



# **The Ministry of Education of the Republic of Azerbaijan**

**“Discussion of influences of advertising on the consumer  
behaviors. The case of Azerbaijan”**

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## Abstract

Advertising is considered as a form of communication which is intended to persuade an audience, I mean, readers, viewers or listeners to buy or take some action on services, products or information and etc. This research paper is concentrating on the influence of advertisements on the purchasing behaviors of consumers. The simple purpose of the research is to consider the impact of advertisements with attitudinal purchasing behaviors of costumers. Creativeness, brand image and persuasiveness in the advertisements are the main factors that increase the intentions of consumers to the product and purchasing behaviors. Image of the product which is created by the advertisers strongly influences the buying behavior. The main information of the research has been collected through secondary data on internet and company websites, business magazines and journals. The research finds out that a well-executed and creative advertising has usually a good effect on the consumers' purchasing trends or buying behaviors. In addition, the price and the quality of the product or service are also one of the most important factors which has strong impact on the consumer's purchasing behaviors. That's why this research finalizes that the affirmative and positive impact of all of these factors, on the consumers' purchasing behaviors demonstrates the consumer loyalty towards brand which provides opportunity in promotion of the advertised service or product and changes the purchasing behavior towards purchasing attitudes and intentions.

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## 1.Introduction

Advertising has primary impact on audience mind among all marketing weapons, because its exposition is much more than others<sup>1</sup>. Marketing combination owns four subcategories i.e. price, place, promotion and product. And a component of promotional combination is advertising that is utilized to form awareness about services or products to make buying decisions. Advertisers utilize these kinds of instruments for communication objective. Advertising came from the ancient times. Various societies utilized various kinds of signs for the advertising of the services or products for appealing customers. Nevertheless, those images were utilized for a limited region for advertising. In these days, advertising has been crucial method to advertise services or products and is utilized for communication objective. Company cannot be a leader in a market without investing for promotional functions<sup>2</sup>. The primary purpose of advertisement is to effect on purchasing behavior; nevertheless, this effect about brand is transformed or strengthened often on people's mind. Thoughts about the brand are formed of those connections which are based on brand name in customer's mind. These thoughts about brand affect attitudes, assessment, and at last buying<sup>3</sup>. Most firms analyze the consumer attitude and behavior. The key objective of customer behavior analysis is to identify the elements that customers behave in special circumstances such as in economics sight<sup>4</sup>. Analysis of consumer behavior is beneficial for marketer to comprehend the consumer behavior in purchasing various situations. Due to ancient hierarchy-of-effects models, advertisement influence advertising exposure ends up in brand cognition and attitudes about the advert, that then ends up in the behavior towards

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<sup>1</sup>(Katke, 2007).

<sup>2</sup>(Hussainy et al., 2008).

<sup>3</sup>(Romaniuk& Sharp, 2004).

<sup>4</sup>(Ayanwaleet al., 2005).

the advert and the brand til their buying intention <sup>5</sup>. Since the market is excess with some services and products, many firms make alike functional claim; thus, it has been extremely hard for firms to diversify their services or products which are related to functional symbols. Differentiations which are related to functional symbols shown in advertising have never been long lasting as the rivals are able to copy the same<sup>6</sup>. That's why, the advertisers provide the idea of brand image. With demonstrating, the character of caring mom in advertisements creates feeling in the memory of customers <sup>7</sup>. Advertiser makes such kinds of advertisements which carry sensitive connection with consumer. That's why this consumer is most likely to connect with these adverts of the brands, which own emotional messages and value. At present, marketers can not convey any message and information about their services and products to their audience and customers without advertising. This study is related to consumers' attitudinal behavior in various purchasing behavior. Advertising is considered as a promotional instrument which is effective for marketers to make brand awareness and turn their consumers' behavior to this brand for making last buying decision. The main purpose of advertiser is to get potential clients and have impact on their purchasing behavior<sup>8</sup>. This research identifies media, that gives information which is presented by the mixture of sight, sound and touch origins. The visual and verbal information have impact on people's comprehension of the environmental stimulants. The main objectives of this research is related to the analysis of "Share A Coke" company, its effects on consumer behaviors and the analysis of FIFA World Cup Trophy Tour in Azerbaijan, its influences on customer behaviors in our country and to find out how it can affect to the company in the future.

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<sup>5</sup>(Mendelson& Bolls, 2002).

<sup>6</sup>(Hussainy et al., 2008).

<sup>7</sup>(Jalees, 2006).

<sup>8</sup>Ayanwale et al., 2005 and Adelaar et al., 2003).

## **2. Literature Review**

### **2.1 What is advertising?**

The business of the modern life is under the power of mass distribution and mass production. Many similar products are carried into the market by different producers. It involves healthy competition between producers. Companies adopt different means to remain standing in the market. Every businessman target to earn profit by boosting the sales. It is clear that when we produce good quality outputs or proffer expert services, they should be known to the general public. That's why, mass communication is necessary as the market area is wide or the population is large . So we can accept advertising and sales promotion as marketing tools. In the modern business world, appropriate publicity is realized through advertising, that is accepted by almost all kinds of companies. As a consequence, advertisement is supposed as a method of publicity.

Advertising is such an activity that oral and visual messages are addressed to the public by it. Its aim is to influence or inform them in the cause of increasing the sales of the advertisers. It is made with a vision to sell the products and services proffered by the advertiser. The real success of advertising properly depends on efficient advertising programme.

Advertising is a major tool for marketing managers which helps them to sell services, products and ideas. The main purpose is supposed to sell products to the customers. It is explicit that advertising is a way of communication to persuade an audience for taking purchase decision about a product or service and delivering information to viewers. It has been proved by some facts that companies invest a lot of time and resources into improving ad campaigns for their services and

products. Except the explicit reason of persuading consumers to purchase, it is necessary to promote the product offering for creating an image of the product that becomes one of its differentiating elements<sup>9</sup>. Advertising is defined as "the paid presentation and promotion of products or services through mass media such as radio, television, the internet and newspapers "<sup>10</sup>.

If we review the history of advertising, we can see that companies tried many techniques to better approach the problem of selling. All these techniques connected with the support activities of marketing was called as advertising. Advertising has been very important tool for business since the time when trade started.

Before advertising had certain limitation about time and space. For instance, print adverts are commonly no longer than 2 pages, and usually much shorter. The length of broadcast commercials are generally 10 to 60 seconds. So advertising needed to do its job in an effective way. Its main functions were to attract the consumer's attention, identify the product, and deliver the selling message.

Advertisement supports personal selling and other forms of promotion. This is the primary objective. The long term targets of advertising are related with the accomplishment of the company's whole targets. Some of them are as shown:

- To realize the whole trade;
- To present current goods;

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<sup>9</sup>(Doyle and Stern, 2006).

<sup>10</sup>(Doyle and Stern, 2006).



- To create brand awareness;
- To recall customers to purchase the product;
- To be aware of rivals' adverts;
- To raise sales in off-season;
- To offer well-priced options;
- To depict the support suggested by the company;
- To enhance market share;
- To persuade people about the changes in costs;
- To educate the customers;
- To report the place of distributors, retailers etc;
- To generate exclusive options.

In addition, there are 2 main functions of advertising. They are as follows.

1. Raising the number of buyers:

- By raising the buyers and enlarging the market;
- By concentrating the qualities of the goods in a better way than other similar goods.
- By improving brand reliability;

## 2. Raising the consumption rate among the current buyers:

- By reporting the various utilization of the product;
- By recalling the buyers about the goods;
- By training the general public about the product, its utilizations, benefits etc.

Once a wise man said that the one who economizes money by not advertising is like the person who stops the clock to save time. In today's high-tech age, entrepreneurs must utilize some kinds of advertising to make advantages aware of their services or products. Even a popular company as Coca-Cola regularly pays money on advertising for supporting awareness of their products. In 1993, in order to keep its name in the forefront of the public's eyes, Coca-Cola spent more than \$150 million. So it isn't about that you can afford to advertise or not, but you simply must if you want your business to be successful. Advertising is considered as an investment in business' future. And, like any investment, you should find out as much as you can before you decide.

