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A STUDY ON GENERAL AWARENESS  
OF ADVERTISEMENTS :  
THE CASE OF MAGAZINE ADS

by Seda BİRİCİK

B.A., in Business Administration, Boğaziçi University, 1984

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## ABSTRACT

In this thesis, interest toward magazine advertisements and opinions of female and male respondents about this subject will be studied.

No particular advertisements have been shown to respondents in order to get general and unbiased opinion about the subject. Respondents can answer the questions by thinking about any magazine advertisement that he or she might have seen before. Then, they also indicate which ad this is and what makes them remember it. A question about media preference for a durable good, a convenience good and a specialty item has also been asked to learn the relative importance of magazines compared to other media.

Data was taken from both female and male subjects and differences in their opinions toward some credibility and attention getting aspects of magazine advertisements and for most attention getting product or service advertisements have been evaluated.

It was seen that the illustration, headline and kind of product or service advertised were the most attention getting layout components

and male respondents indicated that they were mostly attracted by a charming model, brandname and picture of the advertisement.

It was also found that men were interested in transportation, electronic equipment and bank advertisements in magazines while women were mostly interested in cosmetics, detergents, shampoo, soap, toothpaste and deo advertisements.

Looking at the media preferences, it appeared that, television is the best medium for all kinds of products and magazines are only preferred for a specialty item by much younger, higher educated, having executive level occupations and higher levels of income respondents.

As a result, it was seen that females and males had different opinions about magazine advertisements while in some aspects they did share the same opinion.

The study includes the literature review and the field study which was conducted by a questionnaire. The interpretation of the computer analyzed data was done and the implications of the findings were presented.

## ÖZET

Bu tezde, insanların aylık ya da haftalık dergilerdeki reklamlara karşı duydukları ilgi, bu ilgiyi yaratan faktörler ve bu konuda kadın ve erkeklerin fikirleri incelenmiştir.

Genel ve önyargısız bir fikir elde edebilmek için bu çalışmada belirli reklamlar kullanılmamıştır. Sorular kişilerin daha önce görmüş oldukları ve akıllarına gelebilecek reklamlara dayanarak cevaplandırabilecekleri şekilde sorulmuştur. Aynı zamanda, hatırladıkları reklamı veya reklamları ve hatırlamalarını sağlayan faktörleri belirtmeleri istenmiştir. Ayrıca dergilerin diğer medyalar içindeki önemi ve yerini anlayabilmek için üç değişik ürün gurubuna yönelik medya tercihleri ile ilgili bir soru sorulmuştur.

Veriler hem kadınlardan hem erkeklerden elde edilmiştir. Ayrıca dergi reklamlarının bazı inanılabilirlik ve dikkat çekici özellikleri ile en çok dikkat çeken ürün veya hizmet reklamları konusundaki kadın ve erkeklerin düşünceleri arasındaki farklılıklar değerlendirilmiştir.

Reklamın görüntü, başlık ve reklamdaki ürün veya hizmetin cinsinin en çok dikkati çeken layout elemanları olduğu ve erkeklerin daha

çok reklamdaki modelden, ürünün markasından ve reklamdaki resimden etkilendikleri gözlenmiştir.

Ayrıca taşımacılık, elektronik aletler ve banka reklamlarının erkeklerin dikkatini daha çok çektiği, buna karşılık kadınların çoğunlukla güzellik malzemeleri, deterjanlar, şampuan, sabun, dişmacunu ve deo reklamları ile ilgilendikleri ortaya çıkmıştır.

Medya tercihlerinden elde edilen sonuçlarda üç ürün cinsi içinde televizyonun tercih edildiği, dergilerin ise ancak kişiye özel bir ürün için daha çok genç, yüksek öğrenimli, yüksek seviyelerdeki işlerde çalışan ve gelir miktarı yüksek kişiler tarafından tercih edildiği görülmüştür.

Sonuç olarak, kadın ve erkeklerin dergilerdeki reklamlar hakkında bir ölçüde farklı fikirlere sahip olmalarına rağmen bazı noktalarda da aynı fikirleri paylaştıkları anlaşılmıştır.

Çalışma, bu konuda yapılmış olan önceki çalışmaları ve anket aracılığı ile yapılan bir saha çalışmasını kapsamaktadır. Kompüter ile analiz edilen verilerin yorumu ve sonuçlarının katkıları da ayrıca sunulmuştur.

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## LIST OF SYMBOLS

CC	: Contingency coefficient.
CV	: Cramer's V.
df	: Degrees of freedom.
fe	: Expected frequency.
f0	: Observed frequency.
$H_A$	: Alternative hypothesis.
$H_0$	: Null hypothesis.
m	: Number of rows or columns whichever is less.
n	: Sample size.
S	: Standard deviation.
$S^2$	: Variance.
$\alpha$	: Significance level.
$\bar{X}$	: Mean.
$X^2$	: Chi-square test statistic.

## INTRODUCTION

Advertising can be considered as an art when it is a means of communication, and as a science when it is a function of marketing. Weilbacher defined advertising as: 'The media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believe as the advertiser wishes them to behave or believe' (1984, p.16).

Most people have strong, widely varying and sometimes erroneous views about advertising, but almost everyone admits that it is a vigorous form of communication that influences us all both directly and indirectly.

People are exposed constantly to advertising in their everyday life. It appears everywhere, from the magazines and newspapers to billboards on the streets. Krugman stated: 'The advertising environment consists of an intricate web of social, economic and technological circumstances that direct an ad toward a particular audience through a particular medium' (1975, p.96).

It has been demonstrated in many ways that people filter out much of the huge quantity of advertising to which they are exposed, however, this does not mean that advertising is ineffective or impotent, but there is a terrific competition for the consumer's attention. Obviously, how much attention does the consumer pay to the advertising that surrounds him is the primary concern of an advertiser.

Therefore, the medium by which advertising information is transmitted is one of the most basic components of the communication environment and plays an important role in people's interest toward advertisements.

Within the context of media planning, the medium must match effectively with the right audience. Today, although television is known as the best medium by combining all sound, sight and motion and its high reach, the new video technologies may provide people with greater opportunities to watch commercial-free television.

The purpose of this study is to examine characteristics of magazine advertisements, in order to account for people's interest. In doing this, the links between people's interest toward magazine advertisements and;

- kind of magazines read,
- layout components of the advertisement,
- kind of product or service advertised,
- credibility and attention getting aspects of the advertisement,
- trying the advertised product,
- recall of the advertisement, and
- kind of media the advertisement appears



are studied,

The organization of the chapters is as follows.

Chapter I will provide a review of previous work on the topic of "magazine advertising" which was helpful for the theoretical framework of the study.

Chapter II will present the research design and methodology and the findings of an empirical study.

In the final chapter, interpretations of the findings and implications of the study will be discussed.

## CHAPTER I

### A REVIEW OF PREVIOUS STUDIES

Many of the early studies about readership of magazine advertisements took the form of component, such as type sizes, colors, or use of particular illustrations; placement, placement of ads within the magazines, and content studies, such as number of brand-name mentions or product benefits. (Fletcher and Zeigler, 1978).

One pioneering study, by Twedt (1952), revealed significant relationships among the use of color, size of illustration, size of the overall advertisement, and readership. To provide a reasonably precise answer to the question of how many people noticed and read an ad, - the one-page, four-color ad - Krugman (1975) found that almost half of 20,347 ads were noticed, but less than a tenth are of enough interest to be read. Naturally, the responses varied depending on ad size, content and position, on the receptivity of the reader (sex, age and income), and on whether the reader was in the market for the product advertised.

## 1.1 STUDIES RELATED TO MAGAZINE READERSHIP PATTERNS

It is also important to look at the magazine readership patterns before getting into magazine ad readership.

Rentz and Reynolds (1979) studied magazine readership patterns among women. Data instrument was a self-administered questionnaire and demographic check of returns showed that the responding group was a good quota sample of adult, married females. The questionnaire, intended to measure consumers' life styles, contained readership measures ranging from "do not read" to "read four or more issues in the last four months" on 21 magazines. The magazines were grouped into readership patterns by factor analysis which produced seven factors accounting for 55.6 percent of the variance in the original data. It appeared that each magazine factor could be explained on the basis of common content. Factor 1 was represented by the two most highly read magazines among women in the sample. However, the grouping may be the result of the magazines' distribution. Other factors also labelled according to the magazines they represent.

This study lent continuing support to the existence of media factors for magazines. The groupings appeared to be based on content of the magazines, and the resulting factors have the advantage of being based on the behavior of the audience rather than on intervening variables such as demographics.

In another study by Venkatesh and Tankersly (1979) that compared magazine readership profiles among three groups of women - feminists, moderates, and traditionalists -, they found that the magazine readership characteristics of the groups were significantly different.

Fashion magazines represented roughly equal readership among groups. This posed a challenge to advertisers who use the same media vehicle to appeal to different segments with different tastes and preferences. Feminists constituted a major readership group for national and international news magazines with the two other groups occupying lower readership positions. In allocation of advertising funds, marketers could use this information for effective segmentation.

Moderates and traditionalists were the readers of homemaker magazines. These magazines did not appear to have made an impact on the feminists. Since feminists were also involved in homemaking activities, these magazines should try to change their appeals without giving up their present audience or else new homemaker magazines might enter the publishing world to cater to feminists.

Moderates and feminists appeared to read consumer-related magazines more than traditionalists did. The implications were that the members of these two groups used independent information searches, whereas the traditionalists either believed the business claims of the product or were unable to make independent information searches of their own.

Cultural and intellectual magazines did not seem to command significant readership from any group. The advertisers may want to explore the reasons further to evaluate the usefulness of these magazines as efficient media vehicles.

People's interest toward magazine advertisements may also be related with the kind of magazine they read.

In a study by Chook (1985), six positive commonalities were discerned for general advertising - advertising for general goods and services - in special interest magazines. (1) Quality or prestige brands. Readers of special interest magazines saw themselves special and as elitists, thus when they saw an advertisement for a general product in their special interest magazine, they expected it to be for a top-of-the-line make or brand. (2) Mechanical orientation. Automotive vehicles, computers, cameras, multi-function watches and power tools were associated with the leisure active life style of special interest magazine readers. (3) Male appeal. Readers of special interest magazines were dominantly male, and they expected male oriented advertising as related to both product and advertising copy. (4) Sports related. The audiences of special interest magazines were involved in various sporting activities; sports clothing, equipment and accessories advertising all fit. (5) Travel. The audiences of special interest magazines were highly mobile; travel related advertising like car rental, traveler's checks fit. (6) High brand involvement. Low-cost frequently bought products for which there was high involvement in brand decision, such as cigarettes and alcoholic beverages, fit.

On the other hand, readers of special interest magazines perceived generic advertising - advertising directly related to the editorial content of the magazine - as an integral part of the magazine. It was what keeps them informed about new-product developments, the more of it the better and the more detailed information in the advertisement, the better.

## 1.2 STUDIES RELATED TO FORMAT VARIABLES OF MAGAZINE ADVERTISEMENTS

There are also studies related to the format variables of magazine advertisements, such as, headline, message, illustration, body-text or its creative strategy.

### 1.2.1 Creative Strategy and Magazine Ad Readership

Such a comprehensive study was made by Fletcher and Zeigler (1978) to examine magazine advertising strategies as reflected in individual advertisements in order to account for high or low readership scores. Here, the emphasis was on strategy rather than on individual components that contribute to the execution of it. Components were considered as a whole, on the assumption that the overall effect of an advertisement may be more important than the effects of its parts.

Fletcher and Zeigler defined a "successful" ad as one achieving a high Starch readership score. It was a simple test in which each advertisement was rated in terms of several criteria. The "noted" includes the percent who remembered seeing the advertisement, the "associated" includes those who do not only noted the advertisement, but also saw or read some part of it that clearly indicated the brand or advertiser, and "read most" includes the percent who read half or more of the written material.

Sample consisted of fifty advertisements in six women's and six home service magazines. To control for variations in readership levels by sex, female-only data were used. To control for the inherent interest

value of products, data applied to branded food advertisements only. A final control for the effect of graphic considerations, was the use of only full-page, four-color ads. These controls enhanced the validity of the study.

The independent variables were generalized creative strategies, i.e., information, argument, motivation with psychological appeals, repeated assertion, command, brand familiarization, symbolic association, imitation, obligation and habit starting. (See Table 1.1 for strategy descriptions).

First each advertisement was evaluated to determine whether or not a given advertisement employed each of ten strategies, and assigned the strategies agreed upon. Finally, results were evaluated in light of Starch readership scores for each ad. Data were analyzed through simple tabulations in two directions: correlation analysis and multiple regression. It is found that although some strategies were clearly more frequently used than others, it was evident that no strategy guaranteed a high readership score on any level; noted, associated or read most.

TABLE 1.1 Creative Strategies\*

<u>Strategy</u>	<u>Description</u>
1. Information	Presentation of unadorned facts, without explanations or argument; "news about" the product concerned.
2. Argument	Relating of facts (reason why) in some detail to the desired purchase; copy especially important; logical "playing on established desires" in presenting "excuses" to buy.
3. Motivation with Psychological Appeals	Explicit statement of how the product will benefit the consumer; use of emotion and appeals to self-interest in creating desires not previously readily apparent; interpretation of facts in an "especially for you" framework.
4. Repeated Assertion	Hard-sell repetition of one basic piece of information-often a "generality" unsupported by factual proof.
5. Command	A "nonlogical" reminder (either hard-sell or soft-sell) to predispose audience favorably; may be reinforced by an authoritative figure.
6. Brand Familiarization	Friendly, conversational feel; few or no "selling facts" - but suggestion of "loyalty" to and "trustworthiness" of the advertiser; keeps brand name before the public.
7. Symbolic Association	Subtle presentation of a single piece of information; links the product to a place, event, person or symbol (any positive connotation), sales pitch usually not explicit, copy usually minimal, and product generally not "featured",
8. Imitation	Testimonial, by celebrity, "hidden camera" participant, or individual(s) unknown but with whom readers can readily identify (or whom they respect because of specified characteristics).

\*From Simon, Julian L. The Management of Advertising, Englewood Cliffs, N.J.: Prentice-Hall, 1971, pp.174-183.



(Table 1.1 cont'd)

- |                    |  |
|--------------------|--|
| 9. Obligation      | Free order of a gift or information, or a touching sentiment; some attempt to make the reader feel grateful. |
| 10. Habit-Starting | Offer a sample or reduced price to initiate a "regular practice or routine"; product usually "featured".     |

Four strategies, information, argument, motivation with psychological appeals and symbolic association were used in approximately half or more of the ads, whereas repeated assertion, command, imitation and obligation were used in very few ads. For the four strategies used by approximately half or more of the ads, the mean scores for noted, associated and read most were consistent with each other. These show that mere use of specific strategies appears to have little effect in mean scores.

