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Department of Business Administration

**THE ROLE OF SALES PROMOTION ON THE BUSINESS
MARKETING COMMUNICATIONS STRATEGIES**

Master Thesis

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Istanbul – 2022

DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

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ABSTRACT

Sales promotions are a marketing tool used by both manufacturers and retailers. They are used by manufacturers to increase sales to retailers (trade promotions) and consumers (consumer promotions). Marketing communication is a process that extends beyond marketing promotion concepts and includes presenting the entire marketing mix to consumers. The main purpose of this study is to examine the effects of sales promotion and consumer satisfaction on purchase intention and brand loyalty. In this study, the survey method was chosen as the data collection method, and instantaneous work was carried out due to time constraints. In order for the questionnaire to be sampled, it is necessary to either observe or communicate with the participant. In this research, a survey of 250 participants was conducted by communicating with the sample representing the main mass. Furthermore, a questionnaire form was applied to the participants in the internet environment due to the limited time, budget constraint, and easier access to the participants. As a result of the research information methodology, the data was coded and transferred to the computer environment in order to evaluate the data obtained in the research with statistical tests. The SPSS 23.0 package program was used in coding this data and using various statistical analysis methods for the statistical tests. After the data was coded, it was carefully entered into the computer, and when the process was finished, the statistical tests used in data analysis were determined, including The Cronbach's Alpha coefficient, the Reliability, Frequency Distribution, Mean-Standard Deviation, Factor Analysis, Correlation, and Regression tests. As a result of our research, we discovered that consumers prefer promotional products over no promotional products, and that they perceive sales promotions as a reminder of their needs. We also discovered that the consumer satisfied his purchase intention by going to the market where the promotion was made. We also noticed that brand loyalty is influenced by consumer recommendations to others.

Key words: Sales promotion, marketing communication, purchase intention, brand loyalty

OZET

Satış promosyonları hem üreticiler hem de perakendeciler tarafından kullanılan bir pazarlama aracıdır. Üreticiler tarafından perakendecilere (ticari promosyonlar) ve tüketicilere (tüketici promosyonları) yönelik satışları artırmak için kullanılırlar. Pazarlama iletişimi, pazarlama promosyonu kavramlarının ötesine geçen ve tüm pazarlama karmasının tüketicilere sunulmasını içeren bir süreçtir. Bu çalışmanın temel amacı, satış promosyonlarının ve tüketici memnuniyetinin satın alma niyeti ve marka sadakati üzerindeki etkilerini incelemektir. Bu çalışmada veri toplama yöntemi olarak anket yöntemi seçilmiş, zaman kısıtı nedeniyle anlık çalışma gerçekleştirilmiştir. Anketin örneklenebilmesi için katılımcının ya gözlemlenmesi ya da katılımcı ile iletişim kurulması gerekmektedir. Bu araştırmada ana kütleyi temsil eden örneklem ile iletişime geçilerek 250 katılımcıya anket uygulanmıştır. Ayrıca kısıtlı zaman, bütçe kısıtı ve katılımcılara erişimin daha kolay olması nedeniyle internet ortamında katılımcılara anket formu uygulanmıştır. Araştırma bilgi metodolojisi sonucunda araştırmada elde edilen verilerin istatistiksel testlerle değerlendirilebilmesi için veriler kodlanarak bilgisayar ortamına aktarılmıştır. Bu verilerin kodlanmasında ve istatistiksel testler için çeşitli istatistiksel analiz yöntemlerinin kullanılmasında SPSS 23.0 paket programı kullanılmıştır. Veriler kodlandıktan sonra dikkatli bir şekilde bilgisayara girilmiş ve işlem bittiğinde veri analizinde kullanılan istatistiksel testler Cronbach's Alpha katsayısı, Güvenilirlik, Frekans Dağılımı, Ortalama-Standart Sapma, Faktör Analizi, Korelasyon ve Regresyon testleri olmak üzere belirlenmiştir. Araştırmamızın sonucunda, tüketicilerin promosyonlu ürünleri promosyonsuz ürünlere tercih ettiklerini ve satış promosyonlarını ihtiyaçlarının bir hatırlatıcısı olarak algıladıklarını keşfettik. Ayrıca tüketicinin satın alma niyetini promosyonun yapıldığı markete giderek tatmin ettiğini keşfettik. Ayrıca marka sadakatinin tüketicinin başkalarına tavsiyelerinden etkilendiğini fark ettik.

Anahtar kelimeler: Satış promosyonu, pazarlama iletişimi, satın alma niyeti, marka sadakati

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INTRODUCTION

Today, with the increase in the use of sales promotions, it said that consumers are affected by promotions during purchase (Palazon, M. and Delgado 2011: 542- 547).

Kincaid, and Shimp define sales promotions as: Promotional efforts, other than advertising, public relations, and personal selling, that encourage short-term purchases, not an ongoing marketing activity, aimed at stimulating consumer purchases or increasing the effectiveness of intermediaries (Single, 1999, p. 780). Marketing communication is all of the communication actions that will enable all parties with whom an organization has and may establish relations with its assets and products (goods and services) to circumvent itself.

According to Shi et al. (2005), it was revealed that while coupons, advantageous packages and discounted prices encourage consumers to buy, in-store shows and competitions do not have much effect on consumption rate. Sales promotions also aim to create brand loyalty by satisfying the consumer with differentiation among competitors in the competitive environment. With sales promotions, the consumer's sense of loyalty to the product and brand begins to develop (Valette-Florence et al., 2011: 24). It help potential consumers transition into the current consumer category. Considering the consumer satisfaction dimension, the thoughts of the consumers were that the promotions were advantageous for themselves as well as for the businesses. Consumers stated that they felt good with sales promotions and even saw it as a reward earned for themselves (Koçak, 2012: 114). In this research, a survey of 250 participants was conducted by communicating with the sample representing the main mass. The research question is “ what is the role of sales promotion on marketing communication strategie and how the effect the consumer? ”.

The main purpose of this study is to examine the effect of sales promotion and consumer satisfaction on purchase intention and brand loyalty. In the context of this main purpose, the sub-objectives of the study are stated as follows:

- To determine the impact of sales promotion on brand loyalty.
- To determine the effect of purchase intention on brand loyalty.
- To determine the effect of consumer satisfaction on brand loyalty.
- To identify the relationship between sales promotions and purchase intention.

- To determine the relationship between purchase intention and consumer satisfaction.

- To determine the relationship between sales promotions and consumer satisfaction.

The structure of the research will be as follows: The first section of the study is about the literature review, which is based on Sales promotions (Advantages and disadvantages of Sales promotions, classification of sales promotions, strengths and weaknesses of sales promotions, purposes of sales promotions, reasons for sales promotion gaining importance, marketing communication concept, marketing communication tools, new trends in marketing Communications). The second section of the study is focus on the methodology (A research on the effetc of sales promotion, Purchase Intention and Consumer Satisfaction On Brand Loyalty, Conceptual Model and Methodology of the Research, Analysis and Findings of Survey Data). The study's final component is focused on the Evaluation, Conclusion and Recommadations.

CHAPTER ONE

LITERATUR REVIEW

1.1.Sales Promotions

Sales promotions, advertising, public relations, personal sales and direct marketing, non-continuous, short-term sales efforts made to increase sales (Mucuk, 2007: 126). In recent years, sales promotions have been one of the important topics of marketing communication. Before sales promotions developed, advertising was the most important sales tool. Today, advertising 41.1%, consumer sales promotion activities 27.9%, commercial sales promotion activities 27.5% and other sales promotion activities 3.3%, sales promotions constitute 58.7% (Kenneth and Donald, 2016: 110). The reasons for the development of sales promotions are listed below:

- Managers have short-term approaches; short-term thinking means that businesses focus on applications that will bring results in a short time (Ali, 2000: 151- 163)..

- Easy to measure; The reason why sales promotions measured more easily is that they are for sales quickly and businesses observe the increase in sales. In addition, with the easy measurement of sales promotions, businesses clearly see the difference between what they target and what is realized (Atilgan, 2003: 90- 118).

- Difficulties in perceiving the impact of advertising; The limited effect of advertising on increasing sales in the short term has caused businesses to turn to sales promotions.

- Differentiation is not as easy as it used to be; Businesses looking for ways to differentiate their products and themselves from their competitors have turned to the shelves where the products are displayed and have started to evaluate the sales promotions as an application that makes a difference. As a result of this, sales promotions applied in various ways have become a method for businesses to differentiate their products from their competitors at the level of retailers (Belch, G. E. and Belch, M. A. 2003: 14).

- Decrease in brand loyalty and increase in price-oriented behavior of consumers

- Since the effect of sales promotions is short-term, sales promotions are considered as a very effective method that enables businesses to increase their sales, especially in periods of economic recession. In such cases, the consumer always considers the price rather than buying the brand (Belet, 2007: 39).

- Constant change in consumer behavior and increased decision-making behavior in the store; This causes the consumer behavior to change constantly and the promotion activities to be preferred more. Consumers now want more variety and tend to turn to businesses that provide sufficient product variety in terms of satisfying their wants and needs (Blythe, J, 2001: 81).

- Increasing power of retailers and businesses competing for more shelf space; Although strong brands have more or less influence on retailers, the decision is generally up to the retailers. For these reasons, businesses implement sales promotion activities for intermediaries in order to get more and more shelves at a more effective point (Bozyiğit, S. And Akkan, E. 2011: 98-118).

Sales promotions have different purposes other than increasing sales. The purposes of sales promotion efforts exemplified as follows (Kılıç, 2009: 3):

- To gain market share in the long term by increasing sales in the short term,
- To ensure the use of new products,
- Enabling consumers to buy more products,
- To increase the product purchased by current consumers,
- Acquiring new consumers,
- Ensuring that new products are listed on retailer shelves and gaining more shares from these shelves,
- Enabling retailers to increase their stocks,
- To increase customer traffic,

- To be able to fight with competitors,
- It has a variety of purposes, such as motivating sales teams.

Although sales promotions are a common practice for consumer products, they are now being implemented in industrial products. Its use in industrial products is increasing day by day. There are several reasons why businesses are increasingly allocating budgets to sales promotion activities. Decreased brand loyalty and new brands entering the market, increasing power of retailers, changing consumer market, measurability of sales promotion activities and short-term perspectives counted among these reasons (Bowen, J. T. and Chen, S. 2001: 213-217).

1.2. Advantages and Disadvantages of Sales Promotions

In this section, it possible to understand more clearly whether sales promotions are necessary or not, by focusing on why sales promotions are advantageous and at what points they are disadvantageous, especially for consumers and manufacturers. Advantages of Sales promotions are as follows (Kara and Duru, 2013, Blattberg, R. and Briesch, R. 2010: 93);

- Sales promotions create a sense of winning in both consumers and intermediaries.
- Sales promotions are applied in conjunction with other activities.
- Sales promotions are a direct incentive.
- Sales promotion applications are quite flexible.
- Sales promotions can be successfully implemented by businesses of different sizes.

The disadvantages of sales promotions are as follows (Bulut, Y. 2007: 93; Chandon, 2000:65).

- Sales promotion efforts are temporary and short-lived. Increases sales for a short time.
- Sales promotion efforts cannot be used alone. It is applied together with other attachment components.
- Repetition of sales promotion efforts is very difficult.
- Continuous promotional practices for a product may be against the product.

1.3. Classification of Sales Promotions

Most sales promotions aim to naturally and perhaps temporarily increase demand from end consumers or users or speed up the buying process. It includes developing tools such as banners, sample products, calendars and various point-of-sale materials to display such a promotion in retail stores. Lottery competitions organized by developing coupons that enable consumers to buy a product on a certain date (Perreault et al., 2013: 401).

Sales promotion applications made in different ways. Sales promotions made in two ways, depending on the types of prizes that are the subject of the promotion. Non-monetary product/service rewards and monetary rewards. Product/service awards may be in the form of products or services given in addition to the product. Monetary rewards are purely monetary in nature and are awarded after the product has been sold (Gegez, E., Ulusoy, E. and Bulut, Ö, 2012, 445- 463). The most common practice is grouping by groups targeted by sales promotions. Accordingly, it is possible to divide sales promotions into three groups as sales promotions for consumers, sales promotions for intermediaries, and works for the sales organization.

1.3.1. Sales Promotions to Consumers

Sales promotions for consumers; sample product distribution consists of coupons, giveaways, contests and sweepstakes, cashbacks, point-of-purchase displays (P.O.P), mailings, advertising materials, discount sales, special deals and packaging (Kara and Duru, 2013). When sales promotions are considered from the point of view of consumers, they have some positive meanings. Sturdivant (1970, pp. 396-397) listed these positive meanings with a total of seven items. These items are as follows:

- The firm is established and a large firm.
- The business is a generous and rewarding company
- The business is moderate and sincere towards the consumer.
- The audience that the business wants to address is large.
- The goods or services offered by the business are open to innovations.
- Goods or services are consumed continuously and demand is high.

1.3.1.1. Sample Product Distribution (Samples)

The product is distributed free of charge in order to ensure the recognition and use of a new product, to increase the sales of this product and to promote the product in different markets. It is assumed that some of the people who try this product will use the product continuously (Islamoğlu, 2009: 215).

The purpose of distributing sample products is to inform the consumer about the product and to ensure that the product is used adequately. The size of the sample product is important. It should neither too small to adversely affect the sale not increase the cost of the seller. The majority of potential customers should identified and distribution should performed at the lowest cost. For this purpose, sample product distribution is carried out by various methods. Taste tests in stores, sample product distribution in city centers and fairs, mailing to the address of those who want the product or unwilling, leaving it at the door at home, distributing products with institutions such as schools, hospitals, associations, and distributing sample products with wholesalers are some of these methods (Odabaşı and Oyman, 2002: 205-206)

1.3.1.2. Coupons

Coupons are papers with monetary value given to consumers or buyers by businesses to prove their purchase. With these coupons, consumers either have a product without paying or make the next purchase at a certain price (Islamoğlu, 2009: 213-214). In short, coupons expressed as tools that provide discounts to the consumer in case of re-purchasing the same product (Fogela, S. O. and Thorntonb, C. G, 2008: 31- 44). Coupon giving method is a developed method especially in USA. In 1987, 215 billion producer coupons were distributed in the USA. The number of issued coupons is increasing day by day.