## **Advertising Media**

All advertising messages are conveyed to the customers by media or medium. You should make a proper decision about the selection of the media, because it affects the advertiser's goals. Manufacturers may use some or all of the following media:

#### Indoor advertising:

Indoor advertising means that people can easily get the message at their home. The types of indoor advertising are as followings:

- Text messages on mobile phones
- Film
- Television
- Radio
- Press – newspaper, magazine

#### Outdoor advertising:

By outdoor advertising, the message is delivered to the people who are the moving audience. Normally, almost all people go out on some purposes, for instance, shopping, travel, office, park visit, walk, sight-seeing etc, and they can't keep themselves away from looking at the advertisements. Hence this kind of advertising has the best effectiveness of advertising. The following are the different kinds of outdoor advertising:

- Vehicles
- Painted display
- Sky advertising

- Advertising boards
- Vehicles
- Posters
- Sandwich-men (dressed in fancy clothes)
- Travelling display
- Handbills (leaflets)
- Electric display

#### Direct advertising:

Creating a direct contact with the consumers is the main objective of direct advertising. The advertiser can keep in touch with the customers who are considered to have interest in her/his product. They make contact with them through mail advertising. It is also called as direct mail advertising. This is a widespread method. It has the following kinds:

- Circulars
- Sales letters
- Store publications
- Package inserts
- Package inserts
- Folders
- Booklets and catalogues
- Promotional advertising:

Increasing the sales is the objective of promotional advertising which is also known as 'display advertising.' That's what to say that the products are consistently kept in

a place in order to draw the attention of the people who walk this way. The kinds of promotional advertising are as the followings:

- Exhibitions
- Window display
- Interior display
- Showrooms

## **2.2 The advantages and disadvantages of advertising**

Advertising plays main role in marketing activities. It is considered as a technique of sales promotion. Advertising increases the sales volume. It also supports and helps the salesperson about selling the products. Advertising increases consumer's knowledge about the product. Advertising avoids the consumers to waste their time in buying. It also makes selling products easy for the manufacturers. Thus fast selling is feasible, which causes more production at less expense. So advertising is beneficial for the groups of people in the table:

Advantages to manufactures	<p>It raises the net profit.</p> <p>It enhances the sales volume.</p> <p>It balances the sales volume.</p> <p>It brings reputation.</p> <p>It is less pricey.</p> <p>It provides more information.</p> <p>It regulates product price.</p> <p>It provides an opportunity to open new markets.</p>
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	<p>It remains the existing market.</p> <p>It guarantees more dealers.</p>
Advantages to sales personnel	<p>It makes a foundation.</p> <p>It diminishes the weight of the salesman's activity.</p> <p>It provides an opportunity in selling the product with the minimum effort.</p> <p>It makes certainty.</p> <p>It helps in understanding the customer's need.</p>
Advantages to retailers and wholesalers	<p>It gives rise to simple selling.</p> <p>It expands the turn-over.</p> <p>It draws in more clients.</p> <p>It expands the prestige of the store.</p> <p>It offers fame and publicity to them.</p>
Advantages to customers	<p>It provides opportunity in simple buying.</p> <p>It is an associating link between the producer and the clients.</p> <p>It encourages the clients to get the item at a reasonable cost.</p> <p>It does not let waste time.</p> <p>It guarantees the best quality item.</p> <p>It instructs the clients.</p> <p>It encourages the general population to get the items straightforwardly from the manufacturers through mail order business.</p>
Advantages to community	<p>It has educative esteem.</p>

	<p>It builds business opportunities.</p> <p>It raises the life standards of the general population.</p> <p>It helps the media – radio, TV, daily paper and so forth – to raise their wage.<sup>11</sup></p>
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## NEWSPAPER ADVERTISING

Each advertising medium has attributes that give it common benefits and obstacles. You will see a few organizations that promote consistently, as you look through your newspaper(s). Watch their identity and how they promote their items and services. More than likely, their advertising funding is working if it is selling!

As the opposed of advertising on television and radio, advertisements in the daily paper can be inspected in your free time. A daily paper advertisement can contain details, for example, costs and phone numbers or coupons.

There are numerous preferences to advertising in the daily paper. From the advertiser's perspective, daily paper advertising can be advantageous in light of the fact that production changes can be corrected speedily, if essential, and you can regularly add another ad in short time. Another benefit is the substantial diversity of advertisement sizes daily paper advertising offers. Despite the fact that you might not have a great deal of cash in your financial plan, you can put a series of little advertisements, without making a forfeit<sup>12</sup>.

### Some Cons with Newspaper Advertising

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<sup>11</sup> Edmond A. Bruneau

<sup>12</sup> Edmond A. Bruneau

Advertising in the daily paper offers numerous pros, yet it isn't without its innate cons, for example:

1. Daily papers generally are perused once and remain in the house for only a day.
2. The print standards or quality of daily papers isn't generally the best, particularly for photos. So utilize basic fine art and line illustrations for best outcomes.
3. The page size of a daily paper is genuinely extensive and little advertisements can look tiny.
4. Your advertisement must enter to rivalry with different advertisements to attract readers' attention.<sup>13</sup>
5. You are not guaranteed that all people who get the daily paper will read your advertisement. As they are not interested in such kinds of news on newspapers, they may skip the page or they just may not read the part you advertised in.

## RADIO ADVERTISING

Since its origin, radio has been a fundamental piece of American culture. Somehow, this touches the lives of nearly everyone, every day. Radio, as a tool, offers a type of amusement that fascinates audience while they are voyaging, working, taking a rest or doing practically something. A rancher, for instance, can hear the radio whereas he is eating his breakfast or tilling his field. People often

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<sup>13</sup> Edmond A. Bruneau



listen to the radio when they go to work by their car. Radio provides information, for example, weather forecast, news, advertisements, traffic congestion, music for your listening joy traffic conditions.<sup>14</sup>

### What Are Some Good Sides of Radio?

Radio is a comparatively low-priced way of contacting people. It has frequently been known as the "theater of the psyche" since sounds or voices can be utilized to make states of mind or pictures that, if peaked by visual impacts, would be difficult to manage. Additionally, you can discuss rates for your advertisements, or even barter. Stations are usually searching for awards they can offer to audience members, therefore it is probable to take full commercial credit for the service or product you offer.

Benefits of radio advertising are the followings:

- The capability to effectively change and refresh contents are remarkable to radio telecom, because news stories can and frequently do happen live.
- Radio is an individual promotional instrument. Station identities have a decent compatibility with their audience members. If a radio personnel reports about your business, it is exactly a suggested support.
- Radio is a method to help printed forms of your advertisements too. You can tell in your advertisement, "Look at our advertisement within the Sunday Times," that makes your message double as efficient.<sup>15</sup>

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<sup>14</sup> Edmond A. Bruneau

<sup>15</sup> Edmond A. Bruneau

## What Are Some Demerits to Radio Advertising?

Radio advertising has also its own disadvantages, as the followings:

- You are not able to review a radio advertisement. After it plays, it will go. If you do not get all the message, you will not be able to go back and listen it once more.
- As there are a considerable measure of radio stations, all the listeners for any one station is only one part of a substantially larger totality. Therefore it is crucial to recognize which stations your clients and probabilities presumably listen to. Besides, you will be in need of to purchase time on many radio stations to achieve the market you look for.
- Individuals do not listen to the radio whole day. They just listen during specific periods of day. That's why, it's crucial to be aware of when your clients or probabilities are listening. For instance, in the case that you wish to achieve a huge group of your listeners by advertisement during the morning ranch report, you should determine that period of time to the radio station while you purchase the time.

