

## Effect of Advertising Activities on Foreign Visitors Purchasing Preferences: The Case of Istanbul

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### Abstract

The purpose of this study is to measure the effect of advertising activities on consumer preferences in the tourism sector. Advertising, increasing sales for enterprises, consumers and affordability in terms of knowledge about the product, provides the opportunity to purchase quality products. The tourism sector provides large inputs to the economies of the countries and the effects of advertising on consumers, the main reasons for this study are to put forth. In this study, Turkey's most important tourism centers, one of which is in Istanbul.

This study based on field research, the primary data collection as a method of the survey has been used in the survey consists of two parts. In 2010, a total of 289 foreign tourists' views on the data obtained from the questionnaire were analyzed through statistical software package. Of the respondents' perceptions about advertising activities, demographic and holidays differed significantly according to the characteristics of the two groups t-test for variables with more than two groups of variables that contain a single-factor analysis of variance (ANOVA test) were tested.

Research results, tourists are affected by advertising activities have been identified. In addition, according to the results of the t and Anova tests, educational status, income status, countries, number of visits, objectives and benefit from resources such variables as the arrival of tourists has resulted in any significant difference in submissions for the ad, while the other variables between views on advertising no difference was found.

**Keywords:** Advertising, Purchasing process, Tourism, Istanbul, Turkey

### Introduction

Characterized by intense competition, so tourism businesses operating in today's market conditions, obtain new customers while keeping existing customers coming back by pulling destinations, they can outmaneuver competitors, which should give due consideration to their marketing communications. In addition, goods and services produced by tourism enterprises no matter how different and high quality, if consumers are not aware of these products and services, not notified, they wake a curious and product / service is not to try to convince the activities, carried out on the product (restoration, differentiation) becomes meaningless. For this reason, tourist goods and services to be noticed, to be appreciated and the purchase, and the most efficient transmission of the

shortest and the fastest way to the right people, with the advertising activities are provided. Advertising, any product, service or idea to be understood in the price paid and the amount paid by whom and other than personal sale, a method of mass communication tools to provide the consumer with a positive message (Kotler, 1978; Reilly, 1988; Oluç, 1990). In Güleç (2006) it is proposed advertising, products and services produced by businesses, is preferred by tourists and tourist demand is expressed as a factor in effective to be kept alive. However, a good ad the customer to the attention of interest, in the interest of the desire, the desire decision to orient the raise function (Mimrad, 1990: 31). Tanrıverdi and Cömert (2003), tourism enterprises advertising efforts, the physical distance between the increase in the consumer and the producer, the consumer and the increase in the number of competitors, the proliferation of intermediary organizations, consumer structure, income, education, depending on factors such as the growth refers to the change in the gaining importance due to the widespread nowadays. At the same time, advances in technology of mass communication, marketing efforts increasingly competitive environment, increase the importance of ad today (Yükselen, 2008: 375). In addition, the tourism industry is a service industry, advertising activities need more than other sectors. Because of the tourist product cannot be stock, production and consumption is synchronized. In other words, the empty rooms at night, the customer cannot find the restaurants and transport businesses cannot sell seats will be doomed to hurt businesses (Olalı, 1969: 231). In addition, advertising made by tourism businesses, compared to other promotional efforts, attracting more and more attention of consumers. Because a large number of advertising mediums to come together and exchange of information can be found in consumer and business. Used mass media advertising media, day by day, although costly, it still continues to be the most effective media. Cost though, Middleton and Clarke (2001) tourist demand created by advertising is concerned, the money paid can be met easily the highlights of the revenues from tourists (quoted in: Ozdemir, 2008: 152). In Abela and Farris (2002) it is proposed advertising products, advertising the products are not sold at higher rates than have been identified. Given this context, advertising can be said that the more advantageous than businesses that do not advertise businesses. In addition to this, many studies have emphasized the effect of advertising in choosing a holiday destination (Loda et al. 2007). Another study also measured the levels of consumers affected by the activities of the tourism sector advertising (Kim et al., 2005). As a result, the study, consumers is affected by advertising, but the advertising activities for the success of the tools used is also important emphasized. Çetinel (2001) in a study, especially in the USA, Australia, Belgium, France, Netherlands, UK, Spain, Japan, and Canada for the promotion of Turkey stressed that a high level of broadcast television advertising effects. Gulec (2007) advertising activities, is an influential factor in the preferences of tourists, especially German tourists affected by television and internet advertising reveals. Wu et al. (2008) emphasizes that an important factor in consumer preferences, internet ads. Sabra et al. (2004) state that internet advertising is an important source of information.

