T.C.
ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

**THE EFFECT OF BRAND PERSONALITY, REPUTATION AND IDENTITY
ON THE BRAND LOYALITY: THE CASE STUDY OF TURK TELECOM**

THESIS

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(Y1712.130136)

**Department of Business
Business Administration Program**

Thesis Advisor: Assist. Prof. Dr. Burçin KAPLAN

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T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS TEZ ONAY FORMU

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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis.

Natia BUTKHUZI

This thesis is dedicated to:

My family

Who always supported me

FOREWORD

With my regards and appreciation, truthful thanks to Dr. Burçin KAPLAN, my Thesis advisor, for her remarkable and proficient guidance, full of suitable suggestions, profound assistance and encouragement during my master course as well as through my research dissertation phase.
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June 2019   **Natia BUTKHUZI**

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ABBREVIATIONS

POD	: Points of Deference
POP	: Points of Parity
P-value	: Probability value
SPSS	: Statistical Package for the Social Sciences
VIF	: Variance Inflation Factor
WOM	: Word Of Mouth
PTT	: Post Telgraph Telephone

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THE EFFECT OF BRAND PERSONALITY, REPUTATION AND IDENTITY ON THE BRAND LOYALITY: THE CASE STUDY OF TURK TELECOM

ABSTRACT

There is a huge competition in Telecommunication industry, like in all other industries in Turkey, which is a developing country. To step forward, marketing activities are getting more and more important day by day. Brand concept takes a huge place in those marketing activities. The reflection the concept has on consumer's perception is brand identity. Brand reputation takes a wide place in building brand identity. In brief, brand personality looks for how a brand would act if it were a human. In this research, a niche potential and brand identity reflects the brand loyalty itself.

The thesis focuses on research question regarding the factors influencing brand loyalty. Appropriate literature is examined and quantitative research is conducted to form hypotheses, based on the case of Turk Telekom. To define the quality of influence, three indicators were examined: brand perception, brand personality, brand reputation. The research is conducted among 250 students from Istanbul, Turkey.

Based on a statistical analysis, the study shows that brand perception, brand personality, brand reputation have significant influence on brand loyalty, so taking Turk Telekom's example, it built high brand loyalty by having appropriate brand perception, brand personality, brand reputation.

Key Words: *Brand, Brand Management, Brand Personality, Brand Reputation*

MARKA KİŞİLİĞİ, İTİBARI VE MARKA KİMLİĞİNİN MARKA SADAKATİ ÜZERİNDEKİ ETKİSİ: TURK TELEKOM'UN ÖRNEK ÇALIŞMASI

ÖZET

Telekomünikasyon sektöründe, gelişmekte olan bir ülke olan Türkiye'deki diğer tüm sektörlerde olduğu gibi büyük bir rekabet vardır. İlerlemek için, pazarlama faaliyetleri gün geçtikçe daha da önem kazanmaktadır. Marka konsepti bu pazarlama faaliyetlerinde büyük bir yer tutmaktadır. Konseptin tüketicinin algısına yansıması marka kimliğidir. Marka itibarı, marka kimliği oluşturmada genişbir yer tutar. Kısacası, marka kişiliği, şayet marka, bir insan olsaydı nasıl davranacağını arar. Bu araştırmada potansiyel konum ve marka kimliği, marka sadakatinin kendisini yansıtmaktadır.

Tez, marka sadakatini etkileyen faktörlerle ilgili araştırma sorusuna odaklanmaktadır. Türk Telekom örneğine dayanarak uygun literatür incelenmiş ve hipotez oluşturmak için nicel araştırmalar yapılmıştır. Etki kalitesini tanımlamak için üç gösterge incelenmiştir: marka algısı, marka kişiliği, marka itibarı. Araştırmaİstanbul, Türkiye'den 250 öğrenci arasında yürütülmüştür.

İstatistiksel bir analize dayanan çalışma, marka algısının, marka kişiliğinin, marka itibarının marka sadakati üzerinde önemli bir etkiye sahip olduğunu ve dolayısıyla Türk Telekom örneğini aldığını göstermektedir. Uygun marka algısı, marka kişiliği, marka itibarı ile yüksek marka sadakati sağlamıştır.

