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**FEMVERTISING ACTIVITIES' EFFECTS ON
CONSUMER BUYING BEHAVIOR**

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ABSTRACT

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In recent years, the way women are represented in media and correspondingly in advertising changed. Therefore, female empowerment became significantly important issue. With female empowerment in advertising, brands are aiming to increase awareness that women are capable of everything and to change stereotypes against women in society. These advertising campaigns are designed in the framework of Integrated Marketing Communication which helps to have efficient interaction with consumers, as well as increase brand awareness. This interaction is expected to result with a consumer attitude change and lead to a purchase intention. In this study, the scope of integrated marketing communication is analyzed to understand its bound with female empowerment in advertising. In addition to this, feminism is analyzed to understand the foundation of gaining female empowerment and gender equality. The main purpose of this study is to analyze female empowerment in advertising and its effects on consumer buying behavior. For this purpose, six important examples of female empowerment in advertising campaigns were selected and analyzed. The examples were selected specially from Turkey as the research is focused on Turkish consumers and a survey is prepared to understand their attitude. Findings indicated that five of the six hypotheses (hypothesis1, hypothesis2, hypothesis4, hypothesis5 and hypothesis6) are statistically significant. After showing the findings, as a part of the conclusion, the success of female empowerment in advertising effect on consumer buying behavior was discussed.

Keywords: Female Empowerment, Advertising, Integrated Marketing Communication, Consumer Buying Behavior, Consumer Attitude, Consumer Purchase Intention

ÖZ

KADIN TEMSİLİNİ GÜÇLENDİREN REKLAMLARIN TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ

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Son yıllarda medya ve buna bağlı olarak reklamlarda kadınların resmedilme şekli değişmiştir. Bu nedenle kadınları güçlendirme önemli bir konu haline gelmiştir. Kadınları güçlendirmeye yönelik reklamlarla markalar kadınların her şeyi yapabileceğine dair farkındalığı arttırmayı ve toplumun kadınlara yönelik klişelerini değiştirmeyi amaçlamaktadır. Bu reklam kampanyaları tüketicilerle verimli etkileşime katkıda bulunduğu kadar marka bilinirliğini arttıran Bütünleşik Pazarlama İletişimi çerçevesinde tasarlanmıştır. Etkileşimin tüketici davranışının değişmesi ile sonuçlanması ve satın alma eğilimine sebep olması beklenmektedir. Bu çalışmada, bütünleşik pazarlama iletişiminin kapsamı kadınları güçlendirmeye yönelik reklamlarla olan bağımlı anlamak için analiz edilmiştir. Bununla birlikte kadınların güç kazanması ve toplumsal cinsiyet eşitliğinin temelini anlamak için feminizm incelemiştir. Çalışmanın temel amacı kadınları güçlendirmeye yönelik reklamların ve tüketici davranışları üzerindeki etkisinin incelenmesidir. Bu amaçla kadınları güçlendirmeye yönelik altı önemli reklam kampanyası seçilmiş ve analiz edilmiştir. Bu örnekler araştırma Türk tüketicilere odaklandığından ve anket Türk tüketicilerin davranışını anlamaya yönelik hazırlandığı için özellikle Türkiye’den seçilmiştir. Bulgular, altı hipotezden beşinin (hipotez1, hipotez2, hipotez4, hipotez5 and hipotez6) istatistiksel olarak anlamlı olduğunu göstermiştir. Bulguların gösterilmesinin ardından sonucun bir parçası olarak kadınları güçlendirmeye yönelik reklamların tüketicilerin satın alma davranışı üzerindeki etkisi tartışılmıştır.

Anahtar sözcükler: Kadınları güçlendirme, Reklam, Bütünleşik Pazarlama İletişimi, Tüketici satın alma davranışı, Tüketici davranışı, Satın alma niyeti

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Özgün Kürüm

İzmir, 2022



TEXT OF OATH

I declare and honestly confirm that my study, titled “FEMVERTISING ACTIVITIES’ EFFECTS ON CONSUMER BUYING BEHAVIOR” and presented as a Master's Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Özgün Kürüm

January 12, 2022



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ABBREVIATIONS

IMC: Integrated Marketing Communication

PR: Public Relations

MPR: Marketing Public Relation

PS: Personal Selling

FMSG: Fast-moving Consumer Goods

B2C: Business-to-Consumer

B2B: Business-to-Business

CRM: Consumer Relationship Marketing

BRQ: Brand Relationship Quality

NOW: National Organization for Women

CSR: Corporate Social Responsibility

CHAPTER 1

INTRODUCTION

In recent years, marketing studies are evolved and changed, while consumers are evolved and changed. Therefore, traditional marketing communication tools became insufficient for reaching to consumer, and new approach in marketing came out. With the Integrated Marketing Communication, marketers are able to understand the consumers efficiently and use various of marketing tools to show the brand is sharing the same belief or understanding their expectancies. These studies are done for increasing brand awareness with a positive brand image to increase brand's sales.

Representation of women in marketing also changed with the time, as women wanted to have equal rights with the men in the society, and not want to be used as an object in media. In the end, some of the brands understood the new expectancy of the consumers and developed their campaigns according to this new ideology. This resulted with the development of female empowerment in advertising which use female idols or objects that empower women. This advertising campaigns got the attention of consumers and changed their approach to the brand.

The first part of the study is explaining Integrated Marketing Communication and its tools used by marketers for communicating with consumers. The importance of Integrated Marketing Communication was explained in the beginning. Each of the tools related with the research were also explained with their significant points and how the marketers use them.

The second part of the study analyzes female empowerment in advertising. For better understanding, the female empowerment, feminist ideology and its' evolution are explained. In addition, feminism in marketing, consumer attitude and consumer purchase intention are examined related with the effect of female empowerment in advertising.

The third part of the study is related with the implementation of the research to the consumers in Turkey. The aim of the research is to evaluate the consumers' general behavior, their attitude towards feminism and female empowerment, and their feelings

towards female empowerment in advertising to see their effect. Therefore, the survey method including specific questions related with the aim are applied to several consumers who are at different ages and different genders to understand their attitude efficiently. Based on the findings, the results were analyzed.

1.1. Concept of Integrated Marketing Communication

A company evaluates different aspects for creating better relationship with consumers and tries to keep this bound strong with them. In the past, creating goods and services and selling them to consumer needed different approach than now. A company, or we can say a person who wanted to establish a business and compete in market, just thought about which product or service would sell more and how much of it will be enough in the past. However, change of the time, change of the technology and developments created a need for a new approach (Bozkurt, 2005). As Porcu, Barrio-Garcia and Kitchen cited from Schultz, the technology connected the “communication” and “distribution” and created the globalized, interconnected market (Porcu, Barrio-Garcia, & Kitchen, 2012).

For this reason, the marketing technique that put forward the product or service, creating advertisement which informed the consumers that a new product just came out started not to be enough. In that case, companies needed a new marketing strategy. As Bozkurt indicated that in the beginning of the 1980s, the consumer groups became minor, living style of each group and the buying habits were changed, the new market which focuses on needs and wants was created, in addition, new communication plans were created. This means that giving information about a new product is in market is not enough, a company has to think about the consumer, communicate with them, and put the consumers’ needs and wants in the core of their marketing plans. In the end, this created the heart of the integrated marketing communication, which will be named frequently as IMC from now on (Bozkurt, 2005).

For understanding the term better, learning the history of the IMC, learning about the definitions, understanding how it is developed and what IMC involves is essential. There are different views and explanations, taking the marketing communication as the base of the Integrated Marketing Communication.

Even though, the impression about “marketing communication” is a new concept, the reality is different. As John Egan cited in his book from Nevett, the foundation of the marketing communication was laid in Babylonian times. Of course, the usage of the

marketing and advertisement used in different ways which lead to nowadays the marketing and advertising techniques. In Roman times, advertising was used more than a person will assume. A mill for a baker, boot for a shoemaker were the examples that used in that time but mostly the advertisements were written on the walls. Development of the advertisement increased with the rose numbers of newspapers and magazines and that lead to the creation of the mass advertising. As summery of the marketing communication's historical journey, which includes advertising, IMC is in our life since ancient times and developed and become what it is right now with the technological and communicational improvements. Last but not least, within the 1950s successful advertising campaigns of Schweppes, Crosse & Blackwell in United Kingdom, which are the examples given by Egan, helped campaigns of successful brands, that we all come across in our daily life, such as American Tobacco, Heinz, Coca-Cola, and Colgate-Palmolive (Egan, 2007).

The mass production for the existing population in 1960s, changed in 1970s with product diversification and segmentations. But foregoing issues in 1980s, consumer-based marketing started to take place. But the big change happened in 1990s. The consumers understood that they have power, and they have things to say which the brands have to listen. In the framework of this, companies understood that they have to communicate with the consumer to stay in the market, which is one of the key points of IMC (Bozkurt, 2005).

As it is understood, IMC started with the modernization, development of the technologies and the change of the ideas. These developments, as a matter of fact, created the need of modern marketing in the first place but then this becomes not enough, too. Companies needed to understand their consumers, learning about the consumers' behavior –will be explained more detailed under the title of other elements of IMC – which “includes their needs, wants, values, motivations, attitudes, and actions”. With this approach, the marketing, which tries to satisfy need of a consumer, become more effective and created the Integrated Marketing Communication (Kailani, 2012).

For understanding what consumers' have in mind, what they need and understand them, companies have to communicate with the consumers. As it is well known communication is the basic human activity for creating an interaction which includes ideas, information, and feelings. People who share same atmosphere, have common experience and speaking same language have the same communication type and it is

important to know the right way to decode that communication. If a company can decode that right, at the end as a brand, the company will have the right message and give the right reaction (Kailani, 2012). Herewith we can start to understand the concept of Integrated Marketing Communication's, marketing communication part.

One definition of marketing communication is a company that supplies goods and services aims to represent themselves, their mission, image, ideas, to their target consumer with the appropriate approach that will create the best dialogue using advertisement or other contacts (Egan, 2007). In other words, as the company gives information about their product and their brand, convince, and evoke their consumer in a direct or indirect way, the company also wants to get in their consumer mind by creating a brand image creating a linkage with their experiences, feelings, events, people and places (Kotler & Keller, Marketing Management, 2016).

The communication must have coordination of "the messages, information, words, behavior, image, and acts". This means that knowing only the communication and marketing communication is not enough, so the importance of integrated communication cannot be underestimated (Brunello, 2019). Change of the application marketing, collecting data, handling, and storing the collected data, consumers, technologies, media with the differences created in current time are the reason the IMC is needed. With IMC, all the communication mix will be connected and act in one body (Porcu, Barrio-Garcia, & Kitchen, 2012).

As most of the researchers cited from American Association of Advertising Agencies definition in 1989, the IMC defined literally as follows,

"A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluated the strategic role of a variety of communications disciplines, e.g., general advertising, direct response, sales promotion and public relations- and combines these disciplines to provide clarity, consistency and maximum communications impact (Porcu, Barrio-Garcia, & Kitchen, 2012)".

So, we can conclude from these definitions and explanations that if the brand, the company can successfully manage to act as one voice, act in one body, the brand can create the brand loyalty (Brunello, 2019). Even though most of the definition in literature focus on organizational works, integrated marketing communication is concentrated on relations with consumer, trying to understand what they want to see,

what they want to hear, knowing when the right time is and where is the right place, for giving the right brand message by using appropriate communication tool. In addition to this, creating cross-functional for profitable relationship with consumer and stakeholders with strategical brand message with encouraging data-driven, purposeful dialogue (Porcu, Barrio-Garcia, & Kitchen, 2012).

1.2. Importance of IMC

For understanding the importance of the IMC, it is important to ask the question why we need it and find the answer for it. The first important issue is the increase of the competitiveness in the market. Because of this, need of the new approach come out, too. As a result, for replacing traditional marketing approach, a “synergistic” approach is created which is named as Integrated Marketing Communication. IMC puts consumer in the center, not the product or/and service produced, which is known as consumer-oriented perspective, and creates “relationship” with marketing by communicating with consumer (Porcu, Barrio-Garcia, & Kitchen, 2012).

With the integrated marketing communication, the advertisement, sales promotions, direct marketing, and public relations effectiveness is better, if it is applied appropriately. The brands that apply IMC will have higher profits from the campaigns done, the brand knowledge and preference will increase and the attitude towards the brand will be better and become more positive. As a result, the attention towards the brand, the company, will increase. The IMC will give the required dynamism come out with the social media, smart phones, televisions, tablets which created a different system (Porcu, Barrio-Garcia, & Kitchen, 2012).

By the virtue of IMC, all the communication mix and marketing tools are integrated and planned. In addition, the planning is not done from “internal to external” but “external to internal”. As we are living in world that technology has a vital importance, with IMC technology is used in its fullest sense in marketing. “Consumers” and “customer” become the focus point, as mentioned few times. It is also measurable and has interactive communication process. The other important issues why IMC is important are, change of power balance in the market, having intensive competition, change in global and economic areas. Last but not the least, as mentioned, the consumers’ actions and expectancies change with education and they do not want to see only the benefit of product or service, they also want to see the companies’ contributions and sensitivity to nature and society. In parallel with, traditional

advertisement – which cost more than willed – messages effectiveness decreased, as a result, marketing communication specialists turn towards new approaches which is integrated marketing communication, that costs less and easier database setting (Bozkurt, 2005).

From another angle, with the changes, variations and developments, the brands understood that the marketing and promotions should be different. They understood that being attached to one “specific” tool like just advertisement or promotions for communicating consumer and persuade to buy, choose their brand, is not enough. The company – or brand – should decide which option or options between the tools is/are better to give the right brand message and gain the attention. In the end, IMC give this opportunity to blend the marketing communication tools with other marketing issues, like collecting data, and create the most effecting campaign, advertisement and get in the evoked set of the consumer, which will be defined broadly under the title of Consumer Behavior (Belch & Belch, 2003).

Based on the article Schultz and Schultz, even living 21st century is influencing the need of IMC and perception of its importance. Information technology (IT) has a huge impact on market, which leads to “interactivity” and then to “electronic commerce”. “Buyer and sellers” are started to interact, and as mentioned companies are not offering something they made but they are trying to give what consumers want. For that reason, consumer become the power and decides what is “important”. In the framework of this, marketing communication tools “advertising, sales promotion, direct responses, public relations” are combined for creation of “consistency, clarity and maximum communication”. The consistency is also important for creating the “brand message” and meanwhile to show the company’s mission. On the side, the aim of IMC is to create better brand value and create an interaction between every unit, every supply chain, for gaining more profit and having less cost. Furthermore, the messages given to consumer are aimed to influence their behavior and through this process it is important to design the most “influential” marketing communication because consumers are still deciding themselves (Schultz & Schultz, 1998).

To sum up all, maybe if we were living in the same system and technology in 19th or 20th century, the traditional marketing system would be enough. However, development of the technology, wide spreading the internet, development of smart phones, they all make easier for consumers to reach brands and make comments about them. The technology did not just change the interaction with the consumer, it also

made easier to create advertisement, promotions and campaigns and cost less than before. People, consumers, want to see more. They want to see what brands are doing for the world, the environment and the society. For that reason, creating the best product or service and introducing it became not enough. The brand must have a mission which will fulfill the missing thing for the consumer need and did not know it and create a brand image which will influence consumer and make her/him to choose the brand, not the competitor. By the way, having profit by communicating with the other units of the company and creating a better interaction is important, too. In the end, choosing one marketing communication tool and working just with it cannot help to manage all of issues. For that reason, it is so important to know about Integrated Marketing Communication, knowing the tools and create the best interaction to gain trust, give the right message, while producing the best product, and become the market leader. As said, it is important to know the tools and important titles of IMC, so we will move on to the next title.

1.3. Advertising

As explaining the IMC – the concept and the importance of it – we say that it is focusing on communicating with the consumer. With IMC, a brand and/or a company uses different communication tools to create a bond with the current and future consumer. These communication tools can be listed as “advertisements, brand names, logos and graphic systems, websites, press releases, package designs, promotions and visual images” (Clow & Baack, 2010). Under this title, we are going to focus on advertisement, understanding the meaning of it and how it is changed with IMC.

Advertisement is “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (Kotler & Armstrong, 2016). This definition is giving the essence of the advertisement. On the other hand, this definition can be expanded as advertisement is used for communicating, giving information, influencing consumer behavior, even though it has low credibility and low persuasion affect, it has high control (Egan, 2007). This is more about to encourage the consumer to take an action, make them to change the consumer minds to choose your brand. As Todorova cited from Rosser Reeves, it is the art of selling, “reminding”, “informing”, while impressing the image in people’s “perceptions”. Advertisement meaning and usage change with the message given, the content used, how it is designed, when it is designed, where it is designed, what the brand wanted to create (Todorova, 2015).

As advertisement seems to try to change what consumer thinks, what they are “experienced”, the only way to create this is creating the most qualified advertisement and creating a bond, having the best communication, with consumer. For ensuring this connection, it is important to create meaningful media context which will lead to “better marketing”. It may be wrong to say traditional advertisement did not have any messages, but integrated marketing changes the way of giving the message and connected different elements (Calder & Malthouse, 2006). But thinking about the definition of the IMC, combination of the communication channels helps to create message about brand and company that “clear, steady, persuasive” (Armstrong, Kotler, & Opresnik, 2017).

Creation of advertisement has different titles to consider during the process of developing the content. IMC makes it more and more important as the message needed to be understood by the target group. It is also important to keep in mind that the message becomes more personal than traditional advertisement has ever been and contains reality. For creating the right message which is explained as the “outline of the key ideas in the advertisement”, determining right message strategy has a key position (Clow & Baack, 2010).

The message strategies can be listed as, (1) Cognitive Strategies, (2) Affective Strategies, (3) Conative Strategies. The aim of the cognitive strategy is to show “rational arguments” or “giving the information”. Affective strategy aims to create a feeling, awakening the emotions and relate them with the brand or company. For creating the affective advertisement, a brand may choose one of these type (1) Resonance advertising and/or (2) Emotional advertising. With resonance advertising, brand wants to create a connection between the product and consumer by using the consumer experience. The emotional advertising, on the other hand, the brand aims to create emotions that will create connection with the product of the brand. The emotions wanted to be created can be anything, for instance, friendship, joy, romance, trust, feeling stronger, increasing self-esteem, etc. The last strategy is (3) Conative strategy. That type of strategy is different than the other ones, because of the connection tried to be created. Conative strategy has more direct way to reach and have response from the consumer. This strategy has two forms; (1) Action-inducing conative advertisement which is having the connection with the consumer during or after the purchasing and (2) Promotional support conative advertisement which creates a connection with the

promotions, coupons or different campaigns that will arouse an interest (Clow & Baack, 2010).

After determining the strategy of the advertisement, characteristic of the advertisement is another matter to know for creating right message with right context. (1) Slice of life, offers a solution to daily problems and for this, generally a “typical” person will be used in a “normal setting”. (2) Lifestyle is the one that how the brand will fit the people’s standards. (3) Fantasy aims to get people away from the reality, “real world”, even it may have similarities with slice-of-life, the way it implied is different, like some of the perfume advertisements. (4) Emotional appeal creates an “atmosphere” that will affect the “ego, status of sense of worth” of a person. (5) Stereotyping is the one that will make easier for the brand to create the context because this type contains general characterization of the people or places. Aim of it is to give the message fast, effective and making easier to understand. (6) Technical expertise, scientific evidence, testimonial evidence, endorsement, and demonstration have the same goal which is to give information. Of course, there are differences like testimonial evidence advertisement is using the real consumer to convince consumer, but they all aim to give the information and gain the trust of the consumer. (7) Mood or image is like emotional advertising strategy; the aim is to create the mood, emotion, the image created by putting the product or service in the center. (8) Using Humor is one way to reach the target which will create the sense of joy, and a consumer may keep that advertisement or even share it with his/her friends. (9) Fear is another thing that we may generally see with the hygienic products, for instance, toothpaste or deodorants. There are other characteristics examined by researchers, but these are the most common ones and used frequently by the brands (Clow & Baack, 2010), (Armstrong, Kotler, & Opresnik, 2017), (Egan, 2007). All these strategies and determination of characteristic of the advertisement are important for creating the bound in most effective way.

On the other hand, the effectiveness of the advertisement is questionable for some professionals. However, it is seen that if the advertisement has positive response from the people, the percentage of purchasing increases. That is the reason, why we need to know about the strategies and the characteristics of the advertisement. Maintaining a strategy and choosing proper characteristic will have “contribution” on brand image – detailed information will be given under the title of Other Elements in IMC – in long term period, even if the impact of that advertisement not seen in short period. In other

words, advertising has a vital role “long-term brand-building” (Egan, 2007). This will lead to change of the consumers’ ideas of the brand and that makes the consumer buying behavior more important.

The advertisement, which is also named as integrated advertisement with the integrated marketing communication, effectiveness is changed. Direct advertisements, which needs immediate response from the target consumers, have faster response between few minutes to few weeks. However, for building image which is named as brand-image advertisement it takes a long-run like 6 months to 12 months. For creating that effective advertisement consumer behavior analyzer identifies both which communication tool will be better while knowing which behavior effects the integrated advertising and make the measurements to see if what triggers the consumer and which choice is the best (Nowak & Phelps, 1994).

The buying behavior of the customer is effected from whether they “like, attracted” by the advertising. The successful advertising will effect that buying behavior in a positive way, as unsuccessful one will effect in negative. In the end, creating the best, effective, advertising will increase positive attitude towards brand and increase possibility to sell more. The consumer buying behavior, as we will see that title more detailed, will be effected from various issues. However according to the research of Rehman *et al.* (2014) saw that brand image and advertising have equal value for consumer to choose one brand. In addition to that, the consumer needs to be attached emotionally with that brand (Rehman, Nawaz, Khan, & Hyder, 2014).

Besides that, integrated marketing communication and advertising have a great combination that will increase the attention of the consumer and intentions of buying a product from that brand. With calculation of Alharthey’s study, it is seen that a consumer does not want to buy a product that s/he did not hear of it before. Even this is showing why we need integrated marketing and why advertising, one of the communication tools, has that kind of significance. Knowledge of consumer behavior, having a study on advertising and creating the appropriate, effective content will lead to have positive bound with the consumer (Alharthey, 2015).

Advertising has many titles, matters, to consider for creating the best and have influence on the consumer. However, mass-media advertisement sometimes is not enough to create the connection and convince the consumer, even though the content of it and the plan of the advertising are changed with the development of the Integrated

Marketing. Besides that, the cost of the advertisement is another important issue for the companies, even though a high-quality advertising is effecting the consumer buying behavior in a positive way. In addition, IMC's character creates an opportunity to combine different tools and not just bounding on advertising. So, this leads us to focus on learning about other tools for being more effective, as giving the right message and creating the right brand image (Armstrong, Kotler, & Opresnik, 2017). Therefore, next title will be Public Relations which is also important to understand the Chapter 2.

1.4. Public Relations

The advertising is more focused on, as commonly known, product and with the IMC that focus broadened to customer, what they need, what message will get their attention. Still, it is not enough for creating the full, appropriate, successful brand image and getting the attention. For this, companies, brands looked out for more "interactive", creating another communication channel with customer. This marketing communication tool should not just think about the product, or the customer, but think about the company, too, as they are whole one body. This is actually creating the definition of the Public Relations. The main goal of the public relations, basically, is to gain understanding of the customer, and also the possible customer, while "influencing" what they are having in mind about the brand and the company. It is important to understand what public relation is and how it is evolved till now with the integrated marketing communications. Organizing special activities, publications, sponsorships, events will create positive impression for the eyes and minds of the customer and create a positive, successful, brand image (Bozkurt, 2005).

There are different definitions of the public relations and some of them will be examined under this title to understand Public Relations better, which will be named as PR from now on. What PR is used for can be listed as follows, "products, people, places, ideas, activities, organizations, and even nations" (Armstrong, Kotler, & Opresnik, 2017). Before looking out how the researchers and authors defined PR, knowing common definition of PR may give an idea. As Egan cited from the Institute of PR (IPR), "The planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics." is the one of the definitions of PR. Another definition made by Chartered Institute of Public Relations in 2006 (CIPR) as Egan cited, PR is the "discipline" taking care of the reputation of

the firm, corporate or person with the goal to gain the “understanding” and “support by “influencing opinion and behavior.” By PR, a sustained and planned effort will be made to build and maintain the “goodwill” and “mutual understanding” among the corporate and the community (Egan, 2007). It may not wrong to say the core of the PR is creating good relationships (Armstrong, Kotler, & Opresnik, 2017). Here in that point, it is important to understand the essence of the PR. For PR, neither customer, nor product are not the only things to focus on. PR is focusing on everything about the entire company, or person. With the public relations a company will have “understanding” and “acceptance” from people, vice versa. In addition, it is not just for keeping a positive relationship between two parties, it also helps managers to solve problems, keep the track of people’s interest and help to keep her/himself in alarm to change the situation on behalf of the company (Todorova, 2015).

A public relations department can create this good relationship using one or all of the functions listed as follows, (1) press relations or press agency to create attraction about a service, product or even a person using news media, (2) product publicity, (3) public affairs, (4) lobbying, (5) investor relations to create sustainable relationship with stakeholders and financial communities, (6) development for gaining support either financial or volunteer for donors or nonprofit organization members (Armstrong, Kotler, & Opresnik, 2017). In addition to these, media management which is used for creating “sustainable” long-term relation with media, corporate image, research and counselling, internal marketing for creating positive relationship with the employees, crisis management and community relations are other functions of the public relations (Egan, 2007).

The key points, key works of the PR are (1) to identify stakeholders not only “internal” but also “external” ones, (2) to value the reputation of the company, (3) to control company’s social responsibility, (4) to create activities for positive image-building, (5) to avoid and reduce image damage (Clow & Baack, 2010). Knowing the meaning of corporate image and what it involves are essential, as they have key roles on what Public Relations is used for. Actually, corporate image is a subjective thing. Corporate image depends on how people see and feel about the company when it comes across with brand. The feeling, in addition to this, depends on what people know and the past experiences. It is important not to confuse corporate image with corporate identity. Corporate identity is about what the corporate aims, values, visual appearance that suits to the company’s name, logo, and livery. Corporate just develops a physical

appearance and tries to keep that stable. We can say Corporate identity is showing what the company stands for. But corporate image is the thing that will affect people's decision-making process. Poor image will damage the corporate image, but with Public relations a proper plan will be made for solving the problem and create that positive image, in other words Public Relations may save the corporate image (Egan, 2007). (The other reasons of the corporate image (brand image) importance will be examined under the title of Other Elements of IMC.)

Advertisement can also create positive effect on people, of course. It cannot be underestimated. Nevertheless, PR costs less than advertising and does not need to spend money for space or time in media. With a good creation of a "story or/and event" by using staff, it may get most of the media's interest and in the end the company will save millions of dollars. Knowing which tool will create that effect is one of the most important things. For this, the company must decide using whether special event, written materials, corporate identity materials or attending public service activities (Armstrong, Kotler, & Opresnik, 2017).

Till now, it seems like using the public relation will be enough for the corporate, also it costs less. However, one marketing communication is not enough for creating the perfect image and gaining consumers. That is why we have IMC and of course, IMC changes the perspective of the PR. With the integrated marketing communication, advertisement is combined with public relations, as with the other tools, and it becomes more effective. IMC makes a difference by adding more humanistic approach. For PR, for PR practitioners, it is important to "create or find out" the situations win-win for staying out of win-lose and "avoiding" lose-lose. The important word for creating this is "communication". The humanistic approach creates a valuable aura by making marketers to think more on how to "define" and "communicate" their "own values", in addition to how their employees will represent their values and think about the matters for employing procedure. This also means for firm to know what they are really "standing for." As a result of this, we can say even though PR always tries to combine the relationship between company and people, IMC creates "personal relationship" by making the company thinking and acting more humanistic (Hutton, 1996).

As mentioned various times before, the change effected the approach of the marketing, marketing communication tools which lead to have IMC. Therewith, the PR needed to change, the born of the humanistic approach comes actually from that. As people do not want to see classical advertisement messages, people do not want to see only the

advantages that particular brand will just give to them. They wanted to see the advantages, sensitivity to the public and nature. People wanted to be a part of the PR communication actively. Seeing and hearing were not enough for this new customer type. Till here, we learned how IMC started to effect PR. But it also changed its name to MPR which means Marketing Public Relation. PR was creating strong messages that had goal to reach directly to its target. But MPR is not just only creating strong messages, but also it creates solutions that will solve problem more effectively and faster than before (Bozkurt, 2005).

However, the difference of the PR and MPR are not just coming from humanistic approach or solving problems faster. PR was mostly focused on the organization. It will be not wrong to say PR actually is just focused on the organization. The essential issue for the PR was to keep the good image without consulting the consumers' ideas. This was not enough for the new consumer types that market needs to focus on. Even though, PR seems to be like the core of the marketing that can manage itself, it is not the case. The good image, maintaining it with the corporate identity without considering about the society and what they want to see from the corporate means did not to get the attention as it is expected. The MPR, the needs and key works and ideas of it, show that company knows about social responsibility, social needs (Satawedid, 2005).

There are some key points of MPR according to Bozkurt, these are listed as, (1) Positioning the company as leader and expert of the market, (2) Creating trust and belief towards company in customers' mind, (3) Penetrating new product in market, (4) Increasing the activeness of the advertisements, (4) Ensuring the advertisement qualified as news, (5) Testing the content of message in market, and (6) Creating activities that make target group thinks positively about the product and the company. However, the most important thing about these key factors for the MPR is "internalizing the principles of social responsibility and sensitivity" as the company's fundamental principles, declare this to national and international public opinion without compromising and having PR specialists that adopted this understanding (Bozkurt, 2005).

What the company will gain at the end will be the trust, commitment, satisfaction, control mutuality, organizational reputation. The organizational reputation is effected from the quality of the relationship, the consistency between behavior and message of the company. In addition, the value of the relationship effects the value of the

reputation (Yang, 2007). Besides that, if the message is created with the customer, with the society, it will be more valuable and understandable by the target group. For that reason, the companies must communicate more with the customer, the target group, understand the nature of the country as the company takes place in that countries' market, the company must focus on sharing same "interests" and "experiences. The change of the technology and understanding of how to manage the marketing itself makes both harder and easier. In the end, MPR gives the needed message, creates the communication, thinks not only about the customer but also the company, cost less than the advertisement which means separating less money to the advertisement budget, controls the issue that will cause crisis even before it happens (Estanyol, 2012). PR was good for the companies to compete in market and gain favor and interest of the people. But MPR turns out to be better with the combination of other tools. This leads us to the PS which will be the next tool of IMC needed to be known.

1.5. Personal Selling

The Personal Selling (PS) is another valuable tool of IMC as the customer and the salesperson, who does one of the actions in the following, communicates, gives information, sells the product/service, builds the relationship, gets in interaction with customer directly. The salesperson presents the ideas and products/services to customer personally. It has a key role as that moment salesperson convinces the customer to purchase and creates a long-term relationship that effects retailer and brand. This means PS is about "engaging with the customers, making sales and building customer relationship" thanks to the companies' sales team "by personal presentation" (Todorova, 2015), (Armstrong, Kotler, & Opresnik, 2017).

The PS has its own classification for different cases like the type of the product/service, type of the customer and what their purpose or aim is, using technologies to reach to the customer that means technological sales by –for instance– using applications, mails, and the role of the salesperson has in the company (Todorova, 2015). In addition to this, there are some situations when the Personal Selling is more effective on customer. These situations can be listed as, (1) the time a new product needed to be introduced, (2) new features are developed, (3) when product or service is so complex that needs to be explained by an expert and give "information" about it, (4) the product or service considered as long-term "expense" or "investment", (5) when the company

needs a direct feedback from the customer, (6) creating a relationship with the customer (Egan, 2007).

Like everything has, the PS has some critical issues needed to be careful by the company. PS makes expenses of the company higher, as it is known to be the “most expensive” one between the tools. In addition to this, as Murithi cited from Cravens and Pierrey, Low&Craves, the messages given with personal selling cannot be controlled just as advertisement and public relations. This may lead to confusion for customer. For that reason, it will be better to “regulate” the message and the time that salesperson will spend with the customer to avoid the possibility of damaging the relationship between customer and company (Murithi, 2015).

“Reach and frequency”, and “controlling” are two other issues that leads to hard process. It is vital to create great marketing plan to create the attraction, for PS. It is important to choose the right person for introducing the product or service as personality, characteristic, of the salesperson will affect the communication and convince the customer, the effort that salesperson spend for his/her work like calling customers, reaching them. These are not just the things needed to be considered for personal selling. Sometimes a salesperson may promise things out of his/her authority about that product/service which is named as over-selling. Even though, the customer will not complain about the product/service, at the end customer may have negative experience with the brand which will lead to not to consider buying from that brand next time. Another thing that salesperson sometimes use which may affect negatively is hard selling. That happens when promoting intensely the features of product/service. This may lead to have some dissatisfaction with the product/service. The last one is called soft sell which means to use emotions for convincing the customer to create positive attitude, feeling, towards the brand. Salesperson generally be honest or/and friendly with the customer which will damage the decision-making process and “natural defenses” of the customer (Egan, 2007).

Despite all, Personal Selling role keeps its importance. The bound between the customer and the company is built by the salespeople. They are the representative of the company. Salesperson has the key role for presenting the new product/service, gives information and creates the connection. But this is not the only role that salespeople have. They are also representative of the consumers. Thanks to the communication with the customer, they can get feedback directly from the customer and solves the problem, the issue that creates dissatisfaction. In addition, it will give

ideas to develop new products by learning needs and wants of the company. Last but not least, salesperson owned loyalty is another important issue. If customer has good relationship with the salesperson and have “the bound” with him/her, that will establish a bound with the company and its’ products (Armstrong, Kotler, & Opresnik, 2017).

Therefore, we can say PS has great effect on increasing sales. The companies that choose to have personal selling as a marketing tool want to connect their customer with a way that they can easily reach, give information about the product, try to convince the customer to choose their company’s product. In the end, the company who adopt this marketing practice will expect increase in their sales. But the salesperson must choose wisely the way of persuading. Even the gender has an important role, for instance, according to the Murithi’s study most of the women did not affect from the product life cycle (Murithi, 2015).