"Driving time" is one of the most prominent times to get people. It is about from 6 a.m. to 10 a.m. and from 3 p.m. to 7 p.m. It is known that since most people are driving to or from work place during this time, and since most people listen to the radio in their cars while they are driving. Unluckily, radio stations are aware of that this is a preferred time to advertise, that's why promotion prices are much higher in this period of time.<sup>16</sup>

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<sup>16</sup> Edmond A. Bruneau

- As a broadcasting means, radio is able to efficiently sell an image or one or two thoughts and no more. Whereas, it is not a detailed means and it is considered a poor place for sharing costs and phone numbers.
- Radio audience goes up in the spring and summer, by contrast to television audiences which goes up in the autumn and winter and declines in the summer. It is one of the most crucial factors to pay attention to while you are opting for advertising media.

## TELEVISION ADVERTISING

As people consume their more time watching television per day than using other means, television is usually known as a "king" of the advertising media. It associates the utilization of sight, sound, color and motion and it does work. Television has demonstrated its convincing ability in impacting human attitudes time and time again. However, it is the "king" of advertising prices too.

TV gets many audiences. TV audience is generally more than the audience any city's daily papers get. The territory which a TV station's broadcast signal spreads out is known as A.D.I., which means "Area of Dominant Influence."

Some benefits of TV advertising are as the followings:

- Advertisements on TV are able to provide a product or service with momentary truth and reputation.
- Advertisers can likely get the audiences they have targeted by advertisements on television. Advertisements can be reached by during cartoon programming,

housewives during the afternoon soap operas and ranchers or farmers during the morning agricultural reports.

- Television provides the best opportunity for imaginative advertisements. Advertiser is able to take her/his audience anyplace and demonstrate them almost everything.
- Because there have always been less number of TV stations relatively radio stations in a certain territory, every audience is classified with much larger groups, that gives you an opportunity you to get more audience, yet, more various audience.

Drawbacks of Television Advertising are as the followings:

Since television owns such a bigger ADI, the television stations can complete more for advertisements which is related to the many audience reached. The price of TV advertisement time is associated with two variants:

1. The quantity of audience who is watching the program.
2. The time during the day when the program is on TV<sup>17</sup>

A 30-second TV advertisement during prime watching time(8 p.m. to 11 p.m.) can be priced 10 to 30 times more than a radio advertisement while driving time which is assumed as main listening time.

Television blankets a large part of the state where we live, although the newspaper can blanket the general metropolitan region of the city. Television advertisement

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<sup>17</sup> Edmond A. Bruneau

can be the best kind of advertising for your business, if such a coverage covers most part of your sales area.

Creating an advert is also a crucial variable to think. Generally, television viewers have become more complicated and hope qualified advertisements. An advertisement of poor quality can seriously delimit the efficiency of your message, and might even make a fake image on your client's mind.

### YELLOW PAGES

Another method of getting market area is telephone book advertisement. It lets you locate your business catalog or advertisement in chosen groups in the book, by the theory being that when the people are in need of your service or product, they will view the groups and communicate you.

The content in your advertisement about the product or service is not so important, the most important thing is in which classification you are. When you write the advertisement you must be aware of the other companies' adverts within your classification. That's what to say, you should provide the answer to this crucial question - Why should the viewer choose your company over your competition.

There are some Telephone Yellow Pages sellers who usually use the method of selling as large and as possible to one firm, and try to show the other firms in the same classification what the one firm is doing thus they can beat it or match it. It is not considered as the best criteria for identifying advert size, but it is certainly good for the advert seller.

Some Merits of Yellow Pages Advertising are the followings:

- An advertisement is valid during all year.
- It can give an opportunity to describe the distinctions between your rival and you.
- You do not pay a large payment, you can give money by the month.

Some Demerits of Yellow Pages Advertising are the followings:

- You have to advertise whole year.
- You are instantly located with a part of your rivals, facilitating it for the prospect to comparison shop.
- Sometimes these kinds of advertising are not made correctly, that's why your advertisement is buried and become ineffective.
- This is just effective while a person looks at it within the right classification, guaranteeing the person identifies which classification to search for in the first place.<sup>18</sup>

## OUTDOOR ADVERTISING

Generally, people always think about the colourful billboards at the streets and highways, when they think about the outdoor advertising. Signs, posters, benches, and transit advertising-the advertising on subways, buses, taxicabs and trains are included in the "outdoor" classification. All of them are created with similar advertising methods and rules.

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<sup>18</sup> Edmond A. Bruneau

Outdoor advertising delivers to its audience as a component of the environment. It does not need to be delivered home, unlike TV, newspaper or radio. And also it does not give amusement to attract its viewers.

Some Pros of Outdoor Advertisements are the followings:

- Outdoor advertising is definitely delivered to its audience, because it is in the public domain. People can not "throw it away" and "turn it off." It does not matter if people like it or not, they are obliged to see it. In this case, outdoor advertising indeed owns a "captured audience."
- This advertising conveys its messages as a principle of "frequency." People see the same message several times with this method, because most messages remain in the same place for a period of a month or more. And when people who drive by or walk past see them again and again.
- Certain places can be reached for particular aims. An advert placed in front of your business will guide the public to your showroom. In other cases, you can get rural regions effectively by locating a billboard in every small district.
- This kind of advertisement is a perfect addition to other kinds of advertisement that is being done. Actually, it is most efficient once combined with alternative media.

Some Cons of Outdoor Advertisement are the followings:

- Outdoor advertisement is a brief look means. It only takes maximum 2-3 seconds of one reader's time.
- Messages should be short to match in this 2-3 seconds period of time.

- The influence of outdoor advertising (typically a three-month commitment) is very short, it is not conducive. It is week-long campaign.

There is nobody who is sure of the best way to promote the service and product. It is crucial to find out the different advertising media, then to choose those which can be the most efficient and deliver your message to the clients in a price-effective way.

It needs to keep in mind that advertisement is a funding on the way to anyone's business.

### **2.3 Advertisement message affecting customer behavior**

The advertisement message is a warning that is expected to wake up a predefined and defined response in the target public and it is everything that is said, heard and seen in the advertisement. The words, pictures, symbols, colors, images and other features which are used in the advertisement are the advertisement message. Selecting the words, images, symbols used in advertisement to reach certain purpose according to the suitable purpose and desired target group has an influence on success or failure.

Messages are the verbal or visual representations that advertisers want to tell and show to their target consumers. All of these is made by professional advertisers and transmitted to the consumers through mass media.

The factors playing role in the occurring of desired effect by advertisement message



Advertisement message must be unique: Advertising message should be unique and original in order to be able to do what is expected from it. Advertisers should create such an advertisement which is not thought or created by other competitors. No one could ever get success by imitating others. As in the geography, the person, who firstly set foot on the unknown area, will own it. In this case, telling others distinctive things in a distinctive way is a main factor for gaining success.

Advertisement message must be suitable to needs and expectations: Advertisement message should encourage the customers to buy this product. It should create a need for a certain product and create a sense of purchasing on customers. Customers' needs and demands should be selected as a focal point for creating recognition about service and products on consumers through advertising. An advertisement message should take consumers' satiety into consideration. If the automobile is a symbol of happiness, the message should describe in a striking way which level of happiness the buyers of the car have caught.

Advertisement message must be creative: Advertisers should try to think more different and more creative ideas or thoughts than others when they create advertisements. In a creative advertisement, after attention is focused on a certain point, products or services should be presented with magic words and interesting images to the consumers and an original, competitive and beneficial idea should be explained.

Advertisement message must make a promise and be reliable: Consumer purchase a product or service because of its benefit. Advertising message has a main promise and other supporting promises for consumers, as well as it can have a single promise. It is very important that this chosen promise is different and competitive

than other service and products. A promise can influence to the mind or emotions or both of them at the same time.

Advertisement message must be informative. The real information that is provided in the advertisement increases the effectiveness of the advertisement. The success rate of advertisement is depending on the level of information that is provided in it. Representation of the real things in the advertisement is the symbol of cordiality.

