



## ROLE OF CREATIVE ADVERTISING ON BRAND IMAGE AND ITS EFFECT ON PERCEIVED QUALITY, BRAND LOYALTY AND PURCHASE INTENTION

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### ABSTRACT

The aim of this study is to investigate the role of creative advertising on brand image and its effect on perceived quality, brand loyalty, and purchase intention. For this purposes, the effect of creative advertising on brand components was determined and the results obtained were compared with other results in the literature, suggestions were presented to guide businesses.

In the field of advertising, three of the ads that received the creativity award were selected and questions were asked to the consumers through survey. Through these questions, content analysis was conducted to measure the extent to which the concepts of brand image, brand loyalty, perceived quality, and purchase intention, which are brand components, are affected by creative advertisements. For this questionnaire study, 485 people were reached and some results were obtained based on the answers received from the questions directed to these people. According to the results of the study, it is concluded that the role of creative advertising on brand image has a positive and significant effect on brand loyalty and perceived quality and brand loyalty has a positive and significant effect on purchase intention.

**Keywords:** Creativity in Advertising, Brand Image, Brand Loyalty, Perceived Quality and Purchasing Intention..

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## YARATICI REKLAMLARIN MARKA İMAJİ ÜZERİNDEKİ ROLÜ VE ALGILANAN KALİTE, MARKA SADAKATI VE SATIN ALMA NİYETİNE ETKİSİ

### ÖZ

Bu çalışma ile yaratıcı reklamların, marka imajı üzerindeki rolü ve bunun algılanan kalite, marka sadakati ve satın alma niyetine etkisi araştırılması amaçlanmıştır. Böylece yaratıcı reklamların marka bileşenleri üzerindeki etkisi saptanmış ve elde edilen sonuçlar, literatürdeki diğer sonuçlar ile karşılaştırılarak, işletmelere yol gösterecek öneriler sunulmuştur.

Reklamcılık alanında, yaratıcılık ödülü almış reklamlar arasından üç tanesi seçilmiş ve tüketicilere anket yöntemi aracılığıyla sorular yöneltilmiştir. Bu sorular aracılığıyla marka bileşenleri olan; marka imajı, marka sadakati, algılanan kalite ve satın alma niyeti kavramlarının, yaratıcı reklamlardan ne ölçüde etkilendiğini ölçmek amacıyla içerik analizi yapılmıştır. Bu anket çalışması için 485 kişiye ulaşılmış ve bu kişilere yöneltilen sorulardan alınan cevaplar üzerine bazı sonuçlar elde edilmiştir. Çalışmanın anket sonuçlarına göre; yaratıcı reklamların marka imajı üzerindeki rolünün marka sadakati ve algılanan kalite üzerinde ve marka sadakatinin satın alma niyeti üzerinde pozitif ve anlamlı bir etkisi olduğu sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Reklamda Yaratıcılık, Marka İmajı, Marka Sadakati, Algılanan Kalite ve Satın Alma Niyeti.

## INTRODUCTION

The increase in technological possibilities has changed the consumer perspective. Today, unlike in previous periods, consumers are more determined to be involved in this process and to freely express their wishes and needs. This understanding has built a bridge between businesses and consumers and contributed to the development of a consumer-oriented marketing approach.

The fact that businesses offer value-oriented supply to consumer ideas and thoughts contributes to consumers and consumption culture; and it is thought that it is beneficial for the establishment and development of many positive emotions in consumers. A sense of belonging develops in consumers who experience the satisfaction of being a part of this process, and it is seen that this feeling creates brand loyalty. Consumers, involved in the consumption process with a sense of belonging have a positive tendency in their quality perceptions and are influenced by these feelings in their purchasing decision.

One of the most crucial points of marketing activities is to direct consumer perceptions in a way that will benefit businesses. The most important supporters of the businesses that successfully maintain their perception management in this process are advertisements. One of the most successful ways to touch the consumer's mind and convey the desired message to the target audience is to use the creative aspect of advertisements effectively. In this way, consumers' mind maps are reached and the message is delivered correctly. Therefore, emphasizing creativity in advertisements is very important for businesses.