The use of coupons dates back to ancient times. In 1894, Coca-Cola distributed coupons offering free glasses of Coca-Cola, and other businesses followed this practice. 30 years later, Procter and Gamble has distributed 25 cent coupons to the consumer, which given in return for filling out a form containing information such as name, address, and where the product was purchased. The interesting experience of Procter and Gamble with coupons is a striking example of consumer interest in coupons. Procter and Gamble is one of the biggest coupon distributors in consumer products (Odabaşı and Oyman, 2002: 206-

207). Coupons are best used by older, more educated, City-dwelling married couples. It is used less by young, single, less educated, less income consumers. Coupons are more effective in some ethnic groups than in others. On the other hand, men use less coupons (Gilbert, and Jackaria, N. 2002: 315-322). While the main users of coupons are packaged goods manufacturers, coupons are used in various fields from alcoholic beverages to airline tickets.

Coupons; They are used to promote new products, to balance inter-seasonal sales, to encourage repurchases during product life cycles, for products that have insufficient sales or declines in the product line, at maturity/saturation stages when competition is intense, for products that need to be disposed of quickly in stocks (Gürbüz, and Erdoğan, E, 2007: 116- 134). In programs for consumers, coupons can be delivered to consumers in different ways. Distribution Types are as follows (Yalpa, 2004):

Distribution by direct mail; it reach a wider audience at a lower cost. However, it also be seen as an expensive method, as it cause waste if the addresses of the consumers to mailed are incorrect or incomplete (Idemen, 2017: 10). Distribution via newspaper/magazine; It is a method that gives the opportunity to easily reach the audience that reads newspapers and magazines when consumers who read certain newspapers and magazines can be identified. Distribution in/on the package; In this method, the coupon is in the package of the product or is presented in a printed and attached form on the package. Distribution costs are less than the other two methods (Islamoğlu, A. H. 2013: 93).

Cross-Ruff (cross coupon) method; The coupon distributed with the product, valid for the purchase of another product/brand, is called a cross-ruff coupon (Kara, M. and Kuru, D.,2013:149- 190).

Distribution of coupons in advertising; Coupon is also suggested in product/brand advertisements made through newspapers and magazines. Distribution in the store; Coupons are also delivered to the consumer in front of the store, on the shelves inside and at the point of sale display areas. This form of distribution has limited impact as only in-store customers are targeted. However, the consumer benefit from the opportunity to have coupons in an easy way (Maxham, J. G. and Netemeyer, R. G., 2002: 239-252).

1.3.1.3. Gifts

Gifts are gifts given to them by commercial enterprises for purchases made by consumers or buyers. This method is used for both intermediaries and consumers (Islamoğlu, 2006: 443). Gifts are applied in four ways. Giving a gift in return for the purchased product or service, having a gift in the product package, having a gift on the package or giving the product container as a gift (Islamoğlu, 2009: 213-214). Producers encourage intermediaries as well as consumers to purchase a certain amount of products by giving gifts and rewards. These gifts and rewards can be in the form of money or in a material thing. The purpose of these gifts is to get the agent to buy more products from the manufacturer (Naktiyok, A. and Küçük, O., 2003: 225- 243).

1.3.1.4. Contests and Sweepstakes

Contests and sweepstakes are activities based on luck and performance in which consumers participate by sending their name and address to win prizes or money (Kara and Duru, 2013). The difference between contest and sweepstakes is that contests require skill and effort, while the sweepstakes is purely luck. The winners among the consumers participating in the draw are determined by drawing lots. Participation is higher as sweepstakes do not require any skills like competitions (Oliver, R. L. 1980: 460- 469).

Contests target consumers as well as agents or sales personnel of intermediaries. Some issues should taken into consideration while organizing the competitions. Objectives must set, prizes must chosen carefully, and brokers must informed that the competition is fair. Contests are generally applied to featured and fancy goods (Oliver, R. L. 1993:418-430). Consumer competitions organized to attract attention and increase sales. The winners are given gifts of various values such as money or cars, washing machines, free travel, gift certificates. Most such competitions are held when businesses are just entering the market or during off seasons (Samson, D. and Terziovski, M. 1999: 393- 409).

1.3.1.5. Refunds

One of the sales promotions for consumers is cashback. Refunds involve an amount of money given back to consumers when they prove they have purchased the product. Refunds are temporary. It aims to use and test the product (Odabaşı and Oyman, 2002: 209) Refunds appear as an effective sales promotion method when other types of promotions

that do not have brand loyalty cannot be applied or when competitors make an intense promotional effort (Yalpa, 2004). Refunds given to consumers in three types (Kara and Duru, 2013).

1. In cash
2. As a coupon
3. issued as a certificate.

1.3.1.6. Point of Purchase Impressions (P.O.P)

Point-of-purchase displays (P.O.P) cover promotional tools that the consumer encounters in the retail store. These; It includes various types of shelves and exhibitions, flags hung on wires on walls or ceilings, posters and signs, and showcase arrangements (Peltekoğlu, 2012: 62).

POP. The materials are effective for reminding the product and realizing the unplanned purchase. These tools, on the one hand, revive brand loyalty by reminding the consumer of the information they encounter in the mass media, on the other hand, they push the consumer to make impulsive (reactive) purchases thanks to attractive displays (Tek, Ö. B., 1999: 17). Some of these point of sale materials used temporarily or permanently in relation to the products and services sold are as follows (Yalpa, 2004):

- Banners and posters,
- Brochures, pennants and flags,
- Photos,
- Diplomas, certificates and plaques,
- Ribbons and Ribbons, shelf bands and shelf pediments,
- Adhesive tapes,
- Signboards, illuminated signs, panels and moving lightings,

- Flip cards, adhesive stickers,
- Showcase and glass ornaments,
- Product stands,
- Reduced (or enlarged) samples of the product,
- Floor coverings,

Most retailers do not like to manage hundreds of visual materials, signs, posters, etc. that reach them from the manufacturer. Therefore, it is necessary to persuade the retailer to apply such products at the point of purchase and to clearly show that there an increase in the sales of the store. In addition, in the selection of the sales point where all these materials applied, attention should paid to the appropriate and sufficient size of the sales point (Yalman, i. and Aytekin, P., 2014: 83- 119).

P.O.P. held at the point of purchase. The most important purpose of its activities is to ensure that the products are purchased by the consumers quickly (Yang, L., 2010: 467-479).

1.3.1.7. Mail Submissions

Applications that are widely used in the retail sector, especially for customers in the service sector, are included in the mailings. In addition, letters are sent to customers who have previously stayed in the hotel business on special days (such as birthdays, wedding anniversary) or before holidays or New Year's Eve. In this way, they both show their kindness and warn them to choose themselves. In the face of such a delicacy, customers are satisfied and their loyalty to the business increases. Nowadays, when the use of the Internet has become widespread, these transactions are now carried out over the Internet using e-mail. Banks send e-mails to their customers on special days such as new year and birthdays. In this way, customers feel special and their attitudes towards the business positive (Peltekoğlu, 2012: 66).

1.3.1.8. Advertising Materials

Advertising materials are a sales promotion method that consists of useful materials that used in daily life that carry the identity and message of the business for the target audience. These materials consist of cheap products such as hats, lighters, pens, notebooks, glasses, calendars, note papers and agendas prepared for consumers(Zeithaml, 1996: 31-46).

1.3.1.9. Discounted Sales

Price discounts are applications that give consumers a chance to compare prices by specifying the discounts made on the prices of the products, usually on the product packaging, in order to increase the sales. The most common type is discounts on the sales price. “Buy now, pay later” is another type of practice (Kara and Duru, 2013). Studies have revealed that price reductions and coupons are the most commonly used promotional method by businesses (Bakırtaş, 2013). The purpose of these applications is to catch the prices of the competitors of the enterprises in the market or to make the attractive price more attractive (Yazıcıoğlu, Y. and Erdoğan, S., 2004:31). The price reduction should only used to achieve a specific goal. Without some reasonable and achievable goal, lowering the price means giving up some of the profits. Repetitive and frequent price cuts can negatively affect the brand image. The price reduction is applied in three different ways. These are (Koçak, 2012);

A flat price discount is a reduction in the price of a product. This discount also made as a percentage. Also known as shelf price. Extra product or quantity discount applied in two ways, buy one get one free or buy one get another product free. Although these are seen as advantageous packages, there is a discount in essence. On the other hand, mixed discount is the 50% discount of the second or another product when you buy from one product.

1.3.1.10. Advantageous Packages

Advantage package is a sales promotion technique that provides the buyer with more of a product at a customary price. It is one of the most popular applications of sales promotion types. In this way, routine users of the product are rewarded as well as consumers who buy the product for trial purposes. In addition, with this application, more

shelf space is provided for the product at the point of sale, and in addition, the retailer also display the product in the display areas, there by gaining the chance to reach more end consumers (Bakırtaş 2013).

Advantageous packages allow businesses to appeal to more conscious consumers about getting value for money and gain competitive advantage without reducing prices. However, from time to time, it is seen that consumers approach this practice with skepticism and do not find it convincing. When a consumer sees the text “Now 80% more for the same price” on a hand lotion they use, they may think that they have been duped by the same manufacturer in the past. Manufacturers make advantageous package applications credible by offering smaller benefits. Because while consumers approach an advantage like “80% more for free” with suspicion, they find a 20% advantage more realistic.

1.3.1.11. Packaging

Packaging increases the value of the product, protects and promotes it. Packaging important to both vendors and customers. A product can be made safer, easier to use, or to stored longer. It saves the product from deterioration and damage. With good packaging, products distinguished more easily and transportation of the product from one place to another becomes easier (Pereault et al., 2013: 204). In addition, it is an important sales development method in today's increasing competition.

Packaging has become more important as we age. It is believed that when consumers reach their fifties, they end their active lives and are not interested in buying into their corners. With the advancement of age, the most taken thing is drugs. Therefore, packaging design should made according to them. Easy-to-open bottles, medicine tablets, prescriptions should written in larger fonts because the grip strength of the hands decreases gradually. For this age group, more attention should paid to typographical features for the instructions for use or the contents section (Meyers and Muray, 2004: 174-179).

1.3.2. Sales Promotions for Agents

Sales promotions for intermediaries; Point-of-sale materials consist of fairs and exhibitions, gifts, competitions, dealer meetings, joint advertising and direct mail.

1.3.2.1. Point of Sale Materials

Retailer products are activities carried out in or out of the store to attract the attention of the consumer or to remember the product at the point of sale. Showcase arrangements, stands placed next to the cash register in the store, posters hung inside or outside the store, announcements made in the store, stands set up for display products given as examples of point of sale materials. This practice has become increasingly important in recent years.

1.3.2.2. Fairs and Exhibitions

Fairs are the practices aimed at increasing the sales realized in certain places on certain dates, in which national or international manufacturers introduce their products to potential consumers with examples and receive the orders of their products. Exhibitions, on the other hand, are held to increase the prestige of the business as well as to inform the buyers. Thanks to trade shows and exhibitions, consumers have the chance to see and examine new or modified products (Yavaş, U., Karatepe, O. M., Babakuş, E. and Avcı, T., 2004: 31- 46)..

1.3.2.3. Dealer Meetings

Dealer meetings held at both regional and national level. A period is evaluated with dealer meetings, and what to do for the new period is planned. While informing the retailers about new products, models and marketing efforts, their ideas are also taken into consideration (Yükselen, C., 2013:9).

1.3.2.4. Advertising in Partnership

Joint advertising is advertising paid by more than one business or organization in line with the main purpose of creating positive opinions for products, product groups or ideas by some businesses.

1.3.2.5. Direct Mail

Direct mailing, brochures, newsletters, personalized letters, etc. to customer addresses. It is to reach the consumer by mail by using promotional tools such as It is also a promotional tool where you can communicate with the customer, make the customer feel special, and turn the feedback into sales(Sharpe, M. L.,2000:345- 361).

1.3.3. Studies on Sales Organization

Studies for the sales organization; It consists of sales competitions and meetings, catalogues and brochures, sales manuals, portfolio and eye-catching vehicles and gifts with Company emblems.

1.3.3.1. Sales Contests and Meetings

Sales contests are used to increase the amount of sales. If these competitions are organized and planned efficiently, they will result in increased performance of the sales team. Sales meetings provide the management of the business with the opportunity to update their information about the performance of the sales force, to inform them about stock status, competitor activities, price levels, promotions for consumers or intermediaries, and new products (İlgün, 2006: 31).

1.3.3.2. Catalogs and Brochures

Catalogs and brochures are booklets that inform salespeople and describe product features. Catalogs and brochures are important materials used in direct sales negotiations as they contain product information and sales results.

1.3.3.3. Portfolio and Eye-catching Tools

Portfolio and eye-catching tools are eye and ear tools that sellers use when selling, consisting of pictures, films, slides and product models. Sales people make use of these tools while making the sale (Shi, 2005: 467-486).

1.3.3.4. Company Emblem Gifts

Gifts bearing the emblem of the enterprise consist of products that sellers offer to customers during the sales process. Key chain, pen, pen holder, calendar, note papers, etc.

1.4. Strengths and Weaknesses of Sales Promotions

Sales promotion activities have strengths and weaknesses. When the business makes such applications, it should pay attention to these issues. Apps that are acceptable for some businesses may not be acceptable for other businesses. The superior aspects of sales promotions are (Pisharodi, R. M. and Parameswaran, R. 1992: 706-714):

- Sales promotion work creates a sense of winning in the consumer and brokerage relationship. This promotes positive attitudes towards the product.
- Sales promotion activities are implemented in addition to other applications. Consumers earn extra from their purchases.
- Sales promotions are direct incentives. Action is instantaneous. When successful, it is possible to see an increase in sales.
- Sales promotions are quite flexible. It used at any stage in the process of promoting the new product. The salesperson can enrich their message with advertising and personal selling. It supports intermediary institutions and salespeople in bad conditions.
- One of the most important advantages of sales promotion activities is that they implemented effectively by businesses of different sizes. Compared to advertising activities, sales promotion techniques performed more cheaply and easily, making it possible for small businesses to carry out these activities. The superior aspects of sales promotions are listed as follows:
 - Sales promotion efforts are temporary and short-lived. They cannot useful when planned for the long term. They usually cover less than 90 days.
 - Sales promotion works cannot used alone. They should applied in conjunction with other work (advertising, personal selling, promotion). Sales promotion is important to generate additional support for other activities.
 - It is very difficult to repeat sales promotion practices exactly.
 - A wide variety of sales promotion practices for a product negatively affect the product's image. For example; one of the unpopular products may suggest that there is a large stock of the product or that the product is of poor quality.