In Woodside (1990) it is proposed that advertising activities are perceived differently by different groups of tourists. Examples of this statement; Akarsu (2001), a study carried out by Turkey during the introduction of the German, British and French tourists tried to be influenced by advertising in which advertisement tool. According to the survey, most participants in the German television, newspaper and magazine advertising, newspaper and magazine ads for the British participants, influenced by French participants appeared in the television commercials.

In Alegra and Juaneda (2006) stated that consumer products are a tourist destination in the Balearic Islands, carried out in order to determine the factors that influence their choices according to the study, the most important factor in the choice of holiday destination tourist consumers, for the region, from the quality of the ads and the positive image of the area's attractions. In Bojanic (1991), advertising activities and be maintained in the process of creating a positive image for the destination indicates that an important factor.

## **Methodology**

The purpose of this study, foreign tourists coming to Istanbul determine ideas about advertising activities. Demographic characteristics of the participants and also tried to determine the properties for the holidays. The findings of a significant difference between the opinions of tourists whether it is related to advertising activities were investigated.

Purpose of the study the scope of the research questions below:

1. What are your views on the advertising activities of foreign tourists coming to Istanbul?
2. What are the goals of the participants of tourists coming to Istanbul?
3. Opinions about the advertising activities of foreign tourists coming to Istanbul, Is there a difference according to demographic characteristics?
4. Opinions about the advertising activities of foreign tourists coming to Istanbul, is there a difference according to the source of information obtained?

A descriptive research, this study determined the purposes for the achievement of the primary and secondary data was used. The primary data collection method the survey was used. The survey consists of two parts. The first section of the consumer's demographic features with the rest of the features to detect questions. In the second part of the participants of the advertising activities of views for the detection of 11 included in the statement are given. The last section of the participants of the advertising activities of views for the detection of the statements by the authors has been established. As a data collection tool used in the survey in the last section for each question (statement) levels of participation on a 5-point Likert-type (strongly disagree, disagree, neither agree neither disagree, agree and strongly agree) with scale rated. Research is prepared within the context of the scale of internal consistency reliability of the analysis made and the scale the entire Cronbach alpha coefficient of 0.86 be measured. Also expressions of the Cronbach's alpha coefficients in Table 4 shows. Measured Cronbach alpha coefficient of 0.70 greater than reliable measurements show that (Nunnally and Bernstein, 1994). The universe of the study 2010-2011 (December-January) in Istanbul from foreign tourists. 2010 January - December period to Istanbul from the total number of foreign visitors 7.824.995 as for the same period. The study of the universe, all of the cost and the application due to shortage will not be achieved. Therefore, the sampling required to be done seen and sampling as a method of convenience sampling method was preferred (the Ural and the Sword, 2006). In Istanbul tourists as intense as the date of the half-island in the polls, the tourists shall be distributed to fill in requested. Obtained from the surveys examined the current 289 survey were included in the study. Survey of the practices of the data obtained, the statistical program of the study the purpose of the various analyses (frequency, percentage, arithmetic mean, t-test, Anova and Tukey test) made along these lines, and reviews have been introduced.

## Results

Research 289 on tourist carried out. Demographic information of the participants is examined (Table 1); of the participants 51,2 % (n = 148) of women and of 63.3 % (n = 183) were single has been observed. The participants in the young and middle-age and the European countries, the marriage age of 30 years and over (UNECE, 2010), this result is supported.