In line with this information, this study aims to show how creative advertisements take place in the shopping world of consumers and to examine their effects on brand components.

## I. Advertisement and Advertising

The origin of the concept of advertisement (*réclame*) is French. It is derived from the Latin word "domare" meaning "to call" (Tikveş, 2005: 194).

In the definition of advertising by the American Marketing Association; Promotional actions of any product, service, idea or idea that are an impersonal sales effort at a cost (Bennett, 1995).

The basis of the concept of advertising, which has various purposes, is to bring products and services to the consumer and to help consumers focus on these products and services through the steps that will direct them to purchasing activity. Advertising is the art of creating and presenting effective and creative advertisements.

Advertising is basically presented to convey a message about products, services and behavioural patterns to the target audience determined by advertising organisations in order to evoke a reaction in the audience. In this sense, the consumer's response can be behavioral or perceptual. For example, advertising can create a behavioral pattern in the consumer regarding the product or brand. When the consumer response is behavioral, the consumer can buy the product or increase the amount of purchase. Advertising sponsored not only by commercial firms, but also by charities and non-profits; It is one of the most effective ways of persuading, informing and reminding, no matter what product and what purpose it serves (Kotler vd., 2014).

## II. Advertisement and Creativity

The concept of creativity is a phenomenon that started with the existence of mankind and is present in every human being.



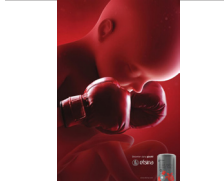
Although creativity in literature is defined as a way of thinking, this thinking includes questioning, feeling, understanding, comprehending, solving problems and generating new ideas (Kale, 1994: 4-7).

It is difficult to limit the concept of creativity to a single definition. While targeting one thing, it also requires the coordination of many other factors. "Creativity is a creation and skill set that is both focused and versatile" (Daniels & Peters, 2015).

The role and effect of the concept of creativity in advertisements is very important. It is one of the indispensable elements in the emergence of an advertisement. Every factor that makes an advertisement different and impressive from the other directly affects the products and services and therefore, plays an active role in determining the position of the enterprises in the market. In this sense, creativity is a concept that

makes an advertisement unique and different, provides competitive advantage, and adds value to products and services. The move that will ensure success for businesses is to use this concept in the right place and time and to target the determined market segment. Some preferred creative advertisement examples are given in Table 1.

**TABLE 1 | Creative Ad Examples**

Creative Advertising Examples	Explanation	Source
	Faber Castel branded pencil. The naturalness of the paint in the advert was emphasised.	Service plan <a href="https://www.dijitalajanslar.com/yaratici-reklam-afisleri/">https://www.dijitalajanslar.com/yaratici-reklam-afisleri/</a>
	Bose branded lens. In the advertisement, it was emphasized that the lens brings a new light to the perspective.	Agency Medina Turgul DDB <a href="https://bigumigu.com/haber/13-kirmizi-reklam-odullerinin-kazanan-tum-isleri/">https://bigumigu.com/haber/13-kirmizi-reklam-odullerinin-kazanan-tum-isleri/</a>
	Efsina branded salt. With folic acid salt, now babies are stronger.	Agency Graphx <a href="https://bigumigu.com/haber/13-kirmizi-reklam-odullerinin-kazanan-tum-isleri/">https://bigumigu.com/haber/13-kirmizi-reklam-odullerinin-kazanan-tum-isleri/</a>

## III. Brand Components and Creativity

The brand concept includes activities that promote a product or service. The concept of brand has been defined in different ways in the literature;

For Aaker, a brand is much more than a name and a logo. The promise of a business to its customers to deliver not only the functional benefit of the product or service, but also the emotional and social benefits (Aaker, 2014, s. 1).

Brand definition of the American Marketing Association (AMA) is that; it is a business or business community and a seller; it is the whole of names, symbols, designs, smells, tastes and signs that enable to identify its products and services and to distinguish it from the products and services of competing businesses (Kotler & Keller, 2012, s. 241).

