ASSESSMENT OF CUSTOMER BASED BRAND EQUITY AND ITS IMPACT ON HOSPITAL SELECTION INTENTION IN PRIVATE HEALTH CARE ENTERPRISES

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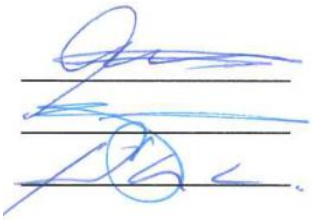

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ÖZET

Küreselleşme ile birlikte her alanda ürün, hizmet ve marka çeşitliliği artmıştır. Tüketicilerin de bu çeşitlilik içerisinde karar vermesi oldukça zorlaşmıştır. Bilinçlenen ve araştıran tüketicinin dikkatini çekmek işletmeler açısından zorlu bir süreç olmaya başlamıştır. Değişen ortam şartları ve tüketici davranışları nedeniyle tüketici temelli marka değeri her geçen gün daha çok ön plana çıkmaktadır. Tüketici temelli marka değeri, markanın tüketicide bıraktığı genel izlenim olarak tanımlanabilir. Bu araştırmada önemi her geçen gün hızla artan tüketici temelli marka değeri kavramının hastane seçim kararları ile arasındaki ilişki incelenmiştir. Araştırmanın kapsamı gereği Aaker'in tüketici temelli marka değeri modeli esas alınarak bir model geliştirilmiş ve bu kapsamda modeli oluşturan 4 temel boyut (marka farkındalığı, marka bağlılığı, marka çağrışımı ve algılanan kalite) incelenmiştir. Söz konusu model dahilinde online anket soruları İstanbul il sınırları içerisinde 630 kişiye uygulanmıştır. Ankete katılan katılımcılar, en az bir defa özel sağlık işletmesinden hizmet satın almış kişiler arasından seçilmiştir.

Çalışmanın sonucunda tüketici temelli marka değerini belirleyen faktörlerden algılanan kalite, marka bağlılığı ve marka çağrışımının marka değeri üzerinde olumlu etkiye sahip olduğu bulgusuna ulaşılmıştır. Ayrıca marka değeri ile tüketicilerin hastane seçim kararları arasında pozitif yönde bir ilişki olduğu gözlemlenmektedir.

Tüketici temelli marka değeri kavramının hastane seçim kararları ile arasındaki ilişkiye yönelik bilgiler, pazarlama alanında akademik çalışma yapanlara ve özel sağlık işletmecilerine farklı katkılar sağlayacaktır. Bu çalışmanın temelde iki önemli katkısının olduğu söylenebilir. Bunlardan ilki; tüketici temelli marka değeri kavramının hastane seçim kararları ile arasındaki ilişkinin bir model dahilinde

incelenerek güvenilir ve geçerli bir model ortaya konulmasıdır. İkinci önemli katkı ise; özel sağlık kurumlarının pazarlanması konusunda tüketici davranış ve seçimlerine ilişkin bilgilerin sunulmasıdır. Bu katkılardan yola çıkarak ileride bu konu üzerine çalışma yapacak olan araştırmacılara ve işletmelerin pazarlama stratejilerinin belirlenmesinde rol alan karar alıcılara önerilerde bulunulabilir. Ülkemizde sağlık alanında bu konu üzerine kapsamlı bir çalışma bulunmaması bu konunun teze dahil edilmesini ayrıca önemli kılmaktadır.

Anahtar Kelimeler: *Marka, marka değeri, tüketici temelli marka değeri, marka farkındalığı, marka bağlılığı, marka çağrışımı, algılanan kalite.*

ABSTRACT

Along with the globalization, the variety of products, services and brands in every area has increased. It has become very difficult for customers to decide on this diversity. For businesses; it becomes a difficult process to get the attention of the conscious and researching customer. Because of the changing environmental conditions and customer behaviors, customer-based brand equity is getting more and more important every day. The customer-based brand equity can be described as the general impression that the brand has left on the customer. The relationship between the hospital selection intention of the concept of customer-based brand equity, whose importance is rapidly increasing every day, has been examined in this research. Based on Aaker's customer-based brand equity model, a research model was developed and four basic dimensions (brand awareness, brand loyalty, brand association and perceived quality) of the model were examined. Online survey questions were applied to 630 people within the provincial borders of Istanbul. Participants who were included in the survey were selected from persons who purchased services at least once from a private healthcare institution.

As a result of the study, it has been found that perceived quality, brand loyalty and brand associations have positive effects on the brand equity from the factors determining the customer based brand equity. It is also observed that there is a positive relationship between the brand equity and the customer selection intention of hospitals.

The information on the relationship between the concept of customer-based brand equity and the intention of the hospital selection will provide different contributions to the academicians in the field of marketing and private healthcare

providers. It can be said that there are basically two important contributions of this study. The first of these; the relationship between the customer based brand equity concept and the hospital selection intention is examined in a model and a reliable and valid model is presented. The second important contribution is; information about customer behavior and choices about the marketing of private health institutions. Proposals may be made to researchers who will work on this topic in the future, and decision makers involved in determining the marketing strategies of businesses. The fact that there is not a comprehensive study on this subject in the field of health in our country also makes it important to include this subject in the thesis.

Key words: *Brand, brand value, consumer based brand value, brand awareness, brand loyalty, brand association, perception of quality.*

I would like to dedicate my thesis

to my dear family.

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A very special thanks to my master thesis advisor, Assistant Professor Aslı KUŞÇU for her interest in my thesis, for her precious time, for her valuable ideas and experiences at every stage of the study. Her guidance and support were important resources for my motivation. I am also immensely grateful to her for friendly motivation.

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TABLE OF CONTENTS

LIST OF ABBREVIATIONS

BL	Brand Loyalty
BAW	Brand Awareness
PQ	Perception of Quality
BAS	Brand Association
BEQ	Brand Equity
HSD	Hospital Selection Decisions
CBBE	Customer Based Brand Equity
EQ:	Equation

LIST OF TABLES

LIST OF FIGURES

1. INTRODUCTION

The world has entered a rapid development and change process with technological and economic developments. As a result, competition in each sector has increased and businesses have sought to create differences. It's just not enough to sell or serve quality products. For this reason, enterprises have tried to attract the attention of customers by adding additional values to their products or services. As in all areas, competition in the healthcare sector has increased with the ever increasing number of private hospitals and quality service has begun to be a must-have with this rapid increase. So hospitals are trying to strengthen their brand equity in various ways and try to increase the likelihood of customers to prefer it.

Studies that examine brand equity have started to be widely used in almost every sector, especially with the increasing competition in recent years. However, when the vast literature is taken into consideration, it is understood that there is not enough research examining brand equity in private healthcare enterprises. Moreover, research on customer-based brand equity differs from sector to sector and from country to country. In this research customer-based brand equity components; brand awareness, brand loyalty, brand associations and perception of quality are examined and it is predicted that these factors will affect the customer' choices. At this point, the basic problem is how brand equity components affect customer' private hospital choices. Hence, the reason why the research is on private healthcare enterprises is that the concept of the brand is rapidly spreading and gaining importance in the field of health.

Istanbul has also become an important health center because of the geographical advantages for both foreign and domestic patients. Also, the number of

private hospitals is increasing day by day. This is why brand equity analysis has gained importance in private healthcare enterprises particularly in the Istanbul region.

On the other hand, it is foreseen that healthcare enterprises will contribute to the creation of competitive advantage by creating different marketing strategies as a source of information. Private healthcare enterprises are trying to strengthen the brand equity in various ways and to increase the likelihood of customers to prefer it. This study will shed light on private healthcare enterprises in the brand development process. Within the following section, a theoretical framework will be presented. In the first chapter, the branding concept, components and approaches of customer-based brand equity and brand in health services are investigated. The third chapter is about research methodology. In this section, the research model and hypotheses, data collection method and process are explained. In the fourth chapter, the findings after analysis of data gathered via survey are presented. In this part, demographic analysis, reliability analysis and descriptive analysis of the scales used, and hypothesis tests are analyzed. Finally, the fifth and sixth chapters of the thesis are discussion and conclusion parts.

2. THEORETICAL FRAMEWORK

In this section, whilst examining theory and review of the literature, variables will be defined; basic branding concept and components, brand equity and customer-based brand equity and finally branding concept in health services will be introduced to draw a research model and to develop hypotheses.

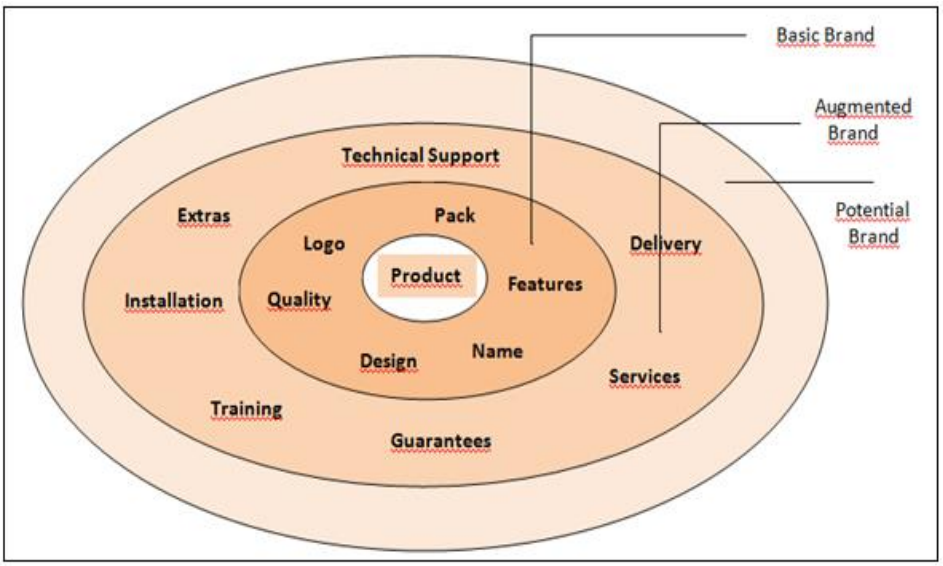
2.1. Branding Concept

With the rapid increase in economic and technological developments in recent years, markets have grown and product variety has increased. This situation has created a sharp competition environment. The protection of existing customers and the addition of new customers is not possible only with good quality and different products or services. Because technically or physically created differences are easily limitated by competitors. For this reason, what is important in terms of businesses is to make a difference in the customer's mind. The producers turned their attention to the branding concept in order to bring their products or services to the foreground and to attract the attention of the customer. In particular, the branding concept has different or similar definitions in marketing literature that belong to many authors and institutions. For this reason, it is difficult to make a definite and clear definition of the brand.

The brand is a name, symbol, design, term, packaging and their combined state provided for the recognition of a product or service by the customers and to be different from its competitors (Kotler and Armstrong, 1999). Schultz (2005) explained brand as a summary of who created it and what they wanted to do.

According to him, brand is a unique concept or idea that enables a product or service to be placed in the mind of the customer. Being unique is the basis for making a difference. For this reason, brand is a driving signal in deciding which product the customer will buy and use (Turkish Patent Institute, 2018). According to all these definitions and approaches; brand is a distinctive symbol of the product or service that differs from its competitors (Aaker, 1991). The customer knows the quality and standard of the product and who the producer is through the brand and makes the selection in this direction. The brand is the whole meaning that a customer puts on a product or service and in time it links the customer and the business (Kapferer, 1992). The most important of all, brand is the source of the promise which is given to the customer.

Figure 2.1.1. *Brand Building (Doyle, 2000)*



The formation of a brand, which is one of the most basic subjects of marketing science, involves a lengthy and laborious process which is shown in Figure 2.1.1.

Branding is a major issue in product strategy (Kotler, 1999). Product or service the means customer's needs. However, it is easy for a product or service to be used, imitated by competitors. Because of this, becoming a brand has gained importance in today's rapidly increasing competition. On the other hand, customer behaviors have changed with changing market conditions. Customers have become conscious, and now they have begun to seek solutions to their problems instead of products. For this reason, being a brand means giving a guarantee to the customer for any question (Yalçın and Bulut, 2002). After the product to the brand, the next step is to be an augmented brand. This means that the brand becomes attractive with additional values. The last step in the full formation of the brand is to be a potential brand. At this stage, the brand tries to create loyalty to the customer as a result of the qualities and values it earns during the process. Being a recognized and preferred brand by customers is a sign that you have successfully completed these processes.

2.2. Background of Branding

Branding is a new concept in our life, but it is based on ancient times in terms of history. When the historical development process of the brand word which means sign and stamp are examined, we have to go up to the times before Christ (Farquhar, 1989). In ancient civilizations such as Greek and Egypt, marks were used to categorize ownership and quality of the products (Perry and Winsom, 2003). People have used marking for centuries to indicate that their property belongs to them.