Anahtar Kelimeler: *Marka, Marka Yönetimi, Marka Kişiliği, Marka İtibarı.*

1. INTRODUCTION

Brand management is essential type of marketing which explains the marketing of the product like how the product should be marketed in terms of service and product development. The most significant tool for brand management is to develop the relationship among customer through the target market by managing the brand. The packaging, price, appearance of the product itself are the most important elements for brand management. The intangible elements are those elements that consumers share with the brand, what they relate with the brand. The important role played by the manager of brand management is to look after all the characteristics of brand unity as well as the relations with the supply chain management (Shamoon, et al., 2011)

The goal of any organization is to introduce a good brand loyalty among its consumers and the organization measures the brands with different factors to make a company most valuable among the customers (Halliday & Kuenzel, 2008). The brand loyalty is not created by only sale bases, but it also can be created with the effective markets' efforts of finished product and service development (Kabiraj & Shanmugan, 2011).

The brands have created the significant common principles and it educates the customers to think and react according to their needs and wants depending on brands by consumers (Aledin, 2009). These are the products that become the important part of our lives and conquer our minds with the passage of time and its only happens with the effective brand concept. There are the several products and sevices that are being consumed on daily bases and it has a large contribution in terms of financial values such as Coca Cola (69 billion USD), IBM (60 billion USD), Nokia (35 billion USD), Google (32 billion USD), Mc Donald 's (32 billion USD), and it is also helps to the developing countries for increasing gross domestic products (GDP) Iraq (66 billion USD), Sudan (55 billion USD), Turkmenistan (32 billion USD), Cyprus (24 billion USD), etc.

as of 2009, And with the passage of time it has been observed that many companies are investing money for research and development for acquiring and searching for effective brand concept (i.e.: Procter and Gambe – Gilette acquisition). Hence the customers are more focused on branded good rather than buying the unbranded products in many sectors like fast moving consumer goods (FMCG) industry (Nielsen FMCG Track Report, 2009). Moreover, the research also showed there is positive relationship or customers perceive value and the brand loyalty. For the marketer the most crucial thing in marketing is the brand identity for marketing researchers (Jensen & Klastrup, 2008). The social identity of the brands has been examined on the philosophy and psychological corrections and after it has been examined for human resource management and organizational behavior (Brewer & M.B., 1991). The brand identification must be attracted by the marketers due to many reasons. And the brand identity should be point for significant positive behavior outcomes, such as brand loyalty (Ahearne, M., Bhattacharya, C.B. and Gruen, 2005). To develop the social identity, the individuals must hold the self-perception and transfer their personal identities into social identity (Turner, J.C., 1975). For the purpose of making a place in the mind of consumers the company should recognize and associate the brand with the social life (Bhattacharya, C.B. & Sen, 2003). The customer also sees the brand in their eye as a postponement on its own way (Belk, R.W. (1988). The dynamics of the essence and the meaning of the goods and its rule in the brand enhance the great importance in the eyes of marketers and researchers for developing new area of markets tools (Elliott & Wattanasuwan, 1998). The researcher shows that's by their research the attractiveness of the brand personality has been increased recently and tremendously.

The series of study show that there is still room for conducting a research on different area of marketing tools, for example customer behavior and attitudes, brand loyalty and brand identity as a whole (Aaker & J.L., 1997). The attention will be paid to the customer authentication with the brand of social identity that consumes brand and you will make the conclusion of the result of study administratively and hypothetically. One of the researches was conducted by

Kim and he shows that the it was unable to observe the similarity in different brand identifications and experience of brand (Kim et al., 2001).

Turk Telecom: Turkish and international banks lay their investment out from the Turk Telekom due rapidly changing in Turkish currency and the obligation crisis. For the countries to solve the Turkey's biggest dues payment, the creditors, help to engage the special corrective action.

Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**1.1:** Turk Telecom

Source: Turk Telekom website, https://www.turktelekom.com.tr/en/pages/default.aspx

1.1 Problem Statement

The small company managers must make the strategic marketing plan to support the organizational marketing plans and those must be correct and resourceful.

To separate the goods of one manufacturer from the alternatives, branding is considered as means for this purpose. The word branding is derived from the verb 'to burn.' And in the previous years the livestock keeper put the marks on the animals to make them different from other animals (John, 1992). To make the loyalty-based customers, those customers should have the trust through developing the effective influence of branding for achieving the goals of the company. Right managed branding is a key factor to all of the organizations worldwide and is one of the greatest problems of those. There are only a few organizations which know how to develop this effective influence through branding to acquire loyally-based consumers.

