertisement five (AD 5), and *F* (1,284) =2.28, *p*=.13 for advertisement 6. Overall, the results suggested that there is no significant relationship between brand trust level and recognition accuracy of the video advertisements. This hypothesis was not supported.

4.1.4.4. Hypothesis Sixteen

Attitude toward the video advertisement (Aad) will be significantly more favorable when there is a high level of brand trust than when there is a low level of brand trust.

MANOVA tests were conducted for six selected video advertisements to assess if there was a significant relationship between the level of brand trust and the ads' attitude using a four-item five-point semantic differential scale. According to the test results, which were portrayed on tables 4.16-4.21, F and *p* values were as follows:

F (1, 284) = 33.59, *p* =.000) for advertisement one (AD 1), *F* (1,284) =43.99, *p*=.000 for advertisement two (AD 2), *F* (1,284) =43.99, *p*=.000 for advertisement three (AD 3), *F* (1,284) =26.87, *p*=.000 for advertisement four (AD 4), *F* (1,284) =95.74, *p*=.000 for advertisement five (AD 5), and *F* (1,284) =32.72, *p*=.000 for advertisement 6. All results suggested that there is a significant relationship between brand trust level and attitude to the advertisement. **This hypothesis was supported.**

4.1.4.5. Hypothesis Seventeen

Attitude toward the brand (Ab) will be significantly more favorable when there is a high level of perceived brand quality than when there is a low level of brand trust.

MANOVA tests were conducted for six selected video advertisements to assess if there was a significant relationship between the level of brand trust and the attitude to brand using a three-item five-point semantic differential scale. According to the test results, which were portrayed on tables 4.16-4.21, *F* and *p* values were as follows:

F (1, 284) = 74.74, *p* =.000) for advertisement one (AD 1), *F* (1,284) =119.47, *p*=.000 for advertisement two (AD 2), *F* (1,284) =120.37, *p*=.000 for advertisement three (AD 3), *F* (1,284) =85.78, *p*=.000 for advertisement four (AD 4), *F* (1,284) =204.76, *p*=.000 for advertisement five (AD 5), and *F* (1,284) =157.52, *p*=.000 for advertisement 6. All results suggested that there is a significant relationship between brand trust level and attitude to brand. **This hypothesis was supported**.

4.1.4.6. Hypothesis Eighteen

Intention to purchase the advertised brand will be significantly higher when there is a high level of brand trust than when there is a low level of brand trust.

MANOVA tests were conducted for six selected video advertisements to assess if there was a significant relationship between the level of brand trust and purchase intention using a single, five-point Likert-type scale. According to the test results, which were portrayed on tables 4.16-4.21, *F* and *p* values were as follows:

F (1, 284) = 63.19, *p* =.000) for advertisement one (AD 1), *F* (1,284) =108.53, *p*=.000 for advertisement two (AD 2), *F* (1,284) =35.11, *p*=.000 for advertisement three (AD 3), F (1,284) =24.97, *p*=.000 for advertisement four (AD 4), *F* (1,284) =135.20, *p*=.000 for advertisement five (AD 5), and *F* (1,284) =100.30, *p*=.000 for advertisement 6. All results suggested that there is a significant relationship between brand trust level and purchase intention. **This hypothesis was supported.**

Table 4.22a: Regressions of the Effect of Brand Trust Level on Attention (Model Summary)

Model Summary (a. Dependent Variable: Attention)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
BT 1 High-Low	.242[a]	0.059	0.055	0.821
BT 2 High-Low	.363[a]	0.132	0.129	0.908
BT 3 High-Low	.440[a]	0.194	0.191	0.859
BT 4 High-Low	.317[a]	0.100	0.097	0.876
BT 5 High-Low	.487[a]	0.237	0.234	1.018
BT 6 High Low	.377[a]	0.142	0.139	1.033

N=284 BT : Brand Trust

According to Table 4.22a, the R-value (.242) for AD1 indicates that there is a positive correlation between brand trust and attention. Also, the R^2 value (0.059) for AD1 represents .059 of the variance of attention is explained by brand trust in this regression model.

R-value (.363) for AD2 indicates that there is a positive correlation between brand trust and attention. Also, the R^2 value (0.132) for AD2 represents .132 of the variance of attention is explained by brand trust in this regression model.

R-value (.440) for AD3 indicates that there is a positive correlation between brand trust and attention. Also, the R^2 value (0.194) for AD3 represents .194 of the variance of attention is explained by brand trust in this regression model.

R-value (.317) for AD4 indicates that there is a positive correlation between brand trust and attention. Also, the R^2 value (0.100) for AD4 represents .100 of the variance of attention is explained by brand trust in this regression model.

R-value (.487) for AD5 indicates that there is a positive correlation between brand trust and attention. Also, the R^2 value (0.237) for AD5 represents .237 of the variance of attention is explained by brand trust in this regression model.

R-value (.377) for AD6 indicates that there is a positive correlation between brand trust and attention. Also, the R^2 value (0.142) for AD6 represents .142 of the variance of attention is explained by brand trust in this regression model.

Table 4.22b: Regressions of the Effect of Brand Trust Level on Attention (Coefficients)

Coefficients(a. Dependent Variable: Attention)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	4.006	0.090		44.720	<0.001
BT 1 High-Low	0.445	0.107	0.242	4.151	<0.001
(Constant)	2.760	0.083		33.444	<0.001
BT 2 High-Low	0.711	0.110	0.363	6.463	<0.001
(Constant)	3.404	0.101		33.853	<0.001
BT 3 High-Low	0.954	0.117	0.440	8.151	<0.001
(Constant)	3.956	0.082		48.208	<0.001
BT 4 High-Low	0.593	0.107	0.317	5.547	<0.001
(Constant)	2.775	0.092		30.099	<0.001
BT 5 High-Low	1.139	0.123	0.487	9.255	<0.001
(Constant)	3.030	0.096		31.457	<0.001
BT 6 High Low	0.850	0.126	0.377	6.756	<0.001

N=284 BT : Brand Trust

According to the regression analysis results on Table 4.22b, the following regression equations were obtained:

Attention (AD 1) =4.006+0.445 x Brand Trust Level (High-Low)

Attention (AD 2) =2.760+0.711 x Brand Trust Level (High-Low)

Attention (AD 3) =3.404+0.954 x Brand Trust Level (High-Low)

Attention (AD 4) =3.956+0.593 x Brand Trust Level (High-Low)

Attention (AD 5) =2.775+1.139 x Brand Trust Level (High-Low)

Attention (AD 6) =3.030+0.850 x Brand Trust Level (High-Low)

These results indicated that there was a significant and positive linear relationship between brand trust level (high-low) and the level of attention to advertisements since $p \leq 0.01$. In other words, the higher the brand trust the higher the attention to an advertisement.

Table 4.23a: Regressions of the Effect of Brand Trust Level on Attitude to Ad (Model Summary)

Model Summary (a. Dependent Variable: Attitude to Ad)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
BT 1 High-Low	.222[a]	0.049	0.046	0.806
BT 2 High-Low	.330[a]	0.109	0.106	0.743
BT 3 High-Low	.371[a]	0.137	0.134	0.745
BT 4 High-Low	.298[a]	0.089	0.085	0.901
BT 5 High-Low	.507[a]	0.258	0.255	0.894
BT 6 High Low	.326[a]	0.106	0.103	0.875

N=284 BT : Brand Trust

According to Table 4.23a, R-value (.222) for AD1 indicates that there is a positive correlation between brand trust and attitude to the ad. Also, the R^2 value (0.049) for AD1 represents .049 of the variance of attitude to the ad is explained by brand trust in this regression model.

R-value (.330) for AD2 indicates that there is a positive correlation between brand trust and attitude to the ad. Also, the R^2 value (0.109) for AD2 represents .109 of the variance of attitude to the ad is explained by brand trust in this regression model.

R-value (.371) for AD3 indicates that there is a positive correlation between brand trust and attitude to the ad. Also, the R^2 value (0.137) for AD3 represents .137 of the variance of attitude to the ad is explained by brand trust in this regression model.

R-value (.298) for AD4 indicates that there is a positive correlation between brand trust and attitude to the ad. Also, the R^2 value (0.089) for AD4 represents .089 of the variance of attitude to the ad is explained by brand trust in this regression model.

