

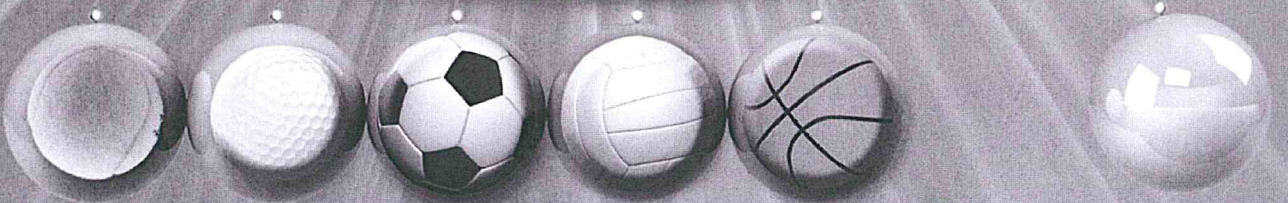
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## A RESEARCH ON BRAND ADDICTION

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**Abstract:** Brand is an acknowledged concept increasing the value of a product and services as well as providing convenience to its buyer. Seller, along with availing himself, obtains a link between himself and buyer. This phenomena which we come across as an addiction turns into a kind of a sense of belonging in which buyers would under no circumstances change their ideas. Therefore the desire to create a brand and brand addiction is unavoidable. Brand addiction, in other words brand loyalty constitutes of the subject of this research. How the effect that brand owners try to create on the users gets what reaction is explained keeping a pilot consumer group as a base. In addition, the pilot consumer group is selected through high school students. According to this base the shampoo usage and the addiction to shampoo brands have been analyzed by means of a questionnaire method. All told 10 question with the addition of 18 views with 5-score-Likert measurement have been asked to the group with altering habits and with their recently settling brand addiction. The credibility test of the research has been examined and realized through Kolmogorov-Simimov normal distribution test and Mann-Whitney U and Kruskal Wallis tests. The research subject has been distributed according to the age, gender and income level of the group. The answers given to the research questions indicate the effect of traditional structure-the family, advices from relations and friends, and TV commercials on creating brand addiction. Majority of the pilot group participating in the research declare that they will try to find the shampoo brand wherever it is available when they finish it, which clearly indicates that the participants are highly addicted to the shampoo brands that they use. On the other hand in case there is an unexpected side effect in the brand they are using they tend to lack loyalty. However, as long as the brand meets the expectations the addiction level increases.

**Key Words:** Brand, Brand Addiction

### INTRODUCTION

Today, as competition gets more intensive, the number of productions and/or services increases also. As a result, the need for parsing productions and services has come about as well. Consumers recognize, parse and even hold onto products through brands. In this study, we primarily mentioned the concept of brand, management of a

brand and decisions about a brand, followed by an application about brand addiction.

### BRAND AND BRAND CONCEPTS

Brand, in general, is defined as a name, symbol or a form which is used to parse from other products or services, to introduce a production or a service to consumers or to determine the identity of a product or service by American Marketing Asso-



ciation. (Miletsky and Smith, 2009: 4; Yükselen, 2008: 244; Aaker, 2007: 25; Peter, 2006; Rowley, 2006: 104; Kotler and Keller, 2006: 274; Kotler, 2003: 418; Kotler, 2002: 188; Duane, 1999: 6; Tokol, 1996: 95; Mucuk, 1997: 150). Besides İslamoğlu (2008: 177) defines brand as the whole requirements that differentiate a product and a service from other competitors, that consumers buy and use, that determines the users and producers of a product and a service, and that satisfies the users of a product and service. It consists of visual elements such as “name, logo, color, brand symbol and a motto as well as abstract elements such as symbolic values, individual image, user identity, personality, culture and relationship. A lot of things that determine a product is involved within brand. Generally, a brand has a name and a symbol, both of which differentiate a brand from other competitors (Rowley, 2006: 105; İslamoğlu, 2000: 314; Mucuk, 1997: 150).

Both product and service have no emotions but are rational, concrete and functional but brand is emotional, irrational, abstract and symbolic. Besides product and service present benefit and advantage but brand presents values, attitude and faith. Brand is the total of perceptions that are gathered in the consumers brain (Saruhan and Özdemir, 2004: 141). However, it is not a required part of a product. There are a lot of products sold with no brand, which is called generical product (Rowley, 2006: 107; Tokol, 1996: 95; Kotler and others., 1999: 575). The name of a brand is a word or a word cluster used in order to distinguish one brand from another (Saruhan ve Özdemir, 2004: 208). In other words, brand name has a narrower scope, which is used only to mention the name (Mucuk, 1997: 150). A good brand name should

be short and simple, should sound enjoyable and cute, should be recognizable and memorable, should be pronounceable in any language, should be appropriate to be used in commercials of any kind, should also be appropriate for legislations, traditions and moral values, should give true info about the quality and usage of the product, should not be misleading, should not be aggressive or negative, should be appropriate for packaging and labeling, should be attractive and addressing the true quality of the product and should be distinguishable (İslamoğlu, 2008: 180; 137; Rowley, 2006: 114; Akat, 2004: 51; Odabaşı, 2001; Mucuk, 1997: 15). The success of the brand might have a direct link with the right choice of a name of the administration of the company (Kotler others, 1999: 575; Mucuk, 1997: 150).

