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HOW ECONOMIC CRISIS CHANGED CONSUMER SEGMENTATION

ABSTRACT.

The recent economic crisis has affected every country including Turkey since the last quarter of 2008. The recent economic crisis, as the antecedent crisis, has been the focus of different studies because it changes consumers' perceptions and consumption behaviours as well as consumers' attitudes towards different sectors. The advertising sector which is considered as one of the most affected sectors by the economic crisis can make some adjustments based on changes in perceptions and attitudes of consumers. This study aims to investigate consumers' attitudes towards advertising according to their economic crisis perceptions. Results reveal that consumers are grouped into seven segments regarding their attitudes towards advertising in terms of their economic crisis perceptions. Consumers with different socio-demographic characteristics perceive economic crisis differently and develop different attitudes towards advertising. Education, income, age, gender and marital status are significant variables to develop consumer segments in crisis perception, while married and older consumers with a low-level of income and education perceive a crisis more significantly while their attitudes towards advertising are more positive than others.

KEYWORDS. Economic crisis, Advertising, Turkey

1. INTRODUCTION and OBJECTIVES

Crisis could be defined as a stressful situation that must have immediately given a reaction and it makes organizations' crucial functions ineffective as a result of the fact that their present values, targets and assumptions become uncertain (*Dincer, 1998*). Economic crisis, on the other hand, as a type of different crises is defined as crises that create unexpected results from the events which seriously affect a country's economy and organizations in literature according to *Aktan and Sen (2002)*. Economic crises can arise from different reasons like a rapid decline in production and cut in emission volume, a sudden decrease or increase of the general price level, a skyrocketed unemployment rate, a fall in stock exchange, uncertainties in foreign trade regime or business speculations (*Aktan and Sen, 2002; Titiz and Carikci, 2001*).

Though great numbers of crises had been in the history which stem from starvation or famine, economic crises which one understands today have emerged first in the beginning of the 19th century and many crises had occurred up until to 1929 (*Aktan and Sen, 2002*). But the most noteworthy crisis of economics literature is undoubtedly 1929 Great Depression. After

that the 1973 Oil Crisis, 1992-93 European Money Crisis, 1994-95 Mexico Peso Crisis, 1997-98 Asian Financial Crisis, 1998 Russian and Brazilian Currency Crisis, 2001 Turkish Financial Crisis and the 2007 Asian Financial Crisis are the other important economic crises (*Isik, Duman and Korkmaz, 2004; Sriwardana and Dollery, 2002*).

The crises up until the 1990s are named as “the first generation crises” by the economists. The crises that emerged in the 1990s were not similar to their predecessors so they were differentiated as the “second generation crises”. Furthermore, the crisis that aroused in Asia in 1997 was different from the previous ones (Okeahalam, 2000) and it’s widely believed that this crisis and its successors are the “third generation crises” (*Erdogan, 2006*).

While the crises which occurred after the 1973 Oil Crisis have been named as financial crises due to the reasons of liberalism tendency among financial markets, using new “financial products” in the market, increasing opportunities to make transactions among international milieu and passing funds into the international financial markets that offer easy profit (*Rosier, 1991*); financial crisis is described as deterioration that stems from the fact that financial markets can not truly direct the funds because of a worsening mechanism of decision making of the market about ethics and problems (*Mishkin, 1996*). The facts that increasing capital mobility and since financial markets have been exposed to less arrangement remove regional differences (Kamisky and Reinhart, 1999) and financial crises are spreading out very fast among countries (Ang, Leong and Kotler, 2000).

The last financial crisis which affected a great number of countries throughout the world is a global banking crisis, which stems from subprime mortgage credits and appeared first in USA in the last quarter of 2008 and then spread out so rapid due to the domino effect of international level of banking systems (Batirel, 2008). The issue regarding the mortgage sector that appeared in the USA and then affected the whole world laid the foundations by some financial institutions to give mortgage credits to individuals or institutions which have lower credibility five years ago and in this way the financial sector has taken a great risk (*Susam and Bakkal, 2008*). After the nationalizing of Freddie Mac and Fannie Mae which was founded to develop secondary markets, the big investment bank Lehman Brothers US applied for bankruptcy, Merrill Lynch was sold to Bank of America for a notable low price and in addition to this, the giant insurance company AIG was obliged to use tremendous amounts of credits from the FED in order to continue its operations (*Alantar, 2009*). This crisis made worse the effects of Asia Crisis which the globe has not exactly fully recovered from.

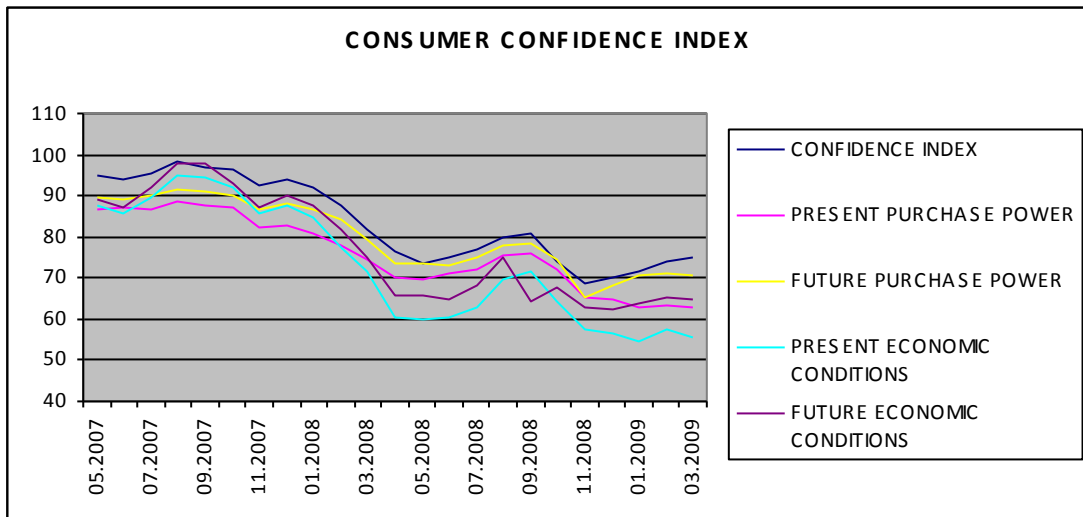
In Turkey, economic crises have been experienced through increasing intervals especially since the 1990s. The economy which has been affected drastically by the Asian and Russian crises occurred after 1997 and was pushed into a harsh shrinkage (Yeldan, 2005). Before market politics-predominant three-years-economic program which was put into practice in the end of 1999 completed a year, the economy on November of 2000 got a severe depression. This crisis was handled before it deepened excessively with the support of IMF but another crisis similar to previous crises aroused on February of 2001 and it was decided to transfer to floating exchange rate system as a result of a rapid fall in foreign exchange reserves since this attack could not have been endured (*Eren and Suslu, 2001*).

This last crisis was felt also in Turkey just after its emergence in the USA in the last quarter of 2008. It's stated that crises affect Turkey through four mediums which are credit medium, foreign trade medium, portfolio medium and that decreasing confidence affect consumers' and investors' behaviors negatively (*TEPAV, 2008*). The financial indicators confirmed that Turkish economy has been severely affected by this crisis. The unemployment rate was recorded at 11,6% in January 2008 while the rate increased to 15,5% by January 2009 as well as Monthly Industry Production Index declined 20,9% during March 2009 comparing with March 2008 (TUIK).

According to the Consumer Confidence Index, it's clearly seen that consumers have been unfavorably affected by the financial crisis which began among Asian countries in July 2007 and perceptions even worsened by the last financial crisis that began in the US in the last quarter of 2008. Figure 1 shows consumers' opinions about present and future economic situations and purchasing power, between May 2007 – March 2009. As seen from Figure 1, these five factors fell from May of 2007 to present time (TUIK).

Both the Consumer Confidence Index and general perceptions of consumers index about present and future purchasing power, present and future economic conditions have declined since this Asian Crisis and it's seen that there's also a sudden decline after September 2008 which represents the last financial crisis as figured out in Figure 1 (TUIK).