For further analysis, multiple regression was used on the noted scores to reveal statistically significant relations, if any, between strategies employed and readership generated. Result did not demonstrate a statistically significant relationship which confirms the conclusion that selection of a strategy does not in itself, predict readership.

Finally, an analysis was conducted of the relationship between readership scores and the number of strategies employed. The Pearson correlation coefficients between the number of strategies used in individual advertisements and their respective "noted" and "read most" scores were statistically significant. This finding supported the long-used guide to effective advertising writing and design: "Keep it simple".

This study was unique among those designed to reveal determinants of magazine advertisement readership in that it went beyond the study of objective characteristics of individual advertisements - the format, placement and content variables - and considered general creative strategy variables. One conclusion is that the type of creative strategy used in an advertisement is not a very good predictor of readership of that advertisement. It is evident, however, that the number of strategies used in an advertisement is potentially important. All else being equal, the greater the number of strategies employed, the lower the readership scores.

#### 1.2.2 Readability Levels of Magazine Advertisements

Shuptrine and McVicker (1981) concentrated on the readability of magazine advertisements and their relationship to the educational level of the magazine's readers. This research considered the question, did magazines that appeal to the less educated audience generally have advertisements with easier readability levels than magazines that appeal to the more educated audience?

It was hypothesized that there would be a high correlation between the educational level of the magazine audience and the readability of the advertisement. The Spearman correlation coefficient was used to determine the correlation. For this study, nine magazines were selected and the readability level of advertisements in each were examined by a special index. Readers of each magazine were grouped into one of five categories: graduated college, some college, graduated high school, some high school and no high school. Each category was assigned a weight ranging from five to one. Then for each magazine, the percentage of

readers in each category was multiplied by the weight assigned to that category. The magazine's scores were obtained by summing the products of five categories. Using this formula, the thirty magazines were ranked from highest to lowest.

Three magazines were randomly selected from the top of the rankings, three from the middle and three from the bottom. Assuming the ads were matched to readers' educational levels, it was expected that the advertisements from the magazines in group one would have the highest index values while the advertisements from the magazines in group three would have the lowest index values.

For each magazine chosen for the study, six advertisements were selected and their readability levels were then calculated. In order to prevent bias of results, ads were picked in a random fashion.

The overall findings of this study did not support the hypothesis that a high correlation exists between the educational level of a magazine's audience and the readability of the advertisement. It was expected that magazines appealing to the more educated reader would contain ads that were more difficult to read than magazines appealing to the less educated reader. This held true for only two magazines. On the average, 80 percent of these two magazines' readers have either attended or graduated from college. These two magazines had correspondingly high overall index ratings, the highest of nine magazines tested.

The most surprising was the fact that none of the advertisements' index value averaged up to or beyond a junior-grade level in high school.

Advertisers may be designing their ads to meet the lowest educational level of readership regardless of what a magazine's general readership educational level was. Perhaps, if the ads were constructed and presented to reach the educational level of the magazines' audiences, the ads would be more effective.

### 1.2.3 Making a Message Memorable and Persuasive

In a conceptual study, McLochlan (1984) presented some techniques which consistently led to higher levels of remembrance and persuasion of a message. These techniques were as follows:

Give the audience a reason for listening. It was well known that when people paid attention they remembered more. It was also recognized that attention would be volutarily given when an individual was motivated.

Use questions to generate involvement. Questions led to curiosity, which resulted in arousal and heightened involvement. When expository material was preceded by questions, long-term recall was greater.

Cast the message in terms familiar to your audience, and build on points of agreement. When controversial propositions were presented, it was best to begin by building on points of agreement. By establishing points of agreement with an audience, a communicator presumably increased his credibility; research had shown that high-credibility communicators might generate almost three times as much attitude change as low-credibility communicators. An implication in advertising was that it was best to begin a persuasive message by stating a proposition with which the audience would agree. For example, in the case of non-prescription drugs, advertisers frequently empathized with the audience

point of view by presenting in a sympathetic way the problems and discomfort that the ailment created. They then presented the sponsor's product as a solution.

Use thematic organization. If a narrative was strongly tied together by a theme so that events followed in a logical and irreversible sequence, then memory would be much greater than far less structured material.

Use subordinate category words. For example, the word "bird" gave a very general image, and the word "duck" was more specific, being a subordinate word to "bird". Subordinate category words were more concrete and cut a sharper image in the audience's mind.

Repeat key points. Ebbinghaus (1885-1964) demonstrated that there was a systematic relationship between the number of times material was presented and long-term recall. The length of time a message was retained increases in rough proportion to the number of exposures (Ray and Sawyer, 1971). In addition to being better remembered, repeated ideas were judged more true, even when they were false (Hasher, Goldstein, and Toppino, 1977). Advertisers were well aware of the desirability of repeating an advertisement an appropriate number of times (Krugman, 1972; Naples, 1979). Systematic thought should also be given to repeating key message elements within an advertisement through variations and contrasts.

Use rhythm and rhyme. The ability of rhythm and rhyme to assist in memorization was well known. The implication for advertisers was that rhythm and rhyme could lead to enduring learning, but the most important material should be placed at the beginning of the rhyme so

that it would be readily accessible in memory.

Use concrete rather than abstract terms. The ability of people to remember concrete information, as exemplified by photographs, was amazing. Standing (1973) demonstrated that picture memory was consistently superior to verbal memory. He also demonstrated that vivid pictures were better remembered than ordinary pictures (an airplane versus a crashed airplane). The more specific and less abstract the stimulus, the better it was remembered. Advertisements containing illustrations were well recognized since the recognition memory for pictures was amazingly long lasting.

Use the Zeigarnik effect. Zeigarnik (1927) demonstrated that when people were asked to complete a jigsaw-type puzzle, their remembrance of the details of the puzzle was best if they were interrupted just before they put all the pieces together. The implication for advertisers was that the message should be slightly incomplete, leaving the audience with something to ponder. It was also shown by Heller (1956) that remembrance of advertising slogans was greater when the slogan was presented in an incomplete form and people must make an effort to get some form of closure. That might be due to Zeigarnik effect, or perhaps to the incomplete slogan led to curiosity.

These techniques could make dramatic differences. In most cases, levels of memory or persuasion were at least twice as high when a technique was tested. Furthermore, several techniques can be utilized simultaneously in a single persuasive communication. If one was beneficial, several were probably even more powerful.

#### 1.2.4 Headline and Magazine Ad Readership

Another study, aiming to determine if headline type was related to the readership performance of industrial ads, was conducted by Soley and Reid (1983).

Most advertising professionals agreed that the headline was one of the most important elements in advertisements. Caples (1975), listed the headline as the most important element in advertisements. Roman and Maas (1976) described the headline as a short verbal descriptor, which functions to communicate the essence of the advertising message.

Despite the importance attributed to the headline, research on the question of how the headline affected advertising effectiveness was limited, and the existing evidence indicated that the headline did not enhance the effectiveness of either consumer or industrial advertisements. Assael, Kofron and Burgi (1967) found that the variables of headline type and position were not related to readership performance. In an experimental test Myers and Haug (1967) found no difference in recall performance between interrogative and declarative headline types on consumer ads.

Soley and Reid (1983) focused on the effects of seven headline types on three measures of industrial ad readership. Ad readership, as measured Ad-Chart, was generally regarded as a measure for assessing the attention- getting ability of ads under conditions of natural exposure. Ad-Chart "noticed", "started to read" and "read half or more" scores were included in the analysis. The "noticed" score related to the ability of headline types to affect the reader's attention and the

"started to read" and "read half or more" scores relate to the ability of headline types to get readers into the ad's copy.

Sample was restricted to one-page, four color advertisements resulting in an effective sample of 375 advertisements. One-way analyses of variance were performed, using the headline types as independent variables. Separate analyses were performed on each dependent variable, i.e. readership scores. Results indicated that one headline type would produce no higher industrial ad readership than another type. Headline type did not positively affect the readership performance of industrial ads, however, this should not be interpreted that the headline was an unimportant element in industrial ads.

#### 1.2.5 Illustration, Model and Magazine Ad Readership

There were other studies related to illustration part of the magazine advertisements and one of them was done by Kelly (1979) which discussed the new aspects of subliminal advertising, subliminal embeds in print ads. The technique employed, according to Key (1977), was known as subliminal embedding where erotic, death and other symbols were hidden in the ad illustration.

The purpose of this study was to present findings of an experiment where subliminal embedding was used in the advertising format as Key described. The hypothesis studied was: For an experiment allowing subjects to control their own exposure time, print ads with subliminal embeds would stimulate greater brand and ad recall compared to ads without such embeds.



This hypothesis was tested by an experiment using a convenience sample of college students. It was also divided to two subsamples, control and treatment. Subjects in both groups were given a magazine and asked to read an article, then in the remaining time to look through the rest of the magazine. After five minutes, subjects were questioned regarding the article and ads. The ad questions tested the subjects' unaided recall of the products and ad illustrations. The questions were about the remembering of brand name and illustrations.

Two different dummy magazines were used. Each had seven different advertisements and five identical articles. The treatment magazine had seven original copies of advertisements which Key noted as having contained subliminal embeds. In the control magazine seven advertisements were used, each being original in size and color. The control ads were selected because of their close appearance to the treatment ads in both product type and creative elements.

A follow-up examination of the sample was made to examine retention of brand and illustration over time. In this post-test, subjects were again asked to recall the brands and illustrations in the test ads.

The findings of this experiment did not support the hypothesis that subliminal embeds generated significant influence of brand or illustration recall. A portfolio of ads containing subliminal embeds did not produce significantly greater recall of brands or illustrations than did normal ads. An obvious explanation for these results was that embedding symbolic images simply did not generate any greater stimulus than one would find in normal ads. Very probably the total impression of an ad illustration overpowered any stimulus created by suggestive

objects so any differential effect between embedded and normal ads had an insignificant impact on unaided recall.

It was Key's contention that the illustrations in print ads, with their subliminal embeds, acted more like visual than print media. The purpose of the embeds was to penetrate the subconscious through the very rapid, glance-like attention usually given to magazine ads.

Another study, close to the same subject was designed by Kilbourne, Painton and Ridley (1985) to provide a measure of attitude toward ads containing pictorial sexual embeds. Though the existence of sexual embeds was reasonably certain, their effectiveness in producing some attitudinal or behavioral result was open to question.

Two advertisements (Marlboro Lights cigarettes and Chivas Regal whiskey) containing sexual embeds were taken. A second set of ads with the embeds removed was created to provide matched versions of the ads, one with embeds and one without.

In study one a sample of 424 subjects were exposed to one or the other of the versions of both ads. Each subject was asked to evaluate the ads on a set of 12 semantic differential items designed to measure cognitive (trustworthy, informative and believable), affective (appealing, attractive and impressive), behavioral (try product, buy product and seek out product) and sexual (sensual, erotic and exiting).

Results of the analysis of variance indicated that, for the cognitive variable, the use of sexual embeds produced greater believability when sexual embeds were present than when they were not. This result was true only for Chivas Regal. The same result occurred for the

affective and sexual measures as well. Those subjects who saw the version of the Chivas ad with the embed evaluated the ad higher on affective and sexual items than those subjects who saw the version without the embed. Result on behavioral variable was also consistent with other three. Subjects who saw the version with embed indicated a greater willingness to try the product in the Chivas ad.

In study two, a sample of 36 subjects were exposed to a set of 12 ads. This time skin resistance of the subjects were measured by GSR (galvanic skin response) readings. It was a change in the electrical resistance of the skin indicating emotional change.

Results indicated that the embed effect existed in both the Marlboro Lights and Chivas Regal ads. In study one the effect was evident only in the Chivas Regal ad. This inconsistency was not surprising since the psychological measure was expected to be more sensitive to differences than a paper and pencil type test.

Results suggested that the use of sexual embeds in magazine advertisements did influence viewers' evaluations of the ads. Consistently, different results for two products suggested that the nature of the product might be a mediator of effectiveness for sexual embeds.

The appropriateness of the context of an ad for a particular type of appeal tended to mediate the efficacy of the appeal. It also appeared that the sexual orientation of the embed might be less important than the appropriateness of the context for any sexual embed.

Reid and Soley (1983) tried to determine if there were male readership differences in magazine advertising for sexually-relevant

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products in which decorative female and male models were portrayed separately, together, or not at all.

Results revealed that the type of product differentially affected the "noting" of an ad and the presence of types of decorative models differentially affected male readers' "noting" of the ads. The results indicated that the attention-getting value of an ad decreased as the model type moves from a female model portrayed alone, to a female and male model portrayed together, to a male model portrayed alone.

They also found that while the presence of a decorative female model might attract the attention of male readers to an ad, interest in the product type was more influential in getting male readers to read the ad's copy. In conclusion, study indicated that, among the attention-getting devices available to advertisers, the portrayal of a decorative female model could be employed to enhance the probability that an ad for a sexually-relevant product would attract the attention of male readers.

In another study, Baker and Churchill (1977) sought to determine whether the physical attractiveness of male and female models in advertisements affected consumer evaluations of the ad and the product.

Results suggested that the sex and physical attractiveness of an ad model did influence people's evaluations of the aesthetic qualities of an advertisement and therefore seemed to be important determinants of the attention-getting value of the ad and the subject's liking of the ad.

### 1.2.6 The Effects of Humor on Attention in Magazine Ads

Gelb and Pickett (1983) conducted a study to investigate a hypothesized link between liking/disliking of ads and attitude toward sponsor/brand, credibility of the ad, persuasiveness of the ad and intention to purchase the advertised product. These hypotheses were tested on the basis of humor in body-text.

Result showed that there was a relationship between the perception of humor in an ad and a positive attitude toward it. Also the relationships between liking/disliking of the ad and measures of agreement that the ad was true, the sponsor was worthy of support, the ad was persuasive, and the respondent would purchase the product were highly significant. Another result was that the brand attitude was related positively to perceived humor. In general, if an ad was perceived as humorous, it was all other things equal, more likely to be associated with a favorable attitude.

Markiewicz (1974) also stated that more favorable interest ratings received for humorous messages and as Januz (1977) and Phillips (1968) noted the use of humor in advertising, if done well, could be effective.

### 1.2.7 Information Content of Magazine Advertisements

About the information content of magazine advertisements one major study was done by Stern, Krugman and Resnik (1981) to investigate whether advertising was designed to provide information on which

consumers could make intelligent product choices.