1.2 Significance Of The Study

The brand management is the significant tool for managing and accomplishing the organizational goals. Understanding of the product can be beneficial for the product development and can enhance the customer perceived value. The firm or company contribute to the progress of product development that may rise the growth of brand image. To gain the influences in the business market, company should create the brand personality and loyalty with the customers and for organizing branding concept and effectiveness with the customers, this study will stimulate the organization in both sectors (Governmental and non-governmental agencies)

1.3 Purpose and Objective

The primary purpose of this research is to find out the effects of some brand elements on each other in telecommunication industry in Turkey taking Turk Telecom as a case study as below:

- To test the effect of Brand Perception on Brand loyalty.
- To test the effect of Brand Reputation on Brand loyalty.
- To test the effect of Brand Personality on Brand loyalty.

1.4 Research Questions

- Is there a significant effect of Brand Perception on Brand loyalty in teleconnection industry taking Turk telecom as case study?
- Is there a significant effect of Brand Reputation on Brand loyalty in teleconnection industry taking Turk telecom as case study?
- Is there a significant effect of Brand Personality on Brand loyalty in teleconnection industry taking Turk telecom as case study?

1.5 Nature Of The Study

Essentially the nature of this case study is suggestive (descriptive), presumed in order to define the structures of the effect of Brand Personality, Reputation and

Identity on the Brand Loyalty in terms of the Case of Turkish industries under Turk Telekom, and whether these industries are private of public companies.

The target market for gathering the data are teenagers, middle aged, youngsters and old-aged normal subscribers. For purpose of checking their standpoint the questionnaires were distributed to result their viewpoints.

The target market for gathing the data will be university students in Istanbul and will get the responses from 250 people, the survey papers will be filled by the customers of the Turk telecom company. Findings/ analysis can also be used for further studies.

1.6 Plan Of The Study Chapters

Five separate chapters will be covered of this case study and research and each chapter will be divided into sub-headings:

- Chapter one: The first chapter of this case study is to introduce the case study, beginning with the brief introduction about the problem statement and also refers background information which make problem be solved. The literature review of the first chapter is to briefly summarize the relevant research problem. It goes towards the problem of the statement as well.

- Chapter two: The chapter number 2 explores the wide range of assessment of the literature review to the problem. That part of literature review is widely explained introduction portion which is explained in chapter 1. The detailed theories and models which is concerned about the problem are explained with current tendencies of the problem and summary about the problem and the significance of the research.

- Chapter three: That part of study is the major part of the thesis that includes all the methods, which is used for conducting the research and elaborate and emphasizes the methods which is discussed in the chapter 2 and this is also collection of data for this study. This chapter is showing the research problem's initiates area and includes the hypotheses.

- Chapter four: That chapter 4 is to elaborate the results and findings based on the analysis, which is implemented by the researcher in the study. This chapter consolidates the introduction part, and research questions and the restatement of the hypotheses.

- Chapter five: This chapter is referring as a summary of the whole introduction part of the thesis, and the problem statement with the research questions and hypothesis. And this chapter also includes the summary of the chapter's literature review, methodology, findings and contains the summary of case study and findings. The conclusion is derived from the findings, a discussion, and recommendations of for the further study will be enlightened.

2. LITERATURE REVIEW

2.1 Introduction

This chapter will discuss the previous literature related to the study variables starting from Brand Loyalty going throw Brand Perception, Brand Personality, Brand Reputation then general discussion about brand identity, brand trust and brand equity, after that an explanation about Turk telecom is provided, finally the conceptual frame work is presented at the end of this chapter.

2.2 Brand Loyalty

This is very significant to know about the brand. Brand concept and the brand loyalty cannot be done without a brand. A brand is referring as name, terms, design, or a combination of these element which shows the good and services to the seller and the seller can able to distinguish them from its competitors (Argenti & Drunkenmiller, 2004). A strong brand informs its customers that it is able to meet customers' needs and will continue to be accepted by consumers in exceptional competition (Ettenson & Knowles, 2008; Nandan, 2005). Brands are traditionally focused on the functional qualities of their products. Now companies are beginning to focus on the consumer's behavioral response to consumers and the emotional characteristics of their users, who offer a general brand experience that can be defined as the internal response (emotions, sensations, cognitions) that they take away after encountering (directly or indirectly) the brand's design, packaging, identity, atmosphere and also communication efforts (Brakus et al., 2009; Carbone & Haeckel, 1994; Klaus & Maklan, 2007).