1.5. Importance of Sales Promotions

There are many purposes in implementing sales promotion. The most important reasons for businesses that prefer sales promotion are listed as increasing sales turnover,

increasing consumer experience, increasing repeat purchase rate, increasing loyalty, expanding the usage area, arousing interest, attracting attention, distraction focusing on wages, increasing the support of intermediaries, and distinguishing consumers. The purposes of sales promotions are examined separately below and their details are stated

1.5.1 Increasing Sales Turnover

Increasing the sales turnover of the product or service sold depends on factors such as price, distribution and quality. Firms, on the other hand, have multiple reasons to increase these turnovers in a short time; Reasons such as replacing obsolete or outdated products in stocks with new ones, melting stocks at the end of the period, increasing the value of products are examples of this. Sales promotions aimed at increasing sales turnover bring more than one new consumer with them. Because these consumers are looking at whether a new opportunity is presented when deciding to purchase a product or service. These consumers tend to be perceived as a careless mass, not included in a special consumer group. Generally, all consumers prefer to buy products that offer something to them. Any promotional effort can increase the number of consumers turning to the product or service. In the short term, the price factor is one of the most effective among sales promotions. With these promotions, it targets old consumers as well as new consumers. There are multiple perceived techniques to increase sales turnover. The important thing here is to decide at what point to increase the sales turnover.

1.5.2 Increasing Consumer Expertise

Increasing the consumer experience is an important part of it. There are two main sources that will create new sales volume.

- Those who have not used your service or product so far
- Those who have not used for a long time

From the point of view of those operating in the retail sector, these sources are people who have not visited the store before. The fact that people try products stands out as a factor that increases sales in every sector. Potential consumers are people who have not tried the retailer's product or service before. Either they have tried a competitor's

product or service, or they have no idea about this category. There are multiple benefits of inspecting the retailer's service or product in this direction.

- Giving consumers a coupon or a sample product so they can try the service or product.
- To provide an additional benefit to consumers who have purchased the service or product.
- To make a short-term profit.
- To make a creative and different application.

When a free product or service is given to consumers, potential consumers can be obtained with a forward-looking strategy.

1.5.3 Increasing Repeat Purchase Rate

Sales promotions are made to increase sales volume with promotions aimed at increasing it. These promotions work effectively and in conjunction with other marketing methods. They work much better, especially in categories where consumers tend to experiment with different brands. Here are some suggestions for promotions that allow consumers to buy again.

- Discount coupon on next purchase
- Promotions that encourage multiple purchases (such as buy 3 pay for 2)
- Purchase after collection promotions (buy 10 coupons, get one free)

The use of this type of promotion in companies that sell door-to-door is extremely effective.

1.5.4 Raising Loyalty

Loyalty to any product or service is more personal than the tendency to buy again. If any product is cheap or good, it is possible to buy it without loyalty. Fidelity is a strategy that works when price is eliminated. Many supermarkets in the UK develop loyalty promotions and brands. They increase their personal experience by discovering the

products and services they offer to consumers. There are many different types of promotions that increase loyalty, and they used as coupons etc. in a long time. Collection-based promotions are promotions established directly with the consumer, such as clubs and factory visits, which consumers participate in and offer many benefits (frmtr, 2006). An example of these loyalty promotion promotions is the “Smart Card” prepared by Shell.

1.5.5 Extending The Scope Of Use

Very few products or services are used by consumers with all their features. For example, many housewives buy honey, but few use it directly outside of food. Housewives use a very limited minority of honey as a cooking ingredient. The important thing here is whether the honey producer shares this use with consumers.

Sometimes companies try to expand the use of their products or services. Because the original use of the product began to disappear quickly. Companies that manufacture transatlantic ships should use this method, because people are starting to see these ships as just a form of travel. Sales promotions can be used in a variety of ways to expand the use of products or services

- Physically communicating a product or service with any other method,
- To distribute books and brochures related to different usage areas of the product or service.

1.5.6 Arousing interest

Today, many markets have matured, completed their development and focused on product differentiation strategies. Increasing the rate of purchase of a product or service against other competitors is interest and creativity. Our ancestors divided the year into many parts with festivals, fairs and various celebrations. Life is always so boring if there is always the same tone. Buying a product or service is the same thing. It is possible with consumers if a creative application is made on your product or service during the purchasing process. At this point, keep track of changes and make new suggestions. Regardless of the category, you should the first to innovate in your product or service, and something should done for people to have fun.

1.5.7 Attracting Attention

For new or repositioned products, attention is key. This means a different thing for brands that have completed their development. Often the business of attracting attention is attributed to media advertising. Beyond that, sales promotions are also frequently used to focus consumers' attention on the product. We list them as follows

- Promotions for brands that have already proven themselves in the market,
- Promotions related to institutions working on social responsibility,
- Collaboration with institutions operating in schools and public places.

Arousing attention is a frequently used method, especially in sectors where purchases are made infrequently. For example, brands such as “The Body Shop”, “Haagen Dazs” and “Swatch” confront their consumers with their social aspects. While The Body Shop opposes animal testing, Swatch is building watches on top of important buildings for all to see. Consumers are faced with dozens of advertisements at any time and often do not remember most of them. Promotions increase the recall rate by attracting attention. If a creative application is made during the purchasing process, consumer loyalty is created.

1.5.8 Pay-Focused Distraction

It is very dangerous for consumers to become obsessed with the price of a product or service. This may lead to price wars that directly affect the efficiency of companies. Price wars are for many companies that are not prepared for it. It is a bad situation. Herein lies the purpose of all the money spent on advertisements. Advertising tries to create loyalty by turning the attention of the consumer to the quality, performance and packaging of the product by taking the price. In this way, companies compete more effectively. Promotions on value and price are a frequent method used by strong companies to increase their sales. The key point here is to offer something to the consumer with a high price. If the price of the product or service is higher than that of the competitor, either this price should be reduced or something should be offered to the consumers with the product.

Price promotions come in many different forms. We list price promotions as follows (Belc, 2003:12). Some products or services survive with the intense support of retailers, distributors, dealers and other intermediary institutions. Although others sell directly to the

end consumer, they still continue to receive support from other sectors and branches. Every industry and company uses word of mouth to increase their awareness among consumers. It is the intermediary companies that provide all these developments. Getting the support of these institutions is extremely important and there are many ways to achieve this. These methods are to make advertising and marketing programs directly targeting intermediary institutions, to reward the institutions that bring new consumers, to make promotions targeting the media and other institutions that have the ability to persuade. (frmtr, 2006).

1.6. Reasons for sales promotion gaining importance

The business world today is a competitive world. No organization survive if the products cannot sold in the market. Therefore, marketing activities are carried out to increase sales. Manufacturers spend a lot on advertising and personal selling. However, the product may not sold. Therefore, incentives should be introduced to attract customers to buy the product. Hence, sales promotion is important to increase the sales of any product. This is seen both in industrial markets and especially in consumer markets. From the manufacturers point of view, sales promotion is important for manufacturers because it helps to increase sales and hence profit in a competitive market. When a new product is launched or consumers' fashion or taste changes, existing stocks quickly replenished. They balance their sales volume by keeping their consumers on their side. In the age of global competition, it is quite possible for a customer to change his mind and try other brands. Various incentives under sales promotion programs help retain customers. It helps to introduce new products in the market by attracting the attention of potential consumers. Its main indicator is the significantly increased sales promotion expenditures. The main reasons for the importance of sales promotion can be listed as follows (Belc, 2003:11).

- Increasing consumer's unplanned purchases; The fact that consumers make more purchasing decisions and are more bargaining in retail stores causes retailers to demand more promotional materials from manufacturers.

- Sales promotion become more respectable; this is mostly due to the market leaders' use of sales development and increased professionalism in sales development.

- Reduced cost effectiveness of advertising due to higher advertising costs.

- shortened time horizon; Increasing competition and shortening product life cycles make sales promotion-supported rapid sales increases attractive.

- Competitors' activities; In some markets, sales promotion is not used so often that all competitors are forced to use this method.

- measurability; The sales impact of a sales promotion is easier to measure than advertising. Because this effect is more direct and usually short-term.



CHAPTER TWO

MARKETING COMMUNICATION CONCEPT

2.1. Definition and Scope of Marketing Communication

Contemporary marketing approach means much more than making a suitable product for the target audience easily accessible at an affordable price. In addition to all these functions, businesses have to establish an effective communication with their current and potential customers. For this reason, businesses also have to act as a communicator, to make this movement effective, to plan and manage marketing communication processes (Ehren, 2006:38).

Marketing communication is all of the communication actions that will enable all parties with whom an organization has and may establish relations with its assets and products (goods and services) to circumvent itself. From this point of view, communication by means of information in marketing communication is necessary but not sufficient. Because, besides informing the target audience, marketing communication aims to improve their attitudes and behaviors in the desired direction, to change them in the opposite direction, or to create a new intended attitude and behavior. For this reason, it is necessary to consider marketing communication as a persuasive communication element (Kocabaş et al., 2000:15-16).

In another statement, marketing communication; It is expressed as “while using all the physical, structural and conceptual features of the product, service or manufacturer business as a tool to convey a message to the target consumer, it evaluates the information and reviews about the target audience as data that will form the basis of the activities done to reach this audience”. (Göksel et al., 1997:26).

According to another definition, marketing communication is the process of receiving, explaining and acting in line with the messages from the market, through established communication channels, in order to present integrated stimuli in order to arouse the desired reaction in the target audience, to change the existing business messages and to create communication opportunities. As it understood from the definition, marketing communication includes, on the one hand, presenting the messages of the business to the target audience, on the other hand, evaluating the messages from the target audience and

acting in this direction. Thanks to this two-way flow, which expresses the essence of communication, businesses have the opportunity to better express their products and services to their consumers, and they have the opportunity to make changes both in their existing products and services and in the messages offered, in line with their wishes and needs, with messages from consumers. (Kocabaş et al., 2000:16).

Marketing communication is a process that covers a wider area than marketing promotion concepts and even includes the presentation of the entire marketing mix to consumers. The subject of marketing communication has been tried explained by loading on the concept of promotion in general. However, the right approach is that the communication with the consumers should made in terms of all marketing mix elements, not just the concept of promotion.

With the concept of marketing communication, it is tried to explain all the activities that the marketing managers implement in order noticed by the consumers and affect the purchasing decisions of the consumers. Thus, product, price and distribution, which are among the elements of the marketing mix, have become more important as communication variables. The approach, which gives a wider perspective to marketing communication, considers not only promotional activities as a part of marketing communication, but also considers the product itself, brand, package, price and distribution as elements of marketing communication (Odabşı and Oyman, 2002:35).

2.2. Marketing Communication Model

The marketing communication model is generally formed on the basis of the elements found in the communication models. Marketing communication is carried out with the messages transmitted by the channel between the source and the receiver and continues with a feedback process from the receiver to the source, and these elements are handled within the marketing dimension (Belc and Belc, 2003:14).

The main purpose of the marketing communication process is to keep the messages wanted conveyed from the seller (source) to the consumer (buyer) in the mind of the consumer, to influence their purchasing decisions, to persuade them if necessary, and accordingly to create a new attitude in the consumer. Accordingly, the source should understand the receiver's field of experience very well and shape the message contents in this direction. In marketing communication, which is a two-way communication process,

information and experience exchange is carried out between the source-recipient and the receiver-source.

2.3. Marketing Communication Purposes

Marketing communication objectives are determined based on the outputs of marketing objectives and analysis of problems and opportunities (Belc and Belc, 2003:16). When the objectives of marketing communication are mentioned, various authors divide these objectives into two groups as sales-oriented approach and communication-oriented approach.

Those on the sales side view sales as the only significant purpose for the marketing communication plan, and see the sale of the product or service as the sole reason for an organization to spend money on marketing communication activities. Those on the communication side, on the other hand, consider marketing communication efforts as informing the target audience, providing information, maturing their behavior and creating an image. As a result, these efforts reflected in sales (Odabaşı and Oyman, 2014:404, Göksel et al., 1997:31)

In this context, we list the purposes of marketing communication as follows (Odabaşı and Oyman, 2014:403)

- Build customer relationships
- Increasing demand
- Differentiating the product
- Creating a product image
- Influencing sales volume
- Creating, changing, reinforcing attitudes arousing interest
- Encouraging product testing
- Developing repeat purchasing behaviors
- Increasing the consumption rate

- Build understanding
- Increasing the market penetration rate

2.4. Marketing Communication Tools

2.4.1. Advertisement

Advertising is defined as non-personal, paid mass communication. It is usually sponsored by a sponsor. The most well-known forms of advertising are broadcast on television and radio broadcasts and in newspapers.

Advertising, from the French word 'reclame' to Turkish, is the use of media tools in line with a certain payment for the transmission of the message about the behavior, services, products and benefits of the enterprises, in order to mobilize a certain target audience (Norgan, 1994: 315). In this respect, advertising is a non-personal, mass-related contact of a specific sponsor's product, service, idea or business using media tools by paying a certain fee, according to the generally accepted definition made by the American Marketing Association (AMA). (Wells et al., 1998:13). What is meant by “for a certain fee” in this definition is to buy a time slot or an area from the media for the purpose of conveying the advertising message. What is meant by non-personal contact, that is, mass contact, is that the advertising messages are followed by a large audience at the same time and are far from personal. Because of these impersonal messages, there is no chance of immediate feedback for businesses (Belc and Belc, 2003:16). From the point of view of customers, advertising can be defined as giving accurate information about their products or services to customers by using many media communication tools (Yaylacı, 1999:17).