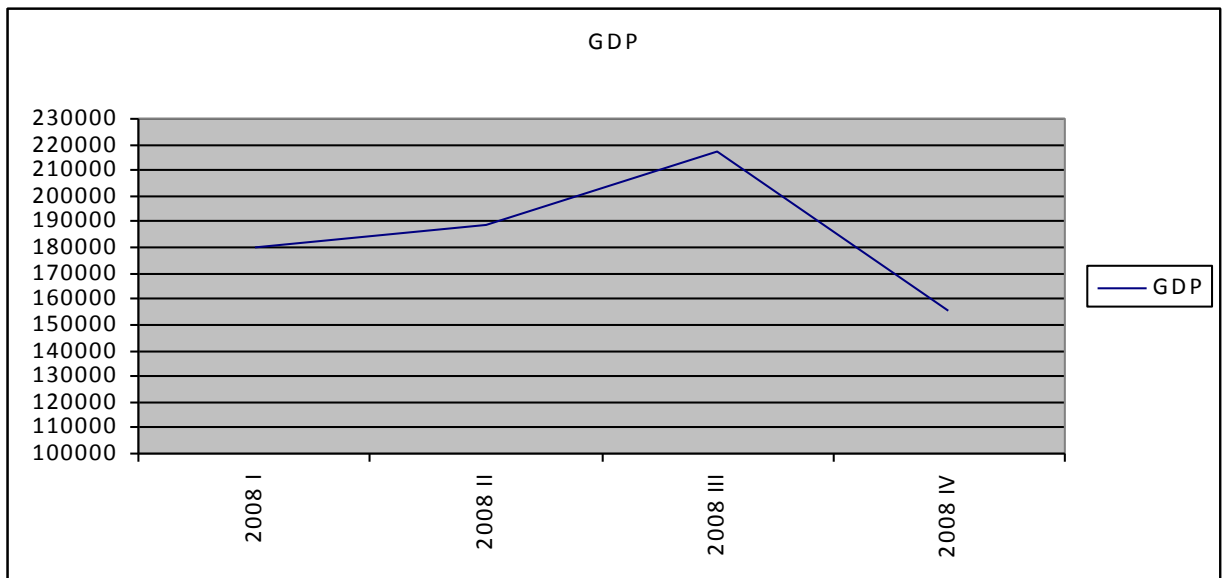
Figure 1. Consumer Confidence Index and its important components



Source: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=4056>

When looking at GDP results, it's shown an 11, 6% fall with current prices in the last quarter of 2008 compared with the previous period (TUIK).

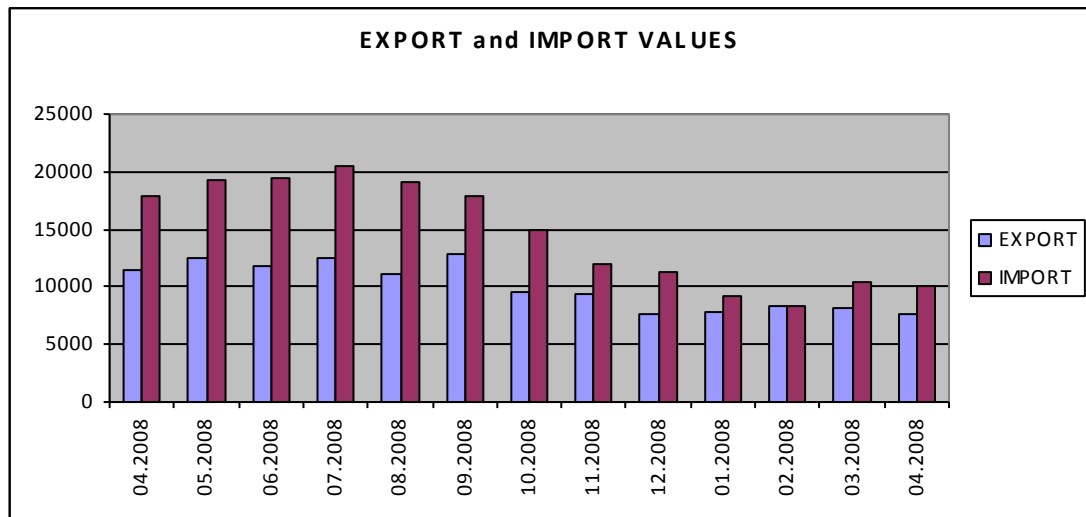
Figure 2. Gross Domestic Products for four quarters of 2008 (millions of dollars)



Source: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=4079>

The fall in GDP in the last quarter of 2008 is seen in Figure 2. In addition to this, foreign trade results explicitly reveal the decrease on export and import since the third quarter of 2008 (Figure 3).

Figure 3. Export and Import results between April 2008-April 2009 (in millions of \$)



Source: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=4063>

Except these results, former research also shows that consumers do not perceive the economic crisis at the same degree with each other and these perceptions vary through some factors like socio-demographic variables, life styles and income level.

One of the most crucial fields that the economic crisis affects unsuspectedly is advertising.

When an economic crisis appeared, advertising budgets are one of the first things to be reduced (Rosberg, 1979). It's assumed that all advertising budgets will fall by 435 billions of dollars by 6,9% decrease on a global scale, while it's expected to decline by 13,9% in Turkey and other Middle and East Europe countries likewise (ZenithOptimedia). On the other hand, actual advertisements made during such crisis periods are big opportunities for companies to beat their competitors (Ang et al, 2000). Previous research shows that consumers still continue to respond to advertising under an economic stress but maybe in another way. For this reason, this study aims to determine consumers' attitudes towards advertising change or not.

Consequently, the essential objectives of this study are to determine;

- (1) consumer segments based on their perceptions of the economic crisis and,
- (2) whether these different segments vary regarding their attitudes towards advertising.

2. LITERATURE REVIEW

Consumers' Perceptions of Economic Crisis: Economic Crises affect consumers' perceptions and behaviors as well as many fields of life (Kotler, 1974; Kelley and Scheewe, 1975; Shama, 1978; Shapiro, 1978; Cundiff, 1975 (taken from Ang, 2001); Kucuk, 2007). Even though they differentiate among each other regarding their structures, emerging types, reasons and the countries they affect, it's said that the economic stress periods have similarities which could have been under different names like "economic crisis", "economic stagnation", "financial crisis", "stagflation", "recession", "inflation", "crisis during the period of transformation to a market economy", "economic scarcity" regarding their effects on consumers' perceptions and purchasing behaviors.

Historical precedence discussing consumers during an economic crisis have been focused on both their crisis perceptions and their purchasing behaviors affected by the crisis (Kelley and Schwee, 1975; Shama, 1978 and 1981; Shama, Matesova, Mellar, Radomski and Sementsov, 1992; Milanova, 1999; Ang, 2001; Küçük, 2007). Related literature clearly revealed that consumers change their perceptions, preferences and purchasing behaviors during an economic crisis (Shama, 1978, 1981; Ang et al, 2000; Milanova, 1999; Ang, 2001; Na et al, 2003).

Shama (1978) researched how the "1973 stagflation" changed American consumers' perceptions and their purchasing behaviors. He found out that majority of the consumers has been negatively affected by stagflation. In addition to his findings, it's harder to even survive and make financial plans for these consumers as well as they believe to work harder to keep their financial situations on the same level and they feel frustrated as a consumer as they used to be. Regarding consumers' purchasing behaviors, they change shopping habits, make more comparative shopping, be more thrifty and make much more purchase decisions with their spouses (Shama, 1978).

Another research which was carried out among Korean Families about their shopping decisions during an economic crisis verified Shama's results that family members make purchasing decisions much more with their spouses during the crisis (Na, Son and Marshall, 2003) and another study supported these findings by adding that consumers make their purchasing decisions much more with friends during a crisis (Ang, 2001-2).

Shama (1981) was focused on the "Voluntary Simplifier-VS" group who cope with the economic hardship by changing their life-styles and important consumption values emerged in his previous studies related to crisis periods. The Voluntary Simplifier group was stated as

young consumers who are mostly between 20 and 30 years of age, single or with young families, having middle or upper-class backgrounds, largely urban residencies, having less than \$5000 or more than \$15000 income (*Elgin and Mitchell, 1977*). This group prefers to buy smaller and fewer, simple but more functional, quality, do-it-yourself products from smaller and personal stores and innovative outlets via informative promotions (*Shama, 1981*).

Shama developed Likert-type scales which have been widely used, including items about marketing mix elements in order to find out what stagflation, compared with inflation and recession, means for both consumers and marketing managers and strategies developed during these harsh periods (*Shama, 1978*).

On a cross-cultural study carried out on the former Soviet Union, former Czechoslovakia, Hungary and Poland in terms of what kind of adjustments consumers developed during rapid transformation process to a market economy, it was observed that they were increasing their resources, changing their shopping styles as well as decision making behaviors and having tendency to a different marketing mix. Besides this, consumers are getting a second job, selling their private products, reducing their consumptions and also reducing their savings to maintain their standard of living, doing more comparative shopping and taking fewer risks (*Shama et al, 1992*).

Another study by *Milanova (1999)* which focused on affects of transformation to the market economy on consumers found out that Bulgarian consumers are actively doing comparative research about stores, product qualities and prices, exchanging information with friends, reducing to buying special products, finding alternative income sources, having great tendency to buy home-made products and Bulgarian goods instead of imported ones. The study stated that these strategies developed by consumers vary among different groups of age, income and education.

Research concerned impacts of economic crisis on consumers increased after the Asian Crisis. Impacts of the Asian Economic Crisis on consumers were researched among a variety of Asian countries and comparatively with previous crises as well (*Ang et al 2000; Ang, 2001*).

Ang et al (2000) stated that Asian consumers are doing more comparative shopping, delaying purchases of expensive items, giving more importance for product durability and functionality as well as lower-end and local brands instead of luxury brands, developing a product-life cycle-cost perspective, placing more emphasis on informative and less on imagery-based advertisement and buying more often at discount stores.

