

## THE EFFECTS OF ADVERTISEMENTS ON THE CONSUMERS' BRAND PREFERENCE OF WHITE GOODS

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### Abstract

*The most important reasons for buying white goods according to consumers are to use or take advantage of them for various purposes. Meanwhile, consumers may also have other purposes such as innovation, prestige, brand and flashiness. Many people perceive white goods as comfort and ease of life. However, the most important thing is to figure out why or why not consumers buy and the factors which affect their brand preference most.*

*During brand life cycle, the links produced by advertisements in consumers' mind will determine consumers' decision for brand preference, in addition to brand awareness.*

*Although there are several researches on the effects of advertisements on consumers' decision in general, there are no researches about effects of advertisement on decision of white goods. This situation required this study.*

*The aim of this research is to explore the effects of advertisements in white goods sector on brand preference. According to this aim, firstly brand and ad concepts are reviewed and then the relationship between them is stated. Afterwards for the preference of white goods brands are evaluated through results of the research.*

*The study participants are customers of white goods brands in Istanbul and the data collection method used is questionnaire. (After questionnaires recovered, SPSS 11.5 was used for frequency analysis, reliability & validity analysis, anova and t-tests respectively). It is assessed that the results and findings of the research will be helpful for white goods vendors about advertisement decisions.*

**Keywords:** Brand, Brand Preference, Advertisement, White Goods,

**Jel Classification:** M30, M31

## TÜKETİCİLERİN BEYAZ EŞYA MARKA TERCİHLERİNDE REKLAMLARIN ETKİSİ

### Özet

*Tüketicilerin beyaz eşya satın almasının en önemli nedeni, ondan çeşitli amaçlarla yararlanmak ve onu kullanmaktır. Bu arada tüketicinin yenilik, prestij, marka ve gösteriş gibi başka amaçları da olabilir. Birçok kişi beyaz eşyayı rahatlık ve yaşam kolaylığı olarak algılamaktadır. Ancak bunlar arasında en önemlileri tüketicilerin neden satın aldığı veya almadığı ile marka tercihlerini en çok hangi faktörlerin etkilediğidir.*

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*Marka yaşam saykılı boyunca, marka farkındalığının yanında reklamların tüketicilerin zihinlerinde oluşturduğu bağlantılar tüketicilerin marka tercihi kararını belirlemektedir.*

*Tüketicilerin marka tercihlerinde reklamın etkisine dair genel kapsamlı bir çok çalışma olmasına rağmen yapılan literatür taramasında spesifik olarak beyaz eşya marka tercihlerinde reklamın etkisine yönelik bir çalışma bulunmaması nedeniyle bu araştırma yapılmıştır.*

*Bu araştırmanın amacı da beyaz eşya marka tercihinde reklamların etkisini ortaya koymaktır. Bu amaca yönelik olarak çalışmada öncelikle marka ve reklam kavramları incelenmiş, ardından marka ve reklam ilişkisi ele alınmış ve beyaz eşya markası tercihine ilişkin yapılan araştırma sonuçları değerlendirilmiştir. Araştırmanın örneklem kitlesi İstanbul'da ikamet eden herhangi bir beyaz eşya markası tüketicileri arasından seçilmiştir. Veri toplama yöntemi olarak anket kullanılmış, anket verileri SPSS 11.5 programı kullanılarak faktör analizi, güvenilirlik analizi, anova ve t-testi analizleri yapılmıştır. Araştırma bulgu ve sonuçlarının beyaz eşya satıcılarının reklam tercihlerinde faydalı olacağı değerlendirilmektedir.*

**Anahtar Kelimeler:** Marka, Marka Denklığı, Reklam, Beyaz Eşya.

**Jel Sınıflaması:** M30, M31

## 1. Introduction

The aim of marketing is to reveal the needs of consumers and satisfy them. The first thing which needs to be done for realising this goal is to analyze the behaviour of the consumer. So the issue is to find an answer to this question “why and from where goods or services are purchased and how they are used and explored”. Neither determination of the requests and needs of customers nor identification of variables which motivate them is possible without understanding the consumers and their behaviours.<sup>1</sup>

Brand managers should constantly analyze the requests, preferences and shopping behaviours of their target consumers and then build their strategic decisions on this information.<sup>2</sup>

Today branding is one of the major issues in marketing literature. Taking the views of high-educated consumers, it's recognized that consumers' attitudes towards goods and services have become more susceptible. Young people are the main customers for the most brands.<sup>3</sup>

Advertisements are the most important factor in creating brand preference and enormous sums are spent on advertising. However, many obstacles may restrain ad's effects on brand selection. There is a relation between consumers' exposure to advertising and their possibility to buy the advertised ones.<sup>4</sup>

<sup>1</sup> Yavuz Odabaşı, **Tüketici Davranışı**, 5. Baskı, İstanbul, Mediacat, 2005, p.27.

<sup>2</sup> Kahraman Arslan, “Otomobil Alımında Tüketici Davranışlarını Etkileyen Faktörler”, **İstanbul Ticaret Üniversitesi Dergisi**, Yıl:2, Sayı:3, Haziran 2003, İstanbul, p.83.

<sup>3</sup> Azize Hassan, Özgür Yayla ve İsa Bayhan, “Üniversite Öğrencilerinin Bilinirliği Yüksek Markalı Ürünlere Yönelik Bilgi”, **İşletme Araştırmaları Dergisi**, Cilt:3, Sayı:4, 2011, p.104.

