

Research Article / Araştırma Makalesi

## SECTORAL AND DEMOGRAPHIC ANALYSIS OF THE APPLICATIONS OF CELEBRITY BRAND AMBASSADORS IN TELEVISION ADVERTISEMENTS IN TÜRKİYE WITHIN THE FRAMEWORK OF THE AIDA MODEL

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### ABSTRACT

*In today's competitive environment, brands use brand ambassadors to represent themselves. Brand ambassadors used in marketing strategies are a strategy that provides benefits in many areas such as brand image, brand awareness, and purchase intent. However, there are limited studies in the literature that address the role of brand ambassadors' sectoral distribution and demographic characteristics in advertising effects. The aim of this study is to examine the use of brand ambassadors in television commercials and to reveal the effects of this strategy within the framework of the AIDA model. Advertisements broadcast during prime time were evaluated using content analysis method. The findings of this study reveal that celebrity brand ambassadors are used at different rates across sectors in television advertising in Türkiye. The findings show that brand ambassadors are used most extensively in the finance and luxury/prestige sector groups, while they are used more limitedly in the daily consumption and technology groups. Based on the AIDA model, celebrities are used especially in the attention and interest stages, while their use is lower in the desire and action stages. Demographic analyses reveal that advertising ambassadors are mostly actors with a high average age; female ambassadors are preferred more in the luxury and prestige sector group, while male ambassadors are preferred more in the technology and communication sector group.*

**Keywords:** AIDA Model, Brand Ambassador, Brand, Celebrities, Advertisement.

**JEL Classification Codes:** D8, L82, M31, M37

## TÜRKİYE'DE TELEVİZYON REKLAMLARINDA ÜNLÜ MARKA ELÇİLERİ UYGULAMALARININ AIDA MODELİ ÇERÇEVESİNDE SEKTÖREL VE DEMOGRAFİK OLARAK İNCELENMESİ

### ÖZET

*Günümüzün rekabet ortamında markalar kendilerini temsil etmesi için marka elçilerini kullanmaktadır. Pazarlama stratejilerinde kullanılan marka elçileri marka imajı, marka farkındalığı, satın alma niyeti gibi birçok konuda fayda sağlayan ve kullanılan bir stratejidir. Ancak literatürde,*

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*marka elçilerinin sektörel dağılımı ve demografik özelliklerinin reklam etkileri üzerindeki rolünü ele alan çalışmalar sınırlıdır. Bu çalışmanın amacı, televizyon reklamlarında marka elçilerinin kullanımını incelemek ve AIDA modeli çerçevesinde bu stratejinin etkilerini ortaya koymaktır. Araştırmada prime-time kuşağında yayınlanan reklamlar içerik analizi yöntemiyle değerlendirilmiştir. Bu çalışmanın bulguları, Türkiye’de televizyon reklamlarında ünlü marka elçilerinin sektörlere göre farklı kullanım oranları olduğunu ortaya koymaktadır. Bulgular, marka elçilerinin en yoğun biçimde finans ve lüks/prestij sektör gruplarında kullanıldığını, gündelik tüketim ve teknoloji gruplarında ise daha sınırlı yer bulunduğunu göstermektedir. AIDA modeline göre, ünlülerin özellikle dikkat ve ilgi aşamalarında kullanıldığı, arzu ve eylem aşamalarında ise daha düşük oranda kullanıldığı belirlenmiştir. Demografik analizler, reklam elçilerinin çoğunlukla yaş ortalaması yüksek oyuncular olduğunu; lüks ve prestij sektör grubunda kadın, teknoloji ve iletişim sektör grubunda ise erkek elçilerin daha fazla tercih edildiğini ortaya koymaktadır.*

**Anahtar Kelimeler:** AIDA Modeli, Marka Elçisi, Marka, Ünlüler, Reklam.

**JEL Sınıflandırması:** D8, L82, M31, M37

## 1. Introduction

The concept of brand ambassador plays a critical role in the communication strategies of brands and ensures that the brand’s values, corporate identity and image are accurately reflected to the consumer (Gensler et al., 2013). Brand ambassadors are usually celebrity people such as singers, actors or athletes who have a wide recognition in the society. These people can also be defined as advertising faces that support the advertised product or service and are identified with the brand. Companies prefer brand ambassadors as part of an effective marketing strategy implemented to increase the purchasing interest of consumers (Dewi et al., 2020). Brand ambassadors play an important role in drawing consumers’ attention to the brand as people who represent and support the brand in public by interacting with the company. At the same time, their influence on shaping the brand perception and image is clearly visible (Mauludi et al., 2023). According to a report by IGI-Global, the global brand ambassador solutions market is valued at USD 374 million by 2023. This value is projected to reach USD 408.4 million by 2024 and rise to USD 825.8 million by 2032. This indicates that the compound annual growth rate will be 9.2% during the 2024-2032 forecast period (GlobalGrowthInsights, 2024).

Recently competitive business market, developing a strong brand is critical to long-term success. It is necessary for a brand to develop an effective strategy for promoting and marketing its products (Muchenje et al., 2023). Therefore, one of the methods that companies can apply to promote their products and strengthen their product image is to position brand ambassadors as brand spokespersons. Brand ambassadors are preferred because they can be easily remembered in the minds of consumers and can increase purchasing interest in the products they promote (Suleman et al., 2023). Brand ambassadors play an important role in creating awareness of companies’ products and shaping consumer behavior. The main purpose of brand ambassadors is to strengthen the advertising message, make it easier for consumers to accept these messages and increase the sense of trust in the products being promoted (Suleman & Prasetyo, 2022). For this reason, a brand ambassador ability to create a positive perception and support the consumer purchasing decision is considered an integral part of an effective promotional strategy (Putri et al., 2021).

An effectively selected brand ambassador not only increases consumers' trust in the brand, but also creates a strong relationship between the brand and the consumer by encouraging purchasing behavior. However, it is known that the right brand ambassador choice makes a significant contribution to developing brand loyalty among consumers and strengthening the brand image in the long term (Natasiah & Syaefulloh, 2024). Brand trust plays a key role in deepening consumers' relationships with the brand, creating long-term loyalty and commitment. For this reason, brand ambassadors effectively communicating the brand's values and reliability to consumers contribute significantly to strengthening brand trust. Consistent and sincere messages conveyed through brand ambassadors positively affect consumers' perception of the brand, supporting the establishment of a strong relationship of trust between the brand and the consumer (Dharmawan & Wardhana, 2021). Choosing brand ambassadors correctly and equipping them with effective communication strategies stands out as a critical factor in increasing consumer satisfaction. In addition, the relationship that brand ambassadors establish with consumers is directly related to how consistently they present the brand's values and vision. Therefore, establishing a trust-based relationship between brand ambassadors and consumers is considered an important element that strengthens both consumer satisfaction and brand loyalty (Pardede & Aprianingsih, 2023).