The most noteworthy finding of *Ang's (2001-2)* research which he compared with 1973 US Oil Crisis, 1990 Yugoslavian Stagflation, the mid-1980s Filipino Stagflation, economic crises in Eastern Europe during 1989 and Asian Crisis based on strategies developed by consumers via Shama's scale is that strategies developed by consumers are excessively about price-adjustments. Compared with US consumers, Asian consumers are doing less comparative shopping, becoming less wasteful and more energy conscious, as well as believing less in advertising claims while there's no remarkable difference was defined between Asian consumers and other European, Yugoslavian and Filipino consumers.

Ang (2001-1) stated that the impact of economic turmoil on consumers and their eventual purchasing behaviors are also affected in terms of their personality characteristics. Value Conscious consumers, Risk Averse consumers and Materialistic consumers perceive crisis differently and develop different strategies. Risk Averse consumers are developing more product-related strategies during a crisis while Value Conscious consumers are affected more by a crisis and changing the places they shop and believing less in advertising for their special consumption. It was found out that Materialistic Consumers are developing more strategies than consumers who are not. Paying more attention to monetary issues, shopping at the nearest stores, asking more questions to sales representatives and preferring more no-frills and do-it-yourself products are examples of adjustments in consumption behavior during economic crisis.

Consumer Attitudes Towards Advertising: Consumers face a very large number of advertisements via numerous media channels. (Shavitt, Lowrey and Haefner, 1988) Especially, in the last years, when the increase in the number of advertisement and the media carrying them have been considered (*Krugman vd., 1994; O'Guinn et al., 1998; in Shavitt et al, 1998*), measuring the consumers' attitudes and beliefs towards advertising has been more important for business firms and the advertising industry. (*Anderson et al., 1978*). According to Lutz (1985), attitude toward advertising in general is "a learned predisposition to respond in a consistently favorable or unfavorable manner in general" (p.53). Decock and De Pelsmacker (2001) insisted on that if advertisement evokes positive emotions then it can be said that positive advertising attitude has been emerged. (in *Çakar, 2006:665*) Also, many researchers have found out that an advertisement which has been liked by consumers may be likely to cause positive brand attitude and purchase intentions. (*Lutz, 1985; MacKenzie ve Lutz, 1989 aktaran Andrews, 1989; Muehling, 1987; Mithcell ve Olson, 1981; Shimp, 1981*) For all those reasons, not only the business world and the advertising industry have focused

on “investigating consumer attitudes towards advertising”, but also academics have given special attention to it. Those attitudes and beliefs have been measured by using different types of samples and the data collection methods from the beginning. (*Andrews, 1989; Bauer and Greyser, 1968; Reid and Soley, 1982; Sandage and Leckenby, 1980; Christian, 1974; Hite and Fraser, 1988; Riecken and Yavaş, 1984, 1990; Witkowski and Kellner, 1998; Yavaş and Riecken, 2001; Zanot, 1984; Marinov et al., 2008; Ashill and Yavaş, 2005*).

The general conclusions which were made by Anderson, Engledow and Becker (1978), in their study of “Consumer Reports Subscribers’ Attitudes Toward Advertising”, were expressed below:

- Attitudes toward advertising are complex and made of many dimensions. The most common used method to measure the attitudes towards the advertising is the Pollay and Mittal’s scale (1993) which was advanced on the Bauer and Greyser’s (1968) belief statements.
- Attitudes and beliefs may differ from groups to groups. For instance, highly educated people are more critical and skeptical compared to less educated ones. (*Bauer and Greyser, 1968; Thorelli et al., 1975 in Anderson, Engledow and Becker, 1978*) Also some studies showed that even people who are in the same group may have different attitudes. For example, while some individuals may believe the advertising’s economic contributions, the same individuals may have a negative attitude towards its social effects.
- Over time, it has been seen that attitudes are becoming less favorable in the population.

Previous Research on Advertising Attitude: According to Zanot (1984), the first large-scale studies measuring public opinions toward advertising were conducted for publications such as “Redbook” and “Sales Management”. For instance; Gallup Organization, Inc. (1959) conducted research regarding public attitudes toward advertising and gathered data by using personal interviews with more than 1600 adults who were chosen on a geographically stratified sample. According to the results, most of the respondents liked advertising and they felt that they liked it because it was informative. Another result indicated that products which were advertised were chosen more comparing to not to advertised products and almost all respondents said that advertising increased the cost of things they buy. (*Shavitt et al, 1998*)

Another study was conducted by Bauer and Greyser in 1968. The 7-item Likert type scale used in this study was the first sophisticated scale to measure the attitudes toward the economic and social effects of advertising. (Ferle and Lee, 2002) It was found that

although American Society had a positive attitude toward the economic dimension of advertising, they had a negative attitude toward social dimension from this point; many researchers have followed with the same basic premise but different conceptualizations, instruments and populations. (Ferle and Lee, 2002)

Another study which was conducted by Sandage and Leckenby (1980) measured attitudes toward advertising using the dimensions of attitude-institution and attitude-instrument on sets of semantic differential items.

In the meantime, some studies included perceptions on informational sources, sexual content and use of women, ethics and deception to measure the attitude towards advertising (*Andrews, 1989; Alwitt ve Prabhaker, 1992; Muehling, 1987*).

In 1993, Pollay and Mittal advanced Bauer and Greyser's original scale via including new dimensions. Those new dimensions were grouped as positive and negative outcomes of advertising. The dimensions in positive outcomes include information, social role and image, entertainment and good for the economy. Meanwhile, creating materialism, making false statements and corrupting values in society were regarded as negative outcomes of advertising. (Ferle and Lee, 2002)

Over the years, researchers have also studied cross-cultural attitudes toward the social and economic effects of advertising. Nevertheless, most of the comparisons were made to the U.S. and the data were made of student samples. (*Andrews et al., 1991; Andrews et al., 1994; Pierce, 1971*) For example, a study contrasting university students in the U.S. with those in Russia was done by Andrews, Durvasula and Netemeyer (1994) and results revealed that although Russian students thought that advertising was more necessary, U.S. students felt advertising resulted in greater negative social effects. In another cross-cultural study including American and international students was conducted by Pierce (1971) and this study tested whether there was a significant relationship between the economic stage of the country for international students and their attitudes toward advertising. According to the results, the economic development stage was inversely associated to the attitudes toward advertising (Ferle and Lee, 2002) Another cross-cultural study was made between Turkish and New Zealand consumers. (Ashill and Yavas, 2005). This study measured whether there is a difference between two culturally different countries in terms of their attitudes toward advertising and results showed the similar attitudes in both countries and also two dimensions which are social and economic were found.

3. RESEARCH METHOD

3.1 Sample

Population of the present study aiming to measure attitudes of consumers towards advertising during economic crisis is comprised of consumers who live in Istanbul city and aged 18 and above. However, since the exact list of the population was not available, stratified sampling method from quasi random sampling methods was used and each quasi random sampled respondent was individually surveyed. Due to the fact that consumers' incomes are quoted, consumers were chosen from different regions of Istanbul to represent lower, average and upper income level of the sample. A total of 600 questionnaires, 200 from each income level were selected.

3.2 Research Variables and Model

Questionnaire has three groups of variables as socio-demographic variables, crisis perception variables and variables of attitudes towards advertising.

Socio-Demographic Variables: In order to determine socio-demographic profiles of consumers, they were asked their ages, income, marital status, gender and occupations.

Crisis Perception Variables: Designed in terms of Ang (2001)'s research. 21 items of this study were examined by a Specialists' Panel at Istanbul University and 3 items were excluded since it was agreed that these items can not be understood accurately by consumers and then 3 new items were added to scale. These new items are:

- I am asking myself the question of "how necessary it is" while buying something more than I used to do 6 months ago (k7)
- I am going out less often than I used to do 6 months ago (k8)
- I am feeling more guilty after shopping than I used to do six months ago (k21)

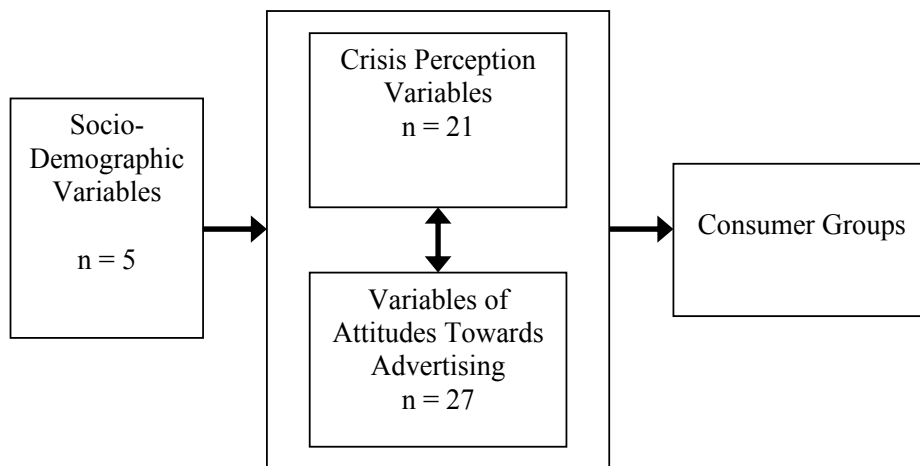
In addition to these new items, the "comparing 6 months ago" phrase was added in front of almost every item considering respondents' comfort. Crisis perception variables with these 21 items were measured with a Five-Point Likert scale which was labeled as "1" for "Totally Disagree" as well as "5" as "Totally Agree".

