

The Impact of Elements of Integrated Marketing Communication on Planned Brand Identity

Bütünleşik Pazarlama İletişimi Unsurlarının Kurgulanmış Marka Kimliği Üzerindeki Etkisi

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Araştırma Makalesi/Research Article

Abstract

This study investigates how the integrated marketing communication elements, which come to the fore in academic studies and sectoral applications, impact brand identities built in the context of global sportswear brands.

The purpose of this study is to identify which aspects of integrated marketing communication, such as websites, social media, advertising, public relations, direct marketing, and brand elements (logo, name, and colour), have an effect on brand identity and how brand awareness is shaped as a result of this impact.

Analyses have revealed that the name affects the fictionalised brand identity from public relations, website, and brand elements of Integrated Marketing Communication.

Öz

Bu çalışmada, gerek akademik çalışmalarda gerekse sektörel uygulamalarda öne çıkan bütünleşik pazarlama iletişimi unsurlarının küresel spor giyim markaları bağlamında kurgulanmış marka kimlikleri üzerinde nasıl bir etki yarattığı araştırılmıştır.

Çalışmada bütünleşik pazarlama iletişimi unsurlarından olan web site, sosyal medya, reklam, halkla ilişkiler, doğrudan pazarlama ve marka öğelerinin (logo, isim, renk) hangilerinin marka kimliği üzerinde etkili olduğunu ve bu etkiye bağlı olarak marka bilinirliğinin nasıl şekillendiğini ortaya koymak araştırmanın önemini oluşturmaktadır.

Yapılan analizler doğrultusunda; Bütünleşik Pazarlama İletişimi unsurlarından halkla ilişkiler, web site ve marka öğelerinden de ismin, kurgulanmış marka kimliğini etkilediği sonucuna ulaşılmıştır.

Keywords:

integrated marketing communications, public relations, brand identity, brand elements

Anahtar Kelimeler:

bütünleşik pazarlama iletişimi, halkla ilişkiler, marka kimliği, marka unsurları

Başvuru Tarihi: 26.04.2022

Yayına Kabul Tarihi: 21.12.2022

Kılıç, H., Elhadary, T., & Türker, O. (2022). The impact of elements of integrated marketing communication on planned brand identity. *Kastamonu İletişim Araştırmaları Dergisi (KIAD)*, (9), 225-250. DOI: 10.56676/kiad.1109448

Introduction

The 21st century marks a period in which technological developments are rapidly adapted to daily life, “knowledge” and “change” are accepted as defining paradigms, the concepts of time and space are becoming blurred, and individualization taking the lead. During this period, when innovative perspectives gain importance and value-added manufacturing technologies such as Industry 4.0 are leading to radical changes in the way business is done.

Informationalism (the “information economy”) began to display its impact in almost all areas. The main component of all created commodities and services is now “knowledge,” particularly in the production and consumption cycle. It is possible to encounter the impact of information and communication technology developments in global markets, where efforts for competitive advantages are most evident. The phenomenon of “globalisation”, with its economic dimension centred on the profitability of capital, is one of the crucial factors of this new era. Nowadays, globalisation is considered a phenomenon with cultural and social outcomes and economic dimensions that also accelerates social movements.

Manuel Castells (2008, p. 99) called this historical change characterised by globalisation the “new economy” and explained this economy as informational, global, and networked. Elements such as capital, labor, raw materials, management, information, technology, and markets, which are accepted as production, consumption, and circulation components, are organised globally. The productivity and competitiveness of market actors are based on their capability to produce, process, and apply knowledge-based information. Production takes place interactively through global enterprise networks. It is in these interactive environments that the competition takes place. From this point of view, it is clear that almost every sector is trying to adapt to the requirements of this new economy.

In this process, marketing, which regulates the relationship between production and consumption, focuses on strategies that bring the communicative dimension to the forefront with integrated marketing communication tools.

Developing and expanding markets with the dynamics of the global markets, changing consumer expectations and perceptions, the rapid spread of communication technologies, and increasingly intense competition require a particular focus on marketing and marketing communication activities. Through the use of integrated marketing communication tools, brands can organise their marketing communication activities and communicate with their target audience through various channels using the same message.

Elements such as public relations, direct marketing, and personal sales, which are recognised as integrated marketing communication tools, are also used to ensure the holistic permanence of the brand in the minds of consumers (Tolon & Zengin, 2016, p. 36). These tools are the marketing promotional mix elements and occupy essential places in brands’ integrated marketing communications plans. It is clear that, with the influence of technological developments, channels such as social media and websites are

also gaining importance in communicating with target audiences. In particular, brands have started to use these channels frequently for advertising activities. In addition, it is clear that brand elements such as logo, name, and colour, which define the brand and have a primary impact on the target audience, also affect the brand identity.

This study aims to show the impacts of integrated marketing communication tools such as public relations, direct marketing, personal sales, social media, logo, name, and colour elements on the planned brand identity in the context of global brands (Adidas & Nike). The research of integrated marketing communications is important to determine which element has the greatest impact on brand identity and the degree of impact of the relevant elements.

Background

Brand Items Logo, Name, Color

Brand elements are one of the essential tools that companies use to promote themselves. By using brand elements, companies try to establish the brand in the minds of consumers and make them remember it easily (Foroudi, P., Dinnie, K., Kitchen, P. J., Melewar, T. C., & Foroudi, M. M., 2017, p. 531). The visual identity and representation of the brand give consumers a fundamental understanding of it. For example, the Apple brand has managed to stay in the minds of consumers with its easy-to-remember name, a logo that symbolises creativity, and colour that evokes technology. The brand elements that enable the brand to communicate with its consumers are the logo, the colour, and the name.