The characteristics of brand ambassadors have the potential to direct consumers' purchasing decisions. The influence of ambassadors to change attitudes can be used as an effective tool in transforming consumers' brand perceptions and directing them to the product or service. Brand ambassadors have significant and positive effects on consumer decisions such as purchasing decision, brand image, brand awareness (Mohamed, 2024; Ramadhanti & Usman, 2021; Vinith et al., 2024).

One of the main goals of businesses is to acquire new customers while building long-term relationships with existing customers. Building and strengthening a brand represents a main component of marketing communications. Businesses that successfully build and develop their brands are more likely to achieve long-term success in competitive markets. For this purpose, companies invest significant resources, often at high prices, in advertising campaigns displayed on high-traffic websites. This situation further increases the importance of online advertising in modern marketing strategies (Gedik, 2020). Consumers today are better informed about products by sharing information through online communities. However, understanding the consumer is a complex process due to constant changes in choices and preferences. This requires long-term research and development of different hierarchical models to understand customer demands (Chakravarty & Sarma, 2018). Hierarchy of Effects is a marketing communication model that explains the psychological stages that consumers go through before purchasing a product or service. This model helps understand how an advertising or marketing message will affect the consumer mind and how it will affect their behavior (Pauwels et al., 2020). The Hierarchy of Effects models often used in marketing communications are: AIDA, NAIDAS and DAGMAR. These models are used to explain consumers' purchasing decision processes (Aktaş & Zengin, 2010).

In this study, the various types of brand ambassadors were first examined, followed by a literature review on the topic. In the research section, the use of celebrity brand ambassadors in television advertisements was examined demographically and age, gender, nationality and

occupation factors were investigated. At the same time, the AIDA model from the hierarchy of effects was used while analyzing celebrity brand ambassadors. It was examined with the content analysis method and tabulated with the binary matrix method. This analysis both contributes to conceptual discussions in the academic literature and provides marketing professionals with concrete insights that they can use in their consumer reach strategies.

## 2. AIDA Model

One of the most widely used advertising information processing model today is the AIDA Model, introduced by E. St. Elmo Lewis in 1898. The AIDA Model divides the psychology of customer buying behavior into four stages: A (Attention), I (Interest), D (Desire), and A (Action). By combining the initials of each of these behavioral psychology steps, AIDA emerges (Kojima et al., 2010). Through this mechanism, the AIDA model helps buyers in making the purchase. Although the model was developed a century ago, despite various changes, the basic principle of the model is still reliable and valid (Keshavarzsaleh et al., 2017). The first stage of the AIDA model, the attention stage, aims to attract consumers' attention. Thus, the potential customer is ensured to pay attention to the presentation (Stepaniuk, 2017). In the interest stage, the benefits and features of the product or service are emphasized to capture the consumer's attention and stimulate interest. In order to convince consumers, every detail of the product, its appearance, stance and usage method must be carefully planned (Tristante et al., 2021). The desire stage aims to create an emotional connection by making the consumer want the product and persuading the customer (Purbaningsih et al., 2022). In the Action stage, the consumer is encouraged to take action and purchase the product. These stages create an effective marketing strategy by systematically directing the consumer demand (Hassan et al., 2015).

## 3. Brand Ambassador Types

A brand ambassador is a person who is selected by the company in accordance with the criteria determined by the company in order to reflect the image, values and corporate identity of a brand and actively represents the brand (Schmidt & Baumgarth, 2018). In traditional approaches, brand ambassadors are mostly considered as celebrity or well-known people, but with the transformation brought by the digital age, the limits of the concept have expanded; different actors such as artificial intelligence-supported digital assistants, social media influencers, employees and customers have become a type of brand ambassadorship (Kalpokas, 2020).

The first type of brand ambassador is Artificial Intelligence (AI). Artificial intelligence systems, particularly tools like ChatGPT, are increasingly being utilized in integrated marketing communication to enhance customer engagement, satisfaction, and purchasing intentions. Research suggests that AI's ability to optimize processes, deliver personalized experiences, and provide significant cost and time savings makes it a valuable tool in modern marketing strategies (Yoldaş & Aycı, 2024). It is believed that for the future of brands, brand strategies should leverage cutting-edge platforms such as ChatGPT, the Metaverse, and AI. After frequently utilizing celebrities as brand ambassadors in the past, artificial intelligence is now being suggested as a candidate (Pandey, 2023). The concept of a digital persona may seem odd at first, but when done correctly and with the right strategy, these digital ambassadors can build trust, inspire loyalty, and fundamentally transform a brand's business model for the better (UneeQ Blog, 2023).

Another important type of brand ambassador is Influencers. In addition to utilizing brand ambassadors, companies are also utilizing social media influencers (SMIs) to communicate on social media. SMIs represent a new type of independent third-party advocate who can shape the audience's attitudes through blogs, tweets, and other social media channels (Freberg et al., 2011). One of the fundamental differences between brand ambassadors and SMIs is their relationship with companies. Influencers are typically independent of any specific company and often have temporary relationships, while brand ambassadors have more formal and long-term relationship with brands or companies (Smith et al., 2018). The use of SMIs is seen by marketers worldwide as an effective promotional tool because it can influence consumers' perceptions of brand image, quality, and product uniqueness. 80% of social media influencers regarded as brand ambassadors state that they have a positive impact on online campaigns (Almaida et al., 2019). Individuals with a high number of followers on social media play a crucial role as brand ambassadors (Smith et al., 2018). According to Statista (2024), the size of the global influencer marketing market has more than tripled since 2019. It is estimated that the influencer marketing market will reach a record number of around 24 billion US dollars in 2024. Nowadays, influencers are used quite often in online product marketing. However, the use of the right influencer is very important for companies to promote brands (Marhaeni et al., 2022).