R-value (.507) for AD5 indicates that there is a positive correlation between brand trust and attitude to the ad. Also, the R^2 value (0.258) for AD5 represents .258 of the variance of attitude to the ad is explained by brand trust in this regression model.

R-value (.326) for AD6 indicates that there is a positive correlation between brand trust and attitude to the ad. Also, the R^2 value (0.106) for AD6 represents .106 of the variance of attitude to the ad is explained by brand trust in this regression model.

Table 4.23b: Regressions of the Effect of Brand Trust Level on Attitude to Ad (Coefficients)

Coefficients(a. Dependent Variable: Attitude to Ad)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.982	0.088		45.257	<0.001
BT 1 High-Low	0.399	0.105	0.222	3.791	<0.001
(Constant)	3.188	0.068		47.173	<0.001
BT 2 High-Low	0.522	0.090	0.330	5.796	<0.001
(Constant)	3.596	0.087		41.231	<0.001
BT 3 High-Low	0.674	0.102	0.371	6.633	<0.001
(Constant)	3.623	0.084		42.951	<0.001
BT 4 High-Low	0.569	0.110	0.298	5.184	<0.001
(Constant)	2.773	0.081		34.242	<0.001
BT 5 High-Low	1.058	0.108	0.507	9.785	<0.001
(Constant)	3.091	0.082		37.879	<0.001
BT 6 High Low	0.610	0.107	0.326	5.720	<0.001

N=284 BT : Brand Trust

According to the regression analysis results on Table 4.23 b, the following regression equations were obtained:

Attitude to Ad (AD 1) =3.982+0.399 x Brand Trust Level(High-Low)

Attitude to Ad (AD 2) =3.188+0.522 x Brand Trust Level (High-Low)

Attitude to Ad (AD 3) =3.596+0.674x Brand Trust Level (High-Low)

Attitude to Ad (AD 4) =3.623+0.569 x Brand Trust Level (High-Low)

Attitude to Ad (AD 5) =2.773+1.058 x Brand Trust Level (High-Low)

Attitude to Ad (AD 6) =3.091+0.610 x Brand Trust Level (High-Low)

These results indicated that there was a significant and positive linear relationship between brand trust level (high-low) and the attitude to advertisement since $p \leq 0.01$. In other words, the higher the brand trust the more favorable attitude to an advertisement.

Table 4.24a: Regressions of the Effect of Brand Trust Level on Attitude to Brand (Model Summary)

Model Summary (a. Dependent Variable: Attitude to Brand)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
BT 1 High-Low	.462[a]	0.213	0.210	0.633
BT 2 High-Low	.550[a]	0.303	0.300	0.677
BT 3 High-Low	.551[a]	0.304	0.301	0.651
BT 4 High-Low	.487[a]	0.237	0.234	0.597
BT 5 High-Low	.653[a]	0.426	0.424	0.792
BT 6 High Low	.603[a]	0.363	0.361	0.701

N=284 BT : Brand Trust

According to Table 4.24, R-value (.462) for AD1 indicates that there is a positive correlation between brand trust and attitude to the brand. Also, the R^2 value (0.213) for AD1 represents .213 of the variance of attitude to the brand is explained by brand trust in this regression model.

R-value (.550) for AD2 indicates that there is a positive correlation between brand trust and attitude to the brand. Also, the R^2 value (0.303) for AD2 represents .303 of the variance of attitude to the brand is explained by brand trust in this regression model.

R-value (.551) for AD3 indicates that there is a positive correlation between brand trust and attitude to the brand. Also, the R^2 value (0.304) for AD3 represents .304 of the variance of attitude to the brand is explained by brand trust in this regression model.

R-value (.487) for AD4 indicates that there is a positive correlation between brand trust and attitude to the brand. Also, the R^2 value (0.237) for AD4 represents .237 of the variance of attitude to the brand is explained by brand trust in this regression model.

R-value (.653) for AD5 indicates that there is a positive correlation between brand trust and attitude to the brand. Also, the R^2 value (0.426) for AD5 represents .426 of the variance of attitude to the brand is explained by brand trust in this regression model.

R-value (.603 for AD6 indicates that there is a positive correlation between brand trust and attitude to the brand. Also, the R^2 value (0.363) for AD6 represents .363 of the variance of attitude to the brand is explained by brand trust in this regression model.

Table 4.24b: Regressions of the Effect of Brand Trust Level on Attitude to Brand (Coefficients)

Coefficients(a. Dependent Variable: Attitude to Brand)					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.873	0.069		56.089	<0.001
BT 1 High-Low	0.715	0.083	0.462	8.645	<0.001
(Constant)	3.223	0.062		52.363	<0.001
BT 2 High-Low	0.897	0.082	0.550	10.930	<0.001
(Constant)	3.626	0.076		47.616	<0.001
BT 3 High-Low	0.973	0.089	0.551	10.971	<0.001
(Constant)	4.056	0.056		72.546	<0.001
BT 4 High-Low	0.674	0.073	0.487	9.262	<0.001
(Constant)	2.997	0.072		41.784	<0.001
BT 5 High-Low	1.370	0.096	0.653	14.310	<0.001
(Constant)	3.336	0.065		51.071	<0.001
BT 6 High Low	1.071	0.085	0.603	12.551	<0.001

N=284 BT : Brand Trust

According to the regression analysis results on Table 4.24 b, the following regression equations were obtained:

Attitude to Brand (AD 1) =3.982+0.715 x Brand Trust Level (High-Low)

Attitude to Brand (AD 2) =3.223 +0.897 x Brand Trust Level (High-Low)

Attitude to Brand (AD 3) =3.626+0.973x Brand Trust Level (High-Low)

Attitude to Brand (AD 4) =4.056+0.674 x Brand Trust Level (High-Low)

Attitude to Brand (AD 5) =2.997+1.370 x Brand Trust Level (High-Low)

Attitude to Brand (AD 6) =3.3361+1.071 x Brand Trust Level (High-Low)

These results indicated that there was a significant and positive linear relationship between brand trust level (high-low) and the attitude to the brand since $p \leq 0.01$. In other words, the higher the brand trust the more favorable attitude to a brand.

Table 4.25a: Regressions of the Effect of Brand Trust Level on Purchase Intention (Model Summary)

Model Summary (a. Dependent Variable: Purchase Intention)				
Independent Var.	**R**	**R^2**	**Adjusted R Square**	**Std. Error**
BT 1 High-Low	.432[a]	0.186	0.183	0.979
BT 2 High-Low	.532[a]	0.283	0.280	0.949
BT 3 High-Low	.336[a]	0.113	0.110	0.884
BT 4 High-Low	.288[a]	0.083	0.080	1.311
BT 5 High-Low	.573[a]	0.329	0.326	1.006
BT 6 High Low	.516[a]	0.267	0.264	1.051

N=284 BT : Brand Trust

According to Table 4.25a, the R-value (.432) for AD1 indicates that there is a positive correlation between brand trust and purchase intention. Also, the R^2 value (0.186) for AD1 represents .186 of the variance of purchase intention is explained by brand trust in this regression model.

R-value (.532) for AD2 indicates that there is a positive correlation between brand trust and purchase intention. Also, the R^2 value (0.283) for AD2 represents .283 of the variance of purchase intention is explained by brand trust in this regression model.

R-value (.336) for AD3 indicates that there is a positive correlation between brand trust and purchase intention. Also, the R^2 value (0.113) for AD3 represents .113 of the variance of purchase intention is explained by brand trust in this regression model.

R-value (.288) for AD4 indicates that there is a positive correlation between brand trust and purchase intention. Also, the R^2 value (0.083) for AD4 represents .083 of the variance of purchase intention is explained by brand trust in this regression model.

R-value (.573) for AD5 indicates that there is a positive correlation between brand trust and purchase intention. Also, the R^2 value (0.329) for AD5 represents .329 of the variance of purchase intention is explained by brand trust in this regression model.

R-value (.516) for AD6 indicates that there is a positive correlation between brand trust and purchase intention. Also, the R^2 value (0.267) for AD6 represents .267 of the variance of purchase intention is explained by brand trust in this regression model.

