THE ROLE OF REPETITION (FREQUENCY OF EXPOSURE) IN
ADVERTISING. HOW DOES IT INFLUENCE CONSUMER RESPONSES?
WHAT KIND OF FACTORS MODERATE THE EFFECTS OF REPETITION?

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ABSTRACT

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Marketing is part of the areas of study that associates with daily lives, and with the increased use of social media, it stands out more than other subjects. On the other hand, advertising is used by the business organization as an outstanding means of product promotion that reaches the consumers and appeals with them to hold on particular products or services.

In recent years, there has been an enhancement of the importance of digitalization, in addition to traditional advertisements (TV, radio, billboards, etc.), advertisements made through social media (Instagram, youtube, etc.). As a result of this enhancement, most consumers have been exposed   to the use of both traditional methods of advertising and social media.

This study focuses on analyzing the role of repeated advertisements, their impact on consumers and the factors that moderate the advertisement repetition effect. Thus, the study involves the investigation of 2 different theories (learning theory

and Two-factor theory). Further, the study identifies the motivation, knowledge, and ability factors necessary for the consumer to understand the ad. The other main areas of focus by this study include; examining the meaning of repetition in the advertisement, the areas of implementation, and the different perspectives in the literature. In addition to the researches, the study measurers the three different groups shown in videos with a different number of ad repetition, and by the survey system, the attitudes of consumers towards repeated advertising, ad recall and ad liking, and purchasing intention of the product. Based on these aspects, the study uses the obtained data to investigate the impacts of a repetitive advertisement on consumers to review the literature for this study.

ÖZ

REKLAMDA TEKRARLAMANIN ROLÜ. TEKRARLANAN
REKLAMLARIN TÜKETİCİ ÜZERİNDE ETKİSİ

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Pazarlama günlük hayatımızda da yer alan ve özellikle sosyal medyanın daha fazla kullanılması ile bir az daha öne çıkan çalışma alanlarından biridir. Reklam ise tüketiciye ulaşmak ve ürün veya servisi tutundurmak için pazarlama alanının en önemli ve kritik tutundurma yöntemidir. Son yıllarda dijitalleşmeninde önem kazanması ile birlikte geleneksel reklamlara (tv, radyo, reklam panosu vs.) ek olarak sosyal medya aracılığı ile yapılan reklamlar (instagram, youtube vs.) artış göstermeye başladı. Bunun ile birlikte tüketiciler gerek sosyal medya, gerekse de geleneksel yöntemler ile gösterilen reklamlara daha fazla maruz kalmaya başladılar.

Bu çalışmada tekrarlanan reklamların rolü, tüketiciler üzerindeki etkisi ve etkileyen faktörler analiz edilmektedir. Bu sebep ile, tezde ilk önce 2 farklı teori (Öğrenme teorisi ve iki- faktör teorisi) araştırılmıştır. Buna ek olarak, tüketicinin reklamı anlaması için gerekli motivasyon, bilgi ve beceri faktörleri tespit edilmiştir. Daha sonra, reklamda tekrarlanmanın ne anlam ifade ettiği, uygulanma alanları ve konu ile ilgili literatürdeki farklı bakışaçıları

incelenmiştir. Araştırmalara ek olarak, 3 farklı gruba farklı reklam tekrarlanma sayısı ile videolar izletilmiş ve anket sistemi ile tüketicilerin tekrarlanan reklama karşı olan tutumları, reklamı hatırlama ve beğenme, ürünü satınalma gibi eğilimleri ölçülmüştür. Bu çalışmanın sonucunda, elde edilen veriler ile tekrarlanan reklamların tüketici üzerindeki etkisi incelenerek ilgili literatüre katkı sunulmaktadır.

Anahtar Kelimeler: Reklamın tekrarlanması, negatif etki, tüketicilerin reklamı hatırlaması

ACKNOWLEDGMENTS

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CHAPTER 1

INTRODUCTION

Marketing is a long-standing area in life, and especially in recent people have related to it or heard about its concept in one way. Besides, many experts have defined marketing using various concepts in relation to the role it holds in influencing consumers. However, the most outstanding definition of marketing is by the American Marketing Association which defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (American Marketing Association, 2019). There is also a traditional approach of viewing marketing, and this is based on the four Ps (Product, Price, Promotion, and Place). These four Ps forms the concept of the marketing mix.

Kotler (2000) defines marketing as:

> The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires of the customers. It defines, measures, and quantifies the size of the identified market and the profit potential. Moreover, marketing also pinpoints which segments the company is capable of serving best, and it designs and promotes the appropriate products and services.

Despite the famous association of marketing with Kotler, various distinct sources define it differently. As stated above, the American Marketing Association defines it as a way to satisfy the individuals or the organizations by producing, pricing, and promoting the ideas, goods, or services. Marketing is the determination of consumer needs and producing the goods and services to satisfy the needs of a targeted group (Schiffman and Kanuk, 1994). Lamb et al. (2007) describe marketing as a need for satisfaction by companies in a way to be

more profitable by competitors. In the American Marketing Association (2019) Jeff Cutler defines marketing as how the businesses tell their stories to the customers, employees, partners, investors and any other stakeholders. Marketing is used as a script that individuals use to decide whether they can welcome others into their lives. Most importantly, the concept of marketing is a way in which people interact with various brands. Jeff further argues that marketing is the first, last and everything. Lastly, Shennandoah Diaz defines the concept of marketing in the American Marketing Association (2019) as having little relationship to do with the service providers, but it is all about the customers. Its value is to provide education and engagement of customers as it satisfies their needs while convincing the costumers that their suppliers are from trusted sources. It is a two-way strategy. That is to understand what the clients want and give it to them.

As stated above, the marketing mix consists of four elements which are product, price, place, and promotion. These elements of the marketing mix are core issues of marketing to offer and satisfy consumer needs. Each of those elements has its sub-components and characteristics.

Products

A product refers to any goods or services that are offered to the market to fulfil the need of customers. Also, the product can be defined as bundles of utilities that associate with those tangible aspects such as the design, brand name, volume and other physical attributes. The perceived value of the products can be determined by the type of product itself, and this factor helps the business in pricing their profitability. The type of products also affects other aspects of marketing, such as product placement and advertising. Meeting the product objectives may lead the company to make some changes in the product. Some of these changes may involve; packaging, warranties, offering price ranges, and after-sales services. Most importantly, the companies can also expand their new markets so that they can meet their objectives. Lastly, it is important for

marketers to understand the marketing life cycle so that they can develop new and appropriate strategies for handling each stage in the product life cycle.

Price

The price of a product creates a direct influence on its sales volume and consequently the profits from the business. Pricing of the products is determined by factors such as demand, government regulations, pricing trends, costs and the pricing trends amongst the competitors in the market. Price can also be used by the marketers to reflect the product's perceived value than its actual value. Therefore, it means that using price can help the firms to increase the cost of products to promote it or reduce these prices to create excess. Pricing involves decision-making in terms of basic price credit terms, price alteration, and freight payments. Focusing on pricing is important when analyzing techniques such as discounting when required.

Place

The place is about the choice where the products will be made available for sale. The primary motive of selecting the place of product sale is to manage the trade channels and ensure that the product is readily available to the target market at the right time and right place. Further, pricing involves making a decision about placing and product pricing for retail trading and wholesale businesses.

Promotion is one of the important elements of the marketing mix, which considers 'how to create awareness about product or service on consumer'. Product promotion acts as a means of creating awareness to the audience through communication (Emarsys, 2021). Marketing communication uses channels such as; sales promotion, advertising, direct marketing, email marketing, public relations, and direct marketing. Today, many marketers use product promotion as a means of disseminating relevant information about the products to target customers. As a result of the digital age, product promotion has realized a great

change and growth as business to business marketing also offers an exceptional contribution to this improvement (Emarsys, 2021).

Further findings reveal that the use of business to business marketing strategy in product promotion can be a way informing, persuading or reminding the consumers and influence their opinion while also eliciting a response from the clients (Emarsys, 2021). Besides, in a profit-oriented firm, promotion to stimulate people's actions in response to the needs of the target customers. Further findings also demonstrate that the desire of every consumer is to buy the promoted products.

Advertising is an important tool for product promotion and has become more important in recent years by the development of technology and social media. In the past marketers preferred traditional advertising methods like billboards, Toads, etc. However, especially in the 20th century as technological progress accelerates and social media taking a significant part in people's lives, the digital advertising method is introduced to the advertisement concept. Now marketers can promote the product or service via Instagram, YouTube, or on a distinctive platform. As the number of platforms to advertise the product or service by the marketers increased, consumers are much more exposed to the advertisements.

Since the advertisement is a form of mass communication that reaches out to a larger audience, the sellers who intend to communicate about their products to the customers pay for it (Chand, 2021). The advertiser intends to persuade the audience to purchase these products or services so that they can generate profitable sales. Besides, as a major product promotional tool, advertisement ensures that the messages reaching the consumers are planned and controlled (Chand, 2021). The advertisement has the powers of contacting and influencing people at lower costs, and it remains the backbone of marketing at local, national and international level (Chand, 2021).

This study dwells on investigating the effect of repetitive advertisements on consumers. Chapter 1 discusses the research questions. Chapter 2, involves discussion of the theories to understand the repetition's effect of an advertisement, the theoretical background about the number of exposure, and lastly, the relationship of repetition with the other marketing issues; the factors that moderate the repetition effect. Chapter 3 covers the methodology of the study and the scales.Chapter 4 presents the statistical results of the analysis. Lastly, chapter 5 demonstrates the findings and limitations of the study.

1.1. Research Questions

This study aims at evaluating how repetitive advertisement create an impact on consumers. Moreover, the study prioritizes on considering the evaluation of repetition and its influence on consumer behavior such as purchasing intentions, or advertisement recalling. The research paper targets to determine whether consumers' ad likability or attitude can cause an impact on the number of exposure to consumers. The study involves the exploration of the importance of product levels which is inclusive of repetitive advertisement. The study focuses on finding out solutions concerning the following mentioned below questions.

- Are consumers influenced by multiple numbers of advertisement exposure?
- How repetitive exposure provides a reflection on consumer behavior?
- Is gender, education level and product category involvement moderating the advertisement repetition effect?

1.2. Hypothesis

Hypothesis 1 : Gender has a moderator effect between advertisement repetition and output variables

Hypothesis 2 : Education status has a moderating effect on consumers behavior to repetitive advertisement

Hypothesis 3: Lower product category involvement has a moderator effect between advertisement repetiton and advertisement attitude

CHAPTER 2

LITERATURE REVİEW

In this chapter, advertisements' role in the marketing literature, distinction perspectives about exposure number and the factors those moderate the repetition effect will be discussed.

2.1. Advertisement

The marketing mix is explained by Kotler (2000) as a tool to influence consumers' attitude towards product or service. Promotion is one of the critical tools of the marketing mix and Burnett (2008) asserted the critical role of promotion is to enhance selling and publicity of offered products or services and advertisement (Singh, 2012) takes an important part in promotional activities of a brand.

Advertising is defined in various ways from the past till today. In Fowler's Publicity encyclopedia advertisement is asserted as: "Advertising as the writer sees it is a presentation of anything by any medium of connection. It travels by paper and press, by paint and brush, by pen and pencil, by wire, by spoken words and by everything that can transmit sound or character" (Fowler 1889, p. 30). Gale (1900) illustrated advertisement as a tool to enhance the association of product group to the belonged brand and he adds that it is also a way to increase the products' market recognition. Ivanovic and Collin (2003) defined advertisement as a way to convince the consumer to buy the offered product or service. According to the American Marketing Association advertisement is 'the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade

members of a particular target market or audience about their products, services, organizations, or ideas' (https://www.ama.org/topics/advertising/). Advertisement is a practical method of elimination of geographical boundaries and a great number of consumers are informed (Kotler, 2002). Advertisement types can be divided into two important parts: print ads and digital ads which is mostly used advertisement type in the last decades. Social media ads, Tv ads, social media ads, and radio ads can be an example of digital ads where billboards ads, press ads are types of print advertisement (Durmaz, 2011). From another perspective, ads can be classified as massed and specialized ads. In specialized ads, the main aim is to reach a specific target group whereas in mass ads the number of consumers who are exposed to an ad is much more crucial (Esteban and Hernández, 2016).

The critical difference between tradition vs digital media is consumers' engagement with the advertisement content. The research emphasized that new digital ads enhance interpersonal communication (Szuprowicz, 1995). The digital ads are also effective to get real-time feedback from the user and improve the content (Rafaeli and Larose, 1993). Findings of marketing practitioners confirmed social media platforms evolved into the leading information providing tool and social media users are directing the online users' choice (Ha 2003, 2017; Hofacker and Belanche, 2016). Additionally, Kim et al. (2015) declared user-centric designs are developed to strengthen user engagement. Social media, search engine optimization, pay per click ads email marketing are mostly used and compelling types of digital ads to reach a large number of targeted consumer groups.

2.2. Important Theories To Highlight Repetition Effect

2.2.1. Two-Factor Theory

According to Berlyne's (1970) two-factor theory advertisement repetition effect on an individual's attitude is comprised of both positive and negative factors

generated by consumers. Positive factors are habituation and learning where negative factors are tedium and boredom. İn the initial exposures as the content is completely new positive feelings are generated because of diminishing the uncertainty (Berlyne, 1970) and generating more information about the new stimuli (Stang, 1975). On the other hand, as the optimal level of exposure is achieved negative feedbacks to stimuli is replaced by positive ones that result in boredom and tedium. When these 2 conflicting factors are combined, an inverted U-shape curve has resulted in the relationship between several exposures and an individual's attitude towards the advertisement. Initial exposures to the message maintain an opportunity for learning the message.

2.2.2. Learning Theory

For years it has been agreed that an individual's behavior is the mostly reflection of his likes or dislikes which is remarked by Allport (1935). Findings of David's (1975) learning can be seen as an intrinsically rewarding process. In the light of Berlyn's (1970) two-factor theory individuals tend to learn about new stimuli rather than familiar stimuli and whenever the stimuli are learned and began to be familiar, satiation accelerates avoidance of familiar stimuli. De Houwar 's (2007, 2009) explanations summarized individuals' choices are the consequences of familiarity with the demonstrated stimuli and stimuli can be presented solely, associated with other stimulus or actions can be associated with the stimulus. More frequent exposure to definite stimuli can result in a better stimuli interpretation which is reported by Maslow (1937) in the early literature.

2.2.3. Information Processing Theory

Information processing theory is one of the most important theories in psychology that considers how an individual gives attention, perceives, and stores the distinctive stimulus which comes through the environment (What is Information Processing? - Definition & Stages, 2013). Information processing can be divided into four distinctive stages:

Attending – which means considering the stimuli and being open receive the information

Encoding – Associating the new information or stimuli with the existing information to make it more meaningful and clear

Storing - Basically saving the new information in your short- term or long-term memory

Retrieving – Bringing back the information that is stored in the memory to associate it with the other stimulus in the appropriate context

2.3. Consumers' Motivation, Ability and Opportunity To Process An Advertisement

Petty and Cacioppo (1986) the advertising execution cues have 2 different functions in the communication. The first one is ensured to have the accurate linkage with consumers' information level about the brand; presenting more attention-grabbing cues for consumers that have low information level and demonstrating more complicated advertisement that needs a detailed consideration to have an insight to highly informed consumers. Information like brand name, functionality, cognitive or affective message, verbal and nonverbal cues to express the main idea of advertisement to the consumer is called brand information. The second is to enhance consumers' MOA – motivation, opportunity, and ability to deal with the message that is transferred by the advertisement. Having a positive influence to increase consumers' motivation, opportunity and ability lead to high involvement and a better attitude and memory towards the brand. Additionally, Sheppard et al. (1988) stress long-term positive attitudes can demonstrate their effect on purchase motivation, and Petty and Cacioppo (1986) mentioned that even counter argumentation can also be formed to competitors' arguments. Deborah explains motivation as consumers' desire (Petty and Cacioppo, 1986), readiness (Bumkrant 1976; Bumkrant and Sawyer, 1983; Moorman,1990) willingness (Roberts and Maccoby,1973), and interest (Celsi and Olson,1988) to understand communicated message. Opportunity is the appropriate context where the consumer can effectively

process the message. Ability is the consumer's competence to comprehend the given context in the advertisement.

The strategies to increase consumer motivation is to increase consideration to commercial and understanding of brand info. Several different strategies can be used by advertisers to enhance consumers' consideration to ad: (1) Giving importance to touch the hedonic needs of consumers. For instance, Baker (1961) demonstrated using sexual sources in the ad generate more awareness, and Reid and Soley (1981) agreed recognition of ad is strong in such a case. (2) Ad recall is increased when some novelty is included in the commercial such as unusual voice or replacements (Anderson and Levin, 1976; Thorson and Zhao, 1988). (3) Figural clues like the size and color of the advertisement easily takes the mind of the consumer. When it is compared, the watching time of colored advertisement is longer than black and white ads. (Chute, 1979). Beattie and Mitchell (1985) also supported ad recall is again high for colored ads. (4) The complexity of advertisement refers to the number of different issues or distinctions between those stimuli (Berlyne, 1960). Morrison and Dainoff (1972) advertisement looking time is long for complex ads where Fleming and Shekhain (1972) highlighted visual complexity affects picture memory.

The second way of increasing the motivation of consumers to process ads is to have a desire to consider the information related to the brand. One way of doing so is to present self-relevant content for the consumer which results in a deliberate awareness by a consumer (Bettman, 1979; Chaiken, 1980; Mitchell, 1981; Petty and Cacioppo, 1979, 1986; Petty, Cacioppo, and Goldman, 1981; Petty, Cacioppo, and Schumann, 1983) and causes deep processing (Kendzierski, 1980; Kennan and Baillet, 1980). Another way is to create creative content that causes curiosity for the consumer. Several researchers concluded message comprehension can be positively influenced by humor (Lammers et al. 1983; Madden and Weinberger, 1982). If an accurate opportunity is not created for the consumer to process the information presented in the advertisement, it will not be stored in the long-term memory. Presenting the same or extra information to

the consumer can increase his processing ability (Maclnnis, Moorman, and Jaworski, 1991). Presenting unnecessary information about brand characteristics in the ad resulting in better message processing by the consumer (MacInnis, 1988). Additionally, when brand characteristics are presented twice brand recall is enhanced (Lautman and Dean, 1983). Another way to create a comprehension opportunity for Loftusand Kallman (1979) is by using longer messages. On the other hand, not only processing time but also ad and brand exposure length is also critical for better processing and memorability of the message demonstrated (Stewart and Furse 1984, 1986).

By providing relevant and new knowledge structures to consumers processing ability of the message can be increased. Exposure of framed ads has better behavioral consequences rather than unframed ads. (Kamins and Marks, 1987). Message processing and recall is increased by the narrative structure of both TV and print ads. (Lang and Lanfear, 1990).