As the third type, employees and customers are also brand ambassadors. The key role of employees in brand management is gaining increasing recognition (Xiong et al., 2013). It is mentioned that it positively influences not only consumers' attitudes towards the brand but also the company's reputation as an employer. Therefore, organizations are focusing on supporting employees in exhibiting consistent attitudes and behaviors towards the brand (Sontaite-Petkeviciene & Vascegaite, 2022). However, it emphasizes that organizational intentions alone do not necessarily ensure the desired employee outcomes. Effectively implementing brand ambassadorship requires a collaborative effort from both the organization and its employees (Liao & Chuang, 2004). In this context, while employees are expected to reflect the brand promise to customers, it is emphasized that understanding the meaning of this responsibility in relation to their organization's brand and roles is critical. As a result, it is highlighted that being brand ambassadors requires a deeper understanding and commitment from employees, and internal motivation and engagement are crucial for a successful brand strategy (King & Grace, 2009). In today's world, customers are not only consumers of products or services but also partners and creators of brands. Companies now aim to advance customer loyalty, turning customers into voluntary brand ambassadors, thus benefiting from individuals with brand loyalty (Kandampully et al., 2015).

Finally, celebrities can be considered the fourth type of brand ambassador. Celebrity brand ambassadors are well-known individuals who use their celebrity status and fame to promote a product. The name and image of a celebrity create awareness and attract attention. This helps consumers associate the personality traits of the brand ambassador with the brand, facilitating their identification with it (Aisyah, 2023). The use of celebrities in advertising is rapidly increasing because it is seen that companies collaborating with celebrities make significant contributions to their financial gains. Companies collaborate with celebrities because it is believed that advertisements featuring celebrities are more appealing, attention-grabbing, memorable, and have a higher likelihood of leading to purchases compared to non-celebrity advertisements (Okorie & Deborah, 2017). They can easily capture the attention of customers.

A proper celebrity-brand match can enhance brand awareness, support brand recall, and be effective in influencing new customers (Aurangzeb et al., 2017). A successful celebrity brand ambassador can contribute to the significant growth of a company by increasing product recognition and establishing trust factors (Fisher-Buttinger & Vallaster, 2008). Brand ambassadors should be well known public figures to support advertising. For example, these individuals could be celebrities such as artists or athletes, widely recognized by many people. Thus, selecting a person known for promoting a product or service enhances trust in the brand (Clarissa & Bernarto, 2022). Some brand ambassadors also participate in large public events such as fairs, exhibitions, and sports activities. The goal in these places is the same: to market the product and service (Fisher-Buttinger & Vallaster, 2008). Using well-known and admired people to promote products is a common practice with a long history in marketing history (Malhotra, 2013). Marketers have long recognized the value of using familiar and admirable personas to attract attention to advertising messages. This situation has been going on for more than 60 years (Belch & Belch, 2013). In the past, brands have used giving away free products to influencers as part of their marketing strategies to create excitement and increase brand awareness among their followers. Today, this strategy has become more advanced. Brands use influencer collaborations in a more targeted and strategic way. Therefore, they are more effectively directing consumer behavior (Britton, 2023).

#### **4. Literature Review**

The subject of brand ambassadorship has been studied under many different headings. Studies on brand ambassadorship have generally been conducted under the headings of its impact on brand awareness (Gunawan & Susilo, 2021; Hendarsin et al., 2024; Kuncoro & Windyasari, 2021), celebrity usage (Bachrun, 2015; Nadila & Windasari, 2022), consumer intention (Clarissa & Bernarto, 2022; Prasetyo & Adriyanto, 2022), brand loyalty (Pangaribuan et al., 2020; Wijayanti & Ernawati, 2023), purchasing decision (Timpal et al., 2022; Wardani & Nugara, 2022).

Brand ambassadorship is considered an important strategy to influence consumers' brand perception and loyalty. Previous studies have examined the effects of brand ambassadorship on consumer behavior. In a study conducted by Astika & Nurfebiaraning (2022), in which the music group Stray Kids was used as a brand ambassador for the Shopee platform. The research showed that the brand ambassador increased brand loyalty by 11.8%, while Shopee's brand image increased this loyalty by 55.3%. In addition, it was stated that when the brand ambassador and brand image are considered together, they have an effect of 57.9% on brand loyalty. These findings highlight that brand ambassador strategies are not just a marketing tool, but also play a critical role in building long-term relationships with consumers.

Another study was conducted by Salsabila & Purwanto (2024) to examine the impact of brand ambassadors on purchase decisions and customer loyalty. The study found that brand ambassadors positively influence the purchase decisions of potential customers by strengthening the brand's image and establishing a trustworthy relationship with consumers.

Some studies have shown that brand ambassadors influence purchase decisions by enhancing the brand image rather than directly encouraging purchases. Based on these findings, it can be concluded that brand ambassadors do not directly drive purchase decisions but instead

have a positive impact by strengthening the brand image (Korompis, 2022; Sadrabadi et al., 2018; Suleman et al., 2023).

Some research findings appear to be in a different direction. For example, while product quality has a great impact on the purchase decision, it is also seen that the use of celebrity brand ambassadors does not provide enough benefits (Hafilah et al., 2019). Additionally, Wang & Hariandja (2016) discovered that the effectiveness of celebrity actors as brand ambassadors, in terms of brand image and purchase decisions was generally low. While the study conducted by Wang & Hariandja (2016) suggested that the selection of the right brand ambassador has no significant effect on brand image and purchase decision, the study by Sadrabadi et al. (2018) showed that this relationship is significant and positive. Although consumers were familiar with his image, the impact of this image on the Tous Les Jours brand was limited. It was stated that these differences may depend on variables such as the type of brand ambassador used (e.g. celebrities, influencers or employees), the targeted consumer audience and the sector (Sadrabadi et al., 2018; Wang & Hariandja, 2016).

Another study, Faritzal et al. (2023), examines the impact of brand ambassador and price discount on purchase intention. The findings of the study show that the effect of the brand ambassador variable on purchase intention is 21.3% and the price discount variable is 29%. In addition, it was revealed that the total effect of the brand ambassador and price discount variables together on purchase intention is 34%.

Syahrudin & Karim (2019) conducted a study to examine the impact of advertising slogans and brand ambassadors on brand awareness for a GSM-based telecommunication service provider in Indonesia. The findings indicate that using both slogans and ambassadors can be an effective approach in strengthening consumer awareness in the telecommunications sector.