The symbol of the brand (its logo-sign) is the visible but not uttrable part of it (Mucuk, 1997: 150). The consumer does not state it but remembers it through the form and the shape of it (Kotler and Keller, 2006: 286; Saruhan and Özdemir, 2004: 144). Companies try to design a strong visual image that can create a favorable and convenient image (Kotler, 2002: 6, 93, 95). Brands show 4 levels illustrations, as a communicative illustration, as a favorable trade illustration, socio-cultural illustration and as a legendary value of the product illustration (Uztuğ, 2003: 129; Odabaşı, 2001: 137-138). Companies have their brands registered officially in order to protect themselves from getting imitated. Otherwise, it would be possible for a brand to be abused and faked. Therefore, there are legislations and regulations to get protected from such negative effects (İslamoğlu, 2008: 177; Rowley, 2006: 105, 107; Kotler and Keller, 2006:



297; İslamoğlu, 2000: 314; Kotler and others, 1999: 576; Mucuk, 1997: 151).

To make use of a brand obtains support for creating desire and stability for the product, and help decreasing the expanses in meeting the orders. It creates addiction and provides legal protection for imitations. It also protects various peculiarities of the product. It helps releasing new products and enables making up a profitable target market, creates linking towards different market sections, helps marketing communications between the product and the target group, and supports the products' effort to be permanent in the market (Yükselen, 2008: 244; Ojasalo, Nätti and Olkkonen, 2008; Rowley, 2006: 110; İslamoğlu, 2000: 314; Kotler others, 1999: 575; Mucuk, 1997: 151; Tokol, 1996: 95).

Brand might have disadvantages for producers as well (Rowley, 2006: 111-112); it is expensive to create a brand, and it might be essential for a long term success. Attached to a particular product and a market position, a producer might have difficulties in altering the specialities of their product that they are marketing, and in adopting that alteration to the market. Brands need to be continued and protected, and it is difficult to determine the market value of a brand.

Brand provides the consumer to know about the product. It creates information about the product to the consumer. Formerly used brands obtain attitude and belief for later purchases. They also obtain trust for quality as well as protection and prestige for the consumer (Rowley, 2006: 111; Cop and Bekmezci, 2005; İslamoğlu, 2000: 314; Kotler and others, 1999: 575; Mucuk, 1997: 151; Tokol, 1996: 95).

## Characteristics of Brands

Characteristic of a brand is defined as a set of personified parts of a brand; some peculiarities belonging to human beings are unified with brand (Torlak and Uz Kurt, 2005). The personality of brand reflects the relation of the real and desired self image of a brand with the emotional side of the consumer. Thanks to characteristics of brand, consumers identify themselves through the brand they make use, and they are thought to buy the products they find a link between themselves and the products (Cop and Bekmezci, 2005). However, in different times and culture the perception of a brand might vary (Torlak and Uz Kurt, 2005).

## Brand Management and Decisions

Management of a brand is the process of planning, organizing, carrying out and coordination of a brand's elements. In addition to this, creating a brand is a process involving the determination of the elements that are distinctive for the brand, development of these elements and foundation a place for the brand in the market and preservation of its place (Saruhan and Özdemir, 2004: 155). Foundations come face to face to make a decision about branding, supporting, finding a name, determining a strategie and placing and replacing the brand (Kozak, 2006: 152).

A foundation has to decide whether they should release a product or a service into the market with or without a brand (Kotler and Keller, 2006: 297; Kotler, 2002:189; Kotler and others, 1999: 573).

The second group brand decision involves determining who to make use of the brand, in other words, making a decision on who the brand should be propped up. The alternatives about this

involve the brand of the producer, brand of the retail firm and a licenced brand (Yükselen, 2008: 156; Cop and Bekmezci, 2005; Akat, 2004: 113). When deciding a name, four strategies below can be pursued (Yükselen, 2008: 246; Rowley, 2006: 107; Cop ve Bekmezci, 2005; Kotler and Keller, 2006: 297; Kotler, 2002: 192; İslamoğlu, 2000: 316):

- Releasing each product with a different brand
- Using a family brand for all the products
- Releasing all the products with different family brands
- Using the company name with each product name

In the process of brand management, after a well organized brand planning and organization, companies will focus on making their products a leader in the market and keeping its leadership in the market (Saruhan and Özdemir, 2004: 164).

As competition is constantly on between brands, it is really essential for the companies to have a good strategy, before everything, for the brand of the management to keep its position in the market, to develop it and to be a leader (İslamoğlu, 2000: 315). Foundations can be leaders or can keep their already existing leadership pursuing five ways: (Cop and Bekmezci, 2005; Saruhan and Özdemir, 2004: 164-208; Yükselen, 2008: 247; Kotler, 2002: 193-194; Tokol, 1996: 95; Iain, 2002: 232, 219; İslamoğlu, 2000: 316; Kotler and others, 1999: 583);

- Spreading and broadening the brand
- Set broadening (spreading the limits)

- A lot of brands
- New brands
- Using brands together

Even when the brand locates and positions itself really well in the market, due to the reasons such as competitors' constant lining up in the market, consumers' continuous changing pleasures and preferences, it might as well need to make alterations in its position. In order to make that decision it is necessary to determine the expanses to make that move (such as quality, changing the package, commercials) along with the revenue from the recent position of the brand. And this depends on the amount, strength and the prices of various brands of the competitors and consumers in the new market position (Aaker, 2007: 281; Cop and Bekmezci, 2005; Kotler, 2002: 194; Kotler and others, 1999: 583).