<sup>4</sup> Kevin Lane Keller, “Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluation,” **Journal of Consumer Research**, Vol. 14, Issue 3, 14 December 1987, p.316.

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## 2. A Glance to Brand Concept

In today's brand wars, creating a brand and adding value on it requires a long planning process. Branding can not be thought only as the name of a firm. It also means a product, an existing name for a new product, an advertising campaign, a marketing motto and a logo. Brands are key players in developing customers' life and strengthening the economical condition of companies.<sup>5</sup>

According to American Marketing Association (AMA), "a brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to separate them from those of competitors"<sup>6</sup>.

**Table 1. Brand Definitions**

Definitions	Descriptions
Legal instrument	Preventing infringement against brand imitation
Logo	Differentiation with the ID, name, and visuals
Institution	Transferred benefits to products from corporate identity
Short Path	Fast recognition of brand's connotation , the acceleration of information processing and decision making
Lowering Risk	If it shows an indication that the company's promise will be accomplished.
Identification system	Orientation, meaning, strategic positioning
Image	Managing the input activities of company for changing the identity.
Value system	Match between brand values and consumer values
Personality	Differentiation by symbolism, humanitarian values reflected and committed
Relationship	Recognition and respect for people, relationship development
Added value	The differentiation by meaning , consumer experience, user perception
Evolving thing	Change

**Source:** Ferruh Uztuğ, Markan Kadar Konuş, MediaCat, İstanbul, 2002, p.19.

A brand is a product or a service that contributes some dimensions which separate it in some way from other products or services designed to fulfill the same request.<sup>7</sup>

Although most of these definitions refer to name, term, symbol, design, and other similar components, brand represents more. The idea of brand creating and its applications are unequivocally important to determine the organization's personality, future projects and the place in a sector. And this brings the concept of branding to the fore.<sup>8</sup>

The major motivational factor for introducing new products under established brand names is that such extensions are more easily adopted by consumers than new products with new brand names. This effect is due to a transfer of positive beliefs and/or effect from the parent brand to the brand extension.<sup>9</sup>

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<sup>5</sup> Amit Arora, Mahesh Raisinghani and Anshu Arora, "Building Global Brand Equity Through Advertising: Developing A Conceptual Framework Of Managing Global Brand Equity", **Journal of Global Management Studies**, Vol. 1 Issue 4, 2009, p.76.

<sup>6</sup> Kevin Lane Keller, **Strategic Brand Management**, 2e, PrenticeHall, 2008, p.3.

<sup>7</sup> Philip Kotler and Kevin Lane Keller, **Marketing Management**, 12e, PrenticeHall, 2010, p. 274.

<sup>8</sup> Ferruh Uztuğ, **Markan Kadar Konuş**, İstanbul, MediaCat, 2002, p.19.

<sup>9</sup> Magne Supphellen, Øivind Eismann and Leif E. Hem, "Can advertisements for brand extensions revitalise

Many organizations penetrating to their customers’ mind and spirits try to build brand adherence for their products. In addition to this, creating brand engagement became the brand manager’s first goal.<sup>10</sup> Brands have two-sided advantages for both brand owners as sellers and customers as showed below.<sup>11</sup>

**Table 2. Benefits of a Brand**

<b>BENEFITS OF A BRAND FOR</b>	
SELLERS	CUSTOMERS
<ul style="list-style-type: none"> <li>- Identifies the companies’ products, makes repeatitive purchases easier</li> <li>- Facilitates promotion efforts</li> <li>- Fosters brand loyalty–stabilises market share</li> <li>- Allows to charge premium prices and thus to get better margins</li> <li>- Allows to extend the brand to new products, new markets and to new geographic areas</li> <li>- Can communicate directly with the customer, reach over the shoulder of the retailer</li> <li>- More leverage with middlemen</li> <li>- Is more resistant to price competition</li> <li>- Can have a long life</li> <li>- Is more forgiving of mistakes</li> </ul>	<ul style="list-style-type: none"> <li>- Helps identify products</li> <li>- Helps evaluate the quality of a product</li> <li>- Helps to reduce perceived risk in buying, provides assurance of quality, reliability etc.</li> <li>- Is dependable (consistent in quality)</li> <li>- May offer psychological reward (status symbol)</li> <li>- “Route map” through a range of alternatives</li> <li>- Saves customer time</li> <li>- Is easier to process mentally</li> </ul>

**Source:** Dagmar Recklies, “Managing Marketing Branding Services, Selected Questions at the Example of the Accounting and Auditing Industry”, <http://www.themanager.org/pdf/branding.pdf>, Accessed, (23-06-2012).

The creation of a brand value is a long-term process. Brand equity is the main concept in brand management. It calculates on the overall value of a brand.

Managers mainly want to know how brand equity can be built and maintained through the marketing activities. And researchers try to understand what brand equity represents and how it is constituted. Brand equity is viewed as being a largely ordinary manner composed of beliefs, effect, and other biased experiences related to the brand (i.e., brand attitude, brand image, etc.)<sup>12</sup>

flagship products? An experiment”, **International Journal of Advertising**, Vol. 23, Issue 2, 2004, p.173.