A *logo* is a design or symbol representing a brand and conveying the brand's given meaning to the consumer. A well-designed logo ensures that consumers easily perceive the brand (Japutra, Keni, & Nguyen, 2015, p. 240). A well-designed brand logo should have an excellent aesthetic appearance and a specific meaning that reflects the brand's values. For example, the castle symbol that Walt Disney used as its logo, is aesthetically pleasing to the eye and shows kindness, generosity, and safety (Japutra, Molinillo, & Wang, 2018, p. 192). When designing their logos, brands need to predict how consumers will perceive them. For instance, Arçelik, one of the home appliance brands in Turkey, introduced a new logo in 2002 to match the changing consumer profile. With its new logo, the brand has transformed from a production-oriented brand perception representing industry into a service-oriented brand perception representing customer orientation. The logo makes it easier for consumers to remember the brand and ensures that it is embedded in the consumer's memory. A good brand logo facilitates the reflection of the brand identity on the consumer (Shang, Q., Pei, G., Dai, S., & Wang, X., 2017, p. 2). Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 1a: Logo, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Colour in marketing is one of the most critical tools brands use to gain a competitive

advantage. Brands seek to influence consumer perception and behaviour by using various colours for their products and store environments. Consumers communicate more efficiently with brands whose colour they perceive (Jin, Yoon, & Lee, 2019, p. 51). The colour of the logo provides consumers with essential information about the identity of the brand. Brands aim to create associations in consumers' perception through the use of colours in the logo (Sundar & Kellairs, 2017, p. 686). Corporate colours can be seen in advertising, shop design, employee clothing, and logos and become part of the brand's identity. Brands try to attract consumers' attention by using different colours in their logos. Since different colours have different meanings to people, brands must properly analyse which colour triggers which emotions in consumers when choosing logo colours. For example, the colour red represents love, energy, and excitement, while the colour blue evokes feelings of calm and peace (Kronberg, 2020, pp. 23-24). Colour, one of the visual identity elements of the brand, is crucial in reflecting the brand identity (Foroudi et al., 2017, p. 541). Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 1b: Colour, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Brand names are considered an essential part of the brand and form the basis of marketing communication campaigns. Brand names not only help identify the product but also allow brand-related characteristics to be transferred to consumers (Kohli, Harich, & Leutheuser, 2004, p. 1506). Brands can get their names from people, places, animals, and objects. A well-defined name not only affects brand awareness, but also enhances the product image in the eyes of customers (Keller, Heckler, & Houston, 1998, p. 48). When choosing a brand name, companies make sure that the chosen name sounds good to consumers' ears and that it defines the brand's values. Brand names can determine consumers' perception of the brand's identity by giving information about the product, the company, and the values offered. Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 1c: Brand name, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Website

Websites, a strategic tool for brands to introduce themselves, are becoming increasingly critical. Websites represent the aims and values of brands and play an essential role in promoting the brand to internal and external stakeholders (Van Den Bosch, Elwing, & De Jong, 2003, p. 871). Thanks to the websites, customers get more detailed information about the products and services offered by brands, which facilitates purpose (Babacan & Koker, 2008, p. 6). Websites have become important elements of marketing communication with their easy access, comprehensive information, interactive help, and low-priced products (Kim, Lehto, & Morrison, 2007, p. 426).

Websites are essential tools that are used to create a strong and high-quality brand

identity. Thanks to the information that customers receive on websites, they adopt the identity features of brands more easily (Vlahvei, Notta, & Grigoriou, 2013, p. 272). Everything informs customers about the brand's identity, including products, prices, logos, promotional messages, feedback on customer complaints, screen designs, and transitions between website menus (Florek, Inch & Gnonth, 2006, p. 281). Websites are essential marketing communication tools used for creating a positive attitude among consumers and attracting their attention (Foroudi et al., 2017, p. 533). Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 2: The brand website, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Social Media

Nowadays, social media platforms, used by both individuals and institutions, appear as virtual channels where brands carry out promotional activities. In parallel with technological developments, their number is increasing day by day, and their usage purposes are changing. Facebook, Twitter, Instagram, LinkedIn, YouTube, WhatsApp, and Messenger are the prominent social media platforms in terms of use and frequency of use.

Data can be easily stored in the digital environment without any time restrictions, and users have the opportunity to intervene in the shared content. Particularly for the companies that use these channels for advertising purposes, indications of consumption preferences in the shared content are viewed as an advantage (Kırık and Orkan, 2016, p. 17).

Social media is also essential as a platform where brands carry out their public relations, advertising, and direct marketing activities through integrated marketing communication elements. Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 3: Social media, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Advertising

Advertising, one of the elements of the marketing-promotion mix, can be considered at the same time as one of the elements of integrated marketing communication. Clow and Baack assert that advertising is crucial for connecting with customers and consumers in consumer and industrial markets, which are focused on marketing along with direct marketing and public relations operations (Tolon & Zengin, 2016). Advertising is one of the essential communication tools for promoting brands, consolidating the function of reminding, convincing, and informing the target audience about the product or service (Özkundakçı, 2014, p. 38). It is a form of marketing in which certain institutions or individuals use various communication tools for a charge (Odabaşı & Oyman 2012, p.

96). It is an effective communication tool that aims to promote buying behaviour by spreading the announcement of products and services (Erciş, 2010, p. 263). Advertising is not only the transmission of a message that promotes the product or service but also a form of communication that allows the brand to build an emotional connection with the target audience (Ak, 2011, p. 310). Brands communicate the messages they want to convey to the target audience through the slogans they use in their advertising. The fact that the brand's slogan is clear and understandable and that the promise it offers to the consumer is included in the slogan on a rational and emotional level plays an important role in the perception and memory of this brand by the target audience (Deniz, 2010, p. 304). For instance, the Nike brand's tagline, "Just Do It," and the Adidas brand's catchphrase, "Impossible is Nothing," might both be analyzed as messaging that reflects the companies' philosophies and help them forge strong emotional connections with their respective target audiences.

The creation of brand awareness depends on planned marketing communication activities, in other words, promotion strategies. After giving the brand name to the product or service, the first phase of branding should be supported by integrated marketing communication efforts, especially advertising. With advertisements, potential consumers become acquainted with the product. According to some research results, there is a positive relationship between advertising investment and brand awareness (As cited by Rooney, Joseph Arthur a.g.m. Taşkın, 2018, p. 135). Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 4: Advertising, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Public Relations

Global brands, in intense competition with each other, seek to attract more customers through the quality, consistency, and reliability of their products and activities. Global brands are involved in product development, advertising, public relations, distribution, etc., and focus on staying ahead of their competitors in their activities (Werther Jr. & Chandler, 2005, p. 317). Public relations are communication activities aimed at improving a brand's image and maintaining good relations with society. Recently, brands have been able to increase the effectiveness of their communication efforts by using advertising and public relations in an integrated manner. For example, American Airlines, one of the largest airline brands in the world, has managed to maintain its brand equity with its public relations activities on social media. However, it reduced its advertising budget for a while for economic reasons (Prindle, 2011, p. 32).