Advertisement message must be simple: Advertisement message should tell what is needed in a short, simple and fast way which does not cause to misunderstanding to the customers, in this way it will be easily placed in customers' memory. Because customers are not very interested in long and unnecessary explanations with unnecessary details. When a lean advertisement is offered to the consumer, the consumer will feel less chance for cheating or escaping.

Advertisement message must be repeated in regular intervals: Repetition of advertising messages in regular intervals causes the mass to be better understood and to be in their minds. For the continuation of the effectiveness of the advertising message, the advertisement must be continued for a certain period of time at certain intervals. It is explicit that learning something which you need to learn it by heart is easier when you reread it frequently. Repeating the same advertisements for several times over a certain period in television commercials is an implementation for this purpose<sup>19</sup>.

The witness of well-known people must be used: The witness of famous, reliable, expert, sympathetic and popular people has always been so beneficial. It is good

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<sup>19</sup> Edmond A. Bruneau

that a company use well-known people in its advertisement, but they should pay attention that the message or product is relevant with famous people. For example, as the Dove company found out in their research that women felt themselves bad when they saw slim models in the advertisements, this company used women in "real" sizes in the advertising campaigns launched in the United Kingdom.

The title of message and what to say is important and it should be paid attention: A title is the most crucial element in an advertisement. The title is read on average 5times more than the main text. The title should appeal the readers' interest. For instance, "How can ladies over 35 stay younger?". At the same time it should provide information about the product. For example, if the advertisement will be created about the medicine which prevents the burning sensation in stomach, there should be the burning stomach in the title of advertisement. Adding emotional words to the title is beneficial. The order of the words which will be said in the advertisement is also important. It is useful that the strongest ideas are at the beginning or on the headline to attract other's attention.<sup>20</sup>

Advertisement message must be prepared in a way of creating demand: Successful advertisement message should be created in order to create demand desire on customers. For this reason, identifying the tendency of the customers and preparing the message in this context are the main factors that causes the success. Making direct consumer calls with messages such as "Get it now", "last opportunity", "a small amount", are calls that put pressure on the consumer in this context.

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<sup>20</sup> Edmond A. Bruneau

Attention should be paid on the products of the competitors. With taking the likes and dislikes of the comparable company's similar product into account, a very rational, attractive and impressive advertisement can be made about the product which is advertised. Rival product and the advertisement of this product can be the starting point for the another ad production.

Advertisement message must be suitable for the target audience: An advertisement message should match the logic, emotions, social issues and personalities of the target groups. A detergent advertisement can be organized by these four items as follows: logical - "It cleans laundries better", emotional - "Your husband is fond of this cleaning", social - "If you want your cleaning to be noticed", personal sense - "For your beautiful skin you need to have". In an oil advertisement, messages such as those without cholesterol, without causing heart diseases, providing health, preventing weight gain and serving a delicate body address different feelings.

In addition to these stated factors, an advertisement message should be clear, honest and appropriate to the language the consumers use in their daily life and it should not be in conflict with habits, traditions, ethics and religions. It should be convincing and compatible with the product.

### **Impact of Brand Image and Advertisement Message on Brand Loyalty**

Satisfaction obtained by the consumer is related to the image of the brand, which is the sum of the prejudices, with the emotional incidents in the consumer's mind and the identity of the goods or service except the concrete products. A particular brand creates a distinctive identity for a group of goods or services. This identity is an important element that influences brand preference and brand choice. It is not the

goods or services that the consumer actually purchases, it is the image. This image represents the personality of the brand as a whole, as well as the consumer's impressions about the product. Personality or the image is the way consumers perceive the goods or service. The brand image is the brand's reputation and the consumer's perception about the brand. Creating an image is realized through the efforts of the integration between consumer and brand. Creating an image in the mind of the consumers actualizes as a result of the consumer analyzing about the messages left by the advertiser. Therefore it is important to create advertisements according to the point of view of the consumers in order to be in their minds.

Brands are like people. At the same time it is the combination of the product and personality. In marketing literature, the personality the brand owns is also called as brand image. Brands are values that allow consumers to receive the products and services and to become familiar with those products and services. The task of marketers is to create the maximum possible loyalty of the brand for consumers. Many created brands have achieved great success as they combine their products' characteristics with their personalities in a very balanced way. Harley Davidson can be the best example for it. Bob Dron, senior executive of Harley Davidson, has explained it very well. "Do you ever know any other brand like Harley Davidson that people carry it as a tattoo on their bodies?" Harley Davidson personality has been the part of a system of beliefs and values. These brands which are mostly appealed and needed by customers, want their customers to be loyal in a way that their eyes are blind. The relationship between brands and people is like a relationship between people, it is not different. It is argued that as the relationship of marriage between two people is based on emotional factors more often than rational factors, there is also such a relationship between the brand and consumers.

It needs to design the color, form, style and design elements on logo and symbols different than competitors and to design them in a way to attract consumers' attention and to represent all of these with the harmony that combines local, folkloric and contemporary elements in itself. Most of the time, something that improves the brand and makes it world brand with creating brand awareness is the power of design. These are the elements that enable consumers to choose that brand among the many brands, although these consumers come across with the message stream. The brands have different symbols as they have different names and sometimes people know these symbols better than brands. Like the crocodile of Lacoste and the star of Mercedes.

Brand loyalty can be defined as the customer re-purchasing a previously purchased brand as a satisfaction statement. Brand loyalty means that the customers always prefer it and never change it to other brands. Consumers do not just buy popular brands and they also buy the preference of the brand they choose, unlike the less popular brands. The secret of brand loyalty is considered as becoming popular brand. Then how is brand loyalty created? One of the most powerful weapons of creating brand and brand popularity is advertising. Advertising creates brand loyalty and brand image with offering attractive information and funny dreams to consumers, effective music and advertisement icons with slogans as well as it creates brand popularity. In this context, to engrave product on customers' memories as a brand, to make customers memorize the brand with informing about it, to reduce the awareness rates of other brands related to the same product, even if possible to clear off it, to place their own brand in those position which is emptied and to provide brand loyalty on customers, in a short way, to lead only one brand to be remembered and make leader in each different product category and to reinforce this leadership with repetitions are the brand-oriented functions of advertising.

Advertising provides the influence of consumer's opinions about brand values and helps the brand's price being acceptable. Advertising tries to make the brand natural choice with comparing it with other brands, using presentation, logic and emotionality, presenting that this brand is better than others, it needs to be tested, adding values to it, making others say "this brand is for me".

The advertisement is almost unique for its ability to create identity and positioning for brands. As they enrich users' experimentation, it also makes the consumers feel emotionally "consumer-specific" about the brand. That's what to say, consumers think that brand is especially for themselves. Is Levi's really stronger than other brands? Actually, it does not matter, the reason of customers' repurchasing products is the advertising that encourages people to buy it with their new advertisements over the years. Advertisement is a very effective weapon that creates brand's position in broad markets and helps to maintain this position there. It is quite difficult for a brand to achieve a real dominance based on the product and maintain it. In this context, advertisement has the power to shape, direct and reinforce the perceptions about the offers of the brand. Advertising creates an emotional connection between the consumers and the brand. This connection in product perceptions is one of the most powerful effect of advertising and this effect is experimentally proven by comparing anonymous (blind test) and branded product tests. In most markets, there are some products that when the brand name is announced they lose their flavor or performance rating they actually had. For example, in a taste test, before the brand name was announced, Skol had a 2-1 advantage over the Carlsberg beer. But after the brand names were announced, the opposite result was obtained. Actually, the most important thing for consumers is advertising (Butterfield, 2001: 266). Another role of advertising is calling out to the current customers of the brand and encouraging them to maintain purchasing of this

brand's products. Big brands have also an advantage about effective advertising, whereas users of a brand are paying more attention to that brand than to those who do not use it - as a result of the survey. The number of people who watches the advertising of big brands are higher than the number of people who watches the advertising of small brands, because big they have more users than small brands (Jones ,2006: 37). It is the explanation of why big brands encourage more customers to purchase their products and create brand loyalty in comparison with small brands.