### **Brand Equilibrium**

Also called brand net assets, this concept is used to determine the total value of the brand along with the value of its consumers', distributors' and dealers' senses, thoughts and credibility; it involves the accumulation of positive effects and goodwill of the name, symbols and associations of the brand, the perceived quality of the product and the service and the financial performance of the brand along with customer loyalty and happiness about the brand (Aaker, 2007: 34; Saruhan and Özdemir, 2004: 146; Uztuğ, 2003: 46; Duane, 1999: 3; Yükselen, 2008: 245; Ojasalo, Nätti ve Olkkonen, 2008; Cop and Bekmezci, 2005).

However it is not easy to determine the value of the brand, when taking the approaches about the



concept into consideration, there seems to be two separate groups on the way; the approach using the consumer participating researches and the approach involving only the financial value of the brand (Clifton and others, 2003: 34). According to Aaker, the sources of brand value constitute of brand loyalty, brand awareness, the perceived quality of the product, brand association and apart from these the patent (Kotler and Keller, 2006: 279; Duane, 1999: 14). When models developed to calculate the brand value are checked the indicators below gain importance: (Aaker, 2007:34; Saruhan and Özdemir, 2004: 147; Uztuğ, 2003:46; Kotler and others, 1999: 572):

- Physical features and quality of the brand
- Familiarity/awareness of the brand
- Image of the brand
- Brand addiction (loyalty)
- Perceived quality
- Consistency in brand communication and brand association
- Brand Sensitivity
- Market share and the stability of the brand in alignment
- Distribution, pricing and the newness of the product

Brand familiarity is a definition used for the potential customers to remember and recollect that a brand is in a particular product category, to advise the brand, to choose it and to use it (Aaker, 2007: 82; Kotler and Keller, 2006: 286; Cop and Bekmezci, 2005; Saruhan and Özdemir, 2004: 149). Brand addiction (loyalty) refers to the satisfaction degree of the customers for specific

brands that they use. Consumers, when they are making a decision, tend to prefer the brands they tried and trust their quality, which leads them to buy the same brand (Aaker, 2007: 37-38; Saruhan and Özdemir, 2004: 150). Whether this loyalty exists is determined with how often the customer buys the product. If the customer buys the same brand primarily there is loyalty. For example, if a customer buys a product just because it is cheap then we cannot talk about loyalty. Loyalty requires other values (Saruhan and Özdemir, 2004: 151).

## RESEARCH

### Research Target

Target of this research is to reveal the shampoo preference of a pilot consumer group for brand loyalty.

### Research Method

The research is realized depending on primary data by means of a questionnaire. The questionnaire form is drawn from the work about brand loyalty in the book of Kurtuluş (Kurtuluş, 2004:623-627) Market Researches.

The questionnaire involves all told 10 question with the addition of 18 views with 5-score-Likert measurement. Besides questions for age, gender and income are also involved. The credibility test, Kolmogorov-Smirnov normal distribution test and Whitney U ve Kruskal Wallis tests are realized.

### Nature and Exemplification

The universality of the research is based on the students at Kırklareli University, Babaeski Vocational High School students. 1489 students





registered in four programs are handed out in total of 400 questionnaires. However after examining the questionnaires some are declared to be out of usage and 305 of them are chosen as valid and appropriate questionnaires for evaluation. Thus the rate of exemplification representation is calculated as  $305/1489 = 0.20$ . Research is realized depending on exemplification structure to determine the brand loyalty of particularly young, high school age persons whose purchasing preferences are changeable.

### **Data and Interpretation**

In order to analyze the data attained from the questionnaire SPSS 20.0 packet program is used. Test result is evaluated by 95% trustworthy. The result for credibility test in the measurement used in the research is evaluated by 0.803 (Cronbach's Alpha=0.803). Credibility parameter being

between 0.80-1.00 indicates that the credibility of the measurement is high (Alpar, 2011: 815). The credibility parameter of the measurement being 0.803 indicates high credibility. The results of Kolmogorov-Smirnov normal distribution test and the Q-Q graphics which are used in the research indicate that questionnaire data does not show normal distribution. The data set not being normal distribution the non-parametric hypothesis tests are preferred. (Büyükoztürk, 2012:145). Whether there is difference between or within the groups is determined through two non related tests of Mann Whitney U for non relating two examples and Kuruskal Wallis for non relating k-exemplification. Besides in order to determine the reasons for the differences the set average of the groups is taken.

The answers of the 305 participants of the questionnaire are presented below:

**Table 1. The Distribution of Demographic Peculiarities Of Participants Of The Questionnaire**

Gender	Frequency	Percentage	Age	Frequency	Percentage
Male	113	37.0	Age 18	20	6.6
Female	192	63.0	Age 19	72	23.6
<b>Total</b>	<b>305</b>	<b>100.0</b>	Age 20	106	34.8
Program	Frequency	Percentage	Age 21	71	23.3
Banking and insurance	105	34.4	Age 22	27	8.9
Office edministration	77	25.2	Age 23 and up	9	3.0
Management	75	24.6	<b>Total</b>	<b>305</b>	<b>100.0</b>
Foreign Trade	48	15.7			
<b>Total</b>	<b>305</b>	<b>100.0</b>	Income	Frequency	Percentage
Class	Frequency	Percentage	Between 500-1000 TL	61	20.0
First Class	252	82.6	Between 1001-1500 TL	81	26.6
Second class	53	17.4	Between 1501-2000 TL	78	25.6
<b>Total</b>	<b>305</b>	<b>100.0</b>	Between 2001-2500 TL	37	12.1
Education	Frequency	Percentage	Between 2501-3000 TL	20	6.6
First Education	230	75.4	Between 3001-3500 TL	12	3.9
Second Education	75	24.6	3501 TL and up	16	5.2
<b>Total</b>	<b>305</b>	<b>100.0</b>	<b>Total</b>	<b>305</b>	<b>100.0</b>

In Table 1 the demographic spread of the participants is shown. 37% of the participants are male and 63% of them are female. Female participants are double as much as the male ones in number. When you look at the age rate of the participants; 6.6% of them are 18 years of age 23.6% are 19, 34.8% 20, 23.3% 21, 8.9% 22, 3% 23.

