

## The Effects of Promotional Activities on the Intention to Purchase: A Field Study in Kahramanmaraş \*

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### Abstract

Readability is the degree of difficulty or ease in understanding of a reading material, which If a business enterprise does not inform public about its products' advantages or persuade the target group to buy, it will not be successful in marketing, even if it offers products according to consumers' needs and requests.

The main aim of this study is to specify the effects of promotional activities on intention to purchase. It is also intended to determine whether there is difference in the intentions of people with different demographic features.

For this reason, the suggested model has been tested on consumers at the age of 18 and above in the Turkish city of K. Maraş. Analysis has determined that positive attitudes towards promotional activities have positive effects on the intention to purchase. However, there are differences in terms of intention to purchase between people with different genders and educational backgrounds.

**Keywords:** Intention to purchase, Methods of Promotion, Retention Blend, Advertisement, Personal Sale

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**Introduction**

Marketing science has continuously improved due to its dynamic nature. Especially in recent years, marketing science has become the subject of many studies and examined in terms of making consumers accept products. Consumers have become the focus of marketing and companies have begun to allocate larger budgets for marketing activities.

Success in business administration depends mostly on creating effective connections and harmony between controllable and uncontrollable variables affecting the marketing system. Products are an uncontrollable factor of business enterprises when ensuring harmony with external factors. The most important marketing variable which effect any company's otherwise uncontrollable variables is promotion. Promotion or marketing communication is a strategic marketing tool that notifies consumers about the goods and services produced by the business enterprise, ensuring that the business establishment survives and flourishes (Mucuk, 2010).

If a business enterprise does not introduce its goods or inform the public about its product advantages, or cannot persuade the target group to buy, its marketing program will not be successful. This is true even if it otherwise prepares products according to consumer needs and desires.

Promotion includes the most prevalent and comprehensive activities among marketing communication practices. When decisions and messages are created and applied to other marketing mix elements (price, distribution, product and so on), it is almost impossible to change them in a short period of time. They can be copied by rivals easily and quickly. In this case, marketing managers focus on promotional activities in order to ensure competitive advantage in their short and medium term decisions. The original dimensions of an organization and brand are in achieving success with applications used in promotion in a creative manner (Odabaşı et al., 2002).

It is not enough for a business enterprise to plan and develop the product meeting consumer desires and needs, to price it affordably and to make it ready for purchase by the consumer at any time through a suitable distribution process. There is some additional work that must be carried out including efforts to increase sales. These activities have an important place in current marketing activities of business enterprises and must be arranged strategically. This requires bringing promotion mix elements together in a way that they form an optimum mix in order to achieve maximum efficiency in activities intended to increase sales (Mucuk, 2010).

Advertisement, personal sales, sales promotion, public relations, publicity and direct marketing constitute promotion mix elements (Yükselen, 2010). Enterprise managers must take into account the type of the promotion tool, characteristics of target consumers etc. while performing promotional activities. Misleading promotion activities can both increase costs and prevent achievement of the promotion's goals (Kirtiş, 2013).

**1. Definition Of Promotion**

It is necessary to establish communication between consumers and business enterprises, to convey different information to consumers and to undertake some marketing efforts that can lead consumers to the products of the business enterprise. These marketing-oriented communication efforts of a business enterprise are called promotion. In other words, promotion refers to sales-increasing activities performed with the aim of introducing products and services of a business enterprise to customers (Tekin et al., 2012).

Business enterprises aim to change behaviors and opinions of consumers or to reinforce their current opinions and behaviors through promotion activities. Therefore, communication strategies aimed at informing, labelling, persuading and encouraging consumers are deemed promotion. Promotion can also be defined as management of activities initiated by a business enterprise in order to establish communication and persuasion channels with the aim of selling products or services or making an opinion catch on (Tenekecioğlu, 2012).

Promotion has been explained as "all marketing tools ensuring communication aimed at persuading consumers" in another definition by P. Kotler. This definition brings marketing communication to the forefront. According to a similar definition, promotion is the communication between the seller and the buyer aimed at affecting attitudes and behaviors. In this definition, affecting and persuading communication phenomenon of promotion activities is regarded as the main element. All of these various definitions have some common features as follows (Odabaşı et al., 2002).