Advertising does not only strengthen brand name in an abstract sense, it associates it generally with specific character, ideas and feelings. They are commonly more visual not verbal and more emotional not rational. In many cases the consumer is not even aware of these ties. Advertisements associate a brand to something by repeating it frequently in the usual environment and it creates a connection between that product and symbol/word on consumers. Psychologist Charles Osgood has shown that when a particular adjective is consistently matched to a particular noun, the meaning of the adjective changes according to the matched noun. For instance, a noun as "snake" is often matched to an adjective as "sticky", we begin to think that snakes are sticky although they are not. The advertisement has a measurable short-term effect when every time it is watched. It means that in the near future the probability that the brand will be preferred than its competitors will increase. However, if this action is repeated consistently, brand association's knitting can be strengthened. Repeating exposure to the advertisement will have an effect; but in a passive case, if the product is not yet purchased and the personal experience dimension is not available, this effect is weak. Repeating presentations with purchasing have more impact and strengthen brand association's knitting. If the



advertising campaign is able to do this more effectively and in a shorter time than competitive brands, it means, the brand will grow.

Consequently, the advertisement of a brand is like its packaging; it is a part of the brand's personality wardrobe. Just as beautiful clothing makes one look more attractive, a successful advertisement can also increase the brand's appearance and attractiveness<sup>21</sup> (Sutherland veSylwester, 2003: 103)

### **Advertising Models in Successful Branding**

We can see DAGMAR ( Defining Advertising Goals For Measuring Advertising Research) and AIDA (Attention, Interest, Desire, Action) among the successful models for the measurements of brand awareness, attitudes and images of the brand.

The Dagmar model, developed by Russel Colley, defines the purpose of advertising as a specific communication task that will be performed between target groups within a certain period of time. The model's exit point is that the individual is unaware of the existence of a brand in the market. At this point, the first task of the brand is to attract the attention of the individual to advance in the hierarchical structure of the model. Second step, as an understanding of the brand, involves that audience learns some information about the brand. The third stage is the stage in which the individual is between the brand's understanding and buying action and showing the buying behavior.

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<sup>21</sup>(Sutherland veSylwester, 2003: 103)

Another model that clarifies the communication-oriented purposes of advertising is AIDA(Attention-Interest-Desire-Action), NAIDAS (Need- Attention-Interest-Desire-Action- Satisfaction) which are composed of their first letters. The main aim of these models is trying to attract consumers' attention to the product which is advertised and to have an impact on customers for encouraging them to purchase these products. In other words, through these models changes that may occur in the targeted group are introduced as a result of communication. Accordingly, it expresses the brand awareness with information and interest or desire with purchasing process. This model have such an impact on consumers: After being aware of the brand, the products attracts consumers' attention and they create a desire on consumers to buy them and ultimately it encourages consumers to buy them. According to the AIDA (Attention-Interest-Desire-Action) model, the target is providing the interest of consumers about the product which is advertised (I) while attracting consumers' attention (A) . In the following stages, communication activities are guided for the consumer's desire (D) for brand and for the purchasing action (A).In the NAIDAS (Need- Attention-Interest- Desire-Action- Satisfaction)model, which is created by making the AIDA model more comprehensive, the process works in a similar way. Unlike the AIDA model, however, the consumer's needs (N) are introduced before promotional efforts are realized and after purchasing process the satisfaction level of the consumer (S)is handled<sup>22</sup>

### **Items commonly used in advertising messages**

### **Sexuality and Women's Character in Advertising Messages**

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<sup>22</sup>(Ar, 2007: 151; Aktuğlu, 2006: 6).

The use of sexuality in advertisements has always been one of the irreplaceable factors that the advertising industry has always kept it in the foreground since early years. There has been a lot of researches that identifies the effects of sexual-motivated advertising on consumers. Feminine was often used as a tool for attracting attention to the products. It has been observed that when the product is associated with any part of the female body, it affects sales volume positively. Four different categories of the utilization of sexuality in advertisements have been identified on Boddeweyn's research:

- To reflect the idea about gender discrimination, prejudice against women and gender inequality through gender role models
- To create gender, race, age, social status discrimination and humiliate those people in advertisements
- To use violence against woman in a part of advertisement in order to attract audience's attention
- To use women usually for decorative or attention-grabbing purposes and to focus on the woman instead of the advertised product

Sexual-oriented advertisements are given in different formats. These forms of sexual content and imagery bring out of the consumer's romantic feelings. In advertising, the most controversial and most obvious examples of sexuality are focused on models' clothes, what they wear, or what they do not wear. Explicit clothes and poses that reveal the human body contain basic enticing messages. In advertisements, images of a couple or kissing are also frequently seen. A woman describes a sexuality that is not clearly visible in the advertisement: "The closeness between man and woman, man's caressing and look at the woman". While another one thinks "Woman and man are in each other's arms

and they lie on the beach". And both of them associate it with sexuality according to their own thoughts.

Even when it is not related to the product, women are often used in the advertisements of the products for men. Women are visually displayed in the advertisement of the products such as automobile, technological products, razor blades and etc. in an unlimited way. When you have an automobile like in advertisement, it is tried to emphasize that you will have an attractive and beautifully depicted woman as well as your car. The female body is also used as a narcissistic worship tool. In this usage, perfection is symbolized in the body of a perfect model, and with this strategy used, the woman is directed to the related cosmetic products by showing lack of her own body in order to capture perfection. In another strategy that is based on competing with the other female images shown in the advertisement, women are convinced that a woman who succeeds in all aspects of her life and looks beautiful, slim and flawless is an important element of this success because she will use her right product to attract men's attention and eliminate other competitors.

In many advertisements, female gender has been shown as a weakness symbol. Woman is frequently seen as obedient, amenable, in need of constant change and self-evident, ashamed of herself and her body, unhappy and dissatisfied with her life in many advertisements. Many advertisements portray women as confused and perplexed, conflicting, and usually in need of help. The sexy female image is fragile and vulnerable as a character, which can easily be manipulated. It is really too deplorable and heartbreaking situation that really gives rise to manipulation and makes women convince to their statuses and women are left to be need of being weak, irrational and needy (Uslusoy, 2007: 329). In advertisements, femininity is

often associated with passivity, sensitivity, and compassion, while masculinity is associated with activity, rationality, intelligence, and productive roles. The women are most often described as a mother, good wife or sex object in the advertisements.

It is emphasized that there can be many reasons of the use of sexuality in advertisements. The first reason is to feed a hunger. However, instead of satisfaction, a new dissatisfaction can also occur. Another reason is that the consumers identify themselves with the advertising stars. In advertisements sexuality and female sexuality are used to provide a sense of remembrance and to create an irresistible attraction about the product. From the wrapping and packaging designs of the products to the bottling patterns, more precisely, from the wide-shouldered perfume bottles to the thin cola bottles, numerous designs use sexual images in advertisements and products.

### **Humor in Advertising Messages**

Humor ads are advertisements that try to make the audience laugh even sometimes they are not successful. Humor stimulates feelings like entertainment, happiness, energy, joy. The humor that causes such feelings affects attitudes and behaviors towards the brand, thus it contributes to the brand image as well. The usage of humor in advertisements brings the feeling of satisfaction and pleasure and provides the presentation of the information in different ways. Humor is very important factor for advertisements as it draws attention, improves the remembrance of brand name, and creates positive thoughts. Humor ads are usually warm and pleasant advertisements for the audience. As well as humor advertisements have a sophisticated and complex structure, it also needs an intelligent to create it. It is believed that positive thoughts about the advertised product or service will occur with the use of humor in advertisements. As it seems,

the use of humor in advertisements intensifies the customers' attention for the product and motivates them for purchasing. Humor has the ability that provides the understanding of the message and convince customers. Humor is supposed as a key to open any door. Consumers who watches humor advertisements will be interested in the product if they laugh and feel amused at the end of the advertisement.