A successful public relations strategy for a brand consists of four phases. Using brand positioning and brand identity strategies, brands define their values in the first phase. In the second phase, brands evaluate the perceptions of their external stakeholders. Brands represent product quality, leadership, innovation, and management, including corporate citizenship. It seeks to positively influence external stakeholder perceptions through its

efforts in these areas. The third phase is the effective delivery of internal communications through brands. In this phase, the brand's attributes, features, view of crises, etc., and issues are communicated to employees in the most accurate manner possible. Public relations strategies have been developed in the fourth phase to shape societal perceptions of corporate responsibility in line with the brand's strategies established in the previous phases (Bowker, 2003, p. 155).

Public Relations News emphasises the broad spectrum of public relations with the definition that "public relations empowers communication efforts". It is clear that companies emphasise their social responsibility initiatives to demonstrate that they are socially sensitive and to consolidate their reputation. In this environment, the role and importance of public relations in marketing communications have increased dramatically in recent years. According to Peltekoğlu (2007), public relations is a form of strategic communication management that is focused on the goals of the institution and carried out with target groups whose importance varies depending on the goals of the institution and the campaign. As can be seen from the definition, Public relations can be described as a planned communication process.

Because of their dynamic structure, public relations and public affairs are indispensable in raising social awareness of all social issues. They are also open to developments and can adapt to changing conditions.

Philip Kotler has illustrated PR in marketing by classifying it with the acronym PENCILS.

Table-1: Philip Kotler's PENCILS Acronymy List

<p>P= (<i>Publications</i>): (company magazines, annual reports, helpful client brochures, etc.)</p> <p>E= (<i>Events</i>): (sports or arts performances and sponsorship of trade shows)</p> <p>N= (<i>News</i>): (<i>positive news about the company, its employees, and products</i>)</p> <p>C= (<i>Community Involvement Activities</i>): <i>Beneficial activities for the community (contributing money or time for the needs of the community)</i></p> <p>I= (<i>Identity Media</i>): <i>Communication tools identifying the company (letterheads, business cards, dress code for the company)</i></p> <p>L= (<i>Lobbying Activities</i>): (<i>efforts to ensure that legislation and decisions are beneficial for the company or those that will adversely affect the company</i>)</p> <p>S= (<i>Social Responsibility Activities</i>): (<i>making and developing a good name for the company's social responsibility</i>)</p>

Source: Kotler, 2015, p. 150

All of the tools listed in the table above are used by companies as part of their marketing-oriented public relations activities and are considered effective weapons in brand building (Kotler, 2015, p. 150).

In light of the information in the literature, the following hypothesis is suggested for public relations, which is considered in the research as one of the integrated marketing communication elements.

Hyp 5: Public relations, as one of the integrated marketing communication elements (brand elements), positively affects the planned brand identity.

Direct Marketing

Direct marketing, one of the aspects of the promotional mix in marketing, has evolved into a crucial tool for brands in the context of integrated marketing communication, especially in light of recent technological advancements. Direct marketing is the use of direct consumer channels to reach customers and deliver products and services without using any intermediaries. In direct marketing, companies use direct mail, catalogue marketing, telemarketing, interactive television, kiosks, websites, and mobile devices to reach their customers (Kotler, 2000, p. 635). People buy products and services in search of individual identity, and direct marketing allows consumers to express themselves (Baysal, 2006, p. 36).

Direct marketing, also called non-store retailing, enables direct communication with consumers without intermediaries such as wholesale retailers (Taşoğlu, 2018, p. 23). By using direct marketing, companies can create a positive brand image in the minds of consumers and quickly measure consumers' responses (Sür, 2014, p. 497).

Direct marketing facilitates the differentiation of brands' identity from their competitors and provides consumers and stakeholders with information about the brand (Foroudi et al., 2017, p. 535). Direct marketing helps companies better communicate their identity to consumers. In direct mail marketing, for example, the quality of the envelope, the content of the messages in the letter, and the form of the brochures facilitate the placement of brand identity in the minds of consumers.

For instance, in kiosk marketing, the kiosk's outside appearance, digital usability, and product diversity supplied to customers all play a significant role in informing customers about the businesses' identities (Jankovic, 2012, pp. 62-63). Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 6: Direct marketing, as one of the elements of integrated marketing communication (brand elements), has a positive impact on the planned brand identity.

Planned Brand Identity

Brand identity is one of the tools that companies use to communicate their branding strategy to their stakeholders. Brand identity is defined as brand associations that brand experts aspire to create and maintain. These associations reflect what the brand stands for and signify promises from members of the institution to customers (Aaker, 1996, p. 84). The marketing mix strategies (product, price, distribution, promotion) that companies

implement play a fundamental role in creating brand identity. For example, the tangible features that make up the product inform consumers about the various attributes of the brand. Airbags, anti-crash braking systems, and other features included in the products of a particular automobile brand ensure that the security advantages offered by the brand are communicated to the consumer (Nandan, 2004, p. 365). Companies strive to communicate the fundamental values of the brand to consumers by properly building their brand identities.

The synergistic and effective messages created by integrated marketing communication tools are critical to ensuring that the brand identity is properly communicated to consumers. Messages created using different communication tools make it easier to establish the brand identity in the minds of consumers (Madhavaram, Badrinarayanan, & McDonald, 2005, p. 73). Brands provide a better understanding of brand identity among consumers by conveying a unified message in the advertising they place in various channels, in their sponsorship projects, in direct marketing efforts using internet tools, and in all other communication activities (Jankovic, 2012, p. 98). A brand identity created through integrated marketing communication enables the brand to be more easily understood by its target audience.

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Brand Awareness

Brand awareness refers to the ability of consumers to recognise and remember a brand in different situations (Aaker, 1996, p. 24). Brands that have high awareness in the minds of consumers are more easily recognised and sell more. Brands with high

awareness are preferred because they are perceived as higher quality by consumers (Chi, Cheng, & Yang, 2009, p. 136). A brand that has a high level of awareness among consumers is valued more than other brands. Therefore, many essential brands worldwide attempt to ascertain the level of awareness in the minds of consumers (Macdonald & Sharp, 2003, p. 2). The INTEL brand is one of the most successful companies in creating brand awareness. The main customers of INTEL, one of the world's largest operating system manufacturer brands, are Dell and HP. Although there are other competing major computer companies, INTEL focused its marketing communications efforts primarily on end consumers with high brand awareness. Consumers who are familiar with the INTEL brand prefer technology brands that use INTEL products more. This situation forced the major computer brands to cooperate with INTEL (Aaker, 1996, pp. 26-27).