Another study conducted by Nurhasanah et al. (2021) analyzed the impact of electronic word-of-mouth (e-WOM), brand trust, and brand ambassadorship on purchase decisions in Tokopedia, a widely used e-commerce platform in Indonesia. A survey was conducted with 100 Tokopedia users and analyzed with Partial Least Square. It was found that the concepts of e-WOM, brand trust, and brand ambassadorship have a positive and significant influence on purchase decisions.

In a study conducted by Siskhawati & Maulana (2021) the impact of brand ambassadors and the Korean Wave on purchase decisions for Neo Coffee products was analyzed. The research focused on individuals in Riau Province who had purchased Neo Coffee products. Using a purposive sampling method, the study included 100 participants, and multiple linear regression analysis was employed as the primary analytical technique. The findings revealed that brand ambassadors did not have a significant effect on purchase decisions individually, whereas the Korean Wave had a positive and significant effect. Furthermore, when analyzed together, both brand ambassadors and the Korean Wave positively and significantly influenced purchase decisions for Neo Coffee products.

In the literature, brand ambassadorship has been examined in relation to topics such as purchase decision, brand image and brand loyalty. However, there are limited studies on the sectoral distribution of celebrities used and the role of demographic characteristics (age, profession, nationality, gender) on these effects. In this context, there seems to be a gap in the

literature regarding which sectors and which demographic groups celebrities are more effective against. The AIDA model, one of the hierarchy of effects, is a widely used method in the field of marketing to understand and guide consumers' purchasing processes. The other subject of the research, the AIDA model, has been studied in the literature as follows;

Pratiwi et al. (2021) examine the impact of the AIDA model on social media marketing in their research. The aim of the study is to analyze the impact of promotions made through Instagram on consumer purchase decisions. The research collected data through surveys conducted with 100 participants and was evaluated with regression analysis. The participants were selected from social media users who follow the @HappyFresh\_id account on Instagram. In the article, references were made to previous research and literature in defining the variables. These references form how each stage of the AIDA model is defined and the theoretical framework on which these definitions are based. The findings revealed that interest, desire, and action have a significant impact on purchase decisions. It showed that the attention stage does not directly affect the purchase decision, but creates an indirect effect through interest. These results suggest that the applications of the AIDA model in social media marketing should be re-evaluated.

Çakmak (2022) conducted a study in which advertisements were closely examined to understand the large number of advertisements and their effects on the target audience. In order to facilitate the examination of the effects in these studies, to understand the changes that occur on the consumer and the factors that affect the purchase decision, the stages of the AIDA Model were examined through health insurance advertisements of sample insurance companies. For this purpose, advertisements were interpreted using the visual analysis method. According to the results obtained, it is seen that insurance companies create advertising strategies in accordance with all the stages of the AIDA Model and create various themes and metaphors related to these stages.

The study conducted by Seiler & Klaas (2016) examined the effects and applications of augmented reality and virtual reality technologies on marketing. The study investigates how augmented reality applications are used according to the AIDA model and which stages they focus on. The study questions which usage scenarios exist for augmented reality and how they are related to the different stages of the AIDA model. In the study, examples from field applications in the field of augmented reality were analyzed and these examples were categorized using an extended AIDA model (AIDAA: Attention, Interest, Desire, Action, After-sales). The results showed that most applications focus on the attention and interest stages of the AIDA model. It was also suggested that the complexity and cost of augmented reality applications lead to low prioritization of this technology in the business world.

Oktaviani et al. (2024), the research aims to explain the impact on customer interest, customer satisfaction and e-WOM using AIDA approach in the context of coffee shop selection for remote employees in Bandung. The study uses a descriptive quantitative approach for 105 remote employees in Bandung and data processing is conducted using the SEM-PLS method. As a result of the research, it was found that especially the attention and action stages significantly affect customer interest and customer satisfaction. Additionally, customer satisfaction and customer interest have proven to have a significant impact on e-WOM.

Based on our findings, we did not observe comprehensive analysis in the literature on the demographic features and sector-based distribution of celebrity brand ambassadors used in television advertisements. In the context of the AIDA model, the role of brand ambassadors in the psychological and behavioral processes of consumers is an important reference point in understanding which stages advertisements focus more on. However, in the existing literature, studies examining this model together with the sector and demographic characteristics of celebrity brand ambassadors are quite limited. This research integrates the stages of the AIDA model (Attention, Interest, Desire, Action) into brand ambassador applications in television advertisements and reveals in which stages brand ambassadors are used more frequently.

This analysis both contributes to conceptual discussions in the academic literature and provides marketing professionals with concrete insights that they can use in their consumer reach strategies. While most studies examine the effects of brand ambassadors on consumer behavior (Aggarwal, 2009; Ahmed & Adam, 2024; Šontaitė-Petkevičienė & Vaščėgaitė, 2022), how these ambassadors' demographic characteristics, such as age, gender, occupation and nationality, are positioned in the sectoral context has not been examined. The analysis conducted in this study aims to contribute to the literature by revealing how celebrity brand ambassadors are used in different sectors and what role their demographic profiles play in sectoral use.

## **5. Research**

### **5.1. Methodology**

In this study, the most-watched television channels during the prime-time period (20:00-23:00) were determined based on the 2024 data provided by TIAK (Televizyon İzleme Araştırma Kurulu). The channels identified were, in order of viewership, ATV, TRT, and TV8.

Within the scope of the research, advertisements broadcasted in prime time for five days during the week (December 9 - December 13, 2024) were recorded and then tabulated using the binary matrix method. The obtained data were examined in detail with the content analysis method.

In the study, a total of 1453 advertisements were broadcasted in the prime-time period and on the selected channels. 1293 of these advertisements are repetitive, i.e. the same advertisements. There are 160 different advertisements remaining. As seen in the study, 11.01% of television advertisements (different advertisements) are original content. The remaining 88.99% (repeated advertisements) consist of rebroadcasts of original ads. For this reason, non-repeating different advertisements were used.

This study examined celebrity brand ambassadors featured in television advertisements, focusing on demographic factors such as age, gender, nationality, and profession. It also analyzed the frequency with which different sectors employed brand ambassadors and identified the most preferred age range, profession, gender, and nationality. Additionally, the AIDA model from the hierarchy of effects was applied to further analyze the influence of celebrity brand ambassadors.