Critics contended that advertising was essentially persuasive or suggestive and that the provision of information content was secondary. Marquez (1977) analyzed the content of 600 magazine ads and majority appeared predominantly persuasive.

In this study, the information classification system previously established by Resnik and Stern (1977) was used to determine whether an advertisement is informative or not. To be considered informative, an advertisement needed to contain only one of the fourteen information cues which were: price value, quality, performance, components or contents, availability, special offers, taste, nutrition, packaging or shape, guarantees and warranties, safety, independent research, company research and new ideas.

It has been found that 86 percent of the sampled consumer-magazine advertisements contain face-value information that can potentially assist the typical buyer in making an intelligent choice. Consumer-magazine advertisements were more likely to have information about product components or content, price or value, availability, and special offers than other kinds of information.

Also, the amount of advertising information varied significantly according to the various magazine categories and product categories.

Another result was that there was no significant relation between the ad size and information content. Advertisers did not attempt to place more information in larger ads and did not reduce the amount of information in smaller ads.

In another study, Harmon, Razzouk and Stern (1983) tried to clarify whether or not comparative advertising has the potential to be more informative than non-comparative ads. Results revealed that comparative advertisements did contain more information cues, mostly about product performance, research, components, quality and price.

Soley and Reid (1983) examined the question of "are consumers more satisfied with magazine advertising as a source of information than with television advertising?" and found that the consumers were generally but not completely satisfied with the informational value of magazine advertising than with television advertising.

### 1.3 A STUDY RELATED TO PERCEPTIONS OF THE MEDIA AND THEIR ADVERTISING CONTENT

Furthermore, a different study about consumer perceptions of the media and their advertising content was conducted by Larkin (1979). He made his study among four media, i.e., newspaper, television, radio and magazine.

Findings indicated that the greatest amount of time was spent with television which was also the first choice of source of entertainment and world and national news. At the same time television advertising appeared to be the most annoying, insulting, misleading and most in need of government regulation while television was the most entertaining and the best source of new product news. For newspapers, consumers believed that they were the best source of shopping information, the best source of information on sources of entertainment and they contained

the most useful advertisements of the four media contained in this study. They also felt that newspaper advertisements were the most truthful and informative, and would be least willing to give up the advertising content of their newspaper when compared to the other media. Radio and magazines appeared to hold a very secondary position in the mind of the consumer. While magazines were the medium they indicate spending the least amount of time with, and the medium they could "do without", they were also the medium which provided best source of information on durable goods.

These evidences should help advertisers gain a better understanding of the expectations of the consumers when they come to each of the media seeking either entertainment or information.

In this chapter, previous studies about some aspects of magazine advertisements and magazine advertising were presented. These studies were used as guidelines in designing the survey described in the next chapter. Table 1.2 shows the variables used in this study and the previous studies from which they are derived.



## CHAPTER II

### THE EMPIRICAL STUDY

#### 2.1 RESEARCH DESIGN AND METHODOLOGY

In this chapter the methodology, and findings of an empirical study conducted in Istanbul will be discussed.

##### 2.1.1 Research Objective and Hypothesis

The objective of this study is to collect information about people's interest toward magazine advertisements and to find out the differences in opinions of some credibility and attention getting aspects of magazine advertisements of female and male subjects.

The study was conducted in the form of a descriptive research in which the associations between several variables were investigated.

The direction of this study can be explained by the following research questions:

a) which magazines are the most frequently read?

- b) which layout components get more attention in magazine advertisements?
- c) what are the most attention getting product/service advertisements in magazines?
- d) what are the intentions to purchase the advertised product?
- e) which advertisements are recalled?
- f) what are the most preferred media for a consumer durable product, a convenience product and a speciality product and who prefers which type of medium? (Demographic and socio-economic profile).

Based on these questions, the working hypothesis is set as; there will be some demographic and socio-economic differences among readers of magazine advertisements. Related to this hypothesis, there are a set of subhypotheses to investigate the association between demographic and socio-economic variables and interest toward magazine advertisements. Other subhypotheses are set to seek for differences in mean responses to certain variables.

The below list presents the hypotheses in which several relationships between demographics and/or socio-economics and following variables were investigated,

- H<sub>1</sub> : number and kind of magazines read
- H<sub>2</sub> : reading advertisements in magazines
- H<sub>3</sub> : layout components of advertisement which attract attention more
- H<sub>4</sub> : trying the product that is advertised in magazine
- H<sub>5</sub> : recalling the magazine advertisement
- H<sub>6</sub> : preferred medium.

Hypotheses testing the differences between mean responses to some

evaluative aspects of magazine advertisements are stated as follows.

- $H_7$  : Mean scores of female respondents for some credibility and attention getting aspects of magazine advertisements are different from mean scores of male respondents.
- $H_8$  : Mean scores of respondents who read few magazines for some credibility and attention getting aspects of magazine advertisements are different from mean scores of respondents who read a lot of magazines.
- $H_9$  : Mean scores of female respondents for most attention getting product/service advertisements are different from mean scores of male respondents.

### 2.1.2 Data Collection Procedure and Instrument

This study was conducted in the form of a descriptive research.

The descriptive study is concerned with determining the frequency with which something occurs or the relationship between two variables. It is usually guided by an initial hypothesis. Descriptive research is used when the purpose is to describe the characteristics of certain groups or to estimate the proportion of people in a specified population who behave in a certain way and to make predictions (Churchill, 1983, p.65).

Any source of information can be used in a descriptive study, although most studies of this nature rely heavily on secondary data sources and survey research (Tull and Hawkins, 1980, p.40).

For this study journal articles helped in designing the survey. Information was collected from primary sources by a self-administered, structured and undisguised questionnaire which is presented in Appendix 1. In that kind of a questionnaire, questions are presented with exactly the same wording and in exactly the same order to all respondents. The reason for standardization is to ensure that all respondents are replying to the same question. Besides a few open-ended questions, the responses as well as the questions are standardized which makes it simple to administer and easy to tabulate and analyze (Churchill, 1983, p.177).

All respondents received a questionnaire which consisted of 18 questions, in total (See: Appendix 1).

First question of the questionnaire is related to what magazines respondents read.

Second question is asked to learn if respondents read advertisements in those magazines.

Questions 3 and 4 are ranking questions related to layout components of an advertisement and different categories of product/service advertisements in magazines, respectively.

Question number 5 is asked to learn opinions of respondents on some credibility and attention getting aspects of magazine advertisements.

Sixth question consists of two parts. Part (a) is about the intention to try the advertised product/service. Part (b) is an open-ended question at which respondents are asked to write what products/services they tried.

Seventh question also consists of two parts, both are open-ended and related to awareness of magazine advertisements measured by unaided recall.

Question 8 is asked to know preferences of respondents among eight different media for three different products from different product categories. Part (b) of question 8 is an open-ended question with which respondents state their reasons for preferring particular medium.

Question 9 to 18 are demographic and socio-economic characteristics of the respondents.

A pre-test of the questionnaire has been done and necessary corrections and improvements were made accordingly.

### 2.1.3 Sampling Plan

Sampling method is a nonprobability convenience sampling. Non-probability samples involve personal judgement somewhere in the selection process (Churchill, 1983, p.344). Convenience sample is applied when there is a need to get only an approximation of the actual value quickly and inexpensively (Tull and Hawkins, 1980, p.386). However, in this sample sex of respondents were used as a determining factor.

Sampling units were contacted by convenience and it was tried to get respondents from different places of Istanbul.

Out of 127 questionnaires distributed 109 have been returned but 100 of them were usable in data analysis. Since the sample consisted of an equal number of female and male respondents, the interests of women

and men toward magazine advertisements were evaluated comparatively.

TABLE 2.1 Demographic and Socio-economic Composition of Respondents.

<u>Sex (Q.9)</u>	<u>% of Respondents</u>
Female	50
Male	50
	<u>100</u>
 <u>Marital Status (Q.10)</u>	
Married	37
Single	55
Widow/Divorced	8
	<u>100</u>
 <u>Age (Q.11)</u>	
- 24	34
25-34	32
35 +	34
	<u>100</u>
 <u>Education (Q.12)</u>	
High School	7
Lycee	34
University	36
Master	23
	<u>100</u>

Table 2.1 (Continued)

<u>Occupation (Q.13)</u>	<u>% of Respondents</u>
--------------------------	-------------------------

Professional	32
(Salaried) Non-executive	31
Executive	19
Housewife	13
No response	<u>5</u>
	100

<u>Income (Q.17)</u>	
----------------------	--

< 100.000	14
101.000-200.000	26
201.000-300.000	21
300.000 +	34
No response	<u>5</u>
	100

<u>Place of Residence (Q.18)</u>	
----------------------------------	--

Kadıköy-Göztepe	25
Göztepe-Bostancı	34
Moda-Fenerbahçe-Kalamış	8
Etiler-Levent	8
Gayrettepe-Şişli	7
Anadolu Boğaz Yakası	1
Rumeli Boğaz Yakası	6
Suburban Places	<u>11</u>
	100

Apart from the variables on Table 2.1, respondents have on the average six items of consumer durable products. House ownership and car ownership percentages are 69 and 59, respectively. Examining the demographic and socio-economic composition, it can be said that respondents are highly educated and also belong to higher income and social class groups in the society.

#### 2.1.4 Data Analysis Methods

After all the questionnaires were coded, SPSS (Statistical Package Program for Social Sciences) has been utilized for analyzing the data.

Table 2.2 summarizes the types of analyses conducted referring to the questions and variables (See: Appendix 1, The Questionnaire and Appendix 2, Variable List).



TABLE 2.2 Types of Analysis Conducted

<u>Type of Analysis</u>	<u>Question Number</u>	<u>Variable Number</u>
Frequency Analysis	Q.1 to Q.18	V1 to V105
Frequency Analysis	Q.1, Q.2, Q.8 - Q.1 to Q.18	V3, V6, V59, V61, V65, V67, V72, V75 V1 to V105,
t - Test	Q.5	V27 to V42
t - Test	Q.4	V15 to V25
Factor Analysis	Q.5	V27 to V42
Cross Tabulation	Q.1 - Q.9	V1, V2, V3 - V80
Cross Tabulation	Q.6a - Q.9	V43 - V80
Cross Tabulation	Q.7a - Q.9	V48 - V80
Cross Tabulation	Q.7b - Q.9	V52 to V54 - V80
Cross Tabulation	Q.8 - Q.9, Q.11 Q.12, Q.13, Q.17	V55 to V78 - V80, V82, V83, V84, V104

#### 2.1.5 Limitations of the Study

This study has certain limitations which should be taken into account.

One important limitation is the sampling procedure, since the sample mostly consisted of the close environment of the writer. Also, a sample size of hundred persons is not sufficient to generalize, even for certain regions of Istanbul.

Another limitation may come from data collection procedure. Because of lack of time some questionnaires were filled by respondents without an interviewer. Though, this may be good for removing interviewer bias, it also led to insufficient responses.

Some other people rejected to fill in the questionnaire simply because they are not interested in advertising or they have totally negative attitude toward advertising in all media.

## 2.2 RESEARCH FINDINGS

In this part of chapter two, the results of the study will be discussed mainly in four parts.

In part one, findings about the number and kind of magazines read and its relationship between demographic and socio-economic characteristics corresponding to hypothesis 1 are presented. Results of magazine ad readership analysis relating to hypothesis 2 are also shown.

In part two, results about the hypothesis 3, 7 and 8 are presented as well as the factor analyses on some credibility and attention getting variables in question number five.

In part three results of the hypotheses 4, 5 and 9 are discussed.

In part four, frequencies which show the relative rate of mentions on eight different media are presented as well as the content analyses about media preferences of respondents and results of the hypothesis 6.

### 2.2.1 Part One: Magazine Readership Profile

Results of frequency analysis about the number and kind of magazines read are as follows:

TABLE 2.3 Number of Magazines Read (Q.1)

<u>Number of magazines read (Q.1)</u>	<u>% of respondents</u>
1	17
2	32
3	22
4	10
5	11
6	5
7	2
8	1
	<hr/> 100

TABLE 2.4 Kind of Magazines Read (Q.1)

<u>Kind of magazines (Q.1)</u>	<u>No. of respondents</u>	<u>%</u>
News-reel/News	62	28.5
TV/Magazine news/sports	36	16.5
Men	33	15.2
Women/Fashion	30	13.8
Other (Comics)	18	8.3
Science/Computer	16	7.3
Art/Cinema	15	6.8

Table 2.4 (Continued)

<u>Kind of magazines (Q.1)</u>	<u>No. of respondents</u>	<u>%</u>
Profession	6	2.7
House/Decoration	2	.9
	218 *	100.0

\* Base: 218. There are more than one answer.

As seen from the tables 2.3 and 2.4, magazine readership rate is hundred percent, all the respondents are reading at least one magazine, while the average number of magazines read by respondents is three.

The most frequently read magazine kind is news-reel/news (28.5 %). The second most frequently read magazine kind is TV/magazine news/sports (16.5 %), followed by men magazines (15.2 %) and women/fashion magazines (13.8 %). (See: Appendix 3, Magazine list).

Cross tabulation analyses were run to test if there are any significant relationships between the number and kind of magazines read and some demographic and socio-economic variables, referring to hypothesis 1.

TABLE 2.5 Results on Hypothesis Related to No. of Magazines Read and Demographics and Socio-economics

<u>Relationships</u>	<u>Chi-square</u>	<u>df</u>	<u><math>\alpha</math></u>	<u>CV/CC</u>
Sex and number of magazines read (V80 - V1) *	4.64	7	.7029	.21558
Age and number of magazines read (V82 - V1)	12.54	14	.5622	.25050
Occupation and number of magazines read (V84 - V1)	21.03**	12	.1000	.17937
Income and number of magazines read (V104 - V1)	36.16	28	.1385	.30068

\* For variable identification see: Appendix 2

\*\* Calculation is made by hand and it is found insignificant since

$$\chi^2_{cal} = 12.33 < \chi^2_{tab} = 21.03 \text{ at } \alpha = .10 \text{ or less.}$$

As seen from table 2.5, cross tabulation results reveal no significant relationships between the number of magazines read and sex, age, occupation and income of the respondents. However, it is not highly insignificant with income variable meaning that respondents having higher levels of income read more magazines compared to respondents belonging to lower levels of income categories.

TABLE 2.6 Results on Hypothesis Related to Kind of Magazines Read and Demographics and Socio-economics.