Table 1. Distributions of Demographic information on the Participants and the Participants' Views on Ad Operations Comparison of Some Variables

Variables		N	%	$\bar{X}$	s.d.	t/F	P	Tukey
Gender	Male	141	48,8	3,23	0,69	0,424	0,672	
	Female	148	51,2	3,26	0,73			
Age	19 or less	19	6,6	3,53	0,63	0,983	0,417	
	20-29	113	39,1	3,21	0,71			
	30-39	91	31,5	3,22	0,72			
	40-49	38	13,1	3,32	0,67			
	50 or more	28	9,7	3,21	0,75			
Marital status	Married	106	36,7	3,28	0,70	0,615	0,539	
	Single	183	63,3	3,23	0,71			
Country of residence	Germany	28	9,7	3,15	0,66	0,667	0,676	
	Russia	52	18	3,38	0,62			
	England	42	14,5	3,33	0,88			
	Italy	55	19	3,17	0,62			
	France	24	8,3	3,21	0,61			
	USA	21	7,3	3,37	0,87			
	Other	67	23,2	3,20	0,73			
Educational background	Literate	6	2,1	3,56	0,49	4,977	0,000*	-
	Primary education	32	11,1	3,28	0,58			-
	Secondary education	60	20,8	3,43	0,67			6
	Associate degree	58	20,1	3,47	0,66			5-6
	Undergraduate	76	26,3	3,12	0,66			4
	Postgraduate	57	19,7	2,95	0,81			3-4
Annual income of your family	5000 \$ or less	54	18,7	3,55	0,69	6,145	0,000*	4-5
	5001 – 10000\$	60	20,8	3,38	0,69			5
	10001-20000 \$	72	24,9	3,22	0,61			-
	20001 – 40000\$	49	17	3,12	0,71			1
	40001 \$ or more	54	18,7	2,94	0,73			1-2
The number of visits to Istanbul	First time	141	48,8	3,11	0,70	3,364	0,001*	
	2 or more	148	51,2	3,39	0,69			

N : Number of people,  $\bar{X}$  : Mean., s.d: standard deviation, \*: P<, 01

Distribution of respondents by age, 39.1% (n=113) and the 20-29 age range, creating at least, 6.6% (n=19) and is under the age of 19. Participants 7.3% (n=21), the United States, 8.3% (n=24) in France, 9.7% (n=28) Germany, 14.5% in 'I (n=42), the UK, 18% (n=52) from Russia, 19% (n=55) from Italy and 23.2% (n=67) from other countries. Participants examined education 66.1% (n = 191), as a large proportion of university (undergraduate, graduate, post-graduate) is composed of graduates. From the participants' annual income 64,4% (n=186), while an income below \$ 20,000, 35.6% of the (n=103) has an income of \$ 20,000 and above.

According to Table 1, the participants examined the information on holidays, 48.8% of visitors to Istanbul for the first time (n=141), while 51.2% of those who visit for the second time or more is (148). According to Table 2, in the first analysis of the purposes of the tourists coming to Istanbul sightseeing, entertainment and leisure tourism, while the second cultural tourism (cultural and artistic activities) is included. This is because; Istanbul's unique history, cultural history and modern hotels in addition to numerous attractions, exceptional eateries, nightclubs, entertainment and shopping centers, and so on attractions, such that it has.

Table 2. The distribution of participants' purpose for coming to Istanbul

Purposes of consumers who visit Istanbul	f	%*
Travel , entertainment and recreation	238	82,3
Cultural and artistic activities	229	79,2
Sports activities	52	17,9
Congress tourism	33	11,4
Shopping tourism	157	54,3
Health tourism	62	21,4

Surveyed tourists, tourist goods and services reached when asked which sources of information (Table 3), "Internet", select "Yes", who mark rate of 76.1%, while the "No" who mark 23.9% of the 'stop.

"Friend-related recommendations", select "Yes", who mark rate of 52.2%, while the "No" who mark rate of 47.8% respectively.

"Travel Agent", select "Yes", who mark rate of 42.6%, while the "No" who mark 57.4% of the 'species. "Brochures and catalogs", select "Yes", who mark rate of 39.1%, while the "No" who mark 60.9% of the 'stop.

"Past experiences", select "Yes", who mark rate of 38.8%, while the "No" who mark rate 61.2% respectively.

"Newspapers and magazines", select "Yes", who mark rate of 27.7%, while the "No" who mark 72.3% of the 'species.

"Radio, television and cinema", select "Yes", who mark was 22.5%, No "who mark rate of 77.5% is.

Finally, the "tourist information offices", select "Yes", who mark rate of 20.4%, while the "No" who mark rate of 79.6% is. Sources of information, products and services that benefit tourists before buying the first three places are overviewed in order by severity, internet, friends-relatives share hints and travel agencies.