## 5.2. AIDA Model Application

The AIDA model is recognized as a classical framework in advertising literature that explains the consumer decision-making process through four sequential stages (Barry & Howard, 1990; Strong, 1925). According to this model, an effective advertisement should capture attention, generate interest, create desire to motivate the consumer and ultimately motivate them to take action.

Many studies in the literature have attempted to analyze the performance of ads at each stage based on the processual integrity of this model. However, some studies have revealed that certain AIDA stages may be more effective or dominant depending on the context. For example, Heath (1989) emphasized that the attention stage is more dominant and effective compared to the others. Smith & Yang (2004), on the other hand, stated that interest is the most decisive stage in creating permanence in the minds of consumers and that creative content plays a critical role at this point. Pramita & Manafe (2022) stated that when the desire stage becomes dominant through instinctive or persuasive stimuli, it strongly influences consumers' buying tendencies and this stage forms the basis of the purchase decision. On the other hand, Ullal & Hawaldar (2018), in their study focusing on in-store advertisements, found that the AIDA model created a significant effect only in the action stage; in the other three stages, the effects were limited or statistically insignificant.

These findings show that each stage of the AIDA model is not equally effective regardless of the context, certain stages may be more dominant depending on the type, sector and target audience of the advertisement. Accordingly, in the current study, the ads were comprehensively evaluated by preserving the processual structure of the AIDA model; however, in order to identify sectoral and demographic differences, classification was made according to the dominant AIDA stage emphasized by each advertisement.

By integrating the components of the AIDA model (Attention, Interest, Desire, Action) into applications in television commercials with existing studies in the literature, it explains at which stages brand ambassadors are more effective (Ghirvu, 2013; Rehman et al., 2014; Stepaniuk, 2017; Strong, 1925).

Attention is the first step in the communication process when the consumer needs to learn about the existence of a product or service (Jeon et al., 2021). Attention means attracting the customer's attention before selling a product or service to the consumer (Barry & Howard, 1990). Using strong visuals to market a product has always been an effective way to attract the attention of a potential customer. In a promotional campaign, the use of colorful and different advertisements is a frequently used content (Ghirvu, 2013). When determining the advertisements in the attention stage, high visual and auditory quality and different advertisements were selected. It is defined as advertisements that show the product or service in a quality and stylish way but do not show the beneficial features of the product very much. For example, an advertisement combined with humor in a food advertisement, an advertisement that takes place in an unexpected event and in an unusual place, etc.

The second stage, interest, is seen as the consumer's feeling about a particular product or service (Wijaya, 2012). In the interest stage, this means showing product features and benefits; people are interested in products (Barry & Howard, 1990). At this stage, businesses need to create more differentiation among their target customers. Therefore, when advertising for such products, the primary goal of advertisers is to create interest in the benefits and features of the product (Purbaningsih et al., 2022). The greater the need, the more consumers' attention is focused on how the brand solves their problems (Pauwels et al., 2020). When determining the advertisements in the interest stage, advertisements that focus on specific features such as the innovative features and ease of use of the product or service were selected. Instead of general features, the distinguishing feature and strengths of the product or service from other brands were stated. For example, a phone that can take high-resolution photos, a bank with face-to-face online customer service, shampoo for dry hair, or deodorant to prevent sweating.

Creating desire in people is third part. The advertiser must know how to target customers (Barry & Howard, 1990). It has been stated that advertising strategies at this stage generally focus on emotional appeal and focus on showing how the product can add value to consumers' lives by stimulating their imagination. It is known that the messages used at this stage should make consumers feel that the product or service will not only meet their needs but also increase their quality of life (Belch & Belch, 2018). When determining the advertisements at the desire stage, advertisements that create a desire in the consumer to purchase the product or service were used. These are advertisements that aim to show a desire to attract attention rather than the product features. For example, showing chocolate as delicious and creating a desire to eat it, or showing the design of a gold necklace to inspire admiration, etc.

The last stage is action that represents the purchase situation (Barry & Howard, 1990). Different ways are used to motivate the consumer to take action and purchase the product. The most popular methods are the use of promotions, price discounts or coupons that will invite the consumer to purchase (Stepaniuk, 2017). Discounted prices are offered, so actions are taken that increase the purchase action of customers (Ghirvu, 2013). When a consumer realizes the opportunities and advantages offered by a product, such as campaigns and discounts, it is effective in increasing the purchasing decision (Fennis & Stroebe, 2020). When determining the advertisements in the action stage, advertisements that have been shown to be more advantageous for the consumer to buy immediately, such as limited-time campaigns and discounts, were taken into account. For example, discounts until the end of the month, special discounts on airline tickets, etc.

### **5.3. Findings**

The advertisements analyzed in the study were grouped according to the sectors they serve. The sectors grouped are finance, food, cleaning, cosmetics, jewelry, clothing, health, technology, communication, insurance, vehicle, internet, tourism and energy. Since the low number of advertisements in some sectors has a negative impact on statistical reliability, these sectors have been classified into four separate groups in order to make more meaningful comparisons.

**Table 1: Television Advertisements and Sector Groups**

Sector groups	Sectors	Different Advertisements	Number of Brand Ambassador	Average Age Range	Female/ Male	Actor/ singer/ Presenter
Daily Consumption	Food, Cleaning, Cosmetics, Health	85	21	39	16/5	18/0/3
Luxury or Prestige Consumption	Jewelry, Tourism, Clothing, Vehicles	22	9	39	7/2	6/3/0
Technology and Communication	Telecom, Internet, Technology, Energy	24	6	42	1/5	6/0/0
Finance	Banking, Insurance	29	15	43	9/6	12/1/2
Total		160	51	41	33/18	42/4/5

**Source:** Prepared by authors

As seen in the table, each group uses brand ambassadors at different rates. The use of brand ambassadors is seen in Daily Consumption (24.71%), Luxury or Prestige Consumption (40.91%), Technology and Communication (25.00%), Finance (51.72%). The use of brand ambassadors in daily consumption products is lower than in other groups. This may be due to the fact that such products are generally low priced, easily accessible and aimed at basic needs. In this group, it can be said that promotions, wide distribution network and advertisements based on product features are more effective than the use of celebrities. There is a widespread use of brand ambassadors in luxury and prestige consumer goods. In this case, it can be thought that brands follow a strategy identified with the use of celebrities in order to create a prestigious image and arouse a strong desire in their target audience. This high rate indicates that brands in the luxury segment aim to differentiate themselves and create a status symbol. In the technology and communication group, the use of brand ambassadors is limited compared to other groups as it generally focuses on product features and innovation. In the finance group, the use of brand ambassadors seems to be highly widespread. The reason for this can be considered that these sectors need to build trust, reputation and loyalty, and they also care about the use of celebrities to build strong brand perceptions for sustainable growth.