Marketers start to make the customers to think about brand choices and make difference of one brand from another brand (Batista-Foguet et al., 201; Brakus et al., 2009). The emotions in the customers can be implement as a result of

brand's sale because only the brand experience cannot be considered as an emotional experience.

The experience is developed over period of time and is converted into emotional experience (Brakus et al, 2009). And eventually the customers save the memory and effect of the satisfactions and establish brand loyalty after experience of brand (Oliver, 1997; Reicheld, 1996).

There are numerous ways to explain the literature review of brand loyalty and explain what the brand loyalty is (Chaudhuri & Holbrook, 2001). The attitude-based and the cognitive psychology theories have been guided by the work of brand loyalty (Dick & Basu, 1994; Fournier & Yao, 1997). And Wilkie (1994) in his research describes the brand loyalty as consistent purchase, favorable attitude towards the particular brand and the other researchers found that this definition is easy to explain the real concept of brand loyalty in terms of the consumer loyalty.

One of the researcher Olivier (1999) defines that brand loyalty is the commitment of rebuying the product and services from the customers in the future, and its also cause to buy the same brand repetitively part from the influences which could be situational and efforts by the other marketers which cause for a switching behavior. The certain products which is being intended by the customer as brand loyalty that represents the behavior intentions to buy the product (Oliver, 1999). The main objective of this study is to integrate the feelings, behaviors to consistently by the product, attitudes associated with the product and experience and it also offers accurate quality, quantity, price and image (Kabiraj & Shanmugan, 2011; Oliver, 1999).

The brand loyalty has a different dimension of the value that makes the depend on the experience of the uses. Unlike other dimensions the uses of product create brand loyalty with the experience of product. Even if the customers never uses the brand, they may keep the awareness of the brand, and brand relationship memory, or perceive high quality. The attitudinal loyalty and behavioral loyalty are the two approaches which is revealed by the literature review (Odin et al., 2001).

In spite of the fact that thought of brand dependability was to begin with presented by Copeland (1923), brand dependability was to begin within the literature by G.H. Brown (1952). Brown says that brand devotion is completely behavioral and can be illustrated by buyer's monotonous buys. Infancies, within the 1960s (Cunningha's,1967) states that brand devotion structure was included, utilizing a demeanor degree called seen band devotion (1969). He has chosen that brand dependability was based on states of mind and behaviour with Cunningham. He morover pushed that past investigate did not recognize between genuine (purposefulness) dependability and untrue dependability. (Jacoby & Kyner, 1973) contended that rehash buys ought to not be the conclusive figure in brand devotion, since there may be other variables of this basic, concurring to (Newman & Werbel, 1973).

Brand devotion ought to comprise of shopper resistance to other brands. (Jacoby & Chestnut, 1978) were given critical credit Chestnut decided on to following: "it is extremely interesting to find, upon reviewing this literature that It was the result of this inquire about that Jacoby and Chestnut chosen on to taking after: "it is greatly curiously to discover, upon investigating this writing that no one quite concurs on precisely what brand dependability is". After a clear definition is made within the marketing world, the improvements within the concept of brand loyalty have been included to the writing.

The contrast between devotion and commitment was found, as the brand commitment of a customer increments, it is likely that the brand will be the as it were option. (Traylor, 1981). The same (Traylor, 1983) stated that devotion could be a brand dependability structure and speaks to an item course and a passionate or mental association. There are two primary propensity categories are recognized by (Engel et al., 1990): rehash buys and brand devotion. It is an imperative for a company to win a brand for its benefits, counting: making a fundamental, maintainable competitive advantage for brand value, making a persistent income stream, expanding references and shareholder esteem, and decreasing client promoting and working costs (Gounaris and Stathopoulos, 2004; Knox and Walker, 2001; Wilkie, 1994).

As expressed by (Armstrong et al., 1996), breaking the schedule and the status of items with respect to this propensity can be avoided.

Buyers who take after a brand have their thoughts and an enthusiastic connection for the brand whereas rehashing this propensity, and the buyers don't have the acknowledgment or passionate connection to the brand; typically, not same with the wrong devotion to the brand (Kabiraj & Shanmugan, 2011; Knox & Walker, 2001; Nandan, 2004). Untrue dependability can be portrayed as dependability of a client due to basic issues such as product's fetched and its reasonableness (Batista-Foguet et al. 2011).