2.4. What is repetition?

Advertising optimization to have the balanced reach and frequency levels to get efficient results is one of the most researched topics during the years (Schultz, Block, and Viswanathan, 2018). According to practitioners in the past reach and frequency was the most important elements to measure the effectiveness of the advertisement (King and Reid, 1997; Kreshel, Lancaster, and Toomey, 1985; Leckenby and Kim, 1994; Leckenby and Kishi, 1982; Nowak, Cameron, and Krugman, 1993). Cannon and Riordan (1994) explained frequency as some people that advertiser plans to reach to be effective where reach is the number of people who are already experienced. Effective frequency is defined as the repetition of an advertising message to enhance consumers' learning and drive the consumer to take an action (Broussard, 2000). The effectiveness of advertisement according to Recency theory is increased when the consumer is ready to take the action. In the new digital world, effective advertising frequency is defined as the banner exposure of consumers with an optimum level which

will be lead to action. Ray and Sawyer (1971) explained repetition function as the link between advertisement exposure and its effect. He adds that all the factors (advertising appeal, format, etc.) that could have an impact on the repetition effect is defined as an advertising situation. The criteria like click-through rate, number of page-views, or impressions became the new dimensions for the evaluation of media efficiency (Cheong, Gregorio and Kim, 2010).

Several researchers characterized advertising repetition as an essential strategy to achieve marketing targets (Pechmann and Stewart, 1989; Ray and Sawyer, 1971; Unnava and Burnkrant, 1991). Naqvi et al. (2016) commented crucial aim of marketers to consider the repeated ad exposure as to catch the attention of consumers and influence consumers' purchase decisions. Advertisement exposure has several steps on the mind of consumer: first, it develops a curiosity on consumer, second repetition causes for interpretation of the message or brand and third exposure facilitate consumer to have a purchase decision. Tellis (1988) believed that there is an expectation from the advertisement to make the consumer purchase the adverted product or brand where an advertisement can drive consumer opinion to choose the alternative brand also.

Pechmann and Steward (1988) found that advertising exposure consists of two types of effect: wear-in which illustrates a positive effect till reaching the optimum level of exposure and wear-out which exhibits the negative effect of additional advertising exposure after reaching the pick point. The relationship between advertising exposure and consumer attitude has an inverted U shape graph which demonstrates an initial increase by advertisement exposure but decreases after reaching the pick point (Grass, 1968). Grass (1968) also pointed out the decrease after the pick point is related to an individual's attention and learning tendency, as a consumer understands and learns the context, it becomes boring and irritating which reflects its effect on extra advertising exposure. Jacobvits (1966) and Appel (1966) when a consumer is exposed to a message learning of the message is enhanced, which is defined as generation, after several exposures consumer reaches to learning peak that is defined as satiation point

and afterward learning becomes to decrease. Mitchell and Oslon (1977) claimed as the content is repeated several times the information is transferred to the long-term memory of the consumer.

Loudon explained the significant aim of using brand recall as a criterion to measure advertisement effectiveness is to consider the existence of brand attributes in the mind of the consumer. The stimuli that are considered more during the ad exposure by a consumer are recalled quickly (Taylor and Fiske, 1978). Several practitioners' (Belch, 1982; Cacioppo and Petty, 1979; Sawyer, 1981; Sawyer and Ward, 1979) research demonstrate recall of message is strengthen by the repetition of the message. Consumers demonstrate greater brand recall (Cacioppo and Petty, 1979) and retrieve the advertisement content in the three exposures (Sawyer, 1981). Pelchmann and Stewart (1992) pointed out the number of advertisement exposure is increasing the recall of brand linearly. Consumers demonstrating increased recall when a message is repeated twice when it is compared with a single advertising exposure (Singh, Linville, and Sukhdial, 1995). As Krugman (1972) supports 3 exposures for consumer brand recall, he explained the first exposure as 'what is it' phase in which curiosity is created by consumer about the advertisement content. The second exposure is defined as 'what of it' phase by Krugman which demonstrates consumers' readiness to process the content and in the third exposure, it is interpreted and understood by the consumer. Calder and Sternthal (1980) discussed even if a positive brand attitude is created in the first three exposures after reaching the pick point consumers ad interpretation turns to negative.

Burton et al. (2018) declare that consumers have high purchase intentions when advertisement exposure of the relevant brand is higher than 10. Arno and John tested and confirmed that repeated exposure results rise in familiarity and a decrease of uncertainty about both product and commercial. However, receiver knowledge and commercial length have not a significant moderating effect between repetition and commercial length. Rethans et al. (1986) found that

repeated advertisement exposure accelerate consumers' awareness about the advertisement also.

2.4.1. Minimalists and Maximalists Views

Several repetitions (Vuokko, 1997) of the advertisement message develop consumers' awareness and processing of the content. Even if the studies on the literature agreed about the effects of advertising repetition on consumers' attitude and recall, there is not any common point about the number of advertisement exposure in which consumer feedback is maximized. In the repetition number debate, Tellis (2004) divided the opinions into two distinctive views: minimalists and maximalists. He discussed the effectiveness of advertising repetition is depend on three elements: brand familiarity of consumer, advertisement complexity, and novelty of communicated message. Minimalists argued only a few exposures of advertisement lead to better consumer recall, which is mostly one to three exposures. Krugman (1972) is the leading advocate of the minimalist perspective who criticized more exposures have the same effect of third exposure so that a maximum of three exposures are enough to have positive feedback from the consumer. According to McDonald (1971), 2 exposures are the ceiling point of the repetition curve where Gibsons's (1996) findings concluded it with one exposure. Singh and Cole (1993) Singh and Rothschild (1983) believed the optimal frequency level is four to get the attention of consumers. Brooussar (2000) explored consumers' boredom after several advertisement exposures are detected in an online advertisement also.

The second view is more exposure drive for better consumer response and Zielske (1959) is one of the important defenders of this prosper. Zielske (1959) measured 13 exposures have a positive effect on consumers' message recall. Kamin (1978) also supported more exposures aretwenty-fiveause noise distractions in the message can deteriorate processing the message. Kolhi et al. (2005) declared 5 exposures and Nordhielm (2002) proposed from ten to twenty five exposures still increases consumers' recall. Cannon and Riordan (1994)

delineated effectiveness exposure level is a distinguishable for consumers as 3 exposures is the optimum point for a consumer where more exposure is needed for another consumer for better processing of content.

2.5. Relationship of Repetition with different concepts

2.5.1. Recall and Persuasion

McGuire's (1968) research results suggested that persuasion has several steps to be completed and the basement is individuals' consideration of message and intention of learning the context where he believes that deep understanding of the message content leads to higher message recall. Consumers comprehend basic arguments better than strong arguments which demonstrate its effect on the persuasion of the message is asserted by Hafer et al. (1996). Consumers find messages indicate strong arguments less persuasive than weak arguments. There are several studies about the relationship between self-esteem and attitude where Skolnick and Heslin (1971) believed strong arguments in the message content positively affect the attitude of the individual.

2.5.2. Repetition and Quality

Based on information processing theory, the initial repetitions of commercial creates a scope for learning whereas after reaching an optimum level it results in irritation on the consumer (Cacioppo and Petty, 1979; Calder and Sternthal, 1980). Additionally, Berger and Mitchell (1989) declared repetition can demonstrate its positive effects on consumers' confidence and accessibility about the brand. From a different perspective, an argument rooted in economic signaling theory proposes that consumer may interfere with repetition as a sign of high quality and Nelson (1974) states that firms also can use the repetition of advertisement as a way to narrate the quality of the product, how strong is the manufacturers' beliefs, efforts and long term plans about the product in the market. Kirmani (1990) and Kirmani and Wright (1989) also, approved that

according to signaling theory manufacturers' attention-getting advertisement expenditures can be associated with high quality in the mind of the consumer but from a point manufacturers' trustworthiness can be questioned by the consumers. Kirmani (1997) stated that the repetition of advertisement is a factor for consumers to evaluate the quality of the brand and he added:

> 'Consumers are posited to associate high product quality with high levels of repetition because they see repetition as costly and think higher costs reflect the manufacturer's commitment to the product. However, at very high levels of repetition, consumers may perceive the expenditures as excessive and begin to doubt the manufacturer's confidence in product quality, which would lead to an inverted-U relationship between advertising repetition and product quality perceptions' (p.77).

2.5.3. Repetition and Variation

Advertising and its repetition is a tool for marketers to build a positive viewpoint over offered products and services (Ostheimer, 1970; Ray, Sawyer and Strong, 1971). Researchers questioned exposure of advertisement and its effects on consumer attitude and behavior during the years. However, there was no judgment about how repeated exposure of the distinctive ad for the same product affect consumers' behavior (Schumann, Petty & Clemons, 1990). When intensification of ad repetition is increasing, the same advertisement loses its strength. (Appel, 1971; Cacioppo and Petty, 1979; Calder and Sternthal, 1980). On the other hand, McCullough and Ostrom (1974) investigated that little differences in the print ads are resulting in better product liking. Grass and Wallace (1969) have an experiment in a TV show when an ad is repeated six times it becomes boring for the audience, but when six distinctive ads are shown to the audience interest is not diminished. From the brand recall (Adam, 1916; Poffenburger, 1925) and persuasion (Heeler, 1972) perspective repetition of similar but non-identical commercials are more convenient than identical commercials (Sawyer, 1981). When repetition- variation hypotheses are analyzed considering different types of strategies and their effectiveness on the commercials to catch the attention of and prompt consumer must be studiously

investigated. Repetition- variation strategies can be classified into 2 distinctive categories: cosmetic variation and substantive variation. In a cosmetic variation, some non-substantive elements of the commercial are differentiated while keeping the main message of the commercial constant -. For instance, color, music, or layout of an ad can be varied in the ads where the advertisement narrates the same message to the consumer. The critical issue in the cosmetic variation is any stimuli that are assumed as non-substantive for a commercial can be related to the usage of the product and can contain a substantive clue about it (Schumann, Petty, and Clemons, 1990). So, the main message of the ad must be examined selectively. Another type of repetition-variation ad is a substantive variation which is the opposite of cosmetic variation. The essential message of the commercial is differentiated while keeping cosmetic components the same. When both types of ads are compared, usage of substantive variation is uncommon than cosmetic one (Schumann, Petty, and Clemons, 1990). As it is mentioned, the context that which type of variation is more appropriate must be examined carefully to increase influence effectiveness of consumer attitudes. Schumann et al. (1990) state that using cosmetic variation in the commercial must be appropriate when the consumer has a low involvement with the product and motivation to process the commercial. On the other hand, it will be effective to use substantive variation when the consumer has high involvement and motivation to process the demonstrated ad.

2.5.4. Repetition and humor, the difference between serious and humorous ads

Using humor in advertising to attract consumer attention in a different way become a common practice for marketers in recent years. According to literature %94 of marketing executives believe that humor is a forceful way to catch the attention of consumers and %55 consider that humor is a more adequate tool than non-humor (Madden,1982). Studies of researchers over distinctive advertisement types confirm a positive correlation between humor and consumer attention. Speck (1987) examined the performance of humorous and non-

humorous ads based on attention and concluded that humorous ads demonstrate advanced performance over non-humorous ones.

Madden and Weinberger (1984) found that nearly ¼ of U.S ad executives see humorous ads more compelling than non-humorous ones. Additionally, according to Brooker (1981) humorous appeal is more convincing than fear appeal. Humor is also reinforced by source liking. (Sternthal and Craig, 1973). Research of Gulas and Weinberger (1992) also approves the argument that there is a very strong bond between liking and humor in a way that its effect on commercial should not be minimized.

When repetition of the humorous ad is concerned there can be two justification: first is humorous ad is not perceived as annoying like a serious ad and the second reason is after various exposures humorous ad can lose its effectiveness rather than a serious ad (G. Belch and M. Belch, 1984). Investigations indicate that humorous commercials demonstrate effectiveness up to a point of repetition, and its effect is diminishing when the ad is repeated frequently (Grass and Wallace 1969; Appeal 1971; Craig, Sternthal, and Leavitt 1976; Craig and Sternthal 1980). When the repeated exposure of ad over serious and humorous commercials are searched by G.Belch and Micheale (1984), they conclude that in both types of messages results of low and moderate exposure differ from moderate and high exposure. Humorous ads exhibit a related pattern with Berlyne's two-factor theory - in the low and moderate level of exposure, there is an increase in performance wherein the moderate and high exposure power of humorous ads is decreasing. However, the strength of serious ads demonstrates a parallel increase with the exposure frequency of the ad. It can be inferred from the results that, repeated humor can create satiation and boredom discrepantly from serious ads in which repeated exposure causes better performance in terms of consumer reaction. The study also recommends that using repetition variation advertisement strategies in humorous ads can diminish boredom and tedium where additional exposure will not create an early wear-out.

2.5.5. Repetition and Brand Name

Kotler and Armstrong (2001) defined the brand as a name, term, sign, symbol, design, or a combination of these that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors'. Levy (1978) added brand name is a combination of symbols and cues represented by product. Researches demonstrate that it is much more uncomplicated to keep in mind and recall meaningful brand names than non-meaningful brand names and additionally, meaningful brand names are much more selected by consumers when it is compared to non-meaningful brand names (Klink, 2001; Kohli and Suri, 2000). According to Keller et al. (1998), a meaningful brand name contains consistent clues about the product or its essential characteristic and builds a bridge between product and product category. Repeated exposure can affect brand name selection but it does not have any effect on product attributes (D'Souza and Rao, 1995). Related to the brand name evaluation finding of Kohli et al. (2004) repeated exposure has positive progress over both meaningful and non-meaningful brand names. By the findings, it can be reached to the conclusion that repeated exposure of the commercial influence meaningful brand name interpretation more advantageously. However, repeated exposure to meaningful brand names does not advance product attributes.

2.5.6. Repetition and Break Ads

Taking the attention of the consumer and increasing consumer engagement was always a demanding subject for advertisers. (Homberg, Steiner, and Totzek 2009; Rumbo 2002; Yankelovich and Meer 2006). According to Loewenstein et al. (2011), modern advertisement's repetition break plot structure can take the narrative characteristics of old tales. The investigations of Loewenstein et al. (2011) demonstrate that in repetition break plot structure industry and consumer selection of advertisement is increased. It is worthwhile for a brand to use repetition break plot structure as it is positively influencing consumer's attitudes

towards the brand. Repetition break advertisements can be used by marketers when they want to create an emotional bond with the brand and make the consumer understand and analyze the product or brand broadly. Additionally, the repetition break plot structure demonstrates its advantage when the marketer wants to express just one core idea by the advertisement rather than various ideas.

2.5.7. Repetition and Ad Memorability, Ad Retrieval

Whenever a consumer has a prior experience it is easy to remember and associate the new information with the brand (Ambler, B., Stins, R., & Swithenby,S., 2004). As brand users have a personal experience while non-users are only exposed to advertisement or word of mouth, it is complicated for non-user to associate and retrieve the new information with the existing clues about the brand. Findings demonstrate that the attention of the consumer is switched to recognizable cues. (Ahluwalia, 2002; Kent & Allen, 1994; Pechmann & Stewart, 1990; Tellis, 1997). Furthermore, consumers' familiarity causes less consideration on the comprehension of ad cues of the less familiar brand (Craik and Lockhart, 1972).

2.5.8. Brand Familiarity and Repetition, How Emotional Feelings Affect İt?

Brand familiarity is another dimension that must be investigated to understand the relationship with ad repetition, and to illustrate how emotional bond moderate this relationship. Brand familiarity is demonstrated as all direct or indirect relationships or background information of consumers about the brand (Alba and Hutchinson, 1987; Kent and Allen, 1994). Campbell and Keller's (2003) brand familiarity definition is the sum of all knowledge about the brand that is stored in the mind of consumers and the degree of stored knowledge changes related to the familiar and unfamiliar brand. Sujan (1985) stressed new and different cues are more attention-getting for individuals and Hilton and Darley (1991) supported the idea with the argument that consumers have high

intention to comprehend the ad of the unfamiliar brand when it is compared with a familiar brand. Differentiated ads have a high brand recall when it is compared with undifferentiated ads because mostly differentiated ads arouse strong emotional feelings in consumers (Beattie and Mitchell, 1985). Unfamiliar ads are more comprehensively evaluated and result in increased resource availability, which accelerates the wear out (Cacioppo and Petty, 1979; Calder and Sternthal, 1980). When such ads are compared with familiar brands they are demonstrating declining repetition effectiveness at a low level of ad exposure. High brand familiarity requires less extensive advertisement comprehension where lower brand familiarity results in an extensive ad processing and lower level of repletion causes decreased support arguments and development of counterarguments (Campbell and Keller, 2003). So, the findings confirm the view of the repetition of unfamiliar brands' wear out occurs earlier than familiar brands. When familiar cues are compared with novel cues, individuals have more curiosity and intention to learn about novel issues, and whenever it has learned new novel stimuli is on the learning agenda of the individual (Stang, 1975).

MacKenzie et al. (1986) stated the ads that are liked by consumers develop a more positive brand attitude. Fazio and Zanna (1981) analyzed when consumers have an experience with the brand the positive interpretation of the message by the consumer has not so intensive effect on consumers' attitudes towards the brand as there is a well-established attitude before. Emotional feelings are more intensive to the ads of new products compared to familiar brands. (Cox and Locander, 1987). Even if Edell and Burke (1986) asserted a crucial relationship between brand attitude and attitude towards the ad in familiar brands, Machleit and Wilson (1988) did not find any critical effect according to investigations.

2.5.9. Repetition and Advertising Avoidance, The Format of The Ad and Ad-Skipping Habituation

Youtube is a great example that illustrates individuals' behavior in interactive advertisement configuration. Tse and Lee (2001) expressed that the avoidance

behavior of the TV audience picked up to 81%. Avoidance behaviors of individuals diminishing on three levels: cognitive, behavioral, and mechanical (Speck and Elliot, 1997). Silvia (2005) claimed if the ad contents are constructed to express more positive feelings rather than a freedom threat it will display a more positive effect on the decrease of consumer avoidance.   Pashech et al. (2012) stressed skippable ads are more sufficient than non-skippable ones for enhancing future search queries. Skippable ads are a more desirable and preferable format by users as they have high control over them and it is seen as less disruptive when it is compared with traditional skippable ads (Belanche et al., 2017). According to the Reactance theory of Brehm S. and Brehm W. (1981), consumers are exhibiting negative attitudes towards the actions that are limiting their flexibility and Edwards et al. (2002) added that as pop-up ads perceived as a distraction, consumers reacting to such contents. Petty and Caioppo (1981) admitted according to Persuasion Knowledge Model (Friestad and Wright, 1994), deliberately persuasive messages are considered as negative by consumers and result in ignorance by advertising skipping actions. Fransen et al. (2015) defined advertising skipping action as an avoidance strategy implied by the consumer for the prevention of advertisement. From another perspective, Sultan et al. (2009) declared ad acceptance can be understood as consumers' intention to communicate and comprehend the main message that is delivered by the advertisement content. According to investigations of Brechman et al. (2016), advertising intrusiveness is increased and ad liking is decreased even not the identically same repeated ad but repeated exposure to the same format of the ad. İt can be inferred that repeated exposure of an ad format can lead to an increased ad-skipping behavior by the users. Belanche et al. (2017) also conclude that previous exposure to the same format of ad is improving ad-skipping behavior as a user can decide on skipping or watching more rapidly. Users who have ad-skipping willingness also ready to comprehend some information before doing so (Belanche, Flavián, and Pérez-Rueda, 2017). The critical point here is to catch the attention of the consumer in the non-skippable period to convince them to continue to watch the ad. The users with time urgency tend to skip the ad earlier. However, according to findings, users are skipping the ads in the last quarter to

prevent losing time as they considered and processed the main message transferred by the advertisement.