Humor has three main mechanisms that will work in advertisements:

- Consumers tend to mentalize such advertisements as entertainment rather than make a true / false assessment of their content, and it is less common to discuss the opposite of ridiculous advertisements.
- Ridiculous advertisements attract more attention and interest.
- Ridiculous advertisements are generally more liked. Liked advertisements are more likely to be effective.

According to Freud, the world of humor is "a place where we temporarily and symbolically return to the actor and happy mood of our childhood". When we are in the position of enjoying, appreciating humor, we stop the attempt to process the advertisement in a normal, informative, or logical manner.

With using humor in advertisements, marketers try to attract consumers' attention to their own products. But one negative side of it is that consumers can be so busy with humor so they may not even notice the message and brand that is shown in the advertisement. If humor is not used correctly, it will distract the attention from the message and the brand. That's why, the brand-message communication in

advertisements needs to be stronger enough to compensate the suspicious effect of humor<sup>23</sup>.

### **Use of Star in Advertisements**

The use of the famous people / stars in advertisements has been one of the tactics that marketers have been trying to increase consumer buying behavior for many years. With this technique, which is called "Star strategy", it is ensured that the brand becomes a star in a short time by identifying the product with a person or personality who has already become star. In the United States, while producers pay about \$ 1 billion each year to use well-known names and characters in their products, they earn about \$ 20 billion from sales of these products.

According to Freeman, even those people who insist that every person makes their decisions completely independently and under no influence, they are also going to be under the influence of reference groups. The consumer will be influenced by the idea which is provided by famous person (idea leader) and consumers think that this product or service will enhance their reputation and make them more successful in the society. This scenario is often used in many advertisements for nutrition, health, clothing, and housing. In such kind of advertisements, the message which is wanted to be delivered to consumers in an implicit or explicit way is that: " If you want to be healthy, dress fashionably, live in a nice house, the solution is to consume the food you see, choose this product or brand, or apply to the construction company. Because that's what the people in the advertisement did.

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<sup>23</sup>(Sutherland veSylwester, 2003: 236-238).

The healthy life, elegance or comfort you miss will come with the goods or services advertised to you".

While famous people are being used in advertisements, they will either testify a product or service related to their own field and advertise them, or it does not matter if the product or service related to their own field or not, they will act as a character in advertisements and will approve them.

According to various researches, the most important reason why the stars are preferred is that the existence of the star players has been determined as one of the most important points that help the advertisement to keep in mind. With respect to a research, physical attractiveness increases attention. While all other variables are fixed, as the physical attractiveness of the person in the advertisement increases, the audience watches it more carefully. In this context, we can say that the star is the most important element that will identify the product with the character and encourage the consumers to purchase the advertised product / service.

While using names of famous people as a brand, the most important point that should be paid attention is the suitability between the product and personal characteristics of these people. Except the famous people's positive characteristics as reputation, talent, charisma, their beliefs are also very important for target audience. The target audience must believe that the famous person is the expert about the product and it is honest what they say about it. So it is important to pay attention to the characteristics of the product and the star. For example, it is very meaningful that Michael Jordan played in the advertisement of the basketball shoes which is called Air Jordan and produced by Nike company. Every behavior of well-known people is open to criticism of the society, and the behavior of these



people can easily become a message to be delivered to the consumer. A negative attitude or a bad judgment of the society can directly be reflected in the image of the product. For instance, Madonna imitated by young girls in her own way is included in the star strategy of Pepsi Cola company for years, but after a while the company had to abrogate its contract with her, because Madonna was increasing the dose of obscenity, her video clips were objectionable and could give rise to some problems on American television, and they were also considered as not suitable according to religious point and being excommunicated by the Catholic Church. Thus the company thought that such a person who does not recognize a rule may have a bad influence on young consumers. So it decided to cancel the contract with her. Also there is always the possibility that the person who advertise the product can have influence on consumers. Especially when the chosen person is a sportsman, a singer or a similar businessman, the failures in their professional life can affect the image of the product negatively.

Another thing that needs to keep in mind is that the selected person should not be mentioned with more than one product. Because the obvious sound, the familiar face, can confuse the mind of the consumer and prevent the brand from becoming more concretized. Luciano Benetton displayed a slogan like "You know me, do not travel without it" in the advertisements of the American Express Cards and tried to emphasize that "what you should not travel without" is American Express card. However, as a result of tests conducted in France where film was broadcast in, it appeared that audiences could remember the "BENETTON" more than the

American Express card after watching the movie, and the American Express stopped the campaign immediately<sup>24</sup>.

Advertiser or advertising agency should pay attention to these negative sides. A wrong choice and approach will cause all efforts to be wasted and a negative image for the firm. If the stars play in the advertisements and these advertisements does not have an influence on sales volume, it means that it is the advertisement of the stars and that is not the purpose of advertiser. But a suitable star and a good idea can build a friendship relationship between a product and consumers<sup>25</sup>.

If a company use a star in their advertisements, it causes to create ideas for consumers, that's why , this company should pay attention to the suitability between the star and products. It does not matter if a person is famous or not, suitability between them is the most important factor<sup>26</sup>.

### **3. Methodology**

In a period where a big quantity of information are being gathered and kept by research workers whole the world, the practicality of utilizing present information for study has been becoming more dominant<sup>27</sup>. That is why, secondary data strategy was used in this dissertation in order to get the research objectives. Secondary data is the data that has been already gathered by other sources. And secondary data

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<sup>24</sup> Nilay Taşyürek-2010

<sup>25</sup> Nilay Taşyürek-2010

<sup>26</sup> Nilay Taşyürek-2010

<sup>27</sup> Andrews, Higgins, Andrews, Lalor, 2012; Smith et al., 2011

analysis is examination of data which was collected by somebody else for another main objective.<sup>28</sup>

The primary advantages of secondary research are the suitability it offers and cost-effectiveness<sup>29</sup>. As somebody else has already gathered the information, the researcher should not spend financial resources to the collection of information. When good secondary data is accessible, researchers are able to get access to and use high quality larger datasets, for instance, those gathered by funded institutions and studies which involve larger examples and contain significant coverage. In addition, the usage of existing data series can increase the speed of research since some steps of a normal research project which causes time consuming so much, like collecting of data or measurement development are removed<sup>30</sup>.

However, there is also some disadvantages of using secondary data. The most primary drawback is that the researcher does not have any information about how the research was completed, because he or she did not participate in the implementation and arrangement of the data collection process. In addition, all data collection working has its own “dirty little secrets” which does not invalidate the information but should be considered by the researchers<sup>31</sup>.

Thus in order to deal with the problem of validity, it should be noticed that this dissertation used accepted and recognized sources, for instance, Google Trends, Forbes Business Insider, company webpages. They are trustworthy

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<sup>28</sup>Johnston, 2014

<sup>29</sup>Smith, 2008

<sup>30</sup>Doolan&Froelicher, 2009.

<sup>31</sup>(Boslaugh, 2007)

sources, which helped in getting necessary information of Coca Cola company. Additionally, the way to secondary data examination is to implement theoretical information and conceptive abilities to utilize existing information to address the questions of research<sup>32</sup>. Hence, the initial step of the writing process in dissertation was to improve the research objectives and the main purposes were to find out the benefit of advertising, to discuss the results of the advertising by Coca Cola and learn its impact in Azerbaijan. Finally, I would like to note that, the present data was sufficient to address the research objectives.

## **4. Findings and Discussions**

### **4.1 About Coca-Cola**

The Coca-Cola Company is one of the most popular American beverage company, which produces nonalcoholic carbonated soft drink. This company has been famous for its leading product called Coca-Cola which is invented by John Pemberton in 1886. It is considered as the one of the greatest multinational company in the world and usually known with its abbreviated form "Coke". Its products are dominating in the soft drink industry. The name of Coca Cola is based on its 2main ingredients - coca leaves and kola nuts (origin of caffeine). The formula of Coca Cola is still secret, though there are many recipes which have been spread. The Coca Cola company has had a lot of lucky ad campaigns. Today over 500 brands are offered by Coca Cola in more than 200 countries and more than 1.9billion beverages are consumed per day. Let's look at the detailed information of "Share A Coke" campaign by Coca Cola.