1. Promotion is based on communications theory and is persuasive.
2. Promotion is aimed at attitudes and behaviors, as well as directly facilitating sales.
3. Promotion is applied together and affected by other marketing actions.
4. Promotion requires a coordinated effort among product, price and distribution; they produce a synergy effect at the end.
5. Promotion involves business enterprises' interaction with the external environment in general.
6. Promotion is usually a tool independent of price.
7. Promotion is aimed not only at consumers but also at members of the marketing channel.

Customers want mutual communication, not publicity (Kotler, 2003). The fact that promotion is a convincing or persuasion type of communication activity is the most important aspect making it different from other marketing activities. Various definitions of communication can be made, but it is typically defined as the conveyance or sending of information (or a message) to the target buyer in the simplest term. A general examination of the communication process reveals the following main elements: the message, the sender or source of the message, the target (receiver) of the message, and the communication channel. In addition, disrupting effects and feedback must be considered. The communication process is shown in the following model (Mucuk, 2010).

## **2. Elements Of Promotion Mix**

Promotion is an element of the marketing mix. It must be harmonious with the other elements in marketing. Promotion encompasses advertisement, personal sales, sales improvement, public relations, and direct marketing elements in the so-called promotion mix (Çelik, 2011).

### **2.1. Advertisement**

Advertisement is one of the most discussed and debated elements of the marketing communication and promotion mix. The definition of marketing has changed, and it is considered to include products, services, persons and opinions, which has naturally extended the field of advertisement (Odabaşı et al., 2002). Being one of the indispensable concepts today, advertisement concerns many people from the business and art world as the "affecter" and all individuals from a toddler to a shopping mother as the "affected". A life shaped by

advertisement reaches everywhere from villages to cities, and from streets to houses (Babacan, 2012).

Kotler defines advertisement as the most powerful tool for creating awareness of a company about products, services or opinions. If a cost calculation is made per one thousand people, no other tool can beat advertisement. If the advertisement is prepared creatively, it can improve an image or even become a motive for preference, or at least it can lay the basis for acceptability of the brand (Kotler, 2000).

A famous quote by Theodore Levitt opens up the horizons of everyone in the marketing and communication world and makes us look at our work from a different point of view: "People don't want to buy a quarter-inch drill; they want a quarter-inch hole." Years later, that quote was improved by Charles Revson (Revlon) who said: "In the factory we make cosmetics; in the drugstore we sell hope" (Aksoy, 2007).

Kotler also defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler, 2000).

## **2.2. Personal Sale**

Currently, salesmanship has begun to develop new insight aiming to form long term relationships with customers, focusing on customer needs, and benefiting from advanced technologies. Personal sale includes face-to-face communication as different from other promotion activities (Seyhan, 2011). Personal sales are one of the most important tools of promotion activities.

Personal sales are activities performed face-to-face in order to make sales based on the customer's or buyer's needs, motivation, movements and reactions to the sales effort (Tekin, 2006).

The personal sale is a type of communication aiming to determine, find potential customers, to help them in their purchasing activities, to perform sales and to establish aftersales customer relations. In other words, personal sale is direct communication between paid sales representatives and customer candidates that leads to orders, customer satisfaction, aftersales services and relations (Eser et al., 2011).

Personal sales are also defined as the persuasive communication and promotion effort that enables marketing of a known organization directly by people (Ünlü, 2010).

## **2.3. Sales Development**

Sales development refers to efforts that can be used to support or replace other promotion efforts and aim to achieve results in a short period of time. The goal of customer-oriented sales development activities is to attract potential customers to the point of sale, while its goal regarding intermediaries and those performing sales activities is to motivate both groups to increase their performance levels (Yükselen, 2010).

The constant increase in competition has increased the importance of sales development. These activities are short-term strategies. Contests, coupons, special gifts or seasonal discounts are applied to achieve immediate results. These activities are typically ended in a short period of time (Tekin, 2006).

It is possible to see various forms of sales development. Examples might include giving the third product for free to someone who buys two products; making certain discounts for those who collect coupons; giving different additional advantages to dealers that make a lot of sales; or providing free car wash service for those who buy gasoline (Seyhan, 2011).

## **2.4. Public Relations**

Famous American public relations professor Thomas Harris explained the importance and features of the marketing understanding in 1990s as follows: In order to make money from consumers, all business enterprises producing goods and services must first have one piece of their minds and hearts. This means that business enterprises that produce goods and services and aim to market them must create a positive image in minds of customers whose money they want to take and create opportunities to share feelings (Bozkurt, 2005).