2.6. Factors That Moderate Advertising Repetition Effect

2.6.1. Ad Length

When consumers are exposed to longer message its positive reflections to consumers' attitude is diminished (Bornstein, 1989) and negative impacts (Pechmann and Stewart, 1988) are developed earlier than shorter messages. Singh and Cole (1993) report the short ads lead to more positive consumer recall. When longer ad messages are compared with shorter ad messages it has proved by several ad practitioners that as longer messages enhance the learning process of the consumer, it has a more positive effect to get consumer attention and recall (Fabian, 1986; Pieters and Bijmolt, 1997; Rogers, 1995; Singh and Cole, 1993; Singh and Rothschild, 1983). Clagget (1986) and Dunst (1993) also stress in short messages it is so challenging to develop credible and original content to address all product characteristics for the consumer. The repeated advertisement also facilitates marketers to develop the quality of illustrated brand (Moorthy and Hawkins, 2005).

2.6.2. The Message Spacing

The periods between each message exposure is called message spacing. Findings of Bornstein (1989) illustrate message spacing and consumers' attitudes have a positive correlation. Janiszewski et al. (2002) argued spaced advertising rather than mass exposure has a positive effect on remembering the stimuli. According to Berly's (1970) two-factor theory, message spacing leads consumers to comprehend the message content which creates familiarity. Heflin and Haygood (1985) add continuous repetition of advertisements without breaks reflects its negative effects on consumer behavior. Learning theory maintains message breaks allow the consumer to process and learn the main message of the

advertisement in which the next repeated message is associated with the information in the memory (Schmidt and Eisend, 2015). Gardner and Houston (1986) found recall of pictures rather than words is more enduring and Janiszewski et al. (2003) added spaced ads can be supported by pictorial cues.

2.6.3. Brand novelty

Brand novelty is defined as the degree of consumers' recognition of the message content in the early exposure. İncreased brand awareness accelerates advertisement wear-out as consumers learn the content (Stang, 1975).

2.6.4. Involvement

When a consumer is highly involved in the advertisement content several repetitions are creating boredom and irritation on the consumer (Pechman and Stewart, 1988), and unfavorable impressions are overcoming the positive sides (Anand and Sternthal, 1990).

2.6.5. ELM Model

Elaboration Likelihood Model (Petty and Cacioppo, 1981, 1986) considers consumers' distinctive process type of the content which results in similar attitude formation. ELM has two types of processing: central route vs peripheral route. When advertising processing is considered from the ELM viewpoint detailed analysis of the advertising content refers to the central route where the shallowing interpretation of the message is an example of a peripheral route. Findings of Haugtvedt et al.(1994) substantive variation strategy leads to deeper message processing – central route processing, but in cosmetic variation peripheral route processing is much more preferred for message interpretation. Advertisements that have a more congruent impression influence advertisement recall positively (Wansink and Ray, 1996).

CHAPTER 3

METHODOLOGY

The research methodology targets on providing a comprehensive discussion based on the topic, methods involved, and the variables.

3.1. Research Topic

Based on the research, the art of advertising acts as the core and most effective techniques that help in increasing consumer awareness of a specific product or service. Over time, the impact of advertisement on consumers proves how essential it is to the art of business operations. The increased application of social media use by most marketers over the years exhibits how essential it is to business activities. The introduction of the new types of social media ads such as YouTube, Instagram, Facebook, and Twitter creates a platform through which marketers can create awareness of their products to the consumers. Marketers usually aim at exhibiting the ads to consumers that the relevant platforms for the enhancement of awareness and motivating the consumers to purchase the product. The use of repetitive ads and shows provide an overview on how they can easily become boredom once they are shown frequently at times they are regarded as a form of ignorance to consumers who fail to consider them as important. Excessive repetition of product advertisement can create a negative perception of the consumers regarding the   intended product and service. Repetitive advertisement and its impact on the consumers will act as the core basis of the study.

3.2. Research Objectives

Repetitive advertisement is the most desired approach that is more reliable in the marketing of goods and services. Repetitive advertisement comprises of both positive and negative effects on consumers. The number of repetitive advertisement acts as the core factor towards conveying the main information to consumers without the art of creating boredom among consumers.

This study's objective is based on exploring the impact of repetition to the consumers and determine whether there is a distinction in consumer behavior between multiple phases of advertising. The major objective is to evaluate explore how consumers get influenced through repetitive advertisement at different levels.

The study targets on determining how the changes can affect the attitude of consumers towards advertising or products.

This study will involve analyzing how ad recalling can influence the duplication of the same ad and whether the commodity level engagement has an impact on repetition. The research aims at determining whether there is a positive relationship between the purchase of goods intentions and ad repetition.

3.3. Participants

The sample of the study to make the investigation was 189 participants; 62 participants in Group 1, 64 participants in Group 2 and 63 participants in Group 3. Participants in group 1 is exposed to the main advertisement just once, in group 2 twice and in group 3 they are exposed to the same advertisement three times. Participants were randomly selected and there were not specific qualifications for participants expect for the minimum age which was 18 years. In order to have an accurate analysis between groups the demographic characteristics balance of each group is pursued.

Frequency analysis has been implemented in reviewing demographic information of the participants. In each group, age, employment status, gender, education status, marital status, monthly income distributions are indicated by a frequency table.

Table 3. 1. Demographic Characteristics of the Participants

			Frequency	Percentage
Age	**Group 1**	Age (X±SS)	(29.66±6.933)	
	Group 2	Age (X±SS)	(25.31±4.787)	
	Group 3	Age (X±SS)	(31.65±8.762)	
Employment Status	**Group 1**	Part-time	2	3.2
		Student	6	9.7
		Private Sector	41	66.1
		Public Sector	11	17.7
		Is not working	2	3.2
	Group 2	Part-time	2	3.1
		Student	14	21.9
		Private Sector	31	48.4
		Public Sector	6	9.4
		Is not working	11	17.2
	Group 3	Part-time	1	1.6
		Student	3	4.8
		Private Sector	44	69.8
		Public Sector	9	14.3
		Is not working	6	9.5
Gender	**Group 1**	Male	22	35.5
		Female	40	64.5
	Group 2	Male	26	40.6
		Female	38	59.4
	Group 3	Male	30	47.6
		Female	33	52.4
Education Status	**Group 1**	High School Degree and below	8	12.9
		Associate Degree	9	14.5
		Bachelor's Degree	24	38.7
		Master's Degree	21	33.9
	Group 2	High School Degree and below	4	6.3
		Associate Degree	3	4.7
		Bachelor's Degree	45	70.3
		Master's Degree	12	18.8
	Group 3	High School Degree and below	5	7.9
		Associate Degree	1	1.6
		Bachelor's Degree	39	61.9
		Master's Degree	18	28.6

Table 3.1. (continued)

Marital Status	**Group 1**	Single	46	74.2
		Married	16	25.8
	Group 2	Single	53	82.8
		Married	11	17.2
	Group 3	Single	34	54.0
		Married	29	46.0
Monthly Income	**Group 1**	0-1000 TL	8	12.9
		1001-2000 TL	2	3.2
		2001-3000 TL	7	11.3
		3001-4000 TL	13	21.0
		4001-6000 TL	13	21.0
		6001-8000 TL	5	8.1
		8001-10000 TL	6	9.7
		Higher than 10001 TL	8	12.9
	Group 2	0-1000 TL	19	29.7
		1001-2000 TL	3	4.7
		2001-3000 TL	5	7.8
		3001-4000 TL	4	6.3
		4001-6000 TL	15	23.4
		6001-8000 TL	7	10.9
		8001-10000 TL	6	9.4
		Higher than 10001 TL	5	7.8
	Group 3	0-1000 TL	5	7.9
		2001-3000 TL	9	14.3
		3001-4000 TL	11	17.5
		4001-6000 TL	10	15.9
		6001-8000 TL	7	11.1
		8001-10000 TL	8	12.7
		Higher than10001 TL	13	20.6

As presented in Table 4.2, the average age of participants in Group 1 in the study is 29.66 ± 6.933, the average age of participants in Group 2 is 25.31 ± 4.787, and the average age of participants in Group 3 is 31.65 ± 8.762.

In Group 1, 3.2% (n=2) of the respondents are part-time employees, 9.7% (n=6) are students, 66.1% (n=41) are private, 17.7% (n=11) are public employees, and lastly, 3.3% (n=2) are not working. In Group 2, 3.1% (n=2) of participants are part-time employees, 21.9% (n=14) are students, 48.4% (n=31) are private, 9.4% (n=11) are public employees, and 17.2% (n=11) are not working. In the last group, 1.6% (n=1) of the respondents are part-time employees, 4.8% (n=3) are students, 69.8% (n=44) are private, 14.3% (n=9) are public employees and 9.5% (n=6) are not working.

Of the participants in Group 1, 35.5% (n=22) were male and 64.5% (n=40) were female. In Group 2, this percentage is 40.6% (n=26) in male and 59.4% (n=38) in female. And in the last group, participants' 47.6% (n=30) were male and 52.4% (n=33) were female.

Educational status was another demographic characteristics of the respondents. 12.9% of the participants in Group 1 (n=8) are high school and below, 14.5% (n=9) are associate degree, 38.7% (n=24) are undergraduate and 33.9% (n=21) are graduate. 6.3% of the second group participants' (n=4) are high school and below, 4.7% (n=3) are associate degree, 70.3% (n=45) are bachelor's degree, 18.8% (n=12) are master's degree. Finally in Group 3, 7.9% (n=5) of the participants are in high school and below, 1.6% (n=1) are associate degree, 61.9% (n=39) are bachelor's and 28.6% (n=18) are master's degree.

When marital status of the participants are analyzed, 74.2% of the participants in Group 1 (n=46) are single, 25.8% (n=16) are married; 82.8% of the participants in Group 2 (n=53) are single, 17.2% (n=11) are married and 54% of the participants in Group 3 (n=34) are single, 46% (n=29) are married.

If monthly income distribution of participants is considered, the highest percentage belonged to 3001-4000 Tl (n=13) and 6001-8000 TL (n=13) groups which are 21%. In group 2, group of 0-1000 Tl with 29.7% (n=19) and group 3, group of 10001 TL and above with 20.6% (n=13) forms the largest part of the relevant groups.

3.4. Research Methodology

Based on the study, research participants ought to get issued with multiple advertisements from multiple brands. Once the participants finish watching the relevant videos, they will be issued with a voluntarily questionnaire for use to the participants. The introduction part of the questionnaire will consist of the

relevant information that ought to get filled with the participants, and this will help in evaluating the core purpose of the study.

Three videos which include 16 different advertisements of the varied products or brands that are known by the participants are prepared. These brands are:

*Apple	*Lindt
*Coca Cola	*Magnum
*Columbia	*Rolex
*Elseve	*Mercedes
**Fairy	*Milka
*Heinz	*Shell
*İkea	*Nestle
*Jbl	*Pringles

A toothpaste advertisement was designed with the name Wintergreen, which is unknown to the participants. In Video 1, the main analyzer ad was repeated only once, in the second video, the same ad was repeated twice, and in the third video, Wintergreen's ad was repeated three times. The participant watching one of these videos is invited to the survey and is asked to answer the questions according to the advertisement shown in the introduction. The questionnaire was applied to 10 participants as a pre-test to determine if the text of the questionnaire was uncomplicated, and the flow of the questionnaire was simple and could be easily conducted by the participants. After collecting the feedback, some revisions were made, and the survey was finalized. The questionnaire consisted of 6 sections with 36 questions.

In the first part, demographic information was collected from the participants. The second part collected information about the participant's product category participation. Participants' ad taste and ad attitude are the main concepts of the third and fourth parts, respectively. Afterwards, advertisement recall was analyzed and finally, the purchasing intentions of the participants for the product

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examined were investigated. Hence, three distinct groups of people with different advertising exposure levels were formed. With this exploratory study design, it will be investigated how different ad repetitions affect the participant groups on the variables of product category engagement, ad likeability and attitude, ad recall, and buying propensity.

In the thesis, three exposures (minimalist view) are used to make investigations which is one of the mostly applied method in the literature. Krugman's (1972) 'Three Hit Theory' demonstrate that when a consumer is exposed to a commercial three times characteristics of the product/ service, its benefits is learned by the consumers which means communicated message is absorbed by the consumer. Also in the theory it is highlighted that overcomercialization and more exposures creates negative reactions and arguments towards brand and produc/service. As Kamin (1978) applied, in order to prevent boredom and increase concentration of participants minimalist view (three exposure of commercial) to demonstrate analyzer ad is selected in the thesis.

3.5. Research Variables

3.5.1. Ad Recall

Ad recall variable is one of the critical parts of the study, which helps in investigates if the recall of the analyzed advertisement is increasing by high exposure of advertisement. Four items are self-developed and presented to participants on a 5-Point Likert Scale to test if they are memorizing the demonstrated advertisement.

3.5.2. Product Involvement

A product involvement questionnaire helps in determining the measure of consumer awareness, particularly on the toothpaste category, product category involvement. There were four items to get adopted from the Components of

Involvement Scale of Lastovicka and Gardener (1979), and the degree of the participants to product category engagement is usually measured through the use of a 5-Point Likert Scale.

3.5.3. Ad Likability

In this category; there are 14 distinctive adjectives that are selected from the works of Burke &Edell (1989) and Mai & Schoeller (2009) to help in measuring the participants 'attitude towards the advertisement. The first ten questions are selected from the Feelings of the Scale of Burke and Edell through which they get categorized into three groups namely; upbeat feelings (uf), negative feelings (nf), and warm feelings (wf). Attractive, satisfying, and irritating are examples of the used objectives on the measuring scale. The rest four items get adopted from the research work of Mai and Schoeller.

3.5.4. Ad Attitude

The desire towards advertisement can be assessed by the use of five items; two involving self- developed through which the three questions get conducted from the works of Naqvi et al., (2016). Participants are supposed to respond to questions on a 5-Point Likert Scale if they prefer the advertisement and the related content through which the study focuses on explaining the existence of a change to participants' ad taste by repetition level.

3.5.5. Purchase Intentions

The study focuses on the determination whether the enhancement of repetitive advertisement has a valid impact on the behavior of consumers, as mentioned in the previous section. The intention to purchase by a consumer is represented by the question on a five-point Likert Scale. Among the questions one is the adoption by the Spears & Singh's (2004) work. The remaining two items include the scale of Yoo, Boonghee &Naveen Donthu (2001) from multiple works.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

In this chapter of the study the collected data is analysed and findings were demonstrated. Firstly, demographic information about study groups are presented, then deeply intergroup analysis according to the selected scales were adopted.

4.1. Data Screening

Statistical analysis is done IBM SPSS Statistics 25.0 package program. For all analyzes, the significance level is set at 0,10. The study summarizes numeric data using mean, standard deviation, median, minimum, maximum values, and categorized data using frequency and rate values. The assumption of normality in numerical variables was checked by the Shapiro Wilk test and for comparisons with two groups in normal non-dispersion, Mann Whitney U test was preferred and for comparisons with more than two groups, the Kruskal Wallis test was adopted. After Kruskal Wallis, the bilateral comparisons were done with Bonferroni corrected Dunn test for the p values. For the two analysis, the values is assumed as normal and one way Anova test is also applied to see if there is any differences from Kruscal Wallis tests.

4.2. Factor Analysis and Reliability Test

4.2.1. Cronbach – α Analysis Results

Cronbach Alpha analysis is one of the most basic analyses used to evaluate the reliability degree of the scales. The calculated Cronbach Alpha value (α) in the analysis is expected to be greater than 0.7. This α values lower than 0.7 demonstrates the weakness of reliability of the scale; greater than 0.8 indicates that the scale is highly reliable.

Table 4. 1. Chronbach Alpha Analysis Result

Scale	Item	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Advertisement Recall	question-7-Ürünü hatırlıyorum	0.779	0.817
	question -8-Reklamın içeriğini hatırlıyorum	0.727	
	question -9-Ürünü gördüğümde reklamı hatırlarım	0.748	
	question -10-Ürünü gördüğümde rakip ürünlerinden farklandırabilirim	0.817	
Product Category Involvement	question -11-Farklı diş macunu markaları hakkında bilgim vardır	0.544	0.615
	question -12-Diş macunu ilgimi çeken bir ürün kategorisidir.	0.556	
	question -13-Bir veya daha fazla dişmacunu markası tercihim vardır	0.660	
	question -14-Markları değerlendirecek kadar farklı diş macunları hakkında bilgiye sahibim.	0.378	
Advertisement Likability	question -15-Bu reklam çekicidir	0.901	0.913
	question -16-Bu reklam yaratıcıdır	0.898	
	question -17-Bu reklam mizahidir	0.906	
	question -18-Bu reklam heyecan vericidir	0.899	
	question -19-Bu reklam tatmin edicidir	0.901	
	question -20- Bu reklam bıkkınlık yaratır*	0.912	
	question -21-Bu reklam neşelidir	0.902	
	question -22-Bu reklam rahatsız edicidir*	0.918	
	question -23-Bu reklam irite edicidir*	0.919	
	question -24-Bu reklam duygusal bağ yaratır	0.907	
	question -25-Bu reklam eğlencelidir	0.899	
	question -26-Bu reklam beklenmediktir	0.914	
	question -27-Bu reklam ilginçtir	0.905	
	question -28-Bu reklam bilgilendirici değil*	0.912	

Table 4.1. (continued)

Advertisement Attitude	question -29-Bu reklam hoşuma gitti	0.788	0.862
	question -30-Bu reklamı beğendim	0.786	
	question -31-Bu reklam ürüne karşı olumlu tutuma yol açar	0.809	
	question -32-Bu reklam ürüne karşı olumsuz tutuma yol açar*	0.893	
	question -33-Bu reklam benim üzerimde herhangi bir etki yaratmadı*	0.868	
Purchase Intention	question -34-Bu reklam bende yüksek satınalma ilgisi yarattı	0.795	0.878
	question -35-Bu reklamı izledikten sonra yakın zamanda ürünü almayı planlıyorum	0.767	
	question -36-Bu reklamdaki ürün kadar iyi başka muadil bir marka olsa bile reklamdaki ürünü almayı tercih ederim	0.910	

*: Reverse Question

As described in Table 4.3.1, the output of the advertisement recall consists of 4 items. As a result of the reliability analysis applied to the statements that make up the scale of the ad recall, the Cronbach alpha coefficient is calculated as 0.817. The product category involvement scale also consists of 4 items and the Cronbach alpha coefficient is calculated as 0.615. The third scale of the study is advertisement likability which consists of 14 items. The Cronbach alpha coefficient of relevant scale is computed as 0.913. Items 20, 22, 23, and 28 are reverse items. The advertisement attitude scale is measured by 5 items and the Cronbach alpha coefficient is 0.862. Items 32 and 33 are reverse questions. The last scale of the study is purchase intention which is measured by 3 items and the Cronbach alpha coefficient of the scale is 0.878. Cronbach alpha coefficient of the measured 5 scales was between 0 and 1. As it is stated above, when the Cronbach alpha coefficient approaches 1, the reliability degree of the scale is increasing. To this end, the scales used in the study have high reliability.