When the income of the participants is taken into consideration; the income of 20% is 500-1000 TL, 26,6% is 1001-1500 TL, 25.6% is 1501-2000 TL, 12.1% is between 2001-2500 TL, 6.6% is

between 2501-3000 TL, 3.9% is between 3001-3500, 5.2% is 3501 TL and above.

When the program of study of the participants is taken into consideration: 34.4% of them study Banking and Insurance, 25.2% study Office Management, 24.6% Management, 15.7% Foreign Trade.

The 82.6% of the participants are in the first class, 17.4% are in the second class, and 75.4% of the participants are at the first education, and 24.6% of them are at the secon (evening) education.



**Table 2. The Spread According To The Frequency Of Hair Wash**

Frequency of hair washing	Frequency	Percentage
Every Day	115	37.7
Once in two days	170	55.7
Twice a week	12	3.9
Once a week	5	1.6
Twice a month	3	1.0
Total	305	100.0

Table 2 shows how often the participants wash their hair. 37.7% wash their hair every day, 55.7% once in two days, 3.9% twice a week, 1.6% once a week, 1% twice a month. 94.4%

of the participants wash their hair every day or every other day. This rate is an important data to indicate the shampoo usage and what brands are preferred.



**Table 3. The Rrate Of The Gender To The Answer To The Question “What Is The First Shampoo Brand That You Can Think Of?”**

Shampoo Brands	Male		Female		Total Frequency	Column %
	Frequency	Column %	Frequency	Column %		
Elidor	20	17.7	77	40.1	97	31.8
Head&Shoulders	26	23.01	20	10.42	46	15.1
Pantene	8	7.08	35	18.23	43	14.1
Clear	34	30.09	7	3.65	41	13.4
Blendax	3	2.65	16	8.33	19	6.2
Loreal Elseve	3	2.65	13	6.77	16	5.2
Dove	4	3.54	8	4.17	12	3.9
Bioblas	3	2.65	7	3.65	10	3.3
Komili	3	2.65	0	0	3	1
Hacı Şakir	2	1.77	0	0	2	0.7
Biomen	1	0.88	1	0.52	2	0.7
APLUS	0	0	2	1.04	2	0.7
İpek	1	0.88	1	0.52	2	0.7
Duru	2	1.77	0	0	2	0.7
Wella	0	0	2	1.04	2	0.7
SYOSS	0	0	1	0.52	1	0.3
Avon	0	0	1	0.52	1	0.3
Say Shampoo	1	0.88	0	0	1	0.3
Gliss	0	0	1	0.52	1	0.3
Bioxin	1	0.88	0	0	1	0.3
Nivea	1	0.88	0	0	1	0.3
Total	113	100	192	100	305	100

Mann-Whitney U test is used to determine rate of the brand of the shampoo that the participants first remember. The result of the test  $p=0.016$ . According to this because  $p<0.05$ , there is a considerable difference between shampoo users. The test used for participants for the first shampoo brand that they can think of is applied according to age and income concepts but because of  $p<0.05$  result there is no meaningful difference statistically.

In Table 3 the participants' answer for “What is the first shampoo brand that you can think of?” can be observed. 31.8% of the answer is Elidor, 15.1% is Head&Shoulders, 14.1% Pantene, 13.4% Clear, 6.2% Blendax, 5.2% Loreal Elseve, 3.9% Dove, 3.3% Bioblas, 1% Komili, 0.7% Wella, 0.7% İpek, 0.7% Hacı Şakir, 0.7% Duru, 0.7% Biomen, 0.7% APLUS, 0.3% SYOSS, 0.3%



Say Shampoo, 0.3% Nivea, 0.3% Gliss, 0.3% Bioxin, 0.3% Avon.

Approximately 75% of the participants answered the question by the order of their answer; Elidor, Head&shoulders, Pantene and Clear. As well as family, friend advice the most effective element that makes participants buy the product is TV commercials. Male participants' first brand is Clear, Head&shoulders, Elidor and Pantene. What effects male participants to buy the brands of Clear and Head&shoulders might be that Clear brand has a Clear Men brand and Burak Özçivit presents

it on TV commercials, and Head&shoulders' presenter is Mehmet Günsür. Female participants' answer for the same question is Elidor, Pantene, Head&Shoulders and Blendax. The most effective element for female participants is that the brands of Elidor and Pantene make use of female TV commercials, have campaigns, and they present Meryem Uzerli, Serenay Sarıkaya, Bergüzar Korel, Hande Subaşı, Burcu Kara, Özge Özberk, Tuğba Büyüküstün on TV commercials, which might have an effect for remembering these brands at first.