Since the focus of attention of each consumer group is different, advertisements should be made in different styles for different ages (Fan et al., 2022). In advertisements, brand ambassadors promote products used by consumers of all age groups, often targeting young people. This trend is especially true for technology products; because companies in this sector create their marketing strategies by believing that young consumers will only spread the word about

their products (Eisend, 2022). A study supporting this situation was conducted in the United States, the United Kingdom and Australia and showed that less than 10% of persons in the advertising sector were 45 years of age or older (Brodmerkel & Barker, 2021).

However, the result seems to be different in the advertisements made in television commercials in Türkiye. This is due to the use of TV series and film actors rather than social media influencers in television commercials. This phenomenon can be attributed to the fact that the target demographic of television advertisements in Türkiye is segmented into various age groups. The preference for TV series and film actors over social media influencers among Turkish television viewers suggests that the average age of television viewers may be higher than in other countries, and that advertising strategies are designed in accordance with this demographic structure. Furthermore, the popularity of the TV series sector and actors in Türkiye may result in brands preferring adult actors over young people to appeal to a broader audience. The finance sector group has the highest rate of brand ambassador utilization, indicating that this is related to the strategy of brands to target a wide age range. It can be thought that these sectors prefer brand ambassadors who can appeal to different age groups rather than young people due to the need to communicate with a more mature audience. In addition, according to the report stated by Çakar (2021) in support of this situation, 12-17 years old watch television for 1 hour and 5 minutes a day, 18-34 years old for 1 hour and 37 minutes a day, 35-49 years old for 3 hours and 24 minutes a day, 50-64 years old for 5 hours and 43 minutes a day, and 65 years old and over for 6 hours and 13 minutes a day. These time periods are a clear indication that television is still being used intensively. Especially people aged 50 and over still spend almost a quarter of a day watching television.

As a result of the research, while female usage was 33, male usage was determined as 18. In general, higher female usage may reflect the preferences of brands in their target audience strategies. It can be considered that women have a more influential role especially in sector groups such as cosmetics, fashion and daily consumption products such as health. In addition, it can be argued that female brand ambassadors have a higher potential to connect with different age groups and can create more emotional impact on consumers. On the other hand, male brand ambassadors are more preferred in sector groups such as technology and communication and finance, indicating that they undertake a more specific role in these areas compared to women.

The majority of brand ambassador professions are actors, which shows that especially the television and cinema sectors have a strong influence on the public. Actors usually have a large group of followers and can establish a deeper emotional connection with the public. This can be said to be the main reason why brands prefer actors. The inclusion of singers is due to the fact that popular names in the music industry have a wide network of followers among young audiences. Music and singers are an effective tool especially for brands that want to reach young consumers, but it is thought that the number of singers is low since the group desired to be reached by the advertisements is the higher age group instead of the young audience. The lower use of presenters can be explained by the fact that presenters usually have a limited audience with more specific programmes. Presenters usually appeal to a specific audience, which makes them less preferred as brand ambassadors.

### 5.4 AIDA Model Analysis Findings

In the study, advertisements featuring celebrity brand ambassadors were analyzed within the AIDA model. A total of 51 advertisements with 51 brand ambassadors were analyzed. The data obtained as a result of this analysis are as follows: Attention in 21 adverts (41.18%), Interest in 15 adverts (29.41%), Desire in 12 adverts (23.53%) and Action in 3 adverts (5.88%). These results show that brand ambassadors are prominent in advertising communication, especially in the stages of attracting the attention of the consumer and arousing interest, but play a relatively limited role in the stage of directing the consumer to a specific action. Thus, it can be concluded that the impact of brand ambassadors varies at different stages of the advertisement and it is important to consider this difference in strategic communication planning.

**Table 2: AIDA Model and the Use of Brand Ambassadors**

Sector groups	Attention	Interest	Desire	Action
Daily Consumption	6	9	6	0
Luxury or Prestige Consumption	3	0	5	1
Technology and Communication	6	0	0	0
Finance	6	6	1	2
	21	15	12	3

Source: Prepared by authors

According to the findings in the Daily Consumption category, 6 celebrity brand ambassadors were used in the Attention stage, 9 in the Interest stage and 6 in the Desire stage of the adverts, while no celebrity brand ambassador was used in the Action stage. This situation can be considered that in the promotion of daily consumption products, celebrities are primarily preferred to attract attention and keep the consumer’s interest alive, but the last stage, the action stage, is not supported in the advertisements. In the Luxury or Prestige Consumption category, 3 celebrities were used in the Attention stage, 5 in the Desire stage and 1 in the Action stage, while no celebrity was used in the Interest stage. This trend can be considered that the use of celebrities in the luxury and prestige consumption sector group is mainly related to the strategy of arousing desire and brands adopt this approach in order to strengthen the perception of prestige. In the Technology and Communication category, 6 celebrities were used only in the Attention stage, and no celebrities were used in the other stages. This may suggest that the use of celebrity brand ambassadors in technological products may be limited to emphasize the innovative aspect of the product and that the consumer decision is based more on a strategy based on attracting attention. Lastly, in the Finance sector group, 6 celebrities were used in each of the Attention and Interest stages, while 1 celebrity was used in the Desire stage and 2 celebrities were used in the Action stage. These data show that the use of celebrities in the finance sector group serves the goals of building consumer trust and establishing a long-term relationship with the brand; however, the role of celebrities in arousing desire remains relatively limited in this sector group. In general, it can be said that the use of celebrities in different sectors is strategically shaped according to the dynamics of the sector and the needs of the consumer in the decision-making process, and the role distribution of each of them in the AIDA process constitutes determinant elements in advertising strategies.