4.2.2. Factor Analysis Results

Factor analysis is one of the oldest and most used statistical methods. Factor analysis is a procedure used to determine the extent to which shared variance (the intercorrelation between measures) exists between variables or items within the item set for a developing measure.

Table 4. 2. Factor Analysis Result

Items	1	2	3	4	5
question-18-Bu reklam heyecan vericidir	0.903				
question -25-Bu reklam eğlencelidir	0.898				
question -16-Bu reklam yaratıcıdır	0.884				
question -21-Bu reklam neşelidir	0.827				
question -19-Bu reklam tatmin edicidir	0.824				
question -15-Bu reklam çekicidir	0.818				
question -27-Bu reklam ilginçtir	0.761				
question -24-Bu reklam duygusal bağ yaratır	0.741				
question -17-Bu reklam mizahidir	0.711				
question -26-Bu reklam beklenmediktir	0.534				
question -28-Bu reklam bilgilendirici değil*	0.503				
question -20- Bu reklam bıkkınlık yaratır*	0.415				
question -22-Bu reklam rahatsız edicidir*	0.194				
question -23-Bu reklam irite edicidir*	0.178				
question -32-Bu reklam ürüne karşı olumsuz tutuma yol açar*		0.788			
question -29-Bu reklam hoşuma gitti		0.615			
question -30-Bu reklamı beğendim		0.589			
question -31-Bu reklam ürüne karşı olumlu tutuma yol açar		0.503			
question -33-Bu reklam benim üzerimde herhangi bir etki yaratmadı*		0.360			
question -8-Reklamın içeriğini hatırlıyorum			0.865		
question -9-Ürünü gördüğümde reklamı hatırlarım			0.814		
question -7-Ürünü hatırlıyorum			0.799		
question -10-Ürünü gördüğümde rakip ürünlerinden farklandırabilirim			0.702		
question -14-Markları değerlendirecek kadar farklı diş macunları hakkında bilgiye sahibim.				0.811	
question -11-Farklı diş macunu markaları hakkında bilgim vardır				0.716	
question -12-Diş macunu ilgimi çeken bir ürün kategorisidir.				0.645	
question -13-Bir veya daha fazla dişmacunu markası tercihim vardır				0.281	
question -36-Bu reklamdaki ürün kadar iyi başka muadil bir marka olsa bile reklamdaki ürünü almayı tercih ederim					0.618
question -35-Bu reklamı izledikten sonra yakın zamanda ürünü almayı planlıyorum					0.519
question -34-Bu reklam bende yüksek satınalma ilgisi yarattı					0.518
Total Variance %	**39.42%**	**9.32%**	**8.39%**	**5.72%**	**4.01%**
Total variance explained %			**66.87%**		

*: Reverse Question

As it is demonstrated in table 4.3.2, a method of explained factor analysis has been implemented to establish the structure validity of the outputs. In the analysis, Promax Rotation was selected as the factor rotation method. After Promax rotation, items that are loaded under the specific factors and factor loads of each item table 2.2.2 is generated. As a result of factor analysis, the highest total variance belongs to the advertisement likability output (39.42%) which is followed by advertisement attitude (9.32%), advertisement recall (8.39%), and product category involvement (5.72%) output. The variance of the purchase intention output is 4.01%. The total variance explained is 66.87% which is collected by 5 factors. To calculate the factor scores, the items' arithmetic average is used.

4.3. Normality Test

Table 4. 3. Normality Test Results

	Advertisement Recall	Product Category Involvement	Advertisement likability	Advertisement Attitude	Product Purchase Intention
Mean	3.888	3.683	2.455	2.879	2.180
Std. Deviation	0.964	0.671	0.573	0.501	0.869
Variance	0.929	0.450	0.328	0.251	0.756
Median	4.250	3.750	2.357	3.000	2.000
Minimum	1.000	2.000	1.286	1.600	1.000
Maximum	5.000	5.000	5.000	5.000	5.000
Kurtosis	0.845	-0.246	2.318	1.501	0.467
Skewness	-1.111	-0.254	0.981	0.318	0.776
p*	<0.001	0.001	<0.001	<0.001	<0.001

*: Shapiro Wilk test

The normality assumption in numerical variables is analyzed by the Shapiro Wilk test. The outputs do not demonstrate normal distribution, as described in Table 4.4 ($p < 0.10$). In this case, primarily nonparametric statistical tests will be applied. For analyzes, the Mann Whitney U test was selected for comparisons of two groups and when the number of compared groups is more than two, the Kruskal Wallis test was preferred.

4.4. The Relationship Between Outputs and Demographic Data of Participants

4.4.1. The Relationship Between Outputs and Age

Table 4. 4. The Relationship Between Outputs and Age

		Ad. Recall	Product Category Involvement	Ad likability	Ad Attitude	Product Purchase Intention
Group 1	r	-0.075	-0.074	-0.152	-0.200	-0.090
	p*	0.563	0.568	0.237	0.119	0.486
	N	62	62	62	62	62
Group 2	r	0.096	-0.168	-0.176	-0.035	-0.213
	p*	0.452	0.185	0.164	0.784	0.091
	N	64	64	64	64	64
Group 3	r	0.244	,351**	0.140	,326**	0.225
	p*	0.054	0.005	0.275	0.009	0.076
	N	63	63	63	63	63

*: Spearman Correlation Analysis

According to the Spearman Correlation analysis results found in Table 4.5.1, there is no statistical correlation between the age of the participants in Group 1 and Group 2 and outputs of the study as p-value is less than 0.10. Only in Group 2 product purchase intention has a statistically relevance with age. In Group 3, there is not any statistical relevance between participants' age and advertisement likability. (p=0.275). However, there is a weak relationship between the age of the participants of Group 3 and the ad recall, product category involvement, advertisement attitude and purchase intention outputs in a statistically meaningful positive direction (r=0.351, p<0.10, r=0.326, p<0.10).

4.4.2. The Relationship Between Outputs and Employment Status

Table 4. 5. The Relationship Between Outputs and Employment Status

			Ad memorability	Product Category Involvement	Ad Likability	Ad Attitude	Purchase Intention
Group 1	Part-Time	Median	3.13	3.50	2.11	2.70	1.67
		Minimum	3.00	3.00	2.07	2.60	1.33
		Maximum	3.25	4.00	2.14	2.80	2.00
	Student	Median	4.13	4.00	2.68	2.90	2.67
		Minimum	2.25	3.00	2.00	2.40	2.00
		Maximum	5.00	4.50	4.00	4.00	4.67
	Private Sector	Median	3.75	3.75	2.36	2.80	2.00
		Minimum	1.00	2.50	1.57	1.80	1.00
		Maximum	5.00	5.00	3.07	3.40	4.00
	Public Sector	Median	4.25	3.50	2.21	2.60	2.00
		Minimum	2.00	2.75	1.64	2.00	1.00
		Maximum	5.00	4.00	3.36	3.60	4.00
	Is not working	Median	4.25	4.13	2.29	2.70	1.83
		Minimum	4.25	4.00	2.14	2.40	1.67
		Maximum	4.25	4.25	2.43	3.00	2.00
	p*		0.135	0.245	0.373	0.841	0.185
Group 2	Part-Time	Median	3.00	4.00	2.25	2.80	1.83
		Minimum	2.00	3.75	2.07	2.80	1.67
		Maximum	4.00	4.25	2.43	2.80	2.00
	Student	Median	3.88	3.75	2.36	2.90	2.33
		Minimum	2.50	2.00	1.64	2.20	1.00
		Maximum	5.00	5.00	3.71	3.60	5.00
	Private Sector	Median	4.00	3.50	2.29	2.80	2.00
		Minimum	2.00	2.00	1.29	1.80	1.00
		Maximum	5.00	4.50	3.64	3.60	4.33
	Public Sector	Median	4.50	3.63	2.50	3.00	2.50
		Minimum	2.75	2.00	2.21	2.00	1.33
		Maximum	5.00	5.00	3.00	3.00	3.00
	Is not working	Median	4.25	4.00	2.14	3.00	2.00
		Minimum	2.50	2.25	1.57	2.20	1.00
		Maximum	5.00	4.50	3.00	4.00	3.33
	p*		0.484	0.282	0.450	0.771	0.187

Table 4.5. (continued)

Group 3	Part-Time	Median	5.00	3.50	2.14	3.40	2.00
		Minimum	5.00	3.50	2.14	3.40	2.00
		Maximum	5.00	3.50	2.14	3.40	2.00
	Student	Median	4.25	3.50	2.00	2.40	1.00
		Minimum	3.50	2.50	1.79	1.60	1.00
		Maximum	4.50	4.25	2.00	2.80	1.33
	Private Sector	Median	4.50	3.75	2.50	3.00	2.00
		Minimum	1.00	2.50	1.36	1.80	1.00
		Maximum	5.00	5.00	4.50	4.40	5.00
	Public Sector	Median	4.25	4.00	2.64	3.00	2.00
		Minimum	1.75	2.50	1.79	1.80	1.67
		Maximum	5.00	4.75	3.36	3.40	3.67
	Is not working	Median	4.38	4.13	2.57	3.30	3.00
		Minimum	1.00	3.50	1.64	3.00	1.33
		Maximum	5.00	5.00	5.00	5.00	3.67
	p*		0.552	0.616	0.195	0.024	0.087

*: Kruscal Wallis Test

Kruskal Wallis test results indicate that average median ratings of employment status groups in Group 1 and Group 2 do not statistically differ accordingly to study outputs (Group 1 - $p=0.135$, $p=0.245$, $p=0.373$, $p=0.841$, $p=0.185$; Group 2 - $p=0.484$, $p=0.282$, $p=0.450$, $p=0.771$, $p=0.187$). There is not any statistical distinction between average median scores of Group 3 participants' employments status groups in ad memorability, product category involvement, advertisement likability. ($p=0.552$, $p=0.616$, $p=0.195$, $p=0.087$) In Group 3, working groups' average median ratings diverge statistically meaningful way in advertisement attitude and purchase intention output ($p<0.10$). Bonferroni corrected Dunn test was applied for bilateral group comparisons after the Kruskal Wallis test. When reviewing median scores based on this test result, the median score of not working participants is higher than student participants in the referent output ($p<0.10$).

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4.4.3. The Relationship Between Outputs and Gender

Table 4. 6. The Relationship Between Outputs and Gender

			Advertisement recall	Product Category Involvement	Advertisement Likability	Advertisement Attitude	Purchase Intention
Group 1	Male	Median	3.88	3.50	2.32	3.00	2.00
		Minimum	1.00	2.50	1.57	1.80	1.00
		Maximum	5.00	4.50	3.36	3.40	4.67
	Female	Median	3.63	3.75	2.32	2.70	2.00
		Minimum	1.25	2.75	1.64	2.00	1.00
		Maximum	5.00	5.00	4.00	4.00	4.00
	p*		0.510	0.218	0.894	0.688	0.527
Group 2	Male	Median	4.00	3.75	2.43	3.00	2.00
		Minimum	2.00	2.00	1.36	2.20	1.00
		Maximum	5.00	5.00	3.71	3.60	5.00
	Female	Median	4.00	3.75	2.29	2.80	2.00
		Minimum	2.00	2.00	1.29	1.80	1.00
		Maximum	5.00	5.00	3.29	4.00	3.33
	p*		0.956	0.896	0.079	0.173	0.292
Group 3	Male	Median	4.50	3.88	2.43	3.10	2.00
		Minimum	1.00	2.50	1.36	1.80	1.00
		Maximum	5.00	5.00	5.00	5.00	4.00
	Female	Median	4.25	3.75	2.57	3.00	2.00
		Minimum	1.00	2.50	1.36	1.60	1.00
		Maximum	5.00	5.00	3.79	3.60	5.00
	p*		0.273	0.627	0.389	0.373	0.567

*:Mann Whitney U test

According to Mann Whitney U test results in Table 4.5.3, there is not a statistically meaningful difference between male and female participants of Group 1, Group 2, and Group 3 according to output median scores of study as the p-value of the outputs is not less than 0.10 which is a basement for meaningful contrast. However, only in Group 2 ad likabilty has a statistically positive relationship with the gender.

4.4.4. The Relationship Between Output and Educational Status

Table 4. 7. The Relationship Between Output and Educational Status

			Advertisement recall	Product category involvement	Advertisement likability	Advertisement attitude	Purchase Intention
Group 1	High school and below	Median	3.50	4.25	2.32	2.60	2.00
		Minimum	2.00	3.00	1.93	2.20	2.00
		Maximum	4.50	5.00	2.57	3.40	3.00
	Associate degree	Median	4.00	3.50	2.71	3.20	3.00
		Minimum	1.25	3.00	2.00	2.20	2.00
		Maximum	5.00	4.50	3.29	3.40	4.67
	Bachelor's degree	Median	3.75	4.00	2.46	3.00	2.00
		Minimum	1.00	2.50	1.86	2.00	1.00
		Maximum	5.00	5.00	4.00	4.00	4.00
	Master's degree	Median	4.00	3.50	2.21	2.60	2.00
		Minimum	2.00	2.50	1.57	1.80	1.00
		Maximum	5.00	4.25	3.36	3.60	3.67
	p*		0.765	0.042	0.046	0.226	0.019
Group 2	High school and below	Median	4.50	3.63	2.82	3.30	2.33
		Minimum	4.25	2.25	2.29	2.20	1.33
		Maximum	5.00	5.00	3.71	3.40	5.00
	Associate degree	Median	4.75	3.50	2.93	3.00	3.00
		Minimum	2.75	3.25	2.57	2.80	2.33
		Maximum	5.00	4.25	3.64	3.60	4.33
	Bachelor's degree	Median	4.00	3.75	2.29	2.80	2.00
		Minimum	2.00	2.00	1.29	1.80	1.00
		Maximum	5.00	5.00	3.29	4.00	4.00
	Master's degree	Median	4.50	3.63	2.18	3.00	1.67
		Minimum	2.00	2.75	1.29	2.00	1.00
		Maximum	5.00	4.75	3.00	3.40	2.33
	p*		0.081	0.980	0.040	0.325	0.038

Table 4.7. (continued)

Group 3	High school and below	Median	4.25	4.00	2.93	3.00	2.67
		Minimum	3.75	3.25	2.36	2.60	2.00
		Maximum	5.00	5.00	5.00	5.00	3.67
	Associate degree	Median	4.75	4.25	3.43	3.20	3.67
		Minimum	4.75	4.25	3.43	3.20	3.67
		Maximum	4.75	4.25	3.43	3.20	3.67
	Bachelor's degree	Median	4.50	3.75	2.50	3.00	2.00
		Minimum	1.00	2.50	1.36	1.60	1.00
		Maximum	5.00	5.00	3.64	3.60	4.00
	Master's degree	Median	4.50	3.63	2.54	3.00	2.00
		Minimum	1.00	2.50	1.36	1.80	1.00
		Maximum	5.00	4.50	4.50	4.40	5.00
	p*		0.808	0.670	0.111	0.696	0.293

*:Kruscal Wallis Test

According to the Kruskal Wallis test results, Group 1 participants' advertising memorability and advertisement attitude output average median score has not any relevant difference between the distinctive educational groups (p=0.765,p=0.226). On the other hand, there is a meaningful relationship between education groups in the rest study outputs according to their calculated average median scores. (p<0.10) To test the comparisons of bilateral groups Bonferroni corrected the Dunn test was applied. Based on this test result, when the median scores are reviewed, the high school and below are higher than master's degree in product category involvement (p<0.10); associate degree participants median score is higher than masters' degree participants' median score in ad likability and purchase intention outputs. (p<0.10).

In Group 2, there is not any meaningful relationship between the educational groups in product category involvement, and ad attitude outputs. (p=0.081,p=0.980,p=0.325). As the average median scores of ad recall, ad likability and purchase intention outputs are less than 0.10 it creates differences between educational groups. When Bonferroni corrected Dunn test was applied, in ad likability output median scores of high school and below and an associate degree is higher than master's degree participants. In the purchase intention

output, only pre-graduate participants' median score is higher than the master's degree.

In group 3, there is not any meaningful differences between selected education groups in all five outputs of the conducted study.
(p=0.808,p=0.670,p=0.11,p=0.696,p=0.293)

4.4.5. The Relationship Between Output and Marital Status

Table 4. 8. The relationship between output and marital status

			Ad. recall	Product Category Involvement	Ad. likability	Ad. attitude	Purchase Intention
Group 1	Single	Median	3.88	3.88	2.36	3.00	2.00
		Minimum	1.00	2.50	1.57	1.80	1.00
		Maximum	5.00	5.00	4.00	4.00	4.67
	Married	Median	3.75	3.50	2.25	2.60	2.00
		Minimum	2.00	2.50	1.64	2.00	1.00
		Maximum	5.00	5.00	2.93	3.20	3.00
	p*		0.929	0.140	0.087	0.019	0.154
Group 2	Single	Median	4.00	3.75	2.29	2.80	2.00
		Minimum	2.00	2.00	1.29	1.80	1.00
		Maximum	5.00	5.00	3.71	4.00	5.00
	Married	Median	4.25	3.75	2.36	3.00	2.00
		Minimum	2.75	2.50	1.36	2.60	1.00
		Maximum	5.00	4.50	3.00	3.40	3.67
	p*		0.524	0.365	0.859	0.158	0.396
Group 3	Single	Median	4.50	3.88	2.54	3.00	2.00
		Minimum	1.00	2.50	1.36	1.60	1.00
		Maximum	5.00	5.00	5.00	5.00	5.00
	Married	Median	4.50	3.75	2.50	3.00	2.00
		Minimum	1.00	3.00	1.36	1.80	1.00
		Maximum	5.00	5.00	3.79	3.60	4.00
	p*		0.359	0.807	0.307	0.775	0.905

*:Mann Whitney U test

According to Mann Whitney U test results, in Group 1, the ad likability and ad attitude output demonstrate meaningful discrepancy according to relationship categorization. In the other three outputs of the study, any meaningful difference is not found between male and female participants of the study. (p=0.929,p=0.140, p=0.154). When the product category involvement output is

analyzed, the average median score of single participants is higher than married participants.