In the 19th century following the antiquity, the villagers also used the marking method to distinguish their animals from the others. The situation has changed with the beginning of selling animals on the market, although at first it is done with the aim

of discrimination. The fact that some of the animals belonging to some farms are more nourished, caused the customers to follow the stamp and buy only the animals of that farm. This has also changed the prices in the market, and inequalities have begun. Thus the brand concept has entered the market.

Table 2.2.1. *Brand Characteristics in Different Historical Periods (Moore and Reid, 2008)*

Periods	**Character of Brand**				
	Origin	**Quality**	**Power**	**Value**	**Personality**
Early Bronze	*	*			
The Middle Bronze Age	*	*			
The Late Bronze Age	*	*		*	
The Iron Age Revolution	*	*	*	*	
The Iron Age	*	*	*	*	
Modern	*	*	*	*	*

The meaning of the branding concept reflected for each historical period is given in detail in Table 2.2.1. Until the late bronze age, brand character contains origin and quality. In the late bronze age, the concept of value has been added to the brand. With the Iron Age, the brand concept has also begun to be seen as a power symbol. Today, the brand is defined as the combination of origin, quality, power, value and personality.

In the modern sense, the concept of the brand comes out after the industrial revolution. With the industrial revolution, concepts such as producer, customer, market, purchasing have changed and expanded. Population growth, increase in factories, a transition to mass production, urbanization, technological developments caused all the dynamics to change. With the development of transportation, distances have shortened, communication has increased and the demand for industrial products

has increased due to all these. With the widespread use of the internet following fast technological developments, companies have new tools to reach customers and sell their products. Companies have started to introduce their products and services on the international platform by internet (Davis, 2012). In addition to the increase in demand, the number of producers and products has also increased and is differentiated. As a result, a developing competitive environment has been formed (Uztuğ, 2005). In today's economic conditions, the brand is more than a name; it is a concept that adds an identity to a product, shapes customers' perceptions and guides for customers in product preferences. Therefore brand is the basic tool between business and customers (Can, 2007).

2.3. Advantages and Benefits of Branding

The rapid economic and technological developments experienced especially in recent years have increased the competitive environment in the market. The product and service range has expanded and the number of brands has increased. Nowadays business owners in every sector are facing a serious competition. In this competitive environment, the brand is the key to making a difference. The most important and fundamental feature of the brand is to distinguish products and services from each other and to benefit customers and producers (Tosun, 2010).

2.3.1. Advantages and Benefits of Branding for the Customer

According to Aaker (1996), the basis of the formation of the brand is to understand customer and customer behavior. Customers who want to buy and use the product or service want to know what and how they get it. When the customers buy a branded product, they know what kind of product will come. The success of a brand

depends on how focused on the customer. Brands that do not focus on customers are less likely to be successful (Keller, 2003). The customer benefits of the brand are shown in Table 2.3.1.1. There are 8 different functions of brand and table explained how these functions of brand benefit the customer.

Table 2.3.1.1. *The Benefits of Brand for the Customers (Kapferer, 1997)*

Function	**Customer Benefit**
Identification	Clearly seen and quickly identify
Practicality	Savings of time, loyalty and energy saving
Guarantee	To be sure of finding the same quality
Optimization	To be sure of buying the best product and best performer
Characterization	To have confirmation of your self-image or the image that you present to others.
Continuity	Satisfation
Hedonistic	Satisfaction of the brand, to its logo, to its communication
Ethical	Its relationship towards society.

2.3.2. Advantages and Benefits of Branding for the Business

In today's competitive environment, businesses are engaged in a variety of activities to make a difference and to be ahead of their competitors. The traditional one is to attract customers' attention by lowering prices. However, the validity of this approach is decreasing day by day. For this reason, while the brand gives an advantage to the businesses in the hot competition environment, it also brings the profit and increases the long-term profitability of the firm due to price flexibility. The material and spiritual expenses that the enterprises spend on the brand will also be

returned to operation through the brand. Another advantage of the brand, reduces the cost of advertising and promotions. A well-known brand creates awareness and confidence in the customer. For this reason, the company utilizes its brand when introducing another product to the market and reduces the promotion costs to a minimum level. Because customer's confidence is not on the product but on the brand. Thus making it easier for the business to enter new markets. In addition to the financial benefits of the business, there are also some advantages that it has gained in its own internal context. Having a strong brand means good business management. That is why well-managed and successful brands create motivation for their employees. Happy employees will also bring more success.

Besides the financial advantages that the brand provides to the business, there are many other contributions. With the technological developments and thus the strengthening of communication, a customer now means more than one person. When a business acquires a customer, it has actually won other customer groups around it. For this reason, it is very important for the brand to make a difference. Because neither business nor product is as effective as a brand in creating demand. On the other side, brand is contributing to the image of the business, it helps to develop positive attitudes towards the company in society (Tek and Özgül, 2010).

2.4. Brand Elements

There are some basic concepts that make up the brand. These are the factors that influence the direct customer in the marketing of brands. Brands get the opportunity to deliver the message they want to give to customers with the tools like color, name, logo, design in the shortest way. The components that make up the brand

are a summary of the brand in the customer's eyes. By combining all these factors, a brand equity is created in the customer's mind (Rasouli, 2016).

2.4.1. Name

According to Aaker (1996), the brand name is what makes up the connotations that help define what the brand is and what its function is. The customer initially remembers the product or service from the name (Keller, 2008). Business owners, creators of brands can disappear over time, but brand names continue to live. At this point, the brand name is also very important in terms of the future of the brand.

A brand name is a tool that summarizes the brand to the customer. For this reason, the brand name needs to be selected in accordance with the policies, strategies and objectives of the corporation. When choosing a brand name, it is necessary to pay attention to 5 basic factors (Riezebos et al., 2003) which are target group, operational goals and strategies, a relationship between product and brand, the brand's competitive position, compatibility with other languages and size of marketing communication budget. If a brand name has sufficient power, it helps to relieve customers who are not fully sure of their decision by reducing the perceived risk ratio in the customer. It increases the level of customer knowledge of the product. For this reason, a successful name will make it easier for the brand to succeed.

2.4.2. Logo

Another way to make a difference in the brands and to allow the customers to stay true is to use a logo which is the visual summary of the brands. A logo is not a brand, nor is it the identity of a company and it is a visible part of the mark that can not be spoken (Mucuk, 2000). Henderson and Cote (1998) explain logo; a graphic

design that a company uses, with or without its name, to identify itself or its products. It is harder to forget a view taken in visual memory. For this reason, brands are generally remembered with their logos.

The features that need to be found in a successful logo are summarized in detail by Özer (2015): A successful logo should be simple, clear and memorable. Since it is important to have a positive impact on the customer, an aesthetic design that looks nice to the eye should be chosen. When designing a logo, the colors and figures must also take into account the rotations and trends. The most important feature of the logo, it is in accordance with the brand identity, the strategies and the position of the business within the sector. Beyond being the first item to describe a brand, marketing experts are emphasizing that logo must necessarily reflect the brand equity.

2.4.3. Slogan

Brands can survive and maintain their continuity with the differences they create. The most important success for a brand is that it can be remembered in the customer's mind. According to Keller (2008), slogans are the short phrases that communicate descriptive or persuasive information about a brand. Slogans are the most important means of summarizing the brand with a few words or phrase and telling the customer. So slogans need to be compatible with brand strategies, vision and mission. Slogans strengthen the brand name and position while increasing the power of making a difference compared to their competitors. For this reason, it is among the indispensable elements of brands (Ateşoğlu, 2003). A good brand slogan must be clear and easy to remember, it must be surprising and interesting to attract the attention of the customer (Aaker, 1991).

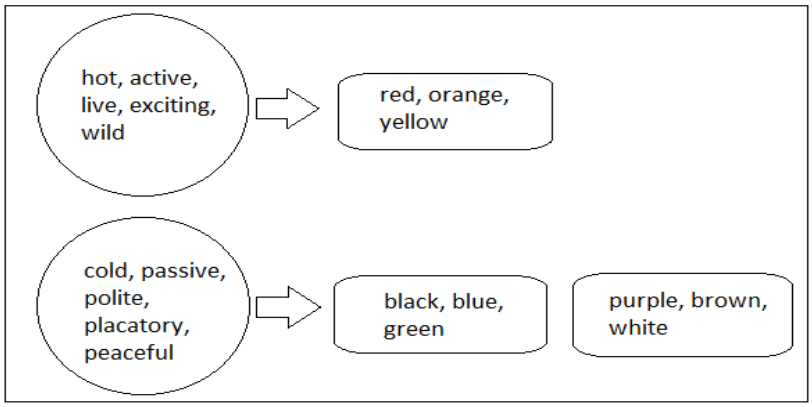
2.4.4. Color

Color is an important element that helps us to elaborate many things in our lives. The meaning of colors was extensively analyzed over the past years (Bottomley & Doyle, 2006). The information given in the colors can reach both the conscious and subconscious level. Colors have the ability to affect human psychology very quickly. For this reason, it has become the most important element of brands. According to Lindstorm's (2006, p. 81) research, the purchase decision is influenced by "tasting 31%, seeing 58%, smell 45%, voice 41%, touch 25%." Colors used by brands; to make a difference, to raise awareness, to attract attention, to be easy to remember, to be mindful, to encourage purchase.

The color perception varies from person to person. Our senses can be influenced by different colors and this effect can shape our consumption need differently. The question that producers and marketing professionals should address at this point is how the color of the product influences the customer. At this point, it is very important to choose the right color for brands' products or services. For this reason, it is necessary to explain the meaning and emotion of each color in general (Yıldız and Çeken, 2015): Black; a color that has more than one opposite meaning. On one side, it symbolizes power, nobility, expensiveness and sense of trust on the other side it symbolizes evil, death and mourning. The opposite of black, white symbolizes; cleanliness, innocence and purity. It gives people a sense of trust and calmness. The color of grey is between black and white. In other words, it is in the neutral color group. It creates a sense of comfort and balance in people. Orange; has a positive energy because it is a warm and vibrant color. It is also a remarkable color so it is preferred by outward-looking and dynamic brands. On the other side, blue is one

of the most preferred colors by the brands. Its symbolizes institutionalism, dependence, trust, high quality and order. Blue creates a depth sensation and attracts attention. Because it symbolizes commitment, it is highly preferred, especially by big brands. Pink and red are the colors of vitality, love, happiness. On the other side, purple symbolizes claims and luxury. It is a very preferred color with the reason that it is a flashy and remarkable color. The basic color found in nature is brown and green which are symbolizes the health and life. Other than that, green is especially preferred in the health sector because of its sedative effect. Finally, yellow creates a warm feeling due to the connection with the sun.

Figure 2.4.4.1. *Meanings of Colors (Demir, 2012)*



2.5. Brand Identity

Brands are not just a product, name or logo but also each brand has its color, logo, motto, packaging, music, design and many other features. Brands provide all these features in summary through brand identity. A brand identity is a message sent out by the brand (Doyle 1998; Kapferer 1992). One of the concepts that distinguish us from other people is our identity. From the moment a baby is born, the baby has an identity. While some information such as gender, date of birth is fixed, all the features

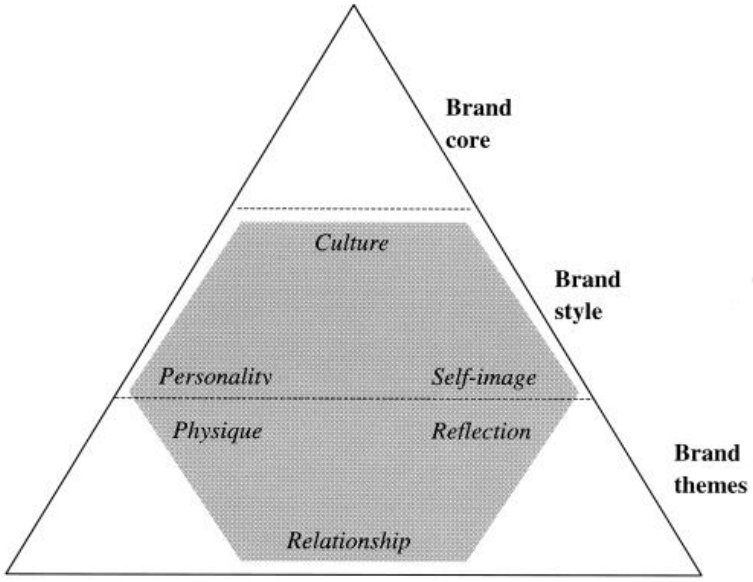
and behaviors that make up the remaining identity change and mature over time. The same applies to brands. The basic characteristic that distinguishes the brand from the others is its identity. As time goes by, the characteristics that make up identity change and adapt to the environment. With this development, the brand will have the opportunity to tell itself more clearly and effectively. Brands; must create a strong brand identity to make a difference, survive, earn and succeed. That's why branding starts with brand identity.