The identification of the concept of brand with creativity takes place under the title of advertising. Businesses benefit from advertising in the promotion of their products and services and this cooperation reaches dimensions that will benefit businesses with the creativity of advertising. The goals of businesses investing in a product or service are to include moves that will turn their sales into profits and to create value by establishing successful customer relationships. It is desired to create brand loyalty by introducing the created brand to the public and informing the public. It is inevitable that consumers who are connected to the brand create value. It is expected that consumers who have positive attitudes towards the brand will be positive and optimistic in the same direction of perceived quality phenomena. It is expected that consumers with positive brand attitudes will have a parallel view of their orientation towards products and services and their purchase intention. Purchasing activity, which is created by the phenomenon of need and various elements, takes place under the influence of these attitudes. For this reason, advertising is the first promotional mix element that is desired to be utilized and comes to mind on the way out.

## IV. Literature Review

Some of the studies carried out are shown in the Table 2.

**TABLE 2 |** Previous researches in this area

References	Method	Research	Results
Shimpi (2021)	Survey	A research on how the creative effects of using mascots in the past affect brand image, brand credibility and brand attractiveness today.	The attractiveness and reliability of the brand mascot have played a mediating role in creating a brand image.
Modig and Dahlen (2020)	Survey	Consumer profiles' perceptions and evaluations of creativity	The fact that the consumers reacting to the advertisement are positive due to the influence of some factors, the individual creativity of the consumers or the creativity of the advertisement were evaluated as effective.
Ansari and Riasi (2016)	Survey	The role of factors that reduce and increase advertising effectiveness in advertising success	The most important factors in advertising success; 1. Brand 2. Advertising creativity 3. Customer Relations
Mahsa (2016)	Qualitative research	Process, relationships and dynamism-enhancing factors related to the concept of creativity in advertising	The different preferences of the stakeholders involved in the process (ad agency employees, customers, those involved in the campaign and government employees) enriched the overall perspective.
Barker (2015)	Qualitative research	Software with a number of smart features that copywriters use in creative ad development processes, advantages and disadvantages	The importance of the concepts of efficiency, speed and flexibility and their contribution to this process are emphasized.

**TABLE 2 |** Previous researches in this area (more)

References	Method	Research	Results
Grahle (2015)	Qualitative research	How the creative process in advertising agencies progresses and the factors involved in this process	It has been revealed that there are two practices that enable creative processes to be organized, conflicts between these practices and different tastes.
Owens (2014)	Qualitative research	Comparison of past and present advertising creativity perceptions.	<input type="checkbox"/> Some of the copywriters disagree, the creativity factor remains constant or increases, <input type="checkbox"/> Contribution to role-based advertising
Terkan (2014)	Survey	Creative advertising and marketing management relationships, strategies developed to overcome the expanding global market.	The importance of using advertising creativity in market activation was emphasized.
Chen (2011)	Pre-test and experiment	How does increased advertising creativity affect advertising effectiveness? Evaluation in terms of brand difference and advertising difference.	It has been concluded that the perception of advertising creativity varies depending on the consumer mood.

**V. Purpose of The Research**

The aim of this study is to reveal how creative advertising, which is one of the types of advertising concept and of great importance for businesses, affects the brand image in the minds of consumers. In addition, the effects of creative advertising on perceived quality, brand loyalty and purchase intention will be examined.

**VI. Importance of Research**

As a result of the literature review, few academic studies that reveal the relationship between the concept of creative advertising and brand image have been found. In this study, the effects of creative advertising on the brand image were tried to be determined, the strength and direction of the relationship between the two concepts and other brand components were determined; It is aimed to contribute to the literature by examining the effects of perceived quality, brand loyalty and purchase intention.