Companies often create a statement that accurately describes the quality of their products, use a distinctive insignia, and create an enticing slogan so that people recognize their brand (Gustafson & Chabot, 2007).

According to Aaker (1996, p. 24), the three phases of brand awareness are brand recognition, brand recall, and brand name dominance. Brand recognition refers to the presence of a brand in the minds of consumers. Having already encountered a particular brand, consumers are familiar with it at this point but do not know much more about it. Brand recall refers to the frequent recall of a brand by consumers. At this phase, since the consumer frequently comes into contact with the brand, the products, logo, slogan, and information about the brand are anchored in the consumer's memory (Percy & Rossiter, 1992, p. 265).

Brand name dominance, on the other hand, refers to having a single brand in mind for a product category. At this phase, the consumer adopts only one brand in a product category and does not accept the existence of competing brands (Aaker, 1996, p. 29). The brand that is considered the best example of the brand recognition phase is INTEL. Most consumers know the brand INTEL but do not have enough information about its products. Many brands in the automotive industry are in the brand recall phase, such as Mercedes, BMW, Toyota, and Ferrari. There are many memorable brands. An excellent example of the brand name dominance phase is the Aspirin brand. Most consumers see Aspirin as a product, not a brand. Integrated marketing communication has great importance in creating brand awareness. Companies bring their brands to the consumer's mind faster through their joint communication activities across different channels. Brand recognition and familiarity among consumers are positively impacted by brand identity, as is well known. Brand identity is decisive for consumer recognition of the brand (Foroudi et al., 2017, p. 536). Based on the points mentioned in the literature, the following hypothesis is proposed:

Hyp 7: A planned brand identity has a positive impact on brand awareness

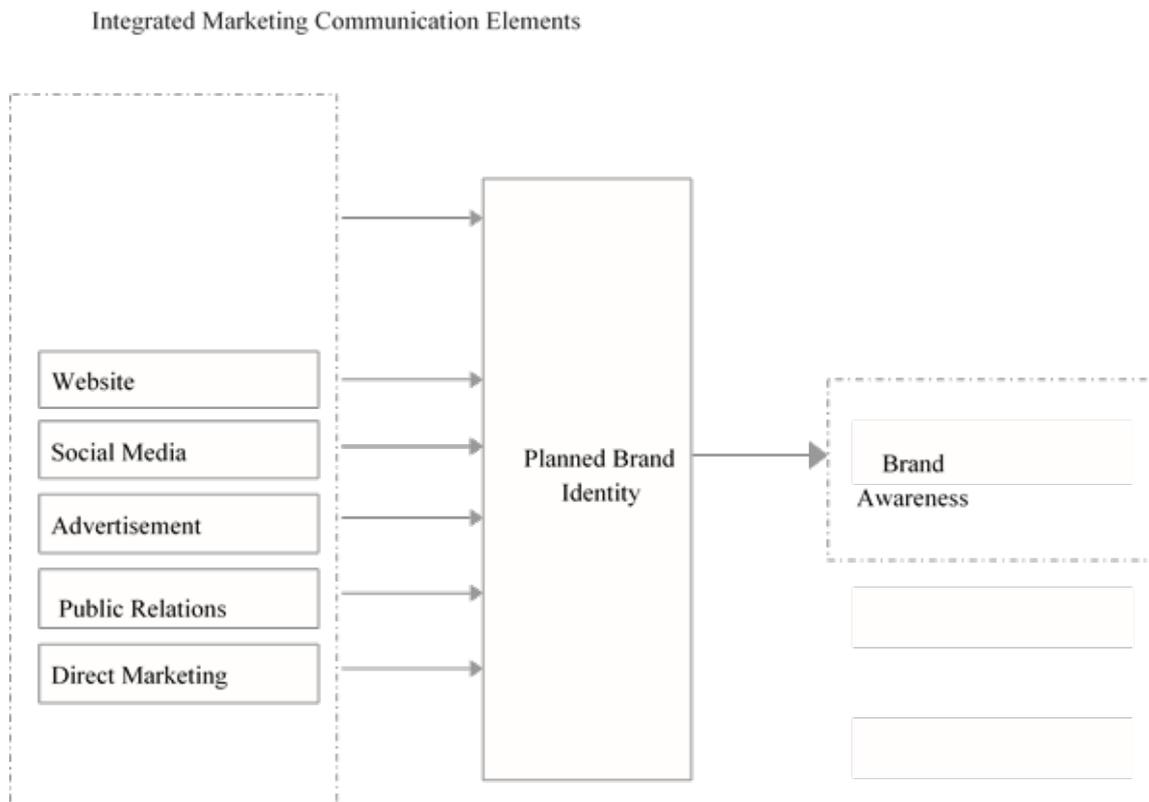


Figure-1: Research Model Framework

Methodology

The study aims to determine the impact of integrated marketing communication elements on brand awareness using the fictitious brand identities of sportswear brands. Data were collected using questionnaires from 438 consumers selected using the convenience sampling method. The Adidas and Nike brands, which are the research subject, are preferred because consumers worldwide are familiar with them, making it easier to obtain generalizable results.

In collecting research data, the scales used were brand elements (Foroudi et al., 2017), website (Tarafdar & Zhang, 2008), social media (Hughes, D.J., Rowe, M., Batey, M. & Lee, A., 2012), advertising (Radder & Huang, 2008), public relations (Hsieh & Li, 2008), direct marketing (Pappu, R., Quester, PG & Cooksey, R.W., 2006), planned brand identity (He, H., Li, Y. & Harris, L., 2012) and brand awareness (Yoo & Donthu, 2001) scales were used. The aforementioned scales have been applied in other studies on the same subject and are appropriate for gathering consumer data. The dimensions mentioned within the research framework were measured with 65 statements. Brand elements were measured with twenty-nine statements, a website with seven statements, social media with five statements, advertising with six statements, public relations with six statements, direct marketing with three statements, designed brand identity with four statements, and brand awareness with five statements. The questions were created using the 5-point Likert

type scale and sent to consumers over the world wide web using the online survey method.

Araştırmaya başlamadan önce İstanbul Gelişim Üniversitesi Etik Kurul Başkanlığı'nın 17/07/2020 tarihli ve karar sayılı (2020-19) Etik Kurul onayı alınmıştır.