The fact that the customer recreates their minds about goods or services constitutes the identity of the brand. Each customer's approach to branding can be different. The formation of a different perception about the brand in the customer's mind indicates that the brand has not undergone a successful process of identity creation. For this reason, there are some basic features to be aware of when creating a brand identity (Elitok, 2003): The target audience must be well-defined. The name, color, design, and other features that address each audience can be different. For this reason, the mass should be identified and well analyzed. When creating a brand identity, a suitable profile should be taken into consideration of the target group and its characteristics. On the other side, it is important to provide clear and descriptive messages. The combination of mixed and inconsistent features will create a difficult identity to understand. What the brand is aiming for, what it targets and how it addressed must be clearly reflected the customer.

The brand pyramid is the basic way to analyze and identify the brand identity which is shown in Figure 2.5.1. The brand identity pyramid consists of three tiers. The upper part of the pyramid is brand core. The middle part of the brand identity pyramid is called the brand style which contains culture, personality and self-image. The final

part, the base part of the pyramid is called brand themes. Brand themes include the physical properties, its reflection and the relationship expressed which is prestige, magnificence. Brand themes may change over time according to brand core and brand style (Doyle 1998; Kapferer 1992).

Figure 2.5.1. *Brand Identity Pyramid*
(Retrieved from http://www.courseworkwriters.com/blog/brand-pyramid/)



2.6. Brand Image

Brand image has been an important concept for the marketing research since the early 1950s (Dobni and Zinkhan, 1990). Today it has become more important in the fiercely competitive environment because it is impossible to prevent the appearance of the brand image whether there is an effort or not. Brand image; brand's name, logo, advertisement, price, and packaging as a whole make up the general perception created by the customer in his/her mind. So it can be defined as a customer's thoughts and feelings about the brand (Roy & Banerjee, 2007). According to Keller (1993)

brand image is the perception of the product or service which is a reflection of customers' memory.

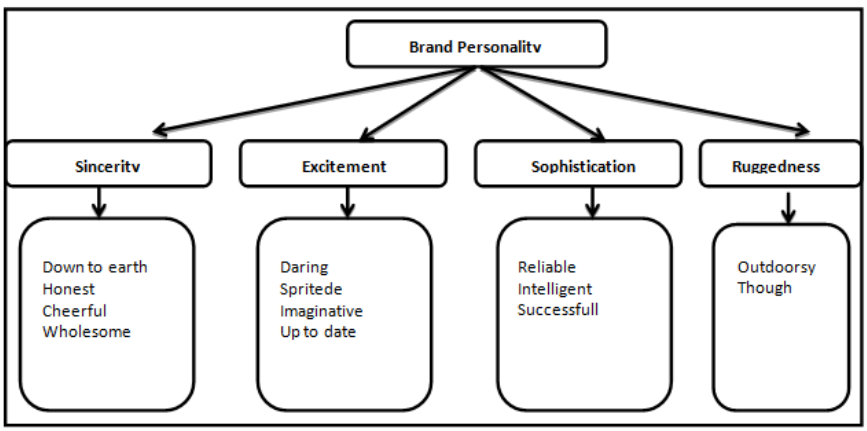
Brand image; has become a very important element for the marketers of the prospect that they have advantages such as brand difference, reminiscence, easy remembering and directing to buy. At the same time, it is the fundamental factor directly affecting customer's decision to consume. According to some researchers, the brand image has the effect of increasing the brand's market share, market value and cash flow (Zhang, 2015). Park, Jaworski and MacInnis (1986) referred that if the brand creates a successful brand image, it will take a higher market share, better performance and higher competitive advantage. Creating an open and clear image of the brand ensures that it has a solid and open reputation at the same time (Davis, 2012). The objective and subjective characteristics of the brands such as price, service, accessibility directly affect the perception of the brand in the consumer. Apart from this, subjective qualities such as satisfaction, lifestyle, and thought structure also play an important role in the formation of the brand image. There are some basic elements in the customer's mind that are effective in creating the brand image (Erdil & Başarır, 2009). Firstly, if customers have had a previous experience with a brand, they have an opinion of that brand. A positive or negative image is created in the mind of the customer. Customer experiences are very important for image formation at this point. Secondly, factors such as the social environment, family, society, and the business environment in which customers live are also influential in image formation. Human beings are constantly communicating with the environment. For this reason, they share the impression of the brand with its surroundings. This will create a perception in the minds of other customers, even if they have not used the brand. On

the other hand advertisements, packaging, organizations, in short all marketing activities are also effective in image formation.

2.7. Brand Personality

The concept of brand personality first appeared in the 1970s. Later, with increasing competition and developing market environments, it gained importance and became a subject of many types of research. In the early days, brands have worked unplanned to create a personality, but they have become more strategic to create brand personality by recognizing customer behavior changing over time and increasing competitive environment. Because of that, products or services are getting easy to copy based on their attributes and have become functionally more similar to each other (Phau and Lau, 2000). So customers have begun to choose brands that they now find close to their own personality. The basic definition of brand personality; the set of human characteristics associated with a brand (Aaker, 1997). Brand personality has become increasingly important with the descriptions Aaker (1997) has achieved as a result of his work. As shown in Figure 2.7.1. Aaker (1997) collects brand personality under four basic elements.

Figure 2.7.1. *Dimensions of Brand Personality (Aaker, 1997)*

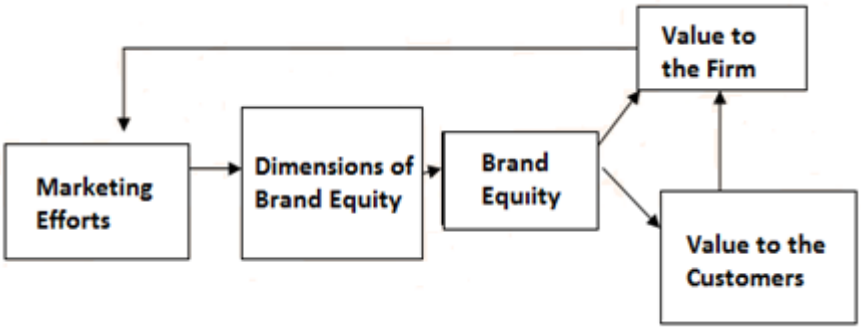


The most important aspect of the Aaker's (1997) dimensions of brand personality study, is that it is generalizable over different product categories. Brand personality is influenced by many factors just like people. Apart from the product or service offered, different factors such as social environment, habits, and ideas are influential in the formation and formation of brand personality. The brand personality must be clear to be able to connect with the customer because It allows the customer to express his own self (Belk, 1988). This is the most important point. The features that makeup at most three associations should be emphasized.

2.8. Brand Equity

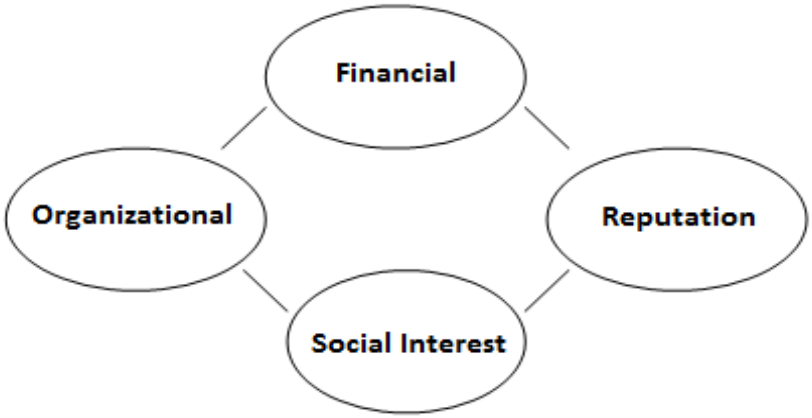
The concept of brand equity emerged in the early 1990s (Walgren et al, 1995). But it is a difficult concept to define. The fact that brand equity has so many different definitions which used by different users in different sectors. Every field, every researcher tried to determine brand equity according to their own purposes. For this reason, there are many types of research and definitions related to this topic in the literature. But more specifically, brand equity has been defined as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm" (Aaker, 1991, p.15). Brand equity does not contain only value, it has also other dimensions which are technologies, patents, trademarks, and other intangibles. According to Farquhar (1989), brand equity is important because it relates to the value earned by the firm in terms of brand. Yoo et al (2000) gave a conceptual framework for the brand equity which is shown in Figure 2.8.1.

Figure 2.8.1. *Conceptual Framework of Brand Equity*



The marketing efforts can affect directly brand equity's dimesions. Along with the increase in marketing efforts, there is an increase which is in positive way, in brand equity. The increase in brand equity causes increase in the value of the brand to the customers and the firms. The brand equity means value for both customers and firms (Bagozzi et al., 1999). Especially, the brand equity creates value for customers by shopping, buying, efficient information processing, self-esteem, creating confidence in decision making. On the other side, brand equity creates value to enterprises about marketing efficiency, effectiveness, brand loyalty and competition. High brand equity provides enterprises with many competitive advantages (Armstrong and Kotler, 2005).

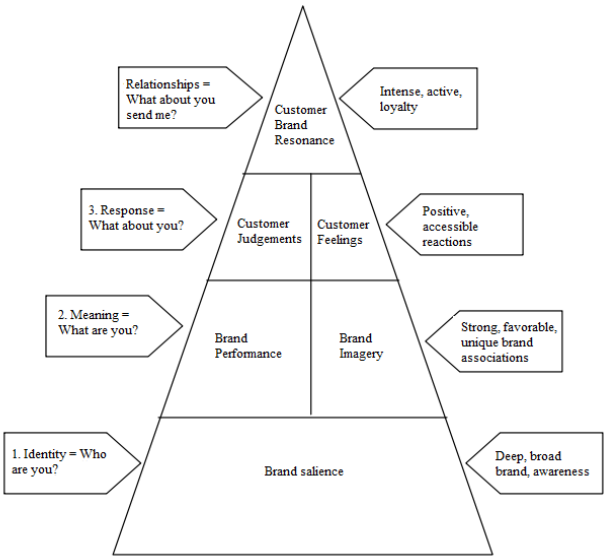
Figure 2.8.2. *Resources of Brand Equity (Davis, 2012)*



Brand equity can be regarded as a managerial concept, as a financial intangible asset, as a related concept or as a customer based concept from the perspective of the individual customer. There are 4 main factors shaping brand equity which are shown in Figure 2.8.2. These factors play an important role in both the formation and strengthening of brand equity. The financial resources that enterprises allocate for the establishment and development of the brand provides an increase in the brand equity. High brand equity means increasing financial returns. More customers mean more sales and more profitability. That's why the role of financial resources in brand equity creation is great. When a business invests both in financial investment and spending labor in the brand it will create, the achievement achieved is not only measured financially. Besides the financial gain, the confidence formed in the customers is also very important. Customer memory is at the core of brand equity because it affects customers' decisions directly. The main source of brand equity is the feeling of belonging in the customer and the benefits it provides (Hatch and Schultz 2010). Brand equity is in the minds of customers and results from what they have learned, felt, seen, heard about a brand over time. The customer wants to buy the brand that

they know and trust. Customer-based brand equity is the result of brand familiarity on customer response to the marketing of the brand which is shown in Figure 2.8.3. The first step is creating identity in customers' mind. In the second step marketers or managers try to find the meaning of brand in the mind of customers. Next step, the important point is how customers think, feel and emotional reaction about a brand. The final step is creating brand resonance. This is the most difficult part of customer-based brand equity pyramid.

Figure 2.8.3. *Customer Based Brand Equity (Karadeniz, 2010)*



At the core of organizational brand equity is the belief of the employees in the brand and the organization. Employees need to understand and adopt the brand first to understand the customers. Employees who believe in the company's goals can communicate more closely and accurately with the customer. At the same time, employees who feel connected to the organization will inform the top management according to customer needs and desires and will ensure the success of the business. On the other side, the whole of the activities carried out by the companies in order to

integrate with the society they serve also constitutes social interest. Now businesses and brands have become the focus of interest with the social projects they have been involved with. Customers have begun to take into account the projects and social contributions of the brand before buying a product or service. Now, besides quality products or services, projects that will contribute to quality of life in general terms are expected from brands.

2.9. Approaches to Measure Customer Based Brand Equity

Customer-based brand equity is defined as the differential effect of brand knowledge on customer response to the marketing of the brand (Kamakura and Russell, 1991; Keller, 1993, 2003) According to this view, there are three important points; brand knowledge, differential effect and customer response. Brand knowledge can be defined as a relationship between brand image, brand awareness and brand association. The ifferential effect is determined by customer response to the marketing of a brand and response to the same marketing of unnamed or named service and product. Customer response is customers' perceptions, preferences, and behaviors. An alternative perspective of customer-based brand equity was introduced by Keller (1993, p.2), who defined "the differential effect of brand knowledge on consumer response to the marketing of the brand".