**VII. Model of the Research**

Inline with the purpose of the research and literature review, the hypotheses of the research are as follows:

**H1:** The role of creative advertising on brand image has a positive and significant effect on purchase intention.

**H2:** The role of creative advertising on brand image has a positive and significant effect on brand loyalty.

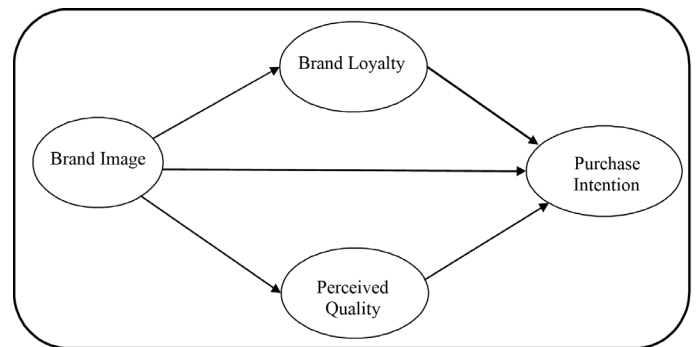
**H3:** The role of creative advertising on brand image has a positive and significant effect on perceived quality.

**H4:** Brand loyalty has a positive and significant effect on purchase intention.

**H5:** Perceived quality has a positive and significant effect on purchase intention.

The research model to be evaluated for the hypotheses of the research was created as in Figure 1;

**FIGURE 1 |** Research Model



**VIII. Population and Sample**

The population of the research is consumers over the age of 18 who shop online. The sample group of the research consisted of (485 people) selected from this population by sampling.

**IX. Demographic Findings**

Of the participants in the study group (485 people), 62% were female and 38% were male s. 48% of these participants are 18-29 years old, 36% are 30-44 years old, 8% are 45-54 years old, 8% are 55 years old and over. As for the marital status, 46% of the respondents are married and 54.0% are single. This group consists of 4.9% of the participants with a high school degree or below, 18.4% of the participants at associate degree level, 43.3% of the participants at the undergraduate education level, and 33.4% at the graduate education level. Their income levels are 35% of the participants with a monthly income of 5500 TL and below, 18% of the participants with a monthly income of 5501-10000 TL, 15% of the participants with a monthly income of 10001-15000 TL, 18% of them with a monthly income of 15001 Of the participants in the range of -20000 TL, 14.0% have a monthly income of 20001 TL and above. 40% of the participants are civil servants, 35% are students, 8% are self-employed participants, and 6% are retired participants.

**X. Results**

**A. Findings Regarding the Validity and Reliability Analysis of the Scales Used in the Study**

In this section, firstly, the Confirmatory Factor Analysis (CFA) method was used to analyze the construct validity of the scales to be used in the testing of the research model. As a result of the analyzes made, the values of fit indices obtained separately for the scales used as data collection tools in the research were obtained as in Table 3.

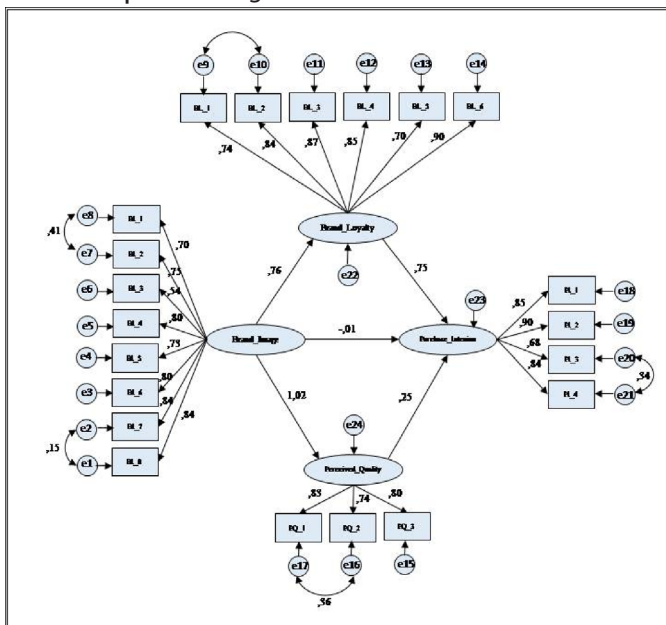
**TABLE 3 |** The Values of Fit Indices for CFA for Scales