Advertising defined as any non-personal paid presentation and promotion of ideas, goods or services by a particular sponsor. Advertising done using mass media such as television (TV), radio, magazines, newspapers, direct mail, outdoor shows or messages on public transport to reach the target market. Advertising message is created to reach large audiences. Mass media advertising should focus on product features, benefits or competitive position in the market.

Marketers are moving away from mass marketing as they develop their marketing programs to build closer relationships with customers. The massive development of

information technologies and the growing popularity of the Internet increase segmented marketing and allow companies to obtain detailed customer information and offer products tailored to customer needs (Kotler et al., 2008). While there is a transition from mass marketing to segmented marketing, information technologies have a great impact on marketing communications. Advertising for a segmented market is a form of persuasive communication aimed at a specific audience, designed for a specific purpose through a suitable medium. The main purpose is to design and deliver persuasive messages that affect consumer perception and behavior. Another type of advertising is below the line advertising. Below the line advertising uses less traditional advertising methods to promote products and services. It is designed for segmented advertising via face-to-face, telephone or e-mail communication. Satellite, cable TV channels, video-on-demand, product placement in TV programs, video games and websites are some of the tools used in under-the-line advertising (Kotler et al. 2008). Product placement is a marketing technique that places a particular product or brand in a filmed entertainment. Product placement is an effective way to reach consumers and non-users, reducing the disadvantage of being overlooked in TV and other media.

Based on this definition, we see that advertising has four important features due to its structure (Kotler and Mcdougall, 1983):

- Containing a General Presentation: Advertising uses more general media tools, unlike personal selling. Therefore, it contains a general introduction about the product. Many people are getting the same message. Sellers therefore have to present messages at a level that everyone can understand.

- Pervasiveness: Advertising is such a common tool that sellers repeat the message they want to convey over and over. It also helps sellers see and compare competitors' messages. In general, advertising is based on the size, popularity and success of a business.

- Strengthening the expressions with messages: Advertising provides a great advantage for businesses in terms of playing a game against customers and promoting the product by using artistic pictures, sounds and colors. Sometimes the advertisements are so extreme and fascinating that they may deviate from the intended message. This is an undesirable result for businesses.

- Not Personalizing: Because the advertisement appeals to a large audience, it does not always end with a sale. Those who listen to the advertisement do not feel obligated to listen to the message carefully and buy it. Advertising is only a monologue, away from dialogue. Therefore, communication provided by advertising has a one-sided flow.

The use of advertising by both for-profit organizations and non-profit organizations such as museums, welfare associations and even some government agencies has specific purposes. These purposes are to inform customers, to create an impact, to create awareness, to create an additional (added) approach, to create a need for the product and to create cognitive effects that create brand awareness, sensory effects that create an attitude towards the brand, and behavioral effects towards purchase intention, tendency and brand loyalty. There are five to support value and other activities (DePelmacker et al., 2000:166). The first and most important of these purposes is to inform the public about that business, product, service or idea. Thanks to the opportunities provided by the communication media tools, businesses create a brand image and increase the brand awareness of their customers. At this stage, not only the physical differences of that business, but also the psychological differences are revealed with the advertising messages (Ogilvy, 1989). A second goal is to influence customers. Advertising messages are sometimes aimed at primary demand, sometimes at selective demand, and are intended to increase demand by creating an impact on customers. The third purpose is to maintain or increase the awareness of the business. Thanks to the advertising messages, the name of the business takes a place in the minds of the customers and this awareness is kept fresh thanks to the constantly rotating messages. The fourth purpose is to add additional (added) value to the products or services of the enterprises through their promises. This additional value increases the expectations of the customers from that business and increases the market share and profit. The fifth and final purpose is that the advertisement is compatible and supportive with the other strategies of the business. In this respect, advertising as a brand communication strategy strengthens other marketing efforts (Shimp, 2007:246-248).

Today, advertising has become an important and inseparable part of the 21st century society, which is described as a consumer society. However, much more than consumption, advertisements target social life and contain modern pieces. For this purpose, advertising mentioned as a reflection of today's society (Nava et al., 1997:3-4).

Advertising has many forms. Magazines, newspapers, radio, television, outdoor places (posters, signs, banners), mailings, publications (calendar matchbox, etc.), posters (on cars and buses), catalogs, promotional posters, flyers are many types of advertising. The main purpose of advertising is to create a business image in the long term, to create a brand, to provide information about sales, events, services or products, to inform about special sales and to defend a special event (Kotler and Mcdougall, 1983).

2.4.2. Public relations

Public relations; It is defined as a management function that helps to ensure and maintain mutual communication, understanding, acceptance and cooperation between the organization and its related circles. Unlike advertising and personal selling, public relations does not involve a specific sales message. Target group; consumers, shareholders, government agencies or special interest groups. Publishing, on the other hand, is an important part of public relations, ensuring that the firm's news stories and products are presented to the public. Broadcasting involves the impersonal message reaching the masses with the help of the media.

Public relations is a function that enables a business to make a statement about its activities by interacting with people, organizations and communities in the society, thus gaining the support of the society and reconsidering its activities in line with the reactions from the society (Ataol, 1987: 6). In this respect, public relations is an integrated marketing communication element used when it is desired to create a business image for customers about a product or service. A business image is created through public relations and this created image is maintained and maintained through public relations activities (Heath, 2001:1). In today's world, where cigarettes are especially sensitive to health, emphasizing that a cigarette brand has a lower risk of cancer compared to others is an example of public relations. Public relations can be used in newspapers, magazines, television, radio, internet and other communication tools (DeLozier, 1976:266).

The definition of public relations is to establish good relations with the company's various public, consumers, investors, media and communities by obtaining a positive corporate image and addressing negative events (Kotler and Armstrong 2008, p.441). The main purpose of public relations is to reach and influence various stakeholder groups and especially significant audiences of an organization in order to increase positive brand image. By using public relations, organizations aim to increase the sales of their products

and services. PR activities reach potential customers who avoid advertisements and salespeople and have a strong impact on public awareness. Public relations activities are free communication efforts using a variety of tools. These vehicles are news, speeches from company executives, special events ranging from news conferences to press tours, from grand openings to laser shows, fireworks displays or educational programs. All are designed to engage and reach target markets. The Internet is also an important public relations tool. Companies' websites and social media accounts can be listed as effective public relations tools.

PR defined as meaningful news without payment, or a publisher's comments about an idea, product or business. From this definition we see the big difference between advertising and public relations. Advertising is for a fee, while public relations does not. In addition, the advertisement is designed and published by the business. Since public relations is a kind of news, its design belongs to the publisher and is far from the influence of the business. In this way, the credibility of public relations is higher in the eyes of customers. Although the advertisement is prepared to be published in a certain period of time, it is not possible to make such an adjustment in public relations (DeLozier, 1976:266). But there is also a mentality that sees advertising and public relations as substitutes for each other. However, when we look at it within the scope of integrated marketing communication, they are not competitors of each other; items that complement each other. At some points, public relations has advantages over advertising (Nickels, 1980: 230-231).

The first advantage of public relations is that it is more likely to be accepted by the society that may reject the advertisement. In addition, public relations have a better position in society than advertising. Sometimes the advertisement is in the middle pages of a magazine, while the public relations may be on the cover. In addition, public relations are also included in the articles of the newspapers or the articles of the editor. In this way, it is ensured that many readers read it with interest and the essence of the message is not missed.

Public relations attracts more readers than advertisements when the source of the news is more general and concerns the society. Because some people accuse the advertisement of being fictional and not being objective and take the more objective public relations seriously.

When public relations is compared financially with advertising, it is obvious that public relations requires a lower budget. While a social campaign can be featured in almost

many national and international media outlets, millions of dollars must be paid for such a Thing with advertising.

Despite all these advantages, there are some limitations in public relations. Public relations cannot be controlled as advertised. Mostly messages are controlled by editors or publishers. In addition, public relations issues attract attention when an innovation is made. It is very difficult for the business to always find a new event and the timing is entirely in the hands of the media. In fact, sometimes the messages adapted to fit the time may lose their meaning (Nickels, 1980:231).

2.4.3. Sales Promotion

Sales promotion; It is a marketing activity aimed at contributing to the core value of the service or product in a certain period. Direct purchasing decisions affect the involvement of distributors or the efforts of the sales force.

Sales promotion is a unique promotion and sales effort that is not continuous in general, which is excluding other marketing communication tools, mostly aimed at increasing the influence of intermediaries, supporting purchasing in the short term. Sales development activities are activities that businesses in almost every sector cannot give up, frequently apply, and provide communication with their consumers. In today's conditions of intense competition, the reasons why businesses attach importance to sales development activities are different from their competitors and to ensure that the consumer is satisfied with both their product and their business by producing the product that the consumer needs and desires. (Black and Dry, 2013).

Although sales promotion is promoted by the American Marketing Association (AMA) as communication efforts other than personal selling, advertising and promotion, it is more specifically used by manufacturers to allow distribution channels and/or customers to demand a product more and to sell it. All kinds of incentives made in order to increase its power are called. Incentive, on the other hand, defined as creating temporary changes in price and value added to the basic benefits provided by the brand (Shimp, 1993:442).

Thanks to the incentive in the form of bonus or reward in sales promotion, it is aimed to ensure that the customer prefers this brand over the other brand. These incentives are offered in addition to the product and do not change its structure. They are only added temporarily as an addition to the current status of the product/service. For example, in

addition to 10 liter water bottles, glued 333 ml fruit juices are a sales promotion tool. Another common practice is price changes. Discounts on some products on special days are an example of this. Therefore, sales promotion efforts are confused with price reductions. The biggest difference between price practices and sales promotion is that sales promotion is used for a while, temporarily. Sales promotion, which is an application that covers one-time or one-time purchases, ends at the end of this process (Shimp, 1993;442). In this context, the most important distinction between price practices and sales promotion is the duration.

Sales promotion is an important type of promotional mix. The purpose of sales promotion is to provide short-term incentives to encourage the purchase or sale of a product or service (Kotler and Armstrong 2008, p.468). It is an effective short-term selling tool and is used by companies to differentiate their offerings from their competitors. While creating short-term excitement, sales promotion helps strengthen the product's position and build long-term customer relationships.

Companies use the following tools to achieve their sales promotion goals;

1. Coupons: A coupon is a certificate that lowers the price of a product to encourage customers to try a new product or to encourage the sale of an existing product.
2. Samples: The purpose of providing samples to customers is to encourage testing of the product. One of the most used sales promotion techniques is to provide free samples to customers. Samples combined into sample packs and other products can be introduced by this method.
3. Discounts: A discount is a price reduction that occurs after purchase.
4. Loyalty programs: Loyalty programs, frequent buyer programs or patronage rewards are cash or other rewards offered for regular use of a particular product or service. The purpose of loyalty programs is to retain existing customers and build long-term relationships between an organization and its key customers. Loyalty programs are mutually beneficial for both parties (Lamb et al. 2010, p.396).
5. Contests, contests, sweepstakes and games: These tools are designed to encourage potential consumers to switch brands and generate interest in a product or service.

Participants use their talents or skills to compete for prizes in competitions and competitions. Sweepstakes winners are determined by random chance.

6. Point-of-Purchase (POP) promotions: These product promotions take place at the point of sale to attract customers' attention, promote a new product, and stimulate instant sales.

In addition to this information, the purposes of sales promotion listed as follows (Ünusan and Sezgin, 2007: 285):

- To create brand, product or service awareness.
- Expanding the market
- Build brand loyalty
- Enabling consumers to buy the product again
- To change the purchasing behavior of consumers by destroying the loyalty to the competing brands.
- Differentiation from competitors
- Creating value for consumers
- To prevent the sales from falling as a result of seasonal fluctuations and to prevent the negativities in sales
- To encourage distribution channels and increase their stocks
- Reducing unit costs
- To have more space on the shelves in the stores and thus to be seen by more customers
- To enable consumers to try a new product or re-developed products.
- Struggling with competitors' sales promotion activities
- Collaborating with retailers

2.4.4. Personal Sales

Personal selling; It is defined as product promotion made directly to the end user or potential consumers. It usually takes place face-to-face or with the help of telephone.

Personal selling is called creating relationships based on selling with one or more buyers (Baker, 1999). In this respect, personal selling can be thought of as a communication tool that enables businesses to interact with people. The personal selling method requires a salesperson (representative) to show how to use a product or what that product consists of. Because of this aspect, it is true to say that it has a more humane, flexible and dynamic structure compared to other communication elements. The salesperson has a flexible and dynamic structure because he communicate with the buyers in a one-to-one way and changes his communication techniques depending on the attitudes, behaviors and wishes of the buyers (Armstrong et al., 2005).

Personal selling examined actively or passively at the point of creating change for the sales personnel. In personal sales, which are regularly used in sales to retailers and small businesses, salespeople remain quite passive about exchange relations. On the other hand, personal salespeople used in large commercial sales, sales to multi-chain suppliers, high-tech sales and telemarketing sales, play a more active role in creating exchange relations and have a great deal of control over this exchange relationship (Percy, 2008).

Personal selling is selling through personal interaction between a customer and a salesperson working for the organization. It is an interactive form of selling. The salesperson uses their interpersonal skills to persuade the customer to buy a product and get instant feedback from the customer.

The characteristics and role of salespeople differ from one company to another. Some companies, such as online companies, do not have salespeople because they sell through catalogs. But in most companies, the sales force plays an important role, and the company's salespeople work directly with customers. Most salespeople are well-trained and well-trained professionals, adding value to customers and maintaining long-term customer relationships. The most successful salespeople are successful because they know how to build relationships (Kotler and Keller 2006).

The biggest limitation of personal selling is the high cost. It is an expensive method of selling. The cost of training and maintaining an effective sales force is quite high.

The main goals of personal selling are:

1. Finding and persuading potential customers,
2. To understand the needs and desires of customers,
3. To persuade customers to buy the product or service,
4. Creating loyal customers,
5. To ensure the continuity of customer satisfaction.