Profits were the motivating factor for companies in the private sector until the economic depression in 1929. However, changes that happened in the later years that made it necessary for business enterprises to have other objectives in addition to making profits. It became understood that it was necessary to improve the working conditions of workers, establish good relations with different interest and pressure groups, and use some of the profit in social investments together with efforts aimed at making profits to ensure long term sustainable profitability (Tayfur, 2006).

Public relations are activities making sure that positive news is given in different media about a company and its products and that a positive image is developed for the business enterprise. Examples include placing a positive article about a car brand in a newspaper or making news about it. Broadcasting charity work of a holding (such as building a school) in newspapers, television or any other media organization is a public relations activity (Koç, 2007).

## **3. The Effect Of Product Placement On Intention To Purchase: Field Study In Kahramanmaraş**

### **3.1. The Purpose of the Study**

*A successful sales promotion practice encourages consumers to ask for information, makes them do unplanned shopping, increases their product trials, makes them purchase again, contributes to formation of store traffic, encourages retailers and customers to create stocks, and encourages intermediaries to sell the products (Boland et al., 2012; Laroche et al., 2003; Odabaşı and Oyman, 2002; Sezgin et al., 2008)*

In the light of these studies and information, the main purpose of the study is to determine the effects of promotion activities on intention to purchase. Another purpose was to determine the demographic characteristics of the participants.

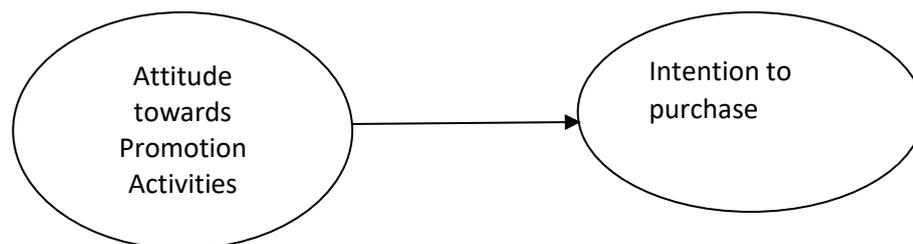
### **3.2. The Scope and Limitations of the Study**

Intended to examine the effects of product placement on intention to purchase, this study was limited to individuals at the age of 18 and above residing in Kahramanmaraş. The research was limited with consumers residing in the city center. The scope of the study was not subject to any limitations in terms of participants or sector.

The most significant limitations of the study were time and money. Due to these limitations, the study was conducted only in the city center of Kahramanmaraş with 1,150 consumers.

### **3.3. Research Model and Variables**

This study, which is about the effects of promotion activities on the intention to purchase, has two main variables (attitude towards promotion activities and intention to purchase).



**Figure 1.** Research Model

The above mentioned model was inspired by the study carried out by Tsai et al. (2007) with the aim of determining the effect of subliminal advertising on consumers' attitudes and purchase intentions (fig. 1).

The variable of attitude towards promotion activities consists of 21 subvariables (Gülen, 2005) while intention to purchase consists of six subvariables (Balakrishnan et al., 2012) in the research model.

### 3.4. Research Hypotheses

*A successful sales promotion practice encourages consumers to ask for information, makes them do unplanned shopping, increases their product trials, makes them purchase again, contributes to formation of store traffic, encourages retailers and customers to create stocks, and encourages intermediaries to sell the products (Boland et al., 2012; Laroche et al., 2003; Odabaşı & Oyman, 2002; Sezgin et al., 2008). In the light of these studies and information, the research hypotheses were created as follows:*

*H<sub>1</sub>: Promotion activities have a positive effect on intention to purchase.*

*H<sub>2</sub>: There are significant differences among purchase intentions of individuals with different levels of education.*

*H<sub>3</sub>: There is a significant difference between purchase intentions of the respondents in terms of their genders.*

### 3.5. Research Methodology

#### 3.5.1. Sampling Process

The main body of the study consists of consumers aged 18 and older residing in Kahramanmaraş. The survey was conducted between December 17, 2015 and January 20, 2016.