	$\chi^2/sd$	GFI	NFI	IFI	CFI	RMSEA
Acceptable Fit	$\leq 5$	$\geq 0,85$	$\geq 0,90$	$\geq 0,90$	$\geq 0,95$	$\leq 0,08$
Good Fit	$\leq 3$	$\geq 0,90$	$\geq 0,95$	$\geq 0,95$	$\geq 0,97$	$\leq 0,05$
Brand Image	4,377	0,964	0,968	0,975	0,975	0,084
Brand Loyalty	3,652	0,981	0,987	0,990	0,990	0,074
Perceived Quality	0,000	1,000	1,000	1,000	1,000	0,000
Purchase Intention	0,089	1,000	1,000	1,000	1,000	0,000

**B. Structural Equation Modeling Findings of the Research Hypotheses Test**

In this section, the research model and hypotheses are examined through structural equation modeling with in the scope of the AMOS program, and the findings obtained from this analysis are included. In the AMOS package program, the research model was created in the form of the diagram given in Figure 2. In order to increase the goodness of fit for this model, it was determined whether it was theoretically appropriate or not and modification processes were also carried out.

**FIGURE 2 |** AMOS Diagram of the Research Model



The goodness-of-fit indices obtained as a result of the analysis applied to the final version of the model created as a result of the modification processes in Figure 2 are given in Table 4.

**TABLE 4 |** Fit Index Values of the Research Model

	$\chi^2/sd$	GFI	NFI	IFI	CFI	RMSEA
Acceptable Fit	$\leq 5$	$\geq 0,85$	$\geq 0,90$	$\geq 0,90$	$\geq 0,95$	$\leq 0,08$
Good Fit	$\leq 3$	$\geq 0,90$	$\geq 0,95$	$\geq 0,95$	$\geq 0,97$	$\leq 0,05$
Model	4,412	0,86	0,912	0,931	0,931	0,084

According to the results in Table 4, the goodness-of-fit indices of the research model's test result were  $\chi^2/sd=4.412<5$ ;  $GFI=0.860>0.85$ ;  $NFI=0.912>0.90$ ;  $IFI=0.931>0.90$ ;  $CFI=0.931<0.95$  and  $RMSEA=0.084>0.08$ . As a result of these values, the tested research model shows an acceptable level of goodness-of-fit with the data according to  $\chi^2/sd$ , GFI, NFI and IFI fit indices. CFI and RMSEA fit indices are also very close to acceptable levels.

The findings regarding whether the relationship between the variables included in the tested model are significant or not are as given in Table 5.

**TABLE 5 |** Structural Equation Modeling Findings for Testing the Research Model

Hypothesis	Relationship Paths	Regression Coefficient	Std Error	p	Result
H1	Purchase Intention ← Brand Image	-0,009	0,362	0,981	Rejection
H2	Brand Loyalty ← Brand Image	0,732	0,049	0,000	Acceptance
H3	Perceived Quality ← Brand Image	0,967	0,044	0,000	Acceptance
H4	Purchase Intent ← Brand Loyalty	0,798	0,058	0,000	Acceptance
H5	Purchase Intent ← Perceived Quality	0,27	0,381	0,479	Rejection

According to the findings in Table 5,

□The H1 hypothesis was rejected. Accordingly, it was determined that the role of creative advertising perceived by the participants on the brand image did not have a statistically significant effect on the purchase intention of the participants ( $p>0.05$ ).

□The H2 hypothesis was accepted. Accordingly, it was concluded that the role of creative advertising and the perceived brand image of the participants had a positive and significant effect on the brand loyalty of the participants ( $p<0.001$ ). In other words, it can be said that as the brand image perceived by the participants with the role of creative advertising increases, their loyalty to the brand also increases significantly.

□The H3 hypothesis was accepted. Accordingly, it was determined that the role of creative advertising and the perceived brand image of the participants had a positive and significant effect on the perceived quality of the participants ( $p<0.001$ ). In other words, as the brand image perceived by the participants with the role of creative advertising increases positively, the perceived quality level of the brand also increases significantly.