2.4.5. Sponsorship

Sponsorships are another marketing communication tool that provide reputation and positive rapport like advertising. Although sponsorship has a very long history, it has been noticed by companies as a marketing communication tool in the last 10-15 years and has become more and more used every day. Meenaghan (1991) defines sponsorship as the financial or material support of an activity, activity or program for a commercial purpose. Sponsorship is a commercial agreement between two parties and within the framework of this agreement, the parties aim to obtain some benefits. The first party to this agreement is the sponsors. Although it is generally thought that commercial companies sponsor, the state or government official institutions may sponsors in some cases. The expectations of the sponsors from the sponsorship agreements are shaped in line with the purposes they have previously determined. Sponsors generally apply for sponsorship to achieve their corporate and/or marketing communication purposes. On the other side of the sponsorship agreement is the event, person or institution sponsored. Within the framework of the sponsorship agreement, the sponsor provides financial or in-kind support to this event, event person or organization. In summary, sponsorship includes the company's giving the same or financial support to this event (or event, person, organization) in return for obtaining the commercial potential that a particular event provide to them. The company tries to associate its brand or products with the positive feelings of the event or event it sponsored and to benefit from the reflections of the sponsored event in the media (Pelsmacker et al., 2001).

It combines sponsorship, sales promotions and advertising with public relations. Although sponsorship has been seen as a public relations tool for a long time, it is now accepted as a part of the communication mix. Sponsorship is a mutually beneficial agreement involving the direct provision of resources (such as money, people, and

equipment) to an event by an organization (Masterman 2007, p.30). Examples of sponsorship seen in sports, culture, arts, entertainment, and approximately two-thirds of all sponsorships are sports sponsorships. The objectives of the sponsorship listed as follows;

1. To create a positive image in the public that can indirectly increase sales in the medium or long term,
2. To increase the public awareness of the company,
3. To differentiate a company from its competitors,
4. To maintain the loyalty of the shareholders,
5. To increase the morale of the employees,
6. Take advantage of tax reduction.
7. Increasing brand awareness, encouraging potential customers,
8. Attracting the target market, for example a specific age group (young or middle-aged),
9. To persuade consumers to change their brands.

When a company undertakes a sponsorship, even if it is for commercial gain, the company contribute to the welfare of society. The sponsoring company takes direct social responsibility towards society and the significant effects of the sponsorship program depend on the chosen activity. Categories such as social causes, environmental programs, arts/cultural activities encourage goodwill more than sponsorship of sports and popular arts (Meenaghan 2001, p. 102). Olympic Games, FIFA World Cup, FIBA Basketball World Cup etc. Sponsorship types that attract a large and global audience, such as these, offer the sponsor brand the opportunity to reach a global audience. For this reason, sponsorship also considered as a means of entering foreign markets to create global brand awareness.

From time to time, sponsorship and advertising are confused with each other because they have similar purposes with advertising, such as increasing awareness of the product and brand or creating positive messages about the product and brand. However, these two communication tools have important differences (Erdoğan and Kitchen, 1998):

- While both forms of marketing communication carry messages to large audiences, persuasion in sponsorship is indirect and implied. In contrast, messages in advertisements are not implied and direct.

- Sponsorship is designed to deliver the messages of companies through the distribution of products or services, exhibitions, competitions, many interactive educational and family activities, and often the messages cannot be controlled, however, the messages sent by the companies are controlled to a greater extent in advertisements than in sponsorship. When it comes to advertisements, companies have complete control over what they include, how and when they deliver the message. In addition to ensuring that these advertisements are concise, easy and memorable, when it comes to sponsorship, the same companies have almost no control over the concise, easy and memorable messages of the sponsorship.

- In the case of sponsorship, expenses include sponsorship agreement expense, planning, management, budget and executive activities, while in the case of advertisements, expenses refer to the purchase of airtime, creativity, production and similar costs.

- Advertising elevates business objectives to a higher level, while sponsorship is capable of fulfilling broad objectives, both at the Company and brand level.

There are different approaches that try to explain how sponsorship is effective (Pelsmacker et al., 2011). The first of these approaches is the exposure effect. According to this effect, consumers who are exposed to the impressions of the brand during the sponsorship activities more familiar with the brand and tend to prefer this brand in the long run. Another approach that tries to explain how sponsorship works. It is based on the theory of harmony. According to this theory, people are more inclined to remember information that is consistent with their expectations. Therefore, sponsorships that match the expectations of the target audiences about the product will be remembered more. Similarly, it said that the positive attitude towards the advertisement transferred to the sponsor brand in the previous positive attitude towards the sponsored event or event. In addition to these cognitive theories, it has been suggested that the mood of consumers when they encounter the brand affect their attitudes. The fact that the sponsored events and events take place in a positive atmosphere may cause the consumers to perceive the sponsor brands more positively in this positive atmosphere. Another approach is similar to the source effect used in advertisements. When a brand sponsors a famous athlete, that person's connection

to the brand positively impact target audiences. These different approaches also reveal that there is no single and simple form of the functioning of sponsorship, but that different processes affect the functioning in different situations.

2.4.6. Direct Marketing

Direct marketing; It is defined as the direct communication of companies with their target audiences to realize direct sales.

Although direct marketing is a tool that has been used for a long time, it has become an increasingly important communication tool for businesses after the 1990s, especially as a result of changes in technologies and market structures. Today, almost half of the communication expenditures, especially in the USA, are direct marketing expenditures. In addition to the features it has in the face of traditional media, the rapid rise of today's interactive media is an indication that direct marketing will continue to grow in the coming period.

The definition of direct marketing has undergone significant changes from past to present (Pelsmacker et al., 2001). In the 1960s, direct marketing was seen as a function of distribution and was defined as the direct sale of products and services through different channels. By the 1970s, direct marketing began seen as a part of marketing communication and it was aimed to increase the direct mailings and the return of these mailings. By the 1990s, concepts such as establishing long-term customer relations and creating customer loyalty began to become the most important issues under direct marketing. Therefore, the definition of direct marketing has undergone a significant change until today.

When we say direct marketing today, we are talking about communicating directly with existing or potential customers and getting an instant reaction from the customers in return for this communication. To open this definition, within the scope of my direct marketing, it is necessary able to communicate with customers using a direct channel such as mail, catalog, telephone or internet. Sales personnel, retailers or other intermediaries are not involved in this communication process. At the same time, it is desirable that our customers give an immediate response or reaction as a result of this communication.

It is possible to summarize the basic features of direct marketing as follows (Percy, 2008):

- **Accountability:** Thanks to direct marketing, managers have the chance to more easily control both the customer's returns and the cost of these returns.

- **Taking an Action:** In the most general sense, the goal of marketing communication is to create brand awareness and positive attitude towards the brand. However, direct marketing focuses on the customers taking an action. This action may in the form of placing an order, or it may in the form of trying a product or service.

- **Interactive Process:** The fact that the customer takes an action in return for the activities carried out within the scope of direct marketing brings about interaction. These actions of the customers are recorded as new data in the business database, and based on this data, the business in the future brings new suggestions to its customers.

- **More Effective Targeting:** Targeting should be made as narrow as possible, since the customers reached with direct marketing have to fulfill certain actions. For this reason, direct marketing focuses on small groups or directly on individual customers.

- **Database:** Today, the databases owned by the enterprises are of great importance in the functioning of direct marketing in the aforementioned way. By means of these databases, where the data of the customers are kept and analyzed, businesses get the chance to present the right product or offer to the right customer at the right time.

Two important factors played a major role in the development of direct marketing and its importance (Fill, 1999:474). The first of these is the technological changes. With the development of technology, especially digital technologies, significant changes have been experienced in the processes of data collection, storage and analysis. With these new technologies, businesses have been able to collect, store and analyze data from their customers much more easily and quickly. Advances in information and communication technologies (increasing processing speeds and corresponding reductions in hardware and software costs) have made it possible for even small and medium-sized businesses to collect and analyze customer data at less cost. In addition, it has become easier to collect customer data through scanners, smart cards, loyalty cards and similar tracking systems. Thanks to the increased processing speed and capacity of computers, businesses have been able to store this type of customer data they have collected and have been able to analyze this data in order to present the right product offer to the right customer. Thanks to the developing and increasing variety of communication technologies, they have succeeded in presenting

their offers to reach their customers through different channels (internet, televisions, mobile phones, etc.).

The second factor that plays an important role in the development of direct marketing is the changing market structures. When it comes to the 1990s, important changes are observed both on the consumer side and in the direction of businesses. With the emergence of retail brands, consumers' brand loyalty has decreased and their attitudes towards brands have begun to change. Consumers, who think that there is no difference between brands and their products, have begun to move away from being loyal customers of brands and to find the idea of being loyal meaningless. This situation has revealed that businesses focus directly on customer requests and needs and their efforts to establish one-to-one communication with each customer. Businesses have tried to persuade their customers to try or use their products by communicating directly. In the same period, the increasing cost of traditional advertising channels began to disturb businesses. In this environment, direct marketing has started to develop rapidly as a very attractive tool for businesses. In addition to being less costly than advertising, direct marketing has provided significant advantages to businesses in reaching customers directly and persuading them to perform certain actions.

2.4.7. Digital Communication

With the Internet and social media that emerged after the 2000s, digital communication has an important place in marketing communication efforts and its importance is gradually increasing. The Internet and the social media that emerged with it surround the whole world, and it is possible to feel strong influences in many areas, from our way of doing business to our culture, not only limited to communication.

Thanks to the smart phones that have entered our lives, the possibilities of socializing in the virtual environment appear as a power that cannot be ignored. By these possibilities, we mean Facebook, Twitter, etc. such as social networking sites. Social networking sites are a huge market environment. It is very important for businesses to think of this market environment as a new marketing communication channel (Akar, 2010).

Information technologies supported customer relationship management (CRM) plays an active role in diversifying marketing communication applications, executing activities, sales management, service services, finding new ways to segment customers

thanks to the database to be obtained, and developing different strategies and plans in order to reach new audiences. While traditional communication methods such as face-to-face, telephone or fax constituted all customer communication a few years ago, today's new communication methods such as e-mail, websites, mobile phones and IVR (Interactive Voice Response) technologies are rapidly replacing the old methods. takes. Considering the situation from the point of view of customers, it is seen that customers prefer new communication methods when they are given the chance to choose. (Yavuz and ErçiŞ, 2011).

2.5. New Trends in Marketing Communications

In today's world, there is a rapidly developing process in terms of technological innovation. The Internet and social media have become enabling people to connect and communicate by removing geographic and demographic barriers. Customers are becoming more cautious about brands' marketing communication activities and instead rely on the f-factor (friends, families, fans and followers). Customers provide advice and reviews both online and offline when making decisions (Kotler et al. 2017). 3D printing, artificial intelligence (AI), augmented reality (Augmented Reality, AR), quick response (Quick Response, QR) codes, chatbots and social listening tools are the new trends in market and ready-to-use technological innovation. 3D printing has opened up new possibilities for rapid innovation. One of the main application areas of 3D printing is the healthcare industry. The most innovative areas of 3D printing in the healthcare industry are the printing of tissues, organs and bones. On a five-year basis from 2017 to 2021, 3D printing in healthcare is showing significant growth rates and is starting to expand significantly (deloitte.com, 2020).

Artificial intelligence is a set of capabilities that includes technologies such as machine learning, natural language processing, and cognitive computing. Although artificial intelligence has existed for decades, today it is experiencing its renaissance. Marketers set a set of rules and then offer a predefined offer as the next best offer. For example, an organization might send coupons for baby products to all women who register for baby registration. Different coupons sent at different times (when the baby is born, when the baby is six months old, etc.). Marketing analytics generate such personalized and targeted offers to customers based on their needs. Organizations achieve this by using machine learning technologies. AI improve or drive customer demands (VoC) using

cognitive computing. Customers post traces of what they need through online reviews, call customer service representatives to complain, and share product reviews on social media. A company analyze these reviews using natural language processing (NLP) technologies and understand their customers' emotions from the words and voices used in the comments, from their faces (sas.com, 2016).

Augmented Reality integrates virtual information into the real world using computer graphics. Augmented Reality expands the real world with new images (virtual top layer), but does not create a virtual 3D world (Dejnaka 2017). Applications such as furniture planners that allow customers to see furniture in their homes and virtual make-up experiments where customers see themselves doing make-up given as examples of Augmented Reality in marketing applications.

QR codes are widely used in marketing communications of organizations to convey promotional campaigns. QR codes printed on many products and advertising channels such as product packaging, billboards, we pages. Consumers can access the content by scanning the QR code.

Social listening means analyzing conversations and trends around competitors and industries to follow a brand's social media accounts for any customer feedback and direct mentions and gain insights to make better marketing decisions.

CHAPTER THREE

RESEARCH METHOD AND RESULTS

3.1. Methodology of the Research

3.1.1 Research Methodology

The methodology followed throughout the research and the efficiency and usefulness of the research result are directly related. For this reason, it is important to explain the methodology in order to evaluate the results, it is necessary to decide on the method of data collection in terms of time, depending on the subject.

In this study, the survey method was chosen as the data collection method, and instantaneous work was carried out due to time constraints. In order for the questionnaire to be sampled, it is necessary to either observe or communicate with the participant. In this study, a survey was conducted by communicating with the sample representing the main mass.

3.1.2 Data collection

In order to administer the survey to the participant, questions were asked to the participant by phone, the survey form were mailed to the participant. In this study, the questionnaire form was applied to the participant in the internet environment due to the limited time, budget constraint and easier access to the participants (Arslanoğlu, 2016: 98).

This questionnaire form, which includes 30 questions, consists of four parts and was prepared on the internet. . The research was completed with the questionnaire created by bringing together the variables of sales promotions, consumer satisfaction, purchase intention and brand loyalty and the literature benefited from it.