Table 4.25b: Regressions of the Effect of Brand Trust Level on Purchase Intention (Coefficients)

Coefficients (a: Dependent Variable (Purchase Intention))					
	Unstandardized Coefficients		**Standardized Coefficients**		
Independent Var.	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	3.226	0.107		30.215	<0.001
BT 1 High-Low	1.016	0.128	0.432	7.949	<0.001
(Constant)	2.835	0.086		32.866	<0.001
BT 2 High-Low	1.197	0.115	0.532	10.418	<0.001
(Constant)	3.877	0.103		37.487	<0.001
BT 3 High-Low	0.714	0.120	0.336	5.925	<0.001
(Constant)	3.219	0.123		26.216	<0.001
BT 4 High-Low	0.799	0.160	0.288	4.997	<0.001
(Constant)	3.041	0.091		33.379	<0.001
BT 5 High-Low	1.414	0.122	0.573	11.628	<0.001
(Constant)	2.774	0.098		28.315	<0.001
BT 6 High Low	1.281	0.128	0.516	10.015	<0.001

N=284 BT : Brand Trust

According to the regression analysis results on Table 4.25b, the following regression equations were obtained:

Purchase Intention (AD 1) =3.226+1.016 x Brand Trust Level (High-Low)

Purchase Intention (AD 2) =2.835+ 1.197 x Brand Trust Level (High-Low)

Purchase Intention (AD 3) =3.877+0.714x Brand Trust Level (High-Low)

Purchase Intention (AD 4) =3.219+0.799 x Brand Trust Level (High-Low)

Purchase Intention (AD 5) =3.041+1.414 x Brand Trust Level (High-Low)

Purchase Intention (AD 6) =2.774+1.281 x Brand Trust Level (High-Low)

These results indicated that there was a significant and positive linear relationship between brand trust level (high-low) and the purchase intention since $p \leq 0.01$. In other words, the higher the brand trust the higher the purchase intention.

CHAPTER V

DISCUSSION

5.1. Discussion on Research Questions

5.1.1. Research Question One

What is the influence of self-brand congruity (low vs. high) on the effectiveness of the brand's video advertisement?

This study provided a comparison between the participants who have high and low-self congruity with a brand portrayed in a video advertisement and found some significant differences between these two groups. It was indicated that there was a higher level of recognition, attitude to ad (Aad), and purchase intention when there was a higher level of self-congruity between a consumer and brand. In other words, the level of self-brand congruity has positive effects on the level of recognition (cognitive), attitude (affect), and purchase intention(conative) measures.

However, considering the relationship between the level of self-brand congruity and other dependent variables that measure the advertising effectiveness such as attention, recall, and attitude to the brand, no significant relationship was observed. Different factors may have influenced these results. Perhaps the video advertisements could not fully convey the brand image to the consumers. Even though the study's advertisement selection process was multi-step and supported by pre-tests, some participants did not realize self-relevant cues while watching the ads and did not direct enough attention to them. Regarding the test results for the attention and self-congruity relationship, it was observed that participants probably did not pay enough attention to the advertisement message even if it was personally relevant.

The findings of the study related to the self-congruity and purchase intention relationship were supported by essential studies in the literature Hong and Zinkhan (1995), Chang (2001), and Wang and Mowen (1997). As mentioned before, these studies supported the idea that the greater the congruency between an advertised brand

and an individual's self-concept, consumers have a higher purchase intention and positive attitude.

On the other hand, the study results indicate that self-congruity has a positive effect on attitude to the advertisement while no significant relationship has been identified between self-congruity and attitude to the brand. Although various studies in the literature suggest that self-congruity has also a positive effect on attitude toward the brand (Harris and Fleming, 2005), the results of this study do not support the past research findings. The reason behind this result might be that characters or spokesperson used in advertisements affect participants' attitudes towards the brand and the ad, either positively or negatively. For example, a viewer who describes himself/herself as a sophisticated person may have stated his attitude towards the ad and the brand negatively because he did not like the character depicted in the ad or did not think that it reflected him. This may be an essential factor affecting the results of the study. Moreover, some participants may have developed a negative attitude toward any advertisement or brand, as they find the music and some visual elements used in the advertisement irritating. While discussing the results that may arise from the advertisement's content, it is useful to consider the relationship between the consumer and a certain brand that has developed so far and past consumer experiences. To put it more clearly, a participant may have previously experienced a product or service of a specific brand whose ad was used in this study. Since these experiences are not always positive, it is crucial to consider the consumer's possibility of developing a negative attitude towards certain brands because of their past experiences. Also, participants may have a negative attitude towards certain brands due to social, political, cultural, or demographic reasons. Depending on these reasons, although there is a significant relationship between the attitude towards advertising and self-brand image congruity, this is not the case for the attitude toward a brand.

Also, the results of the study support that self-congruity has a positive effect on the recognition of an ad, while no significant effect of self-congruity on recall has been identified. As stated before, Venkatesan and Haaland (1968) hypothesized that any visual and behavioral distractions for a TV commercial could decrease the recall level of brand names and product types. Possibly, some of the participants experienced some kind of distractions while evaluating the ads and this situation resulted in lower recall rates. On the other hand, Cohen and Houston (1972) suggested that consumers who are

loyal to a single brand are most likely to have cognitive dissonance when it comes to products they don't purchase. Also, Wright (1973; 1975) suggested that personal characteristics have a noticeable effect on consumers' cognitive responses toward advertising. According to these hypotheses, although some of the participants do not remember the advertising message or slogan of a specific brand, they can recognize the name or any creative detail in the advertisements of the brand because they are loyal consumers. Besides, some participants might have been exposed to the ads before while some of them watched these ads during the study for the first time. Prior exposure can result in a higher ability to remember various ad details, and this causes the recall rate of some ads to increase, while for some ads there may be lower recall rates, which decrease the overall recall rates. For instance, the Ulker "mutluluk (happiness)" ad had higher recall rates since participants were exposed to this ad several times before, while the SWATCH "my swatch" ad had lower recall rates because most of the participants did not watch this ad before.

On the other hand, symbolic advertisements from different product and service categories were selected instead of utilitarian ads since symbolic ads reflect brand personality traits while selecting the video ads. Firstly, eighteen video advertisements for three brand personality dimensions (six ads for each dimension) were selected to be watched and evaluated by the participants. As mentioned before, Aaker's brand personality scale (1997) has five dimensions, whereas this study only examined three of them (sincerity, excitement, sophistication). Since ruggedness and competence dimensions were not studied in this research, some participants could not identify their self-concept correctly, and perhaps they did not realize the advertisement messages that were not congruent with their self-perception.

To sum up, the analysis results indicated that there is a significant relationship between self-brand image congruity and recognition, attitude to the advertisement, and purchase intention variables. It should be stated that this study made a significant contribution to the literature since it was conducted using video advertisements on Generation Z and examined through six different variables measuring the effectiveness of advertising. Furthermore, this study made significant contributions to the marketing literature with a comprehensive perspective since the study has not examined only a single BPS dimension, but three different BPS dimensions such as sincerity, excitement, and sophistication and uses video ads instead of print ads.

5.1.2. Research Question Two

What is the influence of perceived brand quality (low vs. high) on the effectiveness of the brand's video advertisement?

The data affirmed a significant relationship between perceived brand quality level (high vs. low) and the variables including attention to the ad, attitude to the ad, attitude to brand, and purchase intention. In other words, with respect to attention, attitude to the ad, attitude to brand, and purchase intention, it was anticipated that while the perceived brand quality level was higher, the level of attention to the advertisement was also higher. Also, it appeared that when the perceived brand quality level was increased, participants had a more favorable attitude toward advertisements and brands. Furthermore, it was hypothesized that a higher perceived brand quality level would increase participants' purchase intention.

On the other hand, the data indicated no significant differences between those in the low group of perceived brand quality and the high group of perceived brand quality with respect to recall and recognition. The scale used in this study to measure recall and recognition had very few questions. There were three recall measures and two measures of ad recognition, which scale product type, product name, ad slogan, brand name, and ad frame. It is quite possible that if an enhanced scale were used to measure these variables, there would have been a greater likelihood of finding a significant difference between the two perceived brand quality levels. The actual reasons for these findings are unknown, but future research ought to explore them.

5.1.3. Research Question Three

What is the influence of brand trust level (low vs. high) on the effectiveness of the brand's video advertisement?

