

THE EFFECTS OF ADVERTISEMENT ON BUYING BEHAVIOR OF CONSUMERS IN CLOTHING SECTOR: THE TURKISH CASE

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ABSTRACT

Nowadays, advertisements which emerge as one of the most significant marketing activities are used efficiently by the enterprises. Advertisement is a successful method for attracting consumer's attention and increasing sales. Besides it provides an increase in brand value and brand awareness which provide a significant contribution to enterprise performance. Clothing sector which has an important role in Turkish economy involves successful enterprises. These enterprises frequently use advertisement activities in order to be successful and to be able to pronounce their differences from rivals to the consumers. This study aims to analyze the relationship between advertisement and buying behavior. After that, the results of the survey which is conducted in the hinterland of İzmir province are analyzed to determine the effects of advertisement on buying behavior of consumers in clothing sector.

Key Words: Advertisement, Consumer behaviors, Buying behavior, Clothing sector, Turkey.

ÖZET

Günümüzde en önemli pazarlama faaliyetlerinden birisi olarak ön plana çıkan reklamlar işletmeler tarafından etkin bir şekilde kullanılmaktadır. Reklamlar tüketicinin dikkatini çekmede ve satışları arttırmada başarılı bir yöntem olmasının yanında marka bilinirliği ile marka değerinin artmasını sağlayarak işletme performansının artmasına da önemli katkılar sağlamaktadır. Türk ekonomisinde önemli bir yere sahip olan hazır giyim sektörü başarılı işletmeleri bünyesinde barındırmaktadır. Bu işletmeler başarılı olabilmek ve rakiplerinden farklı olduklarını tüketicilere duyurabilmek için sıklıkla reklam faaliyetlerini kullanmaktadırlar. Bu çalışmada öncelikle reklam ve satın alma davranışı arasındaki ilişki incelenmiştir. Daha sonra hazır giyim sektöründe reklamın tüketicilerin satın alma davranışlarına etkilerini tespit etmek amacıyla İzmir ili hinterlandında gerçekleştirilen anket çalışmasının sonuçları analiz edilmiştir.

Anahtar Kelimeler: Reklam, Tüketici davranışları, Satın alma davranışı, Hazır giyim sektörü, Türkiye.

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1. INTRODUCTION

Advertisements have a great significance in consumption societies especially in the free market economies and besides they have an important function by connecting the consumer and the producer. Nowadays, advertisements give information about a product or a service and also provide their customers with lifestyles by loading an image to the brand.

The similar and dynamic product groups especially like clothing can be found in the market under different brand names and with prices appropriate to every budget. This situation has forced the enterprises to become different than their rivals. The enterprises which can improve efficient marketing strategy besides quality and price policy can survive and have an opportunity for expanding their market shares. The research and

development and marketing activities should come into prominence for enterprises so that they would be even more important than production. This situation appears as a necessity in response to the reflection of the raise in income and education levels of consumers to the increase in demands (1).

Advertisement activities especially emerge within the marketing activities.

This study primarily aims to analyze the relationship between advertisement and buying behavior. After that, the findings and the evaluations of a survey, which has been conducted with the participation of 341 people in the hinterland of Izmir province, are given.

2. THE RELATIONSHIP BETWEEN ADVERTISEMENT AND BUYING BEHAVIOR

Consumer is the most significant environment element which cannot be regulated by enterprises. That is the reason why environmental alterations affect the consumers initially and the boundaries of this effect cannot be determined previously and easily (2). In other words, the consumer desires and needs cannot be determined unless consumer behaviors are understood or identified. Also the variables that motivate them cannot be identified (3). The researches about consumer behaviors are very significant in terms of determining correct marketing strategies.

Advertisements are one of the most significant marketing media as they try to persuade the consumers for deciding to purchase a product, service or brand. Besides its informing aspect, it helps the consumers for remembering (6,7). At the same time it is one of the most significant promotion elements, which is commonly used by enterprises for the communication with target market and for affecting the buying behavior of consumers in order to direct them to their own products (8). A powerful visual effect and a concept in the direction of target market should be created within the advertisements (4). The positive properties of an advertisement can be indicated as the opportunity of reaching the large mass of people, high articulation, long term image, ready sale effect, the legality due to the public presentation and frequent repetition (5).