Analysis of the Research

First, the validity and reliability analysis of the scale was used, and then the regression analysis for testing the conceptual model was performed.

Demographic Characteristics of Participants

43.6% of the participants are women, and 56.4% are men. 64.2% of the respondents are in the age between 18 and 25 years old, and 35.8% are in the age between 26 and 35 years old. 35.8% of the respondents earn 1000 TL or less, 20.0% earn between 1001 and 2500 TL, 40.6% earn between 2501 and 5000 TL, 18.1% earn between 5001 and 7500 TL, and 5.0% reported a household income between 7501 and 10000 TL. 2% of the participants have secondary education, 7.6% have a high school education, 66.4% have undergraduate education, and 33.6% have postgraduate education. While 56.2% of the respondents are students, 43.8% work in other occupations. In addition to these demographic variables, 40.0% of respondents indicated a preference for the Adidas brand and 60% for the Nike brand.

Validity and Reliability Analysis

Table 2 below shows the scales, expressions, arithmetic means, and standard deviations.

Table-2: Scales, Expressions, Arithmetic Means, and Standard Deviations

	Means Factor
<p>Brand Elements-Logo 1 (Explained Variance= 53.249, KMO= 0.900, α = 0.871)</p> <p>Logo 4. The sportswear brand logo reveals what the brand is about.</p> <p>Logo 5. The sportswear brand logo arouses positive feelings toward the brand in me.</p> <p>Logo 7. The sportswear brand logo is attractive.</p> <p>Logo 8. The sportswear brand logo is meaningful.</p> <p>Logo 11. The sportswear brand logo is of high quality.</p> <p>Logo 12. The sportswear brand logo reflects the personality of the brand.</p> <p>Logo 13. The sportswear brand logo is engaging.</p> <p>Logo 14. I like the sportswear brand logo.</p>	<p>0.655</p> <p>0.714</p> <p>0.789</p> <p>0.739</p> <p>0.754</p> <p>0.748</p> <p>0.698</p> <p>0.733</p>
<p>Brand Elements-Logo 2 (Explained Variance=58.338, KMO= 0.831, α = 0.847)</p> <p>Logo 1. The sportswear brand logo is easily recognisable.</p> <p>Logo 2. The sportswear brand logo is suitable for the brand.</p> <p>Logo 3. The sportswear brand logo is well-known.</p> <p>Logo 6. The sportswear brand logo enables me to distinguish the brand from other brands.</p> <p>Logo 9. The sportswear brand logo is catchy.</p> <p>Logo 10. The sportswear brand logo is visible.</p>	<p>0.824</p> <p>0.682</p> <p>0.847</p> <p>0.791</p> <p>0.719</p> <p>0.705</p>
<p>Brand Elements-Color (Explained Variance= 54.704 KMO= 0.792, α = 0.826)</p> <p>Colour 1. The colour of the sportswear brand logo impacts my decisions and behaviour.</p> <p>Colour 2. The colour of the sportswear brand logo is easy to recognise.</p> <p>Colour 3. The colour of the sportswear brand logo is unique.</p> <p>Colour 4. The colour of the sportswear brand logo influences my mood.</p> <p>Colour 5. The colour of the sportswear brand logo is pleasant.</p> <p>Colour 6. The colour of the sportswear brand logo is meaningful.</p>	<p>0.747</p> <p>0.667</p> <p>0.638</p> <p>0.811</p> <p>0.779</p> <p>0.768</p>

<p>Brand Elements-Name 1 (Explained Variance=69.432, KMO= 0.868, α = 0.887)</p> <p>Name 1. The name of the sportswear brand is easy to remember. 0.784</p> <p>Name 2. The name of the sportswear brand is short and straightforward. 0.785</p> <p>Name 3. The name of the sportswear brand is easy to read, hear and say. 0.847</p> <p>Name 4. The name of the sportswear brand is easy to recognise. 0.876</p> <p>Name 5. The name of the sportswear brand is easy to remember. 0.869</p>	
<p>Brand Elements-Name 2 (Explained Variance= 56.062, KMO= 0.731, α = 0.715)</p> <p>Name 2. The name of the sportswear brand is unique. 0.743</p> <p>Name 3. The name of the sportswear brand will never be outdated. 0.808</p> <p>Name 4. The name of the sportswear brand communicates to me the benefits and qualities of the products the brand offers. 0.614</p> <p>Name 9. I like the name of the sportswear brand. 0.812</p>	
<p>Website (Explained Variance= 62.298, KMO= 0.891 α = 0.896)</p> <p>Website 1. There is up-to-date information on the sportswear brand's website. 0.799</p> <p>Website 2. The information on the sportswear brand's website is correct. 0.842</p> <p>Website 3. The information I am looking for is easy to find on the sportswear brand's website. 0.834</p> <p>Website 4. The meaning of the information on the sportswear brand's website. 0.844</p> <p>Website 5. There is an opportunity to design customised products on the website of the sportswear brand. 0.660</p> <p>Website 6. The content of the sportswear brand's website is easy to read. 0.786</p> <p>Website 7. The sportswear brand's website is free to access. 0.743</p>	

<p>Social Media (Explained Variance= 62.843, KMO= 0.824 α = 0.885)</p> <p>Social Media 1. I use the social media accounts of the sportswear brand to receive and disseminate information.</p> <p>Social Media 2. I use the social media accounts of the sportswear brand mainly to receive information.</p> <p>Social Media 3. I use the brand's social media accounts to learn about the latest developments of the sportswear brand.</p> <p>Social Media 4. I generally use social media to communicate with my friends.</p> <p>Social Media 5. I use the social media accounts of the sportswear brand because my friends use them.</p>	<p>0.892</p> <p>0.875</p> <p>0.903</p> <p>0.445</p> <p>0.753</p>
<p>Advertising (Explained Variance= 66.523, KMO= 0.828 α = 0.897)</p> <p>Advertising 1. The sportswear brand in the magazine draws my attention.</p> <p>Advertising 2. The sportswear brand in the newspaper draws my attention.</p> <p>Advertising 3. The sportswear brand on the radio draws my attention.</p> <p>Advertising 4. The sportswear brand on the internet draws my attention.</p> <p>Advertising 5. The sportswear brand on television draws my attention.</p> <p>Advertising 6. The sportswear brand in the store draws my attention.</p>	<p>0.725</p> <p>0.712</p> <p>0.784</p> <p>0.772</p> <p>0.816</p> <p>0.824</p>
<p>Public Relations (Explained Variance= 67.142, KMO= 0.888 α = 0.902)</p> <p>Public Relations 1. The sportswear brand occupies more media space than its competitors.</p> <p>Public Relations 2. The sportswear brand spends more money on public relations activities than their competitors.</p> <p>Public Relations 3. The sportswear brand attaches importance to sponsorship and social responsibility activities.</p> <p>Public Relations 4. The sportswear brand carries out activities aimed at solving significant problems that arise in society.</p> <p>Public Relations 5. The sportswear brand attaches importance to public relations activities.</p> <p>Public Relations 6. The sportswear brand develops solutions to negative comments from consumers.</p>	<p>0.820</p> <p>0.803</p> <p>0.836</p> <p>0.848</p> <p>0.857</p> <p>0.749</p>