<sup>10</sup> Turky Dereli, A. Baykasoglu, **Toplam Marka Yönetimi**, Hayat Yayınları, 1. Baskı Ocak 2007, İstanbul, 200, p.113.

<sup>11</sup> Dagmar Recklies, “Managing Marketing Branding Services, Selected Questions at the Example of the Accounting and Auditing Industry”, <http://www.themanager.org/pdf/branding.pdf>, Accessed,(23-06-2012).

<sup>12</sup> Girish N. Punj and Clayton L. Hillyer, “A Cognitive Model of Customerbased Brand Equity for Frequently Purchase Products: Conceptual Framework and empirical Results” **Journal of Consumer Psychology**, 14(1/2), 2004, p.124.

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The “set of human characteristics associated with a brand” make the concept of brand image more concrete. The personality of the Ritz Carlton brand is competence and exclusivity, while Disney is warm and accessible, and Wal-Mart is inexpensive and expansive. These are positive emotions that the corporations attempt to underscore, especially through their advertising.<sup>13</sup>

Brand managers, having hard competition, realise that they need to examine the ways to enhance loyalty toward their brands by advertising. Brands’ leading manufacturers also assure an increase in the profitability through advertising.

### 3. Brand Awareness In Brand Life Cycle

Brand life cycle includes introduction, growth, maturity and decline stages. During brand life cycle, consumers think of the brand when they think about the product category and the links produced by ads in their memory trace will determine their selection. Some of them are;<sup>14</sup>

- Brand specific information
- Ad specific information
- Brand awareness
- Product category
- Evaluative reactions

Among these links brand awareness creates value in different ways and plays an important role in consumer decisions.<sup>15</sup> Before going through advertising explanations, the three major reasons about brand awareness’ role in consumer selection are listed below.<sup>16</sup>

- It is important that consumers think of the brand when they think about the product category. The more actively a consumer thinks about and elaborates on the significance of product or service information, the stronger associations are created in memory. Raising brand awareness increases the likelihood of brand’s being a member of the consideration set.
- Brand awareness can affect decisions about a brand in the consideration set. For example, some consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude.
- Brand awareness affects consumer’s decision making process by influencing the formation and strength of brand associations in the brand image.

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<sup>13</sup> Michael S. Harris, “Institutional Brand Personality and Advertisements During Televised Games”, **New Directions for Higher Education**, Issue 148, Winter 2009, p.25.

<sup>14</sup> Keller, 1987, p.317.

<sup>15</sup> Pekka Tuominen, **Managing Brand**, [http://lta.hse.fi/1999/1/lta\\_1999\\_01\\_a4.pdf](http://lta.hse.fi/1999/1/lta_1999_01_a4.pdf), p. 82., Accessed (23-06-2012)

<sup>16</sup> Keller, Kevin, Conceptualizing, Measuring and Managing Customer-Based Brand Equity. **Journal of Marketing**, 1993:1, p.3.

#### 4. Advertising Phenomenon

The term comes from the Latin origin verb “clamare” which means “to call”. According to American Marketing Association (AMA); advertising is introducing a product, service or idea thereafter paying via non-personal ways.

The idea of advertising begins with the trade between people. However, the historical development of the mass media and advertising, also has a close relationship. The year 3000 B.C. is considered as the starting date of advertising by many scholars like Sondape and Frybyiarper. But advertising, as we perceive today, along with mass communication started together with the invention of printing press around 1450.<sup>17</sup>

Today, ads are the dialog format that is spoken the most and a lot is expected from them. Advertising is no longer dispensable for both manufacturers and consumers.<sup>18</sup>

Most print advertisements consist of three basic elements: a visual element (a picture), a language element (words), and a brand name element (the merchandise). The establishment of correlations and connections among these elements improves the memory of the consumer.<sup>19</sup>

The effects of emotional feelings during advertisement, exposure and the effects of attitude toward the advertisement are considered in an experiment in which both familiar and unfamiliar brands are used. The endings illustrate that brand familiarity moderates the relationships between brand and attitude after advertisement exposure.<sup>20</sup>

Advertising is a very powerful phenomenon that affects the members’ social, cultural, economic and behavioural ways in perspective. It’s a product of consumptional culture and explains the lifestyle. In the magical world of the ad, products and services are presented with promises by triggering people for happy life. People faced thousands of advertising messages in daily life. The average amount reaches 900 per month and 10 thousand per year only through television advertising.<sup>21</sup>

However, studies show that ads have an important role in quick and effective creation of brand value and components of brand equity. Branding is the only element of the advertisement that is not optional. It is what differentiates the creative piece as an advertisement, from a short ad.<sup>22</sup>

Advertisers continue to seek new possibilities to reach consumers and, in time, have shifted media budgets away from traditional above-the-line media such as television or print to new media such as the Internet, where consumers can be targeted more precisely.<sup>23</sup>

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<sup>17</sup> <http://ilef.ankara.edu.tr/reklam/yazi.php?yad=6007>, Türkiye’nin Reklamcılık Tarihi, Accessed (23-06-2012).

<sup>18</sup> Füsün Kocabaş, **Reklam ve Halka İlişkilerde Hedef Kitle**, 4e, İstanbul, İletişim Yayınları, 2004, p.59.

<sup>19</sup> Lin Pin-Chang and Yang Chao-Ming, “Impact of product pictures and brand names on memory of Chinese metaphorical advertisements”, **International Journal of Design**, Vol. 4, Issue 1, 2010, p.57.