In group 2 and group 3 as the average median scores of the study outputs are less than 0.10, not any relevant dissimilarities are found between the groups.

4.4.6. The Relationship Between Income Status and Outputs

Table 4. 9. The Relationship Between Income Status and Outputs

			Ad. recall	Product Category Involvement	Ad. likability	Ad. attitude	Purchase Intention
Group 1	0-1000 TL	Median	4.25	4.00	2.68	3.00	2.67
		Minimum	2.25	3.00	2.00	2.40	2.00
		Maximum	5.00	4.50	4.00	4.00	4.67
	1001-2000 TL	Median	4.00	3.75	2.32	2.90	2.83
		Minimum	3.25	3.50	2.14	2.60	2.00
		Maximum	4.75	4.00	2.50	3.20	3.67
	2001-3000 TL	Median	4.00	3.75	2.71	3.20	2.67
		Minimum	2.00	3.00	2.00	2.40	1.00
		Maximum	4.25	4.50	2.93	3.40	4.00
	3001-4000 TL	Median	3.50	4.00	2.36	2.80	2.33
		Minimum	1.25	2.50	1.93	2.20	2.00
		Maximum	4.50	5.00	3.07	3.40	3.00
	4001-6000 TL	Median	3.50	3.50	2.29	2.80	1.67
		Minimum	1.00	2.50	2.07	2.00	1.00
		Maximum	4.25	5.00	3.36	3.20	4.00
	6001-8000 TL	Median	3.75	3.50	2.36	3.20	1.33
		Minimum	2.75	2.75	1.86	2.00	1.00
		Maximum	5.00	4.75	2.71	3.40	2.00
	8001-10000 TL	Median	4.25	3.13	2.21	2.60	2.17
		Minimum	3.50	3.00	1.57	1.80	1.00
		Maximum	4.75	3.50	2.93	3.20	3.00
	10001 TL and above	Median	3.50	3.38	2.29	2.60	2.00
		Minimum	2.00	2.75	1.64	2.00	1.00
		Maximum	5.00	4.25	2.93	3.40	2.33
	p*		0.283	0.216	0.693	0.416	0.006

Table 4.9. (continued)

Group 2	0-1000 TL	Median	4.00	4.00	2.29	3.00	2.00
		Minimum	2.50	2.00	1.57	2.20	1.00
		Maximum	5.00	5.00	3.71	3.80	5.00
	1001-2000 TL	Median	3.50	4.00	2.21	2.40	1.33
		Minimum	2.50	2.00	1.64	2.20	1.00
		Maximum	4.00	4.00	2.57	4.00	2.67
	2001-3000 TL	Median	3.75	3.50	2.36	2.80	2.33
		Minimum	2.75	2.50	1.36	2.60	1.00
		Maximum	4.75	3.75	3.07	3.20	4.00
	3001-4000 TL	Median	3.50	3.75	2.32	3.00	2.17
		Minimum	2.75	2.50	1.64	2.60	1.00
		Maximum	5.00	4.25	3.64	3.60	4.33
	4001-6000 TL	Median	4.00	3.50	2.14	2.80	2.00
		Minimum	2.00	2.50	1.79	2.20	1.00
		Maximum	5.00	5.00	3.00	3.40	3.00
	6001-8000 TL	Median	4.25	3.00	2.29	2.60	1.67
		Minimum	2.50	2.50	1.29	1.80	1.00
		Maximum	5.00	4.75	2.86	3.20	2.33
	8001-10000 TL	Median	4.25	3.50	2.32	2.70	2.00
		Minimum	3.50	2.00	2.00	2.20	1.00
		Maximum	5.00	4.50	3.00	3.40	3.33
	10001 TL and above	Median	4.75	3.50	2.50	2.80	2.00
		Minimum	3.50	2.25	1.29	2.00	1.00
		Maximum	5.00	4.50	2.93	3.20	3.67
	p*		0.740	0.570	0.931	0.744	0.818
Group 3	0-1000 TL	Median	4.25	4.25	2.00	2.80	1.33
		Minimum	3.50	2.50	1.79	1.60	1.00
		Maximum	5.00	5.00	5.00	5.00	3.67
	2001-3000 TL	Median	4.25	3.75	2.50	3.20	2.00
		Minimum	3.00	2.50	1.64	2.80	1.33
		Maximum	5.00	4.75	4.07	4.20	3.67
	3001-4000 TL	Median	4.50	4.00	2.64	3.00	2.00
		Minimum	1.00	3.00	2.29	2.60	1.00
		Maximum	5.00	4.50	3.50	3.60	4.00
	4001-6000 TL	Median	4.38	3.88	2.50	2.90	2.00
		Minimum	2.25	3.25	1.93	2.40	1.00
		Maximum	5.00	5.00	4.50	4.40	3.67
	6001-8000 TL	Median	4.25	3.50	2.57	3.00	2.00
		Minimum	1.00	2.50	1.36	1.80	1.00

Table 4.9. (continued)

		Maximum	4.75	4.00	2.79	3.40	5.00
	8001-10000 TL	Median	4.50	4.25	2.07	2.90	2.17
		Minimum	4.25	2.75	1.79	2.60	1.33
		Maximum	5.00	4.50	2.64	3.20	3.67
	10001 TL and above	Median	4.50	3.75	2.50	2.80	2.00
		Minimum	1.00	2.50	1.36	1.80	1.00
		Maximum	5.00	4.25	3.64	3.40	3.67
	p*		0.583	0.571	0.425	0.459	0.949

*: Kruscal Wallis Test

The results of the Kruskal Wallis test present that only in the purchase intention output there is an essential dissimilarity between the income groups. There are not any meaningful intergroup differences in the other four outputs. After the Kruskal Wallis test analysis, Bonferroni corrected Dunn test was conducted and found that the income group of 6001-8000 Tl's median score is higher than 0-1000 Tl.

Additionally, not any meaningful differences are found between income status groups in the study's outputs in the rest participants. (Group 2 and Group 3)

4.5. Output Based Analysis

4.5.1. Relationship Between Outputs and Groups

In the literature there are different views about the range of skewness and kurtosis values to interprete the data as normal. Even if in the thesis according to p values, the data is assumed as non parametric, studies of Kim (2013) illustrate that skewness values up to two and kurtosis values up to seven can be assumed as normal. In the light of this study, Anova tests also applied to see the differences between the groups.

One of the main idea of study to find the variaties between the distincitve exposure groups. In order to ensure if there is a significant difference between

groups One way Anova test is conducted. The resullts demonstrate that there is a little distinctions between the three groups.

Table 4. 10. Relationship Between Outputs and Groups

		Sum of squares	df	Mean Square	F	Sig.
Ad. recall	Between groups	.860	2	.430	3.438	.044
	Within groups	1.000	8	.125		
	Total	1.860	10			
Prod. Category involvement	Between groups	.076	2	.038	.363	.705
	Within groups	.942	9	.105		
	Total	1.018	11			
Ad likability	Between groups	1.926	2	.963	6.486	.084
	Within groups	5.790	39	.148		
	Total	7.716	41			
Ad attitude	Between groups	.505	2	.252	1.496	.263
	Within groups	2.024	12	.169		
	Total	2.529	14			
Purchase intention	Between groups	.537	2	.268	20.429	.062
	Within groups	.079	6	.013		
	Total	.615	8			

*One-way ANOVA Test

Anova analysis demonstrate that only ad recall, ad likabilty and purchase intention outputs demonstrate differences within the three groups. As the significance value is greater than 0.10 in the other two outputs, not any distiction between the groups is found.

4.5.2. Analysis of control variables

4.5.2.1. Gender

Table 4. 11. Gender

Model	R	R square	Adjusted R square	Std. Error of the Estimate	R Square Change	F change	df1	df2	Sig. F Change
1	.254[a]	.064	.054	1.00046	.064	6.356	2	185	.002
2	.363[a]	.132	.122	.68417	.132	14.036	2	185	<.001
3	.334[a]	.111	.102	.53228	.111	11.605	2	185	<.001
4	.253[a]	.064	.054	.93957	.064	6.310	2	185	.002

* Model Summary
a.Predictors: (constant), Gender, Group

Table 4. 12. Gender

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.723	2	6.361	6.356	.002[b]
	Residual	185.168	185	1.001		
	Total	197.891	187			
2	Regression	13.140	2	6.570	14.036	<.001[b]
	Residual	86.597	185	.468		
	Total	99.737	187			
3	Regression	6.576	2	3.288	11.605	<.001[b]
	Residual	52.415	185	.283		
	Total	58.991	187			
4	Regression	11.140	2	5.570	6.310	.002[b]
	Residual	163.316	185	.883		
	Total	174.456	187			

*One-way ANOVA Test
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b. Predictors: (Constant) , Group

Table 4. 13. Gender

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.	Zero-order	Correlations Partial	Part	Coll. Toler.	Stat. VIF
1	Cons	3.049	.273		11.179	<.001					
	Group	.299	.090	.237	3.319	0.001	.244	.237	.236	.990	1.010
	Gender	.143	.149	.069	.962	.337	.093	.071	.068	.990	1.010
2	Cons	1.515	.187		8.120	<.001					
	Group	.316	.062	.354	5.134	<.001	.359	.353	.352	.990	1.010
	Gender	.080	.102	.054	.785	.434	.090	.058	.054	.990	1.010
3	Cons	2.205	.145		15.196	<.001					
	Group	.212	.048	.309	4.429	<.001	.319	.310	.236	.990	1.010
	Gender	.114	.079	.100	1.441	.151	.131	.105	.068	.990	1.010
4	Cons	1.435	.256		5.602	<.001					
	Group	.299	.084	.253	3.540	<0.01	.253	.252	.252	.960	1.010
	Gender	-.008	.140	-.004	-.059	.953	.021	-.004	-.004	.960	1.010

*Coefficients
a.Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

A regression model is designed to investigate effects of repetition with ad recall, ad attitude, ad likability and purchase intention which are dependent variables and using gender as a control variable. The results indicate that the two variables can explain approximately %5 of ad recall and purchase intention, where %12 of ad likability and % 10 of ad attitude. The results further indicate a significant positive effect of repetition on ad recall (standardized regression coefficient =0.237 , p< 0,001), ad alikabilty (standardized regression coefficient = 0.354, p< 0,001), ad attitude (standardized regression coefficient = 0,309, p< 0,001) and purchase intention (standardized regression coefficient = 0,253, p< 0,001). However, the effect of gender on all output variables is found to be nonsignificant (p>0.1).

Additionally, female and male groups are solely analyzed without any control variables in order to compare effect of control variable (gender).

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Table 4. 14. Gender - Female

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.465[a]	.216	.193	.44629
2	.388[a]	.151	.143	.60572
3	.292[a]	.085	.077	.52038
4	.239[a]	.057	.049	.88446

* Model Summary
a. Predictors : (constant)

Table 4. 15. Gender - Female

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.458	1	6.458	5.990	.016[b]
	Residual	117.521	109	1.078		
	Total	123.979	110			
2	Regression	7.104	1	7.104	19.362	<.001[b]
	Residual	39.991	109	.367		
	Total	47.095	110			
3	Regression	2.744	1	2.744	10.134	.002[b]
	Residual	29.517	109	.271		
	Total	32.261	110			
4	Regression	5.174	1	5.174	6.614	.011[b]
	Residual	85.267	109	.782		
	Total	90.440	110			

*One-way ANOVA Test
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2),
   ad_attitude(model 3), purchase_intention(model 4)
b. Predictors : (Constant), Group

Table 4. 16. Gender - Female

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.
1	Cons	3.193	.256		12.480	<.001
	Group	.298	.122	.228	2.447	0.16
2	Cons	1.600	.149		10.723	<.001
	Group	.313	.071	.388	4.400	<.001
3	Cons	2.353	.128		18.354	<.001
	Group	.194	.061	.292	3.183	.002
4	Cons	1.489	.218		6.831	<.001
	Group	.267	.104	.239	2.572	.011

*Coefficients
a. Dependent Variable : Dependent Variable : ad_recall(model 1),
ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

A regression model is designed to investigate effect of group repetition of output variables (ad recall, ad likability, ad attitude and purchase intention) where female is a moderator variable. The female variable explains %19 of observed variable in ad recall, %14 of observed variable in ad likability, %7 of observed variable in ad attitude and % 4 of observed variable in purchase intention. IN female groups repetition has a positive significant effect with all of the outputs of the study (ad recall, p=.016, ad likability, p<.001, ad attitude, p=.002 and purchase intention, p=.011).

Table 4. 17. Gender - Male

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.255[a]	.065	.053	.95514
2	.315[a]	.099	.087	.79359
3	.324[a]	.105	.093	.55502
4	.256[a]	.065	.053	1.02276

* Model Summary
a. Predictors : (constant)

Table 4. 18. Gender - Male

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.704	1	4.704	5.156	.026[b]
	Residual	67.509	74	.912		
	Total	72.213	75			
2	Regression	5.120	1	5.120	8.129	.006[b]
	Residual	46.604	74	.630		
	Total	51.724	75			
3	Regression	2.683	1	2.683	8.709	.004[b]
	Residual	22.795	74	.308		
	Total	25.478	75			
4	Regression	5.417	1	5.417	5.179	.026[b]
	Residual	77.407	74	1.046		
	Total	82.825	75			

*One-way ANOVA Test
a.   Dependent Variable : Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b.   Predictors : (Constant), Group

Table 4. 19. Gender - Male

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.
1	Cons	3.314	.307		10.808	<.001
	Group	.307	.135	.255	2.271	.026
2	Cons	1.665	.255		6.538	<.001
	Group	.320	.112	.315	2.851	.006
3	Cons	2.395	.178		13.445	<.001
	Group	.232	.079	.324	2.951	.004
4	Cons	1.364	.328		4.154	<.001
	Group	.329	.145	.256	2.276	.026

a. Dependent Variable : Dependent Variable : ad_recall(model 1),
    ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

The same regression model is adopted for the male group in order to see the relationship between advertisement repetition and the output variables. According to the results of the analysis, the male variable explains %5 of observed variability in ad recall, approximately %9 of observed variable in ad likability and attitude, and %5 of observed variability in purchase intention. Additionally, it has seen in male groups variable moderates the relationship between dependent and independent variables in all the four outputs (ad recall, p=.026; ad likability, p=.006; ad attitude, p=0.004; purchase intention, p=.026).

The results demonstrate that when gender is a moderator variable it has positively effecting the relationship between the repetition number and output variables. When the relationship of repetiiton and output variables without the moderator factor is analysed, it has seen that repetition and all output variables has a positive significant relatitonship. So that it can be infeered that gender is not a moderator variable in the study.

4.5.2.2. Education Level

Table 4. 20. Education Level

Model	R	R square	Adjusted R square	Std. Error of the Estimate	R Square Change	F change	df1	df2	Sig. F Change
1	.245[a]	.060	.050	1.00175	.060	5.899	2	185	.003
2	.428[a]	.183	.174	.66196	.183	20.732	2	185	<.001
3	.344[a]	.119	.109	.53232	.119	12.448	2	185	<.001
4	.364[a]	.133	.123	.90420	.133	14.133	2	185	<.001

* Model Summary
a.   Predictors: (Constant), Education level, Group

Table 4. 21. Education Level

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.840	2	5.920	5.899	.003[b]
	Residual	185.650	185	1.004		
	Total	197.490	187			
2	Regression	18.169	2	9.084	20.732	<.001[b]
	Residual	81.066	185	.438		
	Total	99.235	187			
3	Regression	7.055	2	3.527	12.448	<.001[b]
	Residual	52.423	185	.283		
	Total	59.477	187			
4	Regression	23.109	2	11.554	14.133	<.001[b]
	Residual	151.250	185	.818		
	Total	174.359	187			

*One-way ANOVA Test
a.   Dependent Varianle : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b.   Predictors : (Constant), Group

Table 4. 22. Education Level

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.	Zero-order	Correlations Partial	Part	Coll. Toler.	Stat. VIF
1	Cons	3.300	.390		8.465	<.001					
	Group	.311	.091	.247	3.401	<0.01	.360	.404	.399	.960	1.041
	Education Level	-.041	.204	-.015	-.203	.839	.034	-.015	-.015	.960	1.041
2	Cons	2.389	.258		9.275	<.001					
	Group	.363	.060	.407	6.001	<0.01	.360	.404	.399	.960	1.041
	Education Level	-.468	.135	-.236	-3.482	<0.01	-.155	-.248	-.231	.960	1.041
3	Cons	2.704	.207		13.049	<.001					
	Group	.238	.049	.344	4.891	<0.01	.317	.338	.338	.960	1.041
	Education Level	-.210	.108	-.137	-1.941	.054	-.068	-.141	-.134	.960	1.041
4	Cons	2.591	.352		7.362	<.001					
	Group	.361	.083	.306	4.378	<0.01	.253	.306	.300	.960	1.041
	Education Level	-.703	.184	.-267	-.3827	<0.01	-.207	.-271	-.262	.960	1.041

*Coefficients
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

The designed regression model for education level where the output variables are dependent variables and repetition numbers are independent variables. The two variables are explaining %5 of observed variability in ad recall, %17 of observed variability in ad likability, %10 of observed variability in ad attitude and %12 of observed variability in purchase intention. When education level is a moderator variable ad repetition has a positive effect on ad recall (standardized regression coefficient = 0,247, p< 0,001), ad likability (standardized regression coefficient = 0,407, p< 0,01), ad attitude (standardized regression coefficient = 0,344, p< 0,01) and purchase intention (standardized regression coefficient = 0,306, p< 0,01). Education level has a nonsignificant effect on ad recall (p=.839), and it has significant effect on ad attitude (p = 0.054), ad likability and purchase intention (p < 0.01).

Table 4. 23. Education Level - Below Bachelor's Degree

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.461[a]	.213	.185	1.05872
2	.625[a]	.391	.369	.75927
3	.506[a]	.256	.229	.62890
4	.270[a]	.073	.040	1.17520

* Model Summary

a. Predictors : (constant)

Table 4. 24. Education Level - Below Bachelor's Degree

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.482	1	8.482	7.567	.010[b]
	Residual	31.385	28	1.121		
	Total	39.867	29			
2	Regression	10.386	1	10.386	17.994	<.001[b]
	Residual	16.161	28	.577		
	Total	26.547	29			
3	Regression	3.808	1	3.808	9.627	.004[b]
	Residual	11.075	28	.396		
	Total	14.882	29			
4	Regression	3.036	1	3.036	2.199	.149[b]
	Residual	38.671	28	1.381		
	Total	41.707	29			

*One-way ANOVA Test

a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b. Predictors : (Constant), Group

Table 4. 25. Education Level - Below Bachelor's Degree

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.
1	Cons	3.345	.220		15.179	<.001
	Group	.248	.099	.198	2.511	.013
2	Cons	1.597	.141		11.434	.<.001
	Group	.293	.063	.349	4.641	<0.01
3	Cons	2.370	.114		20.829	<.001
	Group	.196	.051	.295	3.848	<.001
4	Cons	.1.216	.190		.371	<.001
	Group	.400	.270	.270	1.483	.149

*Coefficients

a. Dependent Variable : Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

Additionally, two education level are solely analyzed without any control variables in order to compare effect of control variable (education).The first group in education level is determined as below bachelor's degree and the second group is designed as bachelor's and above degrees. It is found that in the first group (below bachelor's degree) education level explains %18 of observed variability in ad recall, %36 of observed variability in ad likability, %22 of observed variability of in ad attitude and lastly, %4 of observed variability in purchase intention). Investigations illustrate that in education level which is lower than bachelor's degree relationship between ad repetition and ad recall($p=.013$), ad likability($p<.001$) and attitude($p<.0.001$) is significant. However, in purchase intention output, in this education level the relationship between repetition and purchasing behavior of participants is not significant($p=.149$).