<p>Direct Marketing (Explained Variance= 68.029, KMO= 0.666 α = 0.762)</p> <p>Direct Marketing 1. Sportswear brands' special offers are influential in my preference. 0.866</p> <p>Direct Marketing 2. I prefer the Sportswear brand because it communicates with me frequently. 0.849</p> <p>Direct Marketing 3. The fact that brands give me special offers affects my brand preference. 0.755</p>	
<p>Planned Brand Identity (Explained Variance= 70.665, KMO= 0.799 α = 0.860)</p> <p>Brand Identity 1. The sportswear brand has a unique identity. 0.817</p> <p>Brand Identity 2. The sportswear brand is ahead of its competitors. 0.802</p> <p>Brand Identity 3. The sportswear brand is a premium, brand of excellence. 0.874</p> <p>Brand Identity 4. The sportswear brand has a high reputation. 0.868</p>	
<p>Brand Awareness (Explained Variance= 59.572, KMO= 0.829 α = 0.883)</p> <p>Brand Awareness 1. I can easily recognise the sportswear brand among other competing brands. 0.890</p> <p>Brand Awareness 2. I am aware of the Sportswear brand. 0.867</p> <p>Brand Awareness 3. Some characteristics of the Sportswear brand (durability, attractiveness) easily come to my mind. 0.849</p> <p>Brand Awareness 4. I can quickly remember the symbol and logo of the Sportswear brand. 0.832</p> <p>Brand Awareness 5. I find it challenging to visualise the Sportswear brand in my mind. 0.142</p>	

Reliability analysis was conducted for the dimensions of brand elements (logo, colour, name), website, social media, advertising, public relations, direct marketing, fictionalised brand identity, and brand awareness. The analysis showed that the data were reliable, as Cronbach's Alpha ratios for each scale were at a reasonable level. The dimensions of the brand items (logo and name) had a two-factor structure according to the exploratory factor analysis carried out to assess the appropriateness of the research's components to the scale, but the remaining dimensions had a one-factor structure. According to the results of exploratory factor analysis, brand elements of KMO (Kaiser-Meyer-Olkin) values (Logo 1): 0.900; brand elements (Logo 2): 0.831; brand elements (Color): 0.792; brand elements (Name 1): 0.887; brand elements (Name 2): 0.731; website: 0.891; social media: 0.824; advertisement: 0.828; public relations: 0.888;

direct marketing: 0.666; planned brand identity: 0.799; brand awareness: 0.829. It was concluded that the Kaiser-Meyer-Olkin values for each variable were not below the 0.50 limit, and the Bartlett sphericity test was also significant for each variable ($P=0.000$). As a result of the analysis, when the scale items of each variable were checked, it was found that the factor load of a question for the brand awareness variable was below 0.05, so it was excluded from the analysis. It was understood that loadings of the other variables were considered valid since they were above 0.05. When the scale items' Cronbach's Alpha ratios (reliability) are examined, it is clear that the reliability is adequate. When the expressions for each variable are eliminated and double-checked, the new Cronbach's Alpha values are obtained. Accordingly, deleting an expression does not significantly ease Cronbach's alpha value.

Regression Analysis and Evaluation of Hypotheses

Regression analysis was applied to study the interaction of the variables obtained as a result of factor analysis, in other words, to test the research hypotheses. Integrated marketing communication elements; multiple regression tests were conducted to measure the impacts of Brand Elements (Logo), (Color), (Name), website, social media, advertising, public relations, and direct marketing on the planned brand identity.

Table-3: Summary of Regression Model

Dependent Variables: Planned Brand Identity			
Independent Variables	Beta	t Value	p Value
Brand Elements (Logo)	0.069	1.242	0.215
Brand Elements (Color)	0.028	0.612	0.541
Brand Elements (Name)	0.420	8.646	0.000
Website	0.168	3.543	0.000
Social Media	-0.068	-1.369	0.172
Advertising	0.030	0.620	0.535
Public Relations	0.195	3.694	0.000
Direct Marketing	0.050	1.159	0.247
R=0.742 R Square= 0.550 F Değeri=65.657 Sig=0.000			

As a result of the regression test, the values $F=65.657$, and $p=0.000$ were found in the necessary control in the Anova table. Accordingly, since the p-value is less than 0.05, the independent variables are statistically significant in explaining the dependent variable.

Then, the t and p values were examined to determine which independent variables contributed significantly to this regression model. As a result of the regression test, it was observed that the independent variables brand elements (name), website, and public relations had a positive impact on the planned brand identity ($p<0.05$). According to these results, it is clear that the Hyp1, Hyp2, and Hyp5 are confirmed.

As a result of the regression test, it is clear that the independent variables “brand elements (logo, colour), social media, advertising, and direct marketing” had no significant impact on the planned brand identity ($P>0.05$). According to these results, Hyp1a, Hyp1b, Hyp 3, Hyp 4, and Hyp 6 were rejected and removed from the research model.

Based on the results, an analysis of the relationship between fictionalised brand identity and brand awareness as impacted by these elements of integrated marketing communications was done using a simple linear regression test. The results of the simple linear regression test performed as part of the study are displayed in Table 4 below:

Dependent variable: Brand Awareness			
Independent variable	Beta	t-value	p-value
Planned Brand Identity	0.780	26.004	0.000
R=0.780, R Square=0.608, F Value=676.202, Sig=0.000			

As a result of the regression test, when the necessary control was made in the Anova table, $F=676.202$ and $p=0.000$ values were observed. Accordingly, since the p-value is less than 0.05, the independent variables are statistically significant in explaining the dependent variable. The statistics for the t and p values were examined in order to determine which independent variables significantly impacted this regression model. As a result of the regression test, it was observed that the independent variable “Constructed Brand Identity” had a positive impact on brand awareness ($p<0.05$). With this result, hypothesis H7 was accepted. Finally, the table that summarises the results of the regression model shows that the independent variable “brand identity” has an impact of 60.8% on the dependent variable “brand awareness”.