<sup>20</sup> Karen A. Machleit and R. Dale Wilson, “Emotional Feelings and Attitude Toward the Advertisement: The Roles of Brand Familiarity and Repetition”, **Journal of Advertising**, Vol. 17, Issue 3, 1988, p.27.

<sup>21</sup> Ayça Çekic Akyol, “Gazete Reklamlarının Nitel ve Nicel Özellikleri(Qualitative and quantitative features of newspaper advertising: A concent analysis of automotive advertisements)”, **Yüksek Lisans Tezi**, Selçuk Üniversitesi Sosyal Bilimler Enstitüsü, 2004, p.2.

<sup>22</sup> Jenni Romaniuk, “The Efficacy of Brand-Execution Tactics in TV Advertisements”, **Brand Placements, and Internet Advertising**, Vol. 49, Issue 2, 2009, p.143.

<sup>23</sup> Stefan Hampel, Daniel Heinrich and Colin Campbell, “Is An Advertisement Worth The Paper It’s Printed on?”, **Journal Of Advertising Research**, Vol. 52, Issue 1, March 2012, p.118.

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## 5. Advertising Effects on Brand Preference

The purpose of ad is to show identity and individuality of the brand, and ad's goal is to give the brand a first class ticket throughout the life of it.<sup>24</sup>

Advertising remind, liking, and correct brand identification are three metrics commonly used to assess the quality of advertising, particularly once it has gone to air and is playing in the competitive environment with viewers seeing it in their home environment.<sup>25</sup>

Advertisers seek to increase consumer's engagement with brands. However, consumers vary in what they find engaging and, as such, enhancing consumer engagement has been a challenge.<sup>26</sup>

Advertising has to be updated according to new trends in the world. (new technologies, changing markets, changing legal frameworks etc.) But there are more challenges and trends that increase the pressure on marketing and brand management.<sup>27</sup>

The type of responses to advertisements for the well-known and new products: a positive emotional context led to a more positive attitude towards the advertisement, the brand and purchase intention for the well-known brand than for the new brand. A non-emotional context led to more positive responses for the new brand than for the well-known brand.<sup>28</sup>

Brand image is defined as the shape of a whole, well-known brand, items belonging to the attitude towards it, and creates quality consumer brand perception. The most important element that makes up this fact in the mind of the consumer is advertisement. These are all in the mind of the consumer trust.<sup>29</sup>

Brand personality is also affected by nearly everything associated with the person including his or her neighborhood, friends, and activities just as the personality of a person.<sup>30</sup>

The personality of the brand can be created directly or indirectly through advertising. To do so, human characteristics will be transferred to the brand.

Consumers perform the repurchase behaviour in certain brands if they are satisfied as a result of the trial or if they create a personal commitment against them. This is because the consumer is looking for beneficiaries of a hash and you can overlap the product image if it fits the lifestyle of consumer.<sup>31</sup>

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<sup>24</sup> Akyol, p.11.

<sup>25</sup> Kate Newstead and Jenni Romaniuk, "The Relative Effectiveness of 15- and 30-Second Television Advertisements", **Journal of Advertising Research**, Vol. 50, Issue 1, Mar. 2010, p.69.

<sup>26</sup> Jeffrey Loewenstein, Rajagopal Raghunathan and Chip Heath, "The Repetition-Break Plot Structure Makes Effective Television Advertisements", **Journal of Marketing**, Vol. 75, Issue 5, September 2011, p.105.

<sup>27</sup> <http://sophisticated.at/blogs/thomas/2-4-challenges-for-brand-management/THOMAS>, "The Evolving Role of Creativity in Brand Management", **Challenges for Brand Managements**, 2011, Accessed (23-06-2012).

<sup>28</sup> Wim Janssens and Patrick De Pelsmacker, "Advertising for New and Existing Brands: The Impact of Media Context and Type of Advertisement", **Journal of Marketing Communications**, Vol. 11, Issue 2, June 2005, p.113.

<sup>29</sup> Uztuğ, p.40.

<sup>30</sup> David A. Aaker, **Building Strong Brands**, New York, The Free Press, 1996, p.146.

<sup>31</sup> Müberra Babaoğul ve Arzu Şener, "Kadınların Aynı Markalı Ürünleri Tekrar Satın Alma Davranışlarının İncelenmesi", **Hacettepe Üniversitesi Sosyolojik Araştırmalar E-dergisi**, 04 Haziran 2003, [http://www.sdergi.hacettepe.edu.tr/ayse\\_sener\\_makale.htm](http://www.sdergi.hacettepe.edu.tr/ayse_sener_makale.htm), Accessed (23-06-2012).

It's widely accepted that advertising activities influence brand equity.<sup>32</sup> In addition to this increase, the effects of variables that affect the buying decision phase showed schematically.<sup>33</sup>

**Table 3. The effects of variables that affect the buying decision**

Before Buying	During Buying	After Buying
The brand of automotive	Price situation	Wearing comfort
Ex-experiences	Performance specifications	Maintenance and repair status
Friends ideas	The effect of the vendors	Spare parts status
The name and the reputation of producer company	Warranty terms	Service activity
Publishing Test results	Service and repair policies	Reliability
Advertisements	Placing programs	Comparison of usage

**Source:** Kahraman Arslan, "Otomobil Alımında Tüketici Davranışlarını Etkileyen Faktörler", İstanbul Ticaret Üniversitesi Dergisi, Yıl:2, Sayı:3, Haziran 2003, İstanbul, p.101.