For having the proper personal selling, knowing how the process of it works will be helpful. The process of PS can be listed as, (1) Prospecting, which means to find potential customer. This is not an easy step, even though to find a customer sounds like it is not a problem. The customer must value the company’s products and what it offers. (2) Pre-approach is learning as much as about the customer before reaching to customer and make an offer. (3) Approach is the time when the salesperson and the customer come face to face and salesperson introduce the company and the product. This first communication can happen with different communication channels. The most essential thing is the first impression. The salesperson must get the attention of the customer. (4) Presentation and Demonstration is the time that salesperson shows what the company’s product can do and how the product can solve the customer’s problem. For being successful in this step, it is important to know about the problem and different ways of solving it. The way of presenting is another important point, as there are so many distractions with the development of the technology, a call from a person, a mail, a message may distract the attention of the customer which will lead to lose the connection and in the end salesperson may not be able to sell the product. For this, salesperson must find a way to keep the attention. (5) Handling Objections is the step that creates some obstacles. A customer may list some issues, excuses for not buying the product. In that time, salesperson should give more information and try to answer the questions and solve the problematic points in the customer mind. How to handle this problematic moment can just be resolved by proper training of salesperson. (6) Closing may look like an easy step but it is not. During that step, sometimes a

salesperson may miss an opportunity. It is important to read “the signals” given by customer and show the models that will convince the customer or making reduction at price or by saying the product may sold-out easily may change the customer’s decision. (7) Follow up is the last step but as important as the other steps. For maintaining the relationship with the customer, learning if the customer is satisfied with the product and sees the other needs are essential, too. In addition, giving proper “services”, “installation”, and “introduction” are vital, too (Armstrong, Kotler, & Opresnik, 2017).

But for understanding the needs and wants, convincing the customer, knowing what the things are that customer will object, knowing about consumer behavior is essential. By gathering information, the organization will be able to make suitable marketing plan, “create” the marketing mix, as Oladipo cited from Kotler. But this interaction between the consumer buying behavior and PS is not one-way thing. They have a connection according to the research made by Oladipo. Personal Selling effects the consumer’s buying behavior, too. As a result of this, a company must understand –which is what intended to do with IMC– what customers have in mind and act according to that (Oladipo, 2019).

IMC made PS more effective by giving a new role to it and thanks to that PS adopted to time and help to understand new customer type. The question is how PS is able to do that. (1) Surveying. Thanks to the surveys, the salespeople will learn and understand their customer better. (2) Mapmaking is helpful for both salespeople, the company and customer. Thereby, salespeople will know what improvement should be done and plan the steps that should be taken. (3) Guiding means to be more helpful to solve the problem. Salesperson will not just introduce the product but also offers a solution with different alternatives. (4) Fire starting means to give an opinion which will cause customer to seek for a solution. As mentioned, IMC puts together the marketing communication tools. The interaction between Personal Selling, with Ads, Personal Selling, Sales Promotion and Direct Marketing can be explained by saying “adding value to each other”. The data collected by a salesperson can “improve” the advertisement and decrease its cost. Besides that, if company could not expend too much money for advertisement, with PS, the company will still be able to increase its’ sales. In addition, as the PR’s aim is to create good image and salesperson represents the company, we can say PS helps PR to create good image. Direct marketing, which will be examined detailed after Sales Promotion, is about reaching to customers by e-mails, for instance, to increase the sales which is actually helpful to salesperson to find

customer who has eager to make purchase from the company. Sales Promotions are mostly used by sellers for keeping the customers interest, which will be explained in detail next title, and salesperson may give promotional products –for example pens, calendars, notepads– to customers for keeping the brands name in sight of the customer’s eyes. (Belch & Belch, 2003). As mentioned about the Sales Promotion, let us look at next title to understand better.

1.6. Sales Promotion

Sales Promotion is not an unknown, unfamiliar, word to people. The messages that send by the companies that are saying “buy 1 get 1 free”, “Sale up to %50” which will get your attention immediately as a consumer. Thereby the definition of Sales Promotion is as following, a marketing tool used for convincing people or fastening their decision-making process to buy their product in short time, by offering additional things to the product, making promotions to persuade consumer to buy the product. The promotions have various options, making reduction in prices, offering premiums, giving samples, coupons. A company creates different promotions that will be suitable for their product in right time to have the consumers’ interest, convince them to buy and increase the company’s sales. Sales Promotion supports and maintains advertisements’ effect on consumers. For instance, by giving a sample, a consumer can try the product she/he saw or heard in advertisement and have faster decision. In the end, companies will expect increases in their sales (Todorova, 2015). As Familmaleki *et al.* cited from Shultz, while advertisement is concentrating on to create awareness and attitude, the Sales Promotion is concentrating on changing the direct behavioral of the consumer. In addition to this, as Familmaleki *et al.* cited from Banerjees and De Pelsmacker, it is important to keep in mind that Sales Promotion is not a long-term marketing strategy. The brands are having this marketing tool for a short-term to have more profit than what the consumer gets with that promotion and increase the demand. Even though some of the tactics may look like cost more, as it is used for a short time, in general it cost less than advertisement and have faster return (Familmaleki, Aghighi, & Hamidi, 2015). This can be summarized by saying, advertisement gives you a reason to buy the product, but sales promotion gives you a reason to buy that product right that moment (Armstrong, Kotler, & Opresnik, 2017).

The companies have different motivations and different aims while deciding on the type of sales promotion tactic –which will be examine in next paragraph– will be

useful for them. The reasons and goals of using the Sales Promotion are actually changing based on what the company expects. Here are the popular and commonly used ones with the explanation of their purposes. (1) Increasing sales is the aim for all marketing tools but companies are aiming to increase the number of purchases and give courage to buy more than intended to. (2) Stimulating trail is used for introducing a new product, or a new brand and/or brand extension. (3) Encourage brand switching is to break the connection between the customer and a brand. A company tries to break the brand loyalty of customer with another brand, then tries to create a new bound with its' own brand. (4) Highlighting the novelty is to see the difference between the old and new version of one particular product, "reposition" the brand in mind. (5) Invigorate mature brands is for creating the difference between the brands that producing the same product. When the brand is in the market for long time, or have some similarities with the other brands, the sales promotion used for creating difference and got one step ahead. For instance, the retail industries like Carrefour and Migros make some sales promotion to convince customer choose their brand for shopping. (6) Rewarding loyal customer has positive and negative effects. One perspective towards this issue is that this is not necessary and the benefits that gave to customer is not useful to them. However, the other perspective gives more positive approach. By rewarding the loyal customer, the customer may have tried new products of the firm, enjoy with the promotions, opportunities given by the firm. (7) Locking customers into loyalty programs are rewarding loyal customers. By creating special programs, brands try to keep their loyal customer. This system generally used by retail industry, for instance, airlines, petrol suppliers, and so on. (8) Helping to introduce new products is not just about increasing sales, but also giving opportunity to try out the new product. With the sales promotion, as the brands need place for the new product in the retail's shelves, they will need to create it by making promotions by trying to sell-out the old ones (Egan, 2007). There are few more reasons for using sales promotions but as mentioned before, these are the most common ones.

Knowing about the tactics, for Sales Promotion is a vital issue for choosing the appropriate one and create the strategy according to that. One of them is quite common in people's daily life, its' called money-off which is known as coupons or point-of-sale. With the coupons, the brand will offer to the customer's a discount generally 25 or 40 percent, sometimes it could be 50 percent or more. The vital thing about coupons is checking for avoiding misuse. The other one is giving Bonus Packs or making

Bonus Offers to the customers. If the brand says, “We add 25-30 percent more to the package.”, it means they used bonus packs as a sales promotion. But if the brand gives customer a free package, by saying “Buy 1 Get 1 Free” and/or add one. These have both advantages and disadvantages to the brand. A consumer may choose a brand because of this. If the competitive brand is not offering same things and if the customer finds that advantages than buying regular one, the customer will switch her/his brand. In addition, the loyal customers will continue their purchases. On the other hand, think about hygiene products, for instance if a detergent brand offers you 30% more, even though that brand wins you, it also means that brand delays your next purchase. Besides that, if the brand gives a small package as a free product, consumers tend to think that price is not changed that much. Furthermore, if the brand gives the same amount or close to the product’s quantity, consumers tend to think that brand increased the price without customers notice and that is not really wanted by a brand. As a result, a company must be careful about these issues. But still, it works for most of the brands. Sampling is the most common sales promotion which is used most of the companies for introducing their new product. The company will give a smaller version of the product free of charge and/or give coupons with that sample product to convince the customers to buy the full size of the product next time they go shopping. This sales promotion is generally used by the companies selling fast-moving consumer goods (FMCG) like beverages, nourishment, snacks, or hygiene and cosmetic products like creams, shampoos, so on. However, the cost of packaging increases for the company and they cannot change the package as it should be similar with the original product to make easier for customers to find the product. But this is the best way to introduce the new product or reach new target customers and increase sales. Premiums are also a way to reach customers. The brand will give gifts to customers who choose to purchase their product or the ones who fulfill the terms, for instance buying five cups of coffee from the coffee shop and the brand will give one for free. Combined Offers are the ones that combines the brands promotions. For instance, a brand may make discount between 25-30 percent to their products and besides, give a coupon that saying the brand will give one free if you make purchase five products from their brand between the specified dates. That coupon can be a loyalty card, too, for example having one free product or have additional discount after making purchase with the loyalty card (Egan, 2007), (Clow & Baack, 2010). However, deciding on which sales

promotion will be suitable for the brand is not just based on the aim and motivation of the firm. That is leading us to the heart of IMC, to the consumers.

As Familmaleki et al. cited from the Ashraf, the sales promotion has a bound with the consumer buying behavior. This means the promotion chosen by the company, like giving samples, making discounts, can be effected from the “social surroundings” or the “physical surrounding” of the consumer (Familmaleki, Aghighi, & Hamidi, 2015). The characteristic features of a person effect the decision-making process. For instance, the operant conditioning people are effected from awards and punishments in other words positive and negative reinforcements are effecting our choices. In those terms, the sales promotion is taking place as an award for purchasing and/or giving encouragement to choosing their brand (Clow & Baack, 2010).

On the other hand, as Alvarez and Casielles cited from Simonson, a promotion can go wrong. Sometimes a person just wants to be different than his/her peer group and does not want to buy a product with promotion like others did, or sometimes a consumer wants to punish a brand because of the idea of being manipulated by the brand. According to Alvarez and Casielles, the characteristics of the consumer can be divided into three segments. (1) the one that influenced by the promotion and most likely to purchase the product, (2) the one that have no concern about the promotion, in other words, while shopping they will not look for promotions but not feel uncomfortable if the product gives that promotion, they think sales promotion is not an appealing and necessary think, so their choice cannot be foresaw and (3) the last is the one that has no concern about the promotions and their choice is not effected from them (Alvarez & Casielles, 2005). This issue stated by Familmaleki *et al.*, too. According to their article, the sales promotion is an arguable tool, besides, there is not one right promotion to gain the interest and convince consumer at that very moment. As they remarked, while one researcher is telling that giving samples are a good way to get the interest of the consumer and increase the sales and effects consumer buying behavior, another researcher thinks it is not effective at all. For that reason, Familmaleki *et al.* stated that companies should make their plans and decide on their strategies very carefully and should not stick on one promotion and marketing tool (Familmaleki, Aghighi, & Hamidi, 2015).

Even so, most of the consumers' brand choice is influenced from the sales promotion of a brand. Before the consumer makes a purchase, she/he checks if there is a promotion or not. The promotions gain importance more when one product of the

brand is as attractive as the other brand's product for the consumer. In that moment, consumer is looking for a promotion. Especially, it will be better if that promotion is price related which means making a discount as a promotion will be preferred more by the consumers. If the brand is not considering using any sales promotion, this means to losing consumers. As summary, it is important to track what consumer values as promotion and find a way to effect the consumers buying behavior. (Alvarez & Casielles, 2005).

In the end, it will be not wrong to say, with creating the best IMC strategy, the company will have the success with using Sales Promotions, whether some consumers protest against it. In conclusion, if the company can use advertisement and sales promotion effectively, the brands sales rates can increase, as the consumers connected more with the Advertising and Sales Promotions. (Umbreen & Ali, 2013). As a matter of fact, for creating the best IMC strategy, create the best advertisement message, have best PR and PS, and plan the best Sales Promotion, we always say that the consumers are in the core of this. But for understanding them, collecting the information faster, we need Direct Marketing. So, our next title, Direct Marketing will be the last tool of IMC.

1.7. Direct and Digital Marketing

Direct Marketing is the marketing tool that helps to create "personal interaction" or "communication" between the consumer and marketer. Even though advertisements and public relations are used for communication, direct marketing is looking for more personal, one-to-one, relationship. The brand puts their target consumer in the core and tries to have a response from the consumer. The companies need to have feedbacks from the customers and with Direct Marketing, the companies or the marketers who work for them can get instant feedback from the consumer or buyer. Creating this interaction, generally companies use "door to door" selling or technological tools like e-mails, telephones and have data bases. However, as there are not so many options to collect personal feedback from every consumer and make them to try their new product all the time, sales promotions help to collect this data and help Direct Marketing. The collected data, by time, is important because it gives more information more than in the past (Umbreen & Ali, 2013), (Key & Czaplewski, 2018). In addition to this, as the Direct Marketing is in touch with the consumer, it is almost seen as Personal Selling (Egan, 2007). All the work done by Direct Marketing, actually is for creating long-lasting relationship with the target consumer, both personal and with the community

they linked in. The process needed to be handled carefully for having direct and instantly. With that grate work, the brand can create their offers and understand their needs (Armstrong, Kotler, & Opresnik, 2017).

Additionally, Direct Marketing is not just helping to get feedback about whether the product satisfied the consumer or understand whether there is a problem according to the consumer, but it is also helping brand to have flawless segmentation. Thanks to Direct Marketing, the brands can reach to their consumer “at the right time, right place, with the right message.”. The tools were more limited in the past, but now the social media helps a lot to have communication with the customers (Todorova, 2015). The technology has the key role in that point. The social media, smart phones, applications, online platforms and internet, they all effect the consumer. They want to be in touch with the brand, they want to share their experiences. The brands, companies saw this opportunity and used it with Direct Marketing. In the end, brands saw that traditional marketing is not working on their customer types and they started to lay out their strategies with IMC which means Direct Marketing understands the consumer, then the brands create the message that will be given with advertisement, and plan sales promotions (Umbreen & Ali, 2013).

The operation of the Direct Marketing has a major role for creating the best strategy and combining old and new approaches in the market including IMC. The levels of Direct Marketing are divided in three categories. First one is Integral that database has a “primary” role in business with Direct Marketing. The second one is the Integrated, it means database is important both for operation of the company and the Direct Marketing. The last one is the Peripheral, that database has a little role for the company. This generally is the issue of FCMG companies. As they are targeting the bigger groups, they will not target their consumer’s personally, however, direct marketing tools still can be used for increasing their sales. For instance, collecting data and using them with direct mail system to get the consumer’s attention. The aim of the Direct Marketing is separated into two, (1) customer acquisition and (2) customer retention. The customer acquisition is focused on gaining new customers, the customer retention is, on the other hand, is focused on keeping and continuing the relationship with the existing customer. The process of both gaining and keeping the customer are named as wheel of prosperity. According to the wheel of prosperity, the company work on gaining more customer while reaching more and more, while trying to make them loyal customers of the brand. In addition to this, it is important to know how to keep the

existing customer and avoid or making less the percentage of losing customers. To create the successful plan, it is important to know your potential customer, which is also known as *identifying prospects*, and knowing which media tool to use (Egan, 2007).

The definition is mostly based on the traditional marketing communications and the devices with technologies in that period of time. However, in the latest years, with the technological developments, the way of collecting information from consumer has changed, too. For understanding how companies have communication with the consumers, it is vital to understand the media tools and how marketers use it. As a first step of understanding it, looking at the traditional approach which creates the base of Direct Marketing is required. Direct Mail is the one used not only for B2C, but also used for B2B customers. The company frequently creates a mail list that contains target consumers. By using Direct Mail, companies can easily reach several consumer groups. However, this can cost a lot and/or consumer will not care about the mail sent. Catalogs are in favor as they are used for long-time, and people generally share these catalogs with each other. However, in these years, the catalogs are leaving their place for online shopping. In past, there was also Direct Response Media, which was trying to reach consumer on phone, television, and radio. But we can say it is losing its' popularity. Internet is the one that keeps its popularity and gets more and more popular each day. Consumers can easily click on the advertisement on the website, if they see a product they are interested. With e-mails, the cost will decrease, and the company can personalize their relationship with the consumer easily. Telemarketing works in two ways which are "inbound" and "outbound." The inbound is about having communication with the consumer by the demand of the consumer herself/himself. The reason of why consumer wants to reach to brand is either make a complain about the product or service or have a problem. Direct Marketing enters in the picture in that moment. Thanks to Direct Marketing, the company can find a solution and solve the problem. Outbound, on the other hand, is the one that company tries to reach the consumer, when they see the consumer is not active for quite some time and tries to win the old consumer back. Direct Marketing is also useful by combining with the IMC for staying in international markets (Clow & Baack, 2010). As a result of this, telemarketing is also known to be the tool that creates the root of CRM, Customer Relationship Marketing (Egan, 2007).

With the development of the technology and having the internet, alongside the change of the consumers' approach to the brands, the tools of Direct Marketing are developed, too. Direct marketing tools are combined with "Web-sites, online advertisement and promotions, online videos, blogs, social media marketing and mobile marketing". By the help of IMC, traditional tools are combined with the new digital and social media marketing tools. This type of marketing is named as Digital Marketing. For creating the effective marketing and having qualified communication between the two channels which is the brand itself and the consumer, the marketers have to give some of the control to the consumer. The consumers want to see advertisements or any other content they are interested in, and they want to share or give feedback, make comment to the contents they wanted to. Social media platforms are the most successful one that uses and combines the IMC tools. For understanding the digital marketing and how it works with IMC, it is important to understand the tools (Key & Czaplewski, 2018).

The first tool is named as online marketing which means using web sites, online advertisements and promotions, e-mails, online videos, and blogs. Some of the websites are used with the purpose of marketing web sites. This type of web sites is designed for getting closer the company and consumer together to convince purchase directly or use other benefits of the company. On the other hand, branded community web sites are not aiming to sell a product directly from website, the aim is to have bound with the consumer and create a consumer-community. Online advertising, another important tool of online marketing, is the one that comes out when the consumer is searching for a relatable word, issue, topic. This advertisement type can come out in internet, mobile phones and social media platforms. E-mails, on the other hand, are still used by most of the companies. Even though social media becomes popular, the role of e-mails cannot be underestimated. The e-mails are more personalized, more colorful, more interactive and create better relationship. However, the companies must be careful about the spam box of mailboxes. A consumer can easily put the advertisements of the companies that make her/him irritated or annoyed in the spam box for not to see any mail in the inbox of her/his mail address. Besides that, nowadays, YouTube, Instagram and Facebook are Social Media platforms, also popular websites where people watch videos. With these online videos, consumers are learning about the products, or learning how to use a product and have ideas about a product and brand without even need to buy and decide according to these comments. Companies see the opportunity and use this as a way of Public Relation with the

combination of Direct Marketing. The companies create brand related videos, entertainments, and promotions. These online videos do not have to be created just for that. There is also a marketing technique which is named as viral marketing. The viral marketing is like word-of-marketing but created by the videos, advertisements, and any other video type. The consumers are sharing these videos with colleagues, their friends and families. For instance, which is also an important example for next chapter, P&G created a campaign, for the brand Always which is known with the name of Orkid in Turkey that produces hygienic pads for women, with a video and it turned out to be viral video. The brand used “#LikeAGirl” hashtag with a three-minute video for the purpose of changing the stereotype meaning and make it sound better. The video had 8 million views in the first week when the brand shared and has more than 67 million views at the present time, February 15, 2020. Blog and other online platforms are also used for having interaction with the consumers. As commonly known, with the blogs or online platforms, like the videos, people are sharing their thoughts about the product or service and/or create a related topic. Twitter, Facebook, Tumblr, Instagram can be given as examples that bloggers used for reaching the people to share their ideas. In addition to online marketing, there is also a social media marketing related with the social media platforms. The brands can use the existing platforms or creates a new platform for creating new consumer community. When the brands use existing platforms, they create their own social media page. For instance, Coca-Cola has an Instagram account with 63,700 billion followers. Creating a platform means to have a consumer community where consumers’ not only have connection with the brand and increase their relationship with the brand but also share their ideas. For instance, Nike created an application called Nike+ where the members can track their progress and also follow the other members’ progress. With the combination of this, IMC helps to create another approach by brands. This is named as Integrated Social Media Marketing. The brands are not just using the social media platforms for communicating with the consumers and understanding what they are thinking about their products or services, they are also using the social media platforms for having another type of interaction. First of all, a brand will not have one platform. For instance, Starbucks has not just an Instagram but also Twitter and Facebook account alongside with their own application and Starbucks made campaigns from that application like had a Valentine’s Day Campaign who used their application or Starbucks card on February 14, 2020. The consumers would have one free special drink for that special day. In addition to

this, many brands are creating their own application or website to make easier for consumer to purchase from their brand and increase experiences related with the brand (Armstrong, Kotler, & Opresnik, 2017).

However, there are some issues that a company must be careful while using the Direct and Digital Marketing for reaching consumer. Some of the consumers are irritated from the mails of the brands that fills their junk, spam boxes and seeing unwanted pop-up advertisements. The only thing that can prevent this junk mail problem, which is also the word marketers do not like, is being careful of four issue that listed as follows, (1) the interest of the consumer, (2) timeliness, (3) repetition and (4) the information processing effect. For making direct marketing more relevant with the consumer, the marketers have to collect the data carefully and establish their database. Also, some of the consumers are thinking that it is unfair to use the consumers that take impulsive decisions; besides these, consumers have doubts with the mail that came to their inbox as there is a danger of deceptive and fraud mails. Another important issue that influences consumers about the Direct Marketing, especially the digital ones, is their privacy. Even though some of the consumers are not feeling overwhelmed with the phone calls or even from the e-mails asking their opinions, they are feeling irritated when the brands wanted more information about where they are living, when the brands are trying to get in their homes. In addition to this, the database marketing is serving beneficial information from the brands, offering personal promotions, however, consumers are thinking they are sharing too much information, sharing their private life and daily preferences. These all are seen as overstepping the line and making physical intrusion. In the end, the brands need to find ways to prevent any problematic issues like fraud mails and save the data they collect from the consumer. Giving the consumer some control on their choices, giving the right of keeping some data private and send e-mail, for instance, when the consumer is really interested in with the product or service of the brand will help to gain more points and interest from the consumer to the brand (Armstrong, Kotler, & Opresnik, 2017), (Evans, Patterson, & O'Malley, 2001).

In the end, even though the consumers do not want to share their information with the brand, as they do not know who reaches to their personal data, they still share some data by purchasing from their phones or the posts they share and/or sharing the things that they enjoy. As a result of this, the consumers are expecting from the brands more personal approach with the tools the brand uses like e-mails or messages they send

about promotions (Evans, Patterson, & O'Malley, 2001). Related with the privacy, a marketer should not forget that a consumer may start to avoid making purchase if she/he suspects of breaking the trust and cause privacy problems. However, by taking right steps, thanks to Direct and Digital Marketing and collected database, the brands can reach to right target with right product or service, with right approach and giving the security by saying keeping the collected data private. In addition to this, the collected data is not only working on the existing consumer, but it also works on the consumer group that brand try to gain the attention. Even though a brand does not have the data about a specific consumer, brand can still find a way to reach that consumer by creating consumer groups and create marketing strategy based on that. As the consumers mostly think about their privacy and their personal information that a brand, company or any other person can reach, brands should and could use or create special security programs and give information about their security. This problem may not be solved easily, but a brand can find different ways to prevent invasions, have better security licenses (Dolnicar & Jordaan, 2007). Because the direct and digital marketing role in IMC and creating marketing strategy cannot be underestimated, all of the tools are aiming to reach the target consumer and make them one of the loyal consumers of the brand. Yet, the IMC tools is not enough to reach consumers, there are other elements that a brand and marketer should be careful about and these will be examined in the next title.

1.8. Other Important Elements that Effect IMC

Throughout analyzing the concept of IMC, learning why it is important and understanding Advertising, Public Relations, Personal Selling and Direct Marketing which are the tools of IMC, we also see some elements effecting IMC. Therefore, we will need to understand Consumer Buying Behavior, Brand Image, Brand Equity, and Brand Personality.

1.8.1. Consumer Buying Behavior

During the analyzing and trying to understand IMC and IMC's tools, consumer is the factor that appears in the center of the definitions and aims of them. As a result of this, to create best strategy, creating best message to get the interest of the target consumer group, a marketer should try to understand the consumers, their buying behavior, and their decision-making process. The point of working on consumer buying behavior is

to understand what consumers buy, where they buy, the times and moment that they make purchase, the reason of that purchase and the amount they purchase. There is no easy way to understand the reason and things effecting consumer, as all the process happen in their mind, however, consumer buying behavior is a study at least gives the marketers to opportunity to see the common points (Armstrong, Kotler, & Opresnik, 2017). There are so many titles to consider in consumer behavior, for instance, the self of the consumer, their personality, their motivation, learning memory, perception, the cultures and subcultures, their income and so on (Solomon, 2006).

When consumers are thinking about purchasing a product, it is mostly about solving a problem. During this process, there some steps that consumers go through. The time and effort spent on the process depend on the importance and the amount of money that will be spent. For example, when a consumer is going to buy some groceries, the process will be shorter and sometimes a consumer may have snap judgements. On the other hand, if the consumer is considering buying a car or a house, the process will take more time and consumer will give more effort. The first step is known as recognition of the problem. In that step, the consumer sees a problem, and this sparks the system to start. The second step, based on the problem and knowledge of the consumer, will be looking for information known as information search. This searching can be internal and external. As it can be guessed, when the search is internal, it is based on the knowledge coming from the experiences, culture and the information kept in mind. On the other hand, the external is the knowledge which the customers gain from the friends, advertisements, or even analyzing what others do. The third step is the one that consumer makes evaluation about past purchases and knowledge that already have. However, this step sometimes skipped by the consumer type that has habitual decision making. The habitual decision makers choose the brand they are familiar with and choose not to look the other alternatives in the market. However, if the consumer chooses to make evaluation, she/he makes this with two sets. (1) The evoke set is the brands that consumer has already in mind, which is also named as front-of-mind. (2) Consideration set is the brands that a consumer really thinks about to purchase. In some situations, there is not just a brand that consumer thinks to buy. Price, quality, and the features can be affected to consider different brands. The forth step is purchasing the choice. Consumer will make the final choice considering few issues and find the best brand that serves the best product. Even though it seems to be the last step, it is not. The final, fifth, step is Post-Purchase Evaluation. In that step,

consumer is making some evaluation about the product whether it solves the problem of her/his and whether she/he is satisfied with the product (Solomon, 2006), (Egan, 2007).

During this process, the attitude of the consumer has a huge influence of how they make decision and how they handle that process. It is important to know the difference between belief, values, and attitude in that point. The belief is the “descriptive” idea that consumer has in mind about a thing. Values of the consumer is coming from their childhood and continue to develop during their adulthood. Values are stronger than the beliefs and effect their acting and attitudes more about an issue or product, as they are creating “judgement” and lead “personal behavior”. But the attitude is to make a positive or negative evaluation, to have positive or negative feeling or to lean towards something, person, object or idea. The attitude has three groups which are named as (1) cognitive, (2) affective and (3) conative. The cognitive one is about the image that consumer has already in mind and how she/he makes interpretation or establish an understanding toward something or somebody or an idea. The affective contains the “feelings or emotions” of the consumer towards something or somebody or an idea. The conative is about the purpose, actions or manner of the consumer. Coordination of these depends on the product, the moment or the issue. For instance, if the consumer just goes to a market and just wants to want a cake, sometimes consumer does not think about the brand, on some occasions seeing a discount will be enough. In such situation, first attitude is conative, then learning detailed information about the product which leads to cognitive part and the last feeling about that cake leads to last attitude, the affective one. Even though, the attitude maybe helpful to create stereotypes about consumer types and marketers may create their strategies according to that. It is important to keep in mind that attitude is not an indicator of the buying behavior. For that reason, it is important to know about the types of buying decision behavior. (1) Complex Buying Behavior is the moment that consumer must involve purchasing notably and looking each of the feature, difference of the brands. This buying behavior is generally seen in the purchasing that has higher risks or has long-term effect, for example, buying a house or involving in an education program. (2) Dissonance-Reducing Buying Behavior has some similarities with complex buying behavior. The purchasing has quite risk, however, consumer cannot see a huge difference between the brands. With this buying behavior, the brands have a huge duty. In some situations, consumer will feel uncomfortable with her/his choice or see some negative things with

the product. A brand should communicate with the consumer about her/his condition and make sure she/he does not have problems with the product and be pleased. (3) Habitual Buying Behavior is the behavior that does not nearly have risk and consumer does not need to make any evaluation about the purchasing. The grocery shopping can be given as an example to that type. A consumer will not think too much about buying a soap or frozen foods, in that point, a brand that produces that type of product should try to add a feature or create a promotion to get the attention of consumer. Last but not least, (4) Variety-Seeking Buying Behavior is the behavior type that again does not have a risk and consumer does not think too much about the product, even so, consumer wants to try different brands and as a result, the consumer frequently makes changes. This means that even if a consumer buys a chocolate from 'A' brand, does not mean that she/he will buy from that brand again. The consumer may want to try brand 'B', 'C' or 'D'. While the leader of the marketing tries to turn this behavior in to habitual one, the other brands that competes with that brand will try to tempt the consumer by using Sales Promotions, Direct and Digital Marketing, Advertisement, so on (Clow & Baack, 2010), (Egan, 2007), (Kotler & Armstrong, Principles of Marketing, 2016). Of course, the issues that have influence on consumer buying behavior or how they decide does not come to end with them. There are personal conditions which have great effect on consumer.

The issue that has the essence of the personal condition is starting from the *self*. How a person acts in with the combination of her/his beliefs and makes an evaluation about that acting. Not all the things that establish the "self" have equal value for a person. Sometimes, a person may feel that her/his academic side stronger than athletic side or feel better to make speeches in front of people than sitting and writing about an issue. This leads to the person's self-esteem. Being positive is about being that person, being positive of self-concept means to have higher self-esteem. Making self-comparison, by the time, has a huge role on self-esteem. People have urge to compare herself/himself with other people. That is how the marketers created the self-esteem advertising. With this advertising type, brands are showing that if the consumer uses their product, she/he will be as good as, feel as good as like the person in the advertisement. Addition to this, they are using slogans and mottos that will affect how the consumer feels, like L'Oréal has it in their advertisement with the slogan "Because I'm Worth it" which is known in Turkey as "Çünkü ben buna değerim!" till 2004 and changed in to "*Because you're worth it!*" and then to "*Because we worth it!*" in 2009

which is translated into “Çünkü biz buna değeriz!”. The brand not just created the idea that every woman is worth to look beautiful but also create a bound between the brand and consumer. This also looks like the brand helps to create their ideal-self which means the image in person’s mind that she/he wants to become and become better than actual-self, which means who the person really is with all she/he “has or does not have”. The self has also a key role as a concept that effects what they are going to purchase. This concept is named as self-image congruence model and according to that concept a person purchases a product if that product suits to appearance of the self. Besides, the sex and gender are important during the decision of purchasing. For instance, as the women are purchasing more fruit and candy, men are more likely to consume meat. The gender is mostly formed by the culture of the nation. According to this, roles, and traits of sex type, which are features expected to be seen linked with the “stereotypes” coming from the gender, are changed with the nations and culture that means things called feminine or masculine based on this. Besides all of these, there is one more issue that is quite important and linked with the Chapter 2 of the thesis. The body image is the concept that how the consumer evaluates her/his physical appearance personally. Evaluation made by the consumer is subjective. According to the study mentioned by Solomon, the consumers who feel confident with their appearance more likely to purchase the products like hair conditioners, hair driers, masks and any other product related with self-care. Every consumer has an ideal of beauty coming from the culture. There is always a model that a consumer wanted to become. The ideal of the body is not the issue of the current time. There was always an ideal of body and beauty in the past and now, present time, and there will be in future. But as mentioned, people buy a product if the person feels she/he good about their appearance. A brand saw this and created an advertisement in 2004, as a brand that puts consumer in center and wanted to create an emotion with the people by giving an inspirational message. That brand was Dove. Dove wanted to give inspiration and had a bound by feelings, as changing the self-esteem problem and gave courage them to love who they are and how they look. This campaign called “Real Beauty” was a great example for both IMC and a starter of Women Empowerment advertisements, which will be discussed detailed later. (Solomon, 2006), (Tungate, 2012), (Kotler, Pazarlama 4.0, 2017). These points are the most important ones that are affecting how consumer decides on buying a product, along with culture, subculture, social classes, families, the person’s age and lifestyle, job, and motivation.

As a part of summarizing the consumer, we can say that if the marketers and the brands learn the consumer buying behavior that has a huge role on how they are making decision either in one sudden moment or in long-term process, the marketing team of the brand can have best and full strategy to gain the consumer by using IMC tools. All the members who get involved in purchasing process, even as a user, have a role in that process, as this decision can be taken by a group like family or by just an individual, may be effected from both consumer groups decisions and what actually the brand is doing as an organization. This is the reason of why it is so vital to know this title, Consumer Buying Behavior along with the IMC (Clow & Baack, 2010). As seen the consumers have various issues to be influence from during the process of making decision and make a purchase and this increases the importance of IMC because the most vital thing for the marketers while deciding on which IMC tool will be influential and having the “effective” message. Consumer buying behavior will help to create it by showing the choices or “preferences” about a product or brand or company. Besides using IMC in effective way, it also makes IMC more “economical” for the company (Mihaela, 2015). Moreover, IMC and learning the Consumer Buying Behavior help the brand to create a difference that compete with other brands. The brand will find the best way to have “public awareness”, give detailed information about the products features, particular performance and how it is different from the other products. These will add value to the image of the brand and/or brand’s organization and will give a goal to change the behavior of the consumes’ buying behavior starting from short-term and lead to long-term (Oana, 2018). Thereby, understanding the brand image and how it works is another essential content.