The findings of other research findings on sources of information (Seabra, Lages and Abrantes, 2004; Wu, Wei and Chen, 2008; Frias, Rodrigues, and Castaneda, 2008) are consistent.



Table 4. Opinion on the Operation of Retail Development of Tourists Participating in the Survey's Mean, Standard Deviation, and Cronbach's Alpha Values

Items	$\bar{X}$	S.d.	$\alpha$
If I see the advertisement, my urge of purchase increases.	3,26	1,11	0,84
I am informed about the ways of purchasing the product thanks to advertisements.	3,42	1,02	0,85
The presence of my favorite characters in the advertisement increases my interest towards that product.	3,21	1,15	0,85
The more an advertisement of a product is displayed the more I become interested in that product.	3,07	1,11	0,85
Advertisements that are effective on my emotions affect my choice of product.	3,37	1,11	0,85
Tourists goods and services should be advertised.	3,69	0,96	0,86
Information that is given in advertisements is true.	3,07	1,14	0,84
The product that is advertised is of good quality.	3,09	1,16	0,84
I am affected by the advertisements of touristic products.	3,21	1,04	0,84
I prefer the product that is advertised to that is not advertised.	3,08	1,13	0,84
An advertisement for a touristic product is reliable.	3,30	1,18	0,84

(1=I totally disagree, 2=I disagree, 3= Neither agree nor disagree, 4=I agree, 5= I totally agree)

Within the framework of the answers given to the tourists surveyed respondents in terms of demographic characteristics is a significant difference between the views on the activities of not advertising Status Independent samples t-test and one-factor analysis of variance (ANOVA) will be tested on. According to the findings in Table 1, participants' opinions about advertising activities, gender, age, marital status and nationality, different from the 0.01 level of significance. Although there is no significant difference in women than in men, between the ages of 19 and under the other tourists by tourists, married bachelors, and by the tourists from Russia as a more positive view of other advertising activities observed by tourists. According to the findings in Table 1, participants' opinions about the advertising activities of tourists surveyed varies by education level is a 0.01 level of significance. This difference, Tukey test, according to the results of secondary school graduates and graduates of associate degree graduates with post-graduate and post-graduate degree was found to be among the graduates. Looking at the data for advertising activities, especially graduates of undergraduate and graduate level more negative feedback than others.

Analyzed in terms of the income variable, the opinions of the participants on the activities of advertising income levels vary according to the 0.01 level of significance. In addition, according to Tukey's test results, the difference 5000-10000 income of \$ 20,001 USD and higher income tourists have been observed among tourists. Based on the above views on the advertising activities of tourists with a status of low-income, high income status according to the views of tourists, more positive. With the number of tourists visiting Istanbul in the same way as advertising activities have been identified for the difference between the perceptions of the level of significance of 0.01. The second and more visitors compared to those who visit for the first time reported more positive advertising activities have been identified.

From the findings in Table 3; advertising affect consumer preferences, product preferences of the tourists surveyed averages for the activity of benefit to sources of information (brochures and catalogs, radio, television and film, newspapers and magazines, past experiences and the tourist information offices) 0.01 of statistically significant difference in the level of significance is detected in the advertising resources utilized for the operation averages (travel agent, the internet and friends - related recommendations) have been identified a significant difference between. Opinions about advertising activities examined, benefiting tourist travel agency reporting a positive opinion than others have been identified.