As stated earlier we can collect brand equity models in two basic titles; financial based approaches and customer based approaches. In the early periods; focusing on the financial characteristics of brand equity due to issues such as buying or selling company and partnership. The basis of the financial brand equity model is based on money. It does not contain any emotion, thought or behavior. With the rapid spread and progress of technological developments, every field has started a process

of change. Marketing is at the forefront of the sectors where this change is most obvious. Along with the changing world, customers' wants and behaviors have begun to change. Brands have to respond quickly to changing demands and behaviors. For this reason, especially in recent periods, the customer based brand equity model (behavioral modeling) has begun to gain importance. The basis of this model is the communication of the brand with the customer. It focuses on how the brand makes customers feel. Behavioral modeling will be given more weight from the brand equity models that the subject and scope of this research requires.

2.9.1. Financial Based Approaches

In today's market conditions, it has become very difficult for enterprises to stand out and survive. For this reason, the financial measurement of the brand equity of the enterprises is important and it represents the financial value that the brand creates for the organization.

The determination of brand equity has been an important issue in terms of both accounting - finance and marketing, especially during the last thirty years. The financial value of the brand depends on its brand strength by using product quality and advertising. By financial measuring of brand equity; it shows how a company's buying and selling power, evaluation of brand performance, profitability ratio and competitive power are used effectively. On the other side, price promotions produce short-term increases in sales but do nothing to build long-term brand equity (Barwise 1993). Financially based approaches are among the abstract assets in the business's balances. To summarize, financial based approach are a monetary expression of brand equity.

2.9.2. Customer Based Approaches

Customer-based brand equity has been particularly spoken in recent years, with changing market conditions. Numerous measures of customer-based brand equity have been used since it was first conceptualized by Aaker (1991) and Keller (1993). On the other side the concept of customer-based brand equity (CBBE) is introduced by Keller (2003) which is slightly different from Aaker's (1996) definition. Keller (2003, p. 53), defined customer based brand equity "occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory." Compared the Aaker's (1996) customer based brand equity concept, the CBBE is more comprehensive and emphasizes the comparison between brand and non-brand substitution. A general perspective, it has been tried to measure brand equity in various ways such as questionnaire and observation in their models. In the next part, these models will be examined in more detail but the basic differences between Aaker's and Keller's models are shown in table Table 2.9.2.1.

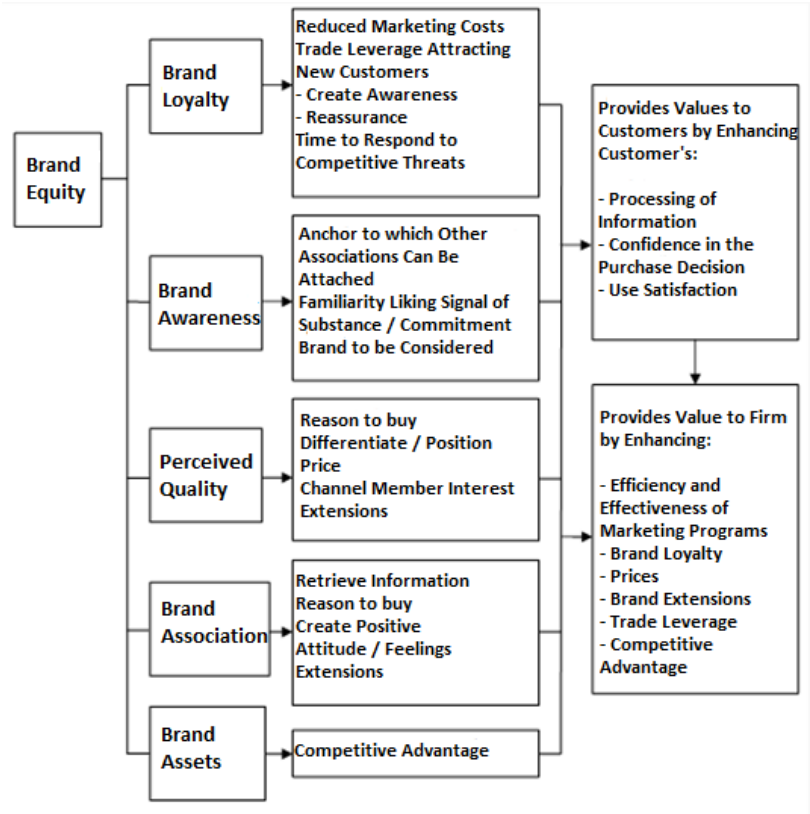
Table 2.9.2.1. *Difference Between Aaker's and Keller's Models (Aydın, 2009)*

Researcher	Approach	Type of Measuring
Aaker (1991)	Brand Association Brand Awareness Brand Loyalty Perceived Quality	Perceptual Behavioural
Keller (1993)	Brand Knowledge Meaning of Brand	Brand Knowledge = Brand Awareness + Brand Image

2.9.2.1 Aaker's Brand Equity Model

Aaker (1991) defines the brand as a symbol that identifies and differentiates products and defines brand equity as a whole of brand-related assets and responsibilities. This model is set up by the following five dimensions; perceived quality, brand association, brand awareness, brand loyalty and other proprietary assets (patent, distribution channel, trademark). Aaker (2007) defines the elements of brand equity and the process of creating brand equity of these elements as shown in Figure 2.9.2.1.1. These five dimensions of brand equity represent consumer perceptions and reactions to the brand. Aaker (1991) defines brand equity as the set of brand assets and liabilities linked to the brand that adds value to a product or service. According to Myers (2003), Aaker (1991) has made it possible to analyze brand attitudes that are weaker than anticipated consumer behavior on the market.

Figure 2.9.2.1.1. *Aaker's Customer Based Brand Equity Model (Aaker, 1992)*

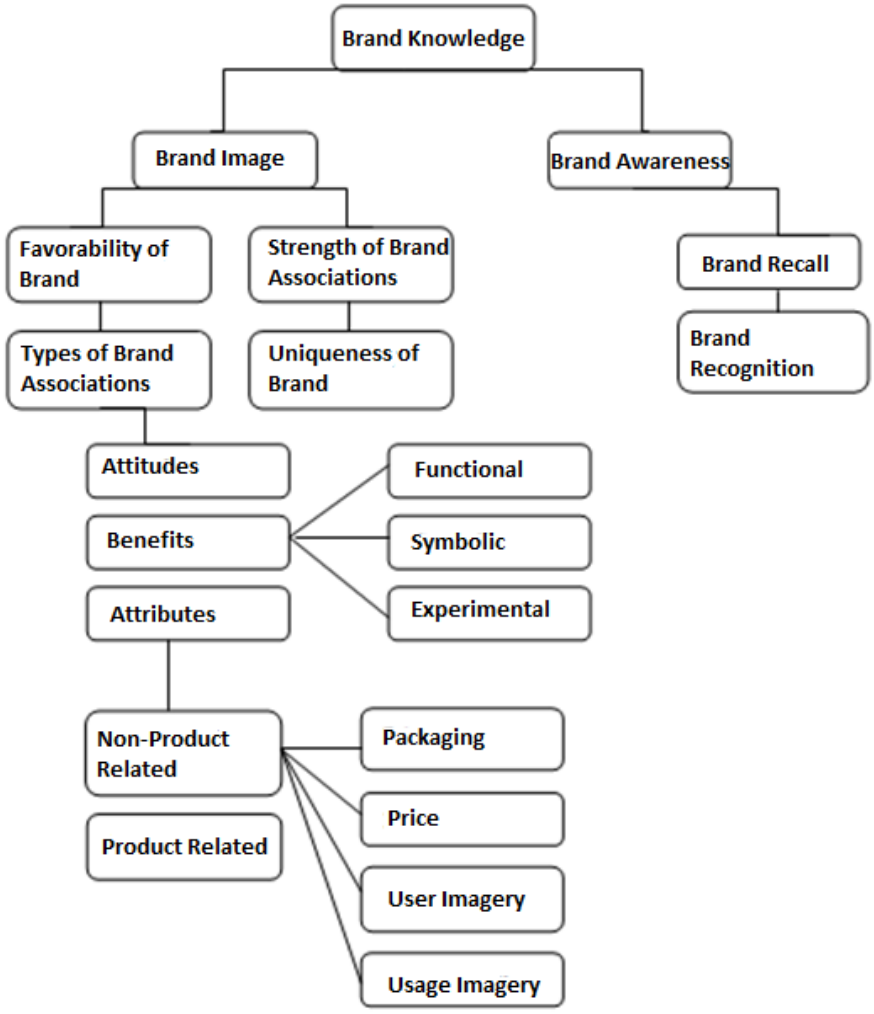


On the other side, several criticisms have been made to Aaker's customer-based brand equity model (Fırat and Badem 2008); the subjective determination of the variables used in this model, brand equity elements are intertwined and not know how to digitize brand equity.

2.9.2.2. Keller's Brand Equity Model

Keller's (1993) model is another model which is explaining customer-based brand equity. This model shows brand equity as a whole of the positive effects on consumers. Keller (1993) defines customer-based brand equity at the individual level, taking brand knowledge as a starting point which is shown in Figure 2.9.2.2.1. The concept behind the brand equity is to form how customers think and feel about the product or service relying on positive experience. A company should create a situation that your customer will have positive thoughts and feelings and perceptions concerning the brand. In the associated network model, brand knowledge is the central node of the net, the other nodes associations connecting to it (Szocs, 2014). Keller (1993) focus on three key points; brand knowledge, consumer reaction following marketing activities and differentiation effect.

Figure 2.9.2.2.1. *Keller's Consumer Based Brand Equity Model (Keller, 1993)*



2.10. Components of Customer Based Brand Equity

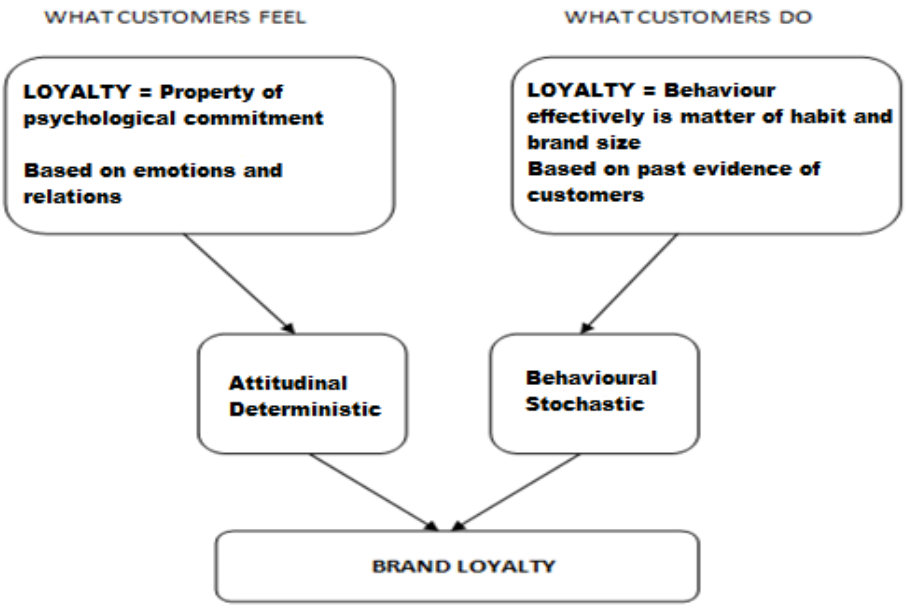
2.10.1. Brand Loyalty

Today, there are many brands that attract the attention of the customer. Despite the brand diversity, customers tend to always buy the same brand. The brand loyalty is at the core of this situation and it is especially used in marketing literature. Brand loyalty is the customer's belief in brands. This belief directly affects the purchasing decision of the consumers (Uztuğ, 2005). One of the most conceptual and basic definitions of the brand loyalty was made by Jacoby and Chestnut (1978). Jacoby et

al, defines brand loyalty as the biased, behavioral response, expressed over time, by some decision making unit, with respect to one or more alternative brands out of a set of such brands and is a function of psychological decision-making, evaluative processes (1978).

The brand loyalty is the basis of brand equity; shows the consumer's addiction to the brand. Brands are located in the mind of the consumer according to their services which they provide the benefits. Companies focus more attention on loyal customers because they are more profitable than non-loyal customers (Helgesen, 2006). Customers may be loyal to a number of different reasons and may not be happy with the product or service. Brand loyalty based on 2 points: what customers feel and what customers do (Figure 2.10.1.1). Jacoby (1971), defines brand loyalty as a repeat purchase but this behavior is a function of psychological processes. On the other hand repeat purchase is not just psychological processes, there are many other factors which are emotional and situational factors.