The sample size of the study was calculated with the following sampling formula used when the rates related to the main population (variance, standard deviation) are not known (Yapraklı, 2004):

$$n = \frac{\pi(1 - \pi)}{\left(\frac{e}{Z}\right)^2} = \frac{0.5(1 - 0.5)}{\left(\frac{0.05}{1.96}\right)^2} = 384.1$$

Accordingly, the highest level of variance was taken in 95% confidence limit with 0.05 error margin;

$$[\pi(1 - \pi) = 0.5(1 - 0.5) = 0.25]$$

and the minimum sample size was calculated as 384. However, the study was conducted on 1,150 consumers to allow possible response errors to be considered. 1,150 surveys were

conducted through convenience sampling, and 975 surveys were evaluated after eliminating incomplete and erroneous surveys.

### **3.5.2. Preliminary Work**

Before preparing the final survey and starting data collection for the study, 60 people were interviewed for their criticism and suggestions about the survey in order to determine whether the statements used in the survey were correct and to correct the deficiencies. The unclear points were corrected and the survey was finalized in the light of these suggestions and opinions.

### **3.5.3. Data Collection Methods and Tools**

A face-to-face survey method was used to collect data related to the study. It was important that the questions did not bore the respondents, and that they were understandable and did not cause any argument.

The survey consists of three sections. The first section includes questions prepared with the aim of measuring the extent to which promotion activities affect consumers' choices of product or brand. These questions are intended to measure the attitudes of the respondents towards promotion activities. The questions in the scale were adapted from a study conducted by Gülen (2005). The study scale consists of 21 statements.

The second section includes questions measuring the purchase intention of the participants. These questions include 6 statements taken from the purchase intention scale of a study conducted by Balakrishnan et al. (2012).

The degrees of agreeing with the statements in scales used in the first two sections of the survey were measured with a five point Likert scale (1 = strongly disagree, 5 = strongly agree).

The third section consists of questions prepared to determine demographic characteristics of the consumers.

The data required for the study was collected via face-to-face surveys. The face-to-face survey method was used due to its advantages such as high response rate and the possibility to make observations. A product placement scale (Gupta & Gould, 1997) and purchase intention scale (Balakrishnan et al., 2012) were used to collect data.

## **4. Data Analysis And Evaluation**

The data obtained during the study was analyzed and interpreted with the help of arithmetic mean, frequency distribution and percentage, Kruskal Wallis H test, Mann Whitney U test, regression analysis, and correlation analysis. The construct validity of the scales was tested according to the reliability analyses and explanatory factor analyses of the scales. The original reliability levels (Cronbach's alpha coefficients) of the scales were determined as 0.92 and 0.89 for the promotion activities scale and purchase intention scale respectively. The Cronbach's alpha value was found to be 0.87 in the general reliability analysis, meaning that the scale is highly reliable. The analyses were performed using SPSS 23.0. The analyses and interpretations are listed below in subtopics within the framework of the research model.

### **4.1. Demographic Characteristics of the Participants**

Genders, ages, marital status, total monthly income, professions and education levels of the consumers from Kahramanmaraş who were 18 years old and older were examined in order to determine their demographic characteristics. The findings are given in Table 1.

Table 1:  
Demographic Characteristics of the Consumers

		Frequency	Percentage (%)
<b>Gender</b>	Female	379	38.9
	Male	596	61.1
	Total	975	100.0
<b>Age</b>	18-29	555	56.9
	30-39	212	21.7
	40-49	112	11.5
	50-59	78	8.1
	60-69	15	1.5
	70 and older	3	.3
	Total	975	100.0
<b>Marital Status</b>	Married	427	43.8
	Single	548	56.2
	Total	975	100.0
<b>Monthly Income</b>	1000 TL and lower	499	51.2
	1001 - 2000 TL	251	25.7
	2001 - 3000 TL	120	12.4
	3001 - 4000 TL	58	5.9
	4001 - 5000 TL	30	3.1
	5001 and higher	17	1.7
	Total	975	100.0
<b>Profession</b>	Retired	41	4.2
	Student	340	34.9
	Worker	172	17.6
	Civil Servant	126	12.9
	Housewife	82	8.5
	Self-employed	90	9.2
	Other	124	12.7
	Total	975	100.0
<b>Education Level</b>	Primary School	94	9.6
	Secondary School	110	11.3
	High School	368	37.7
	Associate Degree	122	12.5
	Undergraduate	238	24.4
	Postgraduate	43	4.4
	Total	975	100.0

As shown in Table 1, a significant part of the consumers are high school graduates (37.7%), followed by university graduates (24.4%). Most of the participants are male (61.9%).