1.8.2. Brand Image

Before understanding what the brand image is, it is better to understand what the brand means by all itself. The brand is about creating a difference from the other brands in the market by its special product and/or service along with the “real” and “emotional” character that suits to that product and/or service (Egan, 2007). Brand image is about how consumer sees the brand at the end of having information from different sources which includes brand personality, which will be defined in the last title of the chapter. The last picture about the brand that left in mind of the consumer, after all experience forms it (Nandan, 2005). In short, we may say, the brand image is about how consumer and business feel about the company’s specific brand. All of the marketing tools like advertising, personal selling, promotions are affecting the image. So, a good marketing communication means to show the brand image and the place that brand stands for. In addition, creating the right image –which takes hard work for small businesses– is vital for giving the appropriate message, but also “rejuvenating” the image, while trying to have new target consumer with new product or service and sometimes, changing the image, when the brand started to fade in the market, are important for the brand (Clow & Baack, 2010). It is important to keep in mind that brand image takes a long time to create but the result of this long-term work will be so advantaging for competing in the market. Having a successful brand image will help to have long-term “profitable relation with consumer” (Malik, *et al.*, 2016). For having the benefits of brand image and forming it, it is important to know components of the brand.

The brand is formed by the characteristics of brand that contain the three important concepts. The core of the brand is about the product or service which means all the features, texture, smell, or taste, look, performance and so on. If the brand wanted to change anything about the core, this means to change the product or the service. After that we have the concept which will add more value, create an advantage in competition in the market and influence the trust of the consumer. It is named as augmented. Augmented is about the packaging or presentation, extra things coming from the software or any other programs, after-sales support, assurance, and warranty. These will not influence the product so much but influence the consumer decision making process. Last one is as important as the other ones. Halo is creating “associations, brand name, image,” (Nandan, 2005) with marketing communication tools. All are important for process of branding. If a company creates a well strategy, this will mean to be known by consumers. As the consumers prefer to purchase a

brand's product or service they know or familiar with it. The consumers frequently feel more comfortable and think that brand if it has lower risk than the other options (Egan, 2007). Brand image and what consumer thinks create a harmony. In the circumstances of unfamiliarity, the brand guarantees and makes promises to change consumer mind. The familiar brand, in addition to effect consumer decision, even if the consumer did not even purchase any product before can create a trustable atmosphere, helping and reducing time of research and decision-making process for consumer. Last, brand image provides psychological empowerment that means the consumer made a "wise choice" and acceptance as socially with the purchase (Clow & Baack, 2010). This is linked with the brand name and brand image.

The name of the brand actually means to have brand promise. This means when consumer purchase a product or service from that specific brand, the consumer knows she/he will purchase quality, luxury, or comfort, etc. Doing something that will damage brand promise, means to consumer make a new evaluation that will probably negative. During the process of creating the brand image and protecting it, brand identity, which is formed by some characteristics of brand for making the brand more "recognizable", creates a moment initiating spark in consumers' mind (Egan, 2007). The best definition for the brand identity is how a company defines their brand. The company itself is the only responsible factor during the creation of it. The branding, strategy decided during this process, usage of marketing communications, and the worth of the consumers and stakeholder effect brand identity. Brand identity is the way of transferring the "individuality" and "distinctiveness" to the target group (Nandan, 2005). Design elements, Statements and Application are the key elements of forming brand identity. Design element contains all colorful, symbolic elements which are making easier to recognize and remember the brand like *logo, graphic features, and typeface*. For instance, even hearing the name of Coca-Cola is enough to picture brand's color, font of the brand name and even the bottle's shape. Statements are what actually is said about the brand and the slogans which are phrases showing the brand's vital characteristics used in promotions. For example, Turkish Airlines used "We're Globally Yours.", during widening its' flights. Now "Wide Your World" is their slogan, implying that a person can go anywhere with Turkish Airlines. The last one, Application means corporate advertising which is used for the advertising type that promotes the brand image for target consumer groups (Egan, 2007). Brand identity and brand image cannot be seen separated, as it can be concluded from the definitions.

The company must create the best message with all the strategies mentioned, but at the end, the consumer is the one who makes the evaluation, understands the message and whether like it, or not. But if the brand becomes successful and have the wanted relation with the target consumer, that relation may turn to be brand loyalty (Nandan, 2005).

Trust to a brand is also important. If the consumer trusts the brand, she/he does not think too much about the retailer. Even online shopping, if the website is trustable for using credit-cards, a consumer may not think about the place they purchase the product (Egan, 2007). This means that the more a brand increases the number of consumers that trusting your brand, the more brand gets successful in the market. The key of creating brand trust is in the value that the brand gives to its' consumers. The brand should and must show that it cares its' consumers, have "consistency" not just with the quality but also with the "price, performance and values". Moreover, the brand must have confidence to itself. If the brand does not trust to itself, the brand cannot expect the others to trust it and purchase its' products (Alhaddad, 2015).

Besides being a trustable brand, being successful in the market is important to create successful brand image. As Egan cited from Dibb *et al.*, there some key points and these are listed as follows, (1) Good quality. For showing the difference, price is not the only thing, and it is better to have it with the quality. (2) Giving services and better services that another brand cannot offer. (3) Becoming the leader of the market is vital for brands and being the first that creates a change is always the best. (4) Being "unique" is always showing the difference than the competitors and gets the attention of the consumer. (5) Being successful and maintaining it, for this the brand should adopt strategies of IMC. (6) Being successful takes brand's time and it is vital to keep that in mind. As Egan cited from Twedt, being successful comes from the word VIEW which means, being visible, informative, emotionally appealed to consumer and workability. Being visible means to have display for the target consumer group, being informative is about giving information about the benefits of the brand, being emotionally appealed to consumer means to have brand personality and workability is about the "functions" of the brand's package (Egan, 2007). Besides all, the brand associations are important for creating the brand image and brand personality, which will be examined later. Sponsorship, Co-branding, Geographical Identifiers, Ingredient brands, Support services and award symbols are the strategies used by brands for having positive unity. Sponsorship is like supporting events related with environment

and that will create positive image related with the situation and the brand. Co-branding is creating a bond with two brands related with each other like Samsung and Finish have. Geographical Identifiers means to use signs or symbols that a brand will remind a specific geographic place. Ingredient brands concept is a familiar concept, too, when a consumer purchases a Lenovo computer, she/he does not only purchase the brand of the computer but also the software system Intel and/or Harman brand for audio system. Support Services are used for developing clear brand image difference. The brands often use this to create a difference with their products, too. For example, UPS have a tracking system that a consumer can follow where their package is, and UPS is using a system that other brands cannot reach to the accuracy they have. The last one, award symbols or the accreditations that a brand have that symbolize a level of statue which actually shows the power and success (Egan, 2007).

On the side of the works done for creating a brand image and protecting it, there are some elements effecting creation of image, as mentioned with the explanation of augmented part of the company. Even though salespeople can help to consumer to make decisions, there are some points that the product stands alone in the shelf. In that point, the brand should do something that will attract the consumer. The design of package catches the eye of the consumer. Because the package shows what is in it, packaging has a key role to as a part of IMC program. Creating a package looking attractive for the consumer will affect the decision-making process and may lead to impulse purchasing. Besides making eye-catching package, it is essential to make them durable, not easily damaged for protecting the product, too. What catches the consumer and effects the brand name is labelling the product. While designing the package, it is substantial to put the label, logo and brand name in a place that the consumer sees easily. For example, if the brand gives a free gift with the product, it will be better to write it on the package as a label. Also, the words like “natural”, “premium” and “limited edition” are influencing the consumer (Clow & Baack, 2010).

In addition to all, brand positioning is about putting what company offers and its image related with the target market. It is about having a different place in the target consumer’s mind. All aim is to increase that possible advantage by locating the brand in consumers’ mind (Kotler & Keller, Marketing Management, 2016). This positioning can be “functional or emotional”, it is changing based on the brand’s advantage. (Egan, 2007). Besides all of the strategical work, a brand should always keep in mind that there are elements “visible” and “invisible”. Having all of the good

work done if the consumer learns a brand done animal testing or done anything that will damage the environment, the brand image will be damaged, and the consumer will stop to purchase any product or service. Taking a wrong step and making wrong publicity will also cause a damage on what consumer thinks about the brand. However, this can be solved with IMC, starting to know the current image, the strengths and weaknesses of the image (Clow & Baack, 2010).

The IMC has an influence on brand image as the companies use advertising, direct marketing in combination to become the best. For instance, Samsung became a well-known brand thanks to powerful IMC strategy and IMC still helps to Samsung's brand image as it helps to compete in current market (Belch & Belch, 2003). Creation of strong IMC strategy is helping the brand combining the image of it with corporate together with the evaluation of consumer buying behavior. The marketers of the company will have the right and sustainable message with the right tool which will clarify what consumer thinks about the brands as reaching all of the potential consumers (Clow & Baack, 2010). The brand image is linked with the interaction of the consumer and the brand. The more consumer interacts with the brand, the better consumer understands the brand's identity. In that point, IMC has a key role, as it combines all the vital points that include from advertising, websites, all direct marketing campaigns, to packaging, logo, sales promotion, (Nandan, 2005). As a part of concluding the title, like the effect of advertisement on consumer buying behavior, the effect of brand image cannot be underestimated, either. As it was seen with the research done by Malik *et al.*, the influence of image on consumer buying behavior is powerful. If a brand manages to find the best strategy to show brand's identity and uses marketing communication tools, in other word IMC, the brand will manage to change the target consumers' buying behavior. Especially the younger generations are more aware about the brands and products and relate them as a part of showing their personality. If the consumer has enough information about the brand and has enough interaction, the image will get more and more stronger and get her/his evoke or consideration set (Malik, *et al.*, 2016). As seen, brand image is not the only thing that brand should be careful, brand equity is important, too. As a result of this, in the next title brand equity will be examined.

1.8.3. Brand Equity

Together with the brand image, brand equity is the way of showing the power of the brand. Brand equity is about the value of the brand name rather than having a general brand name in one specific category in the market with same type of product (Egan, 2007). Other definition of the brand equity is “differential” impact on the consumer coming from the reaction to product and how the brand had the marketing strategy related with the brand name. Actually, with the brand equity, brand sees the choices and loyalty of the consumer (Kotler & Armstrong, Principles of Marketing, 2016). As Faircloth *et al.* cited from Aaker, brand equity is shaped with how consumer evaluates the image of the brand and how the consumer acts at the end of the evaluation. Brand equity is related with the consumer’s attitude toward the product of the brand and prejudices toward it. As a conclusion, brand equity is formed with brand image, brand loyalty, brand awareness, sustaining the quality and assets that brand has (Faircloth, Capella, & Alford, 2001). The brand equity is showing special features, characteristic of the brand. This means that, in the conditions when a brand equity is positive for the brand, the consumer will choose that brand rather than an unknown one. However, if the brand equity is negative, the consumer may rather to choose that unknown brand (Kotler & Armstrong, Principles of Marketing, 2016).

That is to say, the understanding of brand equity means there is a different quality than the competitors in the market coming from the brand name. For example, even though Nestle is producing chocolate and waffles, KitKat is the brand Nestle tries to keep in hand after they took it over. Having additional value from brands are frequently wanted by most of the companies and they are using it as an evaluation standard. First, they made a financial analysis to see how much that brand gains and then make a market analysis to see the percentage of the gaining related with the brand. As third step, brand analysis was done to see how powerful the brand is in the eyes of consumer how powerful is the brand and the last one was the legal analysis to see whether it is protected well enough, or not (Clow & Baack, 2010), (Egan, 2007).

Herewith, knowing the points that brand equity gives benefits to company is essential. If the brand has higher equity, the company may increase the price of the product or the service. Brand equity also gives “channel power”, during the agreement with the retailer which means the company may demand more place or better “shelf space” for its’ product. Also, brand equity may avoid the risk of losing customer to a cheaper brand or tempted with the sales promotion. As a result of this, knowing how to

establish brand equity is important. First issue for having brand equity is to be different as a brand and know the strong and special points to promote. Second important thing is to combine old and new marketing tools, also know how to integrate the marketing communication, IMC, to make stronger the brand name and stay in the sight of the consumer. Another important issue for brand equity is to dominate the category that brand makes production and positioned. The brand does not need to be the leader all around the world. Domination can occur in a geographical or a niche market. Essential issue about it is to be the number one in the consumers' mind. For example, when a consumer thinks about a safety car, the Volvo is the brand that comes to in mind in the first place. To have brand equity, the brand should know how to "stand out". However, it is important to keep in mind that becoming popular in market does not mean to have higher brand equity (Clow & Baack, 2010).

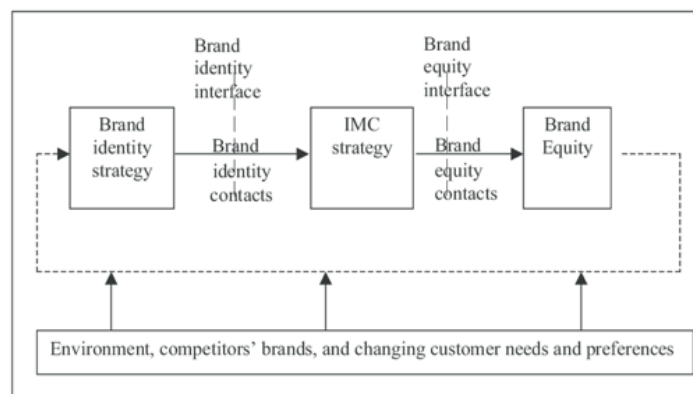
As a brand image, brand equity provides many gains to brand. If the brand has strong equity, this means the brand has a powerful base for introducing a new product in the market and also gives advantages for licensing. In addition, it helps to brand to balance market share, when brand needs to compete by price and promotion with the competitors in the market (Nandan, 2005). To achieve this, the brands must focus on the concepts like "favorability, strength, and uniqueness of brand associations" that are creating the distinction. These concepts are actually familiar from the brand image, as stated before, the brand equity and brand image linked together and highly influence the decision processes (Keller, 1993).

In that point, brand equity definitions of different sources look like to each other and all of definitions take us to the point: "consumers have the key role" like it was seen in IMC. For that reason, brand equity is also named as customer-based brand equity. "Differential effect", "brand knowledge" and "consumer response to marketing" are the terms that change the definition of the brand equity. Differential effect is about, as mentioned before, what the consumer wants to see as the difference and uniqueness of the brand when she/he compares it with the popular and unpopular or known and unknown brands. Brand knowledge is related with the brand awareness and brand image, and consumer response to marketing is whether to choose it as their brand and become loyal or not. How to build this customer-based brand equity is about "becoming familiar" as well as "favorable", "powerful", and "unique", not just in the market, but also in the mind of the consumer. The brand – the company– should know how to evaluate the equity of brand. There are two approaches called "indirect" and

“direct”. Indirect approach is making evaluation with the brand knowledge, for instance, with brand image. Direct approach is making evaluation with the responses of the consumers to all the marketing strategies that brand used. The vital issue about these approaches is not separating them from each other. They are fulfilling each other and help to see all the angles and create better strategy. Because, while indirect approach is showing the knowledge about the brand, the direct approach is showing different reactions to the customer-based equity. For being successful of managing customer-based brand equity, there are few points to be careful which are listed as follows, (1) Having a broad view in making marketing decisions. This is important to evolve the “ability” of the consumer to remember the brand, (2) Defining the information clearly with the wanted level of “awareness” and “favorability, (3) Considering different strategies to “create the knowledge”, in particular with using different marketing communication tools, (4) Having “long term view” for marketing decision, for example making sales promotions time to time which will result brand loyalty because consumer will relate the promotions with the brand, (5) Making “tracking studies” to evaluate what customers know about the brand to see if there is any difference with the knowledge about the brand and to see whether it is gained by the marketing strategies, last but not least, (6) Reviewing the possible “extension candidates” to sustain the “viability” and also to review potential feedbacks that will affect the center of the brand image. If the marketers of the brand successfully adopt the customer-based brand equity, that may help to create successful short- and long-term marketing strategies and help not to overrate some issues for reaching target customers (Keller, 1993).

As stated and seen, IMC is the one that will be the strategy to develop the brand equity successfully. It is important to keep in mind that the company should define their brand identity clearly and make it functional and after that, the company should find the proper and best way to communicate with the consumer for showing the brand identity. The IMC is the best program to create the communication strategy for making the brand identity and message understandable. At the end of it, the consumer will evaluate and gives feedback with the existence, comments. This will result with developing better brand image and IMC strategy (Brunello, 2019). As Madhavaram *et al.* cited from Schultz, the brand equity is not just formed by one of marketing communication tools, it needs to have the harmony of IMC. The relation of brand identity to IMC and to brand equity is seen better with the schema formed by Madhavaram (see Figure

1.1.). When analyzing the schema, it is seen that brand identity is base of forming brand equity. During that process, it is seen that communication gains importance both in the company and outside of the company. That leads to concentrate on developing IMC strategy for expressing and clarifying the brand identity, while having feedback from the consumers show the brand image and brand awareness (Madhavaram, Badrinarayanan, & McDonald, 2005). Meanwhile, there is one concept that shows up and has importance, which is named as brand personality.



(Madhavaram, Badrinarayanan, & McDonald, 2005)

Figure 1.1. Brand Equity Strategy Schema.

1.8.4. Brand Personality

Brands have personalities like all human beings do. When a consumer relates a brand's personality with her/his personality, there is a higher chance to purchase a product from that brand (Kotler & Keller, Marketing Management, 2016). Brand personality is reflecting the essence and traits of the brand and representing the "perceived" lifestyle standards and values like status and fashion (Egan, 2007). Brand personality characteristic is a kind of a way of showing "emotions" and/or "feelings" awakened with the brand. As Keller cited from Plummer, one of the components of brand image is the brand personality of the brand. Like a person may think about another person that she/he is "colorful", "dynamic", or "youthful", a brand can be called like that, too. This actually is the outcome of "users" and "usage" (Keller, 1993). As stated in the beginning, consumers are looking for the brands that they can see "extension" to their own personalities. And marketing managers are now focusing on this while developing their brand personality that the target consumer finds herself/himself in it (Solomon, 2006). For example, Coca-Cola is a cool brand that everyone drinks but Pepsi is more "young and exciting". This is showing the difference between these brands (Aaker,

1997). Along with that, sometimes a brand which is in the market for so long may need to re-create or make some “makeover” to become active, young and up-to date (Solomon, 2006). For creating the brand personality, it is necessary to understand the dimensions of personality and compare it with human personality to see the similarities and differences.

As commonly known, human personality is analyzed in five dimensions which are named as “Big Five”. These dimensions can be listed as (1) Extraversion/Introversion, (2) Agreeableness, (3) Conscientiousness, (4) Emotional stability, and (5) Culture (Ouwersloot & Tudorica, 2001). The brand personality has also five dimensions and Aaker summarized those in Figure 1.2. The dimensions and the characteristics are listed as follows, the sincerity means to have the characteristics “down-to-earth, honest, wholesome and cheerful”, the excitement means “daring, spirited, imaginative and up to date”, the competence means “reliable, intelligent and successful”, sophistication means “upper-class and charming” and the last one, ruggedness means “outdoorsy and tough”. For instance, the jeans brand Levi’s (Levi Strauss Jeans) has characteristics as “ruggedness” and news channel CNN has characteristics as “competence”. This does not mean that the personality is limited, like Levi’s also “youthful, rebellious, authentic, and American”. The human personality and brand personality can be connected to each other. As an example, agreeableness and sincerity are associated with “warmth and acceptance”; extraversion and excitement are associated with “sociability, energy and activity; conscientiousness and competence are associated with “responsibility, dependability and security”. Just sophistication and ruggedness cannot be easily associated with human personality. These characteristics are not necessarily to have; they can be wanted or desired by the consumers. Mercedes, Revlon, for instance, are sophisticated brands that are representing luxury, upper class, and glamour. Levi’s and Harley Davidson, on the other hand, are ruggedness brands that are representing strength and American ideals (Aaker, 1997).

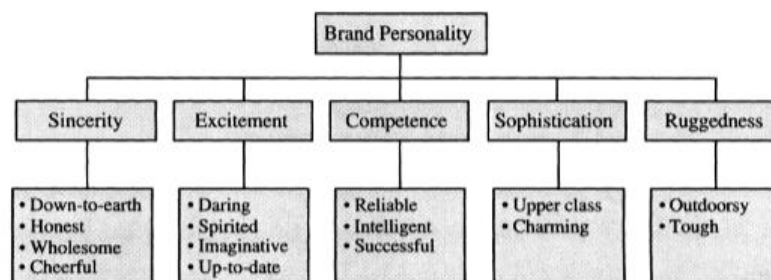


Figure 1.2. Brand Personality Diagram (Aaker, 1997)

However, it is vital to keep in mind that these brand personalities are not applied same in every nation. As consumers are affected from their cultures, brands should sometimes find another suitable characteristic to be accepted by the consumers and have connection with them. For instance, ruggedness is not suitable personality feature in China and Spain. As a result of this, brands replaced it ruggedness “peacefulness” and in addition, they need to change competence with “passion” in Spain. The important point is to match with the consumer, even if the brand represents an “ideal self” of the consumer (Kotler & Keller, Marketing Management, 2016).

These characteristics, dimensions are showing the direct relation with the consumer. However, there is also an indirect relation which is more personal. Sometimes a person may choose to purchase a brand because of her/his best friend or one of the family members. In some circumstances that brand might be a gift from a person. In the end, consumer will characterize the product which is actually called as animism. A person may think a brand with human features, and this is mostly created with marketing strategies and specifically with advertisement (Ouwensloot & Tudorica, 2001). As an example, when consumer sees a “Dalin”, which is a brand producing shampoo and care products for babies and children using chicks, the consumer thinks the brand as “fun” and “warm-hearted” (Çağlar, 2018).

As stated in advertisement and brand image title, advertisement is a way of delivering message to target consumer. The message will also contain the brand personality. Advertisers are working on creation of brand personality. But it does not mean that consumer will understand it easily. Interpretation has a vital role. The consumer is the one who must understand the personality which must be linked with the product or the consumer. On the other hand, the creation of brand personality has two ways, direct and indirect. The direct way is using the target consumers’ personality in advertisement. The indirect way is the brand personality based on “product’s meaning”. In the end, the consumer should and has to have “connection” with personality created with the advertisement or the product’s (Ouwensloot & Tudorica, 2001).

The bound between the brand personality and the consumer personality has importance on influencing consumer buying behavior, as it can be concluded from the definition of the brand image. Consumers are looking for the brands that “match” with their cultural values and reflecting them. When the brand is suitable with the self-concept, which represents the “feeling and ideas” that consumer has in mind about

herself/himself, this will urge the consumer to purchase or consume from a particular brand. This means, besides the price, quality, brands should focus on their symbolic meaning and what consumer is experienced with the brand. If the brand becomes successful to march with the consumers' self-concept, the brand may turn out to be a symbol that consumers use to symbolize them. Self-esteem and self-consistency are influencing the self-image and brand image. So, this means, if consumers have positive effect with self-esteem and self-consistency with the brand and brand image, they will purchase from that brand to create the ideal self. Here, there is point that a brand should keep in mind, sometimes consumers are deciding to purchase a brand even if they are not similar with their identity. Like a person has a relationship with a friend which built on "trust, reliability and welfare", sometimes consumers have relationship like that with the brand (Ahmad & Thyagaraj, 2015).

Moreover, Fournier explains BRQ (Brand Relationship Quality) is another factor that influencing the relationship between the brand and consumer. According to BRQ's six-dimension, consumer may have (1) love and passion that creates a powerful relationship. It is so powerful that sometimes the consumer feels something missing when she/he does not use the brand's product for a long time. (2) Self-Connection represents the connection with the brand by common feelings, uniqueness and dependence. (3) Interdependence represents "frequent" relation with the brand. For instance, having a morning and night routine with Dove's skin care products. (4) Commitment is showing high level of loyalty that the consumer "dedicate" herself/himself. (5) Intimacy is the one that consumer thinks the brand is superior then the other brands. (6) Brand Partner Quality is representing the one that consumer makes evaluation about the brand's manners and performances to see, for instance whether the brand is reliable (Fournier, 1998). This is showing us that the brands create relationship like a person have with his/her friends and families.

In conclusion, brand personality has a positive effect on brand equity and consumer buying behavior. It may not be wrong to say brand personality has more positive influence, in some circumstances, than sales promotions. In addition, as it is influencing the consumer-brand relation, it is also influencing the brand loyalty (Valette-Florence, Guizani, & Merunka, 2011), (Ahmad & Thyagaraj, 2015). Even this may result with the increase of love that consumer feels about brand and increases the intentions to purchase more product from the brand (Bairrada, Coelho, & Lizanet, 2018).

CHAPTER 2

FEMALE EMPOWERMENT IN ADVERTISING (FEMVERTISING)

2.1. Understanding Feminism

Before concentrating on the concept of femvertising, it is vital to learn about the feminism which is basis of it. When a person makes research about feminism and tries to understand what it means, the following explanations will come out from commonly known dictionaries. In Cambridge and Oxford Learner’s Dictionaries, the feminism is explained as the belief which claims that women “should be allowed” to have “same rights, powers, opportunities as the men have” and “the women” should “be treated in the same way” and feminism also means “an organized effort or struggle to achieve” the stated aim (Cambridge Dictionary, n.d.), (Oxford Learner's Dictionaries, n.d.). In Turkish Language Association Dictionary (TDK), feminism is explained as increasing the number of right that women have in society, reaching the level of men, moment of thought that persuading a goal to have equality, “women’s moment” (Türk Dil Kurumu Sözlükleri, n.d.).

Today, we have multiple sources for learning about what the feminism is and how it is defined. However, in the beginning of this movement, there is not a proper definition of feminism. When looking at the etymology of feminism, the word is created with combination of femina which means woman in Latin and adding modern concept ism which also has a bound with socialism in the early period of English States. However, this “ism” created a little bit of confusion in the United States of America and a question came out asking this ideology was “separate” and “antagonistic politics” for women and men could not be a part of it. Also, it is thought that this ideology is for “threatening men with feminization”. Nevertheless, these questions were answered with a definition of feminism. In 1914, Carrie Chapman Catt, who leded the National American Woman Suffrage Association “to victory”, made a definition of feminism saying that this is a rise against all “artificial barriers” between freedom of women and

human. Feminism is “an evolution, enlightenment and democracy without a leader and organization” according to the definition by Cott (Cott, 1987).

When looking way back, before the feminism moment became more active and became a popular issue in society, the women in France had to cover their heads in public, in Germany a husband could sell his wife at the end of the 19th century. In the beginning of the 20th century, women still did not have the right to vote or “hold elective office” in Europe and most of the United States. Women could not start their business without having the permission of a male representative like her father, uncle or her husband and they could not have the right to control their children. In addition, women had a little access to have an education. Some of these problems exist at the present time, in different parts of the world. Even though, it seems that they are the ones that trigger the feminism movement, even in ancient times women were trying to have the equal rights that the men have. When Marcus Porcius Cato wanted to limit women to use expensive goods, women “blocked” the entrance of Forum. Cato reacted to this act by saying that if women became successful, there will be nothing that women will try and become equal. He said, the women would try to become men, superior to men (Burkett & Brunell, 2020). However, women’s struggle to get the same rights continued. The ideology of the feminism started to be known and it has actually four waves.

First Wave of Feminism First wave of the feminism is between 1830’s and early years of 1900’s which means it lasted for nearly 70 years. First wave had two sides, “legal autonomy” and “right to vote” which will be explained afterwards (Dhawan, 2017). That is the reason of why the first wave is also frequently known as the “the woman movement” (Freedman, 2002). There are different actions of women in various times in history during the first wave, these actions can be listed as, in 1791, Olympe de Gouges, who was a well-known play writer, published ‘Déclaration des droits la femme et la citoyenne’ (Declaration of the Rights of Woman and of the [Female] Citizen) which was stating women were equal with men and they were their partner in life; in 1792 Mary Wollstonecraft published ‘A Vindication of the Rights of Woman’ which was underlying the issue of women and men should had equal rights for having education, get in work and politics. The Age of Enlightenment increased the actions of Feminism, thanks to abolitionism which brought the ideologies of freedom and equality in their own society and political issues. In addition to this, in 1848 Parisian feminist started to publish ‘La Voix des femmes’ translated as The Voice of Women

which was a daily newspaper, next year German writer Luise Dittmar followed this action and published her newspaper 'Soziale Reform'. Another significant development for the feminism actions during this period of time is the "Declaration of Sentiments" which was put down on paper by Elizabeth Cady Stanton, who was the wife of an abolitionist. This declaration was underlying that women and men are created equal by giving 11 resolutions and demanding to right to vote. Of course, there were times where feminists had some losses, for instance after the American Civil War, the suffrage of women would be covered by Fifteenth Amendment to the U.S. Constitution, but this did not happen. On the other side, while some of the feminist concentrated on having equal rights and having the right to vote, working women were concentrated on working hours, wage and protective legislation. Radical feminists were the ones that deepened the feminism and changed that "single-minded focus. Emma Goldman was the one that women should have the right of control her body, rejecting to be a servant of God, state, society, her husband and family and Charlotte Perkins Gilman said that women would become free if they could get rid of "domestic mythology" about home and family that made women "dependent" on men. Even though some extreme demands were become acceptable thanks to some of the leaders like Elizabeth Cady Stanton, the women could not have the right to vote. However, Alice Paul took another type of action to get the women's suffrage movement raise again. Paul copied the actions that English activist Emmeline Pankhurts did in England. In 1903, Pankhurts took serious of actions like bombarding, boycotts. These actions made British Parliament to extend the right of voting to women householders, householders' wives, female university graduates over the age of 30 in 1918. After gaining the right to vote, even if it was containing small number of women, in 1926, Even Suzanne LaFollette, who was a radical feminist, stated that women hardly became successful of being equal with men, there was a long way to go. However, the Great Depression and World War II wiped out the actions of feminists (Burkett & Brunell, 2020).

It was hard to refuse that World War II gave women the opportunities like to work in factories, thanks to the campaigns like "Rosie the Riveter" 6 million women worked. Nevertheless, after the war, women started to lose their jobs, as men were back to take their jobs. But %80 of the women did not want to give up their job and go back to home. 800.000 women who worked for aircraft industry were fired and this triggered the other women to be fired. This occasion angered women and cause few women to

plan protests. A solution was tried to be found to make women to convince stay home and they chose to use media. They made television shows, produced new applicants and used famous women figures that concluded with women rushing to the shopping centers. The advertisements were helping not just the market grow but also helping the commodity by creating an interest for staying home and do not want to work in women's mind. That media worked resulted with the increase of "domesticity" and decreased the age of women who gets married (Burkett & Brunell, 2020), (Newson, 2011).

Second Wave of Feminism - After this period of time, between 1960's and 1970's, women wanted to break that domestic picture. The first wave feminism was influenced from the abolition movement; however, the new feminists were concentrated on "civil rights" movement and also the ideas of "equality, justice, revolution coming from the protest against the Vietnam War". During that period, the groups like the National Organization for Women (NOW) prepared campaign for "legal equality", female authors started to promote using of Ms. rather than Mrs. or Miss which showing the marital status of the women (Burkett & Brunell, 2020). This understanding and approach of feminism was named as the second wave of feminism, between the years 1960's and 1980's. (Dhawan, 2017). In this period, health collective and rape crisis centers were established, child books were rewritten for eliminating gender stereotypes, women attended studies in collage and universities and the jobs that male-dominated started to become a field that women found place as pilots, construction workers, soldiers, bus drivers and so on. Apart from these, another different issue between first wave feminists and second wave feminist is their discussion topic. Second wave feminist did not omit the issues of difficulties of women, nature of gender and role of the family. For instance, in 1970s, Kate Millet's Sexual Politics was the best seller. In the first wave of the feminism and in the beginning of the feminism, there was a problematic issue between African American and white feminist and that was "race". However, in 1973, black women understood that with the first National Black Feminist Organization conference, they had the same problems and same goals with the white women (Burkett & Brunell, 2020). After all, the women worked on their "gender equality concerns" and made stronger their voices to be sure that they were heard in world (Dhawan, 2017). At the end of the 20th century, European and American feminist women started to be connected with the feminist from different nationalities like Asia and Africa and their movements. This connection showed them some of the

women are “forced to marriage, female infanticide, widow burning in India or female genital cutting (FGC) in many African countries (Burkett & Brunell, 2020).

Third Wave of Feminism With the change of the generation, when the X Generation who were born between the years 1960s and 1970s, new wave of feminism born, too (Burkett & Brunell, 2020). The end of 1990s and beginning of the 2000s are known as the third wave feminism. Third wave feminists had lesser member and popularity than other feminist waves, because of the look that feminism had. In addition to this, third wave feminism had so many branches like liberal/reforms, ecofeminist, radical. However, there was nothing different with their aim, they wanted to continue the right that first and second feminists got and tried to get the other rights that they could not have. Their fight and work continued not just in their lines. This wave of feminism worked also “abroad” to stop the violence against women (Dhawan, 2017). Third wave feminist had a goal to increase the achievements of the ancestors got and to also increase the mindfulness of the “barriers” coming from “sexism, racism, and classism”. The third wave feminist did not want to continue the same system coming from the history, they did not want to be a cog in the machine, they wanted to be the ones that built the machine, the system. During that period, in the academic world there was a postmodernist movement, and that movement also influenced the third wave feminists, because of this, they wanted to change opinions about “motherhood, gender, beauty, sexuality, masculinity”. Relatedly, that wanted to change what is suitable for genders, they wanted to change stereotypes that what men and women can or cannot do. So, this led them to create a woman figure who is “overconfident, powerful, and have the control of her own “sexuality”. This had an impact on popular culture for instance, Madonna, Queen Latifah, and Mary J. Blidge who were singers related with that picture and there were also TV-shows like Buffy the Vampire Slayer (1997-2003) and Sex and the City (2000-08). Besides that, there were shows prepared for children to learn this perception like Dora (*Dora the Explorer* 1999-2006), Carly and Sam (*iCarly*, 2007-2012) and Disney character Mulan (1998), the character of Helen Parr, who is known elastic girl, and her daughter Violet in the *Incredibles*, 2006 (Burkett & Brunell, 2020).