3.1.3 Determining Test Statistics and Organizing Data

The "SPSS 23.0" package program was used in the coding and analysis of the data obtained as a result of the study. The answers in the questionnaire forms that we received were uploaded to the "SPSS 23.0" package program and analyzed. Since SPSS (Statistical Packages for the Social Sciences) contains detailed statistical analysis methods, it is frequently used in the analysis of data in research conducted in social sciences.

Below is information on the determination of the tests used in the research and the arrangement of the data obtained.

3.1.4 Determination of Test Statistics

The data collected for the research was transferred to the computer environment by coding. SPSS package program was used to analyze this transfer and data. After the data was entered into the program, statistical tests to be used for analysis were determined.

Tests and techniques used in the analysis of data classified according to different criteria. This classification made as univariate and multivariate according to the number of variables, as well as parametric and non-parametric (non-parametric) according to the data characteristics. Univariate analysis methods in discrimination according to the number of variables; While t-test, Manny Whitney U test, z-test, chi-square test and one-way ANOVA tests listed, multivariate analysis methods; correlation analysis, cluster analysis, factor analysis and regression analysis (CoŞkun et al., 2015: 161-162). In the classification according to data characteristics, the characteristics of the data and the sample are taken into account. The difference between parametric and non-parametric tests is due to the type of measurement of the data and whether it has a normal distribution (KurtuluŞ, 2004: 125).

In order to use parametric tests in classification according to data characteristics; the data show normal distribution, the data measured in the least range, all the groups in the target population have the same variance value and the resulting error value random. Accordingly, parametric tests require data measurement more powerful than non-parametric tests. The absence of one or more of these conditions, which necessitate parametric testing, necessitates the use of non-parametric tests (CoŞkun, 2015: 164). Since this study does not satisfy the normal distribution condition (see Appendix 4.2), non-parametric correlation is used. In this context, the tests used to evaluate the data obtained through the research and to test the hypotheses are as follows:

- Non-parametric correlation analysis (Speraman correlation)
- Factor analysis
- Regression analysis

3.1.5 Editing Data

After determining the test techniques used in the study, the data obtained were checked and made suitable for analysis. First of all, the data were analyzed by taking the minimum and maximum values in order to determine possible errors that made during data entry into the SPSS package program and to correct them. By using the item scores of the data, the cumulative values of the scales were calculated and the data were arranged according to the tests used.

3.2 Results

3.2.1 Sample Selection and Determination of size:

The sample is selected from the population to be selected for the research. In order to reach the conclusion of the research, sample selection is made in cases where it is not possible to reach all of the real or legal persons subject to the research. In this way, instead of wasting time with large numbers, the research is concluded with a group representing an example of these numbers (Arslanoğlu, 2016: 88).

In this study, the main mass was determined as Gelişim University students. In order for the sample to represent the main mass, a minimum of 30 questionnaires applied, depending on the number of the population. At the same time, the number of samples less than 10 times the number of variables used in the study (Coşkun et al., 2015: 136- 137).

Table 1: Sample Sizes

Size	0,03 Sampling Error			0,05 Sampling Error			0,10 Sampling Error		
	p= 0,05	p= 0,08	p= 0,03	p= 0,05	p= 0,08	p= 0,03	p= 0,05	p= 0,08	p= 0,03
	q= 0,05	q= 0,02	q= 0,07	q= 0,05	q= 0,02	q= 0,07	q= 0,05	q= 0,02	q= 0,07
100	92	87	90	80	71	77	49	38	45
500	341	289	321	217	165	196	81	55	70
750	441	358	409	254	185	226	85	57	73
1.000	516	406	473	278	198	244	88	58	75
2.500	748	537	660	333	224	286	93	60	78
5.000	880	601	760	357	234	303	94	61	79
10.000	964	639	823	370	240	313	95	61	80
25.000	1.023	665	865	378	244	319	96	61	80
50.000	1.045	674	881	381	245	321	96	61	81
100.000	1.056	678	888	383	245	322	96	61	81
1.000.000	1.066	682	896	384	246	323	96	61	81
100 million	1.067	683	896	384	245	323	96	61	81

Since some formulas are required to calculate the sample number, these calculations have been made and tabulated for the convenience of researchers. Table 1 below shows how the sample numbers were calculated according to three different error rates. Since it would take a long time and costly to reach the entire population in the study, the study was carried out on the sample determined from the main mass. Table 1 in determining the sample mass number referenced.

The research was carried out on the students of Gelişim University in İstanbul. According to the information obtained from the official website of Gelişim University, the number of students on campus is 44,324. In this context, 0.05 sampling error for a population accepted as 50,000; The number of samples seen in the table is 381, provided that $p=0.5$ (the rate of X being observed in the population) and $q=0.5$ (the rate of not being observed of X in the population). Since it is seen in Table 1 that the sampling error decreases as the sample size increases, the number of samples in the study was determined as 250.

The students were divided into three groups as social sciences, natural sciences and health sciences. With the sample to be used in the research, it is aimed to obtain data large enough to allow the findings of the variables.

In this figure, the stratified random sampling technique was used because of the segmentation. According to this technique, the sample selection is made by segmenting the people in the universe depending on a certain variable. This method, which is very useful in studies conducted with certain variables, also increases the representative power of the sample for the universe (Coşkun et al., 2015: 140-141).

3.2.2 Information about the Students Participating in the Research

The questions in the first part of the questionnaire used in the research aim to determine the demographic characteristics of the sample. This section, which consists of 5 questions, gives general information about the gender, age, monthly income and field of education of the sample.

Accordingly, information on the genders of the participants in the research is given in Table 2 below.

Table 2: Distribution of Research Participants by Gender

Gender	Number	Ratio
Woman	160	64
Man	90	36
Total	250	100,0

When the data in Table 2 are examined, 64% of the relevant sample consists of women, 36% of them are men. From this, it can be said that women show more interest in the study.

The distribution of the participants according to their ages is given in Table 3 below.

Table 3: Distribution of Research Participants by Age

Age	Number	Ratio
17- 19	10	4
20- 22	50	20
23- 25	90	36
26- 28	60	24
29 and +	40	16
Total	250	100,0

When the age distribution of the sample is examined, 4% of them are between the ages of 17-19, 20% are between the ages of 20-22, 36% are between the ages of 23-25, and 24% are between the ages of 26-28. in range and

It is seen that 16% of them are 29 years old and over. From this, it concluded that the students in the final grades show more interest in the study.

Information on the monthly income status of the survey participants is given in Table 4 below.

Table 4: Information on the monthly income status of the survey participants

Monthly income	Number	Ratio
0- 500 TL	8	3,2
501- 1000 TL	20	8
1001- 1500 TL	50	20
1501- 2000 TL	82	32,8
2001 TL and +	90	36
Total	250	100

When the monthly income status of the sample is examined, 3,2% of them are in the range of 0-500 TL,

It is seen that 8% of them have incomes in the range of 501- 1000 TL, 20% in the range of 1001- 1500 TL, 32,8% in the range of 1501- 2000 TL and 36% in the range of 2000 TL and above. . Since the research was conducted on university students, the number of those with an income of 2000TL or more is high.

Information on the fields of education of the participants of the research is given in Table 5 below.

Table 5: Distribution of Research Participants by Fields of Education

Department	Number	Ratio
Social Science	125	50
Science	80	32
Health Sciences	45	18
Total	250	100,0

Due to the use of stratified (based on groups) sampling technique.

3.2.3 Reliability and Validity of the Data Collection Tool

In the study, Cronbach's Alpha coefficient was used to evaluate the reliability (internal consistency) of the scales in the questionnaire. In Table 6, Cronbach's Alpha coefficients of the scales that will be used during the analysis of the data and information about the structure of the scale are presented in summary.

Table 6: Cronbach's Alpha coefficients of the scales

Scale	Measuring Range	Number of Items	Cronbach Alpha Coefficient
Sales Promotions Savings - Quality Convenience - Expression of Value Discovery – Entertainment	5' scale (between 1 and 5)	18	0,94
		6	0,88
		6	0,88
		6	0,90
Purchasing Intent	5' l scale (between 1 and 5)	3	0,90
Satisfaction	5' scale (between 1 and 5)	6	0,65
Brand Loyalty	5' lscale (between 1 and 5)	5	0,87

As seen in Table 6, when the Cronbach's Alpha coefficient of the scales used in the research was examined, it was determined that the ones other than the Satisfaction scale were highly reliable with values ranging between 0.87 and 0.94. The reason why the reliability of the satisfaction scale is low with 0.65 and what needs done are given in Table 7 and its explanation.

Table 7: Reliability (Internal Consistency) Coefficients and Descriptive Statistics of Scales

		Item Total Correlation	First Stage	Medium	Std. Estimates
SALE PROMOTION	I really save money with sales promotions.	0,559	0,948	3,10	1,25
	I feel like I will get good deals with promotions.	0,673			
	I really spend less thanks to promotions.	0,675			
	Thanks to promotions, I can get a better quality product for the same price.	0,687			
	I can get a better product than ever with promotions.	0,680			
	I can switch to a better brand with promotions.	0,681			
	I feel good with promotions.	0,719			
	Thanks to promotional products, I can get new ideas while shopping.	0,713			
	Promotions are fun.	0,724			
	Promotions entertainment.	0,736			
	Promotions are fun.	0,747			
	Promotions remind me that I need that product.	0,577			
	Promotions make my life easier.	0,788			
	Thanks to promotions, I remember what I need.	0,627			
	I can be proud of purchasing promotional items.	0,681			
	I feel like I am a smart consumer by purchasing promotional items.	0,770			
I feel like I'm trying new brands by buying promotional items.	0,720				
By purchasing promotional items, I can always stay away from buying the same brands.	0,659				
Purchasing Intent	I go back to the market after I encounter a sales promotion.	0,830	0,905	3,47	1,19
	I will shop in the future from the market where I come across a sales promotion.	0,832			
	Over the next few years, I will be shopping more at grocery stores that run sales promotions.	0,772			
Satisfaction	I am happy with my decision to buy or not to buy promotional items from the markets.	0,415	0,652	3,02	1,12
	I would have made a different decision when I reconsidered my idea of purchasing promotional items.	0,430			
	It was a wise choice whether or not to buy the promotional item.	0,455			
	I feel bad about the decisions I make regarding promotional items	0,335			
	When I decide to buy a promotional item, I think I am doing the right thing.	0,399			
	I was not happy with the decision I made regarding the promotional product.	0,260			
	I'm thinking of being loyal to brands that apply sales promotions.	0,644			

Brand Loyalty	Brands that implement sales promotions would be my first choice.	0,775	0,873	3,04	1,24
	If there is a brand that promotes sales in the market, I will not buy other brands.	0,692			
	I buy again the brands that promote sales.	0,782			
	I recommend brands that promote sales to others.	0,617			

In the initial reliability analysis of the satisfaction scale, the Cronbach Alpha value was 0.652. The item-total correlation of all items in the scale is less than 0.5. In order to increase the reliability of the scale (see Appendix 3), item 6 was first removed from the scale. In the new situation, the Cronbach Alpha value of the scale increased to 0.655. When the item-total correlation of the items was examined, it was seen that the item-total correlation of items 2 and 4 was less than 0.5 (see Appendix 4.), and it was decided to exclude items 2 and 4 from the scale. In the reliability analysis performed after these items were removed from the scale, the Cronbach Alpha value of the scale was 0.789 (see Appendix .5), and the item-total correlation of the items was greater than 0.5 (see Appendix 6). In this context, the Satisfaction scale was evaluated as 3 items in the next part of the study. The latest situation regarding reliability is as shown in Table 8.

Table 8: Reliability Coefficients of Scales

Scale	Measuring Range	Number of Items	Cronbach Alpha Coefficient
Sales Promotions	5" Scale (between 1- 5)	18	0,94
Savings - Quality		6	0,88
Convenience -		6	0,88
Expression of Value		6	0,90
Discovery – Entertainment			
Purchasing Intent	5" Scale (between 1- 5)	3	0,90
Satisfaction	5" Scale (between 1- 5)	3	0,78
Brand Loyalty	5" Scale (between 1- 5)	5	0,87

In order to ensure the content validity of the data collection tool in this study, a detailed literature study was conducted for the scales in the questionnaire and the questions related to these scales. During this literature study, firstly, previous studies were taken into account. In addition, conceptually, the evaluations in the literature were itemized in accordance with the scale, and a list was created for the questions in the scale. Since the questionnaire questions contained sufficient information and the most used scales were selected before, no adjustment was required. As a result, the validity of the data collection tool was demonstrated with a comprehensive literature study. In this study, construct validity was tested by using factor analysis to determine whether the scales in the study measure a single structure and to determine the factor structure of the scale items. The correlation level of the variables in factor analysis and their suitability for factor analysis were evaluated with the Kaiser-Meyer-Olkin (KMO) test (Bülbül, 2003: 220). The result of this analysis is shown in Table 9 below.

Table 9: Kaiser-Meyer-Olkin ((KMO) Values of Scales

Scales	KMO	Bartlett	p
Sales Promotion	0,940	10208,953	<001
Purchasing Intent	0,745	1487,288	<001
Satisfaction	0,704	658,270	<001
Brand Loyalty	0,847	1871,188	<001

Values less than 0.50 represent unacceptable levels for KMO, while values of 0.90 are considered very good (Ang et al., 2000: 57). As seen in Table 10, the KMO values of all the scales in the study are greater than 0.50 and these values are at an acceptable level. The fact that these variables are at an acceptable level indicates that the variables subjected to factor analysis. It is the Bartlett test that shows the degree of suitability of the relationship between the variables in terms of analysis and that the results are statistically significant. At this point, the results of the KMO and Bartlett tests show that the scales included in the research are suitable for factor analysis and therefore significant groups may emerge.

In the light of this information, information on the dimensions of the scales determined as a result of factor analysis is as shown in Table 10.