It is for sure that stating all reasons for the behaviour of brand preference is not possible. Many of them are stemmed from previous purchase or previous promotion factors. But current promotion and purchase activities along with price also have key effects on preference. The effects will be evaluated from the side of advertisement activities.

According to a frame theory, advertising have direct and indirect effects on brand switching and there are interactions between previous and current purchase activities. Taking this theory into consideration it can be predicted that advertising has positive effect on brand choice.<sup>34</sup>

When advertising a brand extension, advertisement elements such as mottos emphasizing a fit can work as a prime and thus influence the evaluation of the extension, for example, tested advertising mottos highlighting the fact that the extension product (e.g., steak sauce) has an important attribute in common with the core product.<sup>35</sup>

When advertising, content is activated prior to the brand name, other information linked to the advertising content may become activated and interfere with the formation of a link between the advertised brand name and the advertising content.<sup>36</sup>

Because enhancing brand perceptions affects directly the consumer's mindset, it has been considered an outcome of effective advertising.<sup>37</sup> Generally consumers devote more resources to

<sup>32</sup> L. Kusum Ailawadi, Scott A. Neslin and Donald R. Lehmann, "Revenue Premium as an Outcome Measure of Brand Equity", **Journal of Marketing**, Vol.67, Issue 4, October 2003, p.1.

<sup>33</sup> Arslan, p.101.

<sup>34</sup> John Deighton, "The Effects of Advertising On Brand Switching And Repeat Purchasing", **Journal of Marketing Research**, Vol. 31, Issue 1, February 1994, p.28.

<sup>35</sup> Silke Bambauer-Sachse and Verena Hüttl and Heribert Gierl, "An Advertising Elements Improve Consumer Evaluations of Brand Extensions with a Moderate or Low Fit?", **Psychology & Marketing**, Vol.28, Issue 2, February 2011, p.207.

<sup>36</sup> William E. Baker, Heather Honea and Cristel Antonia Russell, "Do Not Wait To Reveal The Brand Name", **Journal of Advertising**, vol. 33, Issue 3, Fall 2004, p.79.

<sup>37</sup> Jenni Romaniuk, "Evaluating Advertising Effects on Brand Perceptions: Incorporating Prior Knowledge", **International Journal of Marketing Research**, Vol. 48, Issue 2, 2006, pp.179-180.

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noticing and processing the contents of advertisements with terminologies, consequently, the advertisements are more persuasive.<sup>38</sup>

## 6. Advertising Decisions and Strategy

Advertising expenditures are increasing everyday all over the world, and great deal of this spending is for new brands. Something in mind of consumers is ads' spending amount on brand shows the brands' quality. More advertisements show better quality of the product and service.<sup>39</sup>

In this situation advertisers should develop global strategies that make their advertising efforts more efficient and consistent. A number of benefits can result from strong strategies as lower advertising cost, greater global advertising coordination and more consistent image. Most international advertisers think global and act local. According to them the advertising program should evaluate both communication effects and sales effects of advertising regularly. They try to make their advertising programs more responsive to consumer needs and expectations within local markets. For example, Coca Cola has a pool of different commercials that can be used in or adopted to several different international markets. Some can be used with only minor changes, such as language in several different countries.<sup>40</sup>

## 7. Research Methodology

In this research, relationship between brand and advertisement is studied. Exploring the effects of advertisements on the brand preference of white goods is aimed.

Research process consists of four stages. The first stage is preparation, the second stage is preliminary test phase, the third stage is data collection and the last stage is data analysis.

In the research, questionnaire method is used for data collection. The questionnaire includes four sections (totally 34 questions). In the first section, the demographic features and in the second section 11 questions are asked concerning the determination of the effects of TV advertisements on consumers' brand preferences attitudes with 5 Likert type scale. In the third section, the participants have been asked 11 questions about factors affecting consumers' brand preferences with 5 Likert type scale. And in the last section, 4 questions are asked about customer loyalty.

The survey questions have been prepared according to the variables and observations. A preliminary test is applied to measure applicability for the questionnaire. After preliminary tests, more than one question was added to the survey. The survey application process lasted a month. The survey was conducted through face-to-face interview and e-mail application.

### 7.1. Analysing the Data

The data of the implementation of the survey has been analysed by SPSS (Statistical Package for Social Sciences) 11.5 to prepare the survey with 95% confidence level.

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<sup>38</sup> Shih-Chieh Chuang, Chia-Ching Tsai, Yin Hui Cheng and Ya-Chung Sun, "The Effects of Terminologies on attitudes towards advertisements and brands: consumer product knowledge as a moderator", *Journal of Business & Psychology*, Vol. 24, Issue 4, July 2009, p.486.

<sup>39</sup> J. Michael Barone, Valeria A. Taylor and Joel E. Urbany, "Advertising Signalling Effects for New Brands: The moderating Role of Perceived Brand Differences", *Journal of Marketing*, Vol 13, Issue 1, Winter 2005, p.2.

<sup>40</sup> Kotler, Philip and Gary Armstrong. *Principles Of Marketing*. 11th Edition, New Jersey, 2006, p.468.