<u>Relationships</u>	<u>Chi-square</u>	<u>df</u>	<u><math>\alpha</math></u>	<u>CV/CC</u>
Sex and kind of magazines read (V80 - V3)*	6.25**	3	.10	.3147
Age and kind of magazines read (V82 - V3)	10.64**	6	.10	.2307
Occupation and kind of magazines read (V84 - V3)	33.55	28	.2159	.28963
Income and kind of magazines read (V104 - V3)	29.18	36	.7822	.27014

\* For variable identification see: Appendix 2

\*\* See Appendix 2, Table 1 and Table 2 for calculations.

It was also found that there are significant relationships between the kinds of magazines read and sex and age.

Thirty percent of females read women/fashion magazines, while only 6 percent of males prefer that kind of magazines. And that result is vice versa for men magazines (30 percent of males and 4 percent of females read men magazines).

News-reel/news magazines read by both female and male respondents approximately at same percentages, 44 percent and 55 percent, respectively. This is also true for TV/magazine news/sports kind where 17 percent of females and 12 percent of males read that kind of magazines (See:

Appendix 2, Table 1).

Those respondents whose age is between 22-24 mostly read news-reel/news magazines (48 percent) and 25 percent of them read TV/magazine news/sports magazines.

For other age groups, 25-34 and 35+, the readership of news-reel/news magazines is 56 percent and 40 percent, respectively. Another finding is that 30 percent of respondents in 25-34 age group read men magazines, while 33 percent of respondents in 35+ age group read women/fashion magazines (See: Appendix 2, Table 2).

As a result, kinds of magazines read are significantly related with two demographic variables, sex and age.

Other findings in part one are related with magazine ad readership. Thirty-four percent of respondents (14 percent female, 20 percent male) are reading magazine advertisements and only 5 percent of respondents are not. The rest (61 percent) are "sometimes" reading advertisements in magazines.

Some cross tabulation analyses were run to test if there are significant relationships between magazine ad readership and some of the demographic and socio-economic variables as stated by hypothesis 2.

Results revealed a significant relationship with occupation variable as seen from table 2.7.

TABLE 2.7 Results on Hypothesis Related to Magazine Ad Readership and Demographics

<u>Relationships</u>	<u>Chi-square</u>	<u>df</u>		<u>CV/CC</u>
Sex and magazine ad readership (V80 - V6)*	3.00	2	.2224	.17339
Age and magazine ad readership (V82 - V6)	7.20	4	.10	.25926
Occupation and magazine ad readership (V84 - V6)	6.25**	3	.10	.2733
Income and magazine ad readership (V104 - V6)	6.25***	3	.10	.1392

\* For variable identification see: Appendix 2.

\*\* See: Appendix 2, Table 3 for calculation.

\*\*\* Calculation is made by hand and it is found insignificant since  
 $\chi^2_{cal} = 3.49 < \chi^2_{tab} = 6.25$  at  $\alpha = .10$  or less.

According to that result 38 percent of magazine ad readers are having an executive level occupation, mostly managers and accountants. Also 39 percent of those who read magazine ads "sometimes" are professionals, namely doctors, lawyers, engineers and architects (See: Appendix 2, Table 3).

Apart from the cross-tabulation analyses related with magazine ad readership, a frequency analysis on 34 regular magazine ad readers was made to see their demographic characteristics. Results showed that 41



percent of them are in 25-34 age group, mostly having a university education (47 percent) and executive level occupations (38 percent).

In that sub sample home ownership is 67 percent, car ownership is 65 percent. For color TV and video, 94 percent and 44 percent, respectively.

Also 38 percent of them have higher levels of income, meaning that they have comparative high standards of living. It also appeared that those magazine ad readers buy on the average two newspapers and magazines, namely Hürriyet, Milliyet, news-reel/news magazines and TV/magazine news/sports magazines (38 percent, 21 percent, 36 percent, 15 percent, respectively).

#### 2.2.2 Part Two: Layout Components and Credibility and Attention Getting Aspects of Magazine Advertisements

In that part of the findings, results of the analyses related with the layout components and some aspects of magazine advertisements and their relationship with people's interest toward magazine ads, referring to hypotheses 3, 7 and 8 are going to be presented.

Results of the frequency analysis on each layout component showed that picture/scene of magazine advertisements get attention of 81 respondents. For other layout components the results are as follows:

TABLE 2.8 Frequencies of Attention to Layout Components (Q.3)

Layout Components	Importance Rank					Total No. of Respondents	$\bar{X}$
	1	2	3	4	5		
Picture/scene	39	19	15	4	4	81	1.95
Body-text	12	18	19	14	15	79	3.05
Product/Service	18	21	19	8	9	75	2.58
Headline	19	17	17	11	6	70	2.53
Model	10	14	7	18	9	58	3.00

According to mean results attention getting order of layout components are: picture/scene, headline, product/service, model and body-text.

It also appeared that respondents are not interested with only one layout component in a magazine advertisement, rather three components get their attention on the average.

Apart from the frequencies, a cross tabulation analysis was run to test the relationship between sex and layout components of magazine advertisements which attract attention more. Results revealed no significant relationship between these variables, indicating that sex is not a differentiating variable of getting attention to layout components. However, model is the most significant component, meaning higher levels of male preference.

TABLE 2.9 Results of Hypothesis Related to Sex and Layout Components  
which Attract Attention More

<u>Relationships</u>	<u>Chi-square</u>	<u>df</u>	<u>CV/CC</u>	
Sex and kind of product/ service (V80 - V8)*	4.50	5	.4790	.21228
Sex and model (V80 - V9)	9.02	6	.1721	.30045
Sex and headline (V80 - V10)	6.53	5	.2574	.25568
Sex and picture/scene (V80 - V11)	.19	5	.9991	.04445
Sex and body-text (V80 - V12)	2.43	5	.8146	.14977

\* For variable identification see: Appendix 2.

After analyzing that a "t" test was made to see the differences in opinions of female and male respondents toward some credibility and attention getting aspects of magazine advertisements. Table 2.10 shows mean responses of female and male subjects and Figure 2.1 shows the differences in opinions as a profile.

According to results although both sexes "agree" that: "Charming and impressive looking of the model is important", male respondents "agree more" with that statement while female respondents "agree somewhat less".

Males and females have different opinions for the statement: "A famous brand/trademark gets attention toward that ad". There is a

significant difference between mean responses of two groups, showing that males "agree" with that statement more than females do.

For the following statement (stat.no. 8) again both groups have different opinions. Male respondents "agree" that: "Picture/scene of the ad is more important than body-text", while female respondents support this opinion less than males.

There is a significant difference between two groups' responses for the statement: "Picture (camera photograph) is more real and believable in an advertisement". Females appeared to support that opinion less than males.

For the following statements both groups have same opinions.

Both females and males "agree" that: "Color ads get more attention than black and white ads".

Again, both groups "always agree" that: "A headline arousing curiosity makes people read the rest of the advertisement".

They also "agree somewhat" that: "A full page ad gets more attention".

Females and males "disagree" that: "A well known model has no effect on interest toward an ad", while they both "agree" that: "A charming picture/scene increases interest toward an ad".

They also "agree somewhat" that: "Humorous ads get more attention".

Both sexes "disagree" with those two statements: "Drawing pictures

in advertisements are not believable" and "Ordinary people as model get less attention".

Males and females "agree somewhat" that: "short body-text ads get more attention", however, they do not accept the opinion that: "Descriptive ads get less attention".

Both groups "agree somewhat" with the statement that: "Pointing devices, signs (arrows, hands, lines, etc.) in advertisements get attention".

And finally, both female and male respondents "disagree" that: "A reason why copy advertisement gets less attention".

According to these results hypothesis 7 is concluded as there are significant differences in responses of female and male subjects with respect to statements number two, eight, nine and fourteen.

TABLE 2.10 Differences in Opinions by Sex

Statement no.	Women		Men		t value	$\alpha$ level
	$\bar{X}_W$	$S_W$	$\bar{X}_M$	$S_M$		
1	1.58	.575	1.52	.505	.55	.580
2	1.66	.745	1.46	.613	1.47	.146
3	1.38	.490	1.42	.673	-.34	.735
4	1.94	.818	2.00	.808	-.37	.713
5	2.62	.878	2.64	.964	-.11	.914
6	1.44	.541	1.52	.646	-.67	.504
7	1.74	.664	1.88	.799	-.95	.343
8	2.36	.827	2.02	.820	2.06	.042
9	1.98	.654	1.72	.809	1.77	.081
10	2.50	.909	2.62	.780	-.71	.480
11	2.44	.787	2.58	.928	-.81	.418
12	2.02	.869	1.90	.678	.77	.443
13	2.60	.833	2.58	.835	.12	.905
14	2.14	.833	1.88	.746	1.64	.103
15	2.36	.693	2.30	.763	.41	.681
16	2.76	.687	2.80	.782	-.27	.786

Scale Values : 1 Always agree

2 Agree somewhat

3 Disagree somewhat

4 Always disagree

(Q.5)

1. Color ads get more attention than black and white ads.
2. In magazine ads, charming and impressive looking of the model is important.
3. A headline arousing curiosity makes person read the rest of of the advertisement.
4. A full page ad gets more attention.
5. A well known model has no effect on interest toward that ad.
6. A charming picture/scene increases interest toward that ad.
7. Humorous ads get more attention.
8. A famous brand/trademark gets attention toward that ad.
9. Picture/scene of the ad is more important than body-text.
10. Drawing pictures in advertisements are not believable (credible).
11. Ordinary people as model get less attention.
12. Short body-text ads get more attention.
13. Descriptive (informative) ads get less attention.
14. Picture (camera photograph) is more real and believable in an advertisement.
15. Pointing devices, signs (arrows, hands, lines, etc.) in advertisements get attention.
16. Reason-why copy ads get less attention.

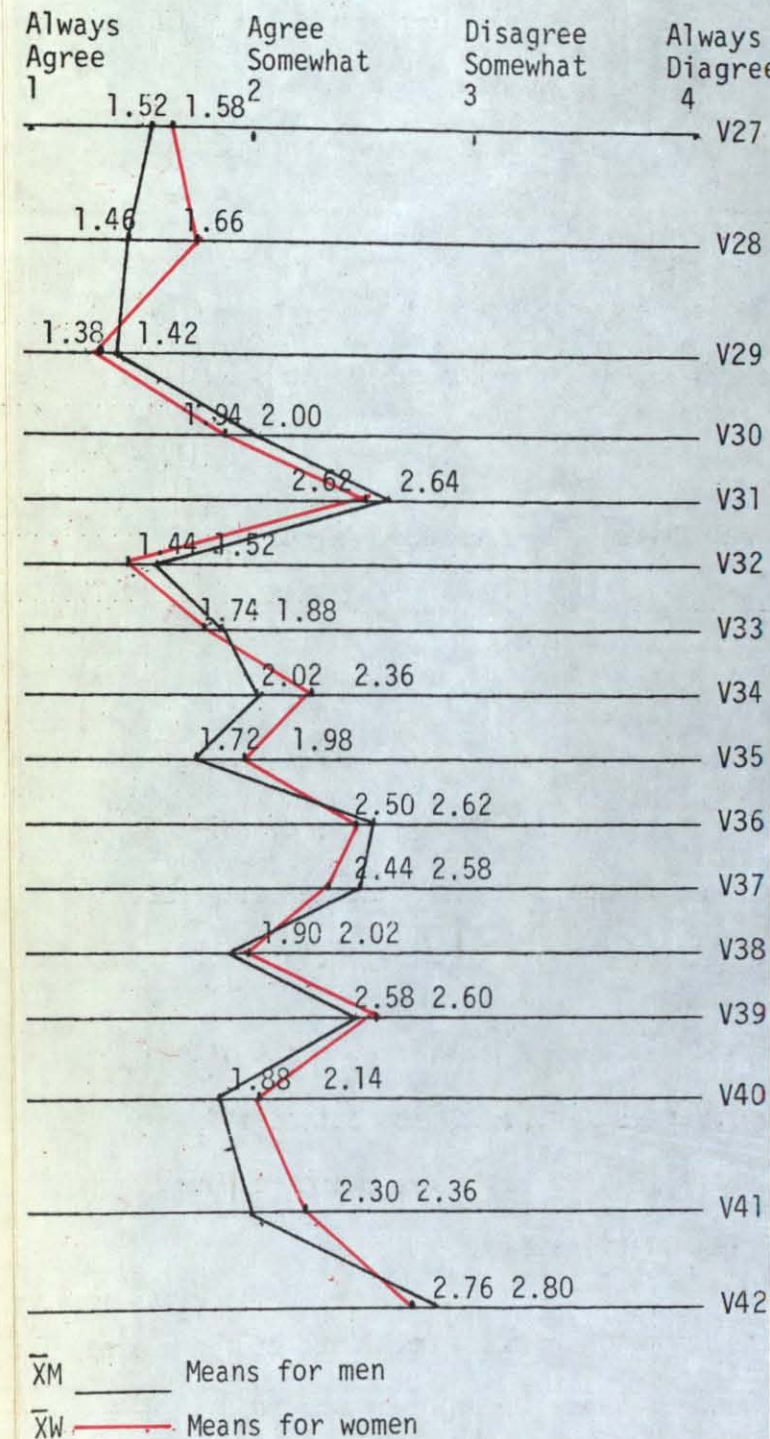
Sources for these criterias: James McLachlan, "Making a Message Memorable  
Advertising Research, Vol.23, No.6, pp.51-56,

Dunn, S.Watson and Arnold M. Barbon: Advertis  
 5th Ed., The Dryden Press, Inc., 1982, p.324-

Figure 2.1 The Difference Between Female and Male Respondents

(Q.5)

1. Color ads get more attention than black and white ads.
2. In magazine ads, charming and impressive looking of the model is important.
3. A headline arousing curiosity makes person read the rest of of the advertisement.
4. A full page ad gets more attention.
5. A well known model has no effect on interest toward that ad.
6. A charming picture/scene increases interest toward that ad.
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15. Pointing devices, signs (arrows, hands, lines, etc.) in advertisements get attention.
16. Reason-why copy ads get less attention.



Sources for these criterias: James McLachlan, "Making a Message Memorable and Persuasive", Journal of Advertising Research, Vol.23, No.6, pp.51-56, December 1983/January 1984;

Dunn, S. Watson and Arnold M. Barbon: Advertising: Its Role in Modern Marketing, 5th Ed., The Dryden Press, Inc., 1982, p.324-430.

Figure 2.1 The Difference Between Female and Male Respondents



Another "t" test was also made to test hypothesis 8 which is about the differences in opinions toward same aspects of magazine advertisements between those respondents who read few magazines and those who read a lot of magazines.

Table 2.11 shows the mean responses of respondents by number of magazines read and Figure 2.2 shows the differences in opinions as a profile.

For statement number seven, few magazine readers "agree" that: "Humorous ads get more attention" while a lot of magazine readers support that opinion less.