□The H4 hypothesis was accepted. Accordingly, it was determined that the brand loyalty perceptions of the participants had a positive and significant effect on the purchase intention of the participants ( $p<0.001$ ). In other words, as the loyalty of the participants to the brand increases positively, their purchase intention also increases significantly.

□The H5 hypothesis was rejected. Accordingly, it was concluded that the perceived quality level of the participants did not have a statistically significant effect on the purchase intention of the participants ( $p>0.05$ ).

**CONCLUSION AND RECOMMENDATIONS**

This study was conducted to reveal in which direction and how creative advertising affect consumers' approaches to brands in their daily lives, brand image in their minds, brand loyalty, perceived quality and purchase intention.

With in the scope of the research, 485 consumers were reached and face-to-face and online survey methods were used in the research, the Structural Equation Model method was used to test there search hypotheses. Research and Publication Ethics were followed in the study.

As a result of the analyzes made; The effect of the participants' role of creative advertisements on brand image on brand loyalty and perceived quality was found to be significant. In addition, the effect of brand loyalty on consumers' purchase intentions was found to be positive and significant. However, it was determined that the role of the creative advertisements perceived by the participants on the brand image did not have a statistically significant effect on the purchase intention. Likewise, perceived quality did not have a positive and significant effect on consumers' purchase intention.

The results obtained in our research, which examined the effect of creative advertisements on brand image and brand loyalty, perceived quality and purchase intention; it has a positive and significant effect on brand loyalty and perceived quality; It also proves that brand loyalty has a positive and significant effect on purchase intention. These results were found to be compatible with the literature (Yang, 2006; Malik, 2013; Kahraman&Eskalen; Uzunkaya, 2016; Alavijeh, 2018; Ardalan&Hamidreza, 2017; Jovanović vd., 2016; Sriram vd., 2021; 2000; Demsar vd., 2022).

When the effect of the role of creative advertising on the brand image

on the purchasing behavior and the effect of the perceived quality on the purchasing behavior were examined, it was found that there was no positive and significant effect. These results were not found to be compatible with the literature. In some of these studies, brand image has a positive effect on purchasing behavior, while in the remaining studies, perceived quality has a positive effect on purchasing behavior (Adetunji vd., 2014; Satriawan&Setiawan, 2020; Ahmed & Ashfaq, 2013; Reinartz&Saffert, 2013; Tsabitah, 2021, Till&Baack, 2013;).

When the effect of the concept of brand loyalty on purchase intention was analyzed, a positive and significant relationship was found. This result of the study was found to be compatible with some of the results in the literature (Onurlubaş, 2018; Ural & Perk, 2012; Eskiler & Altunışık, 2017; Ahmedov, 2020; Doğaner & Armağan, 2019; Çelikkol, 2021; Uz & Mutlu, 2020; Yıldız & Koç, 2017; Armağan & Gider, 2017; Güven & Çavuşoğlu, 2019; Uygurtürk & Toğçuoğlu, 2022; Balakrishnan, 2014; Dülük & Aydın, 2020, Roozy vd., 2014; Almohaimmed, 2019; Jii-Soo, 2017; Susanto, 2013; Santoso & Cahyadi, 2014).

It has been observed that the creative aspects of advertisements positively affect consumers' image perceptions. It is seen that positive image perception ensures that consumers create loyalty to the products and services offered and that their quality perceptions are positive. This synergy between products and services and consumers creates brand loyalty and strengthens ties. Strong ties enable consumers to feel close to products and services in times of need. It is thought that this bond is the reason why brand loyalty positively affects consumer purchase intention. On the contrary, the positive image perception created by creativity did not have a positive effect on purchase intention. Many other factors influence purchase intention. Consumers are under the influence of many economic, socio-cultural, psychological and personal variables, even in their intention to purchase. In the same way, it explains the situation that perceived quality does not have a positive effect on purchase intention.

As a result, the most important fact or that enables businesses to be successful and profitable is that the products and services produced and the brand create dare of high quality and presented to the consumer with the right methods. In order for this to happen, businesses should pay more attention to the effect of advertising activities on sales and profit factors and make investments and plans to support this.

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