Figure 2.10.1.1. *Perspective of Brand Loyalty (Kabiraj and Shanmugan, 2011)*



Brand loyalty is very important for the continuity of the brand. For this reason, brands need to analyze consumers' requirements well. In addition, the brand must closely monitor market conditions and trends. Brands that understand consumers' psychology are more successful. High brand loyalty means high success. However, the creation of this brand loyalty involves a long and laborious process. When brand loyalty is well managed, it gives a number of advantages to brand; it affects the environment of existing customers, increases customer potential, creates a loyal customer potential, reduces the risk which is perceived by the customers and finally it increases the sales area of the brand (Yaraş, 2004). Loyal customers can be a foundation for marketing strategy and provide the basis for brand development. If the brand loses its loyal customers, it will lose its direction and market share (Assael, 1994). The advantages of brand loyalty are shown in Table 2.10.1.1. in detail.

Table 2.10.1.1. *Brand Loyalty as an Element of Competitive Advantage (Denoue and Saykiewicz, 2009)*

Brand Loyalty	Competitive Advantage
• Lower marketing costs • Higher effectiveness of marketing communication • Guarantee • Favorable word-of-mouth • Intensive purchasing by existing customers • Better access to distribution channels • Better resistance to competitive moves • Saving time • Lower risk of brand extension • Higher price elasticity	• Higher margins • Increased market share • Higher return on investment • Entry barrier for rival competitors

2.10.2. Brand Awareness

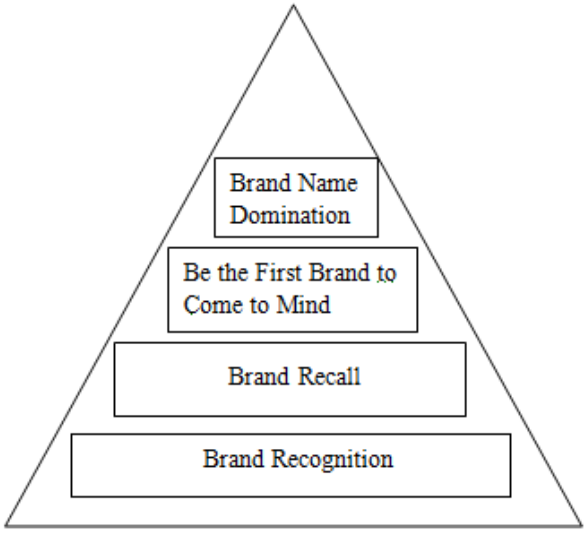
Every day, customers are faced with advertising bombardment because of the development of technology and the active use of social media. For this reason, it has

become very difficult to create brand awareness and attract the attention of the customer. Aaker (1996) defines brand awareness which is the power of the brand in the customer's mind. Brand awareness is the probability that, customers are familiar with the availability and accessibility of a company's service or product (Malik et al, 2013).

Brand awareness is a concept that interacts directly with the market share of the business and directly affects the financial value of the entity. If the number of customers who are aware of the brand increase, the brand's market share will also grow. As the market share of the business grows, the profit rate also increases. Especially, the most important factor for new brands entering the market is to create an awareness. The customer recognizes the brand in two ways, aware and unaware awareness. The aware awareness; a variety of tools such as advertising, promotional products and consumer comments help consumers to become aware of the brand. The unaware awareness; the consumer realizes and recognizes the brand without needing anything.

Brand awareness is measured according to the different ways in which customers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996). The brand awareness process is shown in more detail in the awareness pyramid (Figure 2.10.2.1.).

Figure 2.10.2.1. Brand Awareness Pyramid (Aaker, 1996)



Brand recognition means the brand is separated from its competitors and evaluated by the customer. Brand recall; the brand is the first to come to mind of customer. Being the first brand comes to mind, the customer has a great influence on using and enjoying the brand before. Brand name domination; is the top of awareness level. The customer remembers the brand name directly, not the properties of the brand.

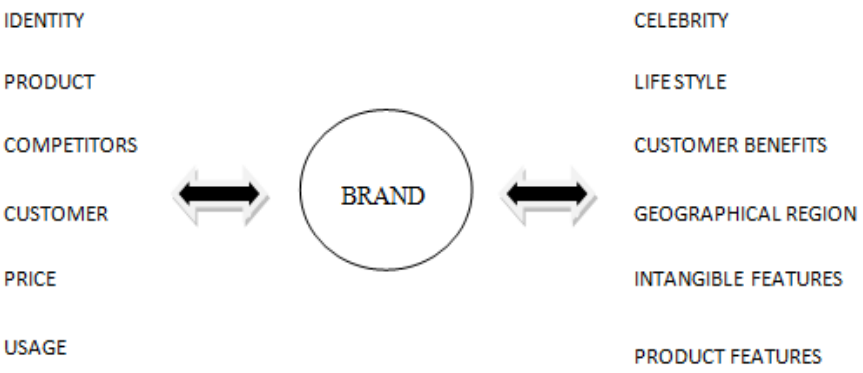
2.10.3. Brand Association

The most common definition of brand association; everything in the customer's mind about the brand (Aaker, 1991). Positive brand association leads to customer buying behaviors. It is necessary for the brand to have a common point with the brand features, or the feelings that the brand first brings to mind. Keller (1993) defines the brand association as any kind of information about the brand in the customer and he classifies brand associations into three major categories which are benefits, attributes and attitudes. Attributes characterize a product or service such as

what are customer's thinks about it. Attributes are divided into product and non-product categories. Product-related attributes are necessary for the performance of the good or service. Non-product attributes are external aspects of a product such as a price, color, design and packing. Benefits are such as what customers think the brand can do for them. Finally, Keller defines attitudes as the customers' overall evaluations of the brand.

Brand associations can be more than one. Brand association is effective in creating difference and positive emotions on the other side and it is effective in spreading the brand. Also, it increases the purchasing tendency of the customer. Because of all these characteristics, brand associations have gained importance in the marketing literature, directing customers to purchase directly or indirectly. Marketers use brand associations for product positioning purposes while customers use brand associations to help guide their decision-making (Low and Lamb, 2000). The brand association is shown in more detail in Figure 2.10.3.1.

Figure 2.10.3.1. *Brand Association (Aaker, 1991)*



2.10.4. Perception of Quality

The perceived quality is related to a customer's judgment of a product or brand's overall superiority (Zeithaml, 1988). It is not the actual quality of the product or service, it is the impression of the customer. The quality is a concept that has been created with great effort as a result of many years. Some basic elements of quality (Keller, 2003); physical properties of the product or service, service and guarantee, durability, performance and general features of the product or service.

Customers usually associate quality with price. 'Quality is expensive' perception is quite common in society. However, quality is not only a factor based on the price. The high perceived quality ensures that the brand easily spreads in the sector.

2.11. Factors Affecting Customer's Brand Selection

There are a number of factors that influence customer behavior. These factors also have a direct impact on the customer's decision to purchase. Factors affecting the purchase of the product or service by the customer: personal factors, socio-cultural factors and psychological factors (Tengilimoğlu, 2012).

2.11.1. Personal Factors

Personal factors affecting purchasing decisions of customers age, gender, educational status, income, occupation and marital status. There are many factors that lead people to make different decisions, but the most basic one is personality which is separated people from each other (Erdem, 2006). Age is another important factor that affects an individual's purchasing decision. Each age group has different needs. For this reason, people make brand choices with their expectations and needs. Marketers

should pay attention to the needs of the target group by choosing the age range correctly.

The gender factor is also very influential in making purchasing decisions and selecting brands. The diversity of preferences stemming from both physical and psychological differences between men and women has been extensively observed in many studies. The occupational group, income level and education are also other factors that are effective. The level of income reflects the purchasing power of the customer and plays a direct role in the selection of private hospitals. As the level of education increases, the customer becomes more conscious. It is also hard to influence the customer who is reading and who knows what is right for him/her.

2.11.2. Socio-Cultural Factors

Socio-cultural factors that are effective in the purchase and brand selection which are; family, social environment, religion and culture.

In some geographies, consumers keep their religion and beliefs in the forefront in brand selection. This is one of the most difficult situations to break down on the market. For this reason, marketers need to identify their strategies more precisely, especially considering different religions, beliefs, ethnic groups and types of family. The Family is the most effective factor in individual decisions. The structure of the family, the size and the lifestyle of the family members are influential of the brand selection. The features that come from the family are actually our habits and it is often difficult to give up or change.

2.11.3. Psychological Factors

The motivation is the basis of psychological factors and it is an impulse that directs people towards their needs and desires. Motivation refers to 'the reasons underlying behavior' (Guay et al. 2010). The human brain is complex and there are two parts; logical and emotional. In general two types of motivation can be mentioned; emotional and logical. In emotional motivation; love, prestige and popularity. In logical motivation, more measurable concepts such as the durability, robustness and quality of the product or service. Both motivations are important for businesses to understand customer behaviors. When the customer is motive enough, he or she decides to buy it.

2.12. Brand in Health Services

Branding services are different and stronger than branding goods because of characteristics. Onkvisit and Shaw (1989) suggest that branding service is critical because of the intangibility of it. While branding is important in all industries but it has a most important role in the health sector where purchase decisions have greater implications. Brand equity in healthcare is built on the experience that provides the customer with a continuous accumulation of thoughts, feelings, opinions, and behaviors. Branding creates a trust relationship between patient and the healthcare enterprises. Therefore, a brand is the customer experience it provides. According to Allen and Meyer (1990), high levels of commitment can be garnered from customers by engaging them in emotionally based brand relationships. In recent years, increasing competition and customer demands in the healthcare industry have made branding a necessity. In order to be able to take place in the mind of the customer and to make a difference, brand and brand equity enterprises are among the essentials.

The brand concept in healthcare services in Turkey has come to the forefront together with the concept of private hospitals after 1980's (Kerman et al., 2011). The modern hospital management concept was introduced with the opening of International Hospital in 1989 (Buran, 2012).

3. RESEARCH METHODOLOGY

The following part provides an overview of the methodology underlying the research and hypothesis testing. In this section of the study, sample characteristics, research model, hypotheses and measurement instruments will be explained.

3.1. Research Model and Hypotheses

In this study, a quantitative hypothesis testing research method was used. The initial purpose of this research is to explain the relationship between brand equity and hospital selection intention. Moreover this research plans to analyze the relationship between the brand equity dimensions and brand equity within healthcare industry. This research is based on the brand equity model which was developed by Aaker (1991). The model tests the influence of five factors on brand equity which are brand loyalty, brand awareness, brand association, the perception of quality and other features. In this study, other characteristics of the brand were excluded from the research due to the difficulty of measuring it in the health category.

The relationship between brand equity and customers' quality perception was first established by Aaker (1991). According to him, brand equity has four important dimensions which are; perceived quality, brand loyalty, brand awareness and brand association. Lindquist and Sirgy (2003) explained perceived quality as characteristics of service or product which directly affect customer's decision on the quality of the product or service. From another point of view, perceived quality is known as an embedded benefit (Schroff, 2003). High quality perception of customer tends to contribute to customer satisfaction about the service or product

(Gotlieb et al., 1994). The relationship between customer satisfaction and customer perception of quality has been the subject of many types mof research on marketing. According to Dabholker (1995) customer satisfaction is an important factor in customer's quality perception and it directly affects brand equity. The perceived quality of customers is more difficult in the service sector than the product sector. A lot of research has been done in the related service sector. In this research, the relationship between the quality perception of the customer and brand equity was examined in the health sector. In this direction, the first hypothesis was formed;

H1: Customers' quality perceptions positively influences brand equity.

Especially in recent years, the growing level of customer loyalty has increased the number of potential customers. Brands started to give importance to potential customers for their future in order to make a difference to the competitors (Shabbir et al., 2017). The number of loyal customers are an asset for brands and they are also identified as a huge determinant of brand equity (Dekimpe et al., 1997). According to the need of time, companies must be customer oriented. All the bases of marketing concepts identify that customer loyalty improved customer retention (Asif et al., 2015). In the traditional perspective, brand loyalty is a component of brand equity (Aaker, 1991). But on the other side, many types of research suggest that loyalty is an outcome of brand equity (Taylor, et al., 2004; van Riel, et al., 2005). According to Tong and Hawley (2009), brand loyalty is a heart of brand equity. Huang and Cai (2015) contended that brand equity is a vital concept to improve brand loyalty. Many of previous studies have been done in the commercial sector (Alkhawaldeh et al. 2016). But this study examines the relationship between brand equity and brand loyalty which is one of the components of brand equity.

H2: Brand loyalty positively influences brand equity.

Brand awareness has an important role in customer's decision making because as brand awareness increases, the specific product or service will become a member of the set of brands which in customer considers (Moisescu, 2009). There are many research studies which support the positive relationship between brand awareness and brand equity. In 1991, Aaker concluded that there is a strong relationship between brand equity and brand associations because brand associations help a brand to remain in the mind of costumers. After this study Aaker (1996) found that; brand awareness must be considered to assess brand equity. In the light of these studies, a lot of studies have been done about the relationship between brand equity and these two brand equity components. In this study, the influence of brand awareness and brand association on brand equity has been examined in the health sector. The relevant hypotheses are as follows:

H3: Brand awareness positively influences brand equity.