As mentioned in the literature review section, the marketing literature doesn't cover any study examining the relationship or effect of brand trust on advertising effectiveness other than Chatterjee and Chaudhuri's (2005) study. However, Chatterjee and Chaudhuri measured advertising efficiency by proportioning the advertising expenses to sales in their study. This study used the hierarchy effects model (Lavidge and Steiner, 1961) and evaluated six different dimensions of the model, including attention, recall, recognition, attitude to the ad, attitude to brand, and purchase intention

by including the fundamental variables that influence advertising effectiveness and provided a comprehensive point of view.

As mentioned in the methodology section, the participants watched six different ads and evaluated these video ads according to the brand trust scale questions. The results suggested that there is a significant relationship between the brand trust level (high vs. low) and attention, attitude to the ad, attitude to brand, and purchase intention variables.

In other words, analyzes on a total of six video ads which reflect three brand personality dimensions supported the hypotheses consumers with higher brand trust toward a specific brand have higher attention to its advertisements, their attitudes towards the brand and the ad are more positive, and their purchase intentions are also higher.

On the other hand, it was puzzling that there were no significant differences observed between brand trust levels in recall and recognition. It was expected that there would be similar results to those associated with attention to the ad. But these results may indicate that if additional ad recall measures and recognition were used there would have been a greater likelihood of finding a significant difference between the two brand trust levels. In this study, there were three recall measures and two measures of ad recognition that scale product type, product name, ad slogan, brand name, and ad frame. In addition to recall and recognition scales having fewer questions, one of the questions of the recall scale was needed to be removed because of the reliability test results. Perhaps for these reasons, there was no significant relationship between brand trust levels and advertising effectiveness measures. The actual reasons for recall and recognition results are unknown, and future research ought to explore them.

5.2. Implications for Practitioners

Self-congruity should be considered as an essential factor to draw consumers' attention to an advertisement. Therefore, if advertisers aim to garner their audience members' attention, they need to use aural and visual cues congruent to the target audience's self-concept. If an advertiser deems that generating attention, positive feelings, and stronger purchase intention towards the ads, these ads should portray characters or personality traits congruent to the brand's brand personality. Since the study was conducted on Generation Z, it was expected that this young generation would be more compatible with the excitement dimension. In contrast, most of the study participants identified themselves as congruent with the sincerity personality traits. However, very few

Generation Z participants described themselves as a sophisticated person. This result was unexpected. Before determining a brand's communication strategies and activities whose target audience is predominantly Generation Z participants, it has become essential to measure and determine its target audience's self-concept accurately since advertising campaigns congruent with the target audience's self-concept are remembered more, the attitude of the consumer towards the advertisement is more favorable, and the consumer's intention to purchase the product in the advertisement becomes higher.

The literature indicated that trust affects consumers' value perceptions (Sirdeshmukh et al., 2002). Also, research on Generation Z consumer behaviors affirmed that they are "value-oriented". The main factors that affect Z generation individuals' brand preferences are its mission, purpose, and the value it creates for society. In the literature, brand trust is defined based on the concept of "expectancy" and it is indicated that brand trust arises when consumers' beliefs related to brands' quality, honesty, responsibilities come true (Doney and Cannon, 1997; Larzelere and Huston, 1980). It is evident that generation Z consumers prefer brands that create value, fulfill their responsibilities to society and their customers, socially responsible, and honest. The results of this study indicated that Generation Z pays more attention to the advertisement of brands that they trust more, develops a more favorable attitude towards the products and services of these brands, and has more intention to purchase the products of these brands.

Therefore, brand managers should develop and implement strategies to increase consumers' trust. Brand managers should direct creative professionals to design advertising messages that support target audiences' brand trust perception. When designing advertising campaigns, the values created by the brand for society and consumers must be properly emphasized. Besides, brand managers should develop and implement strategies to empower post-purchase customer relationship services so that consumers' value per brand is evaluatively the other hand. Brand managers appropriately understand that advertising cannot establish and sustain brand trust itself. It is always necessary to consider brand communication with a holistic perspective and always keep in mind that the messages given to the consumer at all stages, from the research and development stage to post-purchase services, contribute to the formation of perceptions about the brand in the consumer's mind.

The product and service quality, the price-performance ratio, consumer satisfaction, and consumer expectations in these areas should be met in the best way.

Besides, brands should offer quality products and services as promised. This study indicates that the concept of perceived quality is very essential for generation Z consumers' purchase decisions. Some brands neglect to emphasize the quality element while emphasizing their symbolic meanings in advertising campaigns. Even if it is an image or symbolic advertisement, details reflecting the quality of the product or service should be used in advertisements. In other words, brands targeting the Z generation should keep their product and service quality high and create a positive perception of quality in the consumer mind by accurately reflecting their message to the consumer.

5.3. Limitations of the Study

Although meticulous efforts to put forward a scientifically valid study that will contribute to the literature, there also have been some limitations as in any academic research. The first and most important of these limitations is that the sample size is small. As a result of the evaluations made in the study in which 562 university students from two different universities participated in total, the survey results of only 284 participants were found suitable for analysis. Therefore, data loss is relatively high and it is believed that increasing the number of universities in which the study was conducted, and the number of participants accordingly may provide better results in the study.

Another limitation is the number of BPS dimensions included in the study. Three dimensions of Aaker's (1997) 's five-dimensional brand personality scale were examined in this research. Although this study is more comprehensive and rich compared to studies using one or two BPS dimensions, the inability to use all five dimensions at once should be considered as a limitation.

Also, the limitations related to the scales should be expressed. It is believed that more comprehensive measurement scales might be needed since the number of items in the scales of three BPS dimensions is different considering the self-brand congruity scale. For instance, the scale for measuring excitement has eleven items, whereas the sophistication dimension scale has only five items.

On the other hand, as mentioned in the discussion part, the reliability score for recall and recognition scales was not sufficient since these two scales have fewer number questions. This was indeed a limitation for the study, and there is a need for a more comprehensive scale to measure the recall and recognition level of participants in further studies.

Participants were divided into high and low groups using the median split method according to their self-brand congruity levels. As a result of the evaluations, 174 of 284 participants were included in the high self-congruity group, while 110 participants were included in the low self-congruity group. Considering that the number of participants in the high and low congruity groups not very close to each other and this situation may affect the study results, it can be mentioned as a limitation for this research.

5.4. Areas of Future Research

Several future research directions could be suggested for upcoming studies. As mentioned before, this study used three of the BPS of Aaker (1997), and it was a kind of limitation for the research. A future study could use five of the brand personality dimensions to measure the self-brand congruity factor. It is believed that using more BPS dimensions can minimize the errors and misleading impact of using less BPS dimension to measure the self-brand congruity.

Furthermore, different dimensions expressed in the literature review section could be examined, such as masculinity/femininity, extraversion/introversion, and collectivism/individualism.

Another future study could experiment within a neuromarketing lab and gather data by EEG and eye-tracking methods instead of an online survey. Also, a qualitative method could be used, such as interviewing focus groups to select video ads.

In another study, a comparison between ideal self-congruity and actual self-could be in different product categories.

Finally, the effect of the congruity between the social media influencer image and consumers' self-concept on the advertisement effectiveness can also be suggested as an interesting topic worth studying.

5.5. Conclusion

This study basically examined the influence of actual self-brand congruity (low vs. high), perceived brand quality (low vs. high), and brand trust (low vs. high) on the effectiveness of the video advertisement. The findings of the research indicated that the level of actual self-brand congruity (high-low) influence some of the dimensions of advertising effectiveness model such as recognition, attitude to the advertisement, and purchase intention of consumers in a positive way, while the level of brand trust and perceived brand quality affect attention and attitude to the advertisement, brand attitude, and purchase intention positively. In other words, it is seen that actual self-image congruity, perceived brand quality and brand trust factors are significant determinants of advertising effectiveness.

Regarding the results of MANOVA analyzes, it can be stated that both perceived brand quality and brand trust has more effect on attitude to brand comparing with the other dimensions such as attention, attitude to the ad, and purchase intention. Besides, the results of the study suggest that actual self-congruity has more influence on purchase intention comparing to recognition and attitude to ad dimensions.

The research once again reveals the importance of self and brand image perception in the development of marketing strategies of businesses. The study draws attention to the need to understand the expectations of the target consumers in terms of images in the development of all marketing strategies related to the promotion activities of enterprises, with the direct effect of the harmony between the brand image perceived by the consumers and the real self-image, the perceived brand quality, and the brand trust on the effectiveness of the advertisement.