Attitudes Towards Advertising Variables: Designed in terms of both *Bauer and Greyser (1968)*, *Pollay and Mittal (1993)* and *Petrovici et al (2007)* research. In this study, 27 items

were used by Five-Point Likert scale which was labeled as “1” for “Totally Disagree” as well as “5” as “Totally Agree”.

The present study promotes totally 53 variables classified into three different groups and a research model is shown in Figure 4. In terms of this model, consumers’ socio-demographic profiles have an impact on their crisis perceptions and this forms their attitudes towards advertising. Therefore, it can be concluded that consumers could be selected among different clusters based on their attitudes towards advertising during a crisis period.

Figure 4: Research Model



3.3 Data Collection

A face to face survey method was used in this study. A four-stage process was followed to design the survey questionnaire. Firstly, the secondary sources of data were used to frame both of scales for crisis perception and attitudes towards advertising. At the second stage, after aforesaid scales were discussed in the specialists’ panel consisting of Istanbul University Business Administration Faculty Marketing PhD students, necessary changes and arrangements were executed while some items were excluded from the questionnaire in terms of respondents’ comfort. After that, 30 draft questionnaire forms were tested among graduate students of Istanbul University Business Administration Faculty. The next day, a specialists’ panel subsequently formed the actual design of the questionnaire.

3.4 Analyses

Because of the fact that the present study aims to develop a segmentation proposal in terms of consumers’ attitudes towards advertising during the economic crisis, cluster analysis

was performed as a multivariable statistical analysis. However, before that, the internal consistency of the data was evaluated by reliability analysis. Following cluster analysis, demographic profiles of the clusters were evaluated through Chi-Square analysis.

4. FINDINGS

4.1 Demographics

In Table 1, demographic findings of the research sample are summarized. Respondents' age, occupation, gender, income and marital status profiles are placed in this table. As shown in Table 1, 17,2% of the respondents are aged, between 18-25, while 42,8% of them are aged between 26-33, 21,5% of them are aged, between 34-41, 11,3% of them are aged between 42-49 and 7,2% of them are ages above 50. In terms of consumers' occupations, it's seen that 48,2% of them work the for private sector while 11,2% of them are tradesman and 8,2% of them are from the public sector. As seen in Table 1, 51, 2% of the respondents are male while 48,8% of them are female. Furthermore, observations of their income levels, it could be determined that 33,7% of the consumers are high-income consumers, 33,1% of them are average-income consumers while 33,1% of them are low-income consumers. Additionally, it's seen that 11,5% of the respondents are primary school, 27,8% of them are high school, 47,3% of them are undergraduate and 13,3% of them are graduate degree holding consumers. Also, 52,3% of the respondents are married as well as 47,7% of them are stated as single.

Table 1: Demographic Profile of Respondents

Age	Frequency	Percentage %	Income Level	Frequency	Percentage %
18 – 25	103	17,2	Less than 750 TL	85	14,2 Low
26 – 33	257	42,8	751 - 1500	117	19,5 (%33,7)
34 – 41	129	21,5	1501 – 2250	140	23,3 Average
42 – 49	68	11,3	2251 - 3000	59	9,8 (%33,1)
50 and above	43	7,2	3001 - 3750	57	9,5
Total	600	100.0	3751 - 4500	41	6,8 High
Occupation			4501 - 5250	50	8,3
Worker	48	8,0	5251 and above	51	8,5 (%33,1)
Tradesman	67	11,2	Total	600	100.0
Retired	18	3,0	Education Level		
Housewife	27	4,5	Primary school	69	11,5
Student	24	4,0	High school	167	27,8
Unemployment	14	2,3	Under Graduate	284	47,3
Public Sector	49	8,2	Graduate	80	13,3
Private Sector	289	48,2	Total	600	100.0
Other	64	10,7	Marital Status		
Total	600	100.0	Married	314	52,3
Gender			Single	286	47,7
Male	307	51,2	Total	600	100,0
Female	293	48,8			
Total	600	100.0			

4.2 Findings of Reliability Analysis

For evaluating the internal consistency of the present study, reliable analysis was performed based on the Cronbach Alpha coefficient method. As known, the minimum value of Alpha coefficient is expected to be 0.6 on exploratory research, while the minimum value of it is expected to be 0.7 for descriptive ones (Hair at al, 1998). The results of reliability analyses for both 21 crisis perception variables and 27 variables of attitudes towards advertising are given on Table 2.

Table 2. Results of Reliability Analyses

	Variables of Crisis Perceptions n = 21	Variables of Attitudes Towards Advertising n = 27
Cronbach Alfa	0,939	0,787

The results present that the level of internal consistency of this study is satisfactory. However, reasons of that variables of attitudes towards advertising scale with more variables performed a relatively lower score were examined. Hence, crisis perceptions part and attitudes towards advertising part of the questionnaire were rotated to find out whether respondents were unconsciously affected by the sequence. After the rotation on 50 respondents, it's

observed that there's no significant difference on Alpha coefficient. As a result, the survey was carried out by the initial questionnaire form.

4.3 Findings of Cluster Analysis

Totally, 48 variables were subjected to cluster analysis in terms of K-Means method. For grouping consumers based on their economic crisis and advertising perceptions,. Since group number of the analysis was not known in advance, the analysis which was performed with seven clusters among the other analyses with five, six and eight clusters gave more significant and remarkable results regarding both variables' significance levels (see Table 5) and the number of respondents in each cluster (see Table 4) .

The means of seven clusters in terms of respondents' answers for economic crisis and advertising perceptions are presented in Table 3. Moreover, means of the answers given to variables of both economic crisis and advertising perceptions of each cluster were calculated separately. For grouping the consumers based on their economic crisis perceptions it could be suggested that the more clusters have higher mean, the more they feel crisis more drastically and vice versa. Therefore, the fourth cluster could be stated as the most affected by crisis negatively with its 4.31 mean while the third cluster is the least affected cluster by the crisis with its 2.04 mean.