**Table 4. The Rate Of The Gender To The Answer To The Question “What Is The Other Shampoo Brand That You Can Think Of?”**

Shampoo Brands	Frequencies	Percentages
Elidor	93	30.5
Pantene	64	21
Blendax	44	14.4
Clear	26	8.5
Head&Shoulders	21	6.9
Dove	12	3.9
İpek	10	3.3
Loreal Elseve	9	3
Hacı Şakir	8	2.6
Bioblas	5	1.6
Duru	3	1
Komili	3	1
Rejoice	2	0.7
Biomen	1	0.3
APLUS	1	0.3
Wella	1	0.3
Gliss	1	0.3
Bioxin	1	0.3
<b>Total</b>	<b>305</b>	<b>100.0</b>



In order to find out the differences between the participants the tests of Mann-Whitney U for gender and Kruskal Wallis test for age and income concepts are used. However at all levels  $p>0.05$  rate resulted and because of that there is no meaningful difference. In Table 4 the results for the question of “What is the other shampoo brand that you can think of?” are shown. 30.5%

of the answers is Elidor, 21% is Pantene, 14.4% is Blendax, 8.5% is Clear, 6.9% is Head&shoulders, 3.9% is Dove, 3.3% İpek, 3% Loreal Elseve, 2.6% Hacı Şakir, 1.6% Bioblas, 1% Duru, 1% Komili, 0.7% Rejoice, 0.3% Biomen, 0.3% APLUS, 0.3% Wella, 0.3% Gliss, 0.3% Bioxin. The answer for the other shampoo brand is Elidor, Pantene, Blendax and Clear.

**Table 5. The Gender Rate of Shampoo Brands That The Participants Use Regularly**

Shampoo Brands	Male		Female		Total Frequency	Column %
	Frequency	Column %	Frequency	Column %		
Elidor	18	15.93	75	39.06	93	30.49
Head&Shoulders	29	25.66	19	9.9	48	15.74
Clear	35	30.97	6	3.13	41	13.44
Pantene	7	6.19	32	16.67	39	12.79
Bioblas	8	7.08	14	7.29	22	7.21
Blendax	3	2.65	15	7.81	18	5.9
Dove	4	3.54	9	4.69	13	4.26
Loreal Elseve	1	0.88	11	5.73	12	3.93
Hacı Şakir	2	1.77	0	0	2	0.66
APLUS	0	0	2	1.04	2	0.66
İpek	1	0.88	1	0.52	2	0.66
Duru	1	0.88	1	0.52	2	0.66
Wella	0	0	2	1.04	2	0.66
Bioxin	2	1.77	0	0	2	0.66
Rejoice	1	0.88	1	0.52	2	0.66
SYOSS	0	0	1	0.52	1	0.33
Biomen	0	0	1	0.52	1	0.33
Gliss	0	0	1	0.52	1	0.33
Komili	1	0.88	0	0	1	0.33
Dalin	0	0	1	0.52	1	0.33
<b>Total</b>	113	100	192	100	305	100

In order to find the difference according to the gender the participants' usage of shampoo brand answers resulted in  $p=0.001$  by Mann-Whitney U test. So because the result is  $p<0.05$  for the

shampoo brand that the participants make use regularly there is a meaningful difference between male and female participants. According age and income concepts the participants are applied by

Kruskal Wallis test but at all levels the result is  $p>0.05$ . Thus there is no statistical difference.

Table 5 shows the rate of regular shampoo usage; 30.5% is Elidor, 15.7% Head&shoulders, 3.4% Clear, 12.8% Pantene, 7.2% Bioblas, 5.9% Blendax, 4.3% Dove, 3.9% Loreal Elseve, 0.7% Hacı Şakir, 0.7% APLUS, 0.7% İpek, 0.7% Duru, 0.7% Wella, 0.7% Bioxin, 0.7% Rejoice, 0.3% SYOSS, 0.3% Biomen, 0.3% Gliss, 0.3% Komili, 0.3% Dailin.

First two shampoo brand that the participants use is the same as the answer for “The shampoo brand that you first think”. Male participants use Clear and Head&shoulders, the reason of which is that these brands’ commercials for protecting hair and preventing dandruff. Female choice of the shampoo brand is Elidor and Pantene, and the reason for this choice might be that these brands use a lot of hair care involving TV commercials along with shine, and beauty concepts.

**Table 6. The Rate Of The Participants’ Reasons To Give Up Any Shampoo Brand**

Reason to give up on brand	Frequency	Percentage
Hair loss	118	38.7
Dandruff	109	35.7
Desire to try a different brand	20	6.6
Difficulty in combing the hair	18	5.9
The new shampoo is better	18	5.9
Exoensive	14	4.6
Other	8	2.6
<b>Total</b>	<b>305</b>	<b>100</b>

Table 6 shows the reason for the participants to give up the shampoo brands. According to this; 38.7% of the participants’ reason is that they lose hair, 35.7% of them for dandruff, 6.6% want to try a different brand, 5.9% think that it is difficult to comb their hair, 5.9% think the

new shampoo they use is better, 4.6% think it is expensive, 2.6% shows other reasons to give up on shampoo brands. 74.4% of the participants showed “unexpected and negative results” for giving up the brand.

**Table 7. The Rate Of The Attitude Towards a Newly Released Shampoo Brand**

Views	Frequency	Percentage
I do not buy	96	31.5
I might buy	84	27.5
No idea	77	25.2
I definitely buy and try	48	15.7
<b>Total</b>	<b>305</b>	<b>100</b>



Tablo 7 shows the rate of the attitude towards a newly released shampoo brand. 31.5% of the participants declare they will not buy it, 27.5% say they might buy it, 25.2% have no idea, 15.7% declared they definitely will buy and try it once.

31.5% of the participants are in total loyalty to the brand they use. 27.5% show less loyalty to their brand. 15.7% have no brand loyalty, 25.2% have no idea so their attitude is indefinite.