**Table 3: AIDA Model and the Gender of Brand Ambassadors**

AIDA Stages	Sector Groups	Female	Male
Attention	Daily Consumption	3	3
	Luxury or Prestige Consumption	3	0
	Technology and Communication	1	5
	Finance	3	3
Interest	Daily Consumption	7	2
	Luxury or Prestige Consumption	0	0
	Technology and Communication	0	0
	Finance	3	3
Desire	Daily Consumption	6	0
	Luxury or Prestige Consumption	4	1
	Technology and Communication	0	0
	Finance	1	0
Action	Daily Consumption	0	0
	Luxury or Prestige Consumption	0	1
	Technology and Communication	0	0
	Finance	2	0
		33	18

**Source:** Prepared by authors

The data in the table indicate that there are remarkable differences in the use of celebrity gender at each stage of the AIDA model on a sector basis. In the Attention stage, it is observed that there is an equal distribution of male and female celebrities in the Daily Consumption and Finance sector groups, while only female celebrities are used in the Luxury or Prestige Consumption area. This situation can be considered that in the image creation strategy of luxury products, elements such as elegance, aesthetics and emotional appeal can be communicated more effectively through female representatives. On the other hand, the number of male celebrities in the Attention stage in the Technology and Communication group is dominant, which may indicate that the products in this field emphasize innovation, technical expertise and masculine image more prominently.

The fact that there are more female celebrities than male celebrities in the Daily Consumption sector group at the Interest stage indicates that consumer interest in this category is triggered mainly through female figures, while the equal use of celebrities of both genders in the Finance sector group suggests that both groups provide a similar effect in arousing interest. In the Luxury or Prestige Consumption and Technology and Communication groups, the fact that no celebrities were included in the Interest stage may imply that the use of celebrities in these areas is strategically limited or that other marketing elements are emphasized at this stage.

In the Desire stage, a remarkable trend is observed; while the number of female celebrities is used more in Daily Consumption and Luxury or Prestige Consumption sector groups in

total, the use of male celebrities is quite low. This clear distinction can be considered that the preference for female celebrities at the desire creation stage has an important place in the strategy of strengthening the emotional and aesthetic associations of brands towards their products or services.

Finally, while there is no use of celebrities in the Daily Consumption and Technology and Communication sector groups in the Action phase, only male celebrities are used in the Luxury or Prestige Consumption sector and only female celebrities are used in the Finance sector group. For this reason, it can be thought that female representatives are strategically preferred in directing consumers to action by emphasizing values such as trust, sincerity and warmth.

In general, these data show that the use of celebrity gender in each stage and sector plays an important role in the strategic preferences of brands towards their target audiences; especially in the luxury and prestige category, female representatives come to the fore in desire arousal strategies, and in the technology field, male representatives come to the fore in attention strategies. Moreover, while a balance is observed in the Finance sector group, it is observed that both genders assume different roles in the action phase. These findings reveal that the use of brand ambassadors is planned according to the dynamics of the sector and consumer behaviors and that the gender factor is a determining factor in communication strategies.

**Table 4: AIDA Model and the Professions of Brand Ambassadors**

<b>AIDA Stage</b>	<b>Profession</b>	<b>Number of Brand Ambassador</b>
Attention	Actor	18
	Singer	2
	Presenter	1
Interest	Actor	12
	Singer	0
	Presenter	3
Desire	Actor	10
	Singer	1
	Presenter	1
Action	Actor	2
	Singer	1
	Presenter	0
Total		51

**Source:** Prepared by authors

The data in the table reveals that brand ambassador profession types assume different roles at each stage of the AIDA model. In the Attention stage, actors dominated, indicating that the actor image was favored to attract the visual and emotional attention of large audiences in the first stage of the adverts. In contrast, singers and presenters were used to a lesser extent in

the attention process, perhaps because the actor's image creates more impact on people and is more effective in generating attention.

In the Interest stage, the reappearance of actors indicates that they are still an important element in maintaining audience interest, while the lesser use of presenters indicates that presenters can be effective in reinforcing the audience's interest through their informative and reassuring features. The absence of the use of singers at this stage may imply that the influence of singing celebrities is less prioritized than other factors in maintaining viewer interest.

In the Desire stage, actors still play a dominant role, but the presence of singers and presenters can be said to reflect the efforts of different profession groups to create emotional impact in the process of creating desire in the consumer. In particular, the strong dramatic performances of actors are effective in the formation of consumer desire for the product or service, while the contribution of singers and presenters may have been supported by more specific emotional or trust-based messages.

In terms of action, although there are few examples of actors and singers, it is noteworthy that presenters are not used at this stage at all. This suggests that in the stage of directing the consumer to a concrete action (purchase, application, etc.), actors and singers generally aim to create a more pronounced mobilizing effect on the target audience. In general, these data reveal that the types of celebrity professions are used for different strategic purposes at different stages of the advertising process and that the specific strengths of each professional group are emphasized in achieving the communication objectives of the brand.

## **6. Conclusion**

In the study, the most watched television channels were selected and the prime-time period, which is the most watched time period, was used. As a result of the content analysis conducted on 160 different advertisements selected among 1453 advertisements broadcasted in prime time, the rates of celebrity brand ambassador use were 24.71% (Daily Consumption), 40.91% (Luxury or Prestige Consumption), 25.00% (Technology and Communication) and 51.72% (Finance) on the basis of sector group. These findings show that the use of celebrities with the aim of strengthening brand image and consumer loyalty is more common in the luxury and prestige and finance sector groups.

Another finding from the study found that the average age of celebrities in almost every advertisement group was similar. Furthermore, the average age of the celebrities featured in the ads suggests that the brands appeal to middle-aged and older audiences rather than younger audiences.

In demographic analyses, it is observed that female brand ambassadors are generally preferred more, while differences on a sectoral basis are notable. The predominance of female celebrities in the Daily Consumption sector group and the prominence of male celebrities in the Technology and Communication sector group, where technological and innovative features are at the forefront, shows that each sector adopts different communication strategies for its target audience. In the profession distribution of celebrities, the fact that actors represent the majority of the advertisements reveals that their strong emotional bonding and influencing characteristics play a decisive role in conveying the brand message.

In the analysis conducted within the framework of the AIDA model, it was seen that the use of brand ambassadors took place in advertisements at the Attention, Interest, Desire and Action stages with rates of 41.18%, 29.41%, 23.53% and 5.88%, respectively. These results show that brand ambassadors are particularly effective in attracting and maintaining the attention of the consumer in the advertising communication process, but play a relatively limited role in the stage of directing to a concrete action. In addition, when the gender distribution was analyzed in the AIDA model, it was determined that female celebrities were used more dominantly in the luxury and prestige consumption sector group and male celebrities were used more dominantly in the Technology and Communication sector group.