Table 3. Final Cluster Centers

Final Cluster Centers								
		Cluster						
		1	2	3	4	5	6	7
I argue more about financial issues	K1	4,73	4,14	3,33	4,60	3,93	4,56	4,40
I have become more insecure about my job than I used to do six months ago	K2	4,04	3,74	2,03	4,22	2,69	4,19	3,95
I find it harder to make ends meet than I used to do six months ago	K3	4,43	3,68	2,08	4,49	2,92	4,39	3,69
I must work harder to be able to afford my present way of life than I used to do six months ago	K4	4,24	3,67	1,97	4,47	2,69	4,34	3,87
As a consumer, I am more frustrated than I used to be six months ago	K5	4,43	3,81	2,20	4,63	3,10	4,27	4,21
I now prefer to shop at small, personal stores over department stores than six months ago	K6	3,45	3,04	1,86	4,21	2,93	4,09	2,84
I am asking to myself the question of “how necessary it is” while buying something more than I used to do 6 months ago	K7	4,37	3,91	2,29	4,70	3,76	4,52	4,11
I am going out less often than I used to to 6 months ago	K8	3,90	3,04	2,08	4,35	2,97	4,23	3,19
I ask salespersons more questions now before I make a purchase than I used to do six months ago	K9	3,41	2,46	1,70	3,96	2,78	4,05	2,56
I pay more attention to promotions	K10	4,47	3,32	2,12	4,61	3,72	4,44	3,62
I shop at whole sale or discount outlets more than I used to do six months ago	K11	4,08	2,81	1,77	4,36	3,42	4,25	2,92
I bargain for lower prices more than I used to do six months ago	K12	3,65	2,60	1,58	4,27	2,87	4,33	2,64
I am less wasteful than I used to be	K13	4,33	3,56	2,30	4,66	3,71	4,43	3,70
I shop at neighborhood stores more often than I used to do six months ago	K14	3,86	2,79	1,89	4,11	3,12	4,12	2,91
I now look for ads that give me information about what the product can do for me	K15	3,06	2,14	1,94	3,79	2,98	3,89	2,80
I pay more attention to promotions than I used to do six months ago	K16	3,90	2,88	1,94	4,43	3,50	4,24	3,38
I find that I save less than I used to do six months ago	K17	4,45	3,18	2,09	4,67	3,10	4,62	3,57
Product durability is now more important to me than it used to be six months ago	K18	4,16	2,63	2,06	4,48	3,26	4,37	3,14
I shop at downtown stores less often than I used to do six months ago	K19	3,75	2,60	1,74	3,92	2,63	4,11	2,65
I tend to look for no-frills products than I used to do six months ago	K20	3,24	2,42	2,02	3,75	2,74	3,92	2,57
I am feeling more guilty after shopping than I used to do six months ago	K21	3,80	2,68	1,94	3,83	2,56	4,13	3,14
Crisis Variables' Mean		3,99	3,10	2,04	4,31	3,11	4,26	3,33
Advertising is a useful source of information	R1	2,90	2,47	3,11	4,20	3,91	3,82	3,77
Advertising is a valuable source of information about sales / products	R2	2,98	2,42	3,26	4,05	3,91	3,95	3,64
Advertising is often amusing and entertaining	R4	3,31	2,98	3,30	3,40	3,56	3,68	3,53
Because of advertising, people buy a lot of things that they do not really need	R5	3,96	3,88	3,30	3,01	3,50	4,29	3,41
From advertising I can learn what is fashionable	R7	3,24	2,51	3,00	3,53	3,70	3,92	3,48
Advertising helps me keep up-to-date about products / services available in the market place.	R8	3,41	2,79	3,59	4,06	3,92	3,96	3,98
I can learn which brands have the features I am looking for.	R9	2,96	2,91	3,48	3,94	3,73	3,89	3,70
Sometimes I take pleasure in thinking about what I saw, heard or read in advertisements	R10	2,73	2,23	3,03	3,53	3,51	3,59	3,41
Sometimes advertisements bring to my mind pleasant memories.	R11	2,29	2,23	2,88	3,35	3,30	3,45	3,08
In general, advertising helps our nation's economy.	R12	2,51	2,79	3,47	3,93	3,57	3,72	3,71
Advertising contributes to the knowledge of quality products.	R13	2,25	2,40	2,95	3,81	3,34	3,69	3,38
In general, advertising promotes competition which benefits the consumer	R14	2,90	3,35	3,18	3,98	3,53	4,02	3,79
Advertising is making us a materialistic society- overly interested in buying and owning things.	R15	3,73	3,93	3,56	3,48	3,53	4,39	3,41
Advertisements tell me what people like me are buying or using	R16	2,47	2,42	2,65	3,06	2,83	3,52	3,07
Advertising tends to make people live in a world of fantasy	R17	2,71	3,37	3,27	3,30	3,41	4,04	3,41
Advertising is wasteful of our economic resources.	R18	2,73	3,09	2,47	2,50	2,80	3,88	2,09
Overall, I consider advertising a good thing	R19	2,76	2,46	3,47	3,89	3,53	3,69	3,90
Most advertising distorts the values of our youth.	R20	2,25	3,25	2,36	2,43	2,93	4,03	1,96
Foreign advertisements promote too many Western values.	R21	2,76	3,37	2,64	2,98	3,66	4,27	2,54
Advertising promotes mostly concepts / lifestyles that do not belong to the majority of the population.	R22	2,94	3,60	2,73	2,96	3,51	4,31	2,63
Advertising promotes undesirable values in our society.	R23	2,37	3,23	2,55	2,35	2,95	4,05	2,09
I like to talk to my friends about advertisements.	R24	2,29	2,12	2,98	3,10	3,37	3,04	3,30
In general, advertisements present a true picture of the product advertised.	R25	2,12	2,12	2,50	3,13	2,78	2,99	3,08
Advertising makes people buy unaffordable products just to show off.	R26	3,29	3,53	2,65	2,74	2,91	4,17	2,72
In general, advertising is misleading.	R3	2,37	2,33	3,00	3,23	2,90	2,25	3,30
Most advertising don't insults the intelligence of the average consumer	R6	2,37	2,47	3,06	3,58	3,47	2,20	3,59
My general opinion about advertising is favorable.	R27	2,86	2,74	3,20	3,81	3,70	2,42	4,06
Advertising variable's Mean		2,80	2,85	3,02	3,38	3,40	3,68	3,26
General Mean		3,33	2,96	2,58	3,80	3,27	3,94	3,29

The sizes of the clusters are seen in the Table 4. The sizes of the clusters respectively are 51, 57, 66, 107, 86, 95 and 138.

Table 4. Cluster Sizes

Cluster	Size	Percentage %
1	51	8,5
2	57	9,5
3	66	11,0
4	107	17,8
5	86	14,3
6	95	15,8
7	138	23,0
Total	600	100

Whether variables of economic crisis and advertising perceptions statistically differentiate between clusters while tend to be similar within the clusters to group consumers are summarized in Table 5 using ANOVA results. According to the ANOVA table, F results are statistically significant at 0.05 significance level.

The relationship between clusters and respondents' demographic profiles was tested with Chi-Square Analysis and the results show at 0.05 significance level; age, income, gender, marital status, occupation and education level are significantly related with clusters.

Table 5. ANOVA Results

ANOVA						
	Clusters		Error		F Value	Sig.
	Mean Square	df	Mean Square	Df		
K1	16,834	6	0,643	593	26,166	0,000
K2	56,052	6	1,021	593	54,914	0,000
K3	60,839	6	0,767	593	79,327	0,000
K4	67,670	6	0,816	593	82,941	0,000
K5	57,277	6	0,770	593	74,368	0,000
K6	55,139	6	1,057	593	52,181	0,000
K7	47,498	6	0,697	593	68,131	0,000
K8	53,072	6	0,951	593	55,784	0,000
K9	61,988	6	0,961	593	64,505	0,000
K10	55,976	6	0,763	593	73,323	0,000
K11	69,418	6	0,816	593	85,114	0,000
K12	83,533	6	0,926	593	90,229	0,000
K13	47,029	6	0,873	593	53,895	0,000
K14	53,272	6	0,841	593	63,338	0,000
K15	44,068	6	0,991	593	44,476	0,000
K16	55,998	6	0,823	593	68,051	0,000
K17	71,539	6	0,894	593	80,011	0,000
K18	66,440	6	0,933	593	71,205	0,000
K19	61,891	6	0,871	593	71,042	0,000
K20	42,857	6	0,914	593	46,903	0,000
K21	49,753	6	1,244	593	39,984	0,000
R1	27,991	6	0,984	593	28,439	0,000
R2	24,588	6	0,921	593	26,697	0,000
R4	3,683	6	0,984	593	3,741	0,001
R5	17,591	6	1,180	593	14,912	0,000
R7	15,419	6	0,968	593	15,931	0,000
R8	13,905	6	0,723	593	19,237	0,000
R9	12,059	6	0,808	593	14,921	0,000
R10	17,566	6	1,006	593	17,463	0,000
R11	16,657	6	1,183	593	14,077	0,000
R12	18,170	6	1,020	593	17,813	0,000
R13	25,427	6	1,026	593	24,787	0,000
R14	12,785	6	0,940	593	13,598	0,000
R15	11,501	6	1,002	593	11,480	0,000
R16	11,384	6	0,995	593	11,446	0,000
R17	10,984	6	1,088	593	10,095	0,000
R18	33,615	6	0,941	593	35,709	0,000
R19	21,811	6	0,858	593	25,434	0,000
R20	48,605	6	1,022	593	47,564	0,000
R21	37,329	6	1,089	593	34,265	0,000
R22	33,711	6	1,007	593	33,470	0,000
R23	44,107	6	0,882	593	50,024	0,000
R24	15,878	6	1,118	593	14,208	0,000
R25	13,628	6	0,890	593	15,305	0,000
R26	28,566	6	1,105	593	25,862	0,000
R3	17,760	6	0,946	593	18,774	0,000
R6	32,666	6	1,076	593	30,370	0,000

R27	36,495	6	0,908	593	40,179	0,000
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Table 6. Demographic Profiles of the Clusters

Variable	Pearson Chi-Square	df	Exp. Sig. (two directions)
INCOME	50,891	12	,000
OCCUPATION	76,964	30	,000
EDUCATION	125,569	18	,000
AGE	40,976	24	,017
MARITAL STATUS	17,204	6	,009
GENDER	21,569	6	0,01

Table 7 is consisting of demographic profiles of clusters, means of variables of both economic crisis (Xk) and advertising attitudes (Xr), and the numbers of clusters as well. Consumers are classified into three groups named as “Not Affected”, “Affected” and “Highly Affected”.