Fourth Wave of Feminism During the research period, there was not a perfect clarity, whether there is a fourth wave feminism or still the third wave feminism exists. However, mostly the third wave is accepted to be ended in 2010s and beginning of the fourth wave feminism comes nearly afterwards (Looft, 2017), (Burkett & Brunell,

2020), (Clarke, n.d.). As things stand, the first waves of feminism were more closed and have less knowledge, limited ideas, “experiences” and few complains. But it is not like that for the fourth wave feminists. Thanks to the internet and social media platforms, women become more connected worldwide and have acceptance from different nationalities. In addition to this, the “demands” of the women did not based on one class of women. This wave has various of demands from white middle-class women to Arab, African and/or Asian. They all created a #hashtag suitable for their occasion (Clarke, n.d.). As seen, the important point about the third wave feminism is the trust and “usage” of the technology and social media. Fourth wave feminists have a great interest and knowledge to use for struggling the same issues that women faced since first wave of the feminism. The most successful way for fourth wave feminist is to use social media platforms like Twitter, which is political, having fast changing agenda and looking closer to issues. It may not be wrong to say, as a part of conclusion, women’s voice is united and become one globally. But the question of whether all of the women have a chance to connect and be heard by people or not still cannot be fully answered. Because there are still problematic nations (Looft, 2017). The issues that fourth wave feminist concentrated on are “sexual harassment, body shaming and rape culture”, in addition to the other issues which were tried to be changed by the other waves. There are some important situations that triggered fourth wave to born, for instance, a young woman was brutally gang-raped in India and this created protests and “international outrage”, the female stereotyped characters in video games threatened by death or rape and #MeToo campaign in social media, when it is learned that Harvey Weinstein who is a famous movie producer “sexuality harassed and assaulted women in the industry. With #MeToo campaign, most of the women shared their experiences with other women. This campaign actually showed how the social media is turned out to be a powerful element for fourth wave of feminism to born (Burkett & Brunell, 2020).

It may not be wrong to say feminism is all about, the true essence of it, is to look out for the rights of women and having better status. Besides, even though the starting point of it is based on Western countries, the ideology accepted and adopted all around the world (Dhawan, 2017). Based on this, it may not be wrong to say that works and movements were mostly concentrated on USA and/or England. Most of the time, these countries are nearly created the core of the feminism. But as a part of this thesis aim,

it is also important to know the feminism in Turkey, how it is shaped and important key points about it.

First Actions of Feminism in Turkey It has seen that Turkish feminists followed the steps of USA and UN feminists. However, because of the political reforms and avoidance of pressures coming from below, the development of feminism in Turkey slowed down and had harder period (Budak, 2018). There was a movement that indicates first wave of the feminism with the modernization movement of the Ottoman Empire in 19th century. Thanks to that, a group of people who had education from modern schools became more reformist and had more opportunity to follow western countries and this was resulted with the idea of educating women (Şimşek, 2017). This was followed by the actions of important names like Fatma Aliye and her sister Emine Semiye who were created the ideology and movement for Turkish women in the last years of 1800s, throughout the First Constitutional Era of Ottoman Empire. Their aims were to announce problems of women, to create awareness and to suggest solutions for the problems. The ideal women concept was developed with the aims of making women to join the public space, having the fundamental rights like education, work and increasing the status in communal living. According to this concept, there would be no boundaries against women who had education, improved, and developed themselves. During that period of time, opening the first high-school for girls and opening first elementary-primary schools were vital developments. Enlightened ones also had discussions over women issues. However, it is important to note that, the feminism was a concept that was discussed between the women who have higher status like in USA and UN (Budak, 2018), (Berktaş, 2004). By the time, that high class women were the member of commonly known families and they established associations (Şimşek, 2017). The women who were worked as slaves which were named as ‘cariye’ in Turkish, were not included in this movement (Budak, 2018).

First Wave of Feminism in Turkey These developments were actually created the first wave of feminism and its’ movement during the Second Constitutional Era which means more modern and lesser moral focused environment. During that period, women were published articles in newspapers like ‘Terakki, İkdam, Tanin, Sabah and Millet’ and also they established associations which had goals like helping, educating and creating professional competence for women. These associations published printed media and had conferences for being heard by the public. The feminist movement during Second Constitutional Era had important results like women had

occupations with salary, jobs in civil services which were significant developments and had the right of getting education, which was concluded with having high schools, as stated before, and universities. These developments were showing that women began to have a place in public space and came out from their private space. Especially, women did not want to be known with the roles linked with motherhood and got involved more in working areas after World War I. Even after the war, women wanted to have more place and increased status and equality in communal life. Women started to fight for having them, as they became more conscious citizens (Budak, 2018), (Berktaş, 2004).

Establish of Turkish Republic and 1st Wave of Feminism - As historically known, the Ottoman Empire period ended with the war of independence of Turkish people. The war caused to women took over the works of men and change of roles. Even though, there was a huge struggle with starting to establish the new Turkish government after the war, women did not want to give up the roles they had and wanted more to take action for the presentation of women. Nezihe Muhiddin and her friends were an important group who worked for having women rights and helped women to more involved in politics (Berktaş, 2004). Of course, the social achievements thanks to establishment the Republic of Turkey would help women to get more rights. During that period of time, with surveys, opinions of women were asked by Vatan newspaper whether they wanted to vote and wanted to be elected. This created an argument, but also triggered women to work more and take more action for getting political rights. They also aimed to establish a political party. Another vital decision taken by the government, which created a difference in that period later, was regulating the Civil Code. With this, women took an action for creating codes that would forbid polygamy, avoiding the marriage/forcefully marriage in early teen ages, avoiding the obstacles that women came face to face when decided to divorce. Besides of these actions, the women continued to work on right of working. Meantime, there were some negative things happened because of the era, like women were not allowed to establish political parties. However, this did not stop women, so they built Turkish Women's Federation (Türk Kadınlar Birliği). This federation became successful, and we see this success even with on the new laws and activities. For instance, women did not have to wear turban or chadri, which is known as 'çarşaf' in Turkish, when in 1925 and in 1926 Civil Code accepted. Thanks to that civil code, religious rules were not applied for divorces and polygamy was forbidden. During the age, Mustafa Kemal Atatürk, who

is the founder and leader of Turkey, women became more successful with his actions. Mustafa Kemal Atatürk thought patriarchal tradition and law system should end and for this, he took the necessary actions and made regulations to give Turkish women the reputation that they deserved. In this point, it is essential to state that it is impossible to think the rights of women without both women's actions and Mustafa Kemal Atatürk's visions. On the other hand, even though Turkish Women Association had important success, the Association stopped its' actions when 18 women selected as member of parliament. Unfortunately, it was the end of women action. In this period, women thought they got what they aimed. This continued till the second wave of feminism, which was born in 1970s (Budak, 2018).

Second Wave of Feminism In 1970s, women started to focus on the second wave of feminism. After the coup on 12th September and leftist had so much pressure, women started to question their places in the government, in the groups they involved and in the society. This triggered the second wave of feminism and the women started questioning again the women rights and how to become equal. These women were the ones that had academic backgrounds, had political experience and they were the first women who called themselves "feminists". After they made research and saw the inequality in the society, they decided to translate important feminist writers' works to Turkish. Women learned about inequality, double burdens in their private life and how they had second place in communal space by the women groups that aim to increase the awareness about those issues (Budak, 2018).

Third Wave of Feminism The 1980s were seen as the beginning of the third wave of feminism. This was the period that women spoke for themselves and waited no support from men and did not let men to use this for creating positive political image (Erol, 1992). In 1986, after military coup, feminists were the first group who organized mass action. Again, in 1987, feminists were the first group who had legal permission for protesting and be organized. However, their protest tried to be underestimated and humiliated by the press by asking about their relationships and having a partner or not. But this did not stop the feminist groups, they fought back harder (Budak, 2018). Like the humiliation of the press, definition of feminism, also, known by community was wrong and that caused problem. Some of the people, defined feminism that women wanted to become superior, and they need men only for having child. Because of this, like Kara cited from Milliyet newspaper published in 1991, feminism was seen as a problem for damaging Turkish family structure or like in Zaman newspaper published

in 1993, feminism was seen as an abuse by blaming the movement as the reason of why women cannot live the senses coming from motherhood and domesticity. But in the end, feminist explained that feminism is only about creating gender equality in life (Kara, 2006). In addition, there were so many similarities with the feminists all around the world, for instance, Turkish women also wanted to create equality between women and men both in political and communal life. Even though, there were cultural and social differences between women, it did not change the patriarchal pressure and be in second place. Because of this, they supported to universal women solidarity. In 1990s, they strengthen the ideologies and made them institutionalize. Establishing General Directorate on the Status and Problems of Women was an important development, too. Because, thanks to the directorate, the problems of women were recognized by the government. However, this separated women to groups whether the problems of women should be governmental problem or an independent issue. On the other hand, establishing Purple Roof Women's Shelter Foundation (Mor Çatı Kadın Sığınağı Vakfı) helped women to struggle with violation against women (Budak, 2018). This development has a major importance as this violence against women was the reason of organizing and having activist movements (Şen & Kök, 2017). Besides all, in 1990s, the feminism turned out to be a national issue rather than being locality problem when cities like Diyarbakır, Antalya, Mersin, Gaziantep, Adana and Eskişehir became organized, too. Due to that organizing, feminism became widely recognized and known. During that period of time, definition of being women and womanhood became clearer and feminism occurred to be a social project (Demirdağ, 2017). However, as there were so many differences of opinion and different feminist movements like Marxist or Liberal, there was not a fully right or wrong feminism ideologically and have a hierarchical place (Kara, 2006).

In 2000s, developments and establishment of different institutions related with women problems all around Turkey was an essential development. Although, this was varying the ideologies and views, that slowed down the works for increasing the awareness. But in 2010s, feminism's inner movement became richer, while working against the violence against women, femicide (murdering woman/women) and struggling with the politicians who had negative expressions against women, gender inequality and women body (Budak, 2018). As stated before, social media was an important element for creation awareness, for instance teaching women's rights or demanding for them, and increasing actions (Şen & Kök, 2017). All these are showing that the third wave

of feminism got stronger in Turkey and all these works give hope for the next ten years for changing second place of women in male dominant order and deal with inequality (Budak, 2018). As a conclusion, we can say that women had struggle also in Turkey, beginning from the Ottoman Empire Period and even after establishment of Republic of Turkey. Because of the struggles in development of Turkish nation, like wars, political problem, feminism ideology development and actions were slowed down, too. As there were so many other problems, government did not concentrate on women and their roles. Many of them made efforts to have the rights that we have today. For creating a better and equal living standard in Turkey, main problems are educating and employment. Solving the economic problems of women and educating women means that they will learn about their rights and increase their awareness. With this, the change of the conservative mentality coming from patriarchy will become easier (Demirdağ, 2017). For accomplishing all of them, women should continue their hard work, if not, having equality will be a problem in future, too.

In the end, looking at the feminism from beginning to end, women wanted to have the same rights, same opportunities, same payment from work and get better legislations, laws for protecting them and have political voice. This hard work of women continues nearly for 3 centuries, generations to generations. As in the USA, even though women had place in working area, this was tried to be taken away by using advertising and marketing by saying using new home appliances would give them more happiness. In Turkey, this was not so different. Mostly, Turkish women also seen as perfect housewife who serves for her family or when it is necessary she will be alone, caring for herself. The important issue is the moment when a woman has to be with someone that must be her husband or child/children in advertisement (Yılmaz, 2007). As a result of this, relationship between feminism and marketing will be examined which will lead us to femvertising.

2.2. Feminism and Marketing

As we were learning of the feminism term and ideology of it, we frequently came across with marketing works, for instance advertisements, too. One of the good examples was the work of marketers during and after Second World War, which will be examined under this title to see and highline its' effect. During that period, marketing had an influence on women for the periods that was necessary to convince them to work in factories and after they had to make them return home. For that reason,

it will be not wrong to say from the first wave of the feminism to the last one in our time, even though some of the disciplines were able to stay away from feminism, marketing is one of the disciplines that cannot omit women and feminism (Maclaran, 2012). The reason of that is the bound between the society and the marketing. The society expects people to act in a certain way. This certain way actually known as “gender role” which was a term propounded in 1970s. That term was especially differentiated from sex by Judith Butler by underlining with a statement that ‘sex’ is only a biological destiny, while ‘gender role’ is built by culture. Actually, the full definition of gender, according to WHO (World Health Organization) is;

“Gender refers to the roles, behaviors, activities, attributes and opportunities that any society considers appropriate for girls and boys, and women and men. Gender interacts with, but is different from, the binary categories of biological sex.” (World Health Organization, n.d.)

The “gender role” and societies’ expectancies became legitimate by giving messages with mass media tools. Meanwhile, one of the important mass media tools is advertisement. Marketing used stereotypes for creating the best campaign to get the attention of their consumer, while giving messages that shows the way a man and woman should act. The reason of this, traditional gender stereotypes were affluently used for creating the advertisement campaigns. As a result of this, they taught men and women how to act, while causing to increase the negative effect of gender stereotype on each person, economy and society. For instance, from past to present, woman figure is used as their presence in home like a good wife, mother, or a lover that a man cannot easily have, or used her sexuality. The women were in the second place, as being self-sacrifice. On the other hand, man is pictured as brave, independent and powerful (Aktaş, 2018), (Başfıncı, Ergül, & Özgüden, 2018), (Yılmaz, 2007), (Başfıncı, Ergül, & Özgüden, 2018). Yet, for brands and marketers, women are still the group that bought home product and services and because of this, women were the target group for most of the organizations (Maclaran, 2012). This was rooted back to many years ago.

In the middle of the 1800s, there were places that women could socialize, rooms that they could read or refresh which is known as powder room. These rooms were the places where women escape from the social pressure and create a new world. As a result of this, these places became a “second home” for them. When women went to shopping for their personal or household needs, they did not need to have male escort.

All of these created the basis for women both to become dominant in the market and to seek for more rights. How they became dominant in the marketing can be explained with the following example, a group of women who wanted to vote during the first wave of feminism started to buy clothes from cheaper retailer stores. However, a second group that did not have interest with feminism and voting continued to shop from expensive stores. In the end, the choices made by these two different groups change the brands approaches (Maclaran, 2012). This event actually shows how feminism started to affect the marketing in the beginning of feminism and first wave of it.

But as mentioned in the title 2.1. Understanding Feminism, World War II period showed the real work of marketing and how marketing can influence people and social order. First, the “Rosie the Riveter” campaigns gave courage to women for going factories and work. But then, the campaigns were changed for making women to give up their jobs and stay at home, again. The campaigns designed after war were saying that women who were taking care their home, their husband, their family and going shopping were happier. That campaign worked successfully. Because the number of women who got married and chose to stay at home increased (Burkett & Brunell, 2020), (Newson, 2011). That can be underlined and supported by Friedan’s book ‘The Feminine Mystique’. Friedan focused on the image of women in society as a mother and a wife, meanwhile examining the way how marketing specialists used this image in their advertising campaigns (Geanta & Zabad, 2018). As Maclaran cited, Friedan accused media and marketers for spreading the “domesticity” and continuing the stereotype by drawing a picture that women are only good wives & mothers. Friedan especially blamed advertisers for creating negative stereotype by making popular to be a good customer, as they were ‘glorifying’ the role of being a housewife. This means they wanted to make sure that women would persist their role as a good consumer, while staying at home. In addition to this, as Yılmaz mentioned in her article, according to the study of Courtney and Lockerez, the advertisements pictured women, as they were depending on men and having no ability to decide on important issues (Yılmaz, 2007). Even though these pictures and advertisements continued for some time, during the second wave of feminism, in 1966, the National Organization for Women (NOW) saw that Friedan’s ideas were showing the truth. After that, NOW started to work for restraining the stereotypical advertisements. For instance, they worked for limiting the usage of domestic pictures and “making them to stop” because advertisers create

'offensive' images by using women as a 'decorative objects in the home'. In the long run, at the end of the 1970s and beginning of 1980s, marketers could not overlook the change and advertisers started to use women figure for creating different images, providing respect and authority. In 80s, the advertisers created better slogans and in 90s feminist perspective got into the marketing discipline by adding full analyses on marketing cases (Geanta & Zabad, 2018), (Blloshmi, 2013), (Maclaran, 2012). However, usage of stereotypes for describing women continued in the middle of 1990s, even though women were pictured in business environment (Yılmaz, 2007).

During the third wave feminism, media and marketing started to change with the third wavers new ideology and works. As mentioned before, third wave feminists did not want to continue the same ideology that first and second wave feminists have. They wanted to create a difference with the opinions about the terms like "motherhood, gender, beauty, sexuality, masculinity". They wanted to tear down the stereotypes about gender and the way of defining sexuality (Burkett & Brunell, 2020). In the end, a successful work that still keeps its' popularity came out. 'Sex and the City' was a successful TV-series. Even though this TV-series criticized for being too pornographic, having too much nudity, creating a different sexuality, this really changed one generation's way of look and empower them. That period, the flappers came out who were the first group of women that showed their legs, cut their hair short. The flappers changed the usual look of women. Besides that, as the third wave feminists were looking for changes in different areas, for example, in social, political areas. They used social media, thanks to the internet, by creating blogs, getting Twitter accounts and starting campaigns. The following occasion is a good example for this, one of the campaigns that started in Facebook with the name called '#FBrape' made Facebook to shut down the pages which were found "offensive", at the same time, they attacked to the brands that have advertisements shared by these pages (Maclaran, 2012).

Nonetheless, fourth wave feminists have been getting face to face with the increased use of sex in media and normalization of it. This happened not only with advertisements, but also with fashion, social media and music industries (Maclaran, 2012). This was linked with the statement "sex sells". Yet, as Blloshmi cited from Lysonski, it is important to know the difference between "sexy" and "sexism". Again, as Blloshmi cited from Nokes, "sexy" advertisement is about showing a man and woman to have good time together or with "each other". But, if an advertiser or marketer shows a woman as weak and used for "gratification of men", it is sexist.

Related with that, even though it seems like only the concept of sex is used just for selling more, as Maclaran pointed out, usage of the figures like Playboy bunny or having toys that have “sexual overtone” or using women as sex objects in magazines actually means to creating a new type of sexism. Because of this, last wave of the feminists must be careful about these concepts (Maclaran, 2012). Here at this point, as stated before, it is important to know the situation in Turkey, as a part of aim of this thesis.

Just as in title 2.1. Understanding the Feminism title, the issue is not so different in Turkey from the other parts of the world. When we look at the advertisements and campaigns in Turkey, as in the different parts of world, women are pictured with traditional stereotypes and norms. Women are the group seen as canalized not to produce but to consume. It should not be forgotten that socio-cultural elements are used in advertisement and these elements are showing the gender roles in a nation. According to a research as Yılmaz mentioned, in the women magazines mostly the women’s sexuality and beauty are underlined. Further to that, the magazines only show the women who are young, outstanding, chic, but we do not see any women in business or in home. In relation with that, seeing women in a different way actually did not happen easily (Yılmaz, 2007). Even though there are some similarities with the processes and developments, it is important to keep in mind that there is difference with the cultural infrastructure. Furthermore, Turkey is experiencing a cultural change, due to political and economic changes related with globalization. Change of the stereotypes, mostly in big cities started with the prosperity, widening of the media and with the women who have education and work (Başfirıncı, Ergül, & Özgüden, 2018).

As a matter of fact, the change in Turkey started with the proclamation of republic. Mustafa Kemal Atatürk was a leader who sported the modernization of Turkish



Figure 2.1. January 12, 1934 "Sumer Bank" Advertisement (Akgül, 2017)

women, as stated in the title 2.1. Understanding the Feminism. Atatürk idealized Turkish women who have equal rights with men in family, government and in society. So as the advertisement campaigns were shaped based on this ideology. As it seen in Figure 2.1., women were pictured like Western women for creating a “modern women” image. On the other hand, the woman on the front has a little bit of masculine attitude, too. According to the study of Akgül, modern women did not fully separate from the influence of Ottoman Empire’s ideologies. In 1930s, the woman image was not used as a sexual object. In these years, women were pictured while working in factories or at home but looking elegant and modern. In addition, real woman figure did not take place in the advertisements. Only the drawings took place (Akgül, 2017).

The change of the advertisements happened with the Second Wave of Feminists. Their aim was creating difference and change by advertising, specifically in gender role and their actions started the evolution. Understanding of gender role stereotypes had to be rethought, when second wave feminists found the traditional roles as a problem and thought they should be changed (Aktaş, 2018). In 1960s, women were used mostly as decorative objects, which means they were neither the buyer, nor the user, nor seen as users rarely. We saw women as users in cleaning products’ advertisements or white goods. Not so different from the picture seen in the other parts of the world, women were the group who clean, take care of children and cook. We could not see them as working, having economic power in 1960s. In 1970s, we started to saw women mostly as users, however they continued to be used as models, too. The image of the woman again was used in cleaning products, even so women were used as models in clothing advertisements. In 1980s, the image actually changed a little bit. We saw the woman figure not only at home with a husband, or with a child, or with a boyfriend, during those years, saw outside with a couple of friends, in a social environment. In addition to this, women also appeared in bank advertisements, yet they were used for their attractiveness to invite more customer which was only men because women were not still seen as a group that gain money. By the time, a little change happened in white products’ advertisements by showing these products as a helper of working women. This is resulted with creating a change in the image of the traditional women. Another thing showing the traditional image change was the advertisement that Yıldız Kenter was seen as a woman buying fuel for her car. By this advertisement, they tried to show woman as a driver in an indirect way. (Yılmaz, 2007).

But when we get closer to our time and with the rise of the new feminism, the “free” woman advertising becomes base for most of the marketing strategy. A good example for this is a slogan and campaign of the brand Orkid. This slogan is known as “*çocuk da yaparım, kariyerde*”, which can be translated as “*can have both child and career*”, became so popular between people. This shows us how a change in an ideology of society can change advertisements, as advertisements affect them, too (Aktaş, 2018). Based on the research of Başfıncı, Ergül & Özgüden in 2018, between 2009 and 2017 there were some advertisements of brands, for instance, Bosch, Vestel and Axe that tried to break the stereotypes related with gender roles. An example, one of the Bosch advertisements showed a father and son baking a birthday cake for the mother. As a result of the research, it was pointed out that these advertisements were approved by the participants. However, one of the outcomes pointed out that people still attached to the stereotypes of gender roles. This shows us that there still a long way to go, but it is important not to give up. Not only with changing the stereotypes related with women, but also a change in the stereotypes of men seems to be required, because some of the participants said that they did not like to see men doing some of the housework. It shows that it will be hard to change the ideas related with that (Başfıncı, Ergül, & Özgüden, 2018).

As a summary and conclusion of this title, we should underline that marketing has an effect on people, in other words society, as they had influence on marketing. They cannot be thought separately. On the other hand, it will be not wrong to say that Feminism is sometimes heard as a negative concept because of misunderstanding. Feminism, even today, sometimes mistaken with the men hatred rather than what it really stands for, which is equal rights both women and men. In that point, it is important to promote feminism with the right way by marketing and, of course, with education (Geanta & Zabad, 2018). As media and advertisements still have influence on people, even increased it with the development of the technology, and each individual still learns how to act, how to live by the messages given by these tools. Therefore, they can be used for teaching new messages for changing the stereotypes (Aktaş, 2018). Specially, the advertisements should be used for showing younger generations that women and men have to have equal rights and creating “non-discriminatory society”, as well as empowering women (Geanta & Zabad, 2018). Here in this point, we will now look at what femvertising is and what it stands for.

2.3. Concept of Femvertising

Under this title, the essence of this thesis will be examined by looking at the definition of femvertising, how it came out with examples of brand cases. This concept actually was born with the problems of women. As we saw in the analyzing Feminism and the bound of it with marketing, women always struggled to have equal rights. This struggle continues in the workplace. Airbrushing women figures in advertisements and showing them as perfect did not help for their “plight” (Mamuric, 2019). Moreover, using perfect & thin body, which is mostly used in media, caused psychological problems. The media did not only use thin bodies, but they also explained how to get that type of bodies by, for instance, “dieting, exercising, body contouring surgery”. That type of context means encouraging women to become thinner and leads body-dissatisfaction. Ultimately, body-dissatisfaction will lead to depression, social anxiety, eating disturbances, and low self-esteem (Yamamiya, Cash, Melnyk, Posavac, & Posavac, 2005). In addition to that, women wanted to change problems by breaking the glass ceiling and having equality. In the end, femvertising came out to support women with advertising (Mamuric, 2019). It is the right action to take, as advertises are found to be more sexist than any other program in television. Plus, women started not to purchase a product of a branded that has a sexist, offensive approach against women. Modern women felt that these kinds of advertisements did not show reality of their gender (Drake, 2017). So, we can define femvertising as using “social responsibility” for selling the brand, while “empowering female” (Mamuric, 2019).

When the word lexicology is analyzed, the femvertising came out with the combination of ‘feminism’ and ‘advertising’ (Geanta & Zabad, 2018). This is because “empowerment” actually a vital element for feminist ideologies, which is to say giving courage to women to get their “control” and “responsibility” for living with their own identity (Drake, 2017). However, today, the approach to this concept is different. According to the commonly held definition from SheKnows media, femvertising is an advertising that ‘employs’ ‘pro-female’ talent, while using empowering messages or images for women and girls (SheKnows, 2014). Moreover, femvertising is a type of contemporary advertisement which is “questioning” the gender stereotypes against women in advertising (Akestam, Rosengren, & Dahlen, 2017). By looking at the syllables of femvertising we can say, ‘fem’ stands for the females who want equal pay in business, who want to write new rules, and empowerment has huge effect on these issues. Because the empowerment will affect the way of thinking, understanding,

“expectation” and what brand should be in her life (Mamuric, 2019). Femvertising started to be noticed by people and for increasing the value of this concept, SheKnows Media started an awarding system which aims to honor brands who created advertisements that will empower women and used “pro-female” slogans (Windels, Champlin, Shelton, Sterbenk, & Poteet, 2019).

When thinking about how femvertising became a thing in advertisements, Dove’s campaign named “Real Beauty” which started a discussion about the beauty standards is the popular answer (Windels, Champlin, Shelton, Sterbenk, & Poteet, 2019), (Armstrong, Kotler, & Opresnik, 2017). Dove criticized the stereotypes about the female body, in other words their physical appearance. How did the Dove shatter the stereotypical image? They used real women who wear just underwear. These women were looking confident, having belly, boobs, and hips, they were not ‘perfect’ like models generally used in cosmetic ads, but they got people’s attention. In addition to this, with the advertising called “Evolution”, Dove showed how Photoshop changes the appearance of a woman and underlined our sense of beauty shaped by airbrushed pictures. Dove made itself different from other brands, increased their sales and revenues (Tungate, 2012). There is also another famous example from the brand Always which is known as Orkid in Turkey. They started a campaign “like a girl” that is also known as “Kız gibi” in Turkey. We will examine this campaign wider, but briefly in the campaign stereotypes against “personality traits” was questioned (Akestam, Rosengren, & Dahlen, 2017). As a matter of fact, the first examples of empowering ads were seen in 1950s. But these advertisements were directed by male executives during the process of writing the script, even though women were the target group. In the end, those advertisements were found too much sexual and banned eventually. The “rebirth” of the feminism owes to the Millennials and Generation Z females and in relation with this, modern advertisement evolved, too (Mamuric, 2019). This is not surprising as Millennials remember the brands that use empowering approach in their ads (Drake, 2017). In the end, Femvertising turned out to be a kind of discussion between the brand and consumer and this helps both to understand ‘stereotypes’ in society and brand base outputs (Case, 2019).

When we look all the information, we can conclude how femvertising gained importance. First of all, femvertising is based on the experiences of “real” and “ordinary girls, which is related with using CRM (cause-related marketing) for having bound with a particular consumer type. This means the brand not only promotes

“gender equality”, but also introduces a product and ‘encouraging’ the consumer to use it (Abitbol & Sternadori, 2016). Today, unless a woman has a connection with a brand, she will not choose to buy a product from that brand, as 80% of women started to lost trust to the brands. The brands who used femvertising and have connection with female consumer increased their revenues 4-10% (Mamuric, 2019). Femvertising also increases the brand awareness. According to the survey made by Castillo shows that half of the participants who are women choose a product of a brand if they approve how a brand pictured a woman in the advertisement (Case, 2019). In addition to that, according to a study of SheKnows as cited by Drake, a group of women who watch femvertising (female empowerment advertisings) had much more positive “attitude” for that kind of ads and brands. Her research concluded millennial females are increasing “brand favorability”, intention to purchase, as well as having more connection with the brand emotionally (Drake, 2017). This means femvertising had a positive influence on a consumer, particularly on a female consumer. Female consumers are giving negative reaction to the advertisements containing too much old-world stereotypes (Abitbol & Sternadori, 2020). As a result of this, we can say that it is important to use a proper context for femvertising. This leads us to the question of how to create a good and effective femvertising.

Paying attention to four subjects will help a brand to create a successful femvertising. These subjects can be listed as follows; (1) Women want to see “empathy” from brands. They do not want to be look down, underestimated; they want to be understood. (2) Women want to see female roles in main roles in advertisements, not as a supporter. Putting a woman figure in main role will underline the “significance” of women. (3) Using “emotion” in advertisement for not only appealing to their minds, but also to their hearts. (4) Having “inclusivity” for the real life of women, meanwhile showing who she desires to become (Mamuric, 2019). On the other hand, femvertising generally seems like mostly suited for the brands targeting women consumer, for example, Dove, Orkid (Always) and Pantene. However, there are brands like Nike, Under Armour, Dodge which are targeting both group – male and female – using femvertising, too. For those type of brands, it is important to keep the balance and not offending the male group (Abitbol & Sternadori, 2016). By extension, women want to see advertising which is “non-stereotypical” ones, rather than seeing “stereotypical” or “neutral” ones. In other words, showing a man and woman who shares household duties, rather than showing it as a woman’s duty for selling a product related with

kitchen will be better. More and more women will prefer not to purchase a product from a brand that use traditional images or “offensive depictions”. So, as female empowerment advertisement gets approve of women by non-stereotypical as, it also contains empowering messages which are aiming to inspire women to have power of controlling their own life (Teng, Hu, Chen, Poon, & Bai, 2020). A corporate must be careful that these messages are related with both consumer and the brand and its’ core values. Because an advertising should not only get attention of a consumer, but also creates an eager to purchase that product (Abitbol & Sternadori, 2016). Besides that, an advertising should put the woman character as “protagonist” both in the advertising and narrative, as Perez and Gutiérrez cited from Becker-Herby. Also, five necessary subjects were pointed out for having successful female empowerment advertising and these subjects are listed as follows; (1) using variety of female talents in “intersectional manner which means to show different “races, ages, sizes, body types and appearances of female body”. (2) As mentioned before, giving pro-female messages is vital. (3) Showing all gender norms, boundaries in life and stereotypes related with that. (4) “De-emphasizing of sexuality”. (5) Changing the image of women with a new, unique way which means to create change in different parts of advertising, not just the context or scenario, but also styling, talent, product (Perez & Gutiérrez, 2017). Related with all these, it is important to keep in mind that a consumer will be effected from an advertisement which means, if she/he gives an ‘emotional response’ to an advertisement, that consumer will purchase the product, service which presented in the advertisement (Kapoor & Munjal, 2017).

For summarizing and concluding the concept of the femvertising, we know that change of using women image in advertising began before naming the concept. Brands had to involve the women empowerment messages for gaining women’s attention who called themselves as feminists. The great changes in the society caused brands to give place in their actions, for instance gaining the right of voting and after that becoming a target consumer group for cigarette brands. On the other hand, some bigger changes appeared to be done by during 1990s and 2000s by the TV-Series *Sex and the City* as mentioned in the title 2.1. Understanding Feminism during explaining Third Wave of the Feminism. Likewise, during these years, famous names like Emma Watson and Lena Dunham declared themselves as feminist. Also, in 2016, when Beyonce underlined that she is a feminist and supporting women empowerment feminism in MTV Video Music Awards turned out to be cultural trend, too. All of these issues and events are

showing that cultural changes stated to begin, and we know that advertisers cannot overpass the change. This means, as the new women start to increase their incomes, getting stronger as an individual, it is important for an advertiser to track the change, creating “empowering, uplifting” messages (Abitbol & Sternadori, 2016). The brands have to pay attention to this change, if they want new stronger women group to become their consumer. Of course, the concept is still a kind of a new and delicate concept for marketers. Female empowerment in advertising (Femvertising) only began to change how marketing sees women and reflecting them. The body positivity and women empowerment become more and more important, so the societies are changing correlate with these ideologies. In the end, marketing should and must act with the society, which means to support social harmony and equality (Mamuric, 2019). That is to say stopping old type of objectification of women in advertising and starting to use intersectionality, as mentioned before, and showing a woman above her physical appearance, weight. The goal should be showing who she really is, what they really want and what they are capable of (İnceoğlu & Şengül, 2018). With the empowerment advertising, a brand will show the world what a woman genuinely wants and how she sees it by using that brand’s specific products (Mamuric, 2019). For this, like the popular examples of Dove and Always (Orkid), a brand should use every branch of marketing which leads us the relationship between Femvertising and Integrated Marketing Communication (IMC).

2.4. Femvertising and IMC

With the definition of Femvertising, we understand that this concept is a movement which is not only changing how a woman image for advertising is used and the representation of a woman, but also how they use a new marketing approach for creating better connection with consumer and give full message by using different branches of marketing communication. This actually leads us back to the definition of the IMC. We learned in the title 1.1 Concept of Integrated Marketing Communications that it is aimed to use the best dialogue for their target consumer to explain what their mission is, and to explain the idea for creating an image with using not one tool (Egan, 2007). A brand wants to create a brand image that will link what consumer has in her/his mind. In addition, this image should be created with what a consumer experienced in life, what s/he feels (Kotler & Keller, 2016). In this point, it is important to understand how they become a good pair.

As mentioned in the title 1.3. Advertising, marketing, and society have a bound. While an advertising aims to create a difference on the consumer's behavior and attitude by influencing society, it is affected from the society, specifically from social, ethical, economic and legal dimensions, too. This means, for being understood by society, a marketer uses cultural language, images, values for selling products, but in the meantime, advertising presents a set of culture and value. In the end, we concluded that advertising has an effect on society and increases its' effect through time. This means it is the way how advertising will be used for changing the gender role norms. We saw that all messages given by advertising taught men and women how to act with the creation of fictional realities. Media did not exist in reality, but it builds it (Aktaş, 2018). The process of creating a fictional reality, advertisers are using stereotypes, as mentioned before, making easier to create a context, typical characterization of the people and places. These stereotypes help to marketer to give the message faster, more effective and make it simpler to understand (Egan, 2007). These are creating the base of the reasons why Dove used IMC tools for creating its' campaigns and become successful with this marketing action to change all those stereotypes against women.