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<sup>32</sup>(Johnston, 2014)

## **4.2 "Share A Coke campaign"**

### **Background**

"Share a Coke" campaign of the company has been one of the best marketing campaigns in the history of Coca Cola. This campaign consisted of various marketing strategies like TV Commercials, billboards as well as a tool of trial marketing where buyers were able to create their own bottles. For 250 of the country's most famous names, the company's iconic logo was traded out by this marketing strategy. Fundamentally, customers had the opportunity to have a common name, like "David," typed on the bottles of Coca-Cola and were inspired to share these bottles with their family or friends.

Furthermore, customers were able to share their stories or experiences on social media like Facebook, Twitter and etc with the hashtag #ShareACoke. And people who shared their own stories got the chance to have their images published on the website of the company or on the company's billboards.

### **Objectives of Coca Cola 'Share A Coke' Campaign:**

There were 2 main objectives that Coca-Cola wanted to achieve with the campaign of 'Share a Coke':

- The first and main one was to raise their sales volume.
- The second one was to engage with the company's clients by communicating with them.

The company wanted to create a platform where people will not only use the product but additionally love the brand with this campaign.

## Strategies of Coca Cola 'Share A Coke' Campaign

### 1. Multichannel Roll out

Coke spread this campaign by different channels like television or newspapers commercials. But with social media channels, especially Facebook the campaign indeed began to hit its peak. Users took place in a massive scale through Facebook. In addition, "Share A Coke" campaign got great number of sharing because of buyers who could keep in touch with each other. Simply, customers had to send the name of their friend as a message that would be shown live on the iconic Coca-Cola logo which was at Sydney's King's Cross. Then an MMS would be received by the costumer through Facebook or mail which would consist of the name of their chosen friend lit up in lights.

### 2. Supporting attendance creation of online media campaign:

Encouraging a lot of customers to participate gave rise to create big quantity of social media content. This campaign was created through especially targeting the customers who are so active on social media, who contact with their family or friends with sharing posts and photos on Twitter, Facebook etc. Moreover, Coca-Cola company made those costumers as inventive administrators of the brand encouraging them to advertise the product of the brand. This caused a lot of users connecting each other on different platforms of social media such as Instagram, Facebook and Twitter.

### 3. Engaging with the purchasers at a individual level:

As a brand, Coca-Cola was connecting with its consumers in an emotional way by personalization. Coca-Cola found the new method to connect with its consumers. It was personalization. That's why, it designed the campaign with this way which encourages personalization in an advantageous way. Customers love expressing themselves in a creative way by storytelling or keeping in touch with their mates and consequently, the campaign got profit through this type of costumer behavior. Furthermore, Coca-Cola wished to connect with its consumers and give promotion to its brand name at the same time. For example, after a costumer gives a name-branded Coke can or bottle to his brother, he will feel like he makes his brother proud rather than giving promotion to the Coca-Cola brand. In addition, by sharing images on social media with the #shareacoke hash tag, it causes much more individual online media content that give rises to a lot of shares across.

Coca Cola only used 250 common names that might be used, but not everybody's name is generic name and it could decrease the campaign's personalization. But the company had thought about it too. A 500-stop, cross-country "Share a Coke" tour was created by Coca Cola which enabled fans to modify a Coca-Cola can for themselves and a second can for somebody special for them. So this tour also gave opportunity to the company to get alternatives with nicknames like "BFF," "bestie", "star" and etc. It added an extra individual touch for costumers.

**4. Effective Calls to Action in the campaign:**

An effective Call to Action was created by Coca Cola in the campaign. A Call to Action was itself the name of campaign as 'Share a Coke'. This name influenced people to buy Coca-Cola and then to share their unforgettable moments with their family or friends on social network. Coca-Cola had guaranteed the slogan of campaign as very appealing and easy something to recall, so the call action would immediately spring to mind when the client buys the product.

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### **Results of Coca Cola 'Share A Coke' Campaign:**

The followings are the findings from the analysis of Share a Coke campaign:

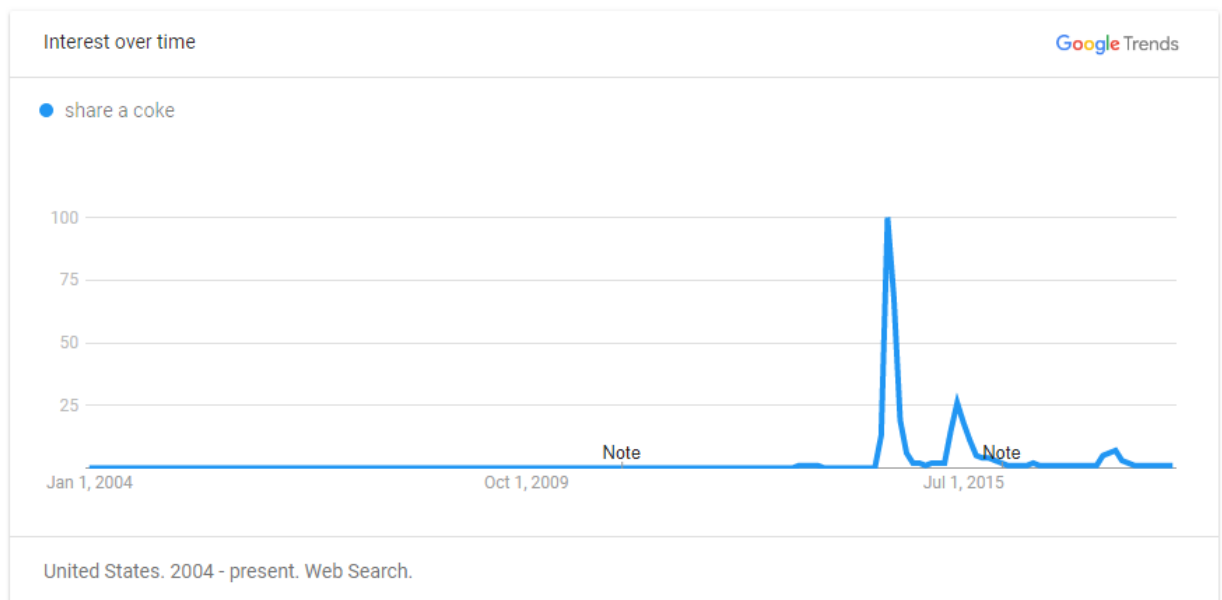
- The campaign got about 18.3 lakhs (a hundred thousand) media impressions.
- The ratio to from young to adult consumption of Coca-Cola increased by 7%.
- Coca Cola company created a positive image of itself as a brand.
- As a result of the campaign, Facebook site of Coca Cola got approximately extra 25million followers.
- 12% of online conversations was about Coca Cola between June and July in 2014 and at the same time, more than 125,000 social media posts were based on the "Share A Coke".
- More than 353,000 virtual Coke bottles were shared online.