In this respect, cherish, want and association characterize enthusiastic connection (Thomson et al., 2005). Shoppers who are steadfast to a brand keep their devotion to a brand indeed when the showcase is in a riski circumstance. Risky circumstances within the market are occasions emerges within the showcase in a person review and may undermine the relationship between the customer and the brand.

These sorts of tricky circumstances incorporate, emergency within the framework of the industry, deals advancements of the competitors, reviews to the items, developments of the competitors and negative exposure of them. These variables entirely influence the way a client gets it what a brand is (Ahearne et al., 2010). Brand dependability isn't same with buying behaviours in this manner, it is betters not to blend up with routine buying_behavior conjointly,_it_is distinctive for_fulfilment as well (Brakus et al., 2009).

The fulfilment is the reason of the relationship among consumer's data approximately a brand and being steadfast to a brand. In arrange to gauge devotion for a brand. Fulfillment itself isn't adequate. Since acquiring propensity of a client for a product does not cruel that he or she is fulfilled of that item or encompasses a dependability for it. The reason that drives a client to purchase a particular item may varies such as he or she cannot discover other choices for that item or given benefit. (Bolton & Drew, 1991). The most thought processes which changes item fulfillment to a deliberate for buying that item once more basically depends on customer's demographical highlights (Mittal & Kamakura, 2001).

With each modern buy of the costumers, his or her fulfillment can be altogether influenced (Oliver, 1999). As expressed by (Baldinger & Rubinson, 1996), a

wide extended inquire about demonstrated that the devotion of the clients depend on how their fulfillment is met.

It is conceivable to characterize the brand believe as a level of unwavering quality of a brand which a costumer has. A normal consumer's reaction for the brand is called brand affect. It has been seen that believe for the brand and brand influence encompasses an emphatically impact on brand dependability (Aaker, 1997). As Chaudhuri and Holbrook expressed (2001) both brands believe, and brand influence have significance in setting up a brand dependability. (Jung et al., 2010) found that brand affect's positive impact on brand devotion is higher than the brand believes, while (Gounaris & Stathakopoulos, 2004) have found that the consumer's enthusiastic fondness for the brand, obtaining behavior.

The standardizing impacts on shopper have three main components: exclusively, the standardizing impacts are related to the other's social impacts. Depending on a group's impact level of an individual, the reason of expending an item is really to appear that they are portion of a particular gather. An individual who has a place to a certain gather may recommend an item and, in the event, that the shopper wants to be a portion of said gather, the shopper will be more keen to buy that item. Inquiries show that on the off chance that a item or company is recognized by shoppers, they tend to purchase the same item over and over and their feelings should shape brand devotion (Halliday & Kuenzel, 2010).

2.3 Brand Perception

Brand perception is a special result of a consumer's experiences with a brand. It's highly pivotal to a marketing strategy as it's often what elevates a simple product or company into a brand: the same as putting a face to a name. There are many stages of a brand, starting with awareness and ending with brand loyalty. (Favier, et al., 2019) found that "the simplicity/complexity of a package design has a significant impact on brand perception" and (Gitto & Mancuso, 2019) found that it is possible to evelute brands according to the brand perception in airline industry.

This study of (Cho, 2019) expands the knowledge about various extrinsic cue effects on product perceptions by demonstrating the influence of brand name fluency on consumer perceptions of water attributes. (Lee & Watkins, 2016) found that "luxury brand perceptions and purchase intentions for the experimental groups, who watched vlogs reviewing luxury products, were higher than control group, who did not watch vlog".

2.4 Brand Personality

Although identity is frequently related with individuals, identities are too related with brand the company, since in a few way firms have great relations with their customers (Aaker & Biel, 1993). Identity is how the person responds reliably to different natural conditions (Plummer, 2000).

Brand identity is generally typical, and it is one of the most driving powers of brand character, which is found to have a noteworthy positive affect on brand dependability (Azoulay & Kapfere, 2003; Lin, 2010; Plummer, 2000).

A brand's picture comes from combining the discernments shoppers get with their experiences from the brand. These conclusions are called brand affiliations and can be substantial or intangible characteristics that are linked to the brand within the intellect of the customer, hence shaping the brand's identity (Nandan, 2004).

Brand identity can at that point be clarified as "the set of human characteristics related with a brand" (Aaker, 1997).