### 7.1.1. Demographic Features

“Demographic Features” obtained from research results are shown in Table 4.

**Table 4. Demographic Features**

<b>GENDER</b>	<b>f</b>	<b>%</b>
Female	158	51.6
Male	148	48.4
Total	306	100
<b>MARITAL STATUS</b>		
Single	112	36.6
Married	194	63.4
Total	306	100
<b>AGE</b>		
15-24	64	20.9
25-34	126	41.2
35-44	67	21.9
45-54	40	13.1
>54	9	2.9
Total	306	100
<b>EDUCATIONAL STATUS</b>		
Primary School Graduate	4	1.3
High School Graduate	108	35.3
Undergraduate	153	50
Graduate	41	13.4
Total	306	100
<b>PROFESSION</b>		
Civil Servant	103	33.7
Worker	44	14.4
Housewife	25	8.2
Unemployed/Looking for Work	40	13.1
Senior Executive	29	9.5
Small/Medium Business Professionals	33	10.8
Specialized Professions	32	10.5
Total	306	100
<b>AVERAGE MONTHLY INCOME(TL)</b>		
<1000	24	7.8
1001-2000	68	22.2
2001-3000	100	32.7
3001-4000	68	22.2

4001-5000	34	11.1
>5000	12	3.9
Total	306	100

According to gender 51,6% of respondents are women. According to the age groups, the majority (41,2%) of the respondents belongs to the group of 25-34, 50% of the respondents are undergraduates and 32,7% have a monthly income between 2001-3000 TL. The majority (33,7%) of the respondents are civil servants, and 63.4% of the respondents are married.

### 7.1.2. General Findings

“Daily TV Watching Time Statistics” obtained from research results are shown in Table 5.

**Table 5. General Findings**

Daily TV Watching Time	f	%
<1 hour	56	18.3
1-2 hours	125	40.8
3-4 hours	93	9.4
5-6 hours	28	9.2
>7 hours	4	1.3
Total	306	100

306 people participated in the study. The question “how many hours they watched TV in a day” is asked to the participants. 40,8% of them watched TV 1-2 hours a day. In addition, 9,4% of them watched it 3-4 hours a day. These results show that people can watch TV, even while working. According to survey, there are 19 white good brands that people use. These brands in alphabetic order are AEG, Arcelik, Ariston, Beko, Bosch, Electrolux, Frigidaire, General Electric, Hoover, Indesit, Luxel, Miele, Philco, Profilo, Regal, Siemens, Sinbo, Vestel and Whirlpool. Giving these brand names, brand selection is also asked. According to the results, participants prefer more than one brand. The majority, 36,9% (113) of the respondents prefer Arcelik.86 participants prefer Beko, 80 of them prefer Bosch, 55 of them Vestel, 52 of them prefer Siemens and 50 of them prefer Profilo.

### 7.1.3. Reliability Tests

Cronbach’s Alpha method has been used for testing reliability of the survey. The data obtained from 306 participants. The internal consistency of the survey is accepted according to Cronbach’s alpha levels. For the role of the advertising to determining the consumers’ brand preferences’ attitudes Cronbach’s alpha value is 0,8854. For the factors affecting consumers’ brand preferences reliability the analysis Cronbach’s alpha value is 0,8215.

### 7.1.4. Research Hypothesis

The relationships between the variables in the study are tested following hypotheses:

- $H_{1a}$ : According to the gender, there is a significant difference between the means of customer loyalty in white goods sector.

- $H_{1b}$ : According to the marital status, there is no difference between the means of loyalty in white goods sector.
- $H_{1c}$ : According to the age, there is no difference between the means of customer loyalty in white goods sector.
- $H_{1d}$ : According to the education status, there is no difference between the means of customer loyalty in white goods sector.
- $H_{1e}$ : According to the job/profession, there is no difference between the means of customer loyalty in white goods sector.
- $H_{1f}$ : According to the average monthly income, there is no difference between the means of customer loyalty in white goods sector

As a result of analysis if p value is bigger than 0,05, so H1 hypothesis is rejected. The research hypotheses were analyzed whether they were statistically meaningful or not.

### **Hypotheses concerning consumers' brand preference attitudes:**

In survey there are six demographic features. According to the gender, marital status, age groups, education status, job/profession and monthly income, the role and affect of TV advertising on consumers' brand preferences has been examined by t-test and ANOVA test. The relationship for the gender-variable factor and marital status-variable factor is statistically significant. According to the gender groups and marital status, there is no difference between the means. As a result, H0 hypotheses for 11 questions are accepted ( $p > 0,05$ ) for gender groups and marital status.

The relationship for age-variable factor, education status-variable factor, job/profession-variable factor and monthly income-variable factor are not statistically significant. According to the age, education status, job and monthly income, there is difference between the means. As a result H0 hypotheses for 11 questions are rejected ( $p < 0,05$ ) and alternative hypotheses (H1) are accepted. The age group 15-24 acts are different from others. This shows that the participants age group between 15-24 is affected from TV advertising more than other groups. People who have a monthly income between 1001-2000 TL make up the most significant difference. It is understood from this result that people's preferences are changing according to monthly income. Specialized professionals and unemployed people constitute the most significant difference in profession features. Primary school graduates are affected more from TV advertising.