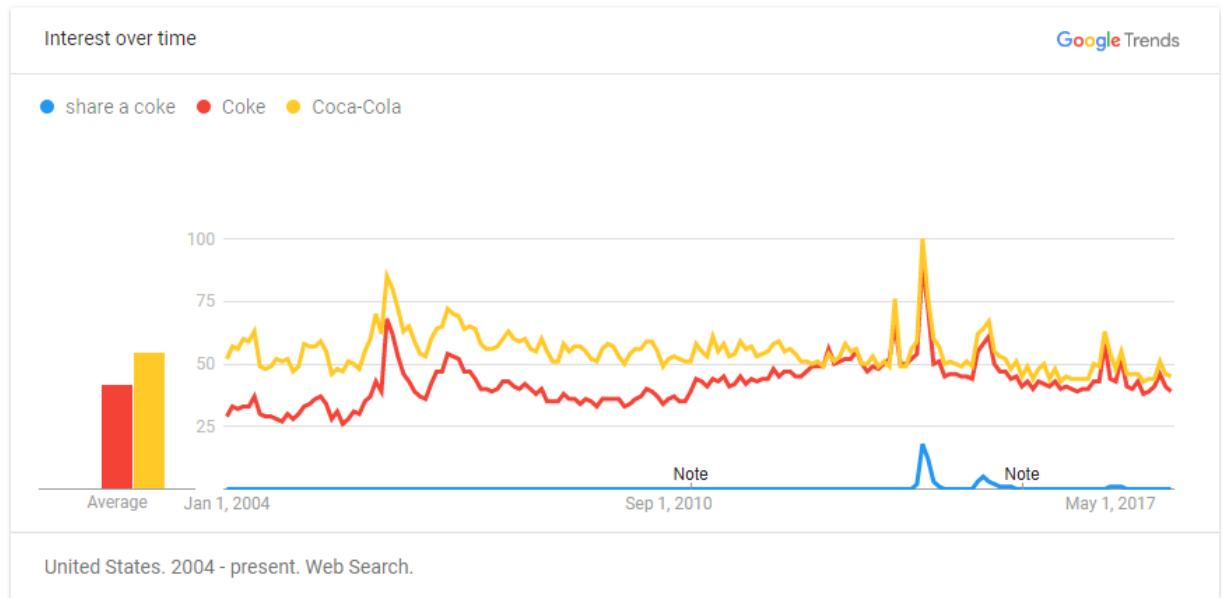
- About 76,000 virtual cans of Coke had been shared online.
- Around 378,000 custom Coke cans were published in the country.

So it is available to see the success of "Share A Coke" campaign on the data about the Coca-Cola brand in Google Trends.

This campaign got a growing amount of attention after being started in the U.S. In the short term, three month time period from June to August, the search term as “share a coke” faced with a considerable rise in U.S.-based Google searches.



In addition, indicator of this campaign’s success is that it also caused to significantly increase of Google searches for terms such as “Coca-Cola” and “Coke” in three months. That is a powerful sign of an efficient ad campaign.



What stands out from the graph is that people who saw the campaign, but maybe don't have exact information what it is, were actively searching for to get more information about the ads of "Share A Coke". Their desire to find out information of the campaign is really a good sign of their possibility to communicate with the brand at a later time<sup>33</sup>.

### **What we learnt from "Share A Coke" campaign:**

"Share A Coke" Campaign has been one of the best campaigns of Coca-Cola company. It demonstrated us how a brand as Coke that is so popular and reputed can contact with its customers through letting them modify the logo by their name. One reason of this campaign's success is that it attracts to individual customers. What could be better method to attract anybody's attention than through printing her or his name on the surface of product? Success of this campaign showed us that when personalization can be shared with a large audience, then it can be more

<sup>33</sup> Akshay Heble 2016

efficient. It provides the customers the platform to find out their creativeness by customization, while motivating them to share. Actually, it is not a realist strategy for a lot of companies, but it is crucial that you should always think how your campaign will be able to be perceived by people at the personal level.

In addition, "Share A Coke" campaign explained us, online networking plays a main role to have an effect or can be used in a customized way to suit the demands of the customers as well as the firm itself. The unspoken secret of the campaign is the connection between Coke and its customers at a individual level. Another part of that advertisement that makes it very effective and significant is its power to focus on the narrative structures. It means, "Share A Coke" campaign provides unlimited opportunities for narrating in its advertisement. And this is a great advantage for Coca Cola company<sup>34</sup>.

#### **4.3 Coca Cola in Charity Fair of Azerbaijan in New Year Eve**

This year Coca Cola company joined Charity Fair in our country during New year eve. They attended with the decorated classic car and Santa Claus which has been their irreplaceable symbol of advertising campaign since 1920s. In this campaign Coca Cola again used its traditional strategy which encouraged consumers to attend in charity fair, take photos of themselves with car and Santa Claus and share these photos on social media. Santa Claus is a very effective tool to use in advertising campaign in New Year eve to appeal people, it was undeniable that it would achieve success. Santa Claus, as a symbol of New Year, attracts everyone's especially children's attention. Additionally, decorated classic car was also used in this fair which is really attracted by people because of its antiquary that makes

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<sup>34</sup> Kayla Minguez 2014

nostalgic feelings on people. While taking pictures with this attributes and sharing them with special hash tags on social media, brand awareness of Coca Cola company increased. Furthermore, the company provided an opportunity to amuse children. All of these factors cause to create good opinions about the company and increase the reputation of the company. Increasing reputation of the company can also lead to the increasing of sales volume in the future.

#### **4.4 Trophy Tour in Baku**

The fourth FIFA World Cup Trophy tour by Coca Cola, which was started in Colombo on 24th of January, 2018, was organized for the journey of the official FIFA World Cup trophy to more than 50 countries on 6 continents and will be finished in May with the returning of trophy to Russia. On 9th February, it arrived in Azerbaijan, providing Azerbaijani fans the opportunity to experience football's most desired prize. This visit to Azerbaijan was organized in the partnership with the long-term partner of Coca-Cola in Azerbaijan and Azerbaijan Football Federations Association. It was a once-in-a-lifetime chance to see the most iconic symbol in football for thousands of fans.

Ms. Alexandra Akkirman, Public Affairs and Communications Manager of the Coca-Cola Company for Caucasus and Central Region said that this trophy is the most popular Trophy among the world of sports, it is a sign of optimism which builds connection among the people. So Coca-Cola brought happiness to many fans while organizing the World Cup tour. It means that Coca Cola built brand awareness and anticipation with this tour, it would get its consumers' love and reputation for this company, because it realized numerous fans' dreams. In addition, for a long time, the emotions of seeing the FIFA World Cup Original Trophy will

remain in fans' memory. It leads to the not forgetting Coca Cola company too, since there were the slogan and logo of the company behind the FIFA World Cup, on the plane which brought trophy to Azerbaijan and in the places where event was organized, While taking photos and sharing them on social media with special hash tags like #getready, Coca Cola company again used social media strategy.

## **5. Conclusion**

To sum up, after all these explorations and analysis, we can say that advertising has both good and bad effect on consumer behaviors. So it depends on some factors and tools used in advertising that you should take into account when you advertise your product or service. What I learned from this research is that companies should pay more attention to their advertising strategies or advertising campaigns. I must also emphasize that no matter how well developed the company is or how well-known its reputation is, without well-improved advertising strategy, not any companies will be able to continue in this way. All companies need to expand their brand awareness, to get reputation, image and customers' respect, to attract more customers and especially to increase their sale volumes in order to get more profit, thus advertising is required to provide all of these things. Advertising is considered as the best and most common way to get all these things that I mentioned.

Furthermore, there are also drawbacks of advertising which also affects consumer behaviors when the advertising is not constructed correctly. For instance, any star used in advertising, who has lost his/her reputation by people, can definitely have a bad influence on consumer behaviors and it will directly affect the product or service of the company and will decrease company's reputation and image. So it will lead to the decreasing of customers. That is the reason why companies should take into account their advertising strategies, when they create advertisements.

If we look at the advertising strategy of Coca Cola company, we can appreciate it because of its great advertising strategy. Coca Cola company has always been distinguished with its best marketing campaigns. "Share A Coke" campaign has been one of the best advertising campaign of Coca Cola that we discussed in this research. As it seems from the results, this campaign played main role in Coca Cola company. It really increased sales volume, got many Facebook followers, increased awareness of the company and etc. Besides all of these, Coca Cola has also realized many events such as Trophy Tour in order to get its consumers' respect. This is also considered as advertising strategy and we can see its many benefits on consumer behaviors too. Such kinds of social events like Trophy Tour or New Year advertising campaign in charity fair increase awareness, reputation or image of company. All these factors demonstrate that Coca Cola company has always used right advertising strategies and the real secret of this company's reputation is hidden in its strategies.

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