Table 10: Factor Analysis Results for the Dimensions of the Scales

		Factor 1	Factor 2	Factor 3	Total Variance (%)
5	I really save money with sales promotions.	0,612			
	I feel like I will get good deals with promotions.	0,731			
	I really spend less thanks to promotions.	0,690			
	Thanks to promotions, I can get a better quality product for the same price.	0,808			
	I can get a better product than ever with promotions.	0,795			
	I can switch to a better brand with promotions.	0,716			
	I feel good with promotions.			0,833	
	Thanks to promotional products, I can get new ideas while shopping.			0,587	
	Promotions are fun.			0,850	
	Promotions entertainment.			0,602	

	Promotions pleasure.			0,527	67,674
	Promotions remind me that I need that product.			0,531	
	Promotions make my life easier.		0,591		
	Thanks to promotions, I remember what I need.		0,882		
	I can be proud of purchasing promotional items.		0,872		
	Promotions are fun.		0,869		
	Promotions are entertainment.		0,500		
	Promotions are pleasure.		0,506		
	Eigenvalue	9,478	1,378	1,325	
	Explained Variance (%)	23,987	23,727	19,960	
	Cronbach alpha value	0,887	0,902	0,889	
INTENT TO PURCHASE	I go back to the market after I encounter a sales promotion.	0,927			84,100
	I will shop in the future from the market where I come across a sales promotion.	0,928			
	More than grocery stores running sales promotions over the next few years.	0,895			
	I will do a lot of shopping.	2,523			
	Eigenvalue	84,100			
	Explained Variance (%)	0,905			
SATISFACTION	Cronbach alpha value	0,856			70,366
	I am happy with my decision to buy or not to buy promotional items from the markets.	0,835			
	It was a wise choice whether or not to buy the promotional item.	0,825			
	I did the right thing when I decided to buy a promotional item.	2,111			
	I'm thinking.	70,366			
	Eigenvalue	0,789			
BRAND LOYALTY	Explained Variance (%)	0,770			66,584
	Cronbach alpha value	0,868			
	I'm thinking of being loyal to brands that apply sales promotions.	0,808			
	Brands that implement sales promotions would be my first choice.	0,873			
	If there is a brand that promotes sales in the market, I will not buy other brands.	0,752			
	I buy again the brands that promote sales.	3,329			
	I would recommend brands that promote sales to others.	66,584			
Cronbach alpha value	0,789				

As a result of factor analysis, it is seen that items related to Purchase Intent, Satisfaction and Brand Loyalty scales are loaded on a single factor. Among these scales, the items related to the Sales Promotion scale were loaded on three factors. The eigenvalues of the resulting dimensions are greater than 1. The items explain 67,674% of the total variance, and the factor loads of all items are greater than 0.50.

In the light of all this information, the eigenvalues of all the scales are greater than 1 in the factor analyzes for structural validity. The factor loads of the one-dimensional scales vary between 0.752 and 0.928, while the factor loads of the three-dimensional Sales Promotion

scale take values between 0.500 and 0.882. Cronbach's alpha coefficients of the scales were also calculated and it was determined that they had internal consistency.

Reliability and validity have been confirmed in the examinations made up to this part of the research. It was determined that the data collection tool was applied to a sample with the ability to represent the population at a sufficient size. In the continuation of the research, the findings of the analysis results of the collected data will be presented.

3.2.4. Information on Sales Promotions

In measuring sales promotion, Chandon et al. (2000) 18-item scale was used. The items in Table 11 regarding sales promotions were asked in the form of a five-point Likert scale. On the scale, 1 means strongly disagree and 5 means strongly agree. The results regarding the evaluations of the participants about the sales promotion are as seen in the table below.

Table 11: Evaluations of the Survey Participants Regarding the Sales Promotion Scale

Sales Promotion	Medium.	Std. estimates.
I really save money with sales promotions.	2,64	1,16
I feel like I will get good deals with promotions.	3,26	1,23
I really spend less thanks to promotions.	2,95	1,25
Thanks to promotions, I can get a better-quality product for the same price.	3,43	1,23
I can get a better product than ever with promotions.	3,05	1,22
I can switch to a better brand with promotions.	3,28	1,23
First Dimension Total	3,10	0,98
Promotions remind me that I need that product.	2,63	1,33
Promotions make my life easier.	2,96	1,23
Thanks to promotions, I am reminded of what I need.	2,55	1,31
I feel good with promotions.	2,88	1,34
I can be proud of purchasing promotional items.	3,29	1,27
I feel like I am a smart consumer by purchasing promotional items.	3,00	1,32
Second Dimension Total	2,88	1,04
I feel like I'm trying new brands by buying promotional items.	3,35	1,24

By purchasing promotional items, I can always stay away from buying the same brands	3,50	1,25
Thanks to promotional products, I can get new ideas while shopping.	3,40	1,27
Promotions are fun.	3,42	1,25
Promotions are entertaining	3,25	1,31
Promotions are fun.	3,11	1,26
Third Dimension Total	3,34	1,03
Sales Promotion Applications Total	3,11	0,91

Notes: (i) n=750; (ii) On the scale, 1 = strongly disagree and 5 = strongly agree. (iii) According to the Friedman bidirectional Anova test ($\chi^2=1,566.012$: $p<0.001$), the results are statistically significant.

Table 11. When examined, it is seen that the average of saving-quality, which is the first dimension, is 3.10, the average of the second dimension, convenience-value, is 2.88, and the third dimension, discovery-entertainment, is 3.34.

In the first dimension, while the respondents thought that they could buy better quality products at the same price by using the sales promotion (3,43), it was seen that the sales promotion was not effective in saving money (2,64).

In the second dimension, it was seen that while the participants were proud to buy promotional products (3,29), they were undecided about the promotions reminding them of their needs (2,55).

In the third dimension, it was observed that while the participants thought that they could always stay away from buying the same brands by purchasing promotional products (3,50), they were undecided about the enjoyment of promotions (3,11). However, it has been seen that promotions have no effect on saving money. It is seen that promotions do not provide any convenience for consumers, but they play an important role in discovering new products.

Table 12: Findings Regarding the Scale of Purchasing Intention of the Research Participants

Purchasing Intent	Medi um.	Std. Sap.
I go back to the market I encountered with a sales promotion later.	3,49	1,20
I will shop in the future from the market I encounter with a sales promotion.	3,54	1,16
Over the next few years, I will be shopping more at grocery stores that run sales promotions.	3,40	1,21
Total Intent to Purchase	3,47	1,19

Notes: (i) n=750; (ii) On the scale, 1 = strongly disagree and 5 = strongly agree. (iii) According to the Friedman bidirectional Anova test ($\chi^2=19.095$: $p<0.001$), the results are statistically significant.

Table 12. When examined, it is seen that consumers intend to shop in the future from the market they encounter with the sales promotion (3,54), but they remain undecided (3,40) to do more shopping from the markets that apply promotions in the coming years. Based on these explanations, it is possible to reach the conclusion that the consumer tends to be a permanent consumer due to the promotions, but they cannot guarantee this in the long run.

3.2.5. Information on Consumer Satisfaction

The 6-item scale developed by Richard L. Oliver (1980) was used to measure satisfaction. In the study, as explained before, 3 items of this scale were omitted due to reliability, and the evaluation was made on the remaining 3 items. Items related to satisfaction in Table 4.13 were asked in the form of a five-point Likert scale. On the scale, 1 means strongly disagree and 5 means strongly agree. The results regarding the satisfaction of the participants are as seen in the table below.

Table 13: Findings Regarding the Satisfaction Scale of the Research Participants

Satisfaction	Medi um.	Std. Sap.
I am satisfied with my decision to buy or not to buy promotional products from the markets.	3,72	1,08
It was a wise choice whether or not to buy the promotional item.	3,61	1,09
When I decide to buy a promotional item, I think I am doing the right thing..	3,44	1,13
Satisfaction Total	3,59	1,09

Notes: (i) n=750; (ii) On the scale, 1 = strongly disagree and 5 = strongly agree. (iii) According to the Friedman bidirectional Anova test ($\chi^2=49.775$: $p<0.001$), the results are statistically significant.

Table 13. When examined, it is seen that the participants are satisfied with their decision to buy or not to buy the promotional products (3,72). It was determined that the participants were undecided about their satisfaction when they decided to purchase promotional products (3,44). Based on these explanations, it is possible to say that consumers are satisfied with the decisions they make when they encounter promotional products.

3.2.6. Information on Brand Loyalty

The 5-item scale developed by Yoo and Donthu (2001) was used to measure brand loyalty. The items in Table 4.14 regarding brand loyalty were asked in the form of a five-likert scale. On the scale, 1 means strongly disagree and 5 means strongly agree. The results regarding the brand loyalty of the participants are as seen in the table below.

Table 14: Findings Regarding the Brand Loyalty Scale of the Research Participants

Brand Loyalty	Medi um.	Std. Sap.
I intend to be loyal to brands that implement sales promotions. .	2,73	1,24
Brands that implement sales promotions would be my first choice.	3,11	1,31
If there is a brand that promotes sales in the market, I will not buy other brands. .	2,68	1,29
I buy again the brands that promote sales.	3,17	1,18
I recommend brands that promote sales to others.	3,52	1,20
Brand Loyalty Total	3,042	1,24

Notes: (i) n=750; (ii) On the scale, 1 = strongly disagree and 5 = strongly agree. (iii) According to the Friedman bidirectional Anova test ($\chi^2=489.075$: $p<0.001$), the results are statistically significant.

Table 14. When examined, the participants stated that they can recommend the brands that make promotions (3,52). However, if there is a promotional brand in the market, it is seen that they are hesitant not to buy another brand (2,68). Based on these explanations, it is possible to conclude that the promotions encourage the consumer to recommend the product. For the consumer who cares about the brand of the product, it can be said that the promotions alone are not enough to buy the product.

3.2.7. Sales Promotion, Purchasing Intention, Satisfaction, Brand Loyalty Relationship and Interaction

Correlation and regression tests performed to test the hypotheses of the research are discussed under this title. Correlation analysis is used to measure the severity of the relationship between two variables. The value obtained as a result of the correlation analysis is between -1 and +1. If the result is +1, the two analyzed variables are positively correlated (if the first variable increases by 1, the second variable also increases by 1), if the result is -1, the two analyzed variables are negatively correlated (if the first variable increases by 1, the second variable 1 .decreases) (CoŞkun et al., 2015: 228).

Calculations were made using the Pearson correlation coefficient in order to measure the relationship between the variables of the study, sales promotions, purchase intention, satisfaction and brand loyalty, and to examine this relationship. The results are as seen in Table 15 below.

Table 15: Sales Promotions, Purchasing Intent, Satisfaction and brand loyalty

Scales	Sales Promotion	Purchasing Intent	Satisfaction	Brand loyalty
Sales Promotion	1			
Purchasing Intent	,603	1		
Satisfaction	,498	,543	1	
Brand loyalty	,607	,623	,514	1

Not: * $p<0,05$

As a result of the correlation analysis in Table 15, there is a 0.607 (positive) relationship between sales promotions and brand loyalty. With this result, hypothesis -1- appears supported. There is a 0.623 (positive) relationship between purchase intention and brand loyalty. With this result, it is seen that hypothesis -2- is supported. There is a 0.514 (positive) relationship between satisfaction and brand loyalty. With this result, it is seen that hypothesis -4- is supported. There is a 0.603 (positive) relationship between sales promotions and purchase intention. With this result, it is seen that hypothesis -4- is supported. There is a 0.543 (positive) relationship between purchase intention and satisfaction. With this result, it is seen that hypothesis -5- is supported. There is a 0.498 (positive) relationship between sales promotions and satisfaction. With this result, it is seen that hypothesis -6- is supported.

Regression analysis is used to examine the interactional relationship between a dependent variable and one or more independent variables (Coşkun et al., 2015: 233). After determining the correlation between the variables, regression analysis was applied to explain the causality between the variables.

In order to examine the relationship between brand loyalty and Sales Promotion, the following model was proposed and regression analysis was carried out. The results are as seen in Table 16 below.

$$\text{Brand loyalty} = b_0 + b_1 \text{ Sales promotion} + \varepsilon$$

Table 16: The Effect of Brand Loyalty on Sales Promotion

The dependent variable	R ²	ΔR ²	Independent variables	B	Std. failure	t	F
Brand loyalty	0,413	0,412	Fixed Term	0,823	0,101	8,165*	525,281*
			Sales Promotion	0,713	0,031	22,919*	

Not: p<0,001.

Table 16. When examined, it is seen that the proposed model is statistically significant (F=525,281 and p<0.001). According to the results of the regression analysis, the values of R² (percentage of variance explained) and F (significance of the regression model) show that for this sample, Brand loyalty can be explained by Sales Promotion. In this context, Table 15. (correlation analysis) and Table 16. When the results are evaluated together, it is

seen that the hypothesis -1- in the form of “Sales promotion has a positive effect on brand loyalty” is supported.

In this study, it has been determined that sales promotions increase purchasing because they provide advantages to the consumer. It has been concluded that as long as the consumers affected by the promotions feel that they have advantages both psychologically and financially, their loyalty to the brand will increase and they will become the permanent consumers of that brand (Koçoğlu, 2015: 111).

In order to examine the relationship between brand loyalty and Purchasing Intent, the following model was proposed and regression analysis was carried out. The results are as seen in Table 17 below.

$$\text{Brand loyalty} = b_0 + b_1 \text{ Purchase intention} + \varepsilon$$

Table 17 : The Effect of Brand Loyalty on Purchasing Intent

The dependent variable	R ²	ΔR ²	Independent variables	B	Std. failure	t	F
Brand loyalty	0,388	0,387	Fixed Term	1,038	0,096	10,770*	474,478*
			Purchasing Intent	0,576	0,026	21,783*	

Not: p<0 ,001.

Table 17. When examined, it is seen that the proposed model is statistically significant (F=474.478 and p<0.001). According to the results of regression analysis, R2 (percentage of variance explained) and F (significance degree of regression model) values show that Brand loyalty can be explained by purchase intention for this sample. In this context, Table 15. (correlation analysis) and Table 17. When the results are evaluated together, it is seen that the hypothesis -2- in the form of “Purchase intention has a positive effect on brand loyalty” is supported.

According to the result obtained in this study, consumers who are loyal to their brands are investments for businesses. It is an inevitable fact that the consumer, whose loyalty to the brand increases, wants to buy that product (Çeçen, 2016: 75).