Table 7. Demographic Profiles of Clusters

Highly Affected					
4th Cluster Broken Low-income level Between 34-41 of age Highschool Married Female Worker-Retired	Xk= 4,31 Xr= 3,38 n=107	6th Cluster Shaken Low-income level Between 42-49 of age Primary school Married Male Worker-Retired	Xk=4,26 Xr=3,68 n=95	1st Cluster Alarmed Low-income and extensively average- income level Above 50 of age High school Single Female Housewives- Unemployed-Teacher	Xk= 3,99 Xr= 2,80 n=51
Affected					
7th Cluster Risky Group High-income level Between 18-25 of age Undergraduate and graduate degree Single Female Private sector	Xk= 3,33 Xr=3,26 n=138	5th Cluster Stagnants Average-income level Between 26-33 of age Graduate Married Male Public sector	Xk= 3,11 Xr=3,40 n=86	2nd Cluster Less Troubled Average-income level Between 26-33 of age Graduate Single Male Private sector	Xk=3,10 Xr=2,85 n=57
Not Affected					
		3. Cluster Untroubled High-income level Between 26-41 of age Under graduate Single Female Private Sector	Xk=2,04 Xr=3,02 n=66		

There's just one cluster in the "Not Affected" group. Consumers in this cluster are dubbed as "Untroubled" who are of the age between 26-41, single, female with an undergraduate degree and higher income, working in the private sector. General attitudes of these "Untroubled" cluster containing 66 (only 11%) consumers towards advertising is neutral.

There are three clusters in the "Affected" group. The "Risky" cluster has consumers who are aged between 18-25, single, female with an undergraduate or higher education level and higher income level and likewise, working in the private sector. The Risky cluster as the most crowded cluster with its 138 consumers (23%) has about 3.26 mean of attitudes towards advertising. The cluster "Stagnants" consists of consumers who are aged between 26-33,

married, male, with a graduate degree, average level of income and working in the public sector. The “Stagnant” cluster, with its 86 consumers (14,3%) has more positive attitudes towards advertising from the other clusters in the “Affected” group with its 3.40 mean. The “Less troubled” cluster has consumers who are aged between 26-33, single, male, with a medium income, undergraduate degree, working in the private sector. This cluster, with its 57 consumers (9,5%) has also neutral feelings about both economic crisis and advertising perceptions.

There are three clusters in the “Highly Affected” group as “Broken”, “Shaken” and “Alarmed” clusters. The “Broken” cluster has consumers between the ages of 34-41, married, female, with a highschool degree and lower income level, generally workers and retired consumers. This cluster with its 107 consumers (17,8%) is the most harshly affected cluster by economic crisis and have relatively positive feelings towards advertising. The “Shaken” cluster has consumers aged between 42-49, married, male, with primary school level education and lower income level, and generally worker and retired consumers. This cluster with its 95 consumers (15, 8%) is the cluster which has the most positive attitudes towards advertising among all groups. The “Alarmed” cluster has consumers aged above 50, single, female, with high school level education, generally housewives, the lowest of average income level and generally housewives, unemployed and teacher consumers. The “Alarmed” cluster has also neutral feelings towards advertising.

5. CONCLUSION AND MANAGERIAL IMPLICATIONS

In this study, it's aimed to group consumers based on their attitudes towards advertising during an economic crisis. As a result of the present study, different consumer groups are found out in terms of both their perceptions of crisis and attitudes towards advertising together during economic crisis. According to the degree of the affected from economic crisis, basic groups which are named as “Highly Affected”, “Affected” and “Not Affected” are identified and classified as well as their subgroups. Hence, it could be stated that there are three different clusters which are dubbed as “Broken”, “Shaken” and “Alarmed” clusters in “Highly Affected” group.

The “Broken” cluster consists of consumers who are the most severely affected by crisis. It can be said that these low-income and low-education consumers compromising of overwhelmingly females have generally positive attitudes towards advertising. Comparing six months ago, these kind of consumers feel insecure themselves, believe to work more, go

outside less, pay more attention to discounts and product durability became even more important for them during economic crisis. On the other hand this cluster see advertisements as a source of information while believing advertising introduces products correctly as well as have importance to be perceived product quality accurately and agree with that advertising is useful for country's economy. For this consumer group, it's suggested that advertising emphasizing product specialties and discounts would be more efficient.

The "Shaken" cluster is ranked second in terms of how unfavorably affected by the crisis. They are less educated, older and generally male consumers having less income than "Broken" consumers. They bargain more, prefer neighborhood stores, search more for product specialties and feel more guilty more after shopping than they used to six months ago. "Shaken" consumers with their highest score of attitudes towards advertising among all clusters are focusing on entertaining and delighting aspects of advertising whereas they believe that advertising is a deceptive constitution which promotes different cultures and degenerates values. In this manner, advertisements considering "Shaken" consumers should accentuate entertainment side of advertising institution and use authentic elements.

"Alarmed" consumers as the last subgroup of "Highly Affected" and consist of the oldest consumers among all respondents with average-education and income levels and who are predominantly female. Furthermore, they harshly feel economic crisis, meanwhile their attitudes towards advertising is about neutral unlike the other clusters. It can be recommended that to make this cluster have more positive towards advertising, campaigns should focus upon age and gender.

The "Affected" group has three clusters named as "Risky", "Stagnant" and "Less Troubled". The "Risky" cluster as the most crowded one among all clusters has high-income and education-consumers and also consist of people who are generally young, single and female. These consumers are explicitly differentiated from other clusters in the group based on their more positive attitudes towards advertising, whereas they have been affected by crisis less severely compared with other clusters in the group. Advertising campaigns should be focused on updated product information campaigns to attract these consumers.

"Stagnants" is another cluster consisting of average-income and high education consumers who are generally married and males and working in the public sector. Stagnant consumers are affected by crisis some like neutral, while they have the most positive attitudes towards advertising among other clusters in the group. Because of the fact that they are working in public sector, they feel less frustrated about losing their job and consequently they may have no remarkable problems for getting balance between income and expenditures. The

most particular attribute of stagnants is their profound concern for talking about advertisements. In this context, advertising campaigns designed for these consumers are suggested to concern with civil servants' special benefits as well as Word of Mouth activities.

The "Less Troubled" cluster which has average-income and undergraduate-education consumers who are commonly single, young and male and these consumers who are affected by crisis at least degree. They think that advertising is not entertaining and informative and it has negative effects on a country's economy as well as it becomes society more consuming and encouraging for different life styles but not at high level. In this manner, advertisement campaigns announcing useful aspects of advertisements conducted by advertising institutions may positively change the attitudes of this cluster for advertising.

The "Not Affected" group has just one cluster as "Untroubled". This cluster has consumers with high income and education levels are usually young, single and female and the cluster which is affected by crisis at minimum degree among all clusters. Their shopping behaviors have almost no change during an economic hardship period. They have almost neutral attitudes towards advertising while concerning advertisements' informative qualification as well as updating information aspect. It's suggested that fashion and newness should be emphasized as well as updating product information among advertising campaigns performed for this cluster.

6. LIMITATIONS and FUTURE RESEARCH

Although results reported here offer some insights, they must be qualified by certain sampling limitations. Respondents in this survey were drawn from one city and from one country(Istanbul). Therefore, extension of the research to other cities and countries are needed for cross-validation. In future research, it would also be helpful to investigate the role of such variables as advertising philosophy, executional style of advertising and the amount of exposure to advertising as potential moderators of attitudes towards advertising in general. Also, replications of this research in other countries in various stages of economic and advertising development would be worthwhile in further testing the viability of American-European axis-based propositions, constructs, measures and findings.