Nowadays, different media tools are used to have access to large masses of people and these tools take the properties of consumers in the target market into consideration. These media tools can be listed as newspapers, magazines, television, radio, cinema, outdoor advertisements, direct mailing and internet (7).

3. THE PURPOSE OF THE RESEARCH

Being an important element of Turkish economy, textile and clothing sector has kept its significance as a locomotive in national development for a long time. Also it is still one of the most competitive sectors of the country. The sector provides the 19% of the export, 8% of the gross national product, %15 of the employment in manufacturing industry, and 15% of investment incentives (9). Moreover the sector is the sixth biggest supplier of the world in clothing.

The enterprises that operate in Turkish clothing sector address great importance for marketing activities so that they could protect their competitiveness. Advertisement activities, which participate significantly in marketing activities, are frequently used with the purpose of affecting consumers and canalizing buying behaviors.

This study aims to determine the effects of advertisement on buying behavior of consumers in clothing sector.

4. THE RESEARCH METHOD

In accordance with the aim of the research, a questionnaire form consisting of 25 questions is prepared. This survey is conducted within December 2012- January 2013 at the hinterland of Izmir province residents by using face to face interview method. Izmir province population is 3.965.232 according to the Turkish Statistical Institute's address based population registration system results in 2011. Sample size is calculated as 339 at 99% confidence interval with 7% error margin. The consumers which would constitute the sample are determined according to snowball sampling. After the repatriation and evaluation of the sent-back questionnaires, 341 of them are incorporated to the research. After the conduction of the survey, collected data are evaluated with SPSS 16.0 programme. At the beginning of statistical analysis, the reliability of the questionnaire is measured and the reliability co-efficient α is found as 0,796. According to this finding, the scale of the questionnaire is addressed to be substantially reliable.

5. GENERAL FINDINGS OF THE RESEARCH

The questions which aim to specify the demographic properties of the participants are evaluated firstly. Accordingly, 65% of the participating students are women and the remaining 35% is men. Approximately 28% of the participants are at the age of between 22 and 26, 26% is at the age of 46 and over, 18% is at the age of between 35 and 45, 14% is at the age of between 15-21 and 14% is at the age of between 27 and 34. About 42% of the participants have 1000 TL monthly income whereas 23,4% has an income between 2001-3000 TL, 21% has an income between 1001-2000 TL, 10,2% has an income between 3001-5000 TL, 2,1% has an income between 5001-10000 TL and 1,2% has an income 10001 TL and over. Nearly 42% of the participants are at the age of between 15 and 26 and most of them are students. These students belong to the low income group because they live with family support and scholarships. Approximately 87,6% of the participants budget up to 500 TL monthly for clothing whereas 1,5% has a clothing budget between 501 and 1000 TL and 0,3% has a clothing budget between 1001-1500 TL and 0,6% has a clothing budget between 1501-2000 TL. Nearly 27,8% of the participants indicate that they do not follow fashion trends while 39,8% follows trends via internet and social media, 15,7% via television programs, 10,2% via magazines, 5,2% via newspapers and 1,2% via billboards.

The participants are asked to write the first clothing brand which they have remembered instantly (Table 1). According to this, Zara is the most remembered brand with 13,2%. This brand is followed by Koton, LCW, Mavi, Mango, Mudo, Sarar, Vakko, İpekyol and other brands respectively.

The participants are asked to write the clothing brand from which they shop most frequently (Table 2). According to this, LCW is the most shopped clothing brand with 14,5%. This brand is followed by Koton, Mango, Zara, Mudo, Mavi, Sarar, Marks&Spencer, Defacto and other brands respectively. According to the survey results, the most remembered clothing brand matches with the most shopped one. However, the remembered luxury clothing brands are not usually

involved with the most frequently shopped clothing brands.