Dove found a way to see through the consumers' mind and see what they give reaction. This happened with the creation of 'game changing' marketing plan, a very good example of an integrated advertising strategy. Dove changed approaching style of beauty industry. They did not only create an advertisement for attracting consumers., as mentioned in the title 2.3. Concept of Femvertising, but also used a combination of marketing tools (Armstrong, Kotler, & Opresnik, 2017). It will be not wrong to conclude that by reaching real women and creating social experiment type of environment, they show how a real woman feels about herself which is so negative. On the other hand, according to a French advertiser that Tungate interviewed, Dove's success has a recession in its' success, because their advertisings should not just give only hope, as all customers look for something to achieve, to be different (Tungate, 2012). So, we can say that other elements that attracting a person should not be omitted, during the process of creating femvertising. However, a brand must be careful not to use too much traditional values, because the consumers may be offended (Abitbol & Sternadori, 2020).

In addition to this, values and beliefs are also so important that we mentioned these two concepts in various tools like PR, Consumer Behavior, Brand Personality. As an instance, for showing how IMC makes Femvertising stronger, it will be better by

comparing this movement with Green Marketing. It is known that consumers who give importance for environment also prefer a brand that give same importance. As a result of this, consumers 'support' a brand that choose to green advertising/green marketing. This logic works same with the Femvertising, and this explains a lot that why brands started to choose to have advertisement that give empowerment to females. By taking actions like these as a brand, they do not only promote or introduce their products, but also show to consumer that as a brand, they share same values and beliefs. Even if the consumer is not planning to buy a product from that brand, at least the consumer will keep the brand in mind with positive image and may recommend to other people who share the same ideas, values and beliefs (Abitbol & Sternadori, 2020). Consequently, this means, Dove has combined Consumer Behavior with Public Relations and created an affective advertisement for creating a new Brand Image. Thereby, another important bound between IMC and Femvertising created with the Public Relations (PR).

As mentioned in the title 1.4. Public Relations, one of the vital points of PR is to control the company's social responsibility and to avoid & reduce image damage (Clow & Baack, 2010). Like in the example of a social media campaign which was started in Facebook called '#FBrape,' made Facebook to shut down the pages which were found "offensive" (Maclaran, 2012). Facebook took this action for not damaging the brand image. However, controlling the image of the brand is not the only thing that PR deals with. As mentioned explaining PR's key points, PR adds value to the reputation of a company, controls company's social responsibility (CSR), creates activities for positive image (...) (Egan, 2007). With the examples like Dove and Facebook, it is seen that female empowerment adds value to the reputation. Before understanding how CSR is affected from Femvertising, it will be better to understand the following issue. When the distinction between advertising and public relations is omitted with Cause-related marketing (CRM), this means to change the brands approach of creating advertising, by putting a product of brand second place but putting brands reputation and credibility at first place (Abitbol & Sternadori, 2020). Therefore, in relation with PR and CRM, Corporate Social Responsibility (CSR) becomes vital for a brand. CSR is about increasing a 'beneficial' effect on society in a long term, as well as, decreasing all the unfavorable effects. A brand will aim to increase all positive comebacks with CSR in various ways, for instance, increasing purchase and invest intentions of consumer, stakeholders, investors, and seeing positive attitudes. A corporate can support community by donating money to a non-profit organization, or support

protection of environment by producing eco-friendly products and show its' social responsibility to society. The range of CSR is widened by femvertising. The reason of it lies behind of the research of SheKnows Media. According to their survey results, 71% of women wanted companies to be responsible for 'promoting positive messages' and 'supporting gender equality'. By adopting femvertising, a brand can get positive reaction from consumers and increase purchase and invest intentions which is the purpose of following CSR (Teng, Hu, Chen, Poon, & Bai, 2020).

Another important tool of IMC is Direct and Digital marketing. In the title of 1.7. Direct and Digital Marketing, we underline that social media is one of tools which help to a brand to communicate with consumers (Todorova, 2015). Moreover, consumers did not only want to be connected to a brand, but also they wanted to share advertisements or any content a brand created which get their interest, and wanted to comment, give feedback, make comment to the contents. That is the reason why Social Media Platform are one of the most successful tools of IMC (Key & Czaplewski, 2018). Furthermore, a consumer who is loyal to brand and had a bound with a message emotionally, she/he will forward that content to share it. In addition to that, a consumer will share the message, when she/he feels the message and content will have positive effect on them. As a side note, an individual will pay more attention to an advertising with a positive message than commercial ads. It is also vital to be careful at creating a message that is easy to understand (Kapoor & Munjal, 2017). Based on direct and digital marketing, there is also viral marketing, which is a marketing technique that an advertiser or marketer did not just create an advertising, they also created entertaining videos with the combination of promotions and public relations (Armstrong, Kotler, & Opresnik, 2017). As we will also see during the analyses of how brands, femvertising campaigns did not only seen on TVs, Dove's Real Beauty campaign, Always's #LikeAGirl Campaign shared also at the social media platforms. As mentioned before, #LikeAGirl Campaign had 8 million views and increased more and more (Armstrong, Kotler, & Opresnik, 2017). As we looked at one of the successful Dove's Real Beauty campaign advertisements done in April 2013, named Dove Real Beauty Sketches: *You're More Beautiful Than You Think*, in which women portraits were drawn by FBI-trained forensic artist Gil Zamora based on both how a woman described herself and how another woman saw that described woman, it has seen 10.146.274 till now in Youtube (Dove, 2013).

Between all of these tools, there is one that is mentioned several times since the beginning of this title which is called “Consumer Buying Behavior”. As explained in the title 1.8.1. Consumer buying behavior is important for marketers to understand consumers’ common points (Armstrong, Kotler, & Opresnik, 2017). We know that consumer groups’ decisions and what actually the brand is doing as an organization are so important (Clow & Baack, 2010). For this reason, it was not a surprise that social media platforms, for instance Facebook, turned into a marketing tool for reaching their consumer. That action showed also how a social media campaign can be powerful, because 80% of the people listen mostly the comments in social media platforms, rather than fan pages of brands (Tungate, 2012). An example of it is the feminist act mentioned in the title Feminism and Marketing, which shuts down the pages found “offensive” in Facebook. Facebook listened to their consumers for not to lose them (Maclaran, 2012). Moreover, a consumer generally compares her/himself with the ‘product images and messages’ seen in the advertisement. While femvertising is awakening consumers about gender stereotypes and breaking them, it changes how a person see herself/himself in real life, too. Because women mostly have ‘low self-esteem’, feeling shame, femvertising help to increase ‘self-consciousness’ (Kapoor & Munjal, 2017). As a conclusion we can say, consumer buying behavior is reflecting societies ‘attitudes and as advertising has bound with society, the affection between them inevitable. It is like butterfly effect; when a change started to happen in one, the other one is affected from the other one.

Consequently, it will be not wrong to say that the lines between the tools are so blurred, as we can see better in the Figure 2.2. As consumers wanted to see more from a brand, the issues that a brand should consider increase, besides the fundamental IMC tools related with that. For instance, a brand should create a powerful brand image, which is actually based on feelings of a consumer towards a company’s specific brand to stay in consumers’ mind. For this, one marketing communication tool is not enough, as a result of this, marketers have to think about other branches of it (Clow & Baack, 2010). Not only the fundamental branches like Advertising and PR, but marketers also have to think about other important elements of IMC, like Consumer Buying Behavior as explained. However, there are also vital branches as explained in the following. Brand equity, which shows to brand what consumer prefers and which brand s/he prefers, is another important factor and brand image evaluation of the consumer and the action s/he takes actually shape it (Kotler & Armstrong, 2016), (Faircloth, Capella, & Alford,

2001). Also, brand personality has a key point because if a consumer can relate herself/himself with the brand's personality, the chance of being purchased by the consumer increases and as in brand image, consumer buying behavior gets effected from it (Kotler & Keller, 2016), (Ahmad & Thyagaraj, 2015). Concluding the remark, Personal Selling and Sales Promotion are the branches of IMC that are not used with Femvertising, as seen during the research. However, as an example for the title Personal Selling, it may be possible to train salespeople in the stores to encourage more women to feel confident with themselves or hiring more women as a brand which may be resulted with gaining the favor of consumers.



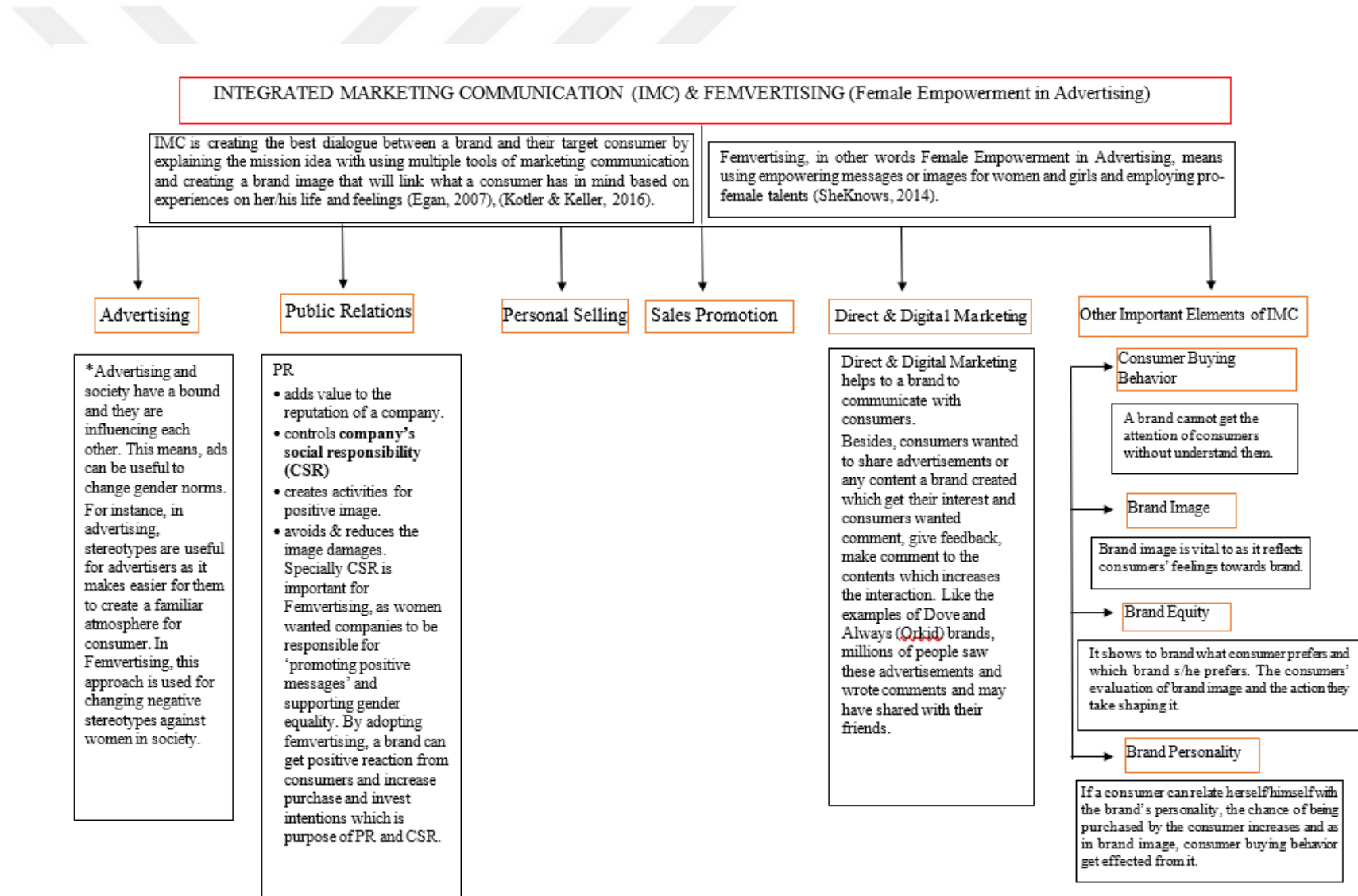


Figure 2.2. Integrated Marketing Communication & Femvertising

2.5. Analyses of Femvertising in Turkey

2.5.1. Dove

Dove is a beauty brand of Unilever which was established in 1957 in the US with the soap named as Beauty Bar which aims to moisturize skin, as cleaning it. Today, they are producing various of products in that area, for instance, body washes, hand and body lotions, facial cleansers, deodorants, shampoos, so on (Unilever, 2021). Dove changed its' brand image and the message they gave to their consumer who are mostly women. Before the change, Dove made research which showed how women describe themselves. 72% of women rated their beauty and 57% of women rated their physical appearance as average. Hardly 2% of women described herself as beautiful. After the field research, in 2004, Dove started its' new campaign with Ogilvy & Mather advertising agency with the support of Edelman PR agency. As mentioned before, Real Women campaign showed on billboards. This got huge attention from press, because Dove used real women photographs taken by Rankin who is a popular fashion photographer. All these women seem far away from perfection; however, they seem still beautiful and confident with their look. Dove's work did not stop with this commercial. The brand started a self-esteem program which is still active (Armstrong, Kotler, & Opresnik, 2017), (Tungate, 2012).

The brand followed their campaign with a "real beauty" oath, this oath has three articles: (1) giving place to real woman and not having models for their advertisements. These women have different range of weight, age, ethnicity, hair type, style... (2) Showing women as how they seem in real life. This means the brand is not using any photoshop program for making the pictures seem flawless and the brand take approval of these woman who took place in their ads before air it. (3) Supporting young girls for trusting their body and themselves and having self-esteem. With the self-esteem program that the brand carries out for more than ten years, Dove helped more than 20 million young people (Dove, 2021).

As it can be seen in Dove Us account in YouTube, Dove runs different campaigns related with the Real Beauty like #mybeautymysay. In Turkey, the brand started advertising campaigns as in the USA but with different concepts which can be seen in Figure 2.3. #ezberlerinötesinde and Figure 2.4. #rakamlarınötesinde. Both used stereotypes for empowering women.

In the Figure 2.3., which was aired in January 2019, we see different age groups and hair styles. All these women were shared their experiences in two sentences. The first sentence is showing what society thinks about that woman's appearance or giving advice about her hairstyle. The advertisement script is as it follows,

First woman says,

Tr: Depresyonda değilim. Değişiklik olsun istedim.

Eng.: I am not in depression. I wanted a change.

Second woman says,

Tr: Saçlarımı neden düzleştirmiyor muşum? Ben hiçbir zaman düz olmadım ki.

Eng.: Why don't I straighten my hair? I have never ever been straight.

Third woman says,

Tr: Evet, dikkat çekmeye çalışıyorum ama saçlarımla değil yaptıklarımla.

Eng.: Yes, I wanted to get attention but not with my hair, with what I have done.

Fourth woman says,

Tr: Saçlara bak, bu yaştan sonra heyecan arıyor diyorlar, ben hiçbir zaman heyecanımı kaybetmedim ki.

Eng.: Look at her hair, she is looking for excitement, they said. But I never lost my excitement.

Fifth woman says:

Tr: Saçların fazla uzun diyorlar. Bence önemli olan önümdeki uzun yollar.

Eng.: Your hair is too long, they say. But, I think, the most important thing is the long road before me.

Four women except the elderly one says together,

Tr: Benim saçım ezberlerin ötesinde.

Eng.: My hair is beyond the memorization.

Even the campaigns' motto describes the societies pressure on women, we see in the advertisement what a woman can be faced, when she does something that is out of 'normality' according to the society. For instance, we can see how the colleagues are looking at the young woman, when they saw her with her shaved hair in the first line of the Figure 2.3. Another example, when an elderly woman like in the fourth line of the Figure 2.3. painted her hair with different colors (blue and pink), she is accused by the people around her trying to look for some 'excitement'.

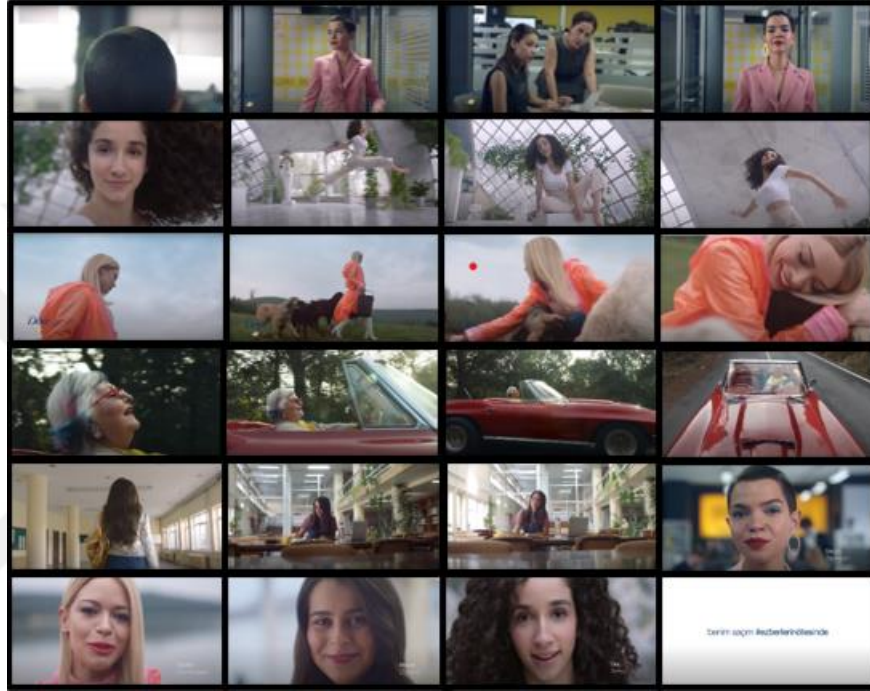


Figure 2.3. Dove #ezberlerinötesinde

Source: (Dove Türkiye , <https://www.youtube.com/watch?v=9QgTNTMce9s>, 2019)

After that #ezberlerinötesinde campaign, in April 2019, Dove aired another advertisement related with #rakamlarinötesinde campaign which can be translated as #beyondnumbers. As in the Figure 2.4., the brand mentions that woman shared their own experiences with the brand and then the advertisement came out. According to the advertisement, each woman says a number and explains what it refers to. At that point there is two explanations. The first explanation is reflecting a common idea that may come first in a person's mind based on stereotype. The second one is reflecting what it really is about in that woman's life. The advertisement script is as it follows,

Tr: 35. Gösterdiğim yaş değil, beni mutlu eden kitaplar.

Eng.: 35. It is not how old I am looking, the books thar made me happy.

Tr: 15. Kullandığım makyaj malzemeleri değil, kendimle barışık olduğum yıllar.

Eng.: 15. It is not the cosmetics that I am using, it is the years that I have peace of mind with myself.

Tr: 162. Boyum değil, bisikletimle yaptığım kilometreler.

Eng.: 162. It is not my height; it is the kilometers that I made with bicycle.

Tr: 40. Bedenim değil. Binlerce çocuğun hayatına dokunduğum yıllar.

Eng.: 40. It is not my size. It is the years that I touch to the lives of thousands of children.

Tr: 172. Boyum değil, yaptığım bez bebekler.

Eng.: 172. It is not my height; it is the number of cloth dolls I made.

Tr: 42. Bedenim değil, kurtardığım canların sayısı.

Eng.: 42. It is not my size. It is the number of life's that I saved.

Tr: 16. Fazla kilolarım değil, kızımın geçirdiğim seneler.

Eng.: 16. It is not my overweight, it is the years I spend with my daughter.

Tr: 2. Ayrık dişlerim değil, üniversitede hayata karıştığım yıllar.

Eng.: 2. It is not the teeth's that have gap, it is the years I went out in university.

Tr: Benim güzelliğim, bizim güzelliğimiz rakamların ötesinde.

Eng.: My beauty, our beauty is beyond numbers.

When we look at the sentences used by the women, all of them expressing a standard. This standardization is known as “beauty standards”. It is actually one of the concepts that society creates pressure on women. But in the advertisement, women tried to break “beauty standards”. They were essentially saying they are more than the standards. Their age, height, weight, size or even any other thing related with their physical appearance should not described a woman. In the advertisement, we see that what should be important about a woman is how she lives her life, what she creates, what she reads, what she does and/or how she become who she is now (Aktaş, 2018).

Last but not least, we see in the first frame of the Figure 2.4. ‘the women who are inspired from *#beyondnumbers* (*#rakamlarınötesinde*) campaign shared their own experiences with millions’. Therefore, it is necessary to understand how women

decided to share their experiences. In 2018, actually the first #rakamlarınötesinde campaign's advertisement was aired. As in the example, the women who took part in it shared their experiences related with numbers and 'beauty standards'. For instance, in that advertisement, a woman with her baby is seen as she was hugging her. Then, she said 9 was not the weight she lost, but it is the months she had been with their baby. Underlining that she is not concerning with losing weights she gained during her pregnancy, on the contrary of societies expectancy. In another one we see 62 on a birthday cake which was turned into 26 by a woman's hand who was saying it is not her age but how she felt. In that one, societies' pressure related with the age becomes inefficient and becoming older turns into a positive thing by turning into life experiences (Aktaş, 2018). There is one occasion helped to grow this campaign. A famous actor Aslıhan Gürbüz had a message from a woman about her weight. She reacted from her social media account, after that brand created a project to support her and also helped her voice to be heard by everyone. During that time, Gürbüz was acting in a Tv-Show, and they decided to put three important numbers about her life and then after the show she revealed the stories about these numbers. Also, the brand created a film to give their message related with the campaign and she shared her experiences. After this film, she invited all women to share their stories and experiences with numbers. Many of the women celebrity joined to the campaign and shared their stories. Then, the peoples' interest and the campaigns effect extended (Mindshare Türkiye, 2018).

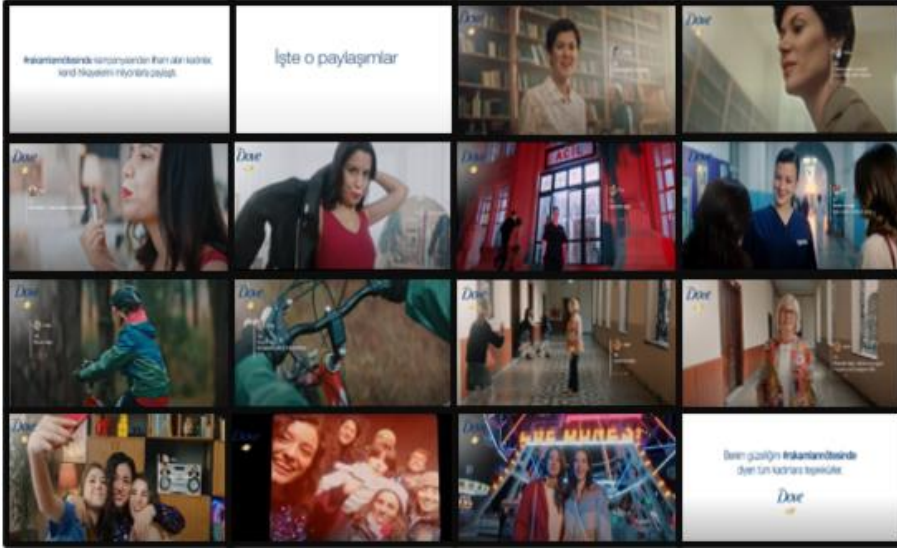


Figure2.4.Dove #rakamlarınötesinde

Source: (Dove Türkiye, <https://www.youtube.com/watch?v=ZlCZDL6cCyM> , 2019)

As a conclusion of this brand, the brand tells women that the stereotypes can be broken and expectancies of society can be changed (Aktaş, 2018). We may say that the brand was underlining who a woman is more important than how she needs to be looking.

2.5.2. Orkid

Orkid is a brand which produces hygienic products for woman. We mentioned this brand before as Always which is the global name of the brand. It is actually one of the sub brands of P&G (Yaprak, 2016), (Çakır, 2019). Their journey of empowering woman started with the moment that they saw they were losing their place in market as the other brands became more active. In global, Always decided to take an action for having long lasting place in women's mind, as well as showing that brand will be in women's life in any moment. As a result of this, brand took an action for changing the stereotypes against women (Felis Odulleri, 2017). The brand created a campaign named #likeagirl in 2014 which can be seen in Figure 2.5. They aimed to question the meaning of #likeagirl and to create a positive message than how it is used (Abitbol & Sternadori, 2016).

As the place of women and men in society changes, how women are pictured in advertising changed, too (Ülker, 2019). Because of this, the advertising campaign of Always adopted for Turkish customer group and aired with the name of #kızgibi. The brand tried to lighten up women's self-confidence and increase their awareness to their power (Felis Odulleri, 2017). Their campaign had a huge interaction with people. It

had seen in 150 countries more than 85 million times, also was shared by more than 1,5 million people according to the data in 2015 (Marketing Türkiye, 2015). The reason of how this campaign became so successful is based on the brand's research. Even though campaign aired in 2014, begging of this campaign goes back to the beginning of 2000s. Orkid made research for making women freer and they saw that the negative comments specifically made during their puberty had a negative impact on their self-confidence. Especially the word of "like a girl" and how it is used (Yaprak, 2016).

In #kızgibi advertising movie (see Figure 2.5.), first they call out for teenagers, both girls and boys, and ask them to do what came in their mind in first place when they heard the following statements, (1) run like a girl, (2) fight like a girl, (3) throw like a girl. After that, same statements were told to the young girls and wanted them to act according to that. The second important question was the meaning of run like a girl and a little girl answers this question by saying it means to run as fast as she can. Then the brand asked another one for understanding how doing *like a girl* sentence turn out to be a negative thing and the brand says they want to change it. The teenagers were actually underlining that how this sentence lowers their self-confidence, especially during their puberty. At the end of the advertisement a teenage girl underlines that *like a girl sentence* should not show a negative behavior or acting as she is a girl and acting like a girl means for her to do the best. After that they ask a girl what she would do different, she said she would run as herself. In the end, brand invited people to join their brand for increasing girls' confidence and share that video to other people (Orkid Türkiye, 2014).

As a result of this advertising, brand made second research for seeing their campaigns success. Results of 76% of the girls aged between 16-24 and 56% of the boys at the same age showed that their perception against *like a girl* is changed. There were also participants who did not know about this campaign, which was less than 50%, they said they were supporting the idea for making this expression positive. In addition to this, most of the woman, both who knows the campaign and who does not know it, thought that using this sentence as a positive thing will increase younger girls' self-confidence (Marketing Türkiye, 2015). After seeing its' success Orkid Turkey made another advertising (see Figure 2.6.) with Nil Karaibrahimgil.

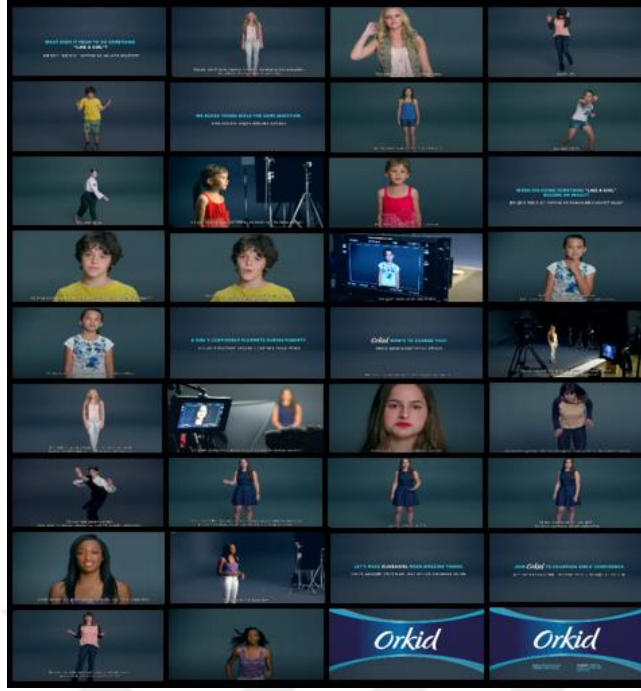


Figure 2.5. Orkid #kızgibi (1)

Source: (Orkid Türkiye, https://www.youtube.com/watch?v=Qv_jwegGtvY, 2014)

The second campaign with Nil Karaibrahimgil actually began with a TEDx talk in 2014 where she shared her ideas related with #kızgibi expression and how it should turn out to be a positive thing. She underlines that a lot of teenage girls have lower self-confidence and the expression of “like a girl” should not mean to do a thing poorly. In addition, she emphasizes this expression’s meaning should evolve into doing something better or being succeed, as it is with “like a man”. Then, Karaibrahimgil sang the chorus of her #kızgibi song that she composed for Orkid’s campaign (Felis Odulleri, 2017), (TEDx Talks, 2014). It became the second step of Orkid’s campaign with Karaibrahimgil named as “Çocukta Yaparım, Kariyer de Yaparım” in other words “*can have both child and career*”, which was also the song of Karaibrahimgil, as mentioned before under the title of 2.2. Feminism and Marketing. The second advertisement made with Nil Karaibrahimgil, #kızgibiyap, watched by 15 million people and this is highest number in Turkey’s digital world (Yaprak, 2016).

In that advertisement, as it can be seen in Figure 2.6., first we see a child who represents the younger ages of Nil Karaibrahimgil. She calls other teenage girls when they saw her singing in a music room. She was saying the following sentences,

“Kız gibi gülme dediler, kız gibi koşma dediler. Kız gibi yaptım ne yaptıysam ben, kız gibi yaptım ne yaptıysam. Yapamazsın sen deseler de hem çocuk hem kariyer yaptıysam. O yılmayan kızlar gibi, o sönmeyen yıldızlar gibi. Kız gibi yap sen ne yaparsan, en iyisini yap sen ne yaparsan. Geçemezler derler engelleri, uçarsın kanatları açarsan, yenilmeyen kızlar gibi. O dinmeyen rüzgâr gibi... Olur, korktuğun olur, düştüğün olur ama koş sen durmadan. Olur, olmaz derler olur asıl kızlardan kahraman. Kız gibi yap ol kahraman. Kız gibi yap, en iyisini yap.” (Reklam Magazin, 2015).

We can see in the in Figure 2.6. that Nil Karaibrahimgil invites teenage girls to join her, and she taught them how to sing the song. This group actually symbolizing all of the women who wanted to change the meaning of “like a girl”. Nil Karaibrahimgil is representing a woman who is exposed to the negative meaning of this expression but became a successful and powerful woman by turning this negative meaning to positive (Çakır, 2019). The song lyrics show to girls how she did not listen the negative ideology of acting like a girl and tells other girls that “do it like a girl and become a hero, do it like a girl and do the best.”. Nil Karaibrahimgil, as a powerful and successful woman, becomes the representative of all of the woman (Çakır, 2019).



Figure 2.6. Orkid #kızgibi (2)

Source: (Reklam Magazin, <https://www.youtube.com/watch?v=220S7hRRY-Q>, 2015)

In conclusion, while explaining the waves of Feminism, as mentioned during the third wave of feminism, women gave importance to create a difference about the concepts of motherhood, gender, beauty, sexuality and masculinity. This was for creating a

womanhood which is more powerful and has overconfidence (Burkett & Brunell, 2020). Today being woman and definition of it is different than the past, which can be interpreted as the success of the process. The weak, unsuccessful, unambitious and ordinary woman figures are criticized by women, as more and more women started to gain confidence and feel successful (Ülker, 2019). Therefore, Orkid is becoming one of the good examples of femvertising. Actually, the song of Kız Gibi also shows us the place of women in society, as society's attitude towards them (Çakır, 2019). As stated before, advertising should be used for ending the discrimination between the genders and supporting woman empowerment (Geanta & Zabad, 2018). In relation with this statement of the ad case, we can say this kind of advertisement is successful on consumers and society. Because young generations said that their perception had change about the "like a girl" expression. In addition to that, the first advertisement had nearly 90 million views and the second one in Turkey had 15 million views (Yaprak, 2016), (Marketing Türkiye, 2015).

2.5.3. Nike

Nike is an American brand producing sportswear and accessories (The Editors of Encyclopaedia Britannica, 2010). The brand supports equality and dedicates themselves to "break the barriers" for all athletes (Nike, 2021). The advertisement in Figure 2.7. came out, when Trump was elected as president and caused people to think women rights are in danger. Also, when president's consultant Kellyanne Conway told that she is a conservative feminist, people's attention focused on feminism and made it word of the year 2017 by Merriam-Webster which is a famous dictionary. In that period, Nike aired the advertisement in Figure 2.7. known as *This is Us*, which is known as *Bizi Böyle Bilin* in Turkey and showed they are supporting feminist movement (İnceoğlu & Şengül, 2018).

Nike's spokesperson Zeynep Ongun said that their aim is challenging stereotypes with the passion of sportspeople to sport. This is the reason of why the brand chose to have professional and amateur sportswomen. Nike wanted to share their inspiring stories for empowering women. In the scenes, we see Kickboxer Funda Diken Alkayış, National Triathlete Esra Gökçek, National Tennis player İpek Soylu, Turkish National Basketball player Işıl Alben, dancers of Dans Fabrika led by Çisil Sıkı and two actors Dilan Çiçek Deniz and Elvin Levinler (MediaCat, 2017).