Based on the results, a straightforward linear regression test was carried out to investigate the relationship between the fictionalised brand identity and brand awareness as it relates to these integrated marketing communication pieces. The findings of the simple linear regression test carried out as part of the research are shown in Figure 2 below:

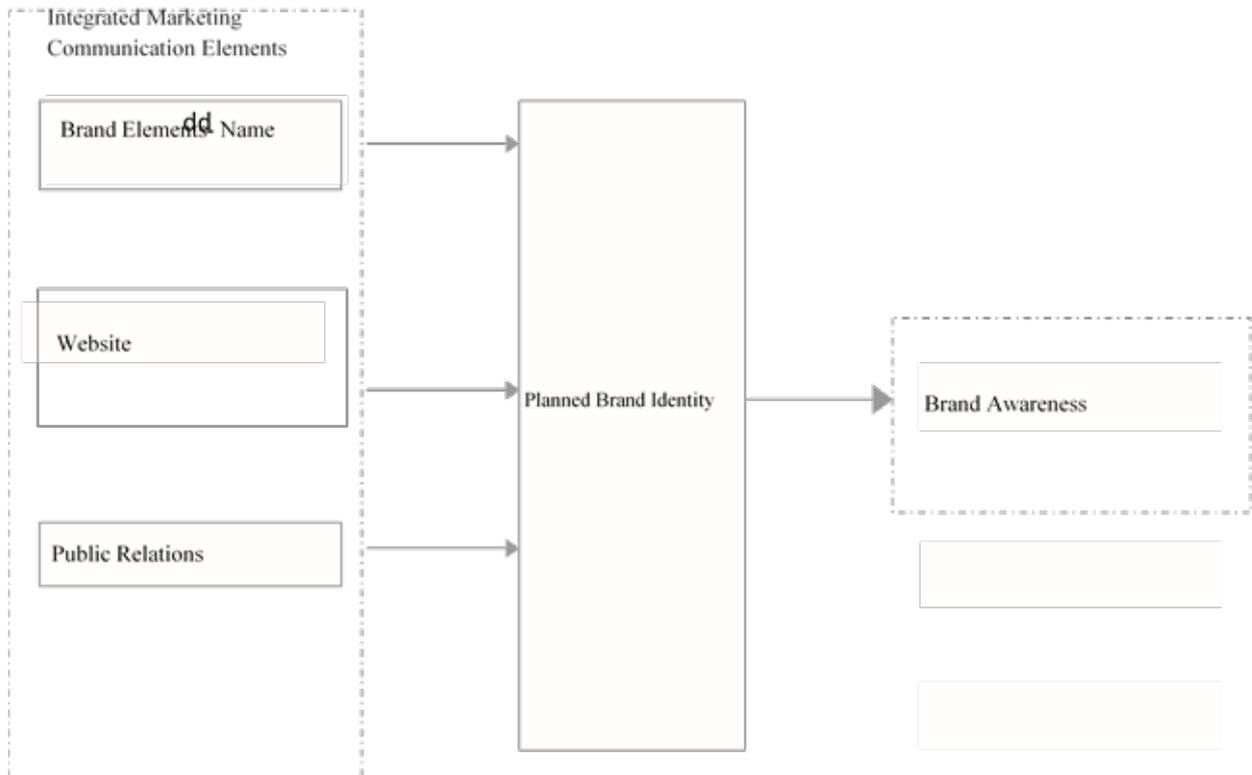


Figure-2: Results of the Simple Linear Regression Test Conducted within the Framework of the Research

Conclusion

It was determined after examining how the components of integrated marketing communications impact established brand identity, that public relations studies, brand names, and website activities had an impact on brand identity and, consequently, brand awareness. The “name” element was discovered to have the greatest impact, with the logo, colours, social media, advertising, direct marketing, and other elements having relatively little influence. Public relations had the second-highest impact. The website, which was studied as a component of marketing communications, came in third in terms of impact rate. Looking at the study done with these impact rates in mind, it seems that the brand identity created using these three components impacts brand awareness.

It was discovered that the planned brand identity was impacted by the names of the Adidas and Nike brands, the information on their websites, and the PR campaigns they ran. Moreover, the planned brand identity based on these elements had an impact on the target audiences. This impact was reflected in the awareness of these brands. It was found that the logo used by the brand, the colours used in marketing activities, social media activities, advertising efforts, and direct marketing activities did not have an impact on the formation of the brand identity of sports brands.

The 21st century shows a progression in which digitalisation is moving to the

front of marketing strategies, especially for global brands. Websites are considered essential tools in maintaining communication with the target audience. The development of electronic commerce, the increase in the volume of transactions, and the growing frequency and ease of use of mobile applications, regardless of time and place, have increased the importance of websites. Especially in recent years, brands have placed more importance on the designs and contents of their websites. Besides their websites, brands such as Amazon.com and eBay can exhibit their brands to their target audiences online. Brands may have various data about their current and potential customers who visit their websites. Since the information of the users visiting the brand's website can be analysed through enormous data and algorithms, unique products, presentations, and campaigns can be developed for the target audience.

Public relations, one of the crucial elements of integrated marketing communication, has come to the fore along with social, environmental, and economic activities under the concept of sustainability. The number of cases in which brands strive to ensure that the raw materials they use in their products are made of substances that do not harm the environment is relatively large, especially in recent years.

Nike is committed to reducing its carbon footprint through its sustainable innovation efforts. Adidas and Parley collaborated on a zero-waste target campaign in 2015, and in the subsequent years, three different Ultraboost sneaker models were released. 95 percent of the shoes were created from used plastic bottles. The production of one pair of Ultraboost sneakers required the recycling of 11 plastic bottle wastes, underscoring the value of drinking water.

A related literature review shows that critical studies show the relationship between brand names and brand identities. Kohli, Harich, and Leuthesser (2004, p. 503) concluded in their study that brands with meaningful (indicating the benefits of the product) and well-known names are more strongly anchored in consumers' minds than brands with meaningless and unknown names. Wänke, Herrmann, and Schaffner (2007, p. 20) found in their study that consumers more easily remember the qualities of exciting and well-known hotel brands. Kara, Gunasti, and Joss Jr. (2020, p. 607) concluded that consumers are more aware of the attributes of brands whose names they believe reflect them.