Table 4. 26. Education Level - Bachelor's Degree and Above

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.198[a]	.039	.033	.98773
2	.349[a]	.122	.116	.63084
3	.295[a]	.087	.081	.51005
4	.312[a]	.097	.092	.85093

* Model Summary
a. Predictors : (constant)

Table 4. 27. Education Level - Bachelor's Degree and Above

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.152	1	6.152	6.306	.013[b]
	Residual	151.219	155	.976		
	Total	157.371	156			
2	Regression	8.571	1	8.571	21.538	<.001[b]
	Residual	61.683	155	.398		
	Total	70.255	156			
3	Regression	3.852	1	3.852	14.807	<.001[b]
	Residual	40.323	155	.260		
	Total	44.175	156			
4	Regression	12.101	1	12.101	16.712	<.001[b]
	Residual	112.233	155	.724		
	Total	124.334	156			

*One-way ANOVA Test
   a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
   b. Predictors : (Constant), Product category involvement, Group

Table 4. 28. Education Level - Bachelor's Degree and Above

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.
1	Cons	2.674	.442		6.056	<.001
	Group	.669	.243	.461	2.751	.010
2	Cons	1.305	.317		4.11	.<.001
	Group	.740	.174	.625	4.442	<0.01
3	Cons	2.150	.262		8195	<.001
	Group	.448	.144	.506	3.103	.004
4	Cons	.1.824	.490		6.403	<.001
	Group	.348	.085	.312	4.088	<.001

*Coefficients
a.   Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

In this part, the education level which is bachelor's degree and above is analyzed to see if there is any discrepancies between the dependent and independent variables. So it has been found that, education level (bachelor's degree and more) explains %3 of observed variability in ad recall, %11 of observed variability in ad likability, %8 of observed variability in ad attitude and %9 of observed variability in purchase intention). According to the results, in this education

group there is a positive relationship between the advertisement repetition number and all the outputs of the study (ad recall, p=0.010, ad likability, p<.001, ad attitude=.004, purchase intention, p<.001)

The analysis show that when effect of education level as a moderator variable is measured, it has seen that in both analysis (with moderator variable and without moderator variable) ad repetition has a significant effect on ad recall, ad likability and ad attitude. On the other hand, in the education level group of participants which is bachelor's degree and above there is significant relationship between the dependent and independent variables, however, in the education level which is lower that bachelor's degree the is insignificant relationship between the variables in the designed model. So that, it is demonstrating education level has a moderating effect on purchase intention varibale.

4.5.2.3. Product Category Involvement

Table 4. 29. Product Category Involvement

Model	R	R square	Adjusted R square	Std. Error of the Estimate	R Square Change	F change	df1	df2	Sig. F Change
1	.263[a]	.069	.059	.99518	.069	6.918	2	186	.001
2	.446[a]	.199	.190	.65610	.199	23.036	2	186	<0.01
3	.453[a]	.205	.197	.50481	.205	24.021	2	186	<0.01
4	.347[a]	.120	.111	.90844	.120	12.697	2	186	<0.01

* Model Summary
a.   Predictors : (Constant), Group

Table 4. 30. Product Category Involvement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.703	2	6.851	6.918	.001[b]
	Residual	184.211	186	.990		
	Total	197.913	188			
2	Regression	19.832	2	9.916	23.036	<.001[b]
	Residual	80.067	186	.430		
	Total	99.899	188			
3	Regression	12.243	2	6.121	24.021	<.001[b]
	Residual	47.399	186	.255		
	Total	59.642	188			
	Regression	20.957	2	10.478	12.697	<.001[b]
	Residual	153.499	186	.825		
	Total	174.456	188			

*One-way ANOVA Test

a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b. Predictors : (Constant), Group

Table 4. 31. Product Category Involvement

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.	Zero-order	Correlations Partial	Part	Coll. Toler.	Stat. VIF
1	Cons	1.477	.203		7.282	<.001					
	Group	.196	.045	.284	4.325	<0.01	.317	.302	.283	.990	1.010
	Prod.cat.inv	.254	.051	.326	4.955	<0.01	.354	.341	.324	.990	1.010
2	Cons	.686	.264		2.603	.010					
	Group	.297	.059	.332	5.033	<0.01	.317	.302	.283	.990	1.010
	Prod.cat.inv	.268	.067	.266	4.027	<0.01	.299	.283	.264	.990	1.010
3	Cons	1.477	.203		7.282	<.001					
	Group	.196	.045	.284	4.325	<0.01	.317	.302	.283	.990	1.010
	Prod.cat.inv	.254	.051	.326	4.955	<0.01	.354	.341	.324	.990	1.010
4	Cons	.321	.365		.881	.380					
	Group	.270	.082	.229	3.309	.001	.253	.236	.228	.990	1.010
	Prod.cat.inv	.318	.092	.238	3.450	<.001	.261	.245	.237	.990	1.010

*Coefficients

a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

The regression model is designed for product category involvement to measure its moderation level where the output variables are dependent variables and group repetition numbers are independent variables. Model summary table illustrates that the two variables are explaining %5 of observed variability in ad recall, %19 of observed variability in ad likability and ad attitude and lastly, %12 of observed variability in purchase intention. Product category involvement has a significant positive effect on all output variables. (ad recall, standardized regression coefficient = 0,284, p< 0,01; ad likability, standardized regression coefficient = 0,332, p< 0,01; ad attitude, standardized regression coefficient = 0,284, p< 0,01; purchase intention, standardized regression coefficient = 0,229, p=0,01). Product category involvement has a significant positive effect on ad recall (standardized regression coefficient = 0,326, p< 0,01), ad likability (standardized regression coefficient = 0,266, p< 0,01), ad attitude (standardized regression coefficient = 0,326, p< 0,01) and purchase intention (standardized regression coefficient = 0,238, p< 0,01).

Table 4. 32. Product Category Involvement - Higher Product Category Involvement

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.222[a]	.049	.038	.89841
2	.285[a]	.081	.070	.8453
3	.242[a]	.058	.047	.58436
4	.221[a]	.049	.037	.99733

* Model Summary
a. Predictors : (constant)

Table 4. 33. Product Category Involvement - Higher Product Category Involvement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.358	1	3.358	4.260	.045[b]
	Residual	64.571	80	.807		
	Total	67.929	81			
2	Regression	4.359	1	4.359	7.083	.009[b]
	Residual	49.239	80	.615		
	Total	53.598	81			
3	Regression	1.693	1	1.693	4.959	.029[b]
	Residual	27.318	80	.341		
	Total	29.011	81			
4	Regression	4.080	1	4.080	4.102	.046[b]
	Residual	79.573	80	.995		
	Total	83.653	81			

*One-way ANOVA Test
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b. Predictors : (Constant), Group

Table 4. 34. Product Category Involvement - Higher Product Category Involvement

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.
1	Cons	3.464	.269		12.884	<.001
	Group	.246	.121	.222	2.040	.045
2	Cons	1.869	.235		7.959	.<.001
	Group	.280	.105	.285	2.661	.009
3	Cons	2.613	.175		14.943	<.001
	Group	.175	.078	.242	2.227	.029
4	Cons	.1706	.298		.5.718	<.001
	Group	.271	.134	.221	2.025	.046

*Coefficients
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)

Additionally, two product category iinvolvement level are solely analyzed without any control variables in order to compare effect of control variable (product category involvement).The first group is determined ad the participants who have higher category involvement on toothpaste where the second group is

determined as the participants who have lower category involvement in toothpaste where median is taken as a middle point to form the groups (median=3.8750). The first group (higher than median) explains %4 of observed variability in ad recall , ad likability,purchase intention, %7 of observed variability in ad attitude and purchase intention. The results indicate that in higher product category involvement, the relationship between the dependent and independent variables of the thesis is not significant (ad recall, p=.222; ad likability, p=.285; ad attitude, p= .242; purchase intention, p=.221).

Table 4. 35. Product Category Involvement - Lower Product Category Involvement

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.255[a]	.065	.056	1.07158
2	.427[a]	.182	.175	.56793
3	.373[a]	.139	.131	.46309
4	.256[a]	.066	.057	.85506

* Model Summary
a. Predictors : (constant)

Table 4. 36. Product Category Involvement - Lower Product Category Involvement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.327	1	8.327	7.251	.008[b]
	Residual	119.421	104	1.148		
	Total	127.748	105			
2	Regression	7.486	1	7.486	23.210	<.001[b]
	Residual	33.545	104	.323		
	Total	41.031	105			
3	Regression	3.607	1	3.607	16.818	<.001[b]
	Residual	22.303	104	.214		
	Total	25.910	105			
4	Regression	5.342	1	5.342	7.306	.008[b]
	Residual	76.038	104	.731		
	Total	81.379	105			

*One-way ANOVA Test
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2), ad_attitude(model 3), purchase_intention(model 4)
b. Predictors : (Constant), moderator_product_cat_inv

Table 4. 37. Product Category Involvement - Lower Product Category
Involvement

Model		Unstand. B	Coef. St.Error	St.Coef. Beta	t	Sig.
1	Cons	3.067	.276		11.126	<.001
	Group	.350	.130	.255	2.693	.008
2	Cons	1.462	.146		10.006	.<.001
	Group	.332	.069	.427	4.818	.<.001
3	Cons	2.208	.119		18.537	<.001
	Group	.231	.056	.373	4.101	<.001
4	Cons	1.292	.220		.5.874	<.001
	Group	.281	.104	.256	2.703	.008

*Coefficients
a. Dependent Variable : ad_recall(model 1), ad_likability(model 2),
   ad_attitude(model 3), purchase_intention(model 4)

The regression analysis is adopted to see if in the lower product category
involvement the dependent and the independent variables of the designed model
has any significant relationship. The lower product category involvement
explains %5 of observed variability in ad recall, purchase intention and
approximately %17 of observed variability in ad likability and %13 in ad
attitude. According to the results it is found that in lower product category
involvement the repetition has a significant effect on ad attitude(p<.001), ad
recall(p=.008), ad likability (p<.001) and purchase intention (p=.008) outputs
there is not any moderation.

As a result, the investigations demonstrate that only lower product category
involvement moderates the relationship between outputs of the study and the
advertisement repetition.

CHAPTER 5

DISCUSSION AND CONCLUSION

The study aims at exploring and creating a consideration on how repetitive advertisement and its impacts consumer behavior. Moreover, the study focuses on finding out the relationship between repetitive exposure and demographic characteristics. According to the evaluated data, once the consumers get exposed to the repetitive advertisement, the level of advertisement attitude and product category engagement behavior fails to create strong chaining. Consumers tend to have more advertisement increment. Secondly effect of moderator variables – gender, education and product category involvement to the relationship between advertisement repetition and outputs are analysed. Gender is not found as a moderating factor in the relationship between the repetition and the ad recall, ad likability, ad attitude and product purchase intention. Additionally it is found that consumers who are highly educated is moderating the relationship of advertisement repetition and purchase intention. Lastly according to the results consumers who have lower involvement on the product category is moderating the relationship between outputs of study and advertisement exposure number.

5.1. Major Findings

This section highlights the research's major findings. The first analysis deals with the differences between the repetition groups according to study output variables. Next is the dispute of the direct and moderating effect of control variables to study output variables .

5.1.1. Relationship Between Outputs and Groups

Further results show that exposing consumers to repeated advertisements they

can recall it many times. The literature also supports the findings of the thesis. Sing et al. (1995) argued that even if two exposure to the advertisement generate more recall than one. Additionally, the findings strengthen the arguments of Krugman (1980) that in stage 3 (third exposure) consumers are ready to understand and evaluate the content, for this reason, the repetition causes for high recall of the advertisement.

The product purchase intention results show partially supports the literature. Burton et al. (2018) argue that repeating an advertisement for ten or more times accelerates the consumers' willingness to purchase various products. So in the thesis, a maximum number of exposure is three, and not any relationship between the repetition and product purchase intention is found. Hence, it can be deduced that perhaps the number of exposure to push the consumer to purchase the relevant product is not sufficient.

The last finding demonstrates that continuous repetition of the advertisement message create an impact on the likability or attitude of the consumers. Brechman et al. (2016) argued that even if sometimes repetition of same formatted ad can lead a negative ad liking which is accelerating the advertisement skipping behavior of the consumer. In conclusion, the thesis findings do not support the existing literature, but it is true to make inferences that three exposures are not enough to generate a negative attitude or disliking to the repeated advertisement.

As Farney (2016) states, repetitive advertisement leads to familiarity and habituation of the consumer towards the brands at the beginning or introduction of the advertisement. However, with consistency, repetitive exposure leads to decreased advertisement likability through a process called tedium. In effect, therefore, repetitive advertising may lead to boredom in the long run since the consumers get tired of seeing the same thing repeatedly (Farney, 2016).
Simultaneously, a higher number of exposures are critical in making the consumer's mind recall the advert for a longer period. This phenomenon is

because frequent exposures strengthen consumers brand memory, makes them easily recognize or associate with a brand name and evokes positive emotions about a given brand (Haider and Shakib, 2017).

Further, Farney (2016) agrees that the effectiveness of the number of exposures in determining   ad liking or disliking depends on predetermined familiarity. Consumers tend to be more receptive of brands they are familiar with than new ones irrespective of the number of exposures done through advertisement (Farney, 2016) While the number of exposures has a bearing on consumer ad liking and, or attitude, this study's findings show that three exposures were not enough to reflect significantly in certain aspects of behavioral change in consumers due to   factors such as age and gender.

The findings also show that repeated ads have a corresponding ad likability and increased willingness to purchase. This finding is supported by Ahmad, Ahmad & Mahmood (2016) while quoting Krugman (1972) who stated that first advertisement exposure also known as the "what is it" stage makes the consumer inquisitive about a brand since it is the first time they are interacting with it. When the consumer's curiosity is aroused, they feel motivated and interested in finding out more about the product hence the reason for a positive impact on the consumer intention to purchase. To this extent and considering these findings and available literature on the aspect of ad exposure and how it relates to consumer behavior, I can safely conclude that the number of advertisement exposure affects consumers but has no direct effect on ad likability.

Moreover, the effect of ad exposure on the other variables such as ad recall, product involvement, ad attitude and intention to purchase relies on the interplay of these variables, consumers' experience, among other factors. The effect was more recognizable in the group with three exposures than in the groups that had two and one exposures in that order. As Haider and Shakib (2017) said, the higher the frequency of brand exposure, the more sentimentally attached consumers become about that brand.

Scholars agree that ad repetition and exposure have an Inverted-U shaped effect on consumers. (Ahmad, Ahmad & Mahmood, 2016). That is, when consumers interact with the advertisements for the first time, the ads create a positive effect in their minds, and this creates a favorable perception of a product and may inspire purchase intention. However, the trend begins to show a negative trend when the ad exposure optimizes beyond three exposures, and at this level, the consumer begins to form a negative attitude and recall biases.

Another aspect that is also closely related to ad repetition is consumers' tendency to skip ads when they are given that option, for example, in interactive advertising formats (Belanche, Flavián and Rueda, 2017). When consumers skip ads, it becomes difficult to tell whether the ad repetition has affected their attitude, positive or negative. İn this study, the findings reveal that there was no corresponding likability or attitude and the factors already discussed. This might have been attributed to the fact that the consumer became bored watching the same advert and thus decided to skip most of them. Many factors prevent ad repetition from creating an effect on ad liking, attitude, intention to purchase, and consumer involvement. These as we have seen, including the consumers recall, consumers skipping behavior and product familiarity and past experiences. That is why it is not possible to conclude that repetition in itself leads to major changes in the consumer's behavior. Analyzing ad repetition should take into account all the other factors since they interrelate.

5.1.2 Analysis of control variables

Firstly, direct relationship of control variables (gender, education level and product category involvement) with the study output is analysed.   results demonstrate in this regression model repetition has a differentiated relatitonship with all the four output variables. When separate analysis of gender is considered in the regression analysis, the results demonstrate that both female and male groups are have a positive effect to the relationship between advertisement repetition number and output variables of the study – ad recall, ad likability, ad

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attitude and purchase intention. When the moderation level of female and male groups is analysed it has been found that results are close to each other. So as a conclusion, it can be said that gender is not a moderating factor in the advertisement repetition and the level of moderation effect between male and female is not differentiating.

Secondly, regression analysis model is developed for eductaion level, in order to determine if the eductaion level has a moderation effect on dependent and independent variables, then separete analysis is adoped for education groups to see differentiations. According to the analysis it can be inferred that, when education level is a moderator variable there is a significant positive relationsip between advertisement repetition level and outputs of the study . Secondly group based education level analysis is adpoted where the different education levels are considered as : below bachelor's degree and bachelor and upper degrees. The findings illustrate that education is not a moderating variable in the designed study for ad recall, ad likabilty and ad attitude variables. On the other hand, the relatitionship between the advertisement repetition and product purchase intention is moderated by education level of consumers. As argued by Tellis (1988), advertisement is a tool to enhance consumers' purchase of the product, so that having information about the category make the advertisement repetition an effective way to increasing desire for purchase.

Repetition has a positive effect on educated consumers compared to the less educated consumers because the more educated a consumer is, the more likely they are to form arguments favorable to the product and counter-arguments that raise negative attitudes about the product (Belanche, Flavián and Rueda, 2017). In other words, educated consumers to take time to make sense of an advertisement and therefore, advertisements repeated, they understand the message better.

Educated consumers can question the value, quality, weaknesses and amount of satisfaction they are likely to derive from a product and their eagerness to

purchase increases once they have a thorough understanding of these details (Belanche, Flavián and Rueda, 2017). The level of consumer education determines whether they will respond to the emotional appeal or the rational advertisement appeal. Uneducated consumers may ignore those critical details about a product or sometimes purchase due to influence from other people. Still, such type of purchase does not reflect an increased intention to purchase due to advertisement. According to the findings, educated people are interested in what rational attributes of the product as communicated in the advert; hence the more an advert is repeated, the more the ad likability and intention to purchase.