H4: Brand associations positively influence brand equity.

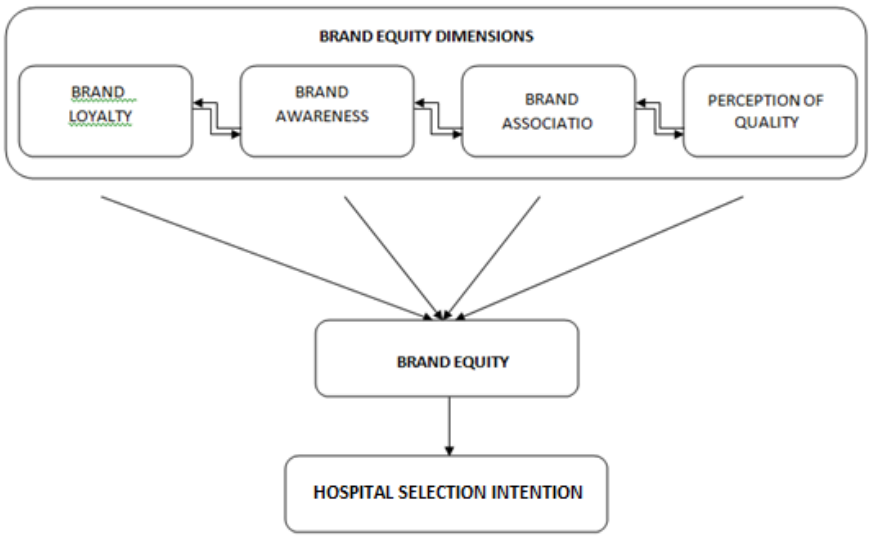
Successful brands try to understand the relationship between brand equity and customers' behaviors. A lot of research has been done to explain the relationship between brand equity and customers' behaviors, selections. In recent studies, the emotional relationship between customers and brand has been approved (Walsh, 2015). These studies show that brand equity is not only achieved by goods or services; it also creates a relationship between customers and sellers. According to Jing et al. (2015), brand equity is an important factor to increases customers' purchasing intent and encourages them to buy more. On the other side, Yoo et al.

(2000), found a significant relationship between brand equity and purchasing intention in his studies. Customers are able to form a specific thought about any hospital within a rapid time (Elbeik, 1986; Turow, 1985). So good and strong brand equity of hospitals which can improve a customers' tendency to select that hospital in the future. In the light of all the research, this study was tried to measure how brand equity affects customers' hospital selection intention.

H5: Brand equity positively influences customers' hospital selection intention.

The model of the research is shown in Figure 3.1.1.

Figure 3.1.1. *General Research Model*



3.2. Data Collection Method and Process

Data collection instrument consists of six parts to capture brand awareness, brand loyalty, brand association, general brand equity, perception of quality and hospital selection intention.

Data were collected by questionnaire method. The instruments included variables captured with 5 point likert type scales, ranging from 1- strongly disagree, 2- disagree, 3- undecided, 4- agree, 5- strongly agree, for participants to state agreement degree with each statement. Participants who lived in Istanbul and are older than 18 years old have been selected from different demographic characteristics in order to achieve a homogeneous structure in the sample. Studies in the literature show that demographic characteristics explain how and why customers behave differently from each other (Deniz, 2011). Therefore, the demographic characteristics of the purposively selected participants were tried to be homogeneous in this thesis. In the first step, a questionnaire was applied to 50 people to determine whether the questionnaire worked as expected. Totaly, 650 questionnaires were collected. The missing and incorrectly filled forms were eliminated and a total of 630 survey forms were eligible for further analysis.

The questionnaire consisted of 31 questions and 4 sections. In the first part, 5 questions measured the demographic features of the participants. Next, respondents answered: 'what is the private healthcare enterprise where you bought the latest service?' This question shows the most preferred private hospital in Istanbul among the respondents. The second part is aimed to measure brand equity (brand loyalty, brand awareness, brand association and perception of quality) of the private healthcare enterprises. In the third part of the survey, 5 questions were prepared to measure quality perception. The last 5 questions in the fourth part measured the hospital selection decisions.

4. RESEARCH FINDINGS

This is the main part of the report in which data and findings are presented. Statistical Package for Social Sciences (SPSS) V20 was used in the analysis of the data and frequency, reliability and regression analyses were drawn in the statistical tables.

4.1. Descriptive Analysis

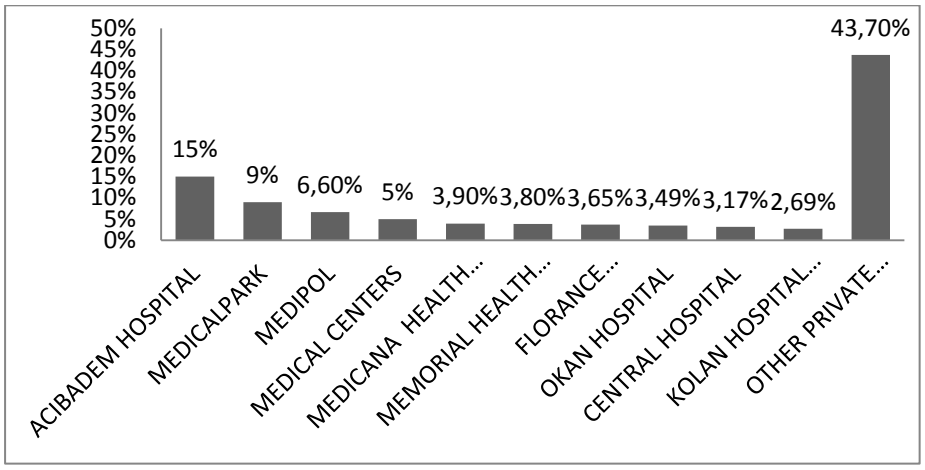
In total 5 questions were asked to analyze the demographical features of participants. More than half (54.6%) of the sample were male and 45.4% of participants were female. 36% of the sample were between 18 to 30 years old. So this analysis shows us, respondents were generally young. Whereas the educational status of the participants is mostly at the bachelor degree. 1.3% of participants of survey graduated from primary education, 7.6% of participants graduated from high school, 5.1% of participants have an associate degree. Approximately 48.3% of the participants have bachelor degree while 24.4% have a master degree and finally, 8.7% of participants have a doctoral degree. According to the results of the analysis, we can say that the level of education of the respondents is high considering Turkey's overall education level. 4.4% of participants of the survey are housewives and more than a half (51.6%) of the participants are working in the private sector. Turkey's overall education level civil servant is 11.9%, retired is 5.9, student is 7.3 and other sectors are 17.1. At the level of monthly income, the majority (37.5%) chose 5000 TL/month and more. On the other hand, 17.6 % of respondents earn 2001-3000 TL/month. All these demographic data are very important for the operation of the study. Results of the descriptive analysis are shown in Table 4.1.1.

Table 4.1.1. *Distribution of Demographic Features*

		Frequency	**%**
Gender	Female	286	45.4
	Male	344	54.6
Age	18-30	227	36
	31-40	189	30
	41-50	110	17.5
	51-60	57	9
	61+	47	7.5
Education	Primary Education	8	1.3
	High School	48	7.6
	Associate Degree	32	5.1
	Bachelor Degree	304	48.3
	Academy	29	4.6
	Master Degree	154	24.4
	Doctoral Degree	55	8.7
Occupation	Housewife	28	4.4
	Private Sector	325	51.6
	Civil Servant	75	11.9
	Retired	37	5.9
	Student	46	7.3
	Worker	11	1.7
	Other	108	17.1
Income per month	0 - 1000	45	7.1
	1001 - 2000	68	10.8
	2001 - 3000	111	17.6
	3001 - 5000	170	27
	5000 +	236	37.5

The survey asked the hospital choices of the respondents. 630 respondents have written 86 different private hospitals in total. But the top 10 most preferred hospitals in Istanbul are shown in Figure 4.1.1. The most preferred hospital in Istanbul is Acıbadem Hospital (%15).

Figure 4.1.1. *Most Preferred Hospitals in Istanbul*



The mean and standard deviation of the participants' answers are given in Table 4.1.2. As the differences between the variables increase, the standard deviation grows. When the table is examined, the brand equity's variable (even if other hospitals have the same quality and price level, I prefer this hospital again.) has the highest value of standard deviation.

Table 4.1.2. *Mean and Standard Deviation of Variables*

Variable Name	**Expressions**	**Mean**	**Standard Deviation**
Brand Awareness (BAW1)	I know this hospital.	4,13	1,2
Brand Awareness (BAW2)	I would immediately notice this hospital from other hospitals.	3,61	1,18
Brand Awareness (BAW3)	This hospital comes first to my mind when I need any health care service.	3,16	1,23
Brand Awareness (BAW4)	I am aware of the advertisement and promotions of this hospital.	2,98	1,29
Brand Awareness (BAW5)	I think this hospital is known by the society.	3,52	1,15
Brand Loyalty (BL1)	I always prefer this hospital.	3,13	1,21
Brand Loyalty (BL2)	I feel attached to this hospital.	2,44	1,2
Brand Loyalty (BL3)	I can recommend this hospital to the people.	3,33	1,17
Brand Loyalty (BL4)	I think that, this brand is unique among the private health care enterprises.	2,32	1,17
Brand Association (BAS1)	This hospital is different from other private hospitals.	2,78	1,14
Brand Association (BAS2)	This hospital has a strong brand.	3,1	1,24
Brand Association (BAS3)	I remember the logo and the symbol of this hospital.	3,22	1,34
Brand Equity (BEQ1)	I would prefer to go to this hospital even if there is another hospital with the same characteristics.	2,85	1,25
Brand Equity (BEQ2)	Even if other hospitals have the same quality and price level, I prefer this hospital again.	2,78	2,78
Brand Equity (BEQ3)	It makes more sense to choose this hospital even if there is no difference between the other hospitals.	2,66	1,2
Perception Quality (PQ1)	The modernity of the physical facilities of the hospital, the equipment and the appearance of the hospital personnel.	3,4	1
Perception Quality (PQ2)	The ability of the hospital to fulfill the service promised in timely, reliable and flawless.	3,35	1,04
Perception Quality (PQ3)	Hospital's willingness to help patients, to provide full and timely service.	3,39	1,05
Perception Quality (PQ4)	Hospital staff's knowledge and courtesy and ability to suggest safety and confidence.	3,43	1,08
Perception Quality (PQ5)	Patient's personal interest in patients and sensitivity.	3,39	1,12
Hospital Selection Decisions (HSD1)	The frequency of getting service from this hospital before.	2,95	1,01
Hospital Selection Decisions (HSD2)	The future frequency of service purchases from this hospital.	3,03	0,94
Hospital Selection Decisions (HSD3)	Your future intention to purchase services from this hospital.	3,06	1,02
Hospital Selection Decisions (HSD4)	Do you recommend this hospital to others?	3,58	1

4.2. Factor and Reliability Analysis

Factor analysis was used to find out the dimensional structure of the constructs within the study. These analyses are based on the determination of the dimensions of the questions. Another reason for using factor analyses in this research is to reduce the number of variables. According to the analyses' results, no questions were removed. All variables' KMO values are greater than 0.50 (KMO > 0.50). It shows that all values are sufficient for factor analysis. The Barlett Test having a p value <0.01.

Table 4.2.1. *Factor Analysis*

Factors	Questions	Factor Loadings
Brand Awareness	- I know this hospital. - I would immediately notice this hospital from other hospitals. - This hospital comes first to my mind when I need any health care service. - I am aware of the advertisement and promotions of this hospital. - I think this hospital is known by the society.	0.833 0.854 0.585 0.633 0.665
Brand Loyalty	- I always prefer this hospital. - I feel attached to this hospital. - I can recommend this hospital to the people. - I think that, this brand is unique among the private health care enterprises.	0.593 0.611 0.546 0.781
Brand Association	- This hospital is different from other private hospitals. - This hospital has a strong brand. - I remember the logo and the symbol of this hospital.	0.714 0.623 0.583
General Brand Equity	-I would prefer to go to this hospital even if there is another hospital with the same characteristics. - Even if other hospitals have the same quality and price level, I prefer this hospital again. -It makes more sense to choose this hospital even if there is no difference between the other hospitals.	0.603 0.607 0.691
Perception of Quality	-The modernity of the physical facilities of the hospital, the equipment and the appearance of the hospital personnel. - The ability of the hospital to fulfill the service promised in timely, reliable and flawless. - Hospital's willingness to help patients, to provide full and timely service.	0.757 0.771 0.801 0.722

	- Hospital staff's knowledge and courtesy and ability to suggest safety and confidence. - Patient's personal interest in patients and sensitivity.	0.823
Hospital Selection Intention	-The frequency of getting service from this hospital before. -The future frequency of service purchases from this hospital. -Your future intention to purchase services from this hospital. -Do you recommend this hospital to others? -Would you recommend this hospital to others in the future?	0.779 0.819 0.744 0.663 0.682

Cronbach's alpha coefficient (α) was used as a reliability analysis method in this study and alpha value shows how much the scale items are consistent with each other (Çakmur, 2012). If $0.8 < \alpha < 1$, the scale is highly reliable. Table 4.2.1. shows the Cronbach's alpha values of the variables in this study. When the reliability table analyzes are examined, it is seen that the Cronbach's alpha values are quite high. All variables Cronbach's alpha value is higher than 0.8. So it means, all items are highly reliable. By subtracting variables from the scales, the reliability of the scale can be increased. But in this survey, it was not needed. At this point, all variables were used in this research.