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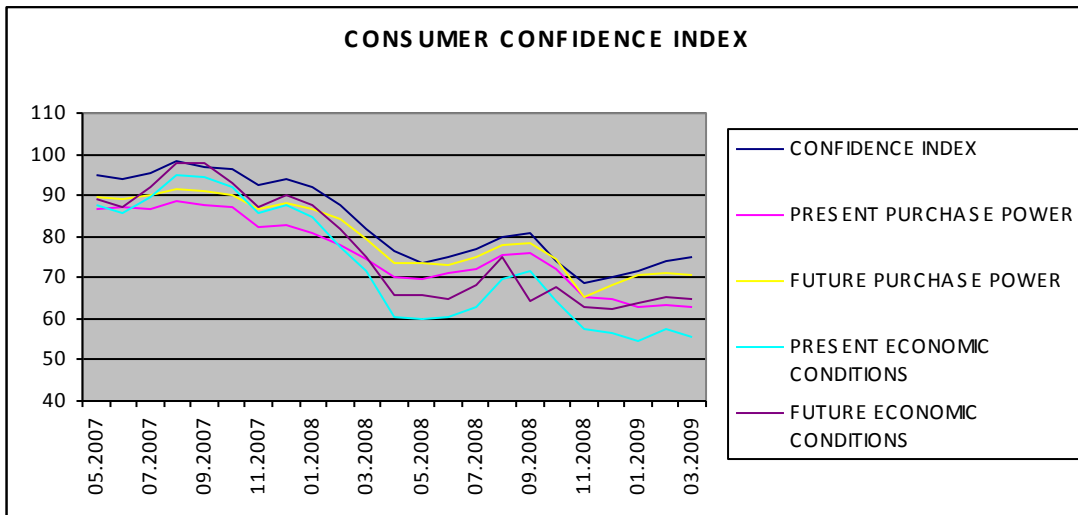
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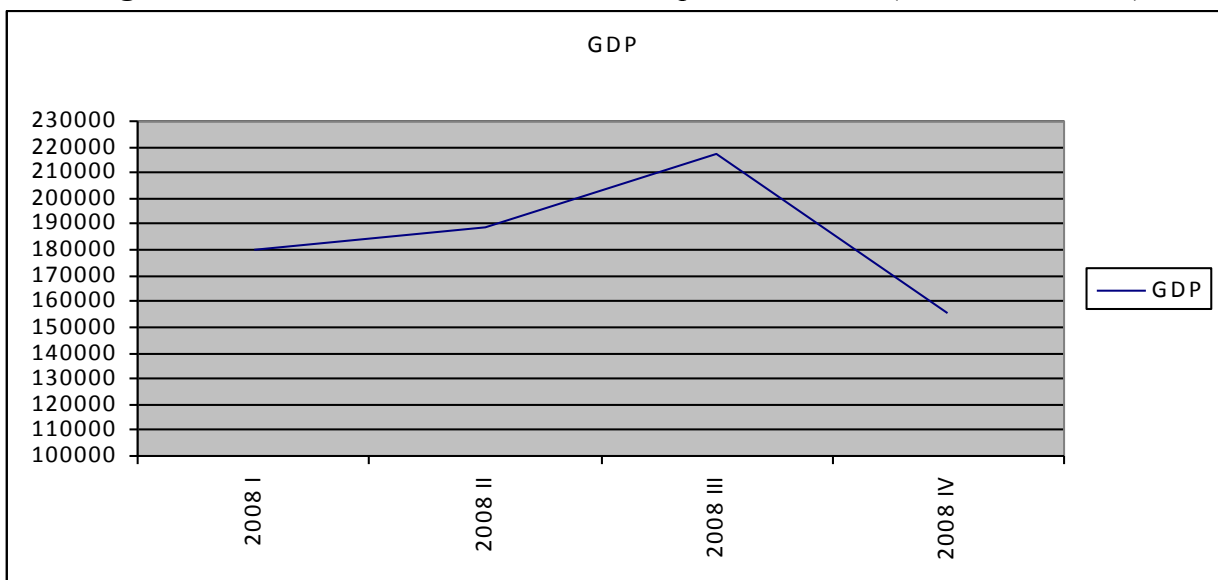
APPENDIXES

Figure 1. Consumer Confidence Index and its important components



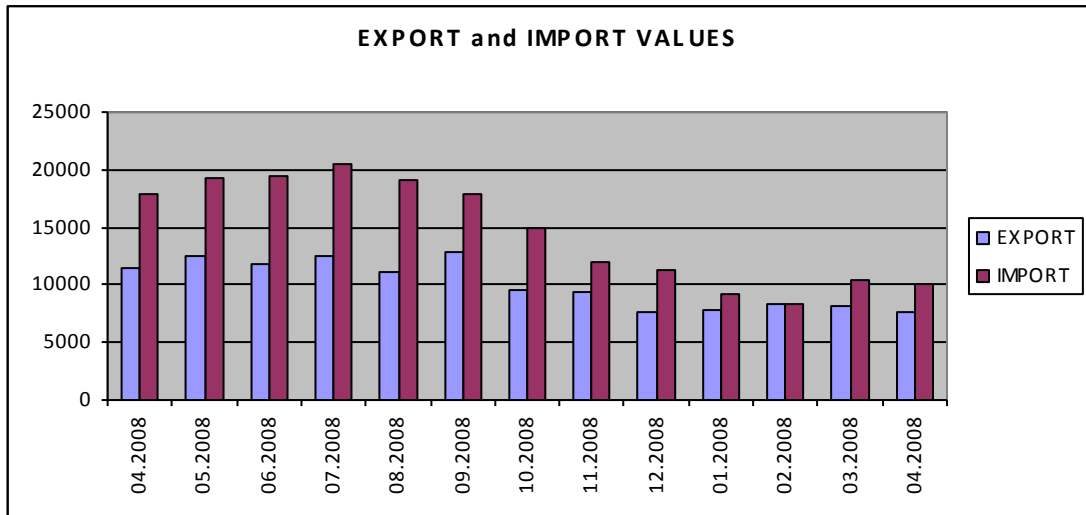
Source: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=4056>

Figure 2. Gross Domestic Products for four quarters of 2008 (millions of dollars)



Source: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=4079>

Figure 3. Export and Import results between April 2008-April 2009 (in millions of \$)



Source: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=4063>

Figure 4: Research Model

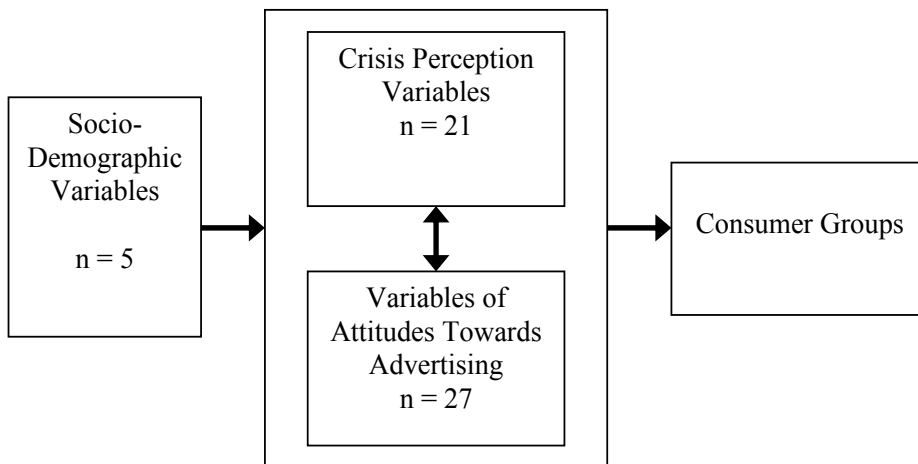


Table 1: Demographic Profile of Respondents

Age	Frequency	Percentage %	Income Level	Frequency	Percentage %
18 – 25	103	17,2	Less than 750 TL	85	14,2 Low
26 – 33	257	42,8	751 - 1500	117	19,5 (%33,7)
34 – 41	129	21,5	1501 – 2250	140	23,3 Average
42 – 49	68	11,3	2251 - 3000	59	9,8 (%33,1)
50 and above	43	7,2	3001 - 3750	57	9,5
Total	600	100.0	3751 - 4500	41	6,8 High
Occupation			4501 - 5250	50	8,3
Worker	48	8,0	5251 and above	51	8,5 (%33,1)
Tradesman	67	11,2	Total	600	100.0
Retired	18	3,0	Education Level		
Housewife	27	4,5	Primary school	69	11,5
Student	24	4,0	High school	167	27,8
Unemployment	14	2,3	Under Graduate	284	47,3
Public Sector	49	8,2	Graduate	80	13,3
Private Sector	289	48,2	Total	600	100.0
Other	64	10,7	Marital Status		
Total	600	100.0	Married	314	52,3
Gender			Single	286	47,7
Male	307	51,2	Total	600	100,0
Female	293	48,8			
Total	600	100.0			

Table 2. Results of Reliability Analyses

	Variables of Crisis Perceptions n = 21	Variables of Attitudes Towards Advertising n = 27
Cronbach Alfa	0,939	0,787