During the advertisement, a voice over accompanies to the scenes. It starts with a family posing for having a picture, as the voice is saying, “You know us, we are beautiful”. Then zoom to a woman who widely smiles, shows her mouthguard, throwing her traditional clothing and punching a punch bag. In the next scene, a woman is kneading a dough, using flour like talc powder and we hear over-voice is saying, “Our hands are thin and delicate,”, as she is lifting weight. This is followed by a woman who looks like shopping in a jewelry shop. Again, voice over says, “We love gold, and it suits to us”, but then we see her with a gold medal, while people taking her pictures. In the next scene, we see a woman who listens an older woman, stops to listen her. “We will sit in the corner, silently, quiet and harmlessly” says the voice-over, then we see chief referee sitting in the corner as the tennis player volleys the ball. Again, we see a woman who organizes books, as we hear “We manage around”, then we see the same woman playing in a basketball match. Next, we see five women with the same facial expressions, without smile and with old fashion clothing. The leader of the dancing group drops the picture and they started to dance with the music, while voice-over is saying, “We don’t laugh loud in the crowd, please, do we?”. At the same time, dancers start to laugh, likewise the voice-over. At the end, we see a room decorated with white and pink colors. Suddenly a foot with a Nike shoe steps on it and breaks it, as we hear “You know us.”. Camera angle changes and shows the person who steps on the room who is a young woman and acts like stepping on the room is happened accidentally. Afterwards, she starts to run, and a group of women follow her. Whole ad ends with the title “You know us” and trademark of the brand, “Just Do It” (Başfıncı, Ergül, & Özgüden, 2018), (Erbaş, 2018), (Nike Women, 2017). In addition, during the advertisement we hear parts from the song of Beyonce named “Run the World” (Nike Women, 2017). It has a vital role in the advertisement, because it is not only giving an energetic atmosphere to ad, but also the song itself has an important message. The line of the song repetitively being heard is “Who run the world? Girls.” This song is seen as an “empowerment anthem” by many of people, as Beyonce is known as feminist icon (Öztokat, 2018).

As a part of summarizing the Nike’s femvertising, we can say they criticized various stereotypes and pressures coming from culture and politics (Öztokat, 2018). In the very beginning, the brand underlined the stereotype of a woman that must always be beautiful. However, the moment a woman smiled and showed her green mouthguard

As a conclusion, the advertisement is a well-thought work for empowering woman. All scenes and copy of the ad showed examples of stereotypes and how women break down those obstacles and do what they want to do. To exemplify, when a young woman steps on the model of a room and runs with others, this symbolizes getting away from societies expectancies and become free. Also, the adjectives used in voice-over speech are showing what society has in mind as a woman image (Öztoğat, 2018). As mentioned before, the media is reflecting society, as well as society is reflecting media. They are influencing each other. So, it is not unexpected to see a change in how a woman's image is used in advertisement, like in past woman were used as objects but it is not acceptable today. As a result of this, brands are adopting feminist and empowering approach (İnceoğlu & Şengül, 2018). In the end, Nike seems to show that there are important women figures who challenge prejudices and it is possible for all women, like how Ongun described the campaign (MediaCat, 2017).

2.5.4. Elidor

Elidor is one of the sub brands of Unilever. According to research made by Mediacat in 2018, it was selected as the favorite hair care product. The brand is supporting young women who want to discover new possibilities, and the brand is believing these women can be successful and reach their goal. Related with this, Elidor is aiming to give courage, power and widen women's horizon. That is the reason why the brand gives place to inspiring stories and role models (Unilever, 2021). Elidor showed its support with an advertisement campaign aired on International Women's Day in 2018 which scenes can be seen in Figure 2.8. In this campaign brand challenged to "stereotypes and judgmental view". It was criticizing that how women are forced to act according to other peoples' opinion and saying women are not no longer listen and act according to the other's opinion. Based on this approach, the campaign had a tag *#hepkendiyolumuzda* which can be translated as *#alwaysonourway* for creating social media interaction (Uçar, 2018).

The advertisement of the brand starts with eyes saying "Elidor presents" and then the title of "El alem Collection". As the theme song starts with a little tempo and a girl smile and shapes her hair, suddenly her brother knocks the door, and she cleans her lipstick as the tempo of the music slows down. When her father looks at her, she takes a pink jacket and wears it for covering her clothes. We see "El alem" that represents

the other people's opinion. Then we see her father looking at newspaper and had a title saying "*El alem ne der?*", which can be translated as "*What will people say?*". When she goes out, an elderly woman is watching her and while two women walking together, the tag *el alem* shows up on a bag again. Afterwards, a man looks at a woman's, who hide her hair with hat, tattoo on her neck, and she covers it with her shirt collar tagged with *el alem*. ". In the next scene, we saw women in hairdresser all have the same hair style and the hairdresser pins young woman's, who look unhappy, hair with a hairclip looking like a mouth and tagged with *el alem*. After that, we see young people in an exam filling optics that will appear to be the same tag. Next, we see an airport and a woman walks in an airplane. But a man pilot closes the cockpit's door which has a sticker saying, "*a girl cannot be a pilot*". Next, we see again the girl that we saw in the beginning of the advertising. She puts off her hood, while she is walking to the wall covered with posters of eyes, mouths and *el alem* tags. When she tears off these posters, we see the brands name with different colors. During this scene, the tempo of the music increases, too. In the next scene, we move back to the plane and the woman puts her pilot hat which has a patch written "*As I want*". This is followed by the scene in a university exam. A girl stands up, after she filled the optic with writing "*I*", "*Ben*" in Turkish. The scene goes back to the square where the girl with pink hood tears the posters. All the girls start to run to tear other posters, as we see the woman who has tattoo. That woman takes of her hat, and we saw her pink hair, then she starts to run towards to posters. Thereafter we see girls with different hair style (long or short), different hair colors, different aged groups who are running, dancing, shaking their hair. Even we see an elderly woman dancing, apparently stops to hang out her laundry when she heard the song. After that we saw the women's action of tearing down the poster on a television in a coffee bar, with the same tags in the subtitles. In that coffee bar, we see young women enjoying their drinks. However, woman's watch, who stands in the middle, starts to warn her with the tag *el alem*. She puts the watch in her drink and continues to enjoy her life like other women. In the end, we see a message saying "*El alem Ne Derse Desin. Biz Böyle Yaşarız.*", with the hashtag of the campaign as a footnote *#hepkendiyolumuzda*. This can be translated as "*Whatever others say. We live like that*" (Reklam Küpü, 2018).

One of the important points about the advertising is the theme song. The music is a song of Cyndi Lauper, known as "Girls Just Want to Have Fun". This song is actually

seen as a feminist hit in 1980s. After Lauper aired her song in 1983, she had a huge success. This song is seen as a feminist anthem and “statement” for feminists. The song is still keeping its popularity (Klorman, 2018). The other important thing is how brand gives courage to women. The ad campaign is putting forward some issues that women are facing in their daily life, as well as putting forward the stereotypes. For instance, the hoody in the beginning is pink. This color is paired up specifically with girls. How the girls’ brother and father looked at her in the beginning is showing patriarchal point of view. Another issue is hiding different hair color or tattoos. As mentioned, woman wore a hat and hide her tattoo with her shirt color. This is showing us how woman feels uncomfortable, when someone looks judgmental eyes if she does something different that she feels good and wants to hide it. Another important issue is the about the occupation. Even though, for some people, being a pilot is not suitable for a woman and their ways are tried to be blocked by the creation of different disturbances like wage gaps, we see that women are still finding their way to achieve their goals. The warning of the watch is criticizing the time limit of which hour should a woman goes out and comes back to home. The moment when women start to tear down the posters, it shows us the change inside of women. Each of the women shows that she is not going live any longer under the pressure of other people’s judgement and ideas. When we see the brands’ posters with different colors, they show us that the brand is the supporter of women who wanted to change these stereotypes and break the obstacles (Aktaş, 2018).

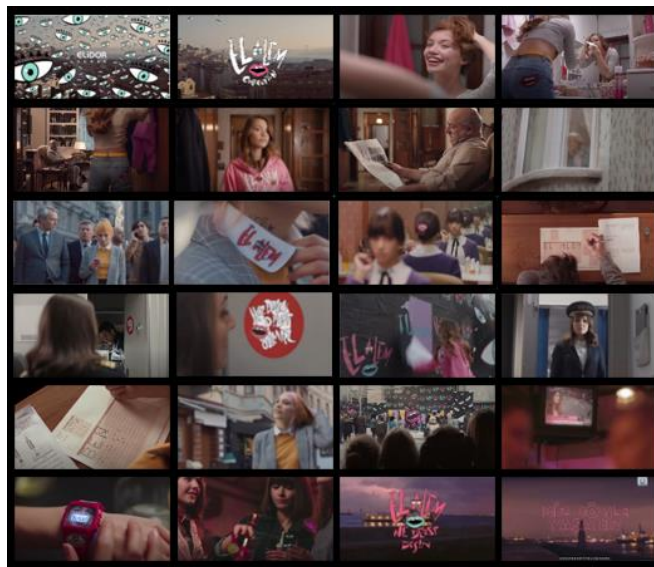


Figure 2.8. Elidor #hepkendiyolumuzda

Source: (Reklam K p , <https://www.youtube.com/watch?v=xhsHky1ofpM> , 2018)

After the #elalem campaign, Elidor continued supporting and empowering women with different campaigns. The latest one was #pembeyeşimdibak which can be translated as #lookatthepinknow. The brand chose Zeynep Bastık, who is a famous singer, as the brand ambassador. The brand manager said that with this campaign as they help women to feel good about their hair and themselves, they also want to help women to be more powerful in their life and have positive effect on them with the brand, Elidor. The aim of this campaign was giving courage to young women for exploring life, dreaming bigger and making these dreams real. Alongside with the advertisement, the brand started projects and campaigns to help women (Uçar, 2020). They show to people that every woman has her own unique features and hero of her story (The Brand Age, n.d.). The main scenario of advertisement campaign was to discuss about classical meanings of the color pink and to show the ones who are glowing with the pink, while inviting people to look from a different perspective (Uçar, 2020).

During the scenes which can be seen in the Figure 2.9., we hear Bastık telling the words and sentences which are showing a new understanding of the pink for women. In the beginning of the advertisement, first the logo of the brand is seen with pink color. Then, a girl who is standing in the middle of a pink room, looks like thoughtful and looks at the pink balloon in her hand, as her friends are playing around. The first sentences are heard from Bastık, “*Pembe masumdur*” which means “*Pink is innocent*”. After this scene, a girl is seen in the middle of a toy shop aisle that all the toys are also pink. Bastık says, “*Pembe tatlıdır*”, which means “*Pink is sweet*”. The scene gets close to the balloon that we saw in the begging of the ad, then that balloon pops and a pink dust cloud comes out. The first two sentences show to audience societies’ general ideas what a person thinks about the pink. Question of “*Peki, pembe sadece bu kadar mı?*”, which means “*Well, is the pink just that?*”, leads us to think about other meanings that the color represents by saying “*Bizce çok daha fazlası*”, which means “*We think it is more than that*”, as we saw Zeynep Bastık on the stage singing to her audience. When we hear “*Pembe hayallerinin peşinde gitmektir*”, “*Pink is going after your dreams*”, we see a young woman turns around, as her hair moves around, too. She is in a graduation ceremony of a university, and she throws her cap with other university students. After this scene, we see a woman is in a boxing training. In that moment we hear, “*Mücadeledir*”, “*Struggling*”. This word is the complement

of the previous sentence’s explanation. As we saw a woman who newly gave birth to a baby girl who is covered with a pink bundle, we hear the following sentence “*Hayat vermektir*”, “*Giving life*”. This is followed by the sentence “*Hayatın izlerini gururla taşımaktır*”, “*Carrying proudly the marks of life*, during the scene a woman is standing proudly, while showing off her mark on her lower stomach. A woman on a motorcycle shows up on her way, as the following sentences go on “*Pembe sınır tanımamak ve kendi yolunu çizmektir*”, “*Pink is knowing no bonds and having your own way*”. In this scene we also see a pink dust cloud coming out of the wheels of the motorcycle. While a group of people who wear suits in various tone of grey color, we see a woman in a pink suit who is walking energetically and joy. During the scene, we hear “*Bizce pembe tüm gücünle parlamaktır*”, “*We think pink is shining with all of your power*”. The scene goes back to the concert of Bastık, as she continues “*Biz pembenin gücüyle daima parlayanlarız*”, “*We are the ones that shines all the time with the power of pink*”. The advertisement ends with the scene that a group of women, who has different hair shape, color, or length, joins to her. Bastık says her last sentence which is also the motto of the campaign, “*Pembeye bir de şimdi bak*”, “*Take a look at the pink now*” (Elidor, 2020).



Figure 2.9. Elidor#pembeyeşimdibak

Source: (Elidor, <https://www.youtube.com/watch?v=BBpWEWMxKk>, 2020)

In this campaign, it will be not wrong to make a deduction that pink is not just the color, but what the color represents. Any material in blue, commonly known as a thing for boys and, total opposite, the pink is commonly known as a thing for girls (Jonaskaite, *et al.*, 2019). The color itself represent femininity, love and being kind.

Any object or thing in pink color commonly leads to think that the object is girly and feminine (Cherry, 2020). Besides, like the advertisement puts forward, the color means innocence and being sweet. By putting forward new meanings for the color, the brand presents a new perspective to look at women. The whole context of the advertisement can be interpreted as the society should look at girls, women from a new perspective which means a woman is a person who is powerful, free, follows her dreams and able to give birth to a new life.

As a conclusion, we can say that brand shows that they are behind women and supporting their evolution with these campaigns. Like what the theme song of the advertisement campaign in #elalem symbolizes “liberation” from the old, traditional gender roles and not being limited with the stereotypes. Of course, we still see a type of sense of beauty, as it is a commercial of a care product. As mentioned before, there will be always a beauty standard, but the key point is making a person comfortable about herself/himself. Related with this, we see a new understanding of beauty and brand shows that it is possible to create a new understanding with different alternatives. In addition to that, brand successfully created its’ PR like the other brands, Dove, Orkid, Nike and the following brand Atasay, and supported empowerment, gender equality and gave positive messages. In the end, the brand showed how to break the old, traditional understanding and create new one far away from old patriarchal roles by showing free, powerful, unique role models (Aktaş, 2018), (Klorman, 2018), (Solomon, 2006), (Teng, Hu, Chen, Poon, & Bai, 2020).

2.5.5. Atasay

Atasay is one of the leading jewelry brands and in the market for 80 years. In 2017, when the new CEO Atasay Kamer took the lead, he decided to change the brand image of the Atasay and aired their new advertisement in Marka Konferansı (*Brand Conference*). With this advertising, they wanted to change “story telling” with the product and move to do it with the brand itself. In relation with this, they supported women and seen them as the hero of their stories. The brand aimed to reveal the power and spirit of women, while inspiring them. Atasay named this campaign as ‘#taksanayakışanı’ which means, according to this campaign approach, caring about something or troubling the head with something or someone. The brand is supporting women who are not caring about the obstacles, stereotypes and who has self-

confidence, an attitude and caring what suits to herself. Elif Arıcan, who is the director of Corporate Communication, underlined that they had positive reaction from their campaign (Marketing Türkiye, 2017), (Marketing Türkiye, 2019). The brand made two main commercial film, as continuing to use the tag ‘#taksanayakışanı’.

The advertisement of Atasay in Figure 2.10. starts with the sound of a woman’s high heels who wears red suit. When she gets in the elevator and gets the attention of people who are already there, we start to hear the lines of the rap music, “Bakanı tak, takanı tak”. Then we see a woman who wraps her hand for boxing, as the lines goes “Konuşanı tak, karışanı tak”. When we heard “Arayanı tak, aramayanı tak”, we saw three women sitting with bright silver-colored clothes without a smile, but at the last line the woman in the middle laughs. Next scene, we saw a woman with curly hair, as the line goes on “Saçını tak, başını tak”. After that we see a woman eating a hamburger, when we hear “Boyunu tak, kilonu tak”. This is followed with “Lafları tak, kalpleri tak”, as a woman takes a picture with an old-style camera. When we see three women who are moving to an apartment, line goes on “30’da hâlâ bekarsın onu tak”, “Komşunun kızı müdür olmuş onu tak”. After that, we saw an elderly woman selecting an earring, as the line goes “El alemi tak, her halini tak”, “Bu yaşta bu takılır mıyı tak”. Then a woman is picking up her boyfriend from his home, we heard “Varsa tak, yoksa tak”, “Nette ilişki durumunu tak,”. The line continues “Tak tak tak nereye kadar”, “Kadınsan takacak ne çok şeyin var”, “En güzeli sen takma bunları”, as a woman is doing yoga, the woman wearing red suit goes top of the building and a woman joins a group of women who sing together. We hear “Tak sana yakışanı” for couple of times as we see all the women who we saw through the advertisement in different events. In the end, we see the emblem of the brand.

When we look at the genre of music that the brand chose which is rap, it is reflecting the new image that the brand wants to create for their new target group. The genre is creating an active, excited, brave, powerful, rebellious atmosphere and eager to be free. The lyrics of the music show the judgements of the people towards women and how the powerful and independent women did not listen those judgements, in other words redefining the role of women in society and the struggle of being free. The message of the lyrics can be summarized as not thinking about the negative pressure of the society and concentrate on positive things. The women in the advertisement are representing the powerful, excited, hardworking, and dynamic women. These women are confident,

have their own style. Furthermore, by using different age groups the range of target is widen, too. The advertisement underlines that there is no need to focus on weight, height, age, and other issues listed like whether what other people be successful or do (Köse, 2018).

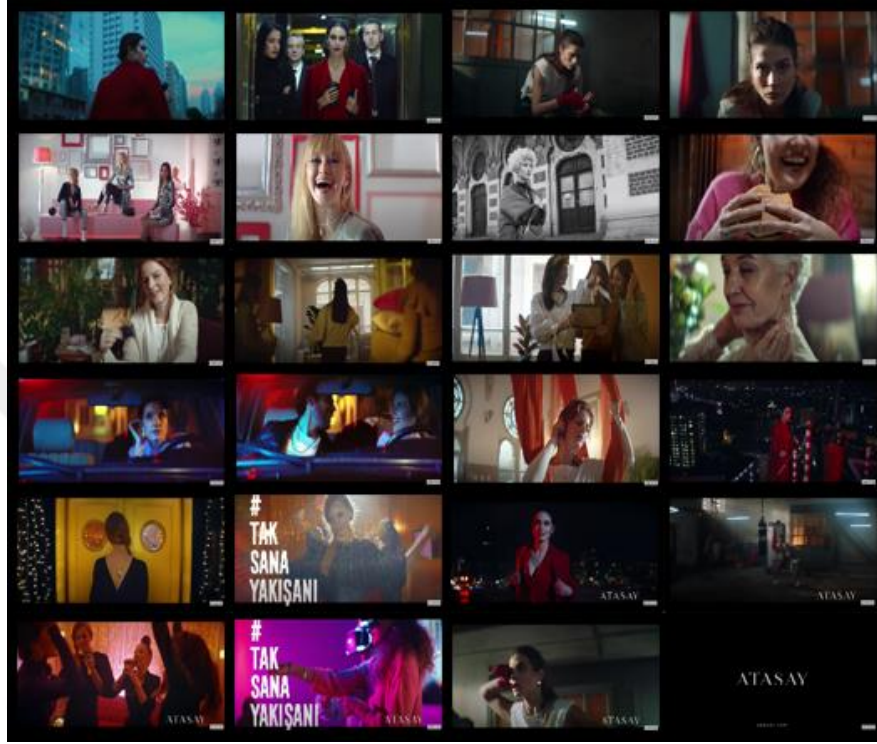


Figure 2.10. Atasay #taksanayakışanı (1)

Source: (Atasay Jewelry, <https://www.youtube.com/watch?v=cnvSd-7o2jQ> , 2017)

Next year, the brand created another advertisement by calling it Tak Sana Yakışanı 2.0 which can be seen in Figure 2.11. In principle the theme of the advertisement is similar with the one in 2017. But in this advertisement, the brand aimed to focus on the women groups who are obsessing about following their dreams. With this one, they did not want to focus on the pressure of society and want to support women's dreams (Uçar, 2018). We can say that the brand also wanted to show that women have more issues than what society expected.

The advertisement in Figure 2.11. also starts with the sound of the footsteps of a young girl who is a university student. She is telling that “Hilbert’in 16. Problemi çözülememiş, taktım”, as she tries to solve the problem on a blackboard. Then we see a girl sitting relax, while she is saying “İkinci kez Everest’e tırmanır mıyım, taktım”, and blows on her nails like she is trying to dry her nail polish. In the next scene, we

see a woman writing codes, as she mentions writing her own computer game, we hear “Kendi oyunumu yapmaya, taktım”. After that we see a woman who attends to a party, but she is thinking about galaxies, and we hear “Bir galaksi keşfetmeye, taktım”. Then we see that a woman is dancing who wants to dance in Broadway, “Broadway’de sahne almaya, taktım”. As the scenes change and we see each woman one by one, we hear these lines, “Aklım yükseklerde, taktım”, “Bilinmeyene, taktım”, “Bir ömür dans etmeye, taktım”, “Dünyada iz bırakmaya, taktım”, “Taktım, sonuna kadar taktım”, “Kadınsan takacak ne çok şey var” and last we hear the main title of the brand “Tak Sana Yakışanı”. At the end of the advertisement, we see the emblem of the brand. The genre of the music of this advertisement is same with the first one which shows that the brand continues their same brand image. The lines are important, as they are the declaration of the dreams of women, for instance, according to the ad, climbing higher mountains, or higher status, solving the problems, finding the unknown, leaving a mark or dancing till the end. We can say that this campaign shows us that women have ambition and desire to be the best at what they want.



Figure 2.11. Atasay #taksanayakışanı (2)

Source: (Atasay Jewelry, <https://www.youtube.com/watch?v=gwrssbRWJfo> , 2018)

As a conclusion, it will be not wrong to say that the brand rejuvenated their image, which means to create a new brand image for their new target consumer, with these advertisements for having the attention of their new consumer group, in these cases younger consumer group. As explained under the title of Brand Image, it is important how a consumer is feeling about the brand (Clow & Baack, 2010). The brand created a younger brand image, as creating a new brand personality which is more active, more

excited, braver, more powerful (Marketing Türkiye, 2019). As Atasay can still appeal to their existing consumer group, now it can appeal to their new target group which is their aim in the first place (Marketing Türkiye, 2017).

2.5.6. Selpak

Selpak is a Turkish consumer goods brand of İpek Kağıt which belongs Eczacıbaşı and was established in 1970. The brand was the very-first-one in Turkish market that produces modern cleaning papers in that year. They are producing different cleaning paper products like toilet paper, paper towel, paper cloth, napkins, handkerchief, and facial tissue. The brand's name has an interesting history, too. When we look at the first syllable of Selpak, "Sel" comes from the "selüloz" which is the raw material of paper and means cellulose in English. The last syllable "Pak" is connoted with "clean" or "pure" (Selpak, 2018), (Eczacıbaşı, 2011), (Ofix Blog, 2020).

Selpak had an advertising campaign, which can be seen in Figure 2.12., in May 2018 with the title of "Sizece de ön yargıları silmenin vakti gelmedi mi?" which means "Don't you also think it is the time for wiping off the prejudices?". For creating an interaction with the audience, the brand created a hashtag "#ÖnYargılarıSilelim" which means "#WipingOffPrejudices" (Selpak, 2018). The campaign focused on the women who can deal with the obstacles in different areas of their life. Not just in working areas, but also in school, sport, science, and even in her home, a woman has to deal with the stereotypes. This is the issue that Selpak focused on, during the process of creating the campaign. The brand invited people to change all these believing by putting forward the women who became successful in their areas (Marketing Türkiye, 2018).

Based on the explanation of Aslı Biçer, who is the marketing director of Eczacıbaşı Consuming Products of Paper Products, Selpak did not focus on selling their product by showing the differences from other brands like in the traditional perspective of marketing, the brand focused on making increasing its' value for the consumer by getting their attention to a social issue. Their aim was meeting women with women who became successful living through all of the obstacles (Bozkuş, 2018). The brand gave place in their campaign to important names as listed in the following and can be seen in Figure 2.12.; Büşra Ün who represented Turkish women in tennis in the Paralympics for the first time; Dilek Uyar who won National Geographic award and

who is also a mother; İnci Kadribeğiç who got acceptance from Kyoto University, even though there is a belief that women cannot have interest in science; Hilal Saral who won the Emmy Award and became the first Turkish director who won that Award (Marketing Türkiye, 2018).

Advertising starts with a male voice, Nejat İşler, asking “Sizce bu kadın neden ağlıyor?”, which means “Why is this woman crying?”. After the question he lists the reasons that a person may think, and all these thoughts actually show people’s prejudices. The reasons are listed as breaking up with boyfriend, cannot park her car, having a wrong air cut by a hairdresser, while we see different crying women in a close scene. Then we hear the voice saying, “Kadın işte...”, which can be translated as “That’s how the women are...”, in other words, that saying is implying women are always crying over something that is insignificant. This sentence completed with this, “Yine kim bilir neyi beceremedi?”, which means “Who knows what she failed again?”. We see again a woman crying and hear the voice saying, “Tanıştıralım!”, “Let us introduce!”. After that we see this woman in a national uniform, and we understand that she is Büşra Ün who is an athlete in Paralympic games. In the next scenes, we see the times that she won a medal and also playing in the tennis court. In the end we see her lifting up the metal cup. In that moment, we understand that those tears were for winning the metal cup and medal in Paralympics (Tor-Kadıoğlu, 2021).

Then we see another woman, as the voice continues “ya kızım yapacak işin mi yok diyenlere kulak asmayan”, which means “who do not care about people who say don’t you have any other work to do...”, we learn that the woman is Dilek Uyar who won an award of the World Championship in 2017 National Geographic. In the following scene, male actors are standing ovation to congratulate her success, when her name announced as the winner. This scene is symbolizing women’s power, breaking the stereotypes, trusting oneself and being successful (Tor-Kadıoğlu, 2021).

Afterwards the scene changes and a woman who works in a laboratory with her women colleagues and also making research in a library. During that scene, the voice explains who she is and the importance of her. The voice says “Bilim adamı lafına inat bilim insanı olarak...”, this sentence in English can be explained as the translation of the word “bilim adamı” it is equal to say, “man of science” (Tor-Kadıoğlu, 2021). This type of saying is found wrong as it is implying that type of work belongs to men, in other words makes the work gender specific, even though it used like that type of term

covers everyone. In other words, that type of language usage is a way of keeping women out (O'Neil, Şimşek, & Koçer, 2017). Within this framework, seeing other women around her is a way of saying there are many more women who are interested in science. The explanation of the voice continues, “kök hücre çalışmaları ile Kyoto Üniversitesinden Kabul alan araştırmacımız İnci Kadribeğiç.”, which can be translated as “she is the scientist who got acceptance from Kyoto University with her study on stem cell” (Tor-Kadıoğlu, 2021).

The ad continues with the scene that shows a time that an audience is waiting to hear the winner of Emmy Awards. In the meantime, the joy of Hilal Saral, when her name is announced is seen. The voice continues with another stereotypical approach, “kadından yönetmen mi olurmuş diyenleri şaşırtan”, which means “who surprises the people who think “if a woman can be a director”. In the following scene, we see the woman having an assistance by a male cast director, and then the woman is seen directing male and female actors. Soon we learn that this woman is Hilal Saral who is the first Turkish director who won the Emmy Award. The advertising ends with the different moments of these four women who are congratulated and appreciated by people around them. During these moments we hear the voice continues, “onlar ön yargıyla yaklaşanları utandıran, başarılarıyla bizi gururlandıran kadınlarımız...”, then the ad ends with the line “bunlar da mutluluk gözyaşları”, which can be translated as “they are the women who made us proud with their successes and embarrassed people that approach to them with prejudices”. At the last, the brand's name and campaign's hashtag appears (Tor-Kadıoğlu, 2021).

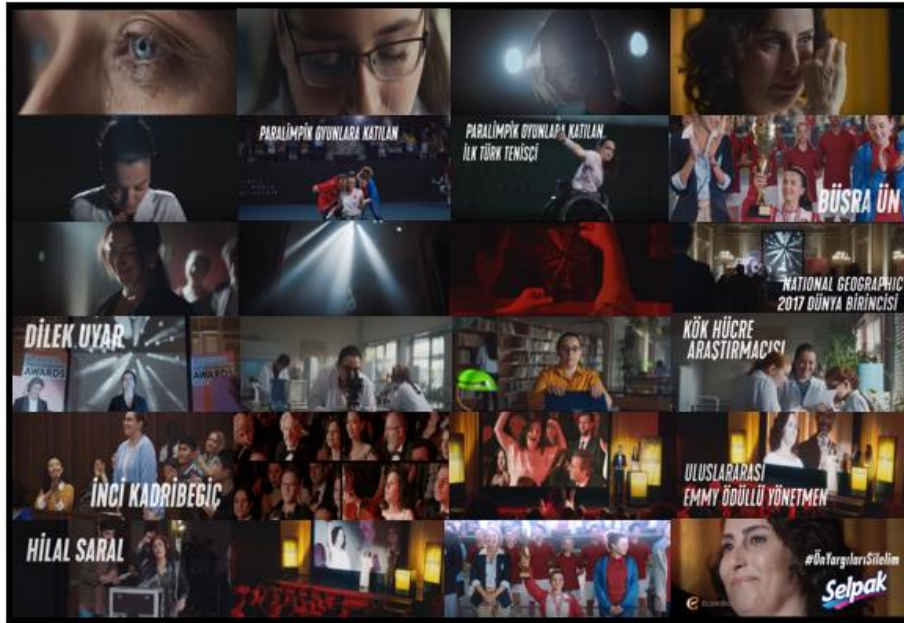


Figure 2.12. Selpak #önyargılarısilelim

Source: (Selpak, https://www.youtube.com/watch?v=Op_r77rrams, 2018)

We can conclude from this campaign that the differences of products are decreasing, the brand's marketers feel they should show more to consumer, and this is proving that IMC is a good way to do that. A brand creates a campaign not just for showing their products and its best features, but now they create campaign for creating a change in society by focusing a social issue (Bozkuş, 2018). The research on femvertising also shows this campaign type gets favor, positive approach from consumers in different countries. In recent years, Turkish marketers prefer to use femvertising as a marketing plan. The femvertising seems to break the stereotypes, as creating a huge difference in advertising sector. Like in this campaign, the way of portraying women is different from the old times. Selpak shows that women do not just cry for being unsuccessful, being in need, or being naïve. They also cry because of the having an accomplishment, feeling proud, or feeling happy (Tor-Kadıoğlu, 2021). Changing the old type of advertising, which used women as a meta object like mentioned before, it is important to make change about using women as a “gratification of men” and show them weak (Maclaran, 2012).

Femvertising will be the movement which will help women to feel more powerful, as well as changing the approach of society to the women and make it more positive (Tor-Kadıoğlu, 2021). Because with the campaigns like Selpak or like the other examples explained, women will see themselves on the screen as main roles, getting the empathy

from the brand, feeling their one part of life in that campaign, as feeling emotionally attach (Mamuric, 2019). In addition to the conclusion of this title, we can make another outcome that integrated marketing communication tools are important for creating a good brand image and reaching to different target consumers. Also, when the brands are targeting women groups with femvertising, they are creating a positive feeling towards the brand.

2.6. Consumer Attitude and Femvertising

The attitude is an important concept of consumer behavior and one of the factors that changes ‘traditional marketing’, as mentioned under the title of Consumer Behavior (Kailani, 2012). This concept, attitude, reflects how a consumer is feeling about a thing which can be either person, product, idea or just an object (Peter & Olson, 2010), (Kotler & Armstrong, 2016). However, the attitude has importance on understanding whether a consumer has intention to make purchase from that brand. Attitude is one of the important factors helping consumer to make the decision and also shows a marketing researcher or consumer attitude researcher the feelings of a consumer. On the other hand, how a consumer feels about that ‘object’ could be whether in the favor, or not (Blythe, 2008). Marketers try to understand the consumer attitude with ‘questionnaires’ or make interpretation of consumer’s attitude. The marketers’ aim is to see whether consumer gets the message of the advertising or any other marketing work and builds an attitude or change it (Schiffman & Kanuk, 2004).

A consumer will build an attitude from different sources and having experience. This experience could be directly coming from the relationship between the consumer and the product, or it may be come from an advertising, from network or word-of-mouth. In the end, the consumer will shape her/his feelings towards the brand or product. Process of building this experience is defined as ‘learned predisposition’ (Schiffman & Kanuk, 2004). But there is also one significant issue about consumer attitude to keep in mind, ‘first impressions’ cannot be underestimated (Blythe, 2008). Therefore, even though a person may think that attitude has a steady character, it does not mean that it cannot be changed. There is always a chance to change a consumer’s attitude towards an object. Because there are other factors that will affect the consumer’s decision-making process. For instance, economic situation. Even though a person may like Switzerland’s chocolate, that person again prefers to purchase a local brand’s

chocolate, as s/he finds the Switzerland chocolate expensive or purchases a brand which is in sale, or may prefer to drink one brand's coffee, but purchase another one because the moment s/he feel sleepy, that person might not try to find her/his brand (Schiffman & Kanuk, 2004).

When the consumer is asked about her/his feelings and what s/he thinks about the product, on the other hand, it is not easy to get the answers. Because the process of deciding whether liking it or not is not based on one measurement. One of the models is the traditional approach to understanding consumer attitude, named as 'tricomponent' model. This model is structured by three components, (1) cognition, (2) conation and (3) affective. As explained under the title of Consumer Behavior, the cognition, in other word 'cognitive process', is based on what a consumer knows about the object. There is already a picture in consumer's mind coming from experiences, beliefs, and several other sources. The affective process, on the other hand, has relation with the feelings. A consumer will create a bond with the object either 'favorable or unfavorable', or 'good or bad'. 'Evaluating Scale' is a scale form that helps to understand what a consumer feels about a concept. The last component is 'conative process' or in other words 'conation' which shows what a consumer is going to do. The question is asked for understanding whether the consumer is going to purchase or pass the offer, not give any attention (Egan, 2007), (Blythe, 2008), (Schiffman & Kanuk, 2004).

The processes of deciding to make a purchase is called 'integration process'. A person will collect all the data and feedbacks from different sources and at the end of it, s/he will add 'personal relevance' which means that person will look a connection of the object and herself/himself. In the framework of this, it is important to keep in mind that all the evaluations done will be kept in the memory of that person. This means, if a person comes across with the same object or concept, that person will have the same attitude toward it. For that reason, changing an already formed attitude is hard. Because of this, generally a food producer will create a blind taste test to have sincere thought. The questionnaires are generally formed to give points in a scale between 'like very much - 10' or dislike - 1'. The point range is kept broad because feelings of a consumer will not be at the top or the bottom all the time (Peter & Olson, 2010).