Approximately 77% of the participants do not buy a fashion magazine whereas 19,8% buys one magazine once in a month, 2,4% buys two, 0,6% buys four or more and 0,3% buys three. About 39,6% of the participants

visit the fashion blogs occasionally whereas 35,5% never visits, 10,6% visits sometimes, 10,3% visits frequently and 4,1% visits always.

The survey offers 16 statements about the effects of advertisements on buying behavior. The participants are required to choose their agreement

levels for each of these statements. In quinary likert scale I absolutely agree is coded as 5, I agree is coded as 4, I have no idea is coded as 3, I don't agree is coded as 2 and I don't agree absolutely is coded as 1. The findings are given in Table 3.

Table 1. The clothing brands which are instantly remembered by the participants

Brands (Origin)	Frequency	Percent	Valid Percent
Zara (Spanish)	44	12,9	13,2
Vakko (Turkish)	11	3,2	3,3
Mavi (Turkish)	25	7,3	7,5
Koton (Turkish)	36	10,6	10,8
İpekyol (Turkish)	10	2,9	3,0
Mango (Spanish)	22	6,5	6,6
LCW (Turkish)	26	7,6	7,8
Mudo (Spanish)	15	4,4	4,5
Sarar (Turkish)	13	3,8	3,9
Other	132	38,7	39,4
Total	334	97,9	100,0
Missing System	7	2,1	
Total	341	100,0	

Table 2. The clothing brands which are most frequently shopped by the participants

Brands (Origin)	Frequency	Percent	Valid Percent
Zara (Spanish)	20	5,9	6,3
Mavi (Turkish)	16	4,7	5,0
Koton (Turkish)	39	11,4	12,3
Mango (Spanish)	21	6,2	6,6
LCW (Turkish)	46	13,5	14,5
Mudo (Turkish)	20	5,9	6,3
Sarar (Turkish)	16	4,7	5,0
Defacto (Turkish)	9	2,6	2,8
Marks&Spencer (British)	10	2,9	3,2
Other	120	35,2	38
Total	317	93,0	100,0
Missing System	24	7,0	
Total	341	100,0	

Table 3. The effects of advertisements on buying behavior of the participants

Statements	N	Mean	Std. Deviation
Television advertisements increase the product sales.	341	4,2581	,87999
Television advertisements inform the consumer and plug a product.	341	4,0176	,96695
Advertisements at the fashion magazines increase the product sales.	341	3,9589	,75034
Brand advertisements at the billboards increase the product sales.	341	3,8768	,81679
If famous people play at the advertisements the prestige of the brand increases.	341	3,7449	1,12825
I shop from brands which are mentioned positively at the fashion blogs.	341	2,9707	1,23396
When I go inside the brand's store, I try the products and combinations which I have seen at the advertisements.	341	2,9413	1,26819
My decision for purchase is affected positively by the product prices which I have seen in television and magazine advertisements.	341	3,9062	,98667
I follow the social media pages of the brands which I liked.	341	3,1378	1,28168
I cannot easily find the products/combinations, which I have seen at the advertisements, in the store.	341	3,3050	1,00920
I assess the models from internet pages before I go into the stores of the brands that I like.	341	2,7654	1,24998
I prefer a distinct logo over the products.	341	2,9091	1,26512
If the brands are preferred by famous people, my shopping from that brand is affected positively.	341	2,7038	1,23084
If a brand is a sponsor, my shopping is affected positively.	341	3,0088	1,16439
Promotion advertisements via messages/e-mail affect my shopping frequency/amount.	341	2,6628	1,22501
The frequent broadcasting of advertisements increases the product sales.	341	3,7126	1,00563