According to Jovanović, Vlastelica and Kostić (2017), the intention to purchase is stimulated by two main marketing appeals: rational appeal and emotional appeal. Consumers exposed to an advertisement will be concerned; on the one hand, about facts, features, quality, value and efficiency of a product and on the other, they might be swayed by the emotional attributes that an ad evokes in them (Jovanović, Vlastelica and Kostić, 2017). The intention to purchase goes hand in hand with the appeal that an advert stimulates in the consumer minds.

The last model is designed to analyze moderating effect of product category involvement on advertisement repetition and the output variables. Results of the analysis indicate that when product category involvement is a moderator variable ad repetition and output variables have significant relationship. When product category involvement group based investigations are considered, only consumers who have lower category involvement moderates the relationship between the advertisement repetition and study outputs.

The frequency of ad exposure and ad repetition both work in tandem to increase the consumer's purchasing intent (Kazmi and Batra, 2009). But the two depend on the past experiences, the assurance and curiosity they evoke on the consumer's minds. A consumer will not purchase a product merely on account that they like an advert. They purchase a product depending on the amount of utility and satisfaction they derive from it. The perception about utility may be

affected after three exposures by recall and attitude (Kazmi and Batra, 2009). Consequently, these two interfere with likability, and the consumer starts to inculcate negative thoughts and remember certain unlikable aspects of the products; thus, the effectiveness of advertisement starts to diminish. When consumers have a favorable recall about a brand or product, ad repetition tend to work towards improving the consumer's purchasing intention (Kazmi and Batra ,2009). This is because such repeated adverts serve to emphasize already existing interests and to remind them that the product still has the same useful qualities as it used to when they last consumed it.

5.2. Managerial Implications

Study demonstrates effect of distinctive advertisement repetition on consumer behavior. Although in the literature there are some investigaitons about the exact number of repetition, its effect on the consumers, there are not common conclusion about how repetition is affected by the factors like ad likability, ad attitude. Additionally, as the repetition of any advertisement is one of the mostly used method by marketers to create awareness on consumers, relatitionship between consumers' demographic characteristics and ad exposure is critical for marketers.

In the recent years, as the role of social media in marketing is accelerated number of exposure to an advertisement is increased. So that targeting is become so crucial for marketers to push consumers to purchase the offered product/service. Study gives insight for marketers that there is not any specific difference between meale and female consumers when they are exposed to repetitive advertisement. Thesis also points out the significance of advertisement likability on positive feedback to the repetitive advertisement. This conclusion can create awareness on marketers targeting the people for extra exposure who liked the ad before can take the consumer to purchase action.

Today for many companies recall of the advertisement by the consumers is an

important topic. Study demonstrate there is a distinction in the purchase behavior of consumers when they are exposed to extra number of repetition. So that, study gives a vision to managers single exposure to an advertisement is not sufficient to take action for the consumer. On the other hand, very extra repepitions can create boredom and satiation. For any product/ service or targeted consumer group satiation level can differentiate. For this reason, considering to find the peak point can be useful for managers.

Lastly, the results of the current study illustrate importance of product category involvement. Before presenting the advertisement, marketers must be sure that consumers have enough information about the product category. If the consumer has not any information about the product category extra repetition can only create boredom and irritation. On the other hand, having knowledge about the product category creates an interest on consumer to concentrate on the advertisement content.

5.3. Limitations

In every study, it is common to find limitations. Some of the limitations of this study are discussed below.

As mentioned before, the literature has two different views on the number of exposures: minimalists and maximalists. Minimalists support the idea of three exposures where maximalists argue that more than five exposures are needed for better results. In the study, three exposures of the advertisement are experienced. As Cannon and Riordan (1994) argued, maybe more exposure is needed for participants for better evaluation and understanding the concept. So, more than three exposures can be tested in order to see if there are any differences in the study. Another limitation is mostly in the literature experimental study design is implemented. The participants were observed, or control groups were formed to get better results. In the study, the questionnaire method was used to get the participants answers about the related video. Experimental study design can lead

to better results in the study.

Another limitation of the study is, the repetitive advertisement and the brand is designed and created for the study. So, participants are first introduced to the brand and the advertisement content. The results of the study can be diversified if the brand was recognized for them.

Based on the nature of the research problem, it was difficult to find a significant relationship   from the sets of data since the study used a small sample size. Some of the statistical tests required a larger sample size that would ensure that the whole population is represented fully. Lack of data reliability was yet another challenge to this study. As a result of this, the scope of   the study was limited, that became an obstacle in establishing relationships based on the findings. Past studies form the basis of the literature review. However, this study did not find adequate   prior research studies that would back up the understanding of the research problem under investigation. The currency of this research topic lacks prior related topics for reviewing the literature.

The measures used to collect data also contribute to the challenges facing this study. After completion of the findings, it was discovered that means of data collection inhibited the ability to conduct a proper analysis of the results.

It is also significant to note that this research study does not seem to portray what existing literature says on the concept of ad exposure and how it increases to the optimal level and then starts to decline after three exposures. Even though most studies take the third exposure to be the optimal level, this study should have allowed up to six exposures to tell a more accurate trend. It is possible that after three exposures, the trend might have changed thus leading to different findings altogether. In this study, repetition of the advertisement did not cause any significant liking or disliking of the advert, and so more exposures might have been necessary.

This study used the size of 10 participants which may not be all-encompassing or representative of the target population. The study should have used a more sizeable sample to better understand the relationships between ad repetition on the demographic variables such as liking, purchase intention, and recall.

5.4. Conclusion

In conclusion, the market is one of the study areas standing out more on people's lives, especially as propagated by the use of social media. On the other hand, advertising remains the most important aspect of product promotion that first use to persuade consumers to remain loyal to their products. In this study, it is true that the consumers value both traditional advertising and the use of social media. The study investigates two different theories that are; learning theory and two-factor theory to determine the impacts of a repeated advertisement on consumers' purchase. Based on findings, it is true that repetitive advertisement may not have any direct relationship with advertisement attitude, product involvement category. However, when the consumers are exposed to repetitive advertisement, they can recall it several times and their ad likability and purchase intention is increasing.

Other analysis show effect of gender, education level and product category involvement as a control variable to advertisement repetition with all output variables. Also, gender is not moderating the relationship between the repetition and the ad recall, ad likability, ad attitude and product purchase intention. The study also notes consumers who are highly educated is moderating the relationship of advertisement repetition and purchase intention. Lastly, it is found that consumers who have lower involvement on the product category is moderating the relationship between outputs of study and advertisement exposure number.

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APPENDICES

A. QUESTIONNAIRE / ANKET

ANKET

Aşağıdaki bilgileri size uygun şekilde doldurunuz.

1. Cinsiyetiniz: Erkek ( )   Kadın ( )

2. Yaşınız: _____

3. Eğitim Durumunuz: Okuryazar ( )   Ortaokul ( )   Ön lisans ( )   Lisansüstü ( )

                       İlkokul ( )   Lise ( )   Lisans ( )

4. Çalışma durumunuz: Özel Sektör ( )   Kamu ( )   Öğrenci ( )

                       Yarı zamanlı( )   Çalışmıyor ( )   Emekli ( )

5. Medeni durumunuz: Bekar ( )   Evli ( )   Boşanmış( )   Eşi ölmüş ( )

6. Aylık geliriniz(TL):   0-1000 ( )   1001-2000 ( )   2001- 3000( )   3001-4000 ( )

                          4001-6000 ( )   6001-8000 ( )   8001-10000( )   10001-üstü( )

Bölüm 1

Değerli katılımcı, bu bölümde videoda izlediğiniz ve aşağıda görseli olan reklamdaki ürün hakkında görüşlerinizi 1'den (Kesinlikle Katılmıyorum) 5'e (Kesinlikle Katılıyorum) kadar derecelenmiş ölçek üzerinden belirtiniz.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum

Görsel

		1	2	3	4	5
1	Ürünü hatırlıyorum	1	2	3	4	5
2	Reklamın içeriğini hatırlıyorum	1	2	3	4	5
3	Ürünü gördüğümde reklamı hatırlarım	1	2	3	4	5
4	Ürünü gördüğümde rakip ürünlerinden farklandırabilirim	1	2	3	4	5

98

Bölüm 2

Değerli katılımcı, bu bölümde aşağıdaki soruları 1'den (Kesinlikle Katılmıyorum) 5'e (Kesinlikle Katılıyorum) kadar derecelenmiş ölçek üzerinden yanıtlayınız.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum

Görsel

1	Farklı diş macunu markaları hakkında bilgim vardır	1	2	3	4	5
2	Diş macunu ilgimi çeken bir ürün kategorisidir.	1	2	3	4	5
3	Bir veya daha fazla dişmacunu markası tercihim vardır	1	2	3	4	5
4	Markları değerlendirecek kadar farklı diş macunları hakkında bilgiye sahibim.	1	2	3	4	5

Bölüm 3

Değerli katılımcı, bu bölümde videoda izlediğiniz ve aşağıda görseli olan reklam hakkında görüşlerinizi 1'den (Kesinlikle Katılmıyorum) 5'e (Kesinlikle Katılıyorum) kadar derecelenmiş ölçek üzerinden belirtiniz.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum

Görsel

1	Bu reklam çekicidir	1	2	3	4	5
2	Bu reklam yaratıcıdır	1	2	3	4	5
3	Bu reklam mizahidir	1	2	3	4	5
4	Bu reklam heyecan vericidir	1	2	3	4	5
5	Bu reklam tatmin edicidir	1	2	3	4	5
6	Bu reklam bıkkınlık yaratır	1	2	3	4	5

7	Bu reklam neşelidir	1	2	3	4	5
8	Bu reklam rahatsız edicidir	1	2	3	4	5
9	Bu reklam irite edicidir	1	2	3	4	5
10	Bu reklam duygusal bağ yaratır	1	2	3	4	5
11	Bu reklam eğlencelidir	1	2	3	4	5
12	Bu reklam beklenmediktir	1	2	3	4	5
13	Bu reklam ilginçtir	1	2	3	4	5
14	Bu reklam bilgilendirici değil	1	2	3	4	5

Bölüm 4

Değerli katılımcı, bu bölümde videoda izlediğiniz ve aşağıda görseli olan reklam hakkında görüşlerinizi 1'den (Kesinlikle Katılmıyorum) 5'e (Kesinlikle Katılıyorum) kadar derecelenmiş ölçek üzerinden belirtiniz.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum

Görsel

1	Bu reklam hoşuma gitti	1	2	3	4	5
2	Bu reklamı beğendim	1	2	3	4	5
3	Bu reklam ürüne karşı olumlu tutuma yol açar	1	2	3	4	5
4	Bu reklam ürüne karşı olumsuz tutuma yol açar	1	2	3	4	5
5	Bu reklam benim üzerimde herhangi bir etki yaratmadı	1	2	3	4	5

Bölüm 5

Değerli katılımcı, bu bölümde videoda izlediğiniz ve aşağıda görseli olan reklamdaki ürün hakkında görüşlerinizi 1'den (Kesinlikle Katılmıyorum) 5'e (Kesinlikle Katılıyorum) kadar derecelenmiş ölçek üzerinden belirtiniz.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum Ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum

Görsel

1	Bu reklam bende yüksek satınalma ilgisi yarattı	1	2	3	4	5
2	Bu reklamı izledikten sonra yakın zamanda ürünü almayı planlıyorum	1	2	3	4	5
3	Bu reklamdaki ürün kadar iyi başka muadil bir marka olsa bile reklamdaki ürünü almayı tercih ederim	1	2	3	4	5

B. APPROVAL OF THE METU HUMAN SUBJECTS ETHICS COMMITT FORM / ETİK KURULU ONAY FORMU

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MIDDLE EAST TECHNICAL UNIVERSITY

Sayı: 28620816 /

13 KASIM 2020

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Eminegül KARABABA

Danışmanlığını yaptığınız **Aytaj ABBASZADE**'nin "*Reklamda Tekrarlamanın Rolü. Tekrarlanan Reklamların Tüketici Üzerinde Etkisi*" başlıklı araştırması İnsan Araştırmaları Etik Kurulu tarafından uygun görülmüş ve **319-ODTU-2020** protokol numarası ile onaylanmıştır.

Saygılarımızla bilgilerinize sunarız.

Prof. Dr. Mine MISIRLISOY
İAEK Başkanı

C. TURKISH SUMMARY / TÜRKÇE ÖZET

Pazarlama uzun zamandır var olan ama özellikle son zamanlarda insanların daha sık duyduğu ve gördüğü alan haline gelmiştir. Pazarlama birçok uzman tarafından tüketicileri etkileyen rolü ile çeşitli kavramlar kullanarak tanımlanmıştır. Ancak, pazarlamanın en önemli tanımı, pazarlamayı "müşteriler, müşteriler, ortaklar ve genel olarak toplum için değerli teklifler oluşturmak, iletmek, sunmak ve alışverişi için etkinlik, kurumlar kümesi ve süreçler" olarak tanımlayan Amerikan Pazarlama Birliği'dir. (American Marketing Association, 2019). Pazarlamanın geleneksel yaklaşımı dört P' e (Ürün, Fiyat, Promosyon ve Yer) dayanmaktadır. Bu dört Ps pazarlama karışımı kavramını oluşturur. Kotler (2000) pazarlamayı şöyle tanımlar:

> Pazarlama hedef pazarın ihtiyaçlarını kar da karşılamak için araştırma, yaratma ve değer sunma bilimi ve sanatı. Pazarlama, müşterilerin yerine getirilmemiş ihtiyaç ve isteklerini tanımlar. Tanımlanan pazarın büyüklüğünü ve kar potansiyelini tanımlar, ve ölçer. Ayrıca pazarlamada, şirketin en iyi hizmet verebilecek segmentleri de saptamaktadır.

Pazarlama kavramının tanımı Kotler tarafında yaratılsada, farklı kaynaklarda pazarlama kavramını irdeler. Pazarlama, tüketici ihtiyaçlarının belirlenmesi ve hedeflenen bir grubun ihtiyaçlarını karşılamak için mal ve hizmetlerin üretilmesidir (Schiffman ve Kanuk, 1994). Lamb vd. (2007) pazarlamayı, şirketler tarafından rakipler tarafından daha karlı olacak şekilde memnuniyet ihtiyacı olarak tanımlar. Amerikan Pazarlama derneğinde (2019) Jeff Cutler pazarlamayı işletmelerin müşterilerine, çalışanlarına, ortaklarına, yatırımcılara ve diğer paydaşlara hikayelerini nasıl anlattıkları olarak tanımlar. Pazarlama, bireylerin başkalarını yaşamlarına kabul edip edemeyeceğine karar vermek için kullandıkları bir komut dosyası olarak tanımlanmıştır. En önemlisi, pazarlama kavramı insanların çeşitli markalar ile etkileşim yoludur.

Yukarıda belirtildiği gibi, pazarlama karışımı ürün, fiyat, yer ve promosyon dört unsurdan oluşur. Pazarlama karışımı bu unsurları sunmak ve tüketici ihtiyaçlarını

karşılamak için pazarlamanın temel konusudur. Bu öğelerin her birinin alt bileşenleri ve özellikleri vardır.

Reklam ürün tanıtımı için önemli bir araçtır ve teknoloji ve sosyal medya gelişimi ile son yıllarda daha da önemli hale gelmiştir. Geçmişte pazarlamacılar reklam panoları gibi geleneksel reklam yöntemleri tercih ederdi. Ancak özellikle 20. Yüzyıldan sonar pazarlamacılar ürünü veya hizmeti Instagram, YouTube veya farklı bir platformda tanıtabilir hale geldiler. Pazarlamacılar tarafından ürün veya hizmet in reklamını yapacak platformların sayısı arttıkça, tüketiciler reklamlara çok daha fazla maruz kalmaktadır.

Bu çalışma, tekrarlayan reklamların tüketiciler üzerindeki etkisini araştırmak üzerine tasarlanmıştır. Bölüm 1'de konu üzerine giriş ve araştırma soruları tartışılır. Bölüm 2, literatürdeki konu ile ilgili farklı kaynakların araştırması ve katkısını içerir. Bölüm 3 çalışmanın metodolojisini ve ölçekleri kapsamaktadır. Bölüm 4 istatistiksel azaliz sonuçlarını sunar. Son olarak, bölüm 5 bulguları ve çalışmanın sınırlamalarını göstermektedir.

Araştırma Sorusu

Bu çalışma, tekrarlayan reklamların tüketiciler üzerinde nasıl bir etki yarattığını değerlendirmeyi amaçlamaktadır. Ayrıca, çalışma tekrarlamanın satın alma niyetleri veya reklamın hatırlanması gibi ölçeklerin tüketici davranışları üzerindeki etkisini dikkate alarak değerlendirir. Araştırma makalesi, tüketicilerin reklamı beğenmesi veya tutumunun tüketicilerin tekrar sayısı üzerinde bir etkiye yol açıp açmayacağını belirlemeyi hedeflemektedir. Çalışma, tekrarlayan reklamda ürün kategorisinin öneminde araştırır. Çalışma, aşağıda belirtilen sorulara ilişkin çözümler bulmaya odaklanmaktadır.

• Tüketiciler birden fazla sayıda reklam tekrarından etkileniyor mu?

• Tekrarlayan reklamlar tüketici davranışına nasıl bir yansıma sağlar?

• Tüketicinin reklama maruz kalma davranışı demografik özellikler açısından farklılık gösterir mi?

Literatür Taraması

Reklam geçmişten günümüze çeşitli şekillerde tanımlanır. İvanoviç ve Collin (2003), reklamı tüketiciyi sunulan ürün veya hizmeti satın almaya ikna etmenin bir yolu olarak tanımladı. Gale (1900) ana marka ve ürün grubunun ilişkisini geliştirmek için bir araç olduğunu ekliyor. Reklam türleri iki önemli bölüme ayrılabilir: basılı reklamlar ve son yıllarda çoğunlukla kullanılan dijital reklamlar. Sosyal medya reklamları dijital reklamlara örnek iken, tv, radio veya panolar geleneksel reklamlara örnek olabilir (Durmaz, 2011). Başka bir açıdan bakıldığında, reklamlar kitlesel ve özel reklamlar olarak sınıflandırılabilir. Özel reklamlarda temel amaç belirli bir hedef kitleye ulaşmakken, toplu reklamlarda bir reklama maruz kalan tüketici sayısı çok daha önemlidir (Esteban ve Hernández, 2016). Geleneksel ile dijital reklamlar arasındaki kritik fark, tüketicilerin reklam içeriğiyle etkileşimidir. Araştırma, yeni dijital reklamların kişilerarası iletişimi geliştirdiğini vurgulamıştır (Szuprowicz, 1995). Dijital reklamlar, kullanıcıdan gerçek zamanlı geri bildirim almak ve içeriği geliştirmek için de etkilidir (Rafaeli ve Larose, 1993). Pazarlama uygulayıcılarının bulguları, sosyal medya platformlarının önde gelen bilgi sağlayan araç haline dönüştüğünü ve sosyal medya kullanıcılarının çevrimiçi kullanıcıların tercihlerini yönlendiren araç olduğunu doğruladı (Ha 2003, 2017; Hofacker ve Belanche, 2016). Buna ek olarak, Kim ve ark. (2015) kullanıcı katılımını güçlendirmek için kullanıcı merkezli tasarımlar geliştirildiğini beyan etti. Sosyal medya, arama motoru optimizasyonu, tıklama başına ödeme reklamları, e-posta pazarlama çoğunlukla kullanılan ve hedeflenen tüketici gruplarının çok sayıda ulaşmak için dijital reklam türleri olarak tanımlanır.