That form of understanding what consumer feels about a product is used for understanding consumers' attitude towards an object. As we can conclude from

previous explanation of 'integration process', the attitude specially to an object is formed with not direct contact, but it is formed with different inputs coming from different channels, like previous 'knowledges, meanings, or beliefs' (Peter & Olson, 2010). The analyze of 'attitude-toward-object' is made like 'evaluating scale' to see how a consumer feels. However, in the scale prepared for a consumer, consumer is not expected to give points between emotions or concepts like 'good or bad'. That consumer will give a point in a range of numbers like 1 to 7 to show her/his idea is reflected by the descriptions like 'I like it', 'It is fun', or 'I do not enjoy it.'. It is important to keep in mind that consumer attitude is changeable based on being satisfied with the product or what s/he sees in an advertising, or any other object (Schiffman & Kanuk, 2004).

In the end marketers process the feedbacks coming from the attitude of consumers and create next marketing moves. However, relationship between an advertising campaign and the product presented with the campaign is not linear. In some cases, a consumer may love an advertising campaign, on the contrary, may not like the product itself. The reason behind it is explained as how a person processes the attitude towards the brand and advertisement (Blythe, 2008). Attitude towards advertising also comes from cognitive processes which means feelings are combined with opinion of consumer. Therefore, if consumer is attracted from an advertisement, this may change her/his behavior (Kapoor & Munjal, 2017). But an important issue to keep in mind that the brands attitude is affected from different issues, as advertisement is effected only from the ad itself. Because of this, if a brand and marketer find the best formula to win over consumer, that means, brand will increase its' sales with a better brand image (Blythe, 2008). In other words, increasing the brand knowledge with advertising, as underlined before, may increase attitudes in the favor of the brand (Porcu, Barrio-Garcia, & Kitchen, 2012).

In addition to these, attitudes are affecting brand equity. When a person, a consumer, thinks a brand has a strong brand equity, that leads her/him to think that brand has strong and 'positive' brand attitude. Because of this, as underlined by Peter and Olson, 2010, important brands like Amazon and Mercedes-Benz make huge investment on advertising and sales promotions to create 'positive consumer attitude' (Peter & Olson, 2010). The brands created a different bound with consumers by using advertising campaigns. Especially latest works helped to share information, to have emotional

bound owing to the messages that their ad has. In recent years, these messages became more important as the consumers are sharing them in social media with their followers or friends. Therefore, if a brand gives a positive and strong message with the ad campaign, there will be increase of sharing, on the contrary, the share rate will decrease if the message is weak, or consumers find it negative (Kapoor & Munjal, 2017).

As a conclusion, related with the thesis research aim which will be explained in Chapter 3 in detail, consumers want to see more from brands and femvertising is one of the campaigns that enlightens a problem in society. Like, as mentioned before, Green Marketing, the Femvertising is also a campaign that gives messages and shows a brand care about the society (Abitbol & Sternadori, 2020). In the end, this may turn out to be a campaign work that will gain the interest of the consumers and create a positive attitude. Because giving female empowerment messages may also help to get an emotional response which can also create a positive attitude towards an ad, and this may result with positive attitude towards brand, all in all this may influence consumer behavior and change the consumer's purchase intention (Drake, 2017). Therefore, the next title will be about the purchase relation and how its bound with femvertising.

2.7. Consumers' Purchase Intention and Femvertising

As marked during the explanation of conation process of tricomponent model of attitude approach, conation is the one that shows which direction is a consumer going to take. With conative component, marketers try to understand whether the consumer is going to purchase or not (Schiffman & Kanuk, 2004). A consumer goes through some specific evaluation process to choose a brand's product and that process can show the intention of that consumer (Kapoor & Munjal, 2017). This means in other words the marketer should make research by evaluating consumers' 'purchase intention'. To evaluate the intention of a consumer, buying intention scales are used. The structure of the questions of scales established upon choosing the best statement that created by the researcher. For instance, choosing the best statement that suits to herself/himself. However, it will be not certain, whether the consumer is going to answer 'intention-to-buy' questions honestly, or not. Even so, the group of consumers who give answer will be more likely to purchase from that brand's product. On the other hand, the other group who choose not to give an answer, will most likely not make a purchase (Schiffman & Kanuk, 2004).

The 'cognitive response model' shows how a consumer reacts to an advertising, after the process of thoughts. If the thought process about an advertising end positively, the probability of purchase increases, too (Egan, 2007). In the framework of this, we can say that, as the purchase intention gets higher, the chance of purchasing will increase (Kapoor & Munjal, 2017). The positive intention towards a product will turn to a 'commitment' and there is a possibility that this commitment is an indicator of long-term relationship between the consumer and the brand (Tsai, 2020). When we look at this perspective, the structure of the femvertising might influence the brand attitude and consumer attitude. Because the message given to the society might create a positive atmosphere and that lead to increase brand equity and sales of a brand.

In relation with this, looking how femvertising can influence purchase intention of consumers, we can explain this with the new expectation of the women image. As explained with the waves of feminism, women profile in advertising and other multi-media areas started to change. Therefore, if women find a woman character pictured in advertisement is 'offensive', they might prefer not to make any purchase from the brand. Using the best emotion, giving the right message, and having the right image

are important for the best brand attitude and increasing purchase intentions, as well as, getting emotional reaction (Teng, Hu, Chen, Poon, & Bai, 2020), (Drake, 2017).

By looking all facts, the relationship between attitude and femvertising, messages given with women empowerment may increase positive attitude. However, increase of purchase intention cannot be directly seen as an outcome of femvertising (Abitbol & Sternadori, 2016). Nevertheless, femvertising, as the whole ideology, is focused on changing how people are approaching towards women, the obstacles they are facing in daily life and using all of these as the reasons for empowering the women. In a word, underlining gender equality as a brand will create a communication with the consumer, this communication may create a positive bond which will create a positive attitude, and the expected outcome may a higher purchase intention (Teng, Hu, Chen, Poon, & Bai, 2020). In the end, from beginning to bottom, all of the factors of marketing are attached to each other. Even though consumers are not easy to forecast or understand, especially in recent years, consumers are paying attention to different factors and these factors are turn out to be the things that their brands also should care which will of course affect what they think about the brand, their attitude, and whether they are going to purchase or not.

2.8. Past Studies Regarding the Variables and Femvertising

Under this title the articles which are concentrated on femvertising and its' effect on consumer behavior was analyzed in literature. During the research six literature work were found, and their aim, number of participants and conclusions were summarized (see Table 2.1.)

Table 2.1. Summarize of Past Studies Regarding the Variables and Femvertising

Source	Aim of the research	Number of Participants	Conclusion of the Research
Abitbol & Sternadori, 2016	The brands who centered female empowerment messages in their campaigns, the example of the article is Dove Attitude, started to gain interest and creates a new understanding in campaigns. The aim of the research is to find out whether femvertising effects attitude and purchase intention of consumer, or not.	Two women groups and one male group that involve between 6 to 12 people.	According to the research, the women groups increased their positive attitude towards brands that adopted femvertising, however did not show an intention to purchase. The male group did not create neither negative nor positive attitude and show no intention to purchase. However, interestingly the males in that group who has sisters show an attitude change with the messages of femvertising.

Table 2.1. (cont.) Summarize of Past Studies Regarding the Variables and Femvertising

<p>Akestam, Rosengren & Dahlen, 2017</p>	<p>The aim of the article is to study femvertising and how people are giving reaction in different areas. The studies are involving traditional advertising and femvertising to see the way people give reaction to how women are profiled and stereotypes, as well as whether these are changing attitude and purchase intention.</p>	<p>Study 1: 149 young female between 18-41 years old. Study 2: 281 participants. Study 3: 96 women between 17-45</p>	<p>Based on the studies the following conclusions were made, S1: The participants found less stereotypical the femvertising adds then the traditional ones. As a result of it these participants have established positive attitude. S2: Comparison is made between traditional ads and femvertising in YouTube, reaction against stereotype is higher comparing to traditional ads. The outcome is showing people have more negative attitude and get hurt from the stereotypes in traditional advertising. S3: The focus is comparing how women are portrayed in two concepts. The traditional advertisement had a negative attitude from participants than how women portrayed in femvertising.</p>
<p>Kapoor & Munjal, 2017</p>	<p>Study aims to find out whether Femvertising has an influence on consumers' attitude and purchase intention, as well as forwarding the ad to other people.</p>	<p>200 Females who are students, working women, and housewives.</p>	<p>Analysis of the research show no direct relationship between the attitude towards femvertising and purchase intention. Even though, the literature works leads to an expectation of a direct relationship. Some of the attendee found Femvertising as another marketing tactic.</p>

Table 2.1 (cont.) Summarize of Past Studies Regarding the Variables and Femvertising

Drake, 2017	Study aims to find out the effect of the femvertising which is a new concept for marketing campaigns and started to be adopted by different brands. Drake aimed to see whether Femvertising is successful to get the attention of female consumer, as creating positive attitude and increasing purchase intention.	181 Female who are from 18 to 34 years old.	Based on the conclusion of the research, participants of the research found brands who supported femvertising more favorable than who do not support femvertising. This shows that by using empowering messages related with females, attitude towards both advertising and brand increases. In relation to that, it is seen that purchase intention increases, too.
Abitbol & Sternadori, 2019	The aim of the article is finding out the 'attitude towards femvertising' and finding out whether this attitude can be interpreted from the other advertising choices, as well as studying on the effect of countries on consumers' choices.	201 male and 217 female who were between 36 to 45 years old.	The consumer groups who are paying attention to advertising with messages have positive attitude towards femvertising. On the other hand, the group of consumers who said they did not pay attention to the messages showed that they did not establish a specific attitude. The research did not study on purchase intention of consumers. However, it may not be wrong to say that the group who indicates positive attitude will have higher intention.
Teng, Hu, Chen, Poon, & Bai, 2020	In the article, there were two studies. The first study aimed to see whether Femvertising has effect on consumer compared to traditional advertisement. The second study aimed to see the difference between Femvertising and 'gender-irrelevant advertising.	232 Female and Male who are between 18-25 years old.	The research showed that femvertising create a positive effect on consumer which is resulted with a positive brand attitude. This effect cannot be seen directly, however it's power cannot be overlooked. For purchase intention, it is seen that females showed higher purchase intention than males.

CHAPTER 3

FEMVERTISING ACTIVITIES' EFFECTS ON CONSUMERS BUYING BEHAVIOR IN TURKEY

3.1. Aim of the Study

The aim of the research is to study whether femvertising affects and changes the behavior of consumers in Turkey in terms of consumer attitudes and purchase intention. Effect of femvertising activities' is analyzed with a survey and different factors are evaluated to understand what a consumer feels about women empowerment and gender equality, in other words feminism. The important point of the study is to understand the position of the Turkish people, as it will point out the marketing campaign's impact.

In the study, there was no specification in gender, because every Turkish woman and man can participate in the survey to show the cultural and social situation. The diversity of participants also shows if Turkey cares about empowering women and has gender equality in their daily life, as well as, changing the perspective towards women.

3.2. Scope and Importance of the Study

Scope of the study is finding out the influence of the latest work of marketers which aims to change the stereotypes against women and underlines importance of gender equality, in other words 'using empowerment messages and images' in advertising (SheKnows, 2014). This definition is the reason that type of advertising is named as 'female empowerment advertising', in short 'femvertising'. Different brands, particularly the brands that are selling products and services for women, frequently use femvertising for showing support for women.

Importance of the study can be explained with the influence of femvertising on consumer in Turkey. Success of the femvertising can be measured with the consumer attitude and purchase intention of the consumers. The relationship between attitude,

purchase intention, and advertising are important for understanding effect of femvertising. As known, the attitude towards advertising and brand influences the purchase intention. If purchase intention of a consumer is high, the chance of making a real purchase can be higher (Kapoor & Munjal, 2017). Therefore, for understanding the effect of femvertising, the consumer attitude towards these ads and whether it is changing their purchase intention are analyzed.

3.3. Research Methodology

3.3.1. Data Collection Method

Survey method is chosen as a tool for the data collection method of this research. A detailed literature research was done, and the scales were adopted. Following the literature review, a questionnaire for measuring the effect of femvertising activities on consumer behavior in Turkey was made. The survey questions have been translated into Turkish from English so that the participants understand easily. The surveys were distributed by sharing the link in social media platforms, as well as, sending the link via messages, and a short information about the survey was given.

3.3.2. Survey Form

In the beginning of the questionnaire, general questions were asked to participants to understand their purchasing frequency of the sample brands' advertised products, what they are feeling about advertising and representation of women. The aim of the following questions is to see the ideas of participants whether they think women's position in society and advertisement is important, as well as, whether thinking negative stereotypes should be changed, or not. The last question in that part related with the feminism is adopted from the study of Myaskovsky & Witting (1997). The purpose of this question is to understand participants' opinion related with ideology of feminism.

In the second part of the questionnaire, the first ten questions are developed by Fassinger (1994) to understand attitude towards feminism and women empowerment. The next twelve questions are developed by Wells (1964) to understand the emotional response of the consumers, participants, towards advertising. The questions of Wells were adopted in a form that will be suitable to understand the feelings towards female empowerment in advertising (femvertising) concept. Rodgers (2003) developed the

last three questions to measure the purchase intention of participants from the brands supporting empowerment of women. The questionnaire was rated based on 5 Likert scale. The rates are arranged as Strongly disagree (1), Disagree (2), neither agree nor disagree (3), Agree (4), and Strongly agree (5).

In the last part of the questionnaire, there are questions about demographic characteristics of consumers who are participating in the survey in the matter of gender, marital status, age, region they are living, city of residence, graduate level, income and working condition.

3.3.3. Sampling Method

The samples of the research include all regions and cities of Turkey for understanding the overall attitude of Turkish consumer towards women and understanding their response towards female empowerment advertisement.

For having minimum margin of error, which was determined as 5%, and having higher confidence level, which was determined as 95%, considering the population of Turkey, minimum sample size was concluded as 385. However, minimum sample size was determined as 400 to avoid any problem or error that can be occurred. For the research, considering the population of Turkey, it was important to reach more people.

3.3.4. Field Research

The field of the research is related with the female empowerment in advertising and its effects on the consumer buying behavior. The research is applied as a questionnaire in Turkey, including all of the regions. The questionnaire was transmitted through social media platforms via sharing the link and sending mails. A total of 576 people has been reached. The research was applied between August 2021 and September 2021.

3.3.5. Data Analysis

Data were analyzed via frequency tables, exploratory factor analysis, and regression analysis.

3.3.6. Constraints of the Research

The first limitation of this research is to reach people from different regions. Even though the diversity was ensured, it was hard to increase the numbers and having the attention of the people to participate in the research.

The second limitation is to reach both of the genders. As the title of the research is including the word “female”, some of the male participants did not want to participate or stated that the research is about women. Some of the male participants change their mind and participated, after explaining the aim of the research. However, interestingly, some of them still felt hover in between.

The last limitation was the reaction to questions related with feminism. Again, some of the male participants took these questions as indication as if these questions were prepared to female participants. Even, some of the participants stated that they did not know the real concept of the feminism. After explaining the questions and the concept, male participants refrain from attending to research.

3.3.7. Model of the Research and Hypotheses

Conceptional model of the research seen in Figure 3.1. is related with the female empowerment activities and how it is affecting the consumer’s purchase intention. In the model, the relationships between the factors are investigated. In that part, female empowerment advertising (femvertising) campaign activities of the brands are affecting the consumer attitudes towards femvertising. The consumer’s purchase intention is affected from the consumer attitudes towards femvertising.

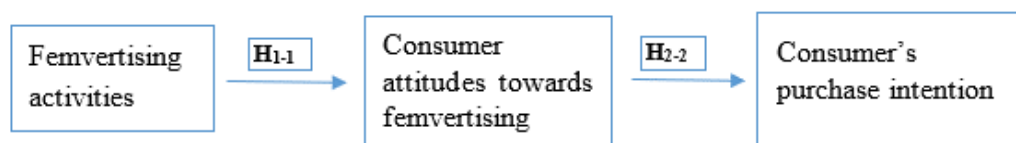


Figure 3. 1. Model of the Research

H₀₋₁: Femvertising activities does not affect consumer attitudes towards femvertising.

H₁₋₁: Femvertising activities affect consumer attitudes towards femvertising.

H₀₋₂: Consumer attitudes towards femvertising does not affect consumers’ buying intentions.

H₂₋₂: Consumer attitudes towards femvertising affect consumers’ buying intentions.

3.4. Research Findings

3.4.1. Frequency Tables

The frequency tables, related to the questions used in the questionnaire, are below.

Table 3.1. Gender

Gender	Frequency	Percent
Female	413	71.7
Male	163	28.3
Total	576	100.0

The first demographic question is about gender. According to the questionnaire results in Table 3.1., 413 participants were female, and 163 participants were male, which means 71.7% were female and 28.3% were male.

Table 3.2. Marital Status

Marital	Frequency	Percent
Married	374	64.9
Single	202	35.1
Total	576	100.0

In the Table 3.2., it is seen that 374 participants are married, and 202 participants are single. In short, 64.9% of 576 participants are married, and 35.1% of 576 participants are single.

Table 3.3. Age

Age	Frequency	Percent
18-24	26	4.5
25-31	111	19.3
32-38	112	19.4
39-45	108	18.8
46-52	91	15.8
53-59	84	14.6
60-66	38	6.6
67 and above	6	1.0
Total	576	100.0

Based on the Table 3.3., it is seen that 19.4% of the participants are aged between 32-38, which seems the highest rate. On the other hand, 19.3% of the participants are aged between 25-31. Therefore, it can be concluded that 38.7% of the participants are aged between 25-38.

Table 3.4. Region you are leaving in

Region you are leaving in	Frequency	Percent
Mediterranean	9	1.6
Eastern Anatolia	2	.3
Aegean	395	68.6
Southeastern Anatolia	3	.5
Central Anatolia	55	9.5
Black Sea	4	.7
Marmara	108	18.8
Total	576	100.0

As shown in the Table 3.4., 68.6% of the participants are from the Aegean Region, which is the highest percentage of the frequency of region that participants are leaving in.

Table 3.5. City of Residence

City of Residence	Frequency	Percent
Adana	2	.3
Ankara	24	4.2
Antalya	3	.5
Artvin	1	.2
Aydın	1	.2
Balıkesir	2	.3
Bitlis	1	.2
Burdur	1	.2
Bursa	9	1.6
Çanakkale	4	.7
Denizli	1	.2
Edirne	1	.2
Eskişehir	2	.3
Hatay	1	.2
Iğdır	1	.2
İstanbul	83	14.4
İzmir	370	64.2
Kocaeli	9	1.6
Konya	29	5.0
Manisa	17	3.0
Marmaris	1	.2
Mersin	1	.2
Muğla	2	.3
Samsun	2	.3
Sinop	1	.2
Sivas	1	.2
Şanlıurfa	2	.3
Tekirdağ	4	.7
Total	576	100.0

In the Table 3.5., it is seen that 64.2% of the participants were attended to the research from the city of İzmir. This percentage is the highest city of residence frequency.

Table 3.6. Graduate Level

Graduate Level	Frequency	Percent
Elementary school	7	1.2
Master	151	26.2
Highschool	74	12.8
Secondary school	7	1.2
Associate / Bachelor's Degree	337	58.5
Total	576	100.0

According to the Table 3.6., 58.5% of the participants had Associate or Bachelor's degree, 26.2% of the participants had master's degree, 12.8% of the participants were graduated from high school, 1.2% of the participants were secondary school graduate, and 1.2% of the participants were primary school graduate.

Table 3.7. Income

Income (TL)	Frequency	Percent
3.577 and below	100	17.4
3.578 – 5.000	121	21.0
5.001 – 7.000	122	21.2
7.001 – 9.000	68	11.8
9.001 – 11.000	50	8.7
11.001 – and above	115	20.0
Total	576	100.0

Based on the Table 3.7., it is seen that 21.2% of the participants had income in the range of 5.001-7.000, 21.0% of the participants had income in the range of 3.578-5.000 which is so close to the highest frequency level, 20.0% of the participants had income in the range of 11.001 – and above, 17.4% of the participants had income in the range of 3.577 and below, 11.8% of the participants had income in the range of 7.001-9.000, and at the least, 8.7% of the participants had income in the range of 9.001 – 11.000.

Table 3.8. Working Condition

Working Condition	Frequency	Percent
Not working	11	1.9
Retired	91	15.8
Housewife	29	5.0
Unemployed	7	1.2
Public Sector	85	14.8
Student	23	4.0
Private Sector	295	51.2
Self – Employment	35	6.1
Total	576	100.0

As shown in the Table 3.8., 51.2% of the participants are working in private sector which is the highest rate of the working condition frequency rate. 15.8% of the participants are retired, 14.8% of the participants are in public sector, 6.1% of the participants are self-employed, 5.0% of the participants are housewives, 4.0% of the participants are students, 1.9% of the participants are not working, and 1.2% of the participants are unemployed.

Table 3.9. Frequency of buying perfumery, cosmetics, shoes, sportswear or jewelry.

	Frequency	Percent
Once in a month	120	20.8
2-3 time in a month	49	8.5
4 and over in a month	28	4.9
Bimonthly	89	15.5
Quarterly	290	50.3
Total	576	100.0

In the Table 3.9., 50.3% of the participants are buying perfumery, cosmetics, shoes, sportswear, or jewelry quarterly, in other words once in a three month, 20.8% of the participants are buying one of these products once in a month, 15.5% of the participants are buying one of these products bimonthly. 8.5% of the participants are buying 2-3 times in a month, and 4.9% of the participants are buying 4 and over in a month.

Table 3.10. Advertising Effect on Purchase Decision

	Frequency	Percent
Yes	286	49.7
No	290	50.3
Total	576	100.0

The Table 3.10. shows what participants think about the effect of advertising on their purchase decision. 49.7% of the participants are thinking that advertising has an effect, however, 50.3% of the participants are not believing that advertising is affecting their purchase decision. As seen, the rates are so close to each other.

Table 3.11. Paying attention to the content of the brand’s advertisement to have words and/or visuals about social responsibility, environmental issues, and women empowering.

	Frequency	Percent
Yes	335	58.2
No	241	41.8
Total	576	100.0

Based on the Table 3.11., 58.2% of the participants are paying attention to the context of the advertisement. On the other hand, 41.8% of the participants are not paying attention to the context.

Table 3.12. Importance of the way a brand represents women.

	Frequency	Percent
Yes	465	80.7
No	111	19.3
Total	576	100.0

As it can be seen from the title of the table, Table 3.12. shows the number of the people who give importance of women’s representation by brands. 80.7 % of the participants think it is important, as 19.3% of the participants think it is not important.

Table 3.13. Preferring to buy products from the brands that pay attention to employ high number of women and equal number of women at all levels.

	Frequency	Percent
Yes	411	71.4
No	165	28.6
Total	576	100.0

The Table 3.13. shows the answer to the question related with the decision of purchasing from the brand that employs high number of women, as well as, paying attention to have equal number at all levels. 71.4% of the participants says they will prefer make purchase from that brand, while 28.6% of the participants do not have any preferences.

Table 3.14. Believing women have talent to do everything.

	Frequency	Percent
Yes	544	94.4
No	32	5.6
Total	576	100.0

Table 3.14. shows what participants think about women's capability. 94.4% of the participants believe in women, as 5.6% of the participants do not believe. When we look at the ratio, the number of disbelievers is really low.

Table 3.15. Believing prejudiced ideas and sentences used against women should be changed.

	Frequency	Percent
Yes	568	98.6
No	8	1.4
Total	576	100.0

Table 3.15. shows whether participants are believing the prejudiced ideas and sentences against women should change. We can see, 98.8% of the participants are believing prejudices should change, as 1.4% of the participants are not believing.

Table 3.16. Believing the positive change of portrayal of women in advertising will also create a positive change in society.

	Frequency	Percent
Yes	497	86.3
No	79	13.7
Total	576	100.0

In Table 3.16., 86.3% of the participants are believing that advertising has positive effect on changing the societies ideas related with women, on the other hand, 13.7% of the participants think on the contrary.

Table 3.17. Advertisements represent brands' positioning.

	Frequency	Percent
Yes	427	74.1
No	149	25.9
Total	576	100.0

Table 3.17. shows what participants think about the relationship between advertisements and brands' positioning. 74.1% of the participants think there is a positive relationship, while 25.9% of the participants think there is not a relationship.

Table 3.18. Choosing the option reflecting oneself.

	Frequency	Percent
I do not describe myself as a feminist at all and I believe that feminists are harmful to family life and undermine relations between men and women.	51	8.9
I do not describe myself as a feminist	55	9.5
I agree with some of the objectives of the feminist movement, but I do not describe myself as a feminist.	180	31.3
I agree with most of the objective of the feminist movement, but I do not describe myself as a feminist.	159	27.6
I privately consider myself as a feminist, but I do not call myself a feminist around others.	36	6.3
I call myself a feminist around other people.	75	13.0
I call myself a feminist around other people and I am currently active in the women's movement.	20	3.5
Total	576	100.0

The Table 3.18. shows the relationship of the participants with the feminism. Even though 31.3% of the participants agree with some of the feminist objectives, they are not describing themselves as feminist. Meanwhile 27.6% of the participants agree with most of the feminist objectives, but not calling themselves as feminist. 13.0% of the participants are calling themselves as feminist around other people. On the contrary, 9.5% of the participants do not define themselves as feminist and 8.9% of the participants not only defining themselves as feminist, but also find feminist definition harmful for families and men & women relations. Again, 6.3% of the participants are calling themselves as feminist privately, while hiding it from others, and 3.5% of the participants are both calling themselves as feminist and being active in a women's movement.

Table 3.19. The leaders of the women’s movement may be extreme, but they have the right idea.

	Frequency	Percent
Strongly disagree	11	1.9
Disagree	21	3.6
Neither agree nor disagree	188	32.6
Agree	196	34.0
Strongly Agree	160	27.8
Total	576	100.0

Table 3.19. shows the reaction of the participants on women’s movement and its’ leaders. 34.0% of the participants give the answer ‘agree’ to ‘The leaders of the women’s movement may be extreme, but they have the right idea’. In addition to that, 32.6% of the participants give the answer ‘neither agree not disagree’.

Table 3.20. There are better ways for women to fight for equality then through the women’s movement.

	Frequency	Percent
Strongly disagree	51	8.9
Disagree	96	16.7
Neither agree nor disagree	177	30.7
Agree	135	23.4
Strongly Agree	117	20.3
Total	576	100.0

Table 3.20. shows the answer of the participants related with whether they believe in another way for women to fight for equality is possible than women’s movement. 30.7% of the participants give the answer ‘neither agree not disagree’ to ‘There are better ways for women to fight for equality then through the women’s movement’. But also, 23.4% of the participants give the answer ‘agree’ to the idea.

Table 3.21.. More people would favor the women’s movement if they knew more about it.

	Frequency	Percent
Strongly disagree	7	1.2
Disagree	17	3.0
Neither agree nor disagree	64	11.1
Agree	179	31.1
Strongly Agree	309	53.6
Total	576	100.0

Table 3.21. shows what participants think about the possibility of people being in the favor of women’s movement, if they have detailed information. 53.6% of the participants give the answer ‘strongly agree’ to ‘More people would favor the women’s movement if they knew more about it.’, and 31.1% of the participants give the answer ‘agree’ to this statement. In conclusion, we can say 84.7% of participants think more people will be in the favor of women’s movement, if people know more.

Table 3.22. The women’s movement has positively influenced relationships between men and women.

	Frequency	Percent
Strongly disagree	22	3.8
Disagree	52	9.0
Neither agree nor disagree	186	32.3
Agree	158	27.4
Strongly Agree	158	27.4
Total	576	100.0

Table 3.22. shows what participants think about the effect of women’s movement on the relationship between men and women. 32.3% of the participants give the answer ‘neither agree not disagree’ to ‘The women’s movement has positively influenced relationships between men and women.’. However, 27.4% of the participants give the answer to this statement ‘agree’, while 27.4% of the participants are answered the question as ‘strongly agree’. Therefore, nearly the majority of the participants, 54.8%,

thinks women’s movement has positive influence on relationships between two genders.

Table 3.23. The women’s movement is too radical and extreme in its views.

	Frequency	Percent
Strongly disagree	108	18.8
Disagree	150	26.0
Neither agree nor disagree	167	29.0
Agree	103	17.9
Strongly Agree	48	8.3
Total	576	100.0

Table 3.23. shows the participant’s evaluation on women’s movement. 29.0% of the participants give the answer ‘neither agree not disagree’ to ‘The women’s movement is too radical and extreme in its views.’. Meanwhile, 26.0 of the participants give the answer to this statement ‘disagree’, while 18.8% of the participants answered the question as ‘strongly disagree’. In other words, 44.8% of the participant thinks women’s movement is not too radical and extreme in its views.

Table 3.24. The women’s movement has made important gains in equal rights and political power for women.

	Frequency	Percent
Strongly disagree	11	1.9
Disagree	27	4.7
Neither agree nor disagree	120	20.8
Agree	206	35.8
Strongly Agree	212	36.8
Total	576	100.0

Table 3.24. shows the participant’s evaluation on women’s movement success related with gaining equal rights and having political power. 36.8% of the participants give the answer ‘strongly agree’ to ‘The women’s movement has made important gains in equal rights and political power for women’. 35.8% of the participants give the answer ‘agree’ to the statement.

Table 3.25. Feminists are too visionary for a practical world.

	Frequency	Percent
Strongly disagree	112	19.4
Disagree	122	21.2
Neither agree nor disagree	178	30.9
Agree	99	17.2
Strongly Agree	65	11.3
Total	576	100.0

Table 3.25. shows the participant's opinion related with women's movement visions. 30.9% of the participants give the answer 'neither agree nor disagree' to 'Feminists are too visionary for a practical world'. Though, 21.2% of the participants give the answer 'disagree' and 19.4% of the participants give the answer 'strongly disagree' to that statement.

Table 3.26. Feminist principles should be adopted everywhere.

	Frequency	Percent
Strongly disagree	50	8.7
Disagree	100	17.4
Neither agree nor disagree	205	35.6
Agree	121	21.0
Strongly Agree	100	17.4
Total	576	100.0

Table 3.26. shows the participant's opinion whether feminists' principles should be accepted around the world, or not. 35.6% of the participants give the answer 'neither agree nor disagree' to 'Feminist principles should be adopted everywhere', while 21.0% of the participants do 'agree' and 17.4% of the participants 'strongly agree' with the statement.

Table 3.27. Feminists are a menace to this nation and the world.

	Frequency	Percent
Strongly disagree	380	66.0
Disagree	97	16.8
Neither agree nor disagree	57	9.9
Agree	26	4.5
Strongly Agree	16	2.8
Total	576	100.0

Table 3.27. shows the participant's response to if they are finding feminism as a threat against to the nation and the world. 66.0% of the participants give the answer 'strongly disagree' to 'Feminists are a menace to this nation and the world', and 16.8% of the participants 'disagree' with the statement. In other words, majority of the participants are not finding feminism as a threat.

Table 3.28. I am overjoyed that women's liberation is finally happening in this country.

	Frequency	Percent
Strongly disagree	23	4.0
Disagree	13	2.3
Neither agree nor disagree	51	8.9
Agree	95	16.5
Strongly Agree	394	68.4
Total	576	100.0

Table 3.28. shows the feeling of participants related with having women's liberation in their country. 68.4% of the participants give the answer 'strongly agree' to 'I am overjoyed that women's liberation is finally happening in this country.', and 16.5% of the participants 'agree' with the statement.

Table 3.29.Female empowerment in advertising are appealing to me.

	Frequency	Percent
Strongly disagree	25	4.3
Disagree	38	6.6
Neither agree nor disagree	125	21.7
Agree	148	25.7
Strongly Agree	240	41.7
Total	576	100.0

Table 3.29. shows the participants' evaluation on female empowerment in advertising. 41.7% of the participants give answer 'strongly agree' to 'Female empowerment in advertising are appealing to me', and 25.7% of the participants give the answer 'agree' to the statement. On the side, 21.7% of the participants could not make their own mind and give the answer 'neither agree nor disagree'.

Table 3.30. I would probably skip female empowerment in advertising if I saw it in social media.

	Frequency	Percent
Strongly disagree	252	43.8
Disagree	158	27.4
Neither agree nor disagree	94	16.3
Agree	40	6.9
Strongly Agree	32	5.6
Total	576	100.0

Table 3.30. shows whether the participants will not give attention to the femvertising campaigns in social media platforms, or not. 43.8% of the participants give the answer 'strongly disagree' to 'I would probably skip female empowerment in advertising if I saw it in social media.', and 27.4% of the participants the give answer 'disagree' to the statement.

Table 3.31. Female empowerment in advertising are heart-warming.

	Frequency	Percent
Strongly disagree	31	5.4
Disagree	38	6.6
Neither agree nor disagree	120	20.8
Agree	181	31.4
Strongly Agree	206	35.8
Total	576	100.0

Table 3.31. shows the evaluation of participants' liking rate of femvertising. 35.8% of the participants give the answer 'strongly agree' to 'Female empowerment in advertising are heart-warming.', and 31.4% of the participants give the answer 'agree' to the statement.

Table 3.32. Female empowerment in advertising makes me want to buy the brand it features.

	Frequency	Percent
Strongly disagree	52	9.0
Disagree	73	12.7
Neither agree nor disagree	167	29.0
Agree	150	26.0
Strongly Agree	134	23.3
Total	576	100.0

Table 3.32. shows the purchase intention of participants from the brand adopted femvertising. 29.0% of the participants give the answer 'agree' to 'Female empowerment in advertising makes me want to buy the brand it features'. On the other hand, 26.0% of the participants give the answer 'agree' and 23.3% of the participants give the answer 'strongly agree' to the statement.

Table 3.33. Female empowerment in advertising have little interest for me.

	Frequency	Percent
Strongly disagree	240	41.7
Disagree	138	24.0
Neither agree nor disagree	123	21.4
Agree	53	9.2
Strongly Agree	22	3.8
Total	576	100.0

Table 3.33. shows if participants are not generating any interest to the femvertising. 41.7% of the participants give the answer ‘strongly disagree’ to ‘Female empowerment in advertising have little interest for me’, and 24.0% of the participants give the answer ‘disagree’ to the statement. Also, 21.4% of the participants give the answer ‘neither agree nor disagree’.

Table 3.34. I dislike Female empowerment in advertising.