A valuable contribution has been made to the marketing literature with this study since, for the first time in one study, the effect of the level of self-brand congruity, perceived brand quality, and brand trust on video ads' effectiveness was investigated. Furthermore, this study evaluated the effect of all these three factors from the Generation Z participants' point of view, who has been accepted as a very significant economic force where the future of all consumer behavior is headed (Gutfreund, 2016). Besides, this study is significant since considers and examines all dimensions of the hierarchy of effects model.

Contrary to similar studies in the literature, a more comprehensive study was presented, and significant relationships were found between factors in many dimensions and suggestions for future studies and practitioners have been put forward.

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APPENDIX

APPX.-1. Survey Form

Benlik-Marka İmajı Uyumu, Marka Kalitesi ve Marka Güveninin Reklam Başarısına Etkisi

Bu araştırma; benlik imajı uyumu, algılanan marka kalitesi ve marka güveninin reklam başarısı üzerindeki etkisini ortaya koymayı amaçlamaktadır. Anket sonucunda elde edilen veriler doktora tez çalışmasının bir parçası olup, tamamıyla gizli tutulacaktır. Soruları eksiksiz cevaplamanız çalışma sonucunu olumlu yönde etkileyecektir. Bu sebeple reklamları dikkatlice izleyerek değerlendirme yapmanız önem arz etmektedir. Lütfen tüm soruları cevaplayınız. Bilimsel çalışmamıza katkılarınızdan ve yardımlarınızdan dolayı teşekkür ederiz.

* Required

1. İsminiz Nedir? (Ad-Soyad) *

2. Kaç Yaşındasınız? *

3. Eğitim Durumunuz Nedir? *

Mark only one oval.

- ◯ İlkokul
- ◯ Ortaokul
- ◯ Lise
- ◯ Üniversite (Önlisans)
- ◯ Üniversite (Lisans)
- ◯ Yüksek Lisans
- ◯ Doktora

4. Cinsiyetiniz Nedir? *

Mark only one oval.

- Kadın
- Erkek

5. Kendinizi nasıl görüyorsunuz? Sizce nasıl bir kişiliğiniz var? Tamamıyla sizin algınıza göre kendinizi gördüğünüz şekilde aşağıdaki sıfatların olduğunuz kişiyi tanımlamadaki uygunluğunu belirtiniz (1 = Hiç uygun değil 5= Tamamıyla uygun) *

Mark only one oval per row.

	1(Hiç Uygun Değil)	2	3	4	5(Tamamıyla Uygun)
Cesur	◯	◯	◯	◯	◯
Modaya Uygun	◯	◯	◯	◯	◯
Heyecan Verici	◯	◯	◯	◯	◯
Canlı	◯	◯	◯	◯	◯
Havalı	◯	◯	◯	◯	◯
Genç	◯	◯	◯	◯	◯
Hayalgücü Geniş	◯	◯	◯	◯	◯
Sıra Dışı	◯	◯	◯	◯	◯
Bağımsız	◯	◯	◯	◯	◯
Maceracı	◯	◯	◯	◯	◯
Çağdaş	◯	◯	◯	◯	◯
Aile Odaklı	◯	◯	◯	◯	◯
Mütevazi	◯	◯	◯	◯	◯
Dürüst	◯	◯	◯	◯	◯
Samimi	◯	◯	◯	◯	◯
Orjinal	◯	◯	◯	◯	◯
Neşeli	◯	◯	◯	◯	◯
Duygusal	◯	◯	◯	◯	◯
Arkadaş Canlısı	◯	◯	◯	◯	◯
Üst Sınıf	◯	◯	◯	◯	◯
Göz Alıcı	◯	◯	◯	◯	◯

İlgi Çekici	○	○	○	○	○
İyi Görünümlü	○	○	○	○	○
Pürüzsüz/Kusursuz	○	○	○	○	○

Reklam-1

Lütfen reklamı sonuna kadar izleyiniz ve ilgili tüm soruları yanıtlayınız.

Reklam-1 (Bilgisayaranızda "Tam Ekran" izlemek için videodaki başlık linkine çift tıklayınız)

http://youtube.com/watch?v=v9Qan-pi08c

6. Yukarıda izlemiş olduğunuz reklamı düşünün. Reklamın zihninizde oluşturduğu imaj doğrultusunda aşağıdaki sıfatların reklamdaki markayı ne derecede tanımladığını 1'den 5 'e kadar verilen ölçek üzerinde değerlendiriniz (1= hiç tanımlamıyor 5= tamamıyla tanımlıyor). *

Mark only one oval per row.

	1(Hiç Tanımlamıyor))	2	3	4	5(Tamamıyla Tanımlıyor))
Cesur	◯	◯	◯	◯	◯
Modaya Uygun	◯	◯	◯	◯	◯
Heyecan Verici	◯	◯	◯	◯	◯
Canlı	◯	◯	◯	◯	◯
Havalı	◯	◯	◯	◯	◯
Genç	◯	◯	◯	◯	◯
Hayalgücü Geniş	◯	◯	◯	◯	◯
Sıra Dışı	◯	◯	◯	◯	◯
Bağımsız	◯	◯	◯	◯	◯
Maceracı	◯	◯	◯	◯	◯
Çağdaş	◯	◯	◯	◯	◯
Aile Odaklı	◯	◯	◯	◯	◯
Mütevazi	◯	◯	◯	◯	◯
Dürüst	◯	◯	◯	◯	◯
Samimi	◯	◯	◯	◯	◯
Orjinal	◯	◯	◯	◯	◯
Neşeli	◯	◯	◯	◯	◯
Duygusal	◯	◯	◯	◯	◯
Arkadaş Canlısı	◯	◯	◯	◯	◯
Üst Sınıf	◯	◯	◯	◯	◯
	◯	◯	◯	◯	◯

Göz Alıcı					
İlgi Çekici					
İyi Görünümlü					
Pürüzsüz/Kusursuz					

Reklamını izlediğiniz markayı düşünerek devam eden soruları cevaplayınız.

7. Sektördeki diğer rakiplerle karşılaştırdığımda bu markanın ürünlerini fonksiyonel buluyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

8. Bu marka her zaman diğer markalardan daha iyi performans verir. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

9. Bu marka diğer rakip ürünlere göre kafamda daha kaliteli bir konumda bulunuyor. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

10. Bu markaya güveniyorum . *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

11. Bu markaya inanıyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

12. Bu hilesiz bir markadır. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

13. Bu markayı aldığımda kendimi güvende hissederim, çünkü beni hayal kırıklığına uğratmayacağını bilirim. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

14. Reklam İlgimi Çekti *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

15. Reklamı çok dikkatli izledim *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

16. Reklamı sıkıcı buldum *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

17. İzlemiş olduğunuz reklamdaki ürünün türü nedir? *

Mark only one oval.

- ◯ Temizlik Ürünü
- ◯ Otomobil
- ◯ Spor Kıyafet
- ◯ İçecek
- ◯ Gıda ürünü
- ◯ Aksesuar/Takı

18. Reklamdaki markanın ismi nedir? *

_____

19. Reklamın sloganı ya da ana satış mesajı nedir? *

_____

20. Yukarıda izlemiş olduğunuz reklamda gösterilen marka hangisidir? Lütfen seçiniz. *

Mark only one oval.

- ◯ Volkswagen
- ◯ Under Armour
- ◯ Adidas
- ◯ FILA
- ◯ Mercedes
- ◯ Komili
- ◯ Lipton
- ◯ Nike
- ◯ Eti
- ◯ Swatch
- ◯ Rolex
- ◯ Tommy Hillfiger
- ◯ Ülker
- ◯ YUDUM

21. Yukarıda izlemiş olduğunuz eklamda aşağıdaki resim karelerinden hangisi görünmektedir? Reklama ait olan resim karesini işaretleyin. *

Mark only one oval.

1

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22. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sıkıcı	◯	◯	◯	◯	◯	İlginç

23. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
İyi	◯	◯	◯	◯	◯	Kötü

24. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Rahatsız Edici	◯	◯	◯	◯	◯	Hiç Rahatsız Edici Değil

25. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sevimsiz	◯	◯	◯	◯	◯	Sevimli

26. Bu reklamı daha önce izlediniz mi? *

Mark only one oval.