In brief, a brand identity is what makes a brand free (McEnally & De Chernatony, 1999). Brand identity has two perspectives: input and yield. The input alludes to what shoppers need to think and feel, and what buyers really think and feel. Input and yield points of view are communicated as a brand identity explanation and a brand identity profile. Brand identity expression is the brand's communication objectives - what the firm needs shoppers to feel almost brand inside a period of time.

The brand identity profile is the consumer's recognitions of the brand. Its objective is to reflect the way of buyers really need to feel about the brand, instead of what the company needs buyer to feel (Plummer, 2000).

Commercial brands are more often than not depicted in respects to three classes of characteristics: the brand's physical traits, utilitarian characteristics, and brand identity, or the characterization of the brand. Take Apple items for case. The physical qualities of Apple items are smooth, sold in Apple stores and retailers like Best Purchase, and Apple items are costlier than other brands. Fair by these physical traits, people begin to see what the characteristics of the Apple brand.

Portraying the brands in terms of useful properties is depicting the results of utilizing the brand. Additional time, Apple has had the picture of being an "artsy" brand, and individuals may see a person that employments Apple items as craftsmen. In any case, the Apple client is a bookkeeper and favors Apple's working framework. Hence, utilitarian results of employing a brand are in a few cases outside capacities and in other cases have inner impacts within the intellect of the individual who is utilizing the item.

The brand identity or the characterization of the brand are primarily what the firm communicates to the open what the brand is. Apple's "Think Different" campaign communicated to the public that after you purchase an Apple product you're not adjusting to others. However, you're being distinctive – you possess person (Plummer, 2000) As it were these physical highlights and people start to see what are the highlights of the Apple brand which are distinguishing brands in terms of useful characteristics clarifies the comes about of utilizing the brand. However, you're being diverse – you're your claim person (Plummer, 2000).

Marketers can take the identity of the shoreline and coordinate it with the identity of the brand. An effective brand knows how to make an open brand identity and recognizes the identity of the master brand. Buyers will at that point begin to construct a solid relationship with the brand (Doyle, 1990). The identity of the brand proceeds for a certain period of time and is nonstop (Lin, 2010). Kumar says that the foremost critical portion of brand identity is to publicize what makes your brand different from other brands; usually the expression of the brand, think of the expression. Brand identity plays a key part within the "for me" choice. In any case the interaction with a brand, the brand favorer is considering, "I see that brand in myself" or "I see myself in that

brand" On the other hand, the non-favorer cannot see the brand in himself or himself within the brand (Plummer, 2000).

Buyers buy brands that are congruous with their claim identity (Rajagopal, 2010). Aaker (1996) says that a brand with a diverse identity may be a way for the shopper to specify himself/herself. Inquire about has shown that the brand identity is exceedingly significant in clarifying the relationship between a brand's identity and self-congruence. Buyers have the perfect picture for themselves and express this picture by expending brands they think are most in suitable to who they are. This handle can be said to be self-compliance hypothesis (Halliday & Kuenzel, 2010).

(Aaker, 1996) conducted a meta-analysis of brand identity in branding and pushed the require for more test inquire about. Upon coming to this conclusion, (Aaker, 1997) utilized identity brain research and created a scale to degree the brand identity with the taking after measurements: earnestness, fervor, competence, complexity and soundness. Hence, levels of brand devotion will increment essentially. Lin (2010) says that brand inclination is essentially influenced by his identity characteristic. (Aaker et al., 2001) say that "brands can serve as carriers of social meaning, the typical meaning implanted in brands can serve to speak to and institutionalize the values and convictions of a culture". Inquire about has appeared that customers expend merchandise and brand to specify their esteem (Belk et al., 1982). When the identity of a brand and the identity of a client coordinate, the customer is more likely to have a positive demeanor towards the brand (Halliday & Kuenzel, 2010).

2.5 Brand Reputation

Brand reputation refers to how a particular brand (whether for an individual or a company) is viewed by others. A favorable brand reputation means consumers trust your company, and feel good about purchasing your goods or services.

(Palmeira, 2014) found that "brand reputation plays an important role in the interplay of products in line extensions" while (Bang et al., 2014) found that brand reputation was found to be a moderator in the relationships between attitude and volunteer intention and between subjective norm and volunteer

intention. This is supported by (Selnes, 1993) as he found that product performance and brand Reputation effects Brand loyalty, also (Lau & Lee, 1999) claim that brand Reputation influence brand trust more than brand loyalty in hotel.