Table 4.2.2. *Reliability Analysis, Means and Standard Deviations of the Study Variables*

Constract	Number of Items	Cronbach Alpha	Mean	Std. Dev.
Brand Awareness	5	0.852	3.484	0.962
Brand Loyalty	4	0.862	2.809	1.002
Brand Association	3	0.819	3.038	1.068
General Brand Equity	3	0.921	2.768	1.148
Perception of Quality	5	0.946	3.398	0.965
Hospital Selection Intention	4	0.898	3.238	0.845

The standard deviation values for constracts range from 0.84 to 1.14 and the mean value of the range from 2.76 to 3.48. Brand awareness' mean value is 3.48 and

the standard deviation is 0.96. Brand loyalty has a mean value of 2.80 and the standard deviation is 1.00. On the other hand brand association' mean value is 3.03 and the standard deviation is 1.06. General brand equity has a mean value of 2.76 and standard deviation is 1.14. The mean value of perceived quality is 3.39 and the Standard deviation of it is 0.96. Finally, the hospital selection decision' mean value is 3.23 and the standard deviation is 0.84

4.3. Analysis of Hypotheses

Hypotheses were tested by regression analysis with the stepwise approach using summated variables. Regression analysis helps to understand the causal relationship between variables.

According to the data in Table 4.3.1. three different models have been formed as a result of the regression analysis. The third model includes brand loyalty, brand association and perception of quality. This model explains 56,8 % of brand equity. Brand awareness is eliminated from this model because of it's p value ($p = 0,291 > 0,05$). Hence brand awareness is not a significant contributor to brand equity. So hypothesis H3 is rejected. The p values for 3 components (brand loyalty, brand association and perception of quality) are less than 0.05. So three variables have a significant relationship with brand equity. For this reason, H1, H2, and H4 are supported, which can be also seen from the table below.

Table 4.3.1. *Model Summary of Hypothesis 1, 2, 3, 4.*

Model	R	R²	Adjusted R²	Std. Error Estimate	Sig. F.
1	0,741[a]	0,549	0,549	0,77132	0
2	0,752[b]	0,566	0,564	0,75783	0
3	0,755[c]	0,57	0,568	0,75487	0,015

a. Predictors: (Constant), brand loyalty
b. Predictors: (Constant), brand loyalty, brand association
c. Predictors: (Constant), brand loyalty, brand association, perception quality

Table 4.3.2. *Regression Analysis Results for Hypotheses 1, 2, 3, 4.*

Independent Variable	B	Standard Error	β	t	Sig.
Brand Loyalty	0,64	0,49	0,559	13,062	0
Brand Association	0,201	0,045	0,187	4,456	0
Perception of Quality	0,089	0,037	0,075	2,436	0,015

Regression analysis shows that, the brand loyalty which has the greatest influence on brand equity (β = 0.559). After brand loyalty, the brand association is the second most influential dimension (β = 0.187). According to the analysis results, the third dimension is the perceived quality (β = 0.075).

EQ1: Customer-Based Brand Equity = 0.58 + 0.64 * Brand Loyalty + 0.20 * Brand Association + 0.89 * Perception of Quality

When the H5 is tested by regression analysis, the results obtained are shown in Table 4.3.3. In the regression analysis, it is seen that the effect of brand equity on customers' hospital intention is 0.771. If brand equity studies are increased, the influence on customers' hospital selection intention also increases.

EQ2: Customers' Hospital Selection Intention = 0.846 + 0.771 * Customer Based Brand Equity

Table 4.3.3. *Regression Analysis Results for Hypothesis 5.*

Independent Variable	B	Standard Error	β	t	Sig.
Brand Equity	0,434	0,24	0,589	18,271	0
R = 0,589					
R^2 = 0,347					
F = 333,820					

As a result of the analyzes, p = 0,000 (p = 0,000 < 0,05) value was obtained. The p value obtained is statistically significant. So the hypothesis is supported. When the result is evaluated, it is seen that the brand equity has an effect on consumers' hospital selection decisions. Private healthcare enterprises are more likely to be selected by consumers when they focus on brand equity strategies.

The results of all hypotheses are shown in Table 4.3.4. The results reported refer to the best model specified.

Table 4.3.4 *Hypothesis Testing Results*

Hypotheses	Results
H1: Customers' quality perceptions positively influences brand equity.	Supported
H2: Brand loyalty positively influences brand equity.	Supported
H3: Brand awareness positively influences brand equity.	Rejected
H4: Brand association positively influences brand equity.	Supported
H5: Brand equity positively influences consumers' hospital selection intention.	Supported

5. DISCUSSION

In recent years, the branding in the health sector has been an emerging concept in Turkey. Enterprises have become more competitive, especially in the health sector. For this reason, it is important to create brand equity by analyzing the customer behavior and market conditions. Given that, brand equity directly affects customers' choices, creating and maintaining a strong brand with a professional team should be the point to be reached. In today's global world, customers can buy all types of information, products and services easily. Therefore customers are changing and customers' behaviors are not the same as before all around the world. According to research, it is known that there are many different factors affecting customers purchasing decisions. Therefore, the marketers try to understand the needs of different customers and their behaviors to formulate their plans for marketing (Shukla, 2013). The formula is brand equity. In recent years, brand equity started to be dominant in marketing sector. 'The main reason why brand equity is so dominant in the marketing research is marketers' desire of creating a powerful brand in order to gain sustainable competitive advantage and differentiate their products from their competitors' (Latha, 2016, p. 18). In this thesis, it is emphasized how brand equity affects customers' purchasing decisions as there are not enough studies about customer decisions and brand equity in the health sector. Thereafter, the objective of the empirical thesis is to examine how brand equity components affect customers' hospital selection intention. In line with these purposes, the research results have contributed to the expansion of the existing research findings on the effects of customer-based brand equity on customers' hospital selection intention.

According to the results of the demographic analysis, 286 participants are female and 344 participants are male. In terms of age groups, %36 of them are between 18-30 and %30 of them are between 31-40. According to occupation, %51.6 of participants are working in the private sector. Moreover, %37.5 of participants have 5000 and more income per month on the other side %27 of participants' income level is between 3001-5000.

In the context of the research, brand equity dimensions were selected from Aaker's customer-based brand equity model. As a result of the analyzes, it is concluded that the reliability and validity of all customer-based brand equity dimensions are at a high to be an acceptable level. All variables' Cronbach alpha values are higher than 0.8, which means all items have high reliability. After reliability and factor analyses for each scale, hypotheses were tested and results are shown in Table 5.1.

According to the results met, brand loyalty, perception of quality and brand association positively influence brand equity. The first hypothesis was about measuring the effect of customers' quality perceptions on brand equity. The perceived quality adds value to customers' purchase evaluations and help them make decisions (Sanyal and Datta, 2011). On the other side, perceived quality has a vital role on brand equity, it helps in positioning and differentiating a brand in the marketplace (Kandasamy, 2015). According to the results, customers' quality perceptions has a large and positive effect on brand equity. This result is consistent with previous studies which are showing a positive relationship between service quality and brand equity (Mourad et al., 2011; Tan et al., 2012). The second hypothesis was about determining positive effect of brand loyalty on brand equity. According to results, H2

is also accepted, which is in line with the literature as brand loyalty plays a critical role in the development of brand equity (Chaudhuri, 1999). In the competitive environment, increasing the market share has become a difficult and a costly process in terms of businesses (Gounaris ve Stathakopoulos, 2004). For this reason, establishing loyalty has become important as the most important feature of customers with high brand loyalty is the tendency to prefer brand again. Customers can be less sensitive to the increase in product or sevice prices when they have a loyalty to product or service (Ahmad & Sherwani, 2015). On the other hand, the brand loyalty is essential for marketers because of reduced cost involved in selling to loyal customers than seeking new customers (Ogunnaike et al., 2017).

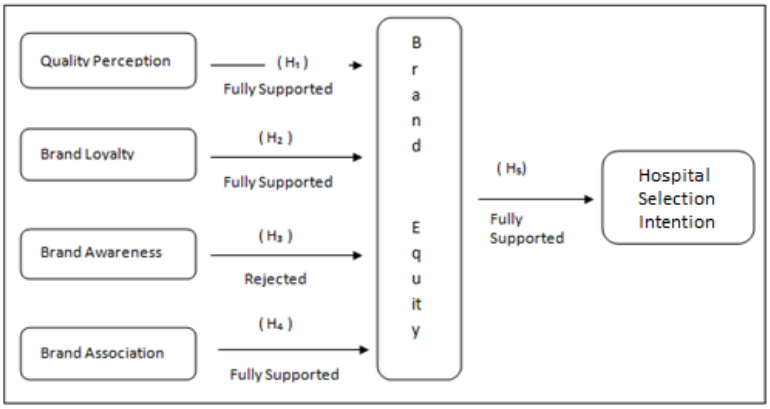
On the other side, the third hypothesis (brand awareness positively influences brand equity) is rejected because of many reasons. In different sectors, there are similar researches how that brand awareness has no effect on overall brand equity. So, this result is similar to findings of Loureiro (2013) and Atılgan et al (2005). Brand awareness is the critical point of differentiating service from others (Aluregowda, 2013). Slogans, symbols, advertising and promotions are on the basis of brand awareness. These concepts, which are very important in terms of marketing, are difficult to use in some sectors. Health care is at the forefront of these sectors. While creating brand awareness in healthcare sector, it is necessary to be very careful. Because state puts restrictions on health care sector and health management. On the other side, health is a very important and critical issue in human life. For this reason, management of healthcare enterprises is very difficult. Managers of healthcare enterprises focus on developing and enhancing their services so creaiting brand awareness is at end of the list. According to Shakila (2017), five important factors

influence the creation of brand awareness through successful customer relationships. These factors; Identifying and understanding target customers, creating a company logo, and slogans, adding value through location, service, special events, etc., advertising and customer relations management. The absence or mismanagement of such factors in healthcare enterprises may have led to brand awareness not affecting brand equity in health sector. Considering all these reasons, brand awareness does not positively influence brand equity in the health sector.

According to the results of the analysis, brand association is another dimension that has an interaction with the brand equity in the positive direction. The brand association plays a role as a driving force in the creation of brand equity. Strong and unique brand associations are at the core of the creating a strong brand equity (Hoeffler and Keller, 2002). For marketers, the creation of favorable brand associations will help in swaying the attitude of customers towards their brands (Ogunnaike et al., 2017). According to the regression analysis, the third model explains 56,8 % of brand equity. This model includes brand loyalty, brand association and perception of quality. The brand loyalty which has the greatest influence on brand equity ($\beta = 0.559$). After brand loyalty, the brand association is the second most influential dimension ($\beta = 0.187$). According to the analysis, the third dimension is the perceived quality ($\beta = 0.075$). Finally, the brand equity affects purchase intention directly, it has also been proven by many researches in different sectors (Ural & Perk,2012; Lakshmi & Kavida, 2016). It has also been understood that customer-based brand equity has a direct and positive effect on customers' hospital intention. ($\beta = 0.77$). It means, if brand equity studies are increased, the influence on customers' hospital selection intention also increases.

Finally, it can be said that 4 of the 5 hypothesis were accepted, and 1 of them was rejected. The updated research model based on the results from the hypotheses is shown in Figure 5.1.

Figure 5.1. *The Updated Research Model*



6. CONCLUSION

The aim of this study is to investigate the effects of brand awareness, brand loyalty, brand association and perception of quality which are four brand equity dimensions on the customer' hospital selection decision. Thus, it is aimed to reach the findings both for the field of marketing applications and be a guide for managers and future studies. Together with increasing private hospitals, institutions are increasingly inclined to brand management to make a difference. In order for hospitals to manage brand management properly, it is necessary to make a detailed analysis of customer, market, competitor and company.

1) **Market and competitor analysis;** hospitals need to analyze their competitors along with market analyzes. Especially, the number of private hospitals which have increased rapidly in recent years has made competing analysis compulsory. In competitor analysis, competitors must be identified and marketing activities should be examined. Strengths and weaknesses of competitors should be analyzed and their position in the sector should be evaluated. The most important point is the brand image created by competitors on consumers.