- ◯ Evet
- ◯ Hayır
- ◯ Bilmiyorum

27. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Negatif	◯	◯	◯	◯	◯	Pozitif

28. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Kötü	◯	◯	◯	◯	◯	İyi

29. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Hoşuma Gitmedi	◯	◯	◯	◯	◯	Hoşuma Gitti

30. Reklamı yapılan markayı satın alma olasılığınız nedir? *

Mark only one oval.

	1	2	3	4	5	
Son Derece Düşük Olasılık	◯	◯	◯	◯	◯	Son Derece Yüksek Olasılık

Reklam-2

Lütfen reklamı sonuna kadar izleyiniz ve ilgili tüm soruları yanıtlayınız.

Reklam-2(Bilgisayaranızda "Tam Ekran" izlemek için videodaki başlık linkine çift tıklayınız)

http://youtube.com/watch?v=SiXMjhGNSgs

31. Yukarıda izlemiş olduğunuz reklamı düşünün. Reklamın zihninizde oluşturduğu imaj doğrultusunda aşağıdaki sıfatların reklamdaki markayı ne derecede tanımladığını 1'den 5 'e kadar verilen ölçek üzerinde değerlendiriniz (1= hiç tanımlamıyor 5= tamamıyla tanımlıyor). *

Mark only one oval per row.

	1(Hiç Tanımlamıyor))	2	3	4	5(Tamamıyla Tanımlıyor))
Cesur	◯	◯	◯	◯	◯
Modaya Uygun	◯	◯	◯	◯	◯
Heyecan Verici	◯	◯	◯	◯	◯
Canlı	◯	◯	◯	◯	◯
Havalı	◯	◯	◯	◯	◯
Genç	◯	◯	◯	◯	◯
Hayalgücü Geniş	◯	◯	◯	◯	◯
Sıra Dışı	◯	◯	◯	◯	◯
Bağımsız	◯	◯	◯	◯	◯
Maceracı	◯	◯	◯	◯	◯
Çağdaş	◯	◯	◯	◯	◯
Aile Odaklı	◯	◯	◯	◯	◯
Mütevazi	◯	◯	◯	◯	◯
Dürüst	◯	◯	◯	◯	◯
Samimi	◯	◯	◯	◯	◯
Orjinal	◯	◯	◯	◯	◯
Neşeli	◯	◯	◯	◯	◯
Duygusal	◯	◯	◯	◯	◯
Arkadaş Canlısı	◯	◯	◯	◯	◯
Üst Sınıf	◯	◯	◯	◯	◯
	◯	◯	◯	◯	◯

Göz Alıcı					
İlgi Çekici					
İyi Görünümlü					
Pürüzsüz/Kusursuz					

Reklamını izlediğiniz markayı düşünerek devam eden soruları cevaplayınız.

32. Sektördeki diğer rakiplerle karşılaştırdığımda bu markanın ürünlerini fonksiyonel buluyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

33. Bu marka her zaman diğer markalardan daha iyi performans verir. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

34. Bu marka diğer rakip ürünlere göre kafamda daha kaliteli bir konumda bulunuyor. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

35. Bu markaya güveniyorum . *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

36. Bu markaya inanıyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

37. Bu hilesiz bir markadır. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

38. Bu markayı aldığımda kendimi güvende hissederim, çünkü beni hayal kırıklığına uğratmayacağını bilirim. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

39. Reklam İlgimi Çekti *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

40. Reklamı çok dikkatli izledim *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

41. Reklamı sıkıcı buldum *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

42. İzlemiş olduğunuz reklamdaki ürünün türü nedir? *

Mark only one oval.

- ◯ Temizlik Ürünü
- ◯ Otomobil
- ◯ Spor Kıyafet
- ◯ İçecek
- ◯ Gıda ürünü
- ◯ Aksesuar/Takı

43. Reklamdaki markanın ismi nedir? *

_____

44. Reklamın sloganı ya da ana satış mesajı nedir? *

_____

45. Yukarıda izlemiş olduğunuz reklamda gösterilen marka hangisidir? Lütfen seçiniz. *

Mark only one oval.

- ◯ Volkswagen
- ◯ Under Armour
- ◯ Adidas
- ◯ FILA
- ◯ Mercedes
- ◯ Komili
- ◯ Lipton
- ◯ Nike
- ◯ Eti
- ◯ Swatch
- ◯ Rolex
- ◯ Tommy Hillfiger
- ◯ Ülker
- ◯ YUDUM

46. Yukarıda izlemiş olduğunuz eklamda aşağıdaki resim karelerinden hangisi görünmektedir? Reklama ait olan resim karesini işaretleyin. *

Mark only one oval.

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47. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sıkıcı	◯	◯	◯	◯	◯	İlginç

48. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
İyi	◯	◯	◯	◯	◯	Kötü

49. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Rahatsız Edici	◯	◯	◯	◯	◯	Hiç Rahatsız Edici Değil

50. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sevimsiz	◯	◯	◯	◯	◯	Sevimli

51. Bu reklamı daha önce izlediniz mi? *

Mark only one oval.

- ◯ Evet
- ◯ Hayır
- ◯ Bilmiyorum

52. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Negatif	◯	◯	◯	◯	◯	Pozitif

53. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Kötü	◯	◯	◯	◯	◯	İyi

54. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Hoşuma Gitmedi	◯	◯	◯	◯	◯	Hoşuma Gitti

55. Reklamı yapılan markayı satın alma olasılığınız nedir? *

Mark only one oval.

	1	2	3	4	5	
Son Derece Düşük Olasılık	◯	◯	◯	◯	◯	Son Derece Yüksek Olasılık

Reklam-3

Lütfen reklamı sonuna kadar izleyiniz ve ilgili tüm soruları yanıtlayınız.

Reklam-3(Bilgisayaranızda "Tam Ekran" izlemek için videodaki başlık linkine çift tıklayınız)

http://youtube.com/watch?v=Sq1B_YAWo60

56. Yukarıda izlemiş olduğunuz reklamı düşünün. Reklamın zihninizde oluşturduğu imaj doğrultusunda aşağıdaki sıfatların reklamdaki markayı ne derecede tanımladığını 1'den 5 'e kadar verilen ölçek üzerinde değerlendiriniz (1= hiç tanımlamıyor 5= tamamıyla tanımlıyor). *

Mark only one oval per row.

	1(Hiç Tanımlamıyor))	2	3	4	5(Tamamıyla Tanımlıyor))
Cesur	◯	◯	◯	◯	◯
Modaya Uygun	◯	◯	◯	◯	◯
Heyecan Verici	◯	◯	◯	◯	◯
Canlı	◯	◯	◯	◯	◯
Havalı	◯	◯	◯	◯	◯
Genç	◯	◯	◯	◯	◯
Hayalgücü Geniş	◯	◯	◯	◯	◯
Sıra Dışı	◯	◯	◯	◯	◯
Bağımsız	◯	◯	◯	◯	◯
Maceracı	◯	◯	◯	◯	◯
Çağdaş	◯	◯	◯	◯	◯
Aile Odaklı	◯	◯	◯	◯	◯
Mütevazi	◯	◯	◯	◯	◯
Dürüst	◯	◯	◯	◯	◯
Samimi	◯	◯	◯	◯	◯
Orjinal	◯	◯	◯	◯	◯
Neşeli	◯	◯	◯	◯	◯
Duygusal	◯	◯	◯	◯	◯
Arkadaş Canlısı	◯	◯	◯	◯	◯
Üst Sınıf	◯	◯	◯	◯	◯
	◯	◯	◯	◯	◯

Göz Alıcı					
İlgi Çekici					
İyi Görünümlü					
Pürüzsüz/Kusursuz					

Reklamını izlediğiniz markayı düşünerek devam eden soruları cevaplayınız.

57. Sektördeki diğer rakiplerle karşılaştırdığımda bu markanın ürünlerini fonksiyonel buluyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

58. Bu marka her zaman diğer markalardan daha iyi performans verir. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

59. Bu marka diğer rakip ürünlere göre kafamda daha kaliteli bir konumda bulunuyor. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

60. Bu markaya güveniyorum . *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

61. Bu markaya inanıyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

62. Bu hilesiz bir markadır. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

63. Bu markayı aldığımda kendimi güvende hissederim, çünkü beni hayal kırıklığına uğratmayacağını bilirim. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

64. Reklam İlgimi Çekti *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

65. Reklamı çok dikkatli izledim *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

66. Reklamı sıkıcı buldum *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

67. İzlemiş olduğunuz reklamdaki ürünün türü nedir? *

Mark only one oval.