Verimli sonuçlar elde etmek için dengeli erişim ve frekans düzeylerine sahip olmak için reklam optimizasyonu yıllar boyunca en çok araştırılan konulardan biridir (Schultz, Block ve Viswanathan, 2018). Geçmişte uygulayıcılara göre erişim ve sıklık reklamın etkinliğini ölçmek için en önemli unsurlar oldu (Kral ve Reid, 1997; Kreshel, Lancaster ve Toomey, 1985; Leckenby ve Kim, 1994; Leckenby ve Kishi, 1982; Nowak, Cameron ve Krugman, 1993). Etkili sıklık,

tüketicilerin öğrenmelerini geliştirmek ve tüketiciyi harekete geçirmek için bir reklam mesajının tekrarı olarak tanımlanır (Broussard, 2000). Tüketici harekete geçmeye hazır olduğunda, Recency teorisine göre reklamın etkinliği artar. Yeni dijital dünyada, etkili reklam sıklığı tüketicileri harekete geçirecek optimum düzey olarak tanımlanır. Ray ve Sawyer (1971) tekrarlama işlevini reklama maruz kalma ve etkisi arasındaki bağlantı olarak açıkladı. Tıklama oranı, sayfa görüntüleme sayısı veya gösterim gibi ölçütler medya verimliliğinin değerlendirilmesi için yeni boyutlar haline geldi (Cheong, Gregorio ve Kim, 2010).

Reklam mesajının çeşitli tekrarları (Vuokko,1997) tüketicilerin farkındalığını ve içeriği işlemeyi geliştirir. Literatürdeki çalışmalar, reklam tekrarının tüketicilerin tutumu ve hatırlanması üzerindeki etkileri konusunda hemfikir olsa bile, tüketici geri bildiriminin en üst düzeye çıkarıldığı reklam anına ilişkin ortak bir nokta yoktur. Tekrar numarası tartışmasında, Tellis (2004) görüşleri iki farklı görüşe ayırdı: minimalistler ve maksimalistler. O reklam tekrarı etkinliğini üç unsura bağladı: tüketici marka aşinalığı, reklam karmaşıklığı ve iletişim mesajının yeniliği. Minimalistler reklamın sadece birkaç kez tekrarlanmasının çoğunlukla bir ila üç tekrarda daha iyi tüketici hatırlamasına yol açtığını savundu. Krugman (1972) daha fazla tekrarı eleştiren minimalist perspektifin önde gelen savunucusudur; üç pozlamanın tüketiciden maksimum verimi ve geribildirimi almak için yeterli olduğunu savundu. McDonald (1971) göre, 2 tekrar, Gibsons'un(1996) bulgular bir tekrarın yeterli olduğunu gösterdi. Singh ve Cole (1993) ve Singh ve Rothschild (1983) en uygun frekans seviyesinin tüketicilerin dikkatini çekmek için dört olduğuna inanıyorlardı. İkinci görüş ise daha iyi tüketici tepkisi için daha fazla tekrarın gerekli olduğunu savunurken, Zielske (1959) bu görüşün en önemli savunucusu oldu. Zielske (1959) ölçülen 13 tekrarda tüketicilerin mesaj hatırlama üzerinde olumlu bir etkiye sahip olduğunu gösterdi. Kolhi vd. (2005) 5 pozlama ve Nordhielm (2002) on ile yirmi beş tekrarın tüketicilerin daha iyi hatırlamasına neden olduğunu araştırdı. Cannon ve Riordan (1994) 3 tekrarın bir tüketici için yeterli sayı olmasına ragmen, diğer bir

tüketicinin içeriği daha iyi kavraması için daha fazla tekrara ihtiyaç duyulabileceğini vurguladı.

Araştırma Hedefleri

Tekrarlayan reklam mal ve hizmetlerin pazarlanmasında daha güvenilir olmak için en çok tercih edilen yaklaşımdır. Tekrarlayan reklam tüketiciler üzerinde hem olumlu hem de olumsuz etkiler yaratabilir.

- Bu çalışmanın amacı, tekrarın tüketiciler üzerindeki etkisini ve tüketicilerin farklı düzeylerde tekrarlayan reklamlar yoluyla nasıl etkilendiğini araştırmaktır.
- Çalışma, değişikliklerin tüketicilerin reklam veya ürünlere karşı tutumunu nasıl etkileyebileceğini belirlemeyi hedeflemektedir.
- Bu çalışma, reklamın hatırlanması, tekrarın reklamın beğenilmesi ve tüketicinin tutumuna karşı etkisi gibi konuları kapsamaktadır.

Araştırmada tekrarlanan reklam birden çok marka ile birlikte vir video halinde katılımcıya sunulur. Katılımcılar ilgili videoları izlemeyi bitirdikten sonra, katılımcılara kullanılmak üzere gönüllü olarak bir anket verilecektir. Anketin giriş bölümü, katılımcılarla doldurulması gereken ilgili bilgilerden oluşacak ve bu da çalışmanın temel amacının değerlendirilmesine yardımcı olacaktır. Katılımcılar tarafından bilinen çeşitli ürün veya markaların 16 farklı reklamını içeren üç video hazırlanır. Ana tekrarlanacak reklam diş macunu reklamı olup(Wintergreen), katılımcılar tarafından daha önce bilinmeyen bir marka ve reklam tasarlanmıştır. Video 1'de ana analizör reklam yalnızca bir kez, ikinci videoda aynı reklam iki kez, üçüncü videoda ise Wintergreen'in reklamı üç kez tekrarlandı. Bu videolardan birini izleyen katılımcı ankete davet edilir ve girişte gösterilen reklama göre soruları yanıtlaması istenir. Anket, akış ve metinin basitliğini ölçmek ve katılımcılar tarafından kolayca yapılabileceğini belirlemek için 10 katılımcıya ön test olarak uygulanmıştır. Geri bildirimler toplandıktan sonra bazı düzeltmeler yapıldı ve anket sonuçlandı. Anket 36 soru ile 6 bölümden oluşuyordu. İlk bölümde katılımcılardan demografik bilgiler

toplanmıştır. İkinci bölümde katılımcının ürün kategorisi katılımı hakkında bilgi toplandı. Katılımcıların reklam beğenirliliği ve reklam tutumu, sırasıyla üçüncü ve dördüncü bölümlerin ana kavramlarıdır. Daha sonra reklamın hatırlanması analiz edildi ve son olarak katılımcıların incelenen ürün için satın alma niyetleri araştırıldı. Bu nedenle, farklı reklam maruz kalma düzeyleri ile katılımcılardan üç ayrı gruplar oluşturuldu. Bu araştırmacı çalışma tasarımı ile, farklı reklam tekrarlarının katılımcı grupları ürün kategorisi etkileşimi, reklam beğenirliliği ve tutumu, reklam hatırlanması ve satın alma eğilimi değişkenleri üzerinde nasıl etkilediği araştırılacaktır.

Çalışmanın Bulguları

İstatistiksel analizler IBM SPSS Statistics 25.0 paket programı kullanılarak yapılmıştır. Tüm analizlerde anlamlılık düzeyi 0,05 olarak belirlenmiştir.

Çalışmada nümerik veriler ortalama, standart sapma, medyan, minimum, maksimum değerler ile, kategorik veriler ise frekans ve oran değerleri kullanılarak özetlenmiştir. Nümerik değişkenlerde normallik varsayımı Shapiro Wilk testi ile kontrol edilmiş ve normal dağılmama sonucuna paralel olarak grup sayısı iki olan karşılaştırmalar için Mann Whitney U testi, grup sayısı ikiden fazla olan karşılaştırmalarda ise Kruskal Wallis testi tercih edilmiştir. Kruskal-Wallis sonrasında ikili karşılaştırmalar Dunn testi ile yapılmış, ardından p değerleri için Bonferroni düzeltmesi kullanılmıştır. Farklı analizler için Anova testide ayrıca olarak kullanılmıştır.

Katılımcıların Demografik Özelliklerine İlişkin Bulgular

Katılımcıların demografik özelliklerine ilişkin verilerin incelenmesinde frekans analizi uygulanmıştır. Katılımcıların her gruptaki çalışma süresi, yaş, cinsiyet, eğitim durumu, medeni durum, aylık gelire ilişkin dağılımlar frekans tablosu ile belirtilmiştir.

Grup 1'de yer alan katılımcıların %35.5'i (n=22) erkek, %64.5'i (n=40) kadındır. Grup 2'de yer alan katılımcıların %40.6'sı (n=26) erkek, %59.4'ü (n=38) kadındır. Grup 3'de yer alan katılımcıların %47.6'sı (n=30) erkek, %52.4'ü (n=33) kadındır.

Grup 1'de yer alan katılımcıların %74.2'si (n=46) bekar, %25.8'i (n=16) evlidir. Grup 2'de yer alan katılımcıların %82.8'i (n=53) bekar, %17.2'si (n=11) evlidir. Grup 3'de yer alan katılımcıların %54'ü (n=34) bekar, %46'sı (n=29) evlidir.

Ölçeğin iç tutarlılığını gösteren Cronbach – α analizi sonuçları Reklamın Hatırlanması ölçeği 4 maddeden oluşmaktadır. Reklamın Hatırlanması Ölçeğini oluşturan ifadelere uygulanan güvenilirlik analizi sonucunda, Cronbach Alfa katsayısı 0.817 olarak hesaplanmıştır.

Ürün Kategori Katılımı ölçeği 4 maddeden oluşmaktadır. Ürün Kategori Katılımı Ölçeğini oluşturan ifadelere uygulanan güvenilirlik analizi sonucunda, Cronbach Alfa katsayısı 0,615 olarak hesaplanmıştır.

Reklam Beğenirliliği ölçeği 14 maddeden oluşmaktadır. Reklam Beğenirliliği Ölçeğini oluşturan ifadelere uygulanan güvenilirlik analizi sonucunda, Cronbach Alfa katsayısı 0,913 olarak hesaplanmıştır. Madde20, 22,23,28 ters maddelerdir.

Reklama Karşı Tutum ölçeği 5 maddeden oluşmaktadır. Reklama Karşı Tutum ölçeğini oluşturan ifadelere uygulanan güvenilirlik analizi sonucunda, Cronbach Alfa katsayısı 0,913 olarak hesaplanmıştır. Madde32,33 ters maddelerdir.

Satınalma Eğilimi ölçeği 4 maddeden oluşmaktadır. Satınalma Eğilimi ölçeğini oluşturan ifadelere uygulanan güvenilirlik analizi sonucunda, Cronbach Alfa katsayısı 0,878 olarak hesaplanmıştır.

Araştırmada kullanılan ölçeklerin , Cronbach Alfa katsayısı 0-1 arasında yer almaktadır. Cronbach Alfa katsayısı 1'e yaklaştıkça ölçeğin güvenirliği artar. Bu

doğrultuda araştırmada kullanılan ölçeklerin güvenilirliğinin yüksek olduğu söylenebilir.

Katılımcıların çalışma durumu grupları arasındaki ölçek puanları farkın tespiti için yapılan Kruscal Wallis testi sonuçlarına göre Grup 1 ve Grup2'de yer alan katılımcıların Reklamın Hatırlanması, Ürün Kategori Katılımı, Reklam Beğenirliliği, Reklama Karşı Tutum, Satınalma Eğilimi Ölçeği ortalama medyan puanları çalışma grupları arasında istatistiksel olarak anlamlı farklılık yoktur. Grup 3'de yer alan katılımcıların Reklamın Hatırlanması, Ürün Kategori Katılımı, Reklam Beğenirliliği, Satınalma Eğilimi Ölçeği ortalama medyan puanları çalışma grupları arasında istatistiksel olarak anlamlı farklılık yoktur. Grup 3'de yer alan katılımcıların Reklama Karşı Tutum Ölçeği ortalama medyan puanları çalışma grupları arasında istatistiksel olarak anlamlı farklılık vardır. (p<0.10) Kruskal Wallis testi sonrasında ikili grup karşılaştırmaları için Bonferroni düzeltmeli Dunn testi uygulanmıştır. Bu test sonucuna göre medyan puanları incelendiğinde çalışmayan katılımcıların Reklama Karşı Tutum Ölçeği medyan puanı öğrenci olan katılımcıların Reklama Karşı tutum Ölçeği medyan puanından daha yüksek olduğu söylenebilir. (p<0.10)

Katılımcıların Cinsiyet grupları arasındaki ölçek puanları farkın tespiti için yapılan Mann Whitney U testi Sonuçları Mann Whitney U testi sonuçlarına göre, Grup 1, Grup 2 ve Grup 3'de yer alan katılımcıların Reklamın Hatırlanması, Ürün Kategori Katılımı, Reklam Beğenirliliği, Reklama Karşı Tutum, Satınalma Eğilimi Ölçeği ortalama medyan puanları erkek ve kadın katılımcılar arasında istatistiksel olarak anlamlı farklılık yoktur.

Katılımcıların Medeni Durumu grupları arasındaki ölçek puanları farkın tespiti için yapılan Mann Whitney U testi Sonuçları Mann Whitney U testi sonuçlarına göre, Grup 1'de yer alan katılımcıların Reklamın Hatırlanması,Ürün Kategori Katılımı, Reklam Beğenirliliği ve Satınalma Eğilimi ölçeği ortalama medyan puanı evli ve bekar katılımcılar arasında istatistiksel olarak anlamlı farklılık yoktur. (p=0.929,p=0.140,p=0.087,p=0.154)

Ürün Kategori Katılımı ölçeği ortalama medyan puanı evli ve bekar katılımcılar arasında istatistiksel olarak anlamlı farklılık vardır. (p<0.10) Ürün Kategori Katılımı ölçeği ortalama medyan puanları incelendiğinde bekar katılımcıların Ürün Kategori Katılımı medyan puanı evli katılımcılardan daha yüksek olduğu söylenebilir.

Grup 2 ve Grup 3'de yer alan katılımcıların Reklamın Hatırlanması,Ürün Kategori Katılımı, Reklam Beğenirliliği, Reklama Karşı Tutum ve Satınalma eğilimi ölçeği ortalama medyan puanı evli ve bekar katılımcılar arasında istatistiksel olarak anlamlı farklılık yoktur.

Çalışmanın ana fikirlerinden biri farklı maruziyet grupları arasındaki farklılıkları bulmak. Gruplar arasında önemli bir fark olup olmadığından emin olmak için Tek Yönlü Anova testi yapılmıştır. Sonuçlar üç grup arasında küçük bir fark olduğunu gösteriyor.

Anova analizi, yalnızca reklam hatırlama, reklam beğenirliliği ve satın alma niyeti çıktılarının üç grup içindeki farklılıkları gösterdiğini göstermektedir. Diğer iki çıktıda anlamlılık değeri 0,10'dan büyük olduğu için gruplar arasında herhangi bir anlamlılık bulunmaz.

Araştırma sonucu

Çalışma, tekrarlayan reklamın tüketici davranışını nasıl etkilediğini araştırmayı ve değerlendirmeyi amaçlamaktadır. Ayrıca, çalışma tekrara maruzkalma ve demografik özellikleri arasındaki ilişkiyi bulmaya odaklanır. Değerlendirilen verilere göre, tüketiciler tekrarlayan reklama maruz kaldığında, reklama karşı tutum tutum ve ürün kategorisi bilgisi arasında önemli bir bağ görülmemiştir. Fakat tekrar sayısı arttıkça tüketicilerin reklamı daha iyi hatırladıkları, reklam beğenisinin arttığı ve satınalma ilgisinin daha yüksek olduğu ortaya çıkmıştır.
Diğer sonuçlar cinsiyet, eğitim düzeyi ve ürün kategorisi katılımının tüm çıktı değişkenleriyle reklam tekrarına bir kontrol değişkeni olarak etkisini

göstermektedir. Cinsiyet tekrarlanan reklamlar ile reklam hatırlanması, reklamın beğenilmesi, reklam tutumu ve ürün satın alma niyeti arasındaki ilişkide herhangi bir etkiye sahip değildir. Çalışma ayrıca, yüksek eğitimli tüketicilerin reklam tekrarı ile satın alma niyeti arasındaki ilişkiyi yönettiğini belirtiyor. Son olarak, ürün kategorisinde daha az bilgili olan tüketicilerin, çalışmanın çıktıları ile reklam maruz kalma sayısı arasındaki ilişkiyi etkilediği bulunmuştur.

Bu çalışmanın bazı sınırlamaları aşağıda ele alınmıştır. Daha önce de belirtildiği gibi, literatürde tekrarlanma sayısı ile ilgili iki farklı görüş vardır: minimalistler ve maksimalistler. Maksimalistler, daha iyi sonuçlar için beşten fazla tekrarın gerektiğini savunurken minimalistler üç tekrar fikrini destekler. Çalışmada, reklamın üç tekrar deneyimlidir. Cannon ve Riordan'ın (1994) savunduğu gibi, belki de daha iyi değerlendirme ve kavramı anlamak için katılımcılara daha fazla maruz kalma gereklidir. Yani, üçten fazla tekrar ile çalışmada herhangi bir fark olup olmadığını görmek için test edilebilir.

Sonuç olarak, pazarlama özellikle sosyal medya kullanımı ile daha fazla yaygınlaşan ve insanların yaşamları üzerinde etkisi olan çalışma alanlarından biridir. Öte yandan, reklam ilk olarak tüketicileri ürünlerine sadık kalmaya ikna etmek için kullanılan ürün promosyonunun en önemli yönü olmaya devam etmektedir. Bu çalışmada, tüketicilerin hem geleneksel reklama hem de sosyal medya kullanımına değer verdiği doğrudur. Çalışma iki farklı teoriyi inceler; öğrenme kuramı ve tüketicilerin satın alma üzerinde tekrarlanan reklam etkilerini belirlemek için iki faktörlü teori. Bulgulara dayanarak, tekrarlayan reklamın reklam tutumu, ürün katılımı kategorisi ile herhangi bir ilişkisi olmadığı doğrudur. Ancak, tüketiciler tekrarlayan reklam maruz kaldığında, reklamı daha fazla hatırlarlar, beğenir ve satınalmaya yönlenir. Ayrıca, cinsiyetin reklamın tekrarlanması ve çalışma çıktıları arasındaki ilişkiyi etkilemediği bulunmuştur. Çalışmada ayrıca, tüketicilerin motivasyonunun büyük ölçüde reklam mesajı nedeniyle argümanlar ve karşı argümanlar oluşturup oluşturamayacaklarını, tekrarlanıp tekrarlanmadıklarına bağlı olduğuna da dikkat çekiliyor.

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