Consumers attached to a particular brand will shop with the intention of purchasing it.

In order to examine the relationship between Satisfaction and Sales Promotion, the following model was proposed and regression analysis was carried out. The results are as seen in Table 18 below.

$$\text{Brand loyalty} = b_0 + b_1 \text{ Satisfaction} + \varepsilon$$

Table 18: The Effect of Brand Loyalty on Satisfaction

The dependent variable	R ²	ΔR ²	Independent variables	B	Std. failure	t	F
Brand loyalty	0,262	0,261	Fixed Term	1,019	0,128	7,965*	265,708*
			Satisfaction	0,563	0,035	16,301*	

Not: p<0 ,001.

Table 18. When examined, it is seen that the proposed model is statistically significant (F=265,708 and p<0.001). According to the results of regression analysis, R2 (percentage of variance explained) and F (significance degree of regression model) values show that Brand loyalty explained by Satisfaction for this sample. In this context, Table 4.15. (correlation analysis) and Table 18. When evaluated together, it is seen that the results obtained are supported by the hypothesis number 3, “Consumer satisfaction has a positive effect on brand loyalty”.

According to the results of this study, it has been determined that the companies that claim that their own brands are different and one step ahead of their competitors and prove this to the consumer differ among their competitors. Making the business feel this difference to the consumer depends on providing satisfaction by responding to his wishes and needs. In this way, it will gain advantage with the consumer that it will make dependent on its brand (Eru, 2007: 129).

In order to examine the relationship between sales promotion and purchase intention, the following model was proposed and regression analysis was carried out. The results are as seen in Table 19 below.

$$\text{Intent to Buy} = b_0 + b_1 \text{ Sales Promotion} + \varepsilon$$

Table 19: The Effect of Purchasing Intent on Sales Promotion

The dependent variable	R ²	ΔR ²	Independent variables	B	Std. Hata	t	F
Purchasing Intent	0,508	0,507	Fixed Term	0,833	0,099	8,410*	772,491*
			Sales Promotion	0,851	0,031	27,794*	

Not: p<0 ,001.

Table 19. When examined, it is seen that the proposed model is statistically significant (F=772,491 and p<0.001). According to the results of the regression analysis, the values of R2 (percentage of variance explained) and F (significance of the regression model) indicate that for this sample, purchase intention explained by sales promotion. In this context, Table 4.15. (correlation analysis) and Table 19. When the results are evaluated together, it is seen that the hypothesis -4- in the form of “There is a positive relationship between sales promotion and purchase intention” is supported.

According to the results of this study, it was determined that 74% of the participants experienced a change in their purchasing intentions in the face of sales promotions. It has been concluded that the consumer, who encounters promotions in supermarkets and hypermarkets, buys the promotional product that he did not intend beforehand. Depending on this result, businesses that want to increase their sales make changes in the purchase intention of the consumer thanks to the promotions that affect the consumer (Yalman and AYTEKIN, 2014: 110).

In order to examine the relationship between purchase intention and consumer satisfaction, the following model was proposed and regression analysis was carried out. The results are as seen in Table 20 below.

$$\text{Consumer Satisfaction} = b_0 + b_1 \text{ Intention to Purchase} + \varepsilon$$

Table 20: The Effect of Consumer Satisfaction on Purchasing Intention

The dependent variable	R ²	ΔR ²	Independent variables	B	Std. Failure	t	F
Consumer Satisfaction	0,295	0,294	Independent variables	1,854	0,069	26,777*	313,444*
			Purchasing Intent	0,336	0,019	17,704*	

Not: p<0 ,001.

Table 20. When examined, it is seen that the proposed model is statistically significant ($F=313.444$ and $p<0.001$). According to the results of the regression analysis, the values of R^2 (percentage of variance explained) and F (significance degree of the regression model) show that for this sample, consumer satisfaction explained by purchase intention. In this context, Table 4.15. (correlation analysis) and Table 4.20. When the results are evaluated together, it is seen that the hypothesis numbered -5- in the form of "There is a positive relationship between purchase intention and consumer satisfaction" is supported.

A similar result supporting hypothesis -5- has been reached in a research in the literature conducted with consumers who have previously shopped at an IKEA store living in Bursa in 2015. According to the results of this study, a positive relationship was determined between the consumer's purchase intention and satisfaction. According to the research, 49.5% of the changes in the purchase intention of the participants for the IKEA store are due to the change in consumer satisfaction. For this reason, it has been concluded that purchase intention has an effect on consumer satisfaction (Kara, 2015: 80).

In order to examine the relationship between sales promotion and consumer satisfaction, the following model was proposed and regression analysis was carried out. The results are as seen in Table 21 below.

$$\text{Consumer Satisfaction} = b_0 + b_1 \text{ Sales Promotion} + \varepsilon$$

Table 21: The Effect of Consumer Satisfaction on Sales Promotion

The dependent variable	R^2	ΔR^2	Independent variables	B	Std. Failure	t	F
Consumer Satisfaction	0,309	0,308	Fixed Term	1,748	0,073	24,035*	334,058*
			Sales Promotion	0,411	0,022	18,277*	

Not: $p<0,001$.

Table 21. When examined, it is seen that the proposed model is statistically significant ($F=334,058$ and $p<0.001$). According to the results of the regression analysis, the values of R^2 (percentage of variance explained) and F (significance of the regression model) show that for this sample, consumer satisfaction explained by sales promotion. In this context, Table 15. (correlation analysis) and Table 21. When the results are evaluated together, it is

seen that the hypothesis numbered -6- “There is a positive relationship between sales promotion and consumer satisfaction” is supported.



DISCUSSION, LIMITATION AND RECOMMENDATIONS

In this study, the effects of sales promotions and consumer satisfaction on brand loyalty and purchase intention were discussed, taking into account the market shopping of university students. This chapter, as the fifth and last part of the study, includes the aims, discussion, limitations, recommendation and the conclusion of the study..

Discussion

In questions about sales promotions, it was concluded that consumers always give up the products they buy for promotional products with the item with the highest average of 3.50. With the item having an average of 3.43 on this scale, it was concluded that consumers buy better quality products by paying the same price thanks to promotions. Finally, it was concluded that the consumer sees promotions as entertainment with an average of 3.42 items. In this section, the lowest average consumers with 2.55 belong to the item about remembering their needs thanks to promotions.

It has been concluded from this that the consumer always give up the product he buys for the promotional product and will make a better quality shopping thanks to the promotions. Although the consumer is satisfied with the promotion, he thinks that it is helpful in reminding him his need. According to the result of the factor analysis, this scale used for sales promotions explains 67.67% of the research.

In questions about purchase intention, with the highest average of 3.54, the consumer thinks that he able to shop in the future from the market where he is faced with sales promotion. According to the last item with an average of 3.40, the consumer does not intend to shop more in the markets that apply sales promotions for the next few years. Here, it is possible to say that the purchase intention of the consumer is affected by sales promotions, but this interaction is unlikely valid in the long run as well. According to the result of the factor analysis, this scale used for purchase intention explains 84.10% of the research.

In questions about satisfaction, it was concluded that consumers were satisfied with their decision to buy or not buy promotional products, with the highest average of 3.72. According to the last item with an average of 3.44, consumers were undecided about the correctness of their decision to purchase promotional products. Here, it is possible to conclude that the consumer is almost satisfied with the decisions taken for the promotional

products in any case. According to the result of the factor analysis, this scale used for satisfaction explains 70.36% of the research.

In questions about brand loyalty, it was concluded that the highest average of 3.52 is that the consumer recommend the brands that apply promotions to others. According to the last item with an average of 2.68, it has been revealed that the promotion alone is not sufficient for the consumer in brand selection. Here, while the consumer recommend the promoted brand to his/her environment, it is concluded that he/she will not prefer a brand just because it is promoted. According to the result of the factor analysis, this scale used for brand loyalty explains 66.58% of the research.

Based on these results and other analyzes, the results related to the hypotheses are shown in Table 22. below.

H1: Sales promotion has a positive effect on brand loyalty. Regression Analysis and Pearson Correlation Coefficient

H2: Purchase intention has a positive effect on brand loyalty.

H3: Consumer satisfaction has a positive effect on brand loyalty

H4: There is a positive relationship between sales promotion and purchase intention.

H5: There is a positive relationship between purchase intention and consumer satisfaction.

H6: There is a positive relationship between sales promotion and consumer satisfaction.

Table 22: Evaluation of Hypotheses

Hypothesis	Used Analysis Method	Results	Explanation
H1: Sales promotion has a positive effect on brand loyalty. Regression Analysis and Pearson Correlation Coefficient	Regression Analysis and Pearson Correlation Coefficient	Accept	It has been concluded that an increase of 1 unit in sales promotions increase the loyalty to the brand by 0.420.

H2: Purchase intention has a positive effect on brand loyalty.	Regression Analysis and Pearson Correlation Coefficient	Accept	It has been concluded that an increase of 1 unit in the purchase intention increase the loyalty to the brand by 0.272.
H3: Consumer satisfaction has a positive effect on brand loyalty.	Regression Analysis and Pearson Correlation Coefficient	Accept	It has been concluded that an increase of 1 unit in the satisfaction of the consumer will also increase the loyalty to the brand by 0.098.
H4: There is a positive relationship between sales promotion and purchase intention.	Regression Analysis and Pearson Correlation Coefficient	Accept	There is a positive 0.603 relationship between sales promotions and purchase intention.
H5: There is a positive relationship between purchase intention and consumer satisfaction.	Regression Analysis and Pearson Correlation Coefficient	Accept	There is a positive 0.543 relationship between purchase intention and satisfaction.
H6: There is a positive relationship between sales promotion and consumer satisfaction.	Regression Analysis and Pearson Correlation Coefficient	Accept	There is a positive correlation of 0.498 between sales promotions and satisfaction.

Limitations

The usefulness of the results in this study, along with some limitations, may cause problems in the validity and generalization of the findings. These summarized as follows.

The results obtained in the study are limited by the validity and reliability of the scales used. Participants reached throughout the research have the ability to represent the main

mass. However, the study covers a partial research. Therefore, these taken into account when interpreting the study.

Due to the survey method used in the study, measurement errors may occur depending on the possibility of participants to give answers reflecting the ideal situation rather than the current situation. Only students were considered in this study. Different results obtained in studies with different samples. This study is a guide for researchers who will study on different samples.

The research was evaluated only on the data of a certain time period. Considering the hypotheses put forward in the research and the questions answered, it considered as a more appropriate approach to conduct a periodical study as a data collection method. However, since time and cost are important constraints, instant answers were taken from the participants and evaluated. Problems that may arise due to this are one of the limitations of the research.

Another issue is sample selection. In the studies on sales promotions, shopping malls or certain brand consumers are selected as the sample in general, while university students, who are less selected for this subject, are considered in this study. Considering the living conditions and financial opportunities, the fact that this study is aimed at university students will reveal much more striking results. In this context, the case study review process has been difficult during the research.

Recommation

In this study, which deals with university students, it has been tried to find answers to the questions that will reveal the ' what is the role of sales promotion on marketing communication strategie and how the effect the consumer?' 'effect of sales promotions and consumer satisfaction on purchase intention and brand loyalty within the framework of theoretical and practical information. It is thought that the research carried out is a guide for future studies, and the limitations mentioned above and some new questions encountered during the study are thought to be informative for future studies. These explained as follows.

- ❖ The fact that the research participants are university students is an important limitation of the research. In future research, an application involving different consumer groups can be realized.
- ❖ It is an important limitation that the application is carried out only in Gelişim University in İstanbul. This study done in different cities or different universities.
- ❖ In this study, four different variables were examined together. The large number of variables made it difficult to work at the process point due to the existence of time constraints. In this context, by considering the variables separately, both new results can be obtained and the research can be facilitated.
- ❖ In the studies involving the variables used in the study, shopping mall consumers or permanent consumers of a particular brand were chosen as the main mass. In future studies with these variables, a new perspective obtained by specifying a different main type in order to obtain different results.

CONCLUSION

Taking all factors into consideration, sales promotion has profited both marketers and consumers at the same time. This research has discussed about examine the effect of sales promotion and consumer satisfaction on purchase intention and brand loyalty. ' what is the role of sales promotion on marketing communication strategie and how the effect the consumer'.Throught the ability to undersand the Sales development activities are activities that businesses in almost every sector cannot give up, frequently apply, and provide communication with their consumers.

To accomplish,this study, the survey method was chosen as the data collection method, and instantaneous work was carried out due to time constraints. this study, a survey was conducted by communicating with the sample representing the main mass. The research was completed with the questionnaire created by bringing together the variables of sales promotions, consumer satisfaction, purchase intention and brand loyalty and the literature benefited from it.

In today's market where competition is increasing, it is necessary for the business to differentiate and create a reason for the consumer to prefer it. It is necessary for the business to bring it into the loyal consumer class by ensuring the satisfaction of the consumer with the promotion activities it adopts, the price policies it applies, and the brand loyalty it creates.

In order to address our research problem, the findings indicate that sales promotions, one of the promotional activities, are a very successful method in encouraging the consumer to buy. For this reason, businesses will gain value in the eyes of consumers by applying promotions in product sales. Businesses that want to attract the attention of this group should apply promotions, especially since consumers in the younger age group are more affected by the promotion. Again, since the low-income group is more interested in promotions, businesses that appeal to this segment should also take this into account. The purchase intention of the consumer is shaped by sales promotions. The consumer who encounters the promotion in the place where he/she does shopping will prefer that place in the future as well. For this reason, businesses that want to include potential consumers in the loyal consumer class can also shape the purchase intention of the consumer. When the satisfaction status of the consumer is examined, it is highly likely that they will prefer that business again because they are satisfied with the decisions they have taken for promotions.

For this reason, businesses should care about consumer satisfaction. The consumer will not only buy the promotional product that he/she is satisfied with, but will also recommend it to his/her environment. The business forget that every positive move it makes during the sale will return itself as a positive advertisement and this will be permanent.

Businesses use promotions ethically and effectively in order to increase their sales. It give confidence to the consumer and should not make him feel that he is with him after the sale.



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