2.6 Brand Identity

As the level of competition raises higher, the foremost critical thing for a company is making a contrast between itself and other companies and build up a viable communication to appear this accomplishment to the public opinion (Nandan, 2005). Usually the basest to develop a solid brand and set up great relations with clients (Kim et al., 2001; Rajagopal, 2010).

Thanks to a solid brand character, devotion for brand can be made and kept up. As Nandan (2005), (Halliday & Kuenzel, 2008) expressed, rather than centering on a brand's financial nature, most effective way to understand brand management is to get it brand distinguishing proof (business to consumer circle). In corporate circle, the primary angle of this can be building up a solid brand personality. We are able essentially characterize the brand personality as how a company want to its customers to recognize.

Whereas setting up a brand character, a company's primary address ought to be, 'What is the conclusion of the open on this brand' (Nandan, 2005). Like this, companies may report items and administrations with respect to their brand through distinctive communication media and the acquiring handle. The utilize of unmistakable and intangible objects such as four P of the showcasing – item, advancement and bundling plays a portion in a brand's personality. After that, the shoppers will assess the brand inside their subjectivity and thus should have a brand personality (Argenti & Druckenmiller, 2004; Rajagopal, 2010; Nandan, 2005).

(Balmer et al., 2001) states that brand personality comprises taking after components: brand vision, brand culture, connections, introductions, situating, and independence. The brand vision clarifies the reason and the reason of the presence of a brand.

Moreover, brand culture implies the values of the brand. Vision and culture too together with connections between workers, customers. Brand introduction clarifies how a brand ought to be given to the shoppers. The brand situating clarifies the reason why a brand is uncommon. Identity is the passionate characteristic feature of a brand. All these components with respect to brand character are clarified in this paper since they connect to the shopper to the brand.

(Algesheimer et al., 2005) state that clients who distinguish themselves with a brand are conceivably are strong additionally make great proposals regarding the brand through verbal communication.

Moreover, as the brand identity increments, the number of customers who will distinguish themselves with that brand will increment. Moreover, they have found that as the brand engaging quality increments, the number of buyers who will recognize themselves with that brand will increment. For personality of a brand an image which speaks to the brand has critical significance. When setting up a brand, an image may be an imperative portion and any issue with respect to the image may harm to the brand. With the image, brand is more effectively recognized and recollected by shoppers. Each detail reminiscent of a brand can be considered a image and images which comprise picture substance are more catchy and effective. The taking after cases can be given for solid images: Nike symbol, McDonald, Apple (Aaker, 1996).

As expressed by (Halliday & Kuenzel, 2008) distinction, fulfillment and communication have a positive effect on brand personality. The foremost vital detail regarding the brand personality is to send it specifically from the firm. The brand picture implies what discernment the customer has on the brand. Based on exercises of brands, buyers have a picture for company in their minds (Aaker, 1991; Nandan, 2005). (Nandan, 2005) expressed that character and picture of a company should be well-matched to form and support dependability for the brand.

2.7 Brand Equity

Over the final two decades, long haul of brands has started to be addressed and in response to "death of brands" challenge, marketers have centered on brand esteem develop to make solid brands (Faircloth et al., 2001). In arrange to superior get it the unmistakable and intangible values of the brand, the concept of brand esteem has developed in promoting writing (Tuominen, 2000). The concept of uniformity of brands has been talked about broadly by both academicians and specialists in showcasing and bookkeeping writing.

The 1980s' Showcasing Science Organized has reported that it is one of the inquire about lines of brand nearness (Vazquez et al., 2002). Brand value may be a key issue since it makes esteem for both the client and the company in showcasing and makes a difference companies separate their items from their competitors (Aaker, 1991). Making brand esteem gives feasible competitive preferences to the company (Bharadwaj et al., 1993). Brand esteem can too be utilized to assess the comes about of showcasing exercises (Simon & Sullivan, 1993). There have been different definitions, measurements and estimation methods in brand esteem inquiries about. Most of the articles on brand esteem are centered on graphic issues. (Cobb-Walgren, et al., 1995).