**Table 6. Consumers' Brand Preference Attitudes**

	N	Mean	Std. Deviation
I am informed of different white goods by means of advertisements.	306	4.44	0.714
I can consciously evaluate different white goods by means of advertisements.	306	4.37	0.792
I can compare white goods by means of advertisements.	306	4.28	0.806
Information, I get from advertisements, reduces the probability of making wrong decisions.	306	4.04	0.848
I choose white goods which I am still using in the light of the information that I got from the advertisements.	306	3.61	0.980
I think white goods advertised in the media have better quality than others.	306	3.71	1.013
I believe white goods advertised in the media will be more expensive than others.	306	3.78	1.017
I trust white goods advertised in the media much more.	306	3.77	1.099
Advertisements help me to make the right choice of white goods brand.	306	3.88	0.951
The effects of brand is high when I decide to purchase white goods.	306	4.11	0.856
The effects of advertisements is high at my preference of white goods.	306	3.90	0.927

Note: Likert type scale(1:strongly disagree, 5:strongly agree)

According to the consumers' brand preference attitudes' means, the most valued statement is "I am informed of different white goods by means of advertisements." with 4,44 mean. The second valued statement is "I can consciously evaluate different white goods by means of advertisements." with 4,37 mean. And the third valued statement "I can consciously evaluate different white goods by means of advertisements." with 4,28 mean. These results show that people get information about white goods' brands and also compare among them by means of advertisements.

### **Hypotheses concerning factors affecting consumers' brand preferences:**

In the study, the factors affecting consumers' brand preferences and demographic features are surveyed by t-test and ANOVA test. The relationship for the gender-variable factor, age-variable factor, and marital status-variable factor are statistically significant. As a result, H0 hypotheses for 11 questions is accepted ( $p > 0,05$ ) for gender groups, age groups and marital status.

According to the education status, job and monthly income, there is difference between the means. As a result H0 hypotheses for 11 questions is rejected ( $p < 0,05$ ) and alternative hypotheses (H1) is accepted. People who have monthly income between <1000 TL are affected from TV advertising more than others. This shows the result that factors affecting consumers' brand preferences are altering by monthly income. Workers make up the most significant difference in professional groups. Participants with graduate degrees are affected more from TV advertising.

**Table 7. Factors Affecting Consumers’ Brand Preferences**

	N	Mean	Std. Deviation
Prestige that the Brand Brings	306	3.77	1.234
Quality of the Brand	306	4.66	0.502
Visible Product Label	306	3.46	1.291
Brand Name Lasting in Mind	306	3.67	1.216
Attractive Brand Logo	306	3.36	1.245
Well-Known Brand	306	4.15	0.849
Reliable Brand	306	4.37	0.758
Press Advertisements	306	4.03	0.825
Visual Advertisements	306	4.12	0.812
Reachable Brand	306	4.57	0.547
Discount at Market	306	4.43	0.847

Note: Likert type scale (1:strongly disagree, 5:strongly agree)

The most valued factor is “Quality of the Brand” with 4,66 mean as shown in Table 9. “Reachable Brand.” is the second valued factor with 4,57 mean. And the “Discount at Market.” is the third valued factor with 4,43 mean. According to this results, quality takes the first step in people’s mindset in white goods sector. And also availability of the brand and promotion at the market are the other important factors.

**7.1.5. Customer Loyalty in white goods sector**

“Customer Loyalty Statistics in White Goods Sector” obtained from research results are shown in Table 8.

**Table 8. Customer Loyalty in White Goods Sector**

	N	Mean	Std. Deviation
I can change my white good’s brand if I like the other brand’s TV advertisements.	306	3,00	0,851
I can change my white good’s brand if I meet bad/bothering advertisement about my brand.	306	3,10	1,021
If I am satisfied with my brand, I recommend that brand to other people.	306	3,8	1,079
If a new white good brand comes on the market, I want to try it.	306	2,33	0,804

Note: Likert type scale(1:strongly disagree, 5:strongly agree)

Participants said that “I can change my white good’s brand if I like the other brand’s TV advertisements.” with 3,00 mean. According to this result, there is probability that people can change their brand.

The statement that “I can change my white good’s brand if I meet bad/bothering advertisement about my brand.” got 3,10 mean. This shows that bad/bothering TV advertisements can change people’s preferences.

Participants marked that “If I am satisfied with my brand, I recommend that brand to other people.” with mean 3,80. From the result, it is seen that the satisfaction affects preferences for the brand.

“If a new white good brand comes on the market, I want to try it.”, statement got 2,33 mean. People don’t change their brands when any new white goods appear in sector.

Hypotheses between demographic features and customer loyalty were analyzed to see whether they’re statistically meaningful or not. Notice that the result column in the test results as a statistical table and see the most significant difference in hypothesis is considered in more detail at the Table 9’s last raw.