- ◯ Temizlik Ürünü
- ◯ Otomobil
- ◯ Spor Kıyafet
- ◯ İçecek
- ◯ Gıda ürünü
- ◯ Aksesuar/Takı

68. Reklamdaki markanın ismi nedir? *

_____

69. Reklamın sloganı ya da ana satış mesajı nedir? *

_____

70. Yukarıda izlemiş olduğunuz reklamda gösterilen marka hangisidir? Lütfen seçiniz. *

Mark only one oval.

- ◯ Volkswagen
- ◯ Under Armour
- ◯ Adidas
- ◯ FILA
- ◯ Mercedes
- ◯ Komili
- ◯ Lipton
- ◯ Nike
- ◯ Eti
- ◯ Swatch
- ◯ Rolex
- ◯ Tommy Hillfiger
- ◯ Ülker
- ◯ YUDUM

71. Yukarıda izlemiş olduğunuz eklamda aşağıdaki resim karelerinden hangisi görünmektedir? Reklama ait olan resim karesini işaretleyin. *

Mark only one oval.

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72. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sıkıcı	◯	◯	◯	◯	◯	İlginç

73. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
İyi	◯	◯	◯	◯	◯	Kötü

74. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Rahatsız Edici	◯	◯	◯	◯	◯	Hiç Rahatsız Edici Değil

75. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sevimsiz	◯	◯	◯	◯	◯	Sevimli

76. Bu reklamı daha önce izlediniz mi? *

Mark only one oval.

- ◯ Evet
- ◯ Hayır
- ◯ Bilmiyorum

77. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Negatif	◯	◯	◯	◯	◯	Pozitif

78. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Kötü	◯	◯	◯	◯	◯	İyi

79. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Hoşuma Gitmedi	◯	◯	◯	◯	◯	Hoşuma Gitti

80. Reklamı yapılan markayı satın alma olasılığınız nedir? *

Mark only one oval.

	1	2	3	4	5	
Son Derece Düşük Olasılık	◯	◯	◯	◯	◯	Son Derece Yüksek Olasılık

Reklam-4

Lütfen reklamı sonuna kadar izleyiniz ve ilgili tüm soruları yanıtlayınız.

Reklam-4 Bilgisayaranızda "Tam Ekran" izlemek için videodaki başlık linkine çift tıklayınız)

http://youtube.com/watch?v=CnUe0CeRwSc

81. Yukarıda izlemiş olduğunuz reklamı düşünün. Reklamın zihninizde oluşturduğu imaj doğrultusunda aşağıdaki sıfatların reklamdaki markayı ne derecede tanımladığını 1'den 5 'e kadar verilen ölçek üzerinde değerlendiriniz (1= hiç tanımlamıyor 5= tamamıyla tanımlıyor). *

Mark only one oval per row.

	1(Hiç Tanımlamıyor))	2	3	4	5(Tamamıyla Tanımlıyor))
Cesur	◯	◯	◯	◯	◯
Modaya Uygun	◯	◯	◯	◯	◯
Heyecan Verici	◯	◯	◯	◯	◯
Canlı	◯	◯	◯	◯	◯
Havalı	◯	◯	◯	◯	◯
Genç	◯	◯	◯	◯	◯
Hayalgücü Geniş	◯	◯	◯	◯	◯
Sıra Dışı	◯	◯	◯	◯	◯
Bağımsız	◯	◯	◯	◯	◯
Maceracı	◯	◯	◯	◯	◯
Çağdaş	◯	◯	◯	◯	◯
Aile Odaklı	◯	◯	◯	◯	◯
Mütevazi	◯	◯	◯	◯	◯
Dürüst	◯	◯	◯	◯	◯
Samimi	◯	◯	◯	◯	◯
Orjinal	◯	◯	◯	◯	◯
Neşeli	◯	◯	◯	◯	◯
Duygusal	◯	◯	◯	◯	◯
Arkadaş Canlısı	◯	◯	◯	◯	◯
Üst Sınıf	◯	◯	◯	◯	◯
	◯	◯	◯	◯	◯

Göz Alıcı					
İlgi Çekici					
İyi Görünümlü					
Pürüzsüz/Kusursuz					

Reklamını izlediğiniz markayı düşünerek devam eden soruları cevaplayınız.

82. Sektördeki diğer rakiplerle karşılaştırdığımda bu markanın ürünlerini fonksiyonel buluyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

83. Bu marka her zaman diğer markalardan daha iyi performans verir. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

84. Bu marka diğer rakip ürünlere göre kafamda daha kaliteli bir konumda bulunuyor. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

85. Bu markaya güveniyorum . *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

86. Bu markaya inanıyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

87. Bu hilesiz bir markadır. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

88. Bu markayı aldığımda kendimi güvende hissederim, çünkü beni hayal kırıklığına uğratmayacağını bilirim. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

89. Reklam İlgimi Çekti *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

90. Reklamı çok dikkatli izledim *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

91. Reklamı sıkıcı buldum *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

92. İzlemiş olduğunuz reklamdaki ürünün türü nedir? *

Mark only one oval.

- ◯ Temizlik Ürünü
- ◯ Otomobil
- ◯ Spor Kıyafet
- ◯ İçecek
- ◯ Gıda ürünü
- ◯ Aksesuar/Takı

93. Reklamdaki markanın ismi nedir? *

_____

94. Reklamın sloganı ya da ana satış mesajı nedir? *

_____

95. Yukarıda izlemiş olduğunuz reklamda gösterilen marka hangisidir? Lütfen seçiniz. *

Mark only one oval.

- ◯ Volkswagen
- ◯ Under Armour
- ◯ Adidas
- ◯ FILA
- ◯ Mercedes
- ◯ Komili
- ◯ Lipton
- ◯ Nike
- ◯ Eti
- ◯ Swatch
- ◯ Rolex
- ◯ Tommy Hillfiger
- ◯ Ülker
- ◯ YUDUM

96. Yukarıda izlemiş olduğunuz eklamda aşağıdaki resim karelerinden hangisi görünmektedir? Reklama ait olan resim karesini işaretleyin. *

Mark only one oval.

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97. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sıkıcı	◯	◯	◯	◯	◯	İlginç

98. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
İyi	◯	◯	◯	◯	◯	Kötü

99. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Rahatsız Edici	◯	◯	◯	◯	◯	Hiç Rahatsız Edici Değil

100. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sevimsiz	◯	◯	◯	◯	◯	Sevimli

101. Bu reklamı daha önce izlediniz mi? *

Mark only one oval.

- ◯ Evet
- ◯ Hayır
- ◯ Bilmiyorum

102. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Negatif	◯	◯	◯	◯	◯	Pozitif

103. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Kötü	◯	◯	◯	◯	◯	İyi

104. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Hoşuma Gitmedi	◯	◯	◯	◯	◯	Hoşuma Gitti

105. Reklamı yapılan markayı satın alma olasılığınız nedir? *

Mark only one oval.

	1	2	3	4	5	
Son Derece Düşük Olasılık	◯	◯	◯	◯	◯	Son Derece Yüksek Olasılık

Reklam-5

Lütfen reklamı sonuna kadar izleyiniz ve ilgili tüm soruları yanıtlayınız.

Reklam- 5(Bilgisayaranızda "Tam Ekran" izlemek için videodaki başlık linkine çift tıklayınız)

http://youtube.com/watch?v=5a_Cpr19Sus

106. Yukarıda izlemiş olduğunuz reklamı düşünün. Reklamın zihninizde oluşturduğu imaj doğrultusunda aşağıdaki sıfatların reklamdaki markayı ne derecede tanımladığını 1'den 5 'e kadar verilen ölçek üzerinde değerlendiriniz (1= hiç tanımlamıyor 5= tamamıyla tanımlıyor). *

Mark only one oval per row.