	Frequency	Percent
Strongly disagree	356	61.8
Disagree	111	19.3
Neither agree nor disagree	72	12.5
Agree	21	3.6
Strongly Agree	16	2.8
Total	576	100.0

Table 3.34. shows if participants like the femvertising at all. 61.8% of the participants give the answer ‘strongly disagree’ to ‘I dislike Female empowerment in advertising’, and 19.3% of the participants give the answer ‘disagree’ to the statement.

Table 3.35. Female empowerment in advertising make me feel good.

	Frequency	Percent
Strongly disagree	23	4.0
Disagree	21	3.6
Neither agree nor disagree	113	19.6
Agree	185	32.1
Strongly Agree	234	40.6
Total	576	100.0

Table 3.35. shows whether femvertising creates a positive feeling on participants, or not. 40.6% of the participants give the answer ‘strongly agree’ to ‘Female empowerment in advertising make me feel good’, and 32.1% of the participants give the answer ‘agree’ to the statement.

Table 3.36. Female empowerment in advertising are wonderful.

	Frequency	Percent
Strongly disagree	21	3.6
Disagree	37	6.4
Neither agree nor disagree	133	23.1
Agree	170	29.5
Strongly Agree	215	37.3
Total	576	100.0

Table 3.36. shows how much participants are impressed from the femvertising. 37.3% of the participants give the answer ‘strongly agree’ to ‘Female empowerment in advertising are wonderful’, and 29.5% of the participants give the answer ‘agree’ to the statement. Besides, 23.1% of the participants give the answer ‘neither agree nor disagree’.

Table 3.37. Female empowerment in advertising are the kind of advertising you forget easily.

	Frequency	Percent
Strongly disagree	248	43.1
Disagree	153	26.6
Neither agree nor disagree	121	21.0
Agree	35	6.1
Strongly Agree	19	3.3
Total	576	100.0

Table 3.37. shows the level of femvertising permanence in consumers' minds. 43.1% of the participants give the answer 'strongly disagree' to 'Female empowerment in advertising are the kind of advertising you forget easily', and 26.6% of the participants give the answer 'disagree' to the statement.

Table 3.38. Female empowerment in advertising are fascinating.

	Frequency	Percent
Strongly disagree	42	7.3
Disagree	63	10.9
Neither agree nor disagree	199	34.5
Agree	135	23.4
Strongly Agree	137	23.8
Total	576	100.0

Table 3.38. shows the level of admiration of participants to femvertising. 34.5% of the participants give answer 'neither agree nor disagree' to 'Female empowerment in advertising are fascinating.', while 23.8% of the participants give answer 'strongly agree' and 23.4% of the participants give answer 'agree' to the statement.

Table 3.39.I am tired of female empowerment in advertising.

	Frequency	Percent
Strongly disagree	300	52.1
Disagree	135	23.4
Neither agree nor disagree	92	16.0
Agree	26	4.5
Strongly Agree	23	4.0
Total	576	100.0

Table 3.39. shows the measurement of consumers' emotional level towards the frequency of female empowerment adaptation in advertisement. 52.1% of the participants give the answer 'strongly disagree' to 'I am tired of female empowerment in advertising', while 23.4% of the participants give the answer 'disagree' to the statement.

Table 3.40. Female empowerment in advertising leaves me cold.

	Frequency	Percent
Strongly disagree	260	45.1
Disagree	142	24.7
Neither agree nor disagree	96	16.7
Agree	41	7.1
Strongly Agree	37	6.4
Total	576	100.0

Table 3.40. shows the measurement of consumers' feeling towards the frequency of female empowerment adaptation in advertisement. 45.1% of the participants give the answer 'strongly disagree' to 'Female empowerment in advertising leaves me cold', while 24.7% of the participants give answer 'disagree' to the statement.

Table 3.41. I am more likely to make purchase products that I see in female empowerment in advertising.

	Frequency	Percent
Strongly disagree	49	8.5
Disagree	73	12.7
Neither agree nor disagree	154	26.7
Agree	139	24.1
Strongly Agree	161	28.0
Total	576	100.0

Table 3.41. shows the measurement of consumers' purchase intention from the brands' that are adopted female empowerment in advertisement. 28.0% of the participants give the answer 'strongly agree' to 'I am more likely to make purchase products that I see in female empowerment in advertising.', while 26.7% of the participants give the answer 'neither agree to disagree' to the statement. In addition, 24.1% of the participants give the answer 'agree'.

Table 3.42. I would like to have more information about the products that I see in female empowerment in advertising.

	Frequency	Percent
Strongly disagree	33	5.7
Disagree	56	9.7
Neither agree nor disagree	146	25.3
Agree	157	27.3
Strongly Agree	184	31.9
Total	576	100.0

Table 3.42. shows the measurement of consumers' eager to have information about the brands' that adopted female empowerment in advertisement. 31.9% of the participants give the answer 'strongly agree' to 'I would like to have more information about the products that I see in female empowerment in advertising.', while 27.3% of the participants give the answer 'agree' to the statement.

Table 3.43. I am interested in the brands that advertise Female empowerment in advertising.

	Frequency	Percent
Strongly disagree	34	5.9
Disagree	49	8.5
Neither agree nor disagree	149	25.9
Agree	165	28.6
Strongly Agree	179	31.1
Total	576	100.0

Table 3.43. shows the measurement of consumers' interest to the brands' that are adopted female empowerment in advertisement. 31.1% of the participants give the answer 'strongly agree' to 'I am interested in the brands that advertise Female empowerment in advertising.', while 28.6% of the participants give the answer 'agree' to the statement.

3.4.2. Exploratory Factor Analysis

Following the frequency tables, factor analyses were examined and Varimax method was used. In this part, the aim was to see how many dimensions will be held at the end of factor analysis. Factor analysis tables were shown as follows Table 3.44., Table 3.45., and Table 3.46.

Table 3.44. Women’s Movement Ideas and Feminism Ideas

	Component	
	1	2
More people would favor the women’s movement if they knew more about it.	.751	
The women’s movement has positively influenced relationships between men and women.	.696	
The women’s movement has made important gains in equal rights and political power for women.	.684	
The leaders of the women’s movement may be extreme, but they have the right idea.	.603	
Feminists are too visionary for a practical world.		.743
The women’s movement is too radical and extreme in its views.		.738
There are better ways for women to fight for equality than through the women’s movement.		.686
Feminists are a menace to this nation and the world.		.537
Feminist principles should be adopted everywhere.		.451

Exploratory factor analysis was implemented to the Feminism and Women’s Movement scale. According to the results of the analysis, there are two dimensions in the scale, which were named as Women’s movement ideas and Feminist ideas, Kaiser-Meyer-Olkin (KMO) measure was 0.775, and the result of Bartlett’s test was 0.000.

Table 3.45. Positive Insights to Femvertising and Negative Insights to Femvertising

	Component	
	1	2
Female empowerment in advertising are wonderful.	.797	
Female empowerment in advertising makes me want to buy the brand it features.	.795	
Female empowerment in advertising make me feel good.	.769	
Female empowerment in advertising are heart-warming.	.765	
Female empowerment in advertising are fascinating.	.753	
Female empowerment in advertising are appealing to me.	.711	
I dislike Female empowerment in advertising.		.771
I am tired of female empowerment in advertising.		.767
Female empowerment in advertising leaves me cold.		.724
I would probably skip female empowerment in advertising if I saw it in social media.		.720
Female empowerment in advertising are the kind of advertising you forget easily.		.687
Female empowerment in advertising have little interest for me.		.686

Exploratory factor analysis was implemented to the ,Emotional Quotient scale. According to the results of the analysis, there are two dimensions in the scale, which were named as positive insights to Femvertising and negative insights to Femvertising, Kaiser-Meyer-Olkin (KMO) measure was 0.937, and the result of Bartlett's test was 0.000.

Table 3.46. Purchase Intent (PI)

	Component
	1
I am interested in the brands that advertise Female empowerment in advertising.	.925
I am more likely to make purchase products that I see in female empowerment in advertising.	.903
I would like to have more information about the products that I see in female empowerment in advertising.	.891

Exploratory factor analysis was implemented to the Purchase Intention scale. According to the results of the analysis, there was one dimension occurred and named as Purchase Intention, Kaiser-Meyer-Olkin (KMO) measure was 0.739, and the result of Bartlett's test was 0.000.

After the factor analysis, the reliability tests (Table 3.47., Table 3.48., Table 3.49., Table 3.50., and Table 3.51.) were conducted for each factor.

Table 3.47. Women's Movement Ideas

Cronbach's Alpha	N of Items
.656	4

The FWM Scale has two dimensions. First dimension was named as women's movement ideas and had 4 items. Cronbach's Alpha value was 0.656.

Table 3.48. Feminist Ideas

Cronbach's Alpha	N of Items
.674	5

There were 5 items in the second dimension of the FWM Scale which was named as Feminist ideas. Cronbach's Alpha value was 0.674.

Table 3.49. Positive Insights to Femvertising

Cronbach's Alpha	N of Items
.903	6

The EQ Scale had two dimensions. The first dimension was named as Positive Insights to Femvertising and had 6 items. Cronbach's Alpha value was 0.903.

Table 3.50. Negative Insights Femvertising

Cronbach's Alpha	N of Items
.877	6

There are 6 items in the second dimension of the Emotional Quotient scale and its' Cronbach Alpha value was 0.877.

Table 3.51. Purchase Intention

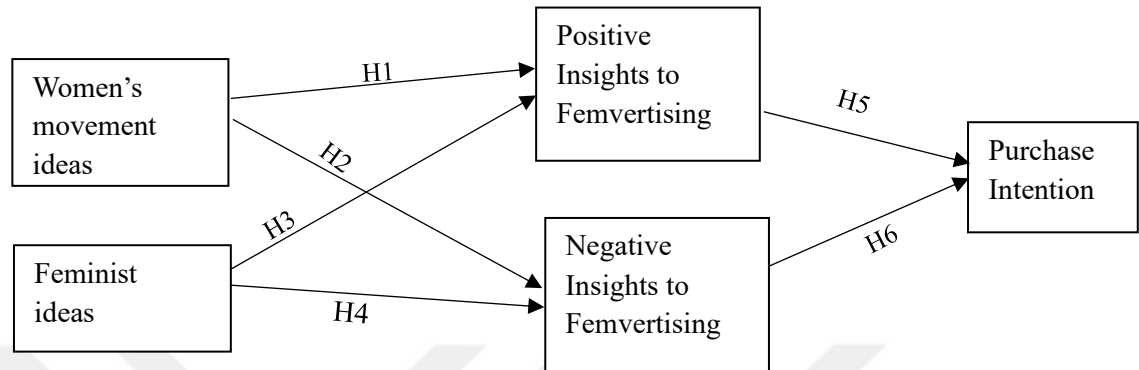
Cronbach's Alpha	N of Items
.890	3

There is one dimension in the purchase intention scale which had 3 items. Its' Cronbach Alpha value was 0.890. The dimension is named same as in the factor analysis "*Purchase Intention*".

3.4.3. Hypotheses Tests

After factor analyzes and reliability tests, based on the results of the analysis 6 hypotheses were developed and shown below with the research model.

Research Model:



Hypotheses:

H1: Women's movement ideas (WMI) affect positive insights to femvertising (PIF).

H2: Women's movement ideas (WMI) affect negative insights to femvertising (NIF).

H3: Feminist ideas (FI) affect positive insights to femvertising (PIF).

H4: Feminist ideas (FI) affect negative insights to femvertising (NIF).

H5: Positive insights to femvertising (PIF) affect purchase intention (PI).

H6: Negative insights to femvertising (NIF) affect purchase intention (PI).

Table 3.52. H1 Correlation

		PIF	WMI
Pearson Correlation	PIF	1.000	0.461
	WMI	0.461	1.000
Sig. (1-tailed)	PIF	.	.000
	WMI	.000	.
N	PIF	576	576
	WMI	576	576

The correlation between variables was 0.461.

Table 3.53. H1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.461	.213	.211	.88806078	.213	155.092	1

The df2 of H1 was measured as 574 and Sig. F Change was calculated as 0.000.

Table 3.54. H1 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.314	1	122.314	155.092	0.000
	Residual	452.686	574	.789		
	Total	575.000	574			

In Table 3.54., it was shown that the model was supported. Women's movement ideas affect positive insights to femvertising.

Table 3.55. H2 Correlation

		NIF	WMI
Pearson Correlation	NIF	1.000	0.188
	WMI	0.188	1.000
Sig. (1-tailed)	NIF	.	.000
	WMI	.000	.
N	NIF	576	576
	WMI	576	576

The correlation between variables was 0.188.

Table 3.56. H2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.188	.035	.034	.98308686	.035	20.955	1

The df2 of H2 was measured as 574 and Sig. F Change was calculated as 0.000.

Table 3.57. H2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.252	1	20.252	20.955	0.000
	Residual	554.748	574	.966		
	Total	575.000	575			

In Table 3.57., it was shown that the model was supported. Women's movement ideas affect negative insights to femvertising.

Table 3.58. H3 Correlation

		PIF	FI
Pearson Correlation	PIF	1.000	0.046
	FI	0.046	1.000
Sig. (1-tailed)	PIF	.	.136
	FI	.136	.
N	PIF	576	576
	FI	576	576

The correlation between variables was 0.046.

Table 3.59. H3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.046	.002	.000	.99981813	.002	1.209	1

The df2 of H3 was measured as 574 and Sig. F Change was calculated as 0.272.

Table 3.60. H3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.209	1	1.209	1.209	0.272
	Residual	573.791	574	1.000		
	Total	575.000	575			

In Table 3.60., it was shown that the model was not supported Feminist ideas do not affect positive insights to femvertising.

Table 3.61. H4 Correlation

		NIF	FI
Pearson Correlation	NIF	1.000	0.342
	FI	0.342	1.000
Sig. (1-tailed)	NIF	.	.000
	FI	.000	.
N	NIF	576	576
	FI	576	576

The correlation between variables was 0.342.

Table 3.62. H4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.342	.117	.116	.94041399	.117	76.174	1

The df2 of *H4* was measured as 574 and Sig. F Change was calculated as 0.000.

Table 3.63. H4 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.367	1	67.367	76.174	0.000
	Residual	507.633	574	0.884		
	Total	575.000	575			

In Table 3.63., it was shown that the model was supported. Feminist ideas affect negative insights to femvertising.

Table 3.64. H5 Correlation

		PI	PIF
Pearson Correlation	PI	1.000	0.730
	PIF	0.730	1.000
Sig. (1-tailed)	PI	.	.000
	PIF	.000	.
N	PI	576	576
	PIF	576	576

The correlation between variables was 0.730.

Table 3.65. H5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.730	.533	.533	.68365110	.533	656.265	1

The df2 of H5 was measured as 574 and Sig. F Change was calculated as 0.000.

Table 3.66. H5 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	306.725	1	306.725	656.265	0.000
	Residual	268.275	574	0.467		
	Total	575.000	575			

In Table 3.66., it was shown that the model was supported. Positive insights to femvertising affect purchase intention.

Table 3.67. H6 Correlation

		PI	NIF
Pearson Correlation	PI	1.000	0.303
	NIF	0.303	1.000
Sig. (1-tailed)	PI	.	.000
	NIF	.000	.
N	PI	576	576
	NIF	576	576

The correlation between variables was 0.303.

Table 3.68. H6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.303	.092	.090	.95374237	.092	58.129	1

The df2 of H6 was measured as 574 and Sig. F Change was calculated as 0.000.

Table 3.69. H6 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.876	1	52.876	58.129	0.000
	Residual	522.124	574	0.910		
	Total	575.000	575			

In Table 3.69., it was shown that the model was supported. Negative insights to femvertising affect purchase intention.

Based on the hypothesis's tests, H1, H2, H4, H5 and H6 were supported. Only H3 was not supported since the p value was as 0.272.

CONCLUSIONS

For understanding consumer behavior related with femvertising activities, a survey was prepared, and the outcomes were analyzed with factor analysis. A total of three factors related to femvertising and how these factors affect the consumer buying behavior were studied. The consumer buying behavior related with femvertising was analyzed for the factors of women empowerment and feminist perspective, attitude to femvertising and their effect on purchase intention. The first factor was important to understand the two different perspectives of the society towards women's movement ideas and feminist ideas. With the second factor, attitude to femvertising, the aim was to understand how women's movement ideas and feminist ideas affect the insight to femvertising. With the last factor, purchase intention, the aim was to understand the interest of the consumer toward the brand who adopted femvertising.

Table C.1.Hypotheses and Results of the Research

Hypotheses	Results
H1: Women's movement ideas affect positive insights to femvertising.	Supported
H2: Women's movement ideas affect negative insights to femvertising.	Supported
H3: Feminist ideas affect positive insights to femvertising.	Not Supported
H4: Feminist ideas affect negative insights to femvertising.	Supported
H5: Positive insights to femvertising affect purchase intention.	Supported
H6: Negative insights to femvertising affect purchase intention.	Supported

Related with the results of the hypothesis the following conclusions can be discussed. The first hypothesis "Women's movement ideas affect positive insights to femvertising" is supported with the result of the analysis. As underlined in the literature review, femvertising gains more positive reaction from the target groups than the traditional advertisement, as the femvertising portrays minor stereotypical picture. The past studies underlined challenging societies' stereotypes and norms related with

gender roles creating a positive insight to femvertising which is the reason that hypothesis is supported (Akestam, Rosengren, & Dahlen, 2017).

The second hypothesis “Women’s movement ideas affect negative insights to femvertising” is supported with the result of the analysis. This result shows us that even though people wanted to support the gender equality and women empowerment, there is a possibility that they may not approve to see it directly in the advertisement campaigns. According to the research of Kapoor & Munjal, this is because of the idea of manipulation by marketers. Femvertising campaigns may be considered by some of the people as another campaign work, strategy, to get the attention of the people to introduce products and increase the selling rates (Kapoor & Munjal, 2017). Consequently, the work of marketers and sincerity of the brand become more and more important, during the creation of the campaigns.

The third hypothesis “Feminist ideas affect positive insights to femvertising” is not supported with the result of the analysis. The reason of this hypothesis being not supported may be explained with the ‘feminists’ loyalty’ to ideology and concept and having the same reason with the hypothesis 2 and 4 which are using empowerment for femvertising. Feminist ideas are considered to have purer approach to women empowerment and gender equality. In addition, the popularized ideas of feminism were found defective in some areas (Abitbol & Sternadori, 2016). Therefore, it can be deduced that people who are following the accepted perspectives of feminism coming from past may not have a positive insight to femvertising. However, a direct study could not be found direct study related with the point in question, for that matter this hypothesis should be further analyzed in future research. Furthermore, the ideology lying behind the feminism purity and strictness create a base. For this reason, the fourth hypothesis in the thesis is supported. Yet, there is no direct study that concentrated on the how a ‘feminist’ reacts to femvertising. This topic should be another study discussion in this field.

The relationship between the femvertising campaign and consumers’ positive insight to these campaigns creates a possibility to purchase intention. The empowered narratives, pro-female images, have a positive influence on various marketing areas like ‘brand favorability, ad opinions, and ‘purchase intention’, based on the previous studies (Drake, 2017). This is also seen also with the analysis of the fifth hypothesis in the thesis. ‘Positive insights to femvertising affect purchase intention’. In the end, it

could be concluded that a consumer group who adopts women's movement ideas and creates positive insight to femvertising will also have an intention to make purchase from that brand.

Even though, in literature research and articles were frequently underlying the positive relationship between the femvertising campaigns and purchase intention, some of the studies did not define a strict relationship between the attitude towards the femvertising campaigns and purchase intention (Kapoor & Munjal, 2017), (Abitbol & Sternadori, 2016). However, with this study not only a positive relationship is seen between a positive insight and purchase intention, but also it is shown with the sixth hypothesis that the consumer group who will have a negative insight to femvertising may form a purchase intention which can be assumed as a negative one.

As a summary of conclusion, female empowerment advertising is becoming an important integrated marketing campaign work for brands that mostly concentrate on producing products for women. These advertisements were designed with a feminist perspective, in other words these advertisements give support to gender equality and increasing women empowerment by changing the stereotypes and prejudices coming from the society (SheKnows,2014), (Akestam, Rosengren, & Dahlen, 2017). These campaigns are also designed for getting attention of the consumers. Brands are increasing their social responsibility works with carrying out a public relation campaign by giving information to societies. During this process, they are using advertisement for developing brand image and increasing their brand equity.

The reason of why femvertising is related with Integrated Marketing Communication (IMC) lies behind the abovesaid reasons. IMC has an important role for creating a successful campaign for creating the best brand image and increase brand equity. Marketers use IMC for creating the campaigns by using different tools to reach consumer. A PR campaign is not just a tool used alone. As it can be seen with the femvertising campaigns, the brands create their campaigns including advertising, public relations, direct and digital marketing, while analyzing the consumer buying behavior, as well as brand equity, brand image and brand personality. The important key point in the research is the consumer buying behavior. Because a consumer will give reaction to a successful campaign design and give attention. In other words, it is vital to understand the consumer and choosing the right communication tools for increasing the attitude towards the brand (Porcu, Barrio-Garcia, & Kitchen, 2012).

To conclude, the relationship between a consumer and brand cannot be underestimated. Even though people have tendency to ignore advertising effect on their purchase decision, they still give importance to an advertising context. Nowadays, more and more people do not want to see woman in the traditional picture. In the way of a brand positioning, a woman in its' advertising campaign becomes important, and how that brand gives importance to a woman in its' company becomes important, too. For this reason, brands that adopt the ideology of empowering women should increase its' organization according to that ideology. As the number of people who recognize the importance of women gaining power and get gender equality in the society, there is a possibility of declining negative reaction to the advertisings related with that ideology. However, the campaign's context and real adaptation of the campaigns as a brand have a vital importance, this can be seen from the fact that some of the consumer groups have tendency to see an overbroad advertising campaign of a brand for increasing sales.

Last but not least, based on hypothesis tests and frequency tests, it can be deduced that Turkish society increases their interest in gender equality and increasing women empowerment. Therefore, the way of handling this topic in Turkey is so delicate. During the process of the thesis, detailed research was done related with IMC and Femvertising. These two factors are important as these terms were rarely used together, especially in Turkey's literature. Therefore, this study will be a good source for understanding femvertising and building that type of campaign for a brand for getting attention of consumers to increase consumers' purchase intention.

For further research, the reaction of possible consumers' can be differentiated with gender specification. Additionally, as the feminism waves create different effect on people, the reactions of generations towards feminism and femvertising activities can be analyzed. As a matter of fact, focusing on relationship between feminist ideas and insight to femvertising with a study may show whether there is a weak point of campaigns or not.

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APPENDIX 1- QUESTIONNAIRE

Dear Participant,

This research is prepared within the scope of a master's thesis with the aim of examining the effects of female empowerment in advertising on consumers. Some examples of female empowerment in advertising are as follows: Nike "Bizi böyle bilin", Selpak "Önyargıları silelim", Atasay "Tak sana yakışanı", Elidor "Pembeye şimdi bak". We would like to kindly ask you to answer the following questions related with the subject. There are no right or wrong answers in the survey. Your personal information is not requested in the survey. Thank you for your participation.

Özgün Kürüm/Yaşar Üniversitesi/MBA

Advisor: Assoc. Dr. Emel Yarimoğlu

I voluntarily participate in the survey.

A. Please select one of the options which is suitable for you in the following.

1. How often do you buy perfumery, cosmetics, clothing, shoes, sportswear, or jewelry?

- Once in 3 months Once in 2 months Once a month 2 or 3 times in a month
 4 or more times in a month

2. Do advertisements affect your purchasing decisions?

- Yes No

3. Do you pay attention to the content of the brand's advertisement to have words and/or visuals about social responsibility, environmental issues, and women empowering?

- Yes No

4. Is it important for you how a brand represents women?

- Yes No

5. Do you prefer buying products from the brands that pay attention to employ high number of women and equal number of women at all levels?

Yes No

6. Do you believe that women have talent to do everything?

Yes No

7. Do you believe that prejudiced ideas and sentences used against women should be changed?

Yes No

8. Do you believe that the positive change of portrayal of women in advertising will also create a positive change in society?

Yes No

9. Do you think that advertisements represent brands' positioning?

Yes No

10. Select one of the options that reflects you the most in below.

I do not describe myself as a feminist at all and I believe that feminists are harmful to family life and undermine relations between men and women.

I do not describe myself as a feminist

I agree with some of the objectives of the feminist movement, but I do not describe myself as a feminist.

I agree with most of the objective of the feminist movement, but I do not describe myself as a feminist.

I privately consider myself as a feminist, but I do not call myself a feminist around others.

I call myself a feminist around other people.

I call myself a feminist around other people and I am currently active in the women's movement.

B. Please answer the following questions.

1- Strongly disagree, 2- Disagree, 3- Neither agree nor disagree, 4- Agree, 5- Strongly Agree

		1	2	3	4	5
W1	1. The leaders of the women’s movement may be extreme, but they have the right idea.					
W2	2. There are better ways for women to fight for equality than through the women’s movement.					
W3	3. More people would favor the women’s movement if they knew more about it.					
W4	4. The women’s movement has positively influenced relationships between men and women.					
W5	5. The women’s movement is too radical and extreme in its views.					
W6	6. The women’s movement has made important gains in equal rights and political power for women.					
W7	7. Feminists are too visionary for a practical world.					
W8	8. Feminist principles should be adopted everywhere.					
W9	9. Feminists are a menace to this nation and the world.					
W10	10. I am overjoyed that women’s liberation is finally happening in this country.					
E1	11. Female empowerment in advertising are appealing to me.					
E2	12. I would probably skip female empowerment in advertising if I saw it in social media.					
E3	13. Female empowerment in advertising are heart-warming.					
E4	14.. Female empowerment in advertising makes me want to buy the brand it features.					

E5	15. Female empowerment in advertising have little interest for me.					
E6	16. I dislike Female empowerment in advertising.					
E7	17. Female empowerment in advertising make me feel good.					
E8	18. Female empowerment in advertising are wonderful.					
E9	19. Female empowerment in advertising are the kind of advertising you forget easily.					
E10	20. Female empowerment in advertising are fascinating.					
E11	21. I am tired of female empowerment in advertising.					
E12	22. Female empowerment in advertising leaves me cold.					
P1	23. I am more likely to make purchase products that I see in female empowerment in advertising.					
P2	24. I would like to have more information about the products that I see in female empowerment in advertising.					
P3	25. I am interested in the brands that advertise Female empowerment in advertising.					

C. Demographic Questions

Gender: Female Male

Marital Status: Married Single Other

Age: 18-24 25-31 32-38 39-45 46-52 53-59 60-66 66 and above

Which region are you living in?

Marmara Aegean Black Sea Mediterranean

Central Anatolia Eastern Anatolia Southeastern Anatolia

City of residence: _____

Graduate Level: Elementary School Secondary School High School

University Master Doctoral

Income: 3.577 and below 3.578 – 5.000 5.001- 7.000 7.001 – 9.000

9.001 – 11.000 11.001-and above

Working Condition: Private Sector Public Sector Self-Employment

Student Housewife Unemployed Retired Not working

APPENDIX 2- TURKISH QUESTIONNAIRE

Kadın Temsilini Güçlendiren Reklamlar ile ilgili Anket

Sayın Katılımcı,

Bu araştırma, bir yüksek lisans tezi kapsamında kadın temsilini güçlendiren reklamların tüketiciler üzerindeki etkilerini incelemek amacıyla hazırlanmıştır. Kadın temsilini güçlendiren reklamlara verilebilecek bazı örnekler şu şekildedir: Nike “Bizi böyle bilin”, Selpak “Önyargıları silelim”, Atasay “Tak sana yakışanı”, Elidor “Pembeye şimdi bak”. Konu ile ilgili bu ankette yer alan aşağıdaki soruları cevaplandırmanızı istiyoruz. Ankette doğru ya da yanlış cevaplar yoktur. Ankette kişisel bilgileriniz istenmemektedir. Katılımınız için teşekkür ederiz.

Özgün Kürüm/Yaşar Üniversitesi/MBA

Danışman: Doç. Dr. Emel Yarımoğlu

Ankete kendi rızam ile katılıyorum.

A. Lütfen aşağıdaki seçeneklerden size en uygun olanı seçiniz.

1. Hangi sıklıkta parfümeri, makyaj, giyim eşyası, ayakkabı, spor eşyası, ziynet eşyası alırsınız?

Üç ayda bir İki ayda bir Ayda bir Ayda 2-3 defa Ayda 4 ve daha fazla

2. Satın alma kararlarınızda reklamlar etkili midir?

Evet Hayır

3. Ürün alırken markanın reklam içeriğinde sosyal, çevresel, kadınları güçlendiren sözler ve/veya görseller olmasına dikkat eder misiniz?

Evet Hayır

4. Bir markanın kadınları temsil etme şekli sizin için önemli midir?

Evet Hayır

5. İş yerinde yüksek oranda kadın çalıştıran ve her kademedede eşit kadın çalıştırmaya özen gösteren markaların ürünlerini almayı daha çok tercih eder misiniz?

Evet Hayır

6. Kadınların her şeyi yapabilecek yeteneği olduğuna inanır mısınız?

Evet Hayır

7. Kadınlara yönelik kullanılan ön yargı içeren düşünce ve cümlelerin değiştirilmesi gerektiğine inanıyor musunuz?

Evet Hayır

8. Reklamlarda kadınların resmedilme şeklindeki olumlu değişimin toplumda da olumlu değişim yaratacağına inanıyor musunuz?

Evet Hayır

9. Reklamların markaların duruşunu temsil ettiğini düşünüyor musunuz?

Evet Hayır Kararsızım

10. Aşağıdaki şıklardan sizi en çok yansıtan seçeneği işaretleyiniz.

Kendimi hiçbir şekilde feminist olarak tanımlamam ve feminizmin aile yaşamına zarar verdiğine kadın erkek arasındaki ilişkiyi baltaladığına inanıyorum.

Kendimi bir feminist olarak tanımlamam.

Feminizmin bazı hedeflerine katılıyorum ama kendimi bir feminist olarak tanımlamam.

Feminizmin çoğu hedeflerine katılıyorum ama kendimi bir feminist olarak tanımlamam.

Kendimi özel hayatımda feminist olarak düşünüyorum ama diğer insanların yanında feminist olarak adlandırmam.

Kendimi diğer insanların yanında feminist olarak adlandırırım.

Kendimi diğer insanların yanında feminist olarak tanımlarım ve bir kadın hareketinde aktif olarak rol alıyorum.

B. Lütfen aşağıdaki soruları cevaplandırınız.

1- Kesinlikle katılmıyorum, 2-Katılmıyorum, 3- Ne katılıyorum ne katılmıyorum, 4- Katılıyorum, 5- Kesinlikle katılıyorum

		1	2	3	4	5
W1	1. Kadın hareketi liderleri uç noktalarda olabilirler fakat doğru fikirleri vardır.					
W2	2. Kadınların eşitlik için mücadelesinde kadın hareketlerinden daha iyi yollar vardır.					
W3	3. İnsanlar kadın hareketleri hakkında daha fazla şey bilseydi daha fazla insan destekçi olurdu.					
W4	4. Kadın hareketi kadın ve erkek arasındaki ilişkiyi olumlu yönde etkilemektedir.					
W5	5. Görüşleri bakımından kadın hareketleri çok radikal ve uç noktalardadır.					
W6	6. Kadın hareketleri, eşit haklar ve kadınlar için siyasi güç edinmede önemli kazanımlar sağlamışlardır.					
W7	7. Feministler pratik bir dünya için fazla hayalperesttirler.					
W8	8. Feminist ilkeler her yerde uygulanmalıdır.					
W9	9. Feministler bu ülke ve dünya için bir tehdittir.					
W10	10. Kadın özgürlüğünün bu ülkede olmasından çok memnunum.					
E1	11. Kadınları güçlendirmeye yönelik reklamlar bana hitap eder.					
E2	12. Kadınları güçlendirmeye yönelik reklamları sosyal medyada gördüğüm zaman ilgilenmeden geçerim.					
E3	13. Kadınları güçlendirmeye yönelik reklamlar beni duygusal açıdan etkiler.					
E4	14. Kadınları güçlendirmeye yönelik reklamlarda gördüğüm markayı satın almak isterim.					
E5	15. Kadınları güçlendirmeye yönelik reklamlara ilgim azdır.					

E6	16. Kadınları güçlendirmeye yönelik reklamları sevmem.					
E7	17. Kadınları güçlendirmeye yönelik reklamlar kendimi iyi hissettiriyor.					
E8	18. Kadınları güçlendirmeye yönelik reklamlar harikadır.					
E9	19. Kadınları güçlendirmeye yönelik reklamlar kolayca unutabileceğin bir reklam türüdür.					
E10	20. Kadınları güçlendirmeye yönelik reklamlar büyüleyicidir.					
E11	21. Kadınları güçlendirmeye yönelik reklamlardan bunaldım.					
E12	22. Kadınları güçlendirmeye yönelik reklamlar beni etkilemiyor.					
P1	23. Kadınları güçlendirmeye yönelik reklamlarda gördüğüm ürünleri satın alma ihtimalim daha fazladır.					
P2	24. Kadınları güçlendirmeye yönelik reklamlarda gördüğüm ürünlerle ilgili daha fazla bilgi sahibi olmak isterim.					
P3	25. Kadınları güçlendirmeye yönelik reklamlar yapan markalarla ilgilenirim.					

C. Demografik Sorular

Cinsiyet: Kadın Erkek

Medeni Hal: Evli Bekar

Yaş: 18-24 25-31 32-38 39-45 46-52 53-59 60-66 67ve üzeri

Hangi bölgede yaşamaktasınız?

Marmara Ege Karadeniz Akdeniz

İç Anadolu Doğu Anadolu Güneydoğu Anadolu

Yaşadığı şehir: _____

Mezuniyet Durumu: İlkokul Ortaokul Lise Ön Lisans/Lisans Lisansüstü

Aylık Gelir: 3.577 TL ve altı 3.578 TL – 5.000 TL 5.001 TL – 7.000 TL

7.001 TL – 9.000 TL 9.001 TL – 11.000 TL 11.001 TL ve üzeri

İş Durumu: Özel sektör Kamu sektörü Serbest meslek

Öğrenci Ev hanımı İşsiz Emekli Çalışmıyor