According to numerous studies, the website, one of the elements of integrated marketing communication, has a vital role in creating brand identity. For example, Vlahvei, Notta, and Grigoriu (2013) came to the conclusion in their study that the websites of food brands in Greece significantly had a significant impact on the creation of brand identity. For instance, Farouidi et al. (2015) found that the website had a substantial impact on how high school students created a fictionalised brand identity. Studies in the literature show that public relations have an impact on brand identity. These include, for example, comments about the "Hello Super Mom" campaign, one of the detergent brands (Tuncel, 2009, pp. 132–133). According to research on brand identity, the PR campaign of the Alo brand increased brand awareness to a higher level and was voted the "best in class" brand in the detergent category. For example, Dospinescu (2014) found that public relations

activities effectively promote brand identity and ensure brand loyalty at festivals.

Etik Beyanı: Araştırmaya başlamadan önce İstanbul Gelişim Üniversitesi Etik Kurul Başkanlığı'nın 17/07/2020 tarihli ve karar sayılı (2020-19) Etik Kurul onayı alınmıştır.

Yazar Katkıları: 1. Yazarın katkı oranı %50, 2. Yazarın katkı oranı ise %40, 3. Yazarın katkı oranı %10'dur.

Çıkar Çatışması Beyanı: Yazarlar herhangi bir çıkar çatışması olmadığını beyan etmektedirler.

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GENİŞLETİLMİŞ ÖZET

Spor giyim markalarını baz alarak bütünleşik pazarlama iletişimi unsurlarının kurgulanmış marka kimliği üzerinden marka bilinirliğine olan etkisini belirlemeyi amaçlayan bu araştırmada kolayda örneklem yöntemiyle seçilen 438 tüketiciden anket yoluyla veriler toplanmıştır. Araştırma konusu olan Adidas ve Nike markalarının tercih edilme nedeni bu markaların dünya çapında tüketiciler tarafından oldukça tanınıyor olmasından dolayı daha genellenebilir sonuçlara ulaşmayı kolaylaştırmasıdır.

Araştırma verilerinin elde edilmesinde marka öğeleri (Farouidi vd.,2017) website (Taraftar ve Zhang, 2008), sosyal medya (Hughes vd., 2012), reklam (Radder ve Huang, 2008), halkla ilişkiler (Hsieh ve Li, 2008) doğrudan pazarlama (Pappu vd., 2006), kurgulanmış marka kimliği (He vd., 2006) ve marka bilinirliği (Yo ve Donthu, 2001) ölçeklerinden yararlanılmıştır. Bahsedilen ölçekler tüketici verileri toplamaya uygun olup, daha önce benzer alandaki çalışmalarda da kullanılmıştır. Araştırma çerçevesinde sözü edilen boyutlar toplam 65 ifade ile ölçülmüştür. Marka öğeleri 29 ifade, website 7 ifade, sosyal medya 5 ifade, reklam 6 ifade, halkla ilişkiler 6 ifade, doğrudan pazarlama 3 ifade, tasarlanmış marka kimliği 4 ifade, marka bilinirliği ise 5 ifade ile ölçülmüştür. 5’li Likert tipi ölçeğine uygun olarak hazırlanan sorular online anket yöntemiyle tüketicilere gönderilerek uygulanmıştır.

Yapılan regresyon testi sonucunda Anova tablosunda gerekli kontrol yapıldığında, $F=65,657$ ve $p=0,000$ değerleri gözlemlenmiştir. Buna göre p değeri $0,05$ den küçük olduğundan bağımsız değişkenler bağımlı değişkeni açıklamada istatistiki olarak anlamlı olmaktadır.

Ardından bağımsız değişkenlerden hangilerinin bu regresyon modeline anlamlı katkı sağladığını bulmak için, t istatistiği ve p değerlerine bakılmıştır. Regresyon testi sonucunda bağımsız değişkenlerden Marka Öğeleri (Ad), Website ve Halkla İlişkilerin kurgulanmış marka kimliği üzerinde olumlu etkiye sahip gözlemlenmiştir ($p<0,05$). Bu sonuçlara göre $H1c$, $H2$ ve $H5$ hipotezlerinin doğrulandığı görülmektedir.

Regresyon testi sonucunda bağımsız değişkenlerden “Marka Öğeleri (Logo), Marka Öğeleri (Renk), Sosyal Medya, Reklam ve Doğrudan Pazarlamanın” ise kurgulanmış marka kimliği üzerinde anlamlı etkiye sahip olmadığı görülmüştür ($P>0,05$). Bu sonuçlara göre $H1a$, $H1b$, $H3$, $H4$ ve $H6$ hipotezleri reddedilmiş ve araştırma modelinden çıkartılmıştır.

Saptanan sonuçtan yola çıkarak bu bütünleşik pazarlama iletişimi unsurlarının etkilediği kurgulanmış marka kimliğinin marka bilinirliğine yönelik etki ilişkisini incelemek amacıyla basit doğrusal regresyon testi yapılmıştır. Aşağıdaki Tablo 4’de araştırma çerçevesinde yapılan basit doğrusal regresyon testinin sonuçları gösterilmektedir:

Yapılan regresyon testi sonucunda Anova tablosunda gerekli kontrol yapıldığında, $F=676,202$ ve $p=0,000$ değerleri gözlemlenmiştir. Buna göre p değeri $0,05$ den küçük olduğundan bağımsız değişkenler bağımlı değişkeni açıklamada istatistiki olarak anlamlı

olmaktadır.

Ardından bağımsız değişkenlerden hangilerinin bu regresyon modeline anlamlı katkı sağladığını bulmak için, t istatistiği ve p değerlerine bakılmıştır. Regresyon testi sonucunda Bağımsız değişken Kurgulanmış Marka Kimliğinin, marka bilinirliği üzerinde olumlu etkiye sahip olduğu gözlemlenmiştir ($p < 0,05$). Bu sonuçla H 8 hipotezi kabul edilmiştir.

Son olarak regresyon modelin özet sonuç tablosundaki ifadeye göre, bağımsız değişkenler olan kurgulanmış marka kimliğinin, bağımlı değişken olan marka bilinirliğini açıklama oranı % 60.8'dir.