As regards their levels of income, the group with 1000 TL and less income ranks first (51.2%) and they are followed by consumers with an income level between 1,001 TL and 2000 TL (25.7%).

Most of the participants are in the 18-29 age group (56.9%) followed by the 30-39 age group (21.7%). In terms of profession, students form the biggest part (34.9%), followed with

17.6% for workers. 56.2% of the consumers were unmarried, while 43.8% were married at the time of the study.

#### 4.2. Determining the Attitudes of Consumers Regarding Promotion Activities

A product placement scale was used to determine the consumers' attitudes towards promotion activities. A total of 21 questions were asked. The means and standard deviations of those questions are given in Table 2.

Table 2:

Evaluation of the Consumers Regarding Promotion Activities

	Mean	Std. Deviation
I like presents given with the product/brand.	3.46	1.40
I like it when they make discounts in the product/brand prices.	3.79	1.24
I think the campaigns organized by products/brands are effective.	3.64	1.21
I like lottery coupons given with the product/brand.	3.51	1.25
I think product/brand catalogs are effective.	3.55	1.19
I think product/brand brochures are effective.	3.48	1.21
I find it appropriate that product/brand manufacturers or sellers sponsor cultural activities.	3.63	1.22
I find it effective that product/brand manufacturers or sellers build foundations, hospitals, schools etc.	3.70	1.23
I support the fact that product/brand manufacturers or sellers are engaged in environmentalist activities.	3.83	1.15
I think it is more appropriate when products/brands are introduced by impartial people.	3.70	1.23
I think product/brand advertisements featuring celebrities are more effective.	3.44	1.30
I like product/brand advertisements including comic elements.	3.67	1.18
I find it effective that products/brands are introduced in the mass media (news, entertainment shows etc.).	3.53	1.21
I think the more product/brand advertisements are broadcast, the more effect they have on consumer behaviors.	3.42	1.25
I like product/brand advertisements as they inform me about the product range.	3.42	1.18
The physical appearance of the product/brand's salesperson (dressing etc.) is important to me.	3.59	1.22
I care about the behaviors of the product/brand's salesperson (candid, distant etc.).	3.82	1.24
It is important to me that the salesperson of the product/brand answers my questions in an honest and understandable manner.	3.90	1.24
I think the information I obtain from the salesperson of the product/brand affects my attitudes.	3.68	1.27
I would like to examine products/brands closely.	3.77	1.26
I think aftersales services (warranty, service etc.) of products/brands are important.	4.04	1.25

Promotion in General	3.65	0.77
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According to Table 2, the consumers agreed most with the statement “I think aftersales services (warranty, service etc.) of products/brands are important”. The statements with the lowest mean value (3.42) were “I think the more product/brand advertisements are broadcast, the more effect they have on consumer behaviors” and “I like product/brand advertisements as they inform me about the product range”. Based on the general mean value (3.65) of the promotion activities, consumers appear to have a positive attitude towards promotion activities.

Exploratory factor analysis was performed in order to determine the dimensions (factors) of the lifestyles measured with 21 items. Before the factor analysis, the promotion scale was examined with Cronbach Alpha reliability analysis in order to test the reliability. According to the Cronbach Alpha reliability analysis results, the alpha value of the 21-item promotion activities scale was 0.922. As this value is higher than 70%, it is considered valid and suitable for factor analysis.

While performing factor analysis, the dataset must be examined to determine its suitability for factor analysis before interpreting the results. Sphericity and sample suitability are examined while testing the suitability of data. KMO value is used for sample suitability while the significance of the Bartlett test is used for sphericity. The KMO value of the promotion scale was 0.93. As this value was higher than 0.60. it was considered valid and suitable for factor analysis of the sample. P value of the Bartlett test was found 0.00. This shows that the Bartlett test was significant and that the variables were consistent. Based on those statistics, the variables and the sample were determined to be suitable for factor analysis.

First, the number of factors must be determined in factor analysis. Factors whose eigenvalues are higher than 1 determine the number of factors. Varimax rotation method was used for factor analysis in this study. The final factor loads of the variables are checked after rotation. Some matters must be considered while examining the factor loads of these variables. The first matter is the fact that the factor loads of a variable are high and close to one another in two different factors. This is called overlap. Overlapping variables must be removed from the analysis. The second matter is low factor load of variables. Another matter is that there is only one variable under a factor. In such cases, the variables must be removed from the analysis as well. Based on these matters, items 12 and 16 were removed from the scale and 3 factors were determined in factor analysis.