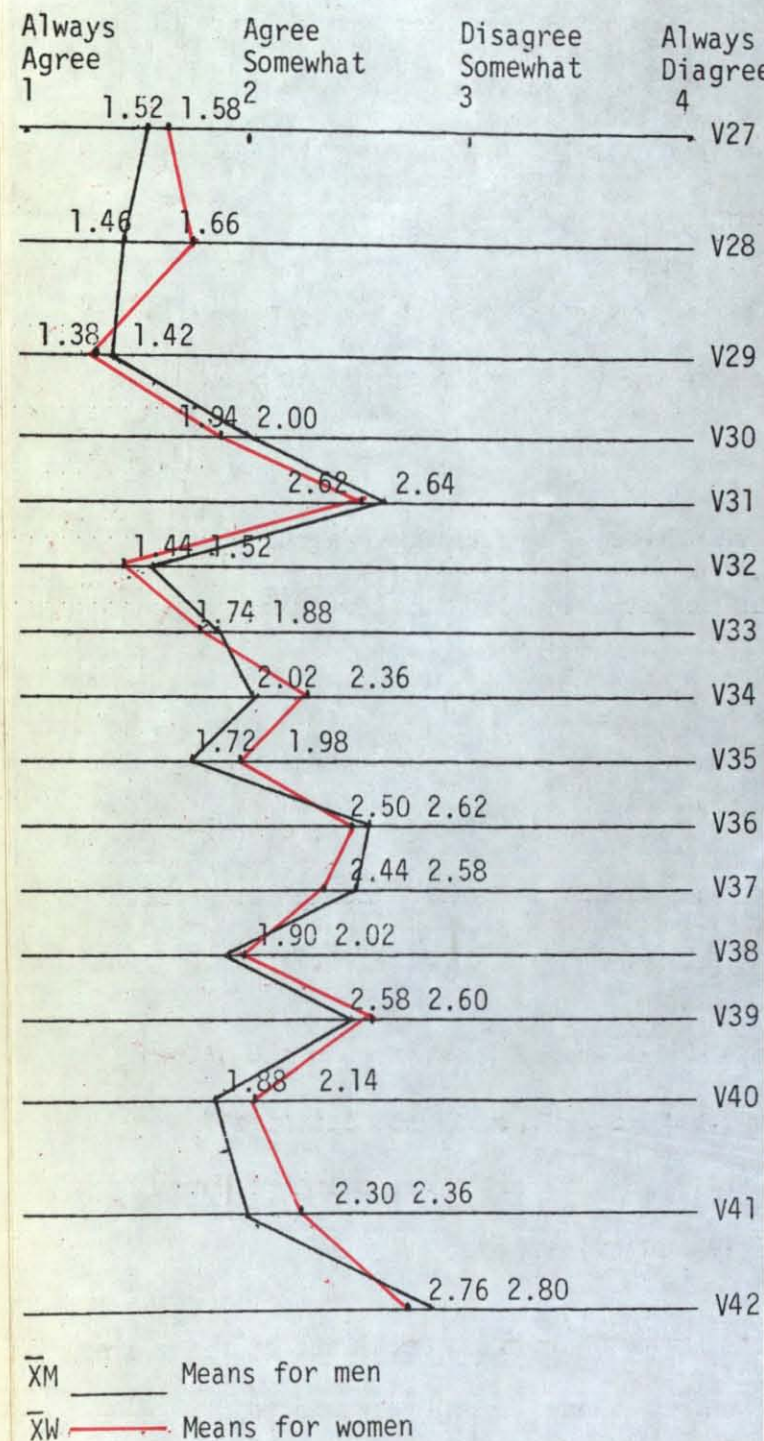
Another significant difference in opinions between two groups is about that statement: "Picture (camera photograph) is more real and believable in an advertisement". Few magazine readers "agree" with that opinion while a lot of magazine readers "disagree" with it.

Again there is a significant difference between opinions of two groups that: "A reason-why copy advertisement gets less attention". Although both groups "disagree" with this, a lot of magazine readers "disagree" more than readers of few magazines.

According to these results, hypothesis 8 is concluded as there are significant differences in opinions of those respondents who read few magazines and those who read a lot of magazines with respect to statements number seven, fourteen and sixteen.

(Q.5)

1. Color ads get more attention than black and white ads.
2. In magazine ads, charming and impressive looking of the model is important.
3. A headline arousing curiosity makes person read the rest of of the advertisement.
4. A full page ad gets more attention.
5. A well known model has no effect on interest toward that ad.
6. A charming picture/scene increases interest toward that ad.
7. Humorous ads get more attention.
8. A famous brand/trademark gets attention toward that ad.
9. Picture/scene of the ad is more important than body-text.
10. Drawing pictures in advertisements are not believable (credible).
11. Ordinary people as model get less attention.
12. Short body-text ads get more attention.
13. Descriptive (informative) ads get less attention.
14. Picture (camera photograph) is more real and believable in an advertisement.
15. Pointing devices, signs (arrows, hands, lines, etc.) in advertisements get attention.
16. Reason-why copy ads get less attention.



Sources for these criterias: James McLachlan, "Making a Message Memorable and Persuasive", Journal of Advertising Research, Vol.23, No.6, pp.51-56, December 1983/January 1984;

Dunn, S. Watson and Arnold M. Barbon: Advertising: Its Role in Modern Marketing, 5th Ed., The Dryden Press, Inc., 1982, p.324-480.

Figure 2.1 The Difference Between Female and Male Respondents

TABLE 2.11 Differences in Opinions by Number of Magazines Read

Statement no.	Readers of Few Magazines		Readers of a Lot of Magazines		t value	$\alpha$ level
	$\bar{X}_{FR}$	$S_{FR}$	$\bar{X}_{LR}$	$S_{LR}$		
1	1.59	.497	1.50	.579	.76	.448
2	1.55	.709	1.56	.671	-.13	.899
3	1.38	.533	1.41	.638	-.20	.838
4	2.02	.878	1.92	.744	.61	.546
5	2.61	.909	2.64	.934	-.19	.851
6	1.48	.617	1.47	.578	.16	.873
7	1.67	.689	1.94	.759	-1.85	.068
8	2.12	.881	2.25	.796	-.79	.433
9	1.83	.717	1.86	.775	-.17	.862
10	2.48	.869	2.62	.824	-.81	.419
11	2.42	.957	2.58	.753	-.92	.358
12	2.00	.866	1.92	.688	.50	.618
13	2.55	.843	2.62	.824	-.46	.648
14	1.87	.718	2.13	.800	-1.64	.104
15	2.30	.769	2.35	.688	-.32	.749
16	2.63	.668	2.92	.771	-2.01	.048

Scale Values: 1 Always agree

2 Agree somewhat

3 Disagree somewhat

4 Always disagree

(Q.5)

1. Color ads get more attention than black and white ads.
2. In magazine ads, charming and impressive looking of the model is important.
3. A headline arousing curiosity makes person read the rest of the advertisement.
4. A full page ad gets more attention.
5. A well known model has no effect on interest toward that ad.
6. A charming picture/scene increases interest toward that ad.
7. Humorous ads get more attention.
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9. Picture/scene of the ad, is more important than body-text.
10. Drawing pictures in advertisement are not believable (credible).
11. Ordinary people as model get less attention.
12. Short body-text ads get more attention.
13. Descriptive (informative) ads get less attention.
14. Picture (camera photograph) is more real and believable in an advertisement.
15. Pointing devices, signs (arrows, hands, lines, etc.) in advertisements get attention.
16. Reason why copy ads get less attention.

Figure 2.2 The Difference Between Readers of Few Magazines and Readers of a Lot of Magazines.

Finally, a factor analysis was conducted on all those statements (see: Table 2.12) in order to reduce and summarize the data. Result of the analysis showed that 16 variables (statements) were reduced to seven factors and these seven factors explain 66.5 % of total variation.

Communalities show the percent of variation in each variable explained by seven factors.

The problem was to understand which aspects of magazine advertisements people are interested with and pay attention to. Then, the data can be interpreted by naming these seven factors:

Factor 1 : the model

Factor 2 : picture/scene in big sizes

Factor 3 : kind of body-text

Factor 4 : charming picture and headline

Factor 5 : brandname/trademark of the product or service

Factor 6 : appearance of the model in color

Factor 7 : humor in advertisements.

These are the seven factor that summarize the data on some credibility and attention getting aspects of magazine advertisements. They appeared under the names of layout components of a print advertisement.

Results showed that the model in an advertisement is the most important variable by explaining 16 percent of total variation. Then, picture/scene of the advertisement is the second most important variable followed by body-text of an advertisement.



TABLE 2.12 Factor Analysis

Factor Variables (Q.5)

	$\bar{X}$	Rank	F1	F2	F3	F4	F5	F6	F7	Communality
Color ads get more attention than black and white ads	1.55	3						.50497		.69873
Charming and impressive looking of the model is very important	1.56	4						.80692		.75419
A headline arousing curiosity makes person read the rest of the ad	1.40	1				.66159				.56239
A full page ad gets more attention	1.97	8		.56387		.51573				.59427
A well known model has no effect on interest toward that ad	2.63	15	.60567							.60884
A charming picture/scene/background increases interest toward that ad	1.48	2				.71082				.58924
Humorous ads get more attention	1.81	5							.91956	.85739
A famous brand/trademark gets attention toward that ad	2.19	10					.62940			.52004
Picture/scene/background of the ad is more important than body-text	1.85	6		.85012						.69977
Drawing pictures in advertisements are not believable	2.56	13						.55672		.64632
Ordinary people appear as model in ads get less attention	2.51	12	.86062							.85410
Short body-text ads get more attention	1.96	7	.67417							.65468
Descriptive ads get less attention	2.59	14			.62986					.76014
Picture(camera photo) is more real and believable in an ad	2.01	9					.65932			.52792
Pointing devices, signs (arrows, hands, lines, etc) in ads get attention	2.33	11			.74757					.63798
Reason why copy ads get less attention	2.78	16			.58833					.67347

Scale Values : 1	Always agree	15.7	11.3	9.8	8.5	7.8	6.9	6.4	PCT. of VAR.
2	Agree somewhat	15.7	27.0	36.8	45.3	53.1	60.1	66.5	CUM. PCT.
3	Disagree somewhat	2.51	1.81	1.57	1.36	1.25	1.11	1.03	EIGEN VALUE
4	Always disagree								

TABLE 2.12 Factor Analysis

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2	Agree somewhat	15.7	27.0	36.8	45.3	53.1	60.1	66.5	CUM. PCT.
3	Disagree somewhat	2.51	1.81	1.57	1.36	1.25	1.11	1.03	EIGEN VALUE
4	Always disagree								

### 2.2.3 Part Three: Findings on Attention Getting Value by Product/Service Type

In this part, first, the frequencies of most attention getting product/service advertisements and the results of the hypothesis 9 tested by a "t" test will be presented. Then, the results of the analyses about trying the advertised product and remembering the advertisements, hypotheses 4 and 5, respectively, will be shown.

Results of the frequency analysis showed that tourism and travel advertisements attract attention of 82 respondents. Table 2.13 shows the frequencies and mean interest values for other product/service advertisements.

Since the answers to that question were coded according to importance rankings, results were put in order by mean values. Then, the product and service advertisements which attract attention of people more are as follows:

1. Electronic equipment advertisements
2. Clothing advertisements
3. Food stuff advertisements
4. Tourism and travel advertisements
5. White good advertisements
6. Cosmetics advertisements
7. Drink advertisements
8. Shampoo/soap/toothpaste/deo advertisements
9. Detergent advertisements
10. Bank advertisements
11. Transportation advertisements.



TABLE 2.13 Product/service Advertisements Which Attract Attention of People More (Q.4)

Product/Service Types	1	2	3	4	5	6	7	8	9	10	11	12	Tot.no.	%	Mean
Tourism and travel	10	14	17	14	8	9	2	-	1	2	5	-	82	12.7	4.10
Clothing	24	15	11	11	6	5	5	2	-	-	-	-	79	12.2	3.06
Electronic equipment	22	11	20	7	9	5	2	1	-	-	-	-	77	12.0	2.97
Food stuff	8	12	8	12	13	5	8	-	-	2	-	-	68	10.5	4.04
Shampoo/soap/t.paste/deo	3	16	3	6	8	3	5	7	5	6	1	-	63	9.7	5.28
Cosmetics	9	7	8	11	2	8	3	2	4	1	2	-	57	8.8	4.45
Detergents	7	6	2	8	4	6	3	3	1	6	4	-	50	7.7	5.42
White goods	6	6	9	9	6	4	4	4	-	-	1	-	49	7.6	4.20
Drinks	4	3	12	2	5	5	6	5	3	-	2	-	47	7.3	5.10
Bank services	4	2	3	2	4	2	-	3	7	6	5	-	38	5.8	6.81
Transportation	1	6	1	2	1	2	2	4	7	4	7	-	37	5.7	7.21
													647*	100.0	

\* Base: 647. There are more than one answer.

A "t" test was made to see the differences in mean responses of female and male subjects for eleven kinds of product/service advertisements.

Table 2.14 shows mean responses of respondents by kind of product/service advertisement and Figure 2.3 shows the responses as a profile.

Results revealed significant differences for all product/service advertisements between female and male responses except foodstuff and tourism and travel advertisements.

According to the results, transportation, electronic equipment and bank advertisements attract attention of males more than females and cosmetics, detergents and shampoo/soap/toothpaste advertisements attract attention of females more than males.

For white goods, soft drinks and clothing advertisements, the difference between two groups' responses is not so big, however, females are attracted more than males by these advertisements.

Then, hypothesis number nine is concluded as there are significant differences in more attention getting product/service advertisements between female and male subjects. However, the author thinks that person's self interest toward the product or service may play an important role.

TABLE 2.14 Differences in Mean Responses by Kind of Product/  
service Advertisement

Kind of product/service	Women		Men		t value**
	$\bar{X}_W$	$S_W$	$\bar{X}_M$	$S_M$	
Foodstuff	3.94	2.26	4.14	1.97	-.87
Cosmetics	3.97	2.63	5.13	2.77	-3.49*
White goods	2.36	5.58	4.36	2.26	1.91*
Soft drinks	4.91	2.54	5.23	2.94	1.99*
Transportation	9.54	1.55	5.96	3.32	16.63*
Clothing	2.85	1.79	3.30	2.22	1.89*
Detergents	4.84	2.81	6.00	3.54	-2.78*
Electronic equipment	3.48	1.97	2.65	1.57	3.12*
Banking services	7.73	2.79	6.22	3.64	6.43*
Shampoo/soap/toothpaste	4.48	2.84	6.42	2.78	-6.93*
Travel and tourism	4.12	3.02	4.08	2.19	.11

Scale Value : Attention getting values : 1 to 11

1 : most attention getting

11 : least attention getting

\* All significant at  $\alpha = .10$  or less.