   After the analysis of the competitors, it is necessary to analyze well the institutions that serve a very important field such as health, to whom, when and how they should serve. The new trends and customer wishes in the health sector should be followed. Any risks and opportunities that may arise in the market must be identified and a strategy must be established in this direction. Recognition of the market is very important in terms of recognizing threats and opportunities.

2) **Company analysis;** are the material and spiritual evaluations of the company. The company must be well aware of its own strengths and weaknesses. From top to

bottom, all employees must adopt company values and goals. Financially and socially correct analyzes will shed light on future steps and ensure that the firm does not repeat the same mistakes.

3) **Customer analysis;** with the changing world order, the wishes and behaviors of consumers have begun to change. Especially in the health sector, consumer demand has expanded and increased. The conscious consumer is now questioning every stage of service. For this reason, a good customer analysis is also included in the background of a successful brand. Companies that know market conditions and customer potential can also predict future demands.

6.1. Limitations and Recomandation for Future Research

The findings of this work have some limitations. The aim of the research is to test the effectiveness of the factors affecting customer-based brand equity and further the relationship between customer-based brand equity and hospital selection intention. In the study, Aaker's model, which was accepted in the literature, was used in selecting the factors affecting the customer-based brand equity. Aaker (1991) collected customer based brand equity components in 5 aspects; brand awareness, brand association, brand loyalty, perception of quality and other characteristics of the brand.

This thesis covers private healthcare enterprises. For this reason, brand equity components have been evaluated in the health sector by the questionnaire method. The quality of the responses to the questionnaire was limited by the perception level of the participants. Participants are limited to Istanbul due to the time limit so one country and one city are covered by the study. Therefore the results can not be

generalized to Turkey. Future studies need to be generalized by working with different cities and/or countries.

In this study, the effects of customer-based brand equity components on hospital selection decisions were analyzed. It is aimed that the research will be a guideline for future macro and micro research in the health sector. More studies would need to be done to focus on customer brand equity in the health sector. If future studies examine a larger sample group, it might be better.

Within the scope of the research, the relationship between customer-based brand equity dimensions was analyzed. In future surveys, the effect of services which are offered by hospitals or the hospital facilities on hospital selection decisions can be analyzed and comparisons can be made. At the same time, demographic data analysis can be given more emphasis on how hospital selection decisions are affected. Aaker's (1991) customer-based brand equity model was used in this research. But in subsequent research, comparative analyzes can be made using different brand equity models. Brand identity is the whole of brand equity and brand perception. Customers prefer brands that fit their identity and think they reflect themselves. This research will be an example for hospitals which are new on the sector. Therefore, re-done research can be made on the hospitals with a larger sample group.

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APPENDIX A: LIST OF RESEARCH VARIABLES

Brand Awareness - Aaker (1991), Yoo and Donthu (2001),
BAW1: I know this hospital
BAW2: I would immediately notice this hospital from other hospitals.
BAW3: This hospital comes first to my mind when I need any health care service.
BAW4: I am aware of the advertisement and promotions of this hospital.
BAW5: I think this hospital is known by the society.
Brand Loyalty - Aaker (1991)
BL1: I always prefer this hospital.
BL2: I feel attached to this hospital.
BL3: I can recommend this hospital to the people.
BL4: I think that, this brand is unique among the private health care enterprises.
Brand Association - Aaker (1991)
BAS1: This hospital is different from other private hospitals.
BAS2: This hospital has a strong brand.
BAS3: I remember the logo and the symbol of this hospital.
General Brand Equity – AAKER (1991), Yoo, Boonghee, Naveen Donthu, and Sungho Lee (2000)
BV1: I would prefer to go to this hospital even if there is another hospital with the same characteristics.
BV2: Even if other hospitals have the same quality and price level, I prefer this hospital again.
BV3: It makes more sense to choose this hospital even if there is no difference between the other hospitals.
Perception of Quality - Aaker (1991)
PQ1: The modernity of the physical facilities of the hospital, the equipment and the appearance of the hospital personnel.
PQ2: The ability of the hospital to fulfill the service promised in timely, reliable and flawless.
PQ3: Hospital's willingness to help patients, to provide full and timely service.
PQ4: Hospital staff's knowledge and courtesy and ability to suggest safety and confidence.
PQ5: Patient's personal interest in patients and sensitivity.
Hospital Selection Decision - Esch, F. R., Langer T., Schmitt, B.H. and Geus P. (2006)
HSD1: The frequency of getting service from this hospital before.
HSD2: The future frequency of service purchases from this hospital.
HSD3: Your future intention to purchase services from this hospital.
HSD4: Do you recommend this hospital to others?
HSD5: Would you recommend this hospital to others in the future?

APPENDIX B: SURVEY

Değerli Katılımcı,

Bu araştırma, özel sağlık işletmelerinde tüketici temelli marka değerinin ölçümü ve marka değerinin tüketicilerin hastane seçimlerine etkisini ölçmeye yönelik bilimsel veri toplamak amacıyla yapılmaktadır. Araştırmadan elde edilecek veriler Yeditepe Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme bölümünde yürütmekte olduğum yüksek lisans tezim için kullanılacak olup, kişisel bilgiler kimse ile paylaşılmayacaktır. Ankette yer alan hiçbir soruyu atlamadan yanıtlamanız araştırmanın güvenilirliği ve bilimsel geçerliliği açısından önem arz etmektedir. Zaman ayırıp çalışmama katkıda bulunduğunuz için teşekkür ederim.

ÖZLEM BAŞAK YILMAZ

BİRİNCİ BÖLÜM

1. Cinsiyetiniz
   ( ) Kadın
   ( ) Erkek

2. Yaşınız
   ( ) 18-30
   ( ) 31-40
   ( ) 41-50
   ( ) 51-60
   ( ) 61 ve üstü

3. Eğitim Durumunuz
   ( ) İlköğretim
   ( ) Lise
   ( ) Ön Lisans
   ( ) Lisans
   ( ) Yüksek Okul
   ( ) Yüksek Lisans
   ( ) Doktora

4. Mesleğiniz
   ( ) Ev Hanımı
   ( ) Özel Sektör
   ( ) Memur
   ( ) Emekli
   ( ) Öğrenci
   ( ) İşçi
   ( ) Diğer

5. Geliriniz
   ( ) 0-1000 TL
   ( ) 1001-2000 TL
   ( ) 2001-3000 TL
   ( ) 3001-5000 TL
   ( ) 5000 TL ve üzeri

6. En son hizmet satın aldığınız özel hastane hangisidir? .....

İKİNCİ BÖLÜM

Lütfen aşağıdaki söylemlere ne derece katıldığınızı 1 (Kesinlikle katılmıyorum) 'dan 5 (Kesinlikle katılıyorum) ' a belirtiniz.

Kesinlikle Katılmıyorum Kesinlikle Katılıyorum

1 ---------- 2 ---------- 3 ---------- 4 ---------- 5

Lütfen her bir soru için tek bir seçeneği işaretleyiniz.

EN SON HİZMET ALDIĞINIZ ÖZEL HASTANE İLE İLGİLİ OLARAK SİZE EN UYGUN OLAN İFADEYİ SEÇİNİZ.	**Kesinlikle Katılmıyorum**	**Katılmıyorum**	**Kararsızım**	**Katılıyorum**	**Kesinlikle Katılıyorum**
7. Bu hastaneden haberdarım.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
8. Bu hastaneyi diğer hastaneler arasında hemen fark ederim.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
9. Sağlık hizmetine ihtiyaç duyduğumda aklıma ilk bu hastane gelir.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
10. Bu hastanenin reklam ve tanıtımlarından haberdarım.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
11. Bu hastanenin toplum tarafından bilindiğini düşünüyorum.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
12. Bu hastaneyi her zaman tercih ederim.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
13. Kendimi bu hastaneye bağlı hissediyorum.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
14. Bu hastaneyi çevremdeki insanlara önerebilirim.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
15. Özel sağlık işletmeleri arasında bu markanın tek olduğunu düşünüyorum.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
16. Bu hastane diğer özel hastanelerden farklıdır.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
17. Bu hastane güçlü bir markaya sahiptir.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
18. Bu hastanenin logo ve sembolünü hatırlarım.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
19. Aynı özelliklere sahip bir başka hastane olsa bile ben bu hastaneye gitmeyi tercih ederim.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
20. Diğer hastaneler aynı kalite ve fiyat seviyesine sahip olsa bile yine bu hastaneyi tercih ederim.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
21. Diğer hastanelerden hiçbir farkı olmasa bile bu hastaneyi tercih etmek daha mantıklıdır.	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )

ÜÇÜNCÜ BÖLÜM

AŞAĞIDA HASTANELERİN HİZMET KALİTELERİNİN DEĞERLENDİRİLMESİNE YÖNELİK YARGILAR BULUNMAKTADIR. BİR HASTANENİN TAŞIMASI GEREKEN ÖZELLİKLERİ GÖZ ÖNÜNDE BULUNDURARAK EN SON HİZMET ALDIĞINIZ HASTANEYİ DEĞERLENDİRİN. AŞAĞIDA Kİ ÖZELİKLERE ÖNEM SIRASINA GÖRE 1'DEN 5'E KADAR PUAN VERİN.

1 …….KÖTÜ
2 …… FENA DEĞİL
3 …… İYİ
4 …… ÇOK İYİ
5 …… MÜKEMMEL

EN SON HİZMET ALDIĞINIZ ÖZEL HASTANE İLE İLGİLİ AŞAĞIDAKİ İFADELERE SİZE EN UYGUN OLAN PUANI VERİNİZ	(1) Kötü	(2) Fena Değil	(3) İyi	(4) Çok İyi	(5) Mükemmel
22. Hastanenin fiziki tesislerinin, araç ve gereçlerinin modernliği ve hastane personelinin görünüşü					
23. Hastanenin söz verdiği hizmeti tam zamanında, güvenilir ve kusursuz bir şekilde yerine getirme kabiliyeti					
24. Hastanenin hastalarına yardım etme, tam ve zamanında hizmet verme konusundaki istekliliği					
25. Hastane personelinin bilgi ve nezaketi ile emniyet ve güven telkin edebilme kabiliyeti					
26. Hastanenin hastalarına kişisel ilgi göstermesi ve duyarlılığı					

DÖRDÜNCÜ BÖLÜM

EN SON HİZMET ALDIĞINIZ ÖZEL HASTANE İLE İLGİLİ OLARAK SİZE EN UYGUN OLAN İFADEYİ SEÇİNİZ.	Hiç hizmet satın almadım/ almayacağım	Nadiren hizmet satın aldım/ alacağım	Ara sıra hizmet satın aldım/ alacağım	Sık hizmet satın aldım/ alacağım	Sürekli hizmet satın aldım/ alacağım
27. Daha önce bu hastaneden hizmet satın alma sıklığınız	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
28. Gelecekte bu hastaneden hizmet satın alma sıklığınız	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
29. Gelecekte bu hastaneden hizmet satın alma niyetiniz	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
	Kesinlikle tavsiye etmiyorum/ etmeyeceğim	Tavsiye etmiyorum/ etmeyeceğim	Kararsızım	Tavsiye ediyorum/ edeceğim	Her zaman tavsiye ediyorum/ edeceğim
30. Bu hastaneyi başkalarına tavsiye ediyor musunuz?	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )
31. Gelecekte bu hastaneyi başkalarına tavsiye eder misiniz?	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )

APPENDIX C: CV

PERSONAL DETAILS:

- **Name:** Özlem Başak YILMAZ
- **Place of Birth**: İstanbul
- **Date of Birth:** 14.01.1991
- **Nationality:** Turkish
- **Marital Status**: Single.
- **Home Address**: Altayçeşme Mah. Sarı Gül Sok. Umutkent A-20 Maltepe, Istanbul
- **e-mail:** ozlm.basak@gmail.com
- **Mobile:** 0538 626 21 48
- **Driver's License:** B
- **Language Skills:** English (advanced), German (beginner)

EDUCATION:

- **January 2016 - June 2018:** Yeditepe University Master of Business Administration (CGPA-Cumulative Grade Point Average: 3.32)
- **September 2010 - May 2015:** Okan University International Relations (CGPA-Cumulative Grade Point Average: 3.67)
- **September 2012 - May 2015:** Okan University Health Management (double major)
- **September 2005 - May 2010:** Istek Acıbadem High School

WORK EXPERIENCE

- **February 2017- …:** Executive Assistant, Okan University
- **May 2016 – January 2017:** Operation Assistant, Dietrich Logistic
- **Turkish Grand National Assembly:** Intern

- **Turkish Embassy of Berlin, Germany:** Intern

COURSES ATTENDED:

- Friedrich Naumann Stiftung-Für Die Freiheit Foundation – 2015
  'Seminar of Common European Values'
- Okan University & Corporate Governance Association of Turkey - 2015
  'Seminar of Institutionalization and Governance'

COMPUTER SKILLS:

- Good command of Microsoft Office Tools (Word. Excel, Power Point)

HOBBIES and INTERESTS:

- Travelling, Pilates, Camping and Diving