Table 3 shows the total variance stated for the 3 factors, as well as the factor load of each variable.

As shown in Table 3, three factors were determined taking the factors whose eigenvalue was 1 or higher. These three factors account for 53,094% of the total variance.

The first factor titled “personal sale and sales development” accounts for 24.41% of the total variance. The statement with the highest factor load is “It is important to me that the salesperson of the product/brand answers my questions in an honest and understandable manner” and its factor load is 0.725. The statement with the lowest factor load is “I think it is more appropriate when products/brands are introduced by impartial people” at 0.539.

The second factor can be called “advertisement” based on the variables in it. This factor accounts for 17.03% of the total variance. The statement with the highest factor load is “I think product/brand catalogs are effective” and its factor load is 0.724. The statement

with the lowest factor load is “I like it when they make discounts in the product/brand prices” with a value of 0.622.

The third factor is “public relations”. The third factor accounts of 11.66% of the total variance. The statement with the highest factor load is “I think the more product/brand advertisements are broadcast, the more effect they have on consumer behaviors” and its factor load is 0.780. The statement with the lowest factor load is “I think product/brand advertisements featuring celebrities are more effective” and its factor load is 0.465.

Table 3.

## Factor Analysis of Consumers' Attitudes towards Promotion

Variable	Factor Load	Stated Variance	Reliability Cronbach alpha
<b>First Factor: Personal Sale and Sales Development (Mean: 3.79)</b> - It is important to me that the salesperson of the product/brand answers my questions in an honest and understandable manner. - I think aftersales services (warranty, service etc.) of products/brands are important. - I support the fact that product/brand manufacturers or sellers are engaged in environmentalist activities. - I find it effective that product/brand manufacturers or sellers build foundations, hospitals, schools etc. - I care about the behaviors of the product/brand's salesperson (candid, distant etc.). - I find it appropriate that product/brand manufacturers or sellers sponsor cultural activities. - I think the information I obtain from the salesperson of the product/brand affects my attitudes. - I would like to examine products/brands closely. - I think it is more appropriate when products/brands are introduced by impartial people.	0.725 0.725 0.697 0.673 0.651 0.621 0.616 0.612 0.539	24.405	0.879
<b>Second Factor: Advertisement (Mean: 3.57)</b> - I think product/brand catalogs are effective. - I like lottery coupons given with the product/brand. - I think product/brand brochures are effective. - I think the campaigns organized by products/brands are effective. - like presents given with the product/brand. - I like it when they make discounts in the product/brand prices.	0.724 0.670 0.659 0.68 0.632 0.622	17.026	0.838
<b>Third Factor: Public Relations (Mean: 3.45)</b> - I think the more product/brand advertisements are broadcast, the more effect they have on consumer behaviors. - I like product/brand advertisements as they inform me about the product range.	0.780 0.699	11.663	0.682

- I find it effective that products/brands are introduced in the mass media (news, entertainment shows etc.).	0.624		
- I think product/brand advertisements featuring celebrities are more effective.	0.465		

### 3.8.5. Determining the Purchase Intentions of Consumers

Six questions were asked in order to determine the purchase intentions of the consumers and the answers are given in Table 4.

Table 4:

Evaluation about the Purchase Intentions of the Consumers

	Mean	Std. Deviation
I purchase the brands I see in movies.	2.32	1.28
Product placements make me want to buy the products I see on the screen.	2.82	1.32
I start using the brands I see in movies.	2.57	1.25
I keep using the brand when I see it placed in movies. (R)	2.61	1.30
I buy the brands when I see the stars in popular movies using them.	2.59	1.34
I would like to buy brands I see for a long time and often in movies.	2.57	1.37
<b>Intention to purchase in General</b>	<b>2.58</b>	<b>1.06</b>

\*: 1. Strongly Agree,....., 5. Strongly Disagree

The statement "I keep using the brand when I see it placed in movies" that was a reverse statement in the original scale was turned into a plain statement in this study.