\*\* See: Appendix 4, t test calculations.

(Q.4)

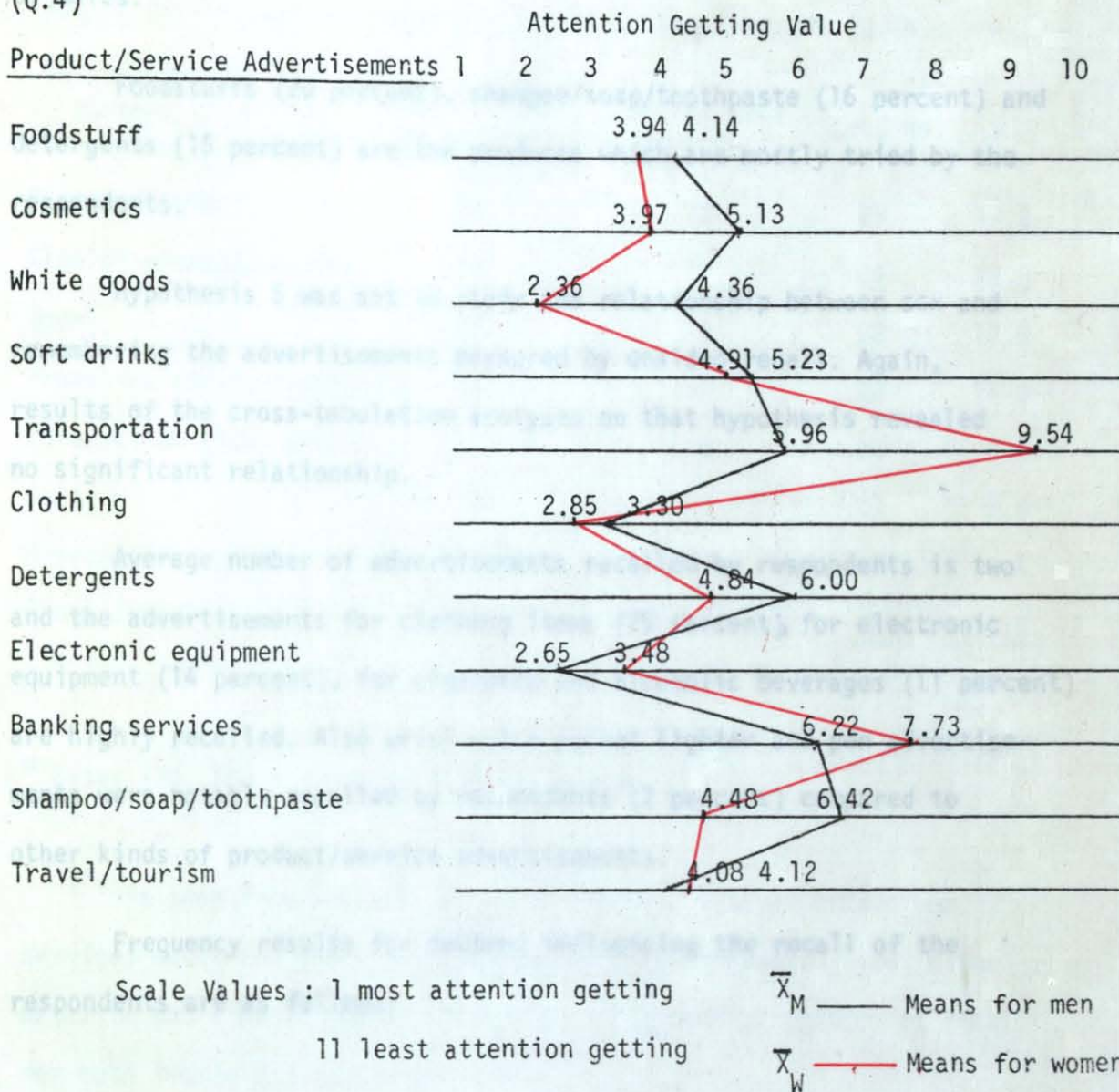


Figure 2.3 The difference between female and male respondents.

It was also hypothesized that, there is a significant relationship between sex and trying the advertised product being affected by the advertisement (hypothesis 4).

Frequency analyses showed that 66 percent of respondents have tried the advertised product, 48.5 percent of females and 51.5 percent

of males.

Foodstuffs (20 percent), shampoo/soap/toothpaste (16 percent) and detergents (15 percent) are the products which are mostly tried by the respondents.

Hypothesis 5 was set to study the relationship between sex and remembering the advertisements measured by unaided recall. Again, results of the cross-tabulation analyses on that hypothesis revealed no significant relationship.

Average number of advertisements recalled by respondents is two and the advertisements for clothing items (25 percent), for electronic equipment (14 percent), for cigarette and alcoholic beverages (11 percent) are highly recalled. Also wrist watch/pocket lighter and pen advertisements were notably recalled by respondents (7 percent) compared to other kinds of product/service advertisements.

Frequency results for factors influencing the recall of the respondents are as follows:

TABLE 2.15 Influential Factors of Recall of Magazine Ads (Q.7b)

<u>Factors</u>	<u>No. of female respondents</u>	<u>No. of male respondents</u>	<u>tot. no.</u>	<u>%</u>
Picture/scene	13	12	25	19.2
Kind of product/service	13	11	24	18.5
Model	10	12	22	17.0
Promotion style, creativity	11	11	22	17.0
Information (i.e. price)	5	8	13	8.4
Color	8	3	11	8.4
Reproduction quality	3	4	7	5.4
Slogan/headline	1	5	6	4.5
			130 <sup>*</sup>	100.0

<sup>\*</sup> Base: 130. There are more than one answer.

As seen from Table 2.15, picture/scene, kind of product or service, model and creativity, including layout format, place in the magazine and size of the ad are the most influential factors of recall for both female and male respondents.

It is also seen that headline and information content of the advertisement are more influential factors of recall for males while color is more important for females.

#### 2.2.4 Part Four: Media Preference by Product Type

In the last part of the findings of this study results of the relative frequencies of eight different media for three kinds of

product will be shown. These three products are chosen from different product categories, which are: a consumer durable good (automatic washing machine), a convenience good (margarine) and a specialty item (perfume).

Then, the most preferred two media for each product will be presented by mentioning who preferred those media and why, using frequency and content analyses.

A cross tabulation analysis was also made to test the relationship between demographic and socio-economic characteristics of the respondents and their media preference (hypothesis 6) and results revealed no significant relationship between these variables.

Table 2.16 shows the frequencies of mentions for eight different media under each product.

Results showed that television is the most preferred medium for all three products (35 percent, 36 percent and 29 percent, respectively).

Second most preferred media for automatic washing machine advertisement is display, for margarine advertisements, radio and for perfume advertisement, magazine.

TABLE 2.16 Frequencies of mentions for eight media

	Auto. Washing Machine		Margarine		Perfume	
	No.	%	No.	%	No.	%
Newspaper	20	13.7	14	10.3	2	1.3
Magazine	7	4.7	8	6.0	35	23.0
Radio	3	2.0	20	14.8	4	2.6
Brochure by mail	13	8.8	8	6.0	12	7.8
Television	52	35.4	49	36.2	45	29.4
Billboard/outdoor	9	6.2	14	10.3	11	7.2
Display/P.O.P.	28	19.0	16	12.0	32	21.0
Cinema	15	10.2	6	4.4	12	7.7
	147*	100.0	135*	100.0	153*	100.0

\* There are more than one answer for each product group.

Table 2.17 shows that television is preferred almost equally by both sexes as the media to see advertisements of these three products.

According to age, again television is highly preferred by those who are at 35 or more, compared to other age groups.

Occupation results showed that housewives make up a small percent of those preferring television for these products.

And finally, television is highly preferred for those respondents belonging to higher income levels.



TABLE 2.17 Composition of respondents who prefer television (Q.8)

	Preferred Media: Television		
	Automatic Washing Machine (%)	Margarine (%)	Perfume (%)
<u>Sex:</u>			
Female	44	57	49
Male	56	43	51
<u>Age:</u>			
- 24	33	31	38
25-34	23	26	18
35 +	44	43	44
<u>Education:</u>			
Highschool	9	10	7
Lycee	29	27	43
University	37	41	36
Master	25	22	14
<u>Occupation:</u>			
Professional	29	37	34
Executive	23	19	11
Salaried, non-executive	37	29	36
Housewife	11	15	19
<u>Income:</u>			
- 100.000	15	19	16
101.000-200.000	22	21	24
201.000-300.000	20	25	26
300.000 +	43	35	34

Table 2.18 shows the composition of respondents for second most preferred media.

Both females and males almost equally preferred display, radio and magazine for automatic washing machine, margarine and perfume advertisements, respectively.

Respondents whose age were in 24-35 group mostly preferred display, radio and magazines for these three products compared to those in 35 + age group.

Display was more preferred by lower educated respondents for automatic washing machine, while magazines were highly preferred by higher educated respondents for perfume advertisements.

All three media for three products were preferred more by professionals and executives than non-executives and housewives, and also for those respondents who had higher levels of income.

TABLE 2.18 Composition of respondents for second most preferred media  
(Q.8)

	Display (Aut. Washing Machine)	Radio (Margarine)	Magazine (Perfume)
<u>Sex:</u>	(%)	(%)	(%)
Female	50	45	43
Male	50	55	57
<u>Age:</u>			
- 24	43	45	37
25-34	39	30	34
35 +	18	25	29
<u>Education:</u>			
Lycee	43	37	29
University	39	33	43
Master	18	30	28
<u>Occupation:</u>			
Professional	36	30	31
Executive	17	25	37
Salaried non-executive	30	35	20
<u>Income:</u>			
- 100.000	11	15	8
101.000 - 200.000	29	35	25
201.000 - 300.000	25	10	23
300.000 +	35	40	44

Content analyses about why people prefer those media revealed that television has high reach and attention getting value because of continuous watching and it also appeals to all senses by combining sight, sound and motion.

For a consumer durable good, like automatic washing machine, it provides information on product facilities and using instructions.

For a convenience good like margarine, it has high reach and attention getting value and it may create desirability through motivation. For a specialty item, respondents stated that a perfume commercial might be very interesting and catchy to watch.

Display is the second most preferred medium for automatic washing machine because of the possibility to examine and see close.

Radio is the other second most preferred medium for margarine because of its mass use and being familiar with brand through continuous hearing.

And finally magazines are the second most preferred medium for perfume and respondents stated that since it is a specialty item it must be presented in distinguished magazines with high reproduction quality to distinguish persons.

As a result, television is the most preferred medium by respondents for those three products and magazines are highly preferred only for a specialty item by those respondents who are much younger, higher educated, having professional and executive level occupations and higher levels of income.

These complete the findings of this study. In the final chapter the conclusions drawn from the findings and implications of the study will be presented.

## CHAPTER III

### CONCLUSIONS AND IMPLICATIONS

In this chapter, the conclusions drawn from the findings and implications for some concerned parties will be discussed.

#### 3.1 CONCLUSIONS

The objective of this study was to understand the factors influencing people's interest toward magazine advertisements, and also to find out the differences in opinions of female and male respondents toward some aspects of magazine advertisements.

The study was conducted with 100 female and male respondents through a questionnaire. The questionnaire included questions about magazine readership, most frequently read magazines, attention getting layout components and product or service advertisements, opinions about credibility and attention getting aspects of magazine advertisements, trial of the advertised product and recall of magazine advertisements and also media preferences for three different product types.

The data were analyzed by computer programs like cross tabulations, frequency distributions, t tests and factor analysis.

In this study, it was found that news-reel/news magazines, TV/magazine news/sports magazines, women and fashion related magazines and men magazines were the most frequently read ones. This finding may be related with the degree to which editorial content contributes to the value of magazine as an advertising medium.

If several exposures are desired for a particular audience, the advertisement can be placed in any of several magazines in a group or if the media scheduler wants to choose only one magazine with a particular type of content he has several to choose from given the media group.

The analysis brought out some differences of the magazine reading habits between women and men. Women and fashion related magazines are read mostly by women whereas men preferred to read men magazines. To the advertiser of products this means reaching the right audience through a particular kind of magazine as a media vehicle. On the other hand, news-reel/news magazines and TV/magazine news/sports magazines are read by both women and men. It is also found that news-reel/news magazines are read by all respondents regardless of their age. If the product or service that is going to be advertised in magazines needs no segmentation according to sex or age, these two groups of magazines can be considered as a media vehicle to reach that group.

The composition of magazine ad readers can be identified as higher educated, having executive level occupations, mostly in 25-34 age group, and having higher levels of income. This definition of the particular target group will be helpful to the advertiser considering to reach the

audience through magazines.

Among the attention getting components available to advertisers, picture or scene of the layout seemed to attract more attention of both women and men. Then comes headline and thirdly, the noting of an ad is affected by product type. High reproduction quality of magazines may be effective in catching people's attention to the advertisement through the picture first.

According to t-test results which was used to find out the significant differences in opinions of female and male respondents toward some credibility and attention getting aspects of magazine advertisements, men do agree that charming and impressive looking of the model is important, a famous brandname gets attention toward the ad, picture or scene is more important than body-text of the advertisement and camera photograph is more real and believable in an advertisement. Whereas, women support these statements less than men do.

On the other hand, both sexes agree that:

- (a) Color ads get more attention than black and white ads;
- (b) A headline arousing curiosity makes the person read the rest of the advertisement;
- (c) A full page ad gets more attention;
- (d) Humorous ads get more attention;
- (e) Short body-text ads get more attention;
- (f) Pointing devices, signs like hands, lines, arrows, etc. in advertisements get attention; and
- (g) A charming picture or scene increases interest toward that ad.



While they are both disagree that;

- (a) A well known model has no effect on interest toward the ad;
- (b) Drawing pictures in advertisements are not believable;
- (c) Ordinary people as model get less attention;
- (d) Descriptive ads get less attention; and
- (e) A reason-why copy advertisement get less attention.

If these statements were put the other way round, it means that both women and men are interested in descriptive or reason-why copy advertisements, ordinary people do attract their attention as well as a well-known model and they may be attracted by drawing pictures in advertisements.

These points may highlight the advertisers in preparing advertisements for magazines and for different sexes. It can be said that men are mostly attracted by a charming model, brandname, picture (camera photograph) of the advertisement compared to other parts and to the advertisers of products for men, these points would be helpful.