	1(Hiç Tanımlamıyor))	2	3	4	5(Tamamıyla Tanımlıyor))
Cesur	◯	◯	◯	◯	◯
Modaya Uygun	◯	◯	◯	◯	◯
Heyecan Verici	◯	◯	◯	◯	◯
Canlı	◯	◯	◯	◯	◯
Havalı	◯	◯	◯	◯	◯
Genç	◯	◯	◯	◯	◯
Hayalgücü Geniş	◯	◯	◯	◯	◯
Sıra Dışı	◯	◯	◯	◯	◯
Bağımsız	◯	◯	◯	◯	◯
Maceracı	◯	◯	◯	◯	◯
Çağdaş	◯	◯	◯	◯	◯
Aile Odaklı	◯	◯	◯	◯	◯
Mütevazi	◯	◯	◯	◯	◯
Dürüst	◯	◯	◯	◯	◯
Samimi	◯	◯	◯	◯	◯
Orjinal	◯	◯	◯	◯	◯
Neşeli	◯	◯	◯	◯	◯
Duygusal	◯	◯	◯	◯	◯
Arkadaş Canlısı	◯	◯	◯	◯	◯
Üst Sınıf	◯	◯	◯	◯	◯
	◯	◯	◯	◯	◯

Göz Alıcı					
İlgi Çekici					
İyi Görünümlü					
Pürüzsüz/Kusursuz					

Reklamını izlediğiniz markayı düşünerek devam eden soruları cevaplayınız.

107. Sektördeki diğer rakiplerle karşılaştırdığımda bu markanın ürünlerini fonksiyonel buluyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

108. Bu marka her zaman diğer markalardan daha iyi performans verir. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

109. Bu marka diğer rakip ürünlere göre kafamda daha kaliteli bir konumda bulunuyor. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

110. Bu markaya güveniyorum . *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

111. Bu markaya inanıyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

112. Bu hilesiz bir markadır. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

113. Bu markayı aldığımda kendimi güvende hissederim, çünkü beni hayal kırıklığına uğratmayacağını bilirim. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

114. Reklam İlgimi Çekti *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

115. Reklamı çok dikkatli izledim *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

116. Reklamı sıkıcı buldum *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

117. İzlemiş olduğunuz reklamdaki ürünün türü nedir? *

Mark only one oval.

- ◯ Temizlik Ürünü
- ◯ Otomobil
- ◯ Spor Kıyafet
- ◯ İçecek
- ◯ Gıda ürünü
- ◯ Aksesuar/Takı

118. Reklamdaki markanın ismi nedir? *

_____

119. Reklamın sloganı ya da ana satış mesajı nedir? *

_____

120. Yukarıda izlemiş olduğunuz reklamda gösterilen marka hangisidir? Lütfen seçiniz. *

Mark only one oval.

- ◯ Volkswagen
- ◯ Under Armour
- ◯ Adidas
- ◯ FILA
- ◯ Mercedes
- ◯ Komili
- ◯ Lipton
- ◯ Nike
- ◯ Eti
- ◯ Swatch
- ◯ Rolex
- ◯ Tommy Hillfiger
- ◯ Ülker
- ◯ YUDUM

121. Yukarıda izlemiş olduğunuz eklamda aşağıdaki resim karelerinden hangisi görünmektedir? Reklama ait olan resim karesini işaretleyin. *

Mark only one oval.

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122. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sıkıcı						İlginç

123. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
İyi	◯	◯	◯	◯	◯	Kötü

124. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Rahatsız Edici	◯	◯	◯	◯	◯	Hiç Rahatsız Edici Değil

125. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sevimsiz	◯	◯	◯	◯	◯	Sevimli

126. Bu reklamı daha önce izlediniz mi? *

Mark only one oval.

- ◯ Evet
- ◯ Hayır
- ◯ Bilmiyorum

127. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Negatif	◯	◯	◯	◯	◯	Pozitif

128. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Kötü	◯	◯	◯	◯	◯	İyi

129. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Hoşuma Gitmedi	◯	◯	◯	◯	◯	Hoşuma Gitti

130. Reklamı yapılan markayı satın alma olasılığınız nedir? *

Mark only one oval.

	1	2	3	4	5	
Son Derece Düşük Olasılık	◯	◯	◯	◯	◯	Son Derece Yüksek İhtimal

Reklam-6

Lütfen reklamı sonuna kadar izleyiniz ve ilgili tüm soruları yanıtlayınız.

Reklam- 6(Bilgisayaranızda "Tam Ekran" izlemek için videodaki başlık linkine çift tıklayınız)

http://youtube.com/watch?v=6DqfajdyL9U

131. Yukarıda izlemiş olduğunuz reklamı düşünün. Reklamın zihninizde oluşturduğu imaj doğrultusunda aşağıdaki sıfatların reklamdaki markayı ne derecede tanımladığını 1'den 5 'e kadar verilen ölçek üzerinde değerlendiriniz (1= hiç tanımlamıyor 5= tamamıyla tanımlıyor). *

Mark only one oval per row.

	1(Hiç Tanımlamıyor))	2	3	4	5(Tamamıyla Tanımlıyor))
Cesur					
Modaya Uygun					
Heyecan Verici					
Canlı					
Havalı					
Genç					
Hayalgücü Geniş					
Sıra Dışı					
Bağımsız					
Maceracı					
Çağdaş					
Aile Odaklı					
Mütevazi					
Dürüst					
Samimi					
Orjinal					
Neşeli					
Duygusal					
Arkadaş Canlısı					
Üst Sınıf					

Göz Alıcı					
İlgi Çekici					
İyi Görünümlü					
Pürüzsüz/Kusursuz					

Reklamını izlediğiniz markayı düşünerek devam eden soruları cevaplayınız.

132. Sektördeki diğer rakiplerle karşılaştırdığımda bu markanın ürünlerini fonksiyonel buluyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

133. Bu marka her zaman diğer markalardan daha iyi performans verir. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

134. Bu marka diğer rakip ürünlere göre kafamda daha kaliteli bir konumda bulunuyor. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum						Kesinlikle Katılıyorum

135. Bu markaya güveniyorum . *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

136. Bu markaya inanıyorum. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

137. Bu hilesiz bir markadır. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

138. Bu markayı aldığımda kendimi güvende hissederim, çünkü beni hayal kırıklığına uğratmayacağını bilirim. *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

139. Reklam İlgimi Çekti *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

140. Reklamı çok dikkatli izledim *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

141. Reklamı sıkıcı buldum *

Mark only one oval.

	1	2	3	4	5	
Hiç Katılmıyorum	◯	◯	◯	◯	◯	Kesinlikle Katılıyorum

142. İzlemiş olduğunuz reklamdaki ürünün türü nedir? *

Mark only one oval.

- ◯ Temizlik Ürünü
- ◯ Otomobil
- ◯ Spor Kıyafet
- ◯ İçecek
- ◯ Gıda ürünü
- ◯ Aksesuar/Takı

143. Reklamdaki markanın adı nedir? *

144. Reklamın sloganı ya da ana satış mesajı nedir? *

145. Yukarıda izlemiş olduğunuz reklamda gösterilen marka hangisidir? Lütfen seçiniz. *

Mark only one oval.

- Volkswagen
- Under Armour
- Adidas
- FILA
- Mercedes
- Komili
- Lipton
- Nike
- Eti
- Swatch
- Rolex
- Tommy Hillfiger
- Ülker
- YUDUM

146. Yukarıda izlemiş olduğunuz eklamda aşağıdaki resim karelerinden hangisi görünmektedir? Reklama ait olan resim karesini işaretleyin. *

Mark only one oval.

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147. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sıkıcı						İlginç

148. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
İyi	◯	◯	◯	◯	◯	Kötü

149. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Rahatsız Edici	◯	◯	◯	◯	◯	Hiç Rahatsız Edici Değil

150. Reklamı Nasıl Buldunuz? *

Mark only one oval.

	1	2	3	4	5	
Sevimsiz	◯	◯	◯	◯	◯	Sevimli

151. Bu reklamı daha önce izlediniz mi? *

Mark only one oval.

- ◯ Evet
- ◯ Hayır
- ◯ Bilmiyorum

152. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Negatif	◯	◯	◯	◯	◯	Pozitif

153. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Kötü	◯	◯	◯	◯	◯	İyi

154. Reklamdaki marka ile ilgili düşüncem: *

Mark only one oval.

	1	2	3	4	5	
Hoşuma Gitmedi	◯	◯	◯	◯	◯	Hoşuma Gitti

155. Reklamı yapılan markayı satın alma olasılığınız nedir? *

Mark only one oval.

	1	2	3	4	5	
Son Derece Düşük Olasılık	◯	◯	◯	◯	◯	Son Derece Muhtemel