The statement with the highest mean value (2.82) according to the table above belongs to the statement "Product placements make me want to buy the products I see on the screen." It was followed by "I keep using the brand when I see it placed in movies" (2.61), "I buy the brands when I see the stars in popular movies using them" (2.59), "I would like to buy brands I see for a long time and often in movies" (2.57) and "I start using the brands I see in movies" (2.57). The lowest mean value belongs to the statement "I purchase the brands I see in movies" (2.32). The general evaluation of the consumers about intention to purchase is relatively low (2.58). In the light of these data, we can say that product placement does not play an active role in emergence of purchase intention. This is caused by the fact that product placement is a rather new activity in Turkey. As product placement is new and it is not performed in a sufficiently professional manner, it is not active enough in emergence of consumers' purchase intention.

The reliability of the scales was measured again after the factor analysis. The results are shown in Table 5.

Table 5.

Reliability Coefficients of the Original Scales and Their Simplified Versions as Revealed by the Analyses

Scales	Original Scales		Scales After the Factor Analysis	
	Statement Number	Reliability Coefficient (a)	Statement Number	Reliability Coefficient (b)
Promotion	21	0.92	19	0.92
Intention to purchase	6	0.89	6	0.89
Total Number of Statements	27	0.91	25	0.87

As shown in Table 5, the reliability levels of the scales did not have any serious change after the factor analysis. This indicates that there is no obstacle to using a survey form containing twenty-five statements instead of twenty-seven. From another point of view, the factors examined in the study can perform measurements as consistently and steadily as original scales through explanatory factor analysis, or scales whose items are decreased.

The results show that the reliability coefficients of the scales used in the study were between 0.87 and 0.92. These coefficients indicate that the reliability levels of the scales are considerably high for social sciences studies. As a result, we can say that the results obtained from these scales with high levels of reliability are consistent and steady.

### 3.8.6. Determining the Effects of Promotion on Intention to purchase

Table 6.

Model Summary of the Regression Analysis between Intention to purchase and Promotion

R	R <sup>2</sup>	Corrected R <sup>2</sup>	ANOVA value	F ANOVA level	significance	Durbin-Watson
0.167	0.028	0.027	28.086	0.000		1.534

**Independent Variable:** Promotion **Dependent Variable:** Intention to purchase

As understood from the table, the regression model is significant (0.000). First the integrity of the model must be inspected. ANOVA significance level is checked while inspecting the model integrity. The ANOVA test result was significant in our model ( $p=0.00<0.01$ ). Then other assumptions must be handled. As you can see in the table, the R square value of the model is 0.028. Examination of the R square value of the model shows that it is low. This value indicates that promotion variables account for 2.8% of the purchase intention. Another assumption that needs evaluation is Durbin-Watson criterion. This assumption shows the autocorrelation deviation among the independent variables. Autocorrelation is assumed not to exist among the variables included in the model as the Durbin-Watson value is 1.53 (i.e. between 1.5 and 2.5). There is no autocorrelation deviation in our model as the Durbin-Watson value is higher than 1.5 and therefore, it is concluded that the model is correct taking all assumptions into account and the coefficients of the variables are examined in the following stages.

Table 7 shows the coefficients of the variables in the regression analysis.

**Table 7.**

Regression Coefficients between Promotion and Intention to purchase

Model	Non-standardized Coefficients		Standardized Coefficients	t	Significance Level (p)
	B	Standard Error	Beta		
(fixed)	1.745	0.161		10.813	0.000
Promotion	0.230	0.043	0.167	5,300	0.000

**Independent Variable:** Promotion **Dependent Variable:** Intention to purchase

As Table 7 shows, the fixed variable and promotion variables are significant. It was determined that promotion had a significant and positive effect on intention to purchase ( $p < 0.05$ ). Based on these results, the primary hypothesis  $H_1$ , suggesting that promotion has an effect on intention to purchase, was accepted. This means that as the positive attitudes of the consumers towards promotion increased, the intention to purchase towards those products increased as well. The results revealed that promotion activities have a positive effect on intention to purchase.

As shown in Table 8, a statistically significant difference was observed among the purchase intentions of individuals with different levels of education ( $X^2$  value= 19,275  $p = 0.002 < 0.05$ ). Based on these results,  $H_2$  hypothesis was accepted as there was a significant difference among the purchase intentions of individuals with different levels of education. Participants with a master's/doctorate degree had the highest mean value (2.84). They were followed by university graduates with a mean value of 2.74 and primary school graduates with a mean value of 2.70. The lowest mean value belongs to the secondary school graduates with 2.33. In the light of these data, we can say that product placement activities turn into intention to purchase more in participants with a master's/doctorate degree.