Results of another t test, conducted on same statements about magazine advertisements between two groups who are classified with respect to number of magazines they read, revealed some significant differences, too.

People who read a lot of magazines do not agree that humorous ads get more attention, picture (camera photograph) is more real and believable and reason-why copy advertisements get less attention.

From advertisers and media planners point of view, this means that people who read more, become more conscious and do not think

superficially about advertisements. They are aware of the fact that a reason-why copy advertisement may be more attractive than a humorous ad.

A factor analysis was also made on these statements about credibility and attention getting aspects of magazine advertisements. They were interpreted in seven factors, namely, the model, picture or scene in big sizes, kind of body-text, charming picture and headline, brandname of the product or service advertised, appearance of the model in color and humor in advertisements. They all appeared under the names of layout components of a print advertisement.

In this study it was found that electronic equipment, clothing, foodstuff and tourism/travel advertisements attract attention of both females and males, while, transportation and banking services advertisements catch very little attention in general, compared to other products and services.

Therefore, it is good to advertise in magazines those products or services catching more attention without ignoring that the picture and headline are the most important elements that a reader looks for. And, as a matter of fact, the kind of product or service is the third important element. Other products which get less attention in magazines should appear in other media.

However, how that particular advertising works may be closely related with people's thinking, feeling and behaving toward these various products and services in their lives.

It was also found that different kinds of product or service

advertisements attract females and males. While men are interested in transportation, electronic equipment and bank advertisements, women are mostly attracted by cosmetics, detergents and shampoo/soap/toothpaste advertisements which they are very familiar with in their everyday life.

It also appeared that the advertisements which people are attracted more, are also the advertisements which they mostly recalled, namely, clothing and electronic equipment advertisements. Also the advertisements of wrist watch, pen, pocket lighter, cigarettes and alcoholic beverages are highly recalled. This was just because of the fact that these products are heavily advertised in magazines with charming pictures, models, colors and challenging headlines which make people remember them.

Results about influential factors of recall also contribute that the picture, model and creativity are the most influential factors of recall of magazine advertisements.

So far, the results were related with magazine advertisements and magazines as a particular media vehicle. When it was compared with other media vehicles, it is preferred just for a speciality item like perfumes, or pens, wrist watches and cigarettes.

This is not surprising when some of the special advantages that magazines offer are considered, like market selectivity, high reproduction quality and inherent prestige. For example, few individuals besides stereo enthusiasts are interested in diamond needles, few but tennis players need racquets and tennis balls.

Those people choosing the magazines as an advertising medium for a speciality item can be characterized as younger, higher educated, having

mostly executive level occupations and higher income levels, providing a good market selectivity.

When those findings were compared with findings of previous studies about "magazine advertising" there appeared some similarities as well as some differences.

Rentz and Reynolds (1979) have found that women read mostly women and fashion related magazines, which is also true with findings of this study.

Total impression of an ad illustration overpowered any other layout components as found by Kelly (1979), headline was a very important element of an advertisement and type of product or service differentially affected noting of an ad, as found by Reid and Soley (1983) in two different studies were similar to this study's findings on most attention getting layout components, which were, the picture or scene, headline and kind of product or service advertised.

It has been also found by Baker and Churchill (1977) that physical attractiveness of an ad model was an important determinant of attention getting value of an ad and men were more interested in models (Reid and Soley, 1983) in an advertisement, which is also similar to findings of this study.

On the other hand, as stated by Kilbourne, Painton and Ridley (1985) that the body-text might be more important than the model was not supported by this study, rather it was found that the model is more important than the body-text of an advertisement.

Same findings were also found by MacLachlan (1984), as people remember more repeated messages and advertisements they paid attention to. Also, the advertisements containing illustrations were well recalled and curiosity might result in involvement which makes the person read the rest of the advertisement.

Another similar finding with Gelb and Pickett (1983) was that humor was effective in advertisements and as found by Mankiewicz (1974), more favorable interest ratings received for humorous advertisements.

It has been also found by Stern, Krugman and Resnik (1981) that people were not satisfied with the informational value of magazine and television advertising, since the majority of ads were persuasive or suggestive not informative. This study also suggests that people may be more interested in informative advertisements.

Finally, the results of the study about media preferences by Larkin (1979) have revealed the same result with this study, as television was the best medium, whereas, Larkin's study found that magazines preferred for durable goods as the best medium, in this study it was preferred for specialty items.

The implications of these findings and recommendations will be discussed in the following section.

### 3.2 IMPLICATIONS OF THE STUDY

The findings of this study may have implications for some concerned

parties as marketers, media planners, advertisers and researchers.

### 3.2.1 Implications for Marketers

To make media scheduling effectively is one of the crucial points in advertising. Knowing about media vehicles the marketers can make their decisions on media scheduling effectively.

In the field of magazines, more and more specialized magazines are appearing. There are magazines for every conceivable type of interest group. Then it becomes very important for the marketer to match with the right target group and in allocation of funds marketers can use this information for effective segmentation.

Information content of the advertisements must also be taken into account by marketers for effective marketing of products or services since people are most likely welcome informative advertisements rather than entertaining or stimulus-response advertisements.

### 3.2.2 Implications for Media Planners

The media planner seeks primarily to match the defined target markets with the medium under consideration. Target market definition of magazine ad readers may be helpful to media planners with this aspect.

Demographic and socio-economic groupings, including age distribution, level of education, income distribution and social class undergo changes. Such changes in market structure are reflected in reading

with readers, encourage reading of the material in body-text, and attract the target prospects from a large, often heterogeneous audience. Then comes illustrations, another most important visual element in print advertisements. It is helpful to attract the attention of the audience, to communicate the relevant advertising idea quickly, to interest the audience in the headlines and copy and to help make the advertisement believable.

However, it must be always kept in mind that visualization works best when it works with the words in carrying out the ad's objective.

Among the attention getting devices available to advertisers in preparing advertisements for male oriented products or services, it must be remembered that men are mostly attracted by a charming model, brandname and picture of the advertisement. Another thing is that the color was the most important factor of attention and recall for both men and women.

All these points may highlight the advertisers in deciding effective illustration, headline, body-text, format and other things as size, place or content of the advertisement.

#### 3.2.4 Implications for Researchers

This study was carried on a particular sample and because of its convenient nature the results which have general face validity, should not be considered conclusive regarding the people's interest toward magazine advertisements. Also, because of rapidly changing environment, some of the results may not hold true for a later time period.

For further research, this study can be conducted as an experimental design by showing particular advertisements to respondents.

The aim of the advertisements can also be tested to understand whether it is designed to create awareness or purchase action through learning.

Future research can also test ad readership on an ad-element-by-element basis, i.e., headline, body-text, illustration, logo, etc. In this manner, the general importance of each layout element in relation to other ad elements could be determined.

Finally, the focus of the research should be shifted to other media to see if interesting patterns emerge and some additional research is needed to determine if the present results will hold up over different magazines and classification systems.



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## APPENDICES

APPENDIX 1

QUESTIONNAIRE

## QUESTIONNAIRE

AYLIK/HAFTALIK DERGILERDEKİ REKLAMLARLA İLGİLİ BİR ÇALIŞMA.

1. Hangi aylık ya da haftalık dergileri okursunuz? V1-V5

2. Bu tür dergilerde reklamları okur musunuz? V6

Evet

Bazen

Hayır

3. Bu dergilerdeki reklamlarda aşağıdakilerden hangileri dikkatinizi çeker? İşaretlediklerinizi dikkatinizi çekme sırasına göre numaralayınız. V7

V8 Reklamı yapılan ürün/hizmetin cinsi

V9 Reklamda kullanılan model

V10 Reklamın baş sloganı

V11 Reklamda kullanılan görüntü/fon/resim

V12 Reklamın içeriği: (bilgi verici, eğlendirici, problem-çözüm ilişkisi içeren, vb.)

V13 Diğer: (belirtiniz) \_\_\_\_\_

4. En çok dikkatinizi çeken ürün/hizmet reklamları aşağıdakilerden hangileridir? İşaretlediklerinizi dikkatinizi çekme sırasına göre numaralayınız. V14

V15 Yiyecek maddeleri

V16 Güzellik (kozmetik) malzemeleri

V17 Beyaz eşyalar (fırın, buzdolabı, vb.)

V18 İçecek maddeleri

V19 Nakliye ve taşımacılık

V20 Giyim eşyaları

V21 Temizlik malzemeleri (deterjan vb.)

V22 Elektronik aletler

V23 Banka

V24 Şampuan/sabun/diş macunu/deodorant

V25 Turizm ve seyahat

V26 Diğer: (belirtiniz) \_\_\_\_\_

Herzaman	Genellikle	Genellikle	Herzaman
Aynı	Aynı	Karşıt	Karşıt
Fikirdeyim	Fikirdeyim	Fikirdeyim	Fikirdeyim

- Reklamda model olarak sıradan bir insanın kullanılması daha çok dikkati çeker. V37
- Metin kısmı kısa olan reklamlar daha çok ilgi çeker. V38
- Bilgi verici/açıklayıcı reklamlar daha az dikkat çekicidir. V39
- Fotoğraf kullanılan reklamlar daha gerçekçi ve inandırıcıdır. V40
- İşaret edici öğeler kullanılması (el, oklar, çizgiler vb.) dikkat çeker. V41
- Problem-çözüm ilişkisi içeren reklamlar az dikkat çeker.  
(Örneğin, ağrıları nasıl yok edeceğini açıklayan ilaç, tüm lekelerin nasıl çıkarılabileceğini anlatan temizleme tozu reklamları gibi.) V42

6. a) Dergilerdeki reklamlardan etkilenererek reklamı yapılan Ürün/hizmeti denediğiniz oldu mu? V43

Evet

Hayır

b) Olduysa hangi ürün/hizmetleri denediniz, belirtiniz: V44 - V47

7. a) Dergilerde görmüş olduğunuz reklamlardan şu anda hatırladıklarınız hangileridir? Belirtiniz. V48 - V51

b) Yukarıda belirttiğiniz reklamlarda dikkatinizi çeken nedir? Belirtiniz. V52 - V54

8. a) Aşağıdaki ürünlerin reklamlarını hangi medyalarda görmek isterdiniz? Her ürünün altına yalnız bir medya işaretleyiniz.

	Otomatik Çamaşır makinası	Margarin	Parfüm
Gazete	V55	V63	V71
Aylık/haftalık dergi	V56	V64	V72
Radio	V57	V65	V73
Posta ile broşür	V58	V66	V74
Televizyon	V59	V67	V75
Reklam panosu(billboard)	V60	V68	V76
Satış yeri içinde sergi	V61	V69	V77
Sinema	V62	V70	V78

b) Neden bu medyaları seçtiniz, belirtiniz: V79



9. Cinsiyetiniz V80

Kadın

Erkek

10. Medeni durumunuz V81

Evli

Bekar

Dul/Boşanmış

11. Yaşınız V82

- 24

25-35

35 +

12. Eğitim durumunuz V83

İlkokul

Orta

Lise

Üniversite

Yüksek

13. Mesleğiniz: V84

14. Aşağıdakilerden sahip olduklarınızın markasını belirtiniz. V85

Buzdolabı	V86 :	_____
Çamaşır makinası	V87 :	_____
Bulaşık makinası	V88 :	_____
Renkli televizyon	V89 :	_____
Video	V90 :	_____
Elektrik süpürgesi	V91 :	_____
Otomobil	V92 :	_____
Bilgisayar	V93 :	_____
Telsiz	V94 :	_____
Ev	V95 :	Kendimizin Kira

15. Eve alınan günlük gazeteler: V96 - V99

16. Eve alınan aylık/haftalık dergiler: V100 - V103

17. Ailenizin toplam aylık net gelirini belirtiniz: V104

- 100.000

101.000 - 200.000

201.000 - 300.000

300.000 +

18. Oturduğunuz semt: V105

APPENDIX 2

VARIABLE LIST  
AND  
CROSS TAB TABLES  
WITH  
CALCULATIONS

## KEY TO APPENDIX 2

The codings used in the study are presented to provide practical usage to the reader:

- V1 : number of periodicals (magazines) read.  
observed number.
- V2 : kind of periodicals read.  
1. Turkish periodicals 2. Foreign periodicals 3. Both of them.
- V3 - V5 : periodicals read.  
1. Women/Fashion 6. Science/Computer  
2. Men 7. Art/Movie  
3. News-reel/news 8. TV/Magazine news/Sports  
4. House/Decoration 9. Other : (comics)  
5. Profession
- V6 : Are you reading advertisements in periodicals?  
1. Yes 2. Sometimes 3. No
- V7 : Which ones of the following get your attention in an advertisement? Please indicate your preference number.  
Number of cells preferred.
- V8 : Kind of product/service advertised.
- V9 : Model(s) in the advertisement.
- V10 : Slogan/Headline of the advertisement.
- V11 : Picture/Scene/Background of the advertisement.
- V12 : Kind of body-text: (descriptive, humorous, reason-why, etc.).
- V13 : Other.  
0. empty cell observed number full cell.
- V14 : Which ones of the following product/service advertisements get your attention most? Please indicate your preference number.  
Number of cells preferred.

- V15 - V26 : 0. empty cell                      Observed number . full cell.
- V15 : food stuff,
- V16 : cosmetics.
- V17 : white goods.
- V18 : soft drinks.
- V19 : transportation.
- V20 : clothing.
- V21 : cleaning stuff/detergents.
- V22 : electronic equipment.
- V23 : bank services.
- V24 : shampoo/soap/toothpaste/deodorant.
- V25 : tourism/travel.
- V26 : other.
- V27 - V42 : There are some statements about advertisements in periodicals. Please show your preference by checking the appropriate cell for each statement.
- |                   |                      |
|-------------------|----------------------|
| 1. Always agree   | 3. Disagree somewhat |
| 2. Agree somewhat | 4. Always disagree   |
- V27 : Color ads get more attention than black and white ads.
- V28 : Charming and impressive looking of the model is very important.
- V29 : A headline arousing curiosity makes person read the rest of the advertisement.
- V30 : A full page ad gets more attention.
- V31 : A well known model has no effect on interest toward that ad.
- V32 : A charming picture/scene/background increases interest toward that ad.
- V33 : Humorous ads get more attention.
- V34 : A famous brand/trademark gets attention toward that ad.
- V35 : Picture/scene/background of the advertisement is more

important than body-text.