**Table 8. The Rate Of The Answers To The Question Of “What Would You Do If You Could Not Find Your Regular Shampoo In The Place You Went To Buy One?”**

Views	Frequency	Percentage
I insistently look for the brand I use, find it and buy it	187	61.3
I buy another brand I believe that it is approximately the same quality and and I wanted to try	92	30.2
I buy any	26	8.5
<b>Total</b>	<b>305</b>	<b>100</b>

Table 8 shows the rate of the answers to the question of “What would you do if you could not find your regular shampoo in the place you went to buy one?” 61.3% of the participants declare that they would be insistant to find the regular shampoo they use. 30.2% declare that they would buy the one that they think it is almost the same

in quality and the one that they wanted to try. 8.5% say they would buy any brand. 61.3% of the participants seem to be loyal to the brand they use and would be insistant to look for and find the right brand for them. 30.2% have a partial loyalty and 8.5% have no loyalty whatsoever.

**Table 9. The Rate Of The Answers To The Question “Would You Search In The Market For Other Brands When You Finish The One You Use And Want To Buy a New One?”**

Views	Frequency	Percentage
Yes	61	20
No	140	45.9
Sometimes	104	34.1
<b>Total</b>	<b>305</b>	<b>100</b>

Table 9 shows the rate of the answer that the participants made for the question of “Would you search in the market for other brands when you finish the one you use and want to buy a new

one?” While 20% of the participants declared they might make a search, 45.9% said they would not, and 34.1% said they might sometimes do it.



**Table 10. The Rate Of The Answers For “What Affected You To Buy The Shampoo That You Use Regularly?”**

Advertisement tool	Frequency	Percentage
TV commercial	68	22.3
Friend advice	65	21.3
Family advice	57	18.7
Expert advice	53	17.4
Other	42	13.8
Newspaper, magazine add	8	2.6
Promotion at the purchase location	8	2.6
Internet add	4	1.3
<b>Total</b>	<b>305</b>	<b>100</b>

Table 10 shows the rate of the answers for “What affected you to buy the shampoo that you use regularly? 22.3% declared TV commercials affected them, 21.3% friend advice, 18.7% family advice, 17.4% expert advice, 13.8% other, 2.6% newspaper, magazine add, 2.6% promotion at the purchase location, 1.3% internet add.

40% of the participants said they got affected by their family and close friends when they are buying the shampoo. The best advertisement to buy a shampoo is TV commercials by 22.3%. While 17.4% of the participants trust expert advice, 13.4% of the said they have other reasons.



**Table 11. Views Of The Participants On What Peculiarities They Take Into Consideration When Buying Shampoo**

Thoughts/Views	Not important at all	Not important	Does not matter	Important	Very important	Average	Standard deviation
Cleans the hair well*	0.3	1	2.6	16.1	80	4.74	0.59
Appropriate for my hair type*	1.6	2.6	6.9	31.1	57.7	4.41	0.86
Nutritious for the hair*	2	0	9.8	26.2	62	4.46	0.83
Shines the hair*	2.3	4.3	13.1	30.2	50.2	4.22	0.98
Keeps the hair moist*	6.6	8.5	26.2	24.9	33.8	3.71	1.20
Protects the hair*	1.6	1.3	6.2	22.3	68.5	4.55	0.81
Softens the hair*	1.6	2.0	3.6	24.6	68.2	4.56	0.80
Smells nice*	2.0	2.3	6.2	17.4	72.1	4.55	0.86
Foams well	3.9	3.6	16.4	29.8	46.2	4.11	1.06
Well known brand	5.9	3.0	13.1	21.6	56.4	4.20	1.14
Prevents dandruff	0.7	1.0	3.6	16.7	78.0	4.70	0.65
Easy usage of package	16.1	9.5	30.8	21.0	22.6	3.25	1.34
Appropriate Price	10.5	7.5	16.7	33.1	32.1	3.69	1.28
Involves Natural products	3.9	4.3	12.1	28.2	51.5	4.19	1.06
Involves Hair cream	13.1	6.9	20.7	23.9	35.4	3.62	1.37
Easy to find	7.2	4.3	14.8	28.2	45.6	4.01	1.19
Well promoted	8.9	6.2	20.3	25.9	38.7	3.79	1.26
My Close friends use it	28.5	7.9	24.9	14.1	24.6	2.98	1.53

\* Because the outcome of Mann Whitney U test is  $p < 0.05$  there are meaningful differences between the groups.

Table 11 shows about the views of the participants on what peculiarities they take into consideration when buying shampoo. For the “it cleans well” section; 0.3% of the participants said “not important at all”, 1% said “not important”, 2.6% said “does not matter”, 16.1% said “important” and 80% said “very important”. For “appropriate

for my hair type”; 1.6% said “not important at all”, 2.6% said “not important”, 6.9% said “does not matter”, 31.1% said “important”, 57.7% said “very important”. For “nutritious for the hair” section the participants; 2% said “not important at all”, 9.8% said “does not matter”, 26.2% said “important”, 62% said “very important. For “shines the hair”: 2.3% said “not important at all”, 4.3% “not important”, 13.1% “does not matter”, 30.2% “important”, 50.2% “very important”. For