Approximately 91% of the participants accept that television advertisements increase the product sale (Average=4,25). Nearly 82% of the participants indicate that television advertisements inform the consumer and plug a product (Average=4,01). About 81% of the participants specify that advertisements at the fashion magazines increase the product sales (Average=3,95). Nearly 78% of the participants think that brand advertisements at the billboards increase the product sales (Average=3,87). According to 68% of the participants, the prestige of the brand increases if famous people play at the advertisements (Average=3,74). About 41% of the participants indicate that they shop from brands which are mentioned positively at the fashion blogs (Average=2,97). Nearly 43% of the participants try the products and combinations, which they have seen at the advertisements, when they go inside the brand's store (2,94). According to 76% of the participants, their decisions about purchasing are positively affected by the product prices which are exhibited in television and magazine advertisements (Average=3,90). Approximately 48% of the participants follow the social media pages of the brands which they like (Average=3,13). About 44% of the participants indicate that they cannot easily find the products/combinations, which they have seen at the advertisements (Average=3,30). Nearly 34% of the participants analyze the models from internet pages before they go into the stores of the brands that they like (Average=2,76). About 40% of the participants prefer a distinct logo over the products (Average=2,90). According to 35% of the participants, their shopping from that brand is positively affected if the particular brand is preferred by famous people (Average=2,70). According to 44% of the participants, their shopping is positively affected if a brand is a sponsor (Average=3,08). Approximately 34% of the participants indicate that promotion advertisements via messages/e-mail affect their shopping frequency/amount (Average=2,66). According to 74% of the participants, the frequent broadcasting of advertisements increases the product sales (Average=3,71).

6. MULTIPLE COMPARISON TESTS

The hypotheses of the research are given below.

H₁: There is a statistically significant difference (at 95% confidence interval) between participating women and men in aspect of the increase in product sales due to television advertisements.

H₂: There is a statistically significant difference (at 95% confidence interval) between participating women and men with respect to following the social media pages of their favorite brands.

H₃: There is a statistically significant difference (at 95% confidence interval) between participating women and men in aspect of being able to find the products/combinations, which are demonstrated by the advertisements.

H₄: There is a statistically significant difference (at 95% confidence interval) between participating women and men with respect to promotion advertisements via messages/e-mail.

H₅: The opinions of the participants within different age groups differ significantly (at 95% confidence interval) about the famous people playing at the advertisements.

H₆: The opinions of the participants within different age groups differ significantly (at 95% confidence interval) about the brands that are mentioned positively in fashion blogs.

H₇: The opinions of the participants within different age groups differ significantly (at 95% confidence interval) about following the social media pages of their favorite brands.

H₈: The opinions of the participants within different age groups differ significantly (at 95% confidence interval) about being able to find the products/combinations which are demonstrated by the advertisements.

H₉: The opinions of the participants within different age groups differ significantly (at 95% confidence interval) about assessing the models from internet pages before going into the stores of their favorite brands

H₁₀: The participants within different age groups differ significantly (at 95% confidence interval) with respect to preference of a distinct logo over the products.

H₁₁: The participants within different age groups differ significantly (at 95% confidence interval) in aspect of preferring the brands which are shopped by famous people.

H₁₂: The opinions of the participants within different income groups differ significantly (at 95% confidence interval) about the famous people playing in the advertisements.

H₁₃: The opinions of the participants within different income groups differ significantly (at 95% confidence interval) about being able to find the products/combinations which are demonstrated by the advertisements.

H₁₄: The opinions of the participants within different income groups differ significantly (at 95% confidence interval) about preference of the brands which are shopped by famous people.

There is a statistically significant difference between participating women and men in aspect of the increase in product sales due to television advertisements (Hypothesis 1) (Table 4). When compared to women, more men consider that television advertisements increase product sales.

There is a statistically significant difference between participating women and men with respect to following the social media pages of their favorite brands (Hypothesis 2) (Table 5). Women are significantly keener on following the social media pages of their favorite brands.

There is a statistically significant difference between participating women and men in aspect of being able to find the products/combinations, which are demonstrated by the advertisements (Hypothesis 3) (Table 6). When compared with women, men are more likely to find the products/combinations, which are demonstrated by the advertisements.

There is a statistically significant difference between participating women and men with respect to promotion advertisements via messages/e-mail (Hypothesis 4) (Table 7). Women shop much more/frequently than men after receiving promotion advertisements via messages/e-mail.