- V36 : Drawing pictures in advertisements are not believable (credible).
- V37 : Ordinary people appearing as model(s) in ads get less attention.
- V38 : Short body-text ads get more attention.
- V39 : Descriptive (informative) advertisements get less attention.
- V40 : Picture (camera photograph) is more real and believable in an advertisement.
- V41 : Painting devices/signs (arrows, hands, lines, etc.) in advertisements get attention.
- V42 : Reason-why copy advertisements get less attention.
- V43 : Intention to purchase the advertised product/service.  
1. Yes            2. No
- V44 : Number of products/services purchased/tried.
- V45 - V47 : Kind of products/services purchased/tried.
- V48 : Number of advertisements remembered.
- V49 - V51 : Advertisements remembered.  
Coded according to product/service classification.
- V52 - V54 : What gets your attention in those advertisements that you remember?  
1. kind of product/service (brandname)  
2. model(s) in ad  
3. picture/scene/background  
4. slogan/headline  
5. reproduction quality  
6. color  
7. creativity/format  
8. information  
9. other
- V55 - V62 : Preferred mediums for automatic washing machine.  
0. empty            1. full

- V63 - V70 : Preferred mediums for margarine.  
0. empty 1. full
- V71 - V78 : Preferred mediums for perfume.  
0. empty 1. full
- V79 : please state why you choose these mediums.  
0. empty 1. full
- V80 : Sex.  
1. female 2. male
- V81 : Marital status.  
1. married 2. single 3. widow/divorced
- V82 : Age.  
1. - 24 2. 25-34 3. 35 +
- V83 : Education.  
1. primary school 2. high school 3. lycee  
4. university 5. master
- V84 : Occupation.  
1. doctors, pharmaceuticalists, engineers, architects,  
lawyers, industrialists (professional)  
2. economists, administrators (executive)  
3. salaried non-executives  
4. housewife
- V85 : Number of mentions for ownership of home appliances.
- V86 - V95 : Home appliances and house  
0. non-ownership 1. ownership
- V96 : Number of newspapers bought.
- V97 - V99 : Newspapers bought.
- V100 : Number of periodicals bought.
- V101 - V103: Periodicals bought.
- V104 : Income level.  
1. - 100.000 2. 101.000 - 200.000  
3. 201.000 - 300.000 4. 300.000 +

V105 : Place of living.

1. Kadıköy - Göztepe
2. Göztepe - Bostancı
3. Moda - Fenerbahçe
4. Etiler - Levent
5. Gayrettepe - Şişli
6. Anadolu Boğaz yakası
7. Rumeli Boğaz yakası
8. Banliyö

TABLE 1 - Relationship between sex and kind of magazine read.

		COUNT	V080		Row
		ROW PCT	Female	Male	Total
		COL PCT	1	2	
		TOT PCT			
V003 KIND OF MAGAZINE READ					
Women/Fashion	1	15	3	18	
		83.3	16.7		
		33.3	6.1		
		15.9	3.2		
Men	2	2	15	17	
		11.7	88.2		
		4.4	30.6		
		2.1	15.9		
News-reel/News	3	20	25	45	
		44.4	55.6		
		44.4	55.6		
		21.2	26.5		
TV/Magazine News	8	8	6	14	
		57.1	42.9		
		17.7	12.2		
		8.5	6.4		
Column Total		45	49	94	

Chi-square calculated = 18.62

Chi-square table,  $\alpha = .10$ ,  $df = 3 = 6.25$ 

CV = .3147



TABLE 1.

$H_0$  : No relationship between sex and kind of magazine read.

$H_A$  : There is a relationship between sex and kind of magazine read.

Test statistic : Chi-square ( $\chi^2$ )

$$\chi^2_{\text{cal}} = \sum_{i=1}^8 \frac{(f_o - f_e)^2}{f_e}$$

$$f_e = \frac{\text{row total} \times \text{column total}}{n}$$

$$\begin{array}{cc} f_e = 8.61 & 9.38 \\ & 8.13 & 8.86 \\ & 21.54 & 23.45 \\ & 6.70 & 7.29 \end{array}$$

$$\begin{aligned} \sum_{i=1}^8 \frac{(f_o - f_e)^2}{f_e} &= 4.74 + 4.33 + 4.62 + 4.25 + .11 + .10 + .25 + .22 \\ &= 18.62 \end{aligned}$$

$$\chi^2_{\text{cal}} = 18.62 \quad \chi^2_{\text{tab. } \alpha = .10, df=3} = 6.25 \quad df = (r-1)(c-1)$$

$$\chi^2_{\text{cal}} > \chi^2_{\text{tab.}} \longrightarrow \text{Reject } H_0.$$

$$CV = \frac{\sqrt{\chi^2_{\text{cal.}}}}{m \times n} = \frac{\sqrt{18.62}}{2 \times 94} = .3147$$

TABLE 2 - Relationship between age and kind of magazine read.

		COUNT	V082 AGE			
		ROW PCT				
		COL PCT	- 24	25 - 34	35 +	Row
		TOT PCT	1	2	3	Total
<hr/>						
V003 KIND OF MAGAZINE READ			4	3	11	18
Women/Fashion	1	22.2	16.7	61.1		
		13.0	10.0	33.3		
		4.2	3.2	11.7		
Men	2	4	9	4	17	
		33.3	52.9	23.5		
		13.0	30.0	12.1		
		4.2	9.5	4.2		
News-reel/News	3	15	17	13	45	
		33.3	37.8	28.9		
		48.3	56.6	39.3		
		15.9	18.0	13.8		
TV/Magazine News	8	8	1	5	14	
		57.1	7.1	35.7		
		25.8	3.3	15.1		
		8.5	1.0	5.3		
Column Total			31	30	33	94

Chi-square calculated = 15.01

Chi-square table,  $\alpha = .10$ ,  $df = 6$ , = 10.64

CV = .2307

TABLE 2

$H_0$  : No relationship between age and kind of magazine read.

$H_A$  : There is a relationship between age and kind of magazine read.

Test Statistic : Chi-square ( $\chi^2$ )

$$f_e = \begin{array}{ccc} 5.93 & 5.74 & 6.31 \\ 5.60 & 5.42 & 5.96 \\ 14.84 & 14.36 & 15.79 \\ 4.61 & 4.46 & 4.91 \end{array}$$

$$\sum_{i=1}^{12} \frac{(f_o - f_e)^2}{f_e} = \frac{.62 + 1.30 + 3.48 + .45 + 2.36 + .64 + .002 + .48 + .49 + 2.51 + 2.68 + .002}{15.01} = 15.01$$

$$\chi_{cal}^2 = 15.01 \quad \chi_{tab.}^2 \alpha = .10, df = 6 = 10.64$$

$$\chi_{cal}^2 > \chi_{tab.}^2 \longrightarrow \text{Reject } H_0.$$

$$CV = \sqrt{\frac{15.01}{3 \times 94}} = .2307$$

TABLE 3 - Relationship between occupation and reading magazine ads.

		COUNT	ROW PCT	COL PCT	TOT PCT	Professionals	Executives	Salaried non- Executives	Housewives	Row Total
						1	2	3	4	
V006 READING MAGAZINE ADS	Yes 1	6	18.1	20.6	6.5	13	38.4	12	2	33
Sometimes 2		23	39.6	79.3	25.2	6	10.3	19	10	58
Column Total		29				19		31	12	91

Chi-square calculated = 13.60

Chi-square table,  $\alpha = .10$ ,  $df = 3 = 6.25$ 

CV = .2733

TABLE 3

$H_0$  : No relationship between occupation and reading magazine ads.

$H_A$  : There is a relationship between occupation and reading magazine ads.

Test Statistic : Chi-square ( $\chi^2$ )

$$f_e = \begin{matrix} 10.51 & 6.89 & 11.24 & 4.35 \\ 18.48 & 12.11 & 19.75 & 7.64 \end{matrix}$$

$$\sum_{i=1}^8 \frac{(f_o - f_e)^2}{f_e} = 1.93 + 5.41 + .051 + 1.27 + 1.10 + 3.08 + .028 + .73 = 13.60$$

$$\chi_{cal}^2 = 13.60 \quad \chi_{tab.}^2 \alpha=.10, df=3 = 6.25$$

$$\chi_{cal}^2 > \chi_{tab.}^2 \longrightarrow \text{Reject } H_0.$$

$$CV = \sqrt{\frac{13.60}{2 \times 91}} = .2733$$

APPENDIX 3

MAGAZINE LIST

## MAGAZINE LIST

	<u>No.</u>	<u>%</u>
<u>News-reel/News Magazines</u>	62	28.5
Nokta		
Yankı		
Kapital		
Time		
Newsweek		
<u>TV/Magazine News/Sports</u>	36	16.5
Hayat		
TV 7 Gün		
Tele Magazin		
Hafta Sonu		
Onyedi		
Hey		
<u>Men Magazines</u>	33	15.2
Erkekçe		
Bravo		
Playboy		
Playmen		
Penthouse		

	<u>No.</u>	<u>%</u>
<u>Women/Fashion Magazines</u>	30	13.8
Kadınca		
Ev Kadını		
Kadın		
Elele		
Brigitte		
Anna		
Burda		
<u>Science/Computer Magazines</u>	16	7.3
Bilinmeyen		
Bilim ve Teknik		
<u>Art/Cinema Magazines</u>	15	6.8
Gösteri		
Milliyet Sanat		
Sanat Olayı		
Video Magazin		
<u>Profession Magazines</u>	6	2.7
International Management		
Industrial Engineering		
<u>House/Decoration Magazines</u>	2	0.9
Ev & Ofis		
Schöner Wohnen		



	<u>No.</u>	<u>%</u>
<u>Other (Comics)</u>	18	8.3
Gırgır		
Fırt		
Çarşaf		
	<u>218<sup>x</sup></u>	<u>100.0</u>

\* Base : 218 There are more than one answer.

## APPENDIX 4

### t TEST CALCULATIONS

## T - TEST

In order to find out the differences between means of female and male respondents for most attention getting product or service advertisements, "t" test calculations were made by hand.

Here these calculations will be presented. The "t" calculated results are presented on Table 2.14, pp. 59.

$H_0$  : There is no significant difference between means of males and females for most attention getting product/service advertisements.

(a) For food-stuff advertisements

$$t_{cal} = \frac{\bar{X}_F - \bar{X}_M}{\left( \frac{S_F^2}{n_F} - \frac{S_M^2}{n_M} \right)^{1/2}}$$

$$t_{cal} = \frac{3.94 - 4.14}{\left( \frac{5.12}{32} - \frac{3.89}{36} \right)^{1/2}} = -.87$$

$$t_{tab, \alpha=.10, df=32+36-2} = 1.67$$

$$t_{tab} > t_{cal}$$

$$1.67 > -.87$$

Accept  $H_0$ , there is no significant difference between means of males and females for food-stuff ads.

(b) For cosmetics advertisements

$$t_{cal} = \frac{3.97 - 5.13}{\left(\frac{6.93}{33} - \frac{7.69}{24}\right)^{1/2}} = -3.49$$

$$t_{tab, \alpha = .10, df = 33+24-2} = 1.67$$

$$t_{cal} > t_{tab}$$

$$-3.49 > 1.67$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for cosmetics ads.

(c) For white good advertisements

$$t_{cal} = \frac{4.04 - 4.36}{\left(\frac{5.58}{24} - \frac{5.11}{25}\right)^{1/2}} = 1.91$$

$$t_{tab, \alpha = .10, df = 24+25-2} = 1.68$$

$$t_{cal} > t_{tab}$$

$$1.91 > 1.68$$

Reject  $H_0$ , there is a significant difference between means of male and female respondent for white goods ads.

(d) For soft drink advertisements

$$t_{cal} = \frac{4.91 - 5.23}{\left(\frac{6.44}{21} - \frac{8.64}{26}\right)^{1/2}} = 1.99$$

$$t_{tab}, \alpha = .10, df = 21 + 26 - 2 = 1.68$$

$$t_{cal} > t_{tab}$$

$$1.99 > 1.68$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for soft drink ads.

(e) Transportation advertisements

$$t_{cal} = \frac{9.54 - 5.96}{\left(\frac{2.40}{13} - \frac{11.03}{24}\right)^{1/2}} = 16.63$$

$$t_{tab}, \alpha = .10, df = 13 + 24 - 2 = 1.69$$

$$t_{cal} > t_{tab}$$

$$16.63 > 1.69$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for transportation ads.

## (f) Clothing advertisements

$$t_{cal} = \frac{2.85 - 3.30}{\left(\frac{3.21}{42} - \frac{4.91}{37}\right)^{1/2}} = 1.89$$

$$t_{tab}, \alpha = .10, df = 42 + 37 - 2 = 1.65$$

$$t_{cal} > t_{tab}$$

$$1.89 > 1.65$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for clothing ads.

## (g) Detergent advertisements

$$t_{cal} = \frac{4.84 - 6.00}{\left(\frac{7.98}{25} - \frac{12.56}{25}\right)^{1/2}} = -2.78$$

$$t_{tab}, \alpha = .10, df = 31 + 46 - 2 = 1.65$$

$$t_{cal} > t_{tab}$$

$$-2.78 > 1.65$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for detergent ads.

## (h) Electronic equipment advertisements

$$t_{cal} = \frac{3.48 - 2.65}{\left( \frac{3.86}{31} + \frac{2.48}{46} \right)^{1/2}} = 3.12$$

$$t_{tab}, \alpha = .10, df = 31 + 46 - 2 = 1.65$$

$$t_{cal} > t_{tab}$$

$$3.12 > 1.65$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for electronic equipment ads.

## (i) Bank advertisements

$$t_{cal} = \frac{7.73 - 6.22}{\left( \frac{7.79}{15} + \frac{13.21}{23} \right)^{1/2}} = 6.43$$

$$t_{tab}, \alpha = .10, df = 15 + 23 - 2 = 1.69$$

$$t_{cal} > t_{tab}$$

$$6.43 > 1.69$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for bank ads.

(j) Shampoo/soap/toothpaste advertisements

$$t_{cal} = \frac{4.48 - 6.42}{\left(\frac{8.08}{37} - \frac{7.71}{26}\right)^{1/2}} = -6.93$$

$$t_{tab}, \alpha = .10, df = 37 + 26 - 2 = 1.67$$

$$t_{cal} > t_{tab}$$

$$-6.93 > 1.67$$

Reject  $H_0$ , there is a significant difference between means of male and female respondents for shampoo, soap, toothpaste ads.

(k) Travel/tourism advertisements

$$t_{cal} = \frac{4.12 - 4.08}{\left(\frac{9.11}{40} - \frac{4.80}{42}\right)^{1/2}} = .11$$

$$t_{tab}, \alpha = .10, df = 40 + 42 - 2 = 1.64$$

$$t_{cal} > t_{tab}$$

$$1.64 > .11$$

Accept  $H_0$ , there is no significant difference between means of male and female respondents for travel, tourism ads.