**Table 9. Hypotheses Between Demographic Features and Customer Loyalty**

	Method	Sig. (p)	Results	The Most Significant Difference In The Group
H0 <sub>1</sub> : According to the gender, there is no difference between the means of customer loyalty in white goods sector.	t-Test	0,304	Accepted	-
H0 <sub>2</sub> : According to the marital status, there is no difference between the means of customer loyalty in white goods sector.	t-Test	0,166	Accepted	-
H0 <sub>3</sub> : According to the age, there is no difference between the means of customer loyalty in white goods sector.	Anova Test	0,000	Rejected	45-54 age group
H0 <sub>4</sub> : According to the education status, there is no difference between the means of customer loyalty in white goods sector.	Anova Test	0,013	Rejected	MS-MBA-MA/PHD
H0 <sub>5</sub> : According to the job/profession, there is no difference between the means of customer loyalty in white goods sector.	Anova Test	0,000	Rejected	Specialized Professions
H0 <sub>6</sub> : According to the average montly income, there is no difference between the means of customer loyalty in white goods sector.	Anova Test	0,000	Rejected	Have income >5001

## 8. Results and Evaluation

A brand can be accepted as a ship in a fleet which faces an upcoming war. As the captain, the brand manager should know where his ship is sailing to and he should keep her in her route. The other brands, like the other ships, should be coordinated to ensure maximum efficiency. To achieve strategical and tactical success against enemy ships, the competitors should know the income plac-

es, aspects and the strength of them. Consumers' perceptions and motivations are like the winds blow. It is important to know the direction, strength, and potential changes.<sup>41</sup>

According to comments up to here, it's barely understood that due to attributes and properties of good in white good sector, brand selection is basically a process of purchasing.<sup>42</sup>

For establishing the repurchase behaviour of consumers, companies should increase quality of products and should meet requirements for brand loyalty. All goods and services offered to the market must be presented honestly to the consumers in such a way notifying them about alternatives.<sup>43</sup>

In this research, to measure the relationship between advertisements and brand preferences has been studied based on demographic features in white good sector. The survey is conducted among 306 people. Results were evaluated with the statistical program SPSS 11.5. In the research, the relationship between customer loyalty and advertisements in white good brands is examined. T-Test and Anova tests were used to determine whether there was a significant relationship between demographic features and consumer brand preferences. The relationship between demographic features and factors affecting consumer' brand preferences were investigated.

According to the survey results, participants mostly watch TV (30,4%) 1-2 hours in a day. This shows that people leave time for watching TV. In Turkey, there are 19 white good brands. People mostly prefer to use Arcelik, Beko and Bosch brands. These brands are cheaper, high in quality, reliable and also their product use "A++ energy level".

The high mean (all means >3,7) for consumers' brand preferences' attitudes shows that advertisements have a big role in selecting white good brands. According to the consumers' brand preference attitudes' means, the most valued statement is "I am informed of different white goods by means of advertisements." with 4,44 mean. The results show that advertisements effect consumer preferences. In other words, people get information about white goods' brands and also compare among them by means of advertisements.

The role and effect of TV advertising on consumers' brand preferences have been examined using t-test and ANOVA test. According to the gender groups and marital status, there is no difference between means. H0 hypotheses for 11 questions are accepted ( $p>0,05$ ) for gender groups and marital status. According to the age, educational status, profession and monthly income, there is difference between the means. H0 hypotheses for 11 questions are rejected ( $p<0,05$ ) and alternative hypotheses (H1) are accepted.

In the survey questions about factors effecting consumers' brand preferences have been surveyed. These factors are the prestige that the brand brings, quality of the brand, brand name lasting in mind, attractive brand logo, well-known brand, reliable brand, press advertisements, visual advertisements, reachable brand and discount at market. The quality of brand is the most important factor for participants brand preferences with 4,66 mean. Second significant factor is to reach the brand easily (mean=4,57). Discount at market is the other important factor with 4,43 mean. After that reliability of the brand comes (mean=4,37). According to the results, as expected, people want to buy white goods which have both quality and cheaper price. Then, the factors affecting consumers' brand preferences and demographic features are tested by t-test and ANOVA test. The relationship for the gender-variable factor, age-variable factor, and marital status-variable factor

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<sup>41</sup> David A.Aaker, p.146.

<sup>42</sup> Arslan, p.5.

<sup>43</sup> Babaoğul ve Şener, p.2.

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are statistically significant. H0 hypothesis for 11 questions is accepted ( $p > 0,05$ ) for gender groups, age groups and marital status. According to the education status, job and monthly income, there is difference between the means. H0 hypotheses for 11 questions is rejected ( $p < 0,05$ ) and alternative hypotheses (H1) is accepted.

Four questions are asked about customer loyalty on white good brands. Results show that people can change their brand if other brands' advertisements affect them or when they watch bad/bothering advertisements about the brand they used. It's known that customer loyalty is important in every sector. It's understood from the result that the loyalty affects the preferences for the brand. In addition to this result, people don't want to change their brands when any new white goods appear in sector.

The difference between demographic features and the means of customer loyalty are analyzed. The relationship for the gender-variable factor and marital status-variable factor are statistically significant. As a result, H0 hypotheses for customer loyalty are accepted ( $p > 0,05$ ) for gender groups and marital status. The relationship for age-variable factor, educational status-variable factor, profession-variable factor and monthly income-variable status are not statistically significant. According to the age, educational status, profession and monthly income, there is difference between the means. As a result H0 hypotheses for customer loyalty are rejected ( $p < 0,05$ ) and alternative hypotheses (H1) are accepted.

As a result, qualitative and quantitative models are consistent with research and meaningful. This literature review and application in the model work are meaningful, safe and valid. It is assessed that the results of this research will be helpful to assess consumer's attitude. This research methodology can be used to analyse the effects of advertisements in other sectors like automotive, textile and electrical device brand preference.

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