“keeps the hair”; 6.6% “not important at all”, % 8.5’i “not important”, 26.2% “does not matter”, 24.9% “important”, 33.85% “very important”. For “Protects the hair”; 1.6% “not important at all”, 1.3% “not important”, 6.2% “does not matter”, 22.3% “important”, 68.5% “very important”. For “softens the hair” 1.6%; “not important at all”, 2% “not important”, 3.6% “does not matter”, 24.6% “important” 68.2% “very important”. For “smells nice” 2% “not important at all”, 2.3% “not important”, 6.2% “does not matter”, 7.4% “important”, 72.1% “very important”. For “foams well” 3.9% “not important at all”, 3.6% “not important”, 16.4% “does not matter”, 29.8% “important”, 46.2% “very important”. For “well nown brand” 5.9% “not important at all”, 3% “not important”, 13.1% “does not matter”, 21.6% “important”, 56.4% “very important”. For “prevents dandruff”; 0.7% “not important at all”, 1% “not important”, 3.6% “does not matter”, 16.7% “important”, 78% “very important. For “easy usage of package”; 16.1% “not important at all”, 9.5% “not important”, 30.8% “does not matter”, 21% “important”, 22.6% “very important”. For “appropriate price”; 10.5% “not important at all”, 7.5% “not important”, 16.7% “does not matter”, 33.1% “important”, 32.1% “very important. For “involves natural products” 3.9% “not important at all”, 4.3% “not important”, 12.1% “does not matter”, 28.2% “important”, 51.5% “very important”. For “involves hair cream”; 13.1% “not important at all”, 6.9% “not important”, 20.7% “does not matter”, 23.9% “important”, 35.4% “very important”. For “easy to find”: 7.2% “not important at all”, 4.3% “not important”, 14.8% “does not matter”, 28.2% “important”, 45.6% “very important”. For “well promoted”; 8.9%

“not important at all”, 6.2% “not important”, 20.3% “does not matter”, 25.9% “important”, 38.7% “very important”. For “my close friends use it”; 28.5% “not important at all”, 7.9% “not important”, 24.9% “does not matter”, 14.1% “important”, 24.6% “very important”.

Participants’ answers for what they think is important when buying a shampoo go like this: cleans hair, prevents dandruff, smells nice, protects hair and softens hair. Upon choosing the shampoo the elements such as cleaning hair, appropriate for hair type are common choices for both male and female participants. However, elements like nutritious for hair, shining hair, moisturizing hair, protecting hair, softening hair are chosen more by female participants as they are thought to be more important by female participant.

In terms of their gender; distribution range of the participants, considering the ideas that they take into account while buying shampoo, is tested by the Mann-Whitney U test. According to the test results, it has been observed to some opinions that it is  $p < 0.05$ . Accordingly, for some other opinions, there have been differences in relation to statistics between men and women. The reason for that can be women participants agree on these ideas more than their men counterparts. In other words, it can cause from the fact that women -more than men- attach importance to such opinions. In terms of age and income; distribution range of the participants, considering the ideas that they take into account while buying shampoo, is tested by the Kruskal Wallis test; however, there has been found no meaningful difference in relation to statistics since it has been  $p > 0.05$  for all levels.



## CONCLUSION

Without doubt, brand is necessary as it is a phenomenon which helps tell apart goods and services. Brand is also important concerning the preferences of the consumers. Consumers can differentiate the product and the services he/she uses from the others. In this study, the brand loyalty of the consumers is tried to be exemplified. The study group consists of students who are over 18 and doing their higher education. Questions related to the research topic brand loyalty are prepared and asked to the participants.

As 94 % of the participants of the research wash their hair twice a day, it makes up very significant data for the use of the shampoo. There is a parallelism between the shampoo brand participants use and the second shampoo brand they think of. Male participants prefers the brands which advertise or run campaign for men. It is observed that female participants prefer the brands which highlight women and products for women along with the traditional brands their families use and their friends recommend. While male participants prefer the brands which have preventing dandruff and anti-hair loss products, most of the female participants prefer the brands of shampoos which soften, gloss and moisturize the hair and smell good. Participants give up on the brand they use only on condition that they have a bad physical effect. A vast majority of the participants state that they do not use a new brand on the market and keep on using the brand the always use and show that they are loyal to that brand. Most of the participants have become familiar with the product via their family and friend recommends or commercials. The expectations of the partici-

pants from the brand or service they use is that it should fulfill its basic targets.

Brand is a notion which brings positive results both for the owner and the user. Consumers do not give up on the brand they know and use for a new one as long as it fulfills the expected functions. Brand, thus, creates both physical and psychological addiction.

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## MARKA BAĞIMLILIĞI ÜZERİNE BİR ARAŞTIRMA