## **Conclusion and Recommendations**

Opinions about the advertising activities of foreign tourists coming to Istanbul analyzed; aid in this study, and to provide information about tourist products and services are used to attract the attention of the consumer are met, and the ad was found positive in terms of the participants. The most positive views of the tourists surveyed for the ad, "tourism goods and services should be advertised" statement stated. Tourists, how to reach information about the products and services they have learned through the ads and expressed a favorable opinion on the ad is a good source of information. VesileÇakır and VedatÇakır's (2008) study, consumers, advertising, regarding is as informative and entertaining. Tourists surveyed, the ads that appeal to their emotions, product preferences, expressed an unqualified opinion stating that effective. Research results, Uztuğ and others (2007) supports the work of the. Because Uztuğ and others (2007) were able to identify the emotional content of ads affect consumers more. Tourists, emotional ads they put out a positive opinion to explain why Robert Ranson'un with a quote: "If you captured the people's feelings, minds and wallets will follow your feelings." This approach clearly shows that tourism enterprises should be given attention to the feelings of the tourists. Participants, prepared advertisements for touristic products and services, stated that they were generally reliable. The accuracy of the information provided in the advertisements, have prescribed a favorable opinion. However, the views cannot be said that the entire negative. The reliability of the ads that pay close attention to the tourists, but, sometimes do not believe in the accuracy of the information given raises. Because, product preferences, attracting attention to information and the adoption of which is a function of the ads to be trusted for the consumer is very important. In a similar study; VesileÇakır and VedatÇakır' study, the lack of television advertising is misleading, either positively or negatively affect consumers' stated preferences. Tourists participated in the study, and particularly preferred are buying the advertised products are put forward. In addition, the advertised product without the product they prefer, stating the previous expression in the supporting comments. Here it is understood that the ad only attracted the attention of consumers but also encourages consumers to buy right now, and as a factor in the failure of other products is preferred. Research results, "advertising are more preferable compared to products that are not advertising the products as" commenting Abela and Farris (2002) survey overlap. However, Bozok (2009)' study, to influence consumers' buying decisions ad rate of 5% and 10% claim to have a small percentage.

Karafakioğlu' study (1988), the influence of celebrities in terms of where the ads are more successful than others, refers to consumers. In this study, participants increased their interest in celebrities and beloved characters, including the opinion that the ads are indicated.



As a result of this study, the tourists are affected by advertising tourist products have been introduced. Similar studies tourists are buying preferences of the ad effective element is the fact that, at the same time successful ads affected by a tourist mouth to mouth advertising more and more people also affect it has been revealed (Güleç, 2006). Güleç (2007)' study is an influential factor in the preferences of German tourists in advertising activities, and in particular reveals that the tourists were affected, television and internet advertising.

According to the survey, the level of income from tourists, the views of the ad, the higher income status according to the views of tourists, has been found to be more positive. Hysterectomy (1993) is for identifying and determining the level of income together with effective choices, low-income consumers, and the price stated in the informative ads that have found positive. Leveraging tourist travel agency, travel agencies not benefit from more favorable opinion of the tourists reported to have been identified with the advertising activities. Here are the pillars of hotel companies selling advertising activities of travel agencies that they have made, to be successful in influencing tourists regarding the judiciary be achieved.

Female tourists by male tourists more sympathetic to advertising activities are obvious. Therefore, enterprises should give more attention to marketing activities, female tourists. In other words, the elements that appeals to women tourists more essential to get results for businesses. The same way as married, have been identified for reporting a positive opinion than bachelors. The reason for this caution since they will be married in economic terms than singles. Because it is usually singles, family responsibilities, such as not feeding. Therefore, to conduct marketing activities of enterprises out of married people is important in terms of customer acquisition and loyalty.

Russia is Turkey's second largest tourism market, but also by the advertising activities of Russian tourists than other tourists is given a positive opinion, requires businesses to devote more attention to this market than others. Also the tourists coming through your travel agent, more positive views on advertising activities. In this context, the advertising activities of travel agencies can be said to be successful.

Nearly half of the tourists come to Istanbul for the first time. Although there may be many factors that encourage them to visit Istanbul for the second time to visit the region emerges as an important factor in advertising activities. Second, and more, because those who are more positive opinions about the advertising activities. Tourists, positively affected by advertising activities, visit to Istanbul again, as well as even they recommend to their social networks, visiting there. Because, who reveals the results of the research, some of the tourists visiting Istanbul is the advice of their social networks. Because of this, you are not satisfied with how negatively affect people around a tourist, but a tourist staying happy with the way people around the positive impact (Anderson, 1998). In this context, business guests leave satisfied customers can provide a marketing staff volunteered to work as well as businesses.

In this research, tourism enterprises by means of various media advertising activities for tourists to affect the destination are considered. However, future researchers can address the promotion mix as a whole and compare the attitudes of consumers. In addition, consumers in different sectors can be demonstrated by comparing the views of promotional activities.

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