As a consequence, this study has demonstrated that the usage strategies of celebrity brand ambassadors are determined according to sector dynamics and target audience characteristics. The findings of the study are consistent with the results of the studies on sectoral advertisement distribution (Cengiz & Güneş, 2018), the usage rate of AIDA model stages (Stepaniuk, 2017) and demographic characteristics (Brodmerkel & Barker, 2021; Zengin & Zengin, 2021; Adam & Hussain, 2017).

It has been revealed that the demographic and professional characteristics of the celebrities that brands strategically select for their target audiences in television commercials play an important role in the processes of building brand image, consumer trust and loyalty. In future research, a more detailed examination of these factors and comparative evaluation of similar strategies on different media platforms will make important contributions to optimizing advertising strategies.

## 7. Discussion

In this study, it was found that the use of celebrity brand ambassadors in television advertisements varies significantly across sectors, with a higher preference rate in the financial and luxury/prestige groups compared to the daily consumption and technology-communication sectors. The average age of the ambassadors in the advertisements was found to be around 43, and female celebrity brand ambassadors were significantly more preferred than male ambassadors. It was also observed that Attention and Interest stages were dominant in television-based applications of the AIDA model, while Desire and Action stages had a limited share.

These data suggest that the financial and luxury/prestige sectors may have a higher need to emphasize brand image and trust. A meta-analysis by Amos et al. (2008) also emphasized that the impact of celebrity endorsements is particularly strong in sectors requiring high involvement and where brand differentiation is difficult. In this context, it can be said that financial and luxury/prestige consumption groups use celebrity ambassadors intensively as an emotional bonding strategy to create competitive advantage.

The fact that the average age of celebrities does not differ significantly across sector groups is in line with Çakar (2021) who found that the television audience in Türkiye is predominantly concentrated in the 35-65 age range, and Yasa (2021) who found that middle-aged individuals stand out in prime-time advertisements. Within the framework of the strategy of targeting the demographic group that will receive the highest return on television investments, it is understood that brands identify middle-aged and older consumers as the priority audience

due to their high purchasing power and the high amount of time spent in front of the television. Similarly, Berg & Liljedal (2022) stated that the same age group is more exposed to advertising.

However, strategies based on the distribution of media consumption habits are also important. Dehghani et al. (2016) showed that individuals between the ages of 18-34 interact more with advertising content through social media and digital broadcasting platforms. Therefore, choosing celebrity ambassadors who appeal to older age groups in television commercials is a strategic choice for the audience's level of engagement with traditional media channels.

The finding that the use of female celebrity brand ambassadors is higher than male ambassadors is consistent with Çelik (2024)'s systematic literature review. Çelik (2024) reports that 65-80% of advertising campaigns feature female ambassadors and that this rate has increased significantly in the last five years. On a sectoral basis, it was determined that female ambassadors were used more frequently in the daily consumption group and male ambassadors were used more frequently in innovation-oriented sectors such as technology and communication. Within the framework of Knoll & Matthes' (2017) match up hypothesis, considering that product-celebrity matching positively affects advertising effectiveness by increasing perceived consistency, it can be said that these gender preferences align with sectoral characteristics.

In the television-based advertisement analysis of the AIDA model, the fact that Attention and Interest stages are strong, while Desire and Action stages are relatively weak is in line with the findings of Bhattacharjee & Kumar's (2016) study on individual investors in Patna. This situation implies the conclusion that the strategies of attracting and maintaining the viewer's attention in television advertising are successful; however, the calls and messages that lead to concrete purchasing behavior are insufficient.

In general, it has been concluded that brands tend to concentrate on the use of celebrity ambassadors that strengthen emotional factors, age and gender preferences adapted to the demographic characteristics of the target audience, and the attention and attention stages of the AIDA model in their television advertising strategies; however, they have deficiencies in directing to action. These findings provide guidance for the development of new strategies to increase the effectiveness of television advertising in both academic and practical fields.

## **8. Implications and Future Research**

The findings of this study within the framework of the AIDA model reveal that celebrity brand ambassadors are more effective in creating attention and interest, especially in the first stages of the communication process. On the other hand, the role of brand ambassadors is more limited in the desire and especially in the action stage. This suggests that brand ambassadors in television commercials are mostly used to increase brand awareness and attract the viewer's attention, but they are not sufficiently directive in creating direct purchase behavior.

With these findings, it is recommended that brands should plan all stages of the AIDA model in a comprehensive manner and develop multi-layered strategies that will not only attract attention but also guide the consumer to the action stage. Creative solutions (discounts, campaigns, etc.) can be developed to increase the role of the brand ambassador, especially in the "action" stage.

Future research could examine the impact of brand ambassadors across the stages of the AIDA model across different media platforms (social media, digital publishing, YouTube, etc.) comparatively. The “action” effect, limited in television commercials, may be stronger in digital media; in this context, measuring differences across media would make a significant contribution to the literature. In addition, the relative impact of factors such as the identity of the brand ambassador, sector relevance and context of the message on the AIDA stages has research potential for future studies.

The findings of this study provide practical insights on how television advertising strategies can be made more effective by selecting brand ambassadors appropriate for the target audience. Advertising agencies and marketing managers can increase consumer trust, brand image and loyalty by selecting brand ambassadors appropriate to the age, gender and cultural codes of target audiences. Considering that the effectiveness of the brand ambassador is higher especially in the attention and interest stages of the AIDA model, communication planning can be shaped accordingly.

## 9. Limitations

This study has some limitations. Firstly, a classification based on nationality was not made, which was not preferred due to the very low proportion of foreign brand ambassadors in the sample. In addition, an age table was not created in order to analyze the age distribution of celebrity brand ambassadors within the scope of the AIDA model; because the average ages of brand ambassadors in the advertisement samples examined were largely similar and no significant difference could be revealed. Finally, the data collection process was limited to advertisements broadcast on certain weekdays, which can be considered as a limitation in terms of the general validity of the study findings and the reflection of consumer behaviors in different time periods.

## Contribution Statement of Researchers

The authors acknowledged their contribution to this study and approved it for publication. The authors’ contributions to the article are half and half.

## Conflict of Interest Statement

There are no conflicts of interest with any institution or individual within the scope of this study.

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