**Özet:** Bu çalışmada marka bağımlılığına ilişkin örnek tüketici kitlesi üzerinde şampuan markaları tercihleri ortaya konmaya çalışılmıştır. Çalışmanın amacı seçilen tüketici kitlesinin kullandıkları markaya olan bağımlılıklarını ve hangi koşullar altında bu bağımlılıktan vazgeçebildiklerini ortaya koyabilmektir. Örnek tüketici kitlesi olarak yükseköğrenim çağındaki öğrenciler seçilmiş ve araştırma birincil verilere dayalı olarak şampuan kullanımı anketi yardımıyla gerçekleştirilmiştir. Araştırma kapsamında 2013-2014 eğitim-öğretim yılında 305 kişiden anket yöntemiyle veriler elde edilmiştir. Anket, 5'li Likert ölçeğinde olan 18 görüş ve toplam 10 sorudan oluşmuştur. Araştırmada güvenilirlik testi, Kolmogorov-Simironov normal dağılım testi, Mann-Whitney U ve Kruskal Wallis testleri gerçekleştirilmiştir. Anket katılımcıları olan dört programda kayıtlı 1489 öğrencisi bulunan meslek yüksekokulunun öğrencilerine toplam 400 adet anket dağıtılmış; ancak bunların içinde yapılan inceleme sonucu kısmen ya da eksik doldurulanları araştırma dışı bırakılarak kalan 305 adet anket değerlendirmeye uygun oldukları tespit edilmiştir. Değerlendirmeye alınan değişkenlerden cinsiyet, aile tavsiyesi, doktor tavsiyesi ve reklam kampanyalarının, kampanyalarda ünlü kişilerin yer alması ile marka bağımlılığı arasında istatistiki açıdan önemli bir ilişki olduğu görülmüştür. Mal ve hizmetlerde marka, marka bağımlılığı yaratma isteği günümüzde rekabetin artmasıyla daha şiddetli bir boyut kazanmıştır. Mal veya hizmetleri birbirinden ayırma ihtiyacı doğmuştur. Genel olarak marka hem üreticilerin hem de tüketicilerin mal ve hizmetleri diğer mal ve hizmetlerden ayırmak için kullanılmaktadır. Fakat bu neden zamanla tüketicileri kendilerini marka ile ifade eder, özdeşleştirir durumuna getirmiştir. Marka ile kendini özdeşleştirme düşüncesi giderek tüketicileri markaya bağlayarak marka bağımlı haline dönüştürmüştür. Marka bağımlılığı yaratmada üreticilerin payı da büyüktür. Üreticiler markaları için kısa kelimeler ve herkesin dikkatini çekebilecek semboller kullanmaktadırlar. Markayla ürün ve hizmetini diğerlerinden farklılaştıran üreticiler markalarını öne çıkarmak için farkındalık yaratmaya çalışmışlardır. Böylelikle markaya bir kişilik yaratan üreticiler tüketici ile arasında bir duygusal bağın oluşumuna yol açmışlardır. Marka sahibi üretici marka bağımlılığını arttırabilmek için pazarı bölümlendirerek her pazara ayrı bir bağ yaratmaktadır. Üreticiler bunun için yaş, cinsiyet, eğitim, şehir, ülke gibi kriterler kullanmaktadırlar. Üreticiler çeşitli reklam kanallarıyla, yaptıkları kampanyalarla ve global ünlü kişilerle markaya aşinalık kazandırmaktadırlar. Markayı kullanan tüketici markayı kullandıkça ve ondan hem fiziksel açıdan hem de sosyal açıdan memnun kaldıkça sadakati yani markaya olan bağımlılığı artmıştır. Bu çalışmada da şampuan kullanımı ile şampuan markaları arasında bir bağımlılık tespit edilmiştir. Şampuan üreticileri reklamlarında bayan ve erkek ünlüleri rol vererek pazar bölümlerinde farklı bağımlılık yaratmaktadırlar. Bu reklamlarda kullanılan ünlülerin kendi markalarını kullandıkları ve memnun kaldıkları imajı verilmektedir. Tarafımızca yapılan bu araştırmada da reklamlarında daha çok bayan ünlüleri kullanarak ve bayanlara yönelik saç kremi, saç yumuşatıcı, saç parlaklığı gibi ekstra katkılar sağlayan ürünler sunan şampuan markaları bayan katılımcılar tarafından daha fazla tercih edildiği gözlemlenmiştir. Bayan katılımcıların bir şampuan markasında aradığı özellikler daha çok saç bakım yapan ekstra katkı sağlayan istekler olduğu görülmüştür. Erkek katılımcıların ise daha çok erkek ünlüleri kullanarak kampanyalarını yürüten şampuan markalarını daha fazla kullandığı görülmüştür. Erkek katılımcılar daha çok şampuan için kepek yapmamasını, saçları dökmemesini önemli görürken, bayan katılımcıların daha çok saç parlaklık veren, güzel kokan, saç bakım yapan şampuan markalarını tercih ettiği anlaşılmıştır. Araştırma katılımcıların çoğu kullandıkları şampuan markası bittiğinde mutlaka aynı şampuan markasını ne olursa olsun arayıp bulacaklarını belirtmişlerdir. Bu nedenle de, başka bir şampuan markasını kullanmayacaklarını belirten



katılımcıların marka bağımlılıklarının yüksek düzeyde olduğu söylenebilir. Katılımcılar kullandıkları şampuan markalarıyla kendilerini özdeşleştirmişlerdir. Bu özdeşleştirme markanın kullanıcılarında pozitif korelasyona neden olduğu gözlemlenmiştir. Marka kullanıcı kullandığı markadan tatmin olduğu sürece bu korelasyon devam etmektedir. Araştırma katılımcıları kullandıkları şampuan markalarında yalnızca beklenmedik kötü sonuçlarla karşılaştıklarında vazgeçeceklerini ortaya koymuşlardır. Beklenmedik kötü etkiler bağımlılık duygusunu insan psikolojisi gereği nefrete dönüştürebilmektedir. Bunun sonucunda daha önce markaya bağımlı olan kullanıcı markayı kötüler duruma gelmektedir. Marka ile kullanıcı arasında memnuniyet ilişkisi devam ettiği sürece bağımlılık ilişkisinin de devam edeceği, beklenmedik kötü sonuçlarla birlikte ise bağımlılığın nefrete dönüşebileceği ortaya çıkmıştır. Bu yüzden kullandığı markayı fiziksel ve sosyal bir tatmin aracı olarak gören kullanıcı ile marka sahibi arasında karşılıklı çıkar ilişkisinin belli bir dengede olması gerekmektedir.

**Anahtar Kelimeler:** Marka, Marka Bağımlılığı