The opinions of the participants within different age groups differ significantly about the famous people playing at the advertisements (Hypothesis 5) (Table 8). "If the famous people play at the advertisements, the brand has more prestige" is indicated mostly by the youngest age group (15-21). This group is respectively followed by the age groups 22-26, 27-34, 35-45 and 46 and over. As the participant age increases, bias due to famous people decreases.

The opinions of the participants within different age groups differ significantly about the brands that are mentioned positively in fashion blogs (Hypothesis 6) (Table 9). The brands which are mentioned positively in fashion blogs are mostly shopped by the youngest age group (15-21). This group is respectively followed by the age groups 22-26, 27-34, 35-45 and 46 and over. As the participant age increases, the effects of fashion blogs are reduced.

The opinions of the participants within different age groups differ significantly about following the social media pages of their favorite brands (Hypothesis 7) (Table 10). The youngest age group (15-21) mostly follows the social media pages of their favorite brands. This group is respectively followed by the age groups 22-26, 27-34, 46 and over, and 35-45. As the participant age increases, the social media pages of the brands are visited significantly less.

The opinions of the participants within different age groups differ significantly about being able to find the products/combinations which are demonstrated by the advertisements (Hypothesis 8) (Table 11). The

products/combinations which are demonstrated by the advertisements are found in the stores most easily by the middle age group (35-45). This group is respectively followed by the age groups 46 and over, 27-34, 22-26 and 15-21. As the participant age decreases, the possibility of finding a product/combination in a store decreases.

The opinions of the participants within different age groups differ significantly about assessing the models from internet pages before going into the stores of their favorite brands (Hypothesis 9) (Table 12). The youngest age group (15-21) is most likely to assess the models of their favorite brands from internet pages before going into the stores. This age group is respectively followed by the age groups 22-26, 27-34, 35-45 and 46 and over. As the participant age increases, the desire of analyzing products of their favorite brands from the internet pages decreases.

The participants within different age groups differ significantly with respect to preference of a distinct logo over the products (Hypothesis 10) (Table 13). A distinct logo over the products is mostly preferred by the age group 46 and over. This age group is respectively followed by the age groups 35-45, 15-21, 22-26 and 27-34.

The participants within different age groups differ significantly in aspect of preferring the brands which are shopped by famous people (Hypothesis 11) (Table 14). The brands which are shopped by famous people are mostly preferred by the youngest age group (15-21). This age group is respectively followed by the

age groups 22-26, 27-34, 46 and over, and 35-45.

The opinions of the participants within different income groups differ significantly about the famous people playing in the advertisements (Hypothesis 12) (Table 15). "If the famous people play at the advertisements, the brand has more prestige" is indicated mostly by the income group between 5001 and 10000 TL. This income group is respectively followed by the income groups 0-1000 TL, 2001-3000 TL, 1001-2000 TL, 10001 TL and over, and 3001-5000 TL income.

The opinions of the participants within different income groups differ significantly about being able to find the products/combinations which are demonstrated by the advertisements (Hypothesis 13) (Table 16). The products/combinations which are exhibited by the advertisements are found in the stores most easily by the income group between 3001 and 5000 TL. This income group is respectively followed by the income groups 2001-3000 TL, 5001-10000 TL, 1001-2000 TL, 0-1000 TL, and 10001 TL and over.

The opinions of the participants within different income groups differ significantly about preference of the brands which are shopped by famous people (Hypothesis 14) (Table 17). The brands which are shopped by famous people are mostly preferred by the income group between 5001 and 10000 TL. This income group is respectively followed by the income groups 0-1000 TL, 1001-2000 TL, 2001-3000 TL, 3001-5000 TL and 10001 TL and over.