**Table 8.**

Results of the Kruskal-Wallis Test Regarding the Attitudes of Individuals towards Intentions of Purchase Depending on Their Levels of Education

Education Level	N	Mean Rank	Median	Standard Deviation	Significance
Primary School	94	2.74	2.518	0.975	.002
Secondary School	10	2.33	2.417		
High School	68	2.43	2.472		
Associate Degree	22	2.68	2.461		
University Degree	38	2.75	2.533		
Master's/Doctorate Degree	43	2.84	2.558		

**Table 9.**

Results of the Mann-Whitney U Test Regarding the Attitudes of Individuals towards Intention to purchase Depending on Their Genders

Gender	N	Mean Rank	Rank Sum	U	Z	P
Female	379	522.01	197843.00	100051.00	-3.013	0.003
Male	596	466.37	277957.00			

As shown in Table 9, a significant difference was found between the purchase intentions of men and women (U value= 100051.00 p=0.003<0.05). Based on these results,  $H_3$  hypothesis suggesting a significant difference between intentions of purchase in terms of gender was accepted. It was found out that women had higher opinions (2.70) than men regarding intention to purchase.

**Table 10.**

Correlation Coefficients Related to the Model Variables

Variables	Product Placement	Promotion	Intention to Purchase
1. Promotion	.074*	1	
2. Intention to Purchase	.077*	,142*	1

\* correlation is significant at  $p < 0.05$  \*\* correlation is significant at  $p < 0.01$

Spearman's rank correlation analysis was used, as the variables in the dataset were not distributed normally in the correlation analysis examining the relationship among the study variables. The results revealed a significant and positive relationship between the attitudes regarding the intention to purchase and promotion ( $r = 0.142$ ;  $p = 0.000 < 0.05$ ). We can say thus that positive attitudes regarding promotion activities affect intentions of purchase.

### Conclusion And Recommendations

Business enterprises must not only plan and develop products meeting consumer desires and needs, price them affordably and make products available for purchase by the consumer at any time through a suitable distribution process. They must also make efforts to increase sales. These activities, which have an important place in current marketing activities of business enterprises, must be arranged strategically. This requires bringing promotion mix elements together in such a way that forms an optimum mix in order to achieve maximum efficiency in activities intended to increase sales (Mucuk, 2010: 176).

The general mean of consumers' evaluations regarding promotion activities was found to be 3.65. This value is higher than the mean value of the attitudes towards product placement (3.00). An exploratory factor analysis was conducted in order to determine the number of dimensions (factors) constituting attitudes towards promotion measured with twenty-one items and three factors were determined. These are personal sale and sales development, advertisement, and public relations. The factor of personal sale and sales development had the highest variance load. The statement with the highest mean value is "It is important to me that the salesperson of the product/brand answers my questions in an

honest and understandable manner". In the light of these data, it can be argued that communication with the salesperson during sale is important to consumers.

Six questions were asked in order to determine purchase intentions of the consumers. According to the mean and standard deviation values of these questions, the statement with the highest mean value is "Product placements make me want to buy the products I see on the screen." Based on these results, it can be said that product placement activities performed on screen affect consumers' intentions of purchase

In line with the results obtained from the participants, a significant and positive relationship was found between the attitudes regarding the intention to purchase and promotion. According to this relationship, intention to purchase increases as positive attitudes towards promotion activities increase. Based on this information, companies are recommended to use promotion activities to reach out to consumers.

The study results have revealed a statistically significant difference among purchase intentions of individuals with different levels of education. Another result reached in the study is that the revelation of a significant difference between intentions of purchase in terms of gender. Accordingly, there is a statistically significant difference between the purchase intentions of male and female participants.

This study was conducted under various limitations in terms of sample, method and variables. In this context, some recommendations can be made that may contribute to further studies. The study sample consists of participants residing in Kahramanmaraş. Although the data is normally distributed and highly random, the fact that the sample was selected only from Kahramanmaraş is among the limitations of the study. Therefore, it is recommended to choose a sample from other cities in Turkey in further studies.

Furthermore, many areas in the literature that are affected by promotion activities. This study investigates the effect of promotion activities on intention to purchase. Other factors affecting promotion activities and factors affected by promotion activities should be examined in further studies.

Moreover, intercultural comparisons between consumers in Turkey and consumers residing in other countries in studies about attitudes towards promotion activities and intention to purchase will contribute to the literature. Sectoral comparison regarding promotion activities is also recommended.

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