Table 3. Final Cluster Centers

Final Cluster Centers								
		Cluster						
		1	2	3	4	5	6	7
I argue more about financial issues	K1	4,73	4,14	3,33	4,60	3,93	4,56	4,40
I have become more insecure about my job than I used to do six months ago	K2	4,04	3,74	2,03	4,22	2,69	4,19	3,95
I find it harder to make ends meet than I used to do six months ago	K3	4,43	3,68	2,08	4,49	2,92	4,39	3,69
I must work harder to be able to afford my present way of life than I used to do six months ago	K4	4,24	3,67	1,97	4,47	2,69	4,34	3,87
As a consumer, I am more frustrated than I used to be six months ago	K5	4,43	3,81	2,20	4,63	3,10	4,27	4,21
I now prefer to shop at small, personal stores over department stores than six months ago	K6	3,45	3,04	1,86	4,21	2,93	4,09	2,84
I am asking to myself the question of “how necessary it is” while buying something more than I used to do 6 months ago	K7	4,37	3,91	2,29	4,70	3,76	4,52	4,11
I am going out less often than I used to to 6 months ago	K8	3,90	3,04	2,08	4,35	2,97	4,23	3,19
I ask salespersons more questions now before I make a purchase than I used to do six months ago	K9	3,41	2,46	1,70	3,96	2,78	4,05	2,56
I pay more attention to promotions	K10	4,47	3,32	2,12	4,61	3,72	4,44	3,62
I shop at whole sale or discount outlets more than I used to do six months ago	K11	4,08	2,81	1,77	4,36	3,42	4,25	2,92
I bargain for lower prices more than I used to do six months ago	K12	3,65	2,60	1,58	4,27	2,87	4,33	2,64
I am less wasteful than I used to be	K13	4,33	3,56	2,30	4,66	3,71	4,43	3,70
I shop at neighborhood stores more often than I used to do six months ago	K14	3,86	2,79	1,89	4,11	3,12	4,12	2,91
I now look for ads that give me information about what the product can do for me	K15	3,06	2,14	1,94	3,79	2,98	3,89	2,80
I pay more attention to promotions than I used to do six months ago	K16	3,90	2,88	1,94	4,43	3,50	4,24	3,38
I find that I save less than I used to do six months ago	K17	4,45	3,18	2,09	4,67	3,10	4,62	3,57
Product durability is now more important to me than it used to be six months ago	K18	4,16	2,63	2,06	4,48	3,26	4,37	3,14
I shop at downtown stores less often than I used to do six months ago	K19	3,75	2,60	1,74	3,92	2,63	4,11	2,65
I tend to look for no-frills products than I used to do six months ago	K20	3,24	2,42	2,02	3,75	2,74	3,92	2,57
I am feeling more guilty after shopping than I used to do six months ago	K21	3,80	2,68	1,94	3,83	2,56	4,13	3,14
Crisis Variables' Mean		3,99	3,10	2,04	4,31	3,11	4,26	3,33
Advertising is a useful source of information	R1	2,90	2,47	3,11	4,20	3,91	3,82	3,77
Advertising is a valuable source of information about sales / products	R2	2,98	2,42	3,26	4,05	3,91	3,95	3,64
Advertising is often amusing and entertaining	R4	3,31	2,98	3,30	3,40	3,56	3,68	3,53
Because of advertising, people buy a lot of things that they do not really need	R5	3,96	3,88	3,30	3,01	3,50	4,29	3,41
From advertising I can learn what is fashionable	R7	3,24	2,51	3,00	3,53	3,70	3,92	3,48
Advertising helps me keep up-to-date about products / services available in the market place.	R8	3,41	2,79	3,59	4,06	3,92	3,96	3,98
I can learn which brands have the features I am looking for.	R9	2,96	2,91	3,48	3,94	3,73	3,89	3,70
Sometimes I take pleasure in thinking about what I saw, heard or read in advertisements	R10	2,73	2,23	3,03	3,53	3,51	3,59	3,41
Sometimes advertisements bring to my mind pleasant memories.	R11	2,29	2,23	2,88	3,35	3,30	3,45	3,08
In general, advertising helps our nation's economy.	R12	2,51	2,79	3,47	3,93	3,57	3,72	3,71
Advertising contributes to the knowledge of quality products.	R13	2,25	2,40	2,95	3,81	3,34	3,69	3,38
In general, advertising promotes competition which benefits the consumer	R14	2,90	3,35	3,18	3,98	3,53	4,02	3,79
Advertising is making us a materialistic society- overly interested in buying and owning things.	R15	3,73	3,93	3,56	3,48	3,53	4,39	3,41
Advertisements tell me what people like me are buying or using	R16	2,47	2,42	2,65	3,06	2,83	3,52	3,07
Advertising tends to make people live in a world of fantasy	R17	2,71	3,37	3,27	3,30	3,41	4,04	3,41
Advertising is wasteful of our economic resources.	R18	2,73	3,09	2,47	2,50	2,80	3,88	2,09
Overall, I consider advertising a good thing	R19	2,76	2,46	3,47	3,89	3,53	3,69	3,90
Most advertising distorts the values of our youth.	R20	2,25	3,25	2,36	2,43	2,93	4,03	1,96
Foreign advertisements promote too many Western values.	R21	2,76	3,37	2,64	2,98	3,66	4,27	2,54
Advertising promotes mostly concepts / lifestyles that do not belong to the majority of the population.	R22	2,94	3,60	2,73	2,96	3,51	4,31	2,63
Advertising promotes undesirable values in our society.	R23	2,37	3,23	2,55	2,35	2,95	4,05	2,09
I like to talk to my friends about advertisements.	R24	2,29	2,12	2,98	3,10	3,37	3,04	3,30
In general, advertisements present a true picture of the product advertised.	R25	2,12	2,12	2,50	3,13	2,78	2,99	3,08
Advertising makes people buy unaffordable products just to show off.	R26	3,29	3,53	2,65	2,74	2,91	4,17	2,72
In general, advertising is misleading.	R3	2,37	2,33	3,00	3,23	2,90	2,25	3,30
Most advertising don't insults the intelligence of the average consumer	R6	2,37	2,47	3,06	3,58	3,47	2,20	3,59
My general opinion about advertising is favorable.	R27	2,86	2,74	3,20	3,81	3,70	2,42	4,06
Advertising variable's Mean		2,80	2,85	3,02	3,38	3,40	3,68	3,26
General Mean		3,33	2,96	2,58	3,80	3,27	3,94	3,29

Table 5. ANOVA Results

ANOVA						
	Clusters		Error		F Value	Sig.
	Mean Square	df	Mean Square	Df		
K1	16,834	6	0,643	593	26,166	0,000
K2	56,052	6	1,021	593	54,914	0,000
K3	60,839	6	0,767	593	79,327	0,000
K4	67,670	6	0,816	593	82,941	0,000
K5	57,277	6	0,770	593	74,368	0,000
K6	55,139	6	1,057	593	52,181	0,000
K7	47,498	6	0,697	593	68,131	0,000
K8	53,072	6	0,951	593	55,784	0,000
K9	61,988	6	0,961	593	64,505	0,000
K10	55,976	6	0,763	593	73,323	0,000
K11	69,418	6	0,816	593	85,114	0,000
K12	83,533	6	0,926	593	90,229	0,000
K13	47,029	6	0,873	593	53,895	0,000
K14	53,272	6	0,841	593	63,338	0,000
K15	44,068	6	0,991	593	44,476	0,000
K16	55,998	6	0,823	593	68,051	0,000
K17	71,539	6	0,894	593	80,011	0,000
K18	66,440	6	0,933	593	71,205	0,000
K19	61,891	6	0,871	593	71,042	0,000
K20	42,857	6	0,914	593	46,903	0,000
K21	49,753	6	1,244	593	39,984	0,000
R1	27,991	6	0,984	593	28,439	0,000
R2	24,588	6	0,921	593	26,697	0,000
R4	3,683	6	0,984	593	3,741	0,001
R5	17,591	6	1,180	593	14,912	0,000
R7	15,419	6	0,968	593	15,931	0,000
R8	13,905	6	0,723	593	19,237	0,000
R9	12,059	6	0,808	593	14,921	0,000
R10	17,566	6	1,006	593	17,463	0,000
R11	16,657	6	1,183	593	14,077	0,000
R12	18,170	6	1,020	593	17,813	0,000
R13	25,427	6	1,026	593	24,787	0,000
R14	12,785	6	0,940	593	13,598	0,000
R15	11,501	6	1,002	593	11,480	0,000
R16	11,384	6	0,995	593	11,446	0,000
R17	10,984	6	1,088	593	10,095	0,000
R18	33,615	6	0,941	593	35,709	0,000
R19	21,811	6	0,858	593	25,434	0,000
R20	48,605	6	1,022	593	47,564	0,000
R21	37,329	6	1,089	593	34,265	0,000
R22	33,711	6	1,007	593	33,470	0,000
R23	44,107	6	0,882	593	50,024	0,000
R24	15,878	6	1,118	593	14,208	0,000
R25	13,628	6	0,890	593	15,305	0,000
R26	28,566	6	1,105	593	25,862	0,000
R3	17,760	6	0,946	593	18,774	0,000
R6	32,666	6	1,076	593	30,370	0,000

R27	36,495	6	0,908	593	40,179	0,000
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Table 6. Demographic Profiles of the Clusters

Variable	Pearson Chi-Square	df	Exp. Sig. (two directions)
INCOME	50,891	12	,000
OCCUPATION	76,964	30	,000
EDUCATION	125,569	18	,000
AGE	40,976	24	,017
MARITAL STATUS	17,204	6	,009
GENDER	21,569	6	0,01

Table 7. Demographic Profiles of Clusters

Highly Affected					
4th Cluster Broken Low-income level Between 34-41 of age Highschool Married Female Worker-Retired	Xk= 4,31 Xr= 3,38 n=107	6th Cluster Shaken Low-income level Between 42-49 of age Primary school Married Male Worker-Retired	Xk=4,26 Xr=3,68 n=95	1st Cluster Alarmed Low-income and extensively average- income level Above 50 of age High school Single Female Housewives- Unemployed-Teacher	Xk= 3,99 Xr= 2,80 n=51
Affected					
7th Cluster Risky Group High-income level Between 18-25 of age Undergraduate and graduate degree Single Female Private sector	Xk= 3,33 Xr=3,26 n=138	5th Cluster Stagnants Average-income level Between 26-33 of age Graduate Married Male Public sector	Xk= 3,11 Xr=3,40 n=86	2nd Cluster Less Troubled Average-income level Between 26-33 of age Graduate Single Male Private sector	Xk=3,10 Xr=2,85 n=57
Not Affected					
		3. Cluster Untroubled High-income level Between 26-41 of age Under graduate Single Female Private Sector	Xk=2,04 Xr=3,02 n=66		