Table 4. Participating women and men in aspect of the increase in product sales due to television advertisements

	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Women	222	4,18	0,956	-2,008	338	0,045
Men	118	4,38	0,704			

Table 5. Participating women and men with respect to following the social media pages of their favorite brands

	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Women	222	3,30	1,263	3,212	338	0,001
Men	118	2,83	1,267			

Table 6. Participating women and men in aspect of being able to find the products/combinations which are demonstrated by the advertisements

	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Women	222	3,39	1,035	2,428	259,83	0,016
Men	118	3,12	0,938			

Table 7. Participating women and men with respect to promotion advertisements via messages/e-mail

	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Women	222	2,79	1,236	2,823	338	0,005
Men	118	2,40	1,171			

Table 8. Participants within different age groups in aspect of opinions about the famous people playing at the advertisements

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	4,20	0,94437	8,051	4	334	0,000
22-26	95	3,97	1,06170				
27-34	46	3,91	0,86477				
35-45	62	3,59	1,19369				
46 and over	88	3,27	1,19123				

Table 9. Participants within different age groups with respect to opinions about the brands that are mentioned positively in fashion blogs

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	3,4375	1,23609	3,004	4	334	0,019
22-26	95	3,0316	1,24159				
27-34	46	3,0000	1,29957				
35-45	62	2,8710	1,15210				
46 and over	88	2,7045	1,16618				

Table 10. Participants within different age groups in aspect of the opinions about following the social media pages of their favorite brands

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	3,6875	1,18781	4,933	4	334	0,001
22-26	95	3,3474	1,25281				
27-34	46	3,0217	1,37419				
35-45	62	2,8065	1,31621				
46 and over	88	2,9091	1,15108				

Table 11. Participants within different age groups with respect to being able to find the products/combinations which are demonstrated by the advertisements

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	3,5625	0,92037	3,401	4	334	0,010
22-26	95	3,4842	1,05046				
27-34	46	3,3478	1,01582				
35-45	62	3,0645	0,84681				
46 and over	88	3,1023	1,06177				

Table 12. Participants within different age groups in aspect of opinions about assessing the models from internet pages before going into the stores of their favorite brands

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	3,1875	1,23178	3,834	4	334	0,005
22-26	95	2,9474	1,25790				
27-34	46	2,8261	1,21663				
35-45	62	2,5806	1,28737				
46 and over	88	2,4432	1,15329				

Table 13. Participants within different age groups with respect to preference of a distinct logo over the products

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	2,7708	1,07663	3,212	4	334	0,013
22-26	95	2,7684	1,27540				
27-34	46	2,6087	1,16387				
35-45	62	2,8871	1,33189				
46 and over	88	3,2955	1,29685				

Table 14. Participants within different age groups in aspect of preferring the brands which are shopped by famous people

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
15-21	48	3,2083	1,18426	4,138	4	334	0,003
22-26	95	2,8000	1,26827				
27-34	46	2,6522	1,23320				
35-45	62	2,2903	1,16488				
46 and over	88	2,6364	1,17622				

Table 15. Participants within different income groups with respect to opinions about the famous people playing in the advertisements

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
0-1000 TL	140	3,9929	0,98548	5,190	5	327	0,000
1001-2000 TL	70	3,6857	1,04317				
2001-3000 TL	78	3,7436	1,16704				
3001-5000 TL	34	3,0588	1,32439				
5001-10000 TL	7	4,5714	0,53452				
10001 TL and over	4	3,2500	1,50000				

Table 16. Participants within different income groups in aspect of opinions about being able to find the products/combinations, which they are demonstrated by the advertisements

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
0-1000 TL	140	3,4429	0,93894	2,398	5	327	0,037
1001-2000 TL	70	3,3286	1,08643				
2001-3000 TL	78	3,1538	1,00746				
3001-5000 TL	34	2,9706	1,02942				
5001-10000 TL	7	3,2857	0,95119				
10001 TL and over	4	4,2500	0,50000				

Table 17. Participants within different income groups with respect to preference of the brands which are shopped by famous people

	N	Mean	Std. Deviation	F	df ₁	df ₂	Sig.
0-1000 TL	140	2,9429	1,23365	3,130	5	327	0,009
1001-2000 TL	70	2,7429	1,17567				
2001-3000 TL	78	2,5000	1,21409				
3001-5000 TL	34	2,2353	1,12973				
5001-10000 TL	7	3,2857	1,49603				
10001 TL and over	4	2,0000	1,41421				

7. RESULTS AND GENERAL EVALUATION

The enterprises should be different and strong so that they could survive in clothing sector which is both dynamic and variable. At this point, owning a brand, whose brand awareness and brand value are high, confronts as a significant factor which provides the enterprises with competitiveness. A road to owning a valuable brand passes through gaining consumers' appreciation. In order to gain consumers' appreciation, the enterprise should focus on the marketing activities as well as good quality production. Therefore, effective presentation of the brand to the consumers comes into prominence. Advertisement, which is one of the most significant tools of effective presentation, establishes a bond between consumer and enterprise. As it is already known, advertisements directly affect the buying behavior of consumers. The results of this research also indicate that advertisements in clothing sector directly affect the buying behavior of Turkish consumers. Moreover, Turkish clothing consumers are affected from

different advertisement types due to the demographic characteristics such as gender, age and income. Consequently, clothing enterprises should induce the buying desire of consumers by choosing the advertisement type(s) which is(are) proper to the demographic properties of their target market.

According to the results of this research, television advertisements are the most effective advertisement type on the customers of the Turkish clothing sector. Besides the television advertisements, most of the consumers are affected by the advertisements in fashion magazines and billboards. From this point of view, the clothing enterprises, which want to influence the buying decisions of consumers and increase their sales, should use the television, magazine and billboard advertisements as a prior, significant and effective presentation tool. The research results also indicate that, the frequent and periodical broadcasting of advertisements trigger the buying desires of the Turkish clothing consumers. In this context, clothing enterprises should broadcast the

advertisements frequently and periodically especially at the time of season beginnings and new product presentations. Thus, the possibility of inducing the buying desire of consumers would be highly increased.

The findings of the present research show that the consumers within different gender, age and income groups are affected differently from different advertisement types and show varying reactions. At this point, clothing enterprises should correctly determine the target market which would be affected by themselves and use the advertisement type which would be most effective on this target group. If the target market, which is aimed to be affected, consists of women, the clothing enterprises should emphasize the advertisements via social media. Their institutional internet pages and/or institutional social media pages like facebook should be striking, effective, understandable, user friendly and accessible. According to the results of this research, clothing enterprises should give the necessary importance to the promotion announcements in order to be able to affect and attract

the female consumers. It has been demonstrated that women are affected from promotion mails/messages much more than men. In this context, all promotions performed by the enterprises should be sent to female consumers via messages/mails.

On the other hand, if the target market of the clothing enterprises consists of men, the enterprise should give great importance to television advertisements. The buying motivations of the male consumers can be influenced by the effective and striking television advertisements. According to another significant result of this research, young people are affected from famous people playing at the advertisements. Their admiration to famous people directs young people to act and dress just like them. This finding suggests that clothing

enterprises should give roles to famous people, who gain the admiration of youth, in their advertisements so that they can affect young people and increase the sales. In addition, social media advertisement is the other advertisement type which can be utilized to affect youth. As young people live in a virtual environment, they use the social media intensively and fairly. The results of this research results also supports the hypothesis that young consumers are mostly affected by the social media advertisements. Therefore, clothing enterprises should own an institutional social media page. Besides, they can give an advertisement to the pages of fashion blog writers which have many followers or announce their new products and designs via facebook and twitter. Another significant result of

this research indicates that a distinct brand logo is the most effective advertisement type for middle aged people. Enterprises should place their brand logo distinctly and attractively over the products in order to affect the middle aged consumers.

To sum up, clothing advertisement campaigns, which are conducted by taking the personal characteristics of target market consumers into consideration, would succeed in affecting the consumers and altering the buying behaviors positively. An effective advertisement would induce the buying desire by means of attracting the consumer's attention. In return, induced buying desire would provide the enterprises with increased brand value, turnover and profitability.

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