Brand value is to begin with characterized by the Established of Showcasing Science (1988) as a ''the set of affiliations and behavior on the portion of a brand's set of affiliations and behaviors on sake of the parent company, which permits a brand to gain more volume or more benefits from its clients, channel participations and parent enterprise that grants the brand to form more prominent volume or more noteworthy edges than it seems without the brand name" (Chaudhuri, 1995; Farquhar, 1989) clarified brand value as "the added value with which a given brand invests a product".

Key, money related and client impacts of brand esteem have caused distinctive definitions. (Atılgan et al., 2005). Most of the definitions concur that brand value is the esteem that a brand title includes to a merchandise (Broniarczyk & Alba, 1994; Washburn & Plank, 2002).

As said prior, it is vital to construct solid, effective brands that empower organizations to make steady, long term request and make and accomplish

superior edges than products or unsuccessful brands. Fruitful branding makes difference productivity by including esteem that energizes customers to buy. And they also give also the companies associate with the different sector of bases for extension into item advancements, variations, included administrations, unused nations, and so on. They secure organizations against the developing control of middle person, educate and help organizations which change from being faceless bureaucracy to ones that are alluring to work for and bargain with. (De Chernatony, 2003).

It is imperative to get it what makes a brand solid and how solid the brand has been built. In arrange to create and keep up solid brands, directors ought to use resources for branding purposes. They ought to moreover have to screen the wellbeing of their brands. To support the brands qualities, directors especially take the value into thought that has been made up by their brands. Within the past area, the brand-consumer relationship, which is said with critical focuses, can be an awesome control in case appropriately kept up. The trust between a brand and its clients can make more brand esteem by separating the company in competition. Solid brand esteem empowers companies to secure customers, serve their needs more successfully, and increment benefits. Understanding the needs of clients and reflecting this on the see and feel of brand plan is the most critical way to achieve this. Subsequently, it'll be critical for us to get it the consumer's state of mind towards the brand and its successful factor.

A few methodologies ought to be taken after to make a solid brand and maximize brand rights. Concurring to Keller (1998), showcasing supervisors must:

- Know about the real meaning of the brand and its market with the products accordingly

- The product with the brand concept must be designed correctly.

- The desired benefits must be delivered by the product

- There must be a wide variety of the complementary items with the brand concept and that must be support to the marketing efforts

- Communicate the integrated marketing efforts in a consistent voice.

- The consumer value perceptions and the pricing strategy must be measured

- The appropriate brand to create personality and the image with the reliability of the product.

- The maintenance of the innovation and relevance of the brand

- Making of brand portfolio, strategical design of a brand hierarchy.

- To implement an effective brand management system with the purpose to ensure the marketing activities accurately which figure out the brand value concept.

- The meaning of the brand and complexity must be understood by the marketers.

- The brand promises must be fulfilled.

- The control of the brand and sufficiently support.

- The consistent change within the brand must be balanced.

- It is necessary to be patient with the brand. (Keller, 1998).

2.8 Brand Trust

Belief may be a key variable in creating an enduring want to preserve a long-term relationship. Believe is characterized as the confidence that one will discover what is wanted from another, instead of fear (Jahangir et al., 2009). Speaks to the believe of a social party in a stock showcase not to advantage another person's powerlessness. Appropriately, indirectly trusting a brand implies that the brand encompasses a tall likelihood or desire that it'll create positive comes about for the buyer. (Delgado-Ballester and Munuera-Aleman, 2005). Concurring to (Rousseau et al., 1998) clarified believe as a "psychological state comprising the purposeful to acknowledge powerlessness based on positive desires of the eagerly or behaviors of another". Belief has been learned basically within the setting of relationship promoting.

According to (Delgado-Ballester & Munuera-Aleman, 2005), the primary measurement of brand believes (unwavering quality) contains a specialized or

competence-based nature, including the capacity and eagerness to keep guarantees and fulfill consumers" needs. The moment measurement (eagerly) comprises the attribution of great eagerly to the brand in connection to the consumers" interface and welfare, for illustration, when unforeseen issues with the item emerge.

Thus, a reliable brand is one that reliably keeps its guarantee of esteem to buyers through the way the item is: created, delivered, sold, adjusted and publicized. Indeed, in terrible times when a few kinds of brand emergency arise. Many analysts who depend on the conceptualization of believe in social brain research writing separate cognitive and full of feeling / passionate believe (Matzler et al. 2006).

Customers are more enthusiastic to look for a dependable brand to maintain a strategic distance from the chance of buying an item. In this regard, hazard diminishment can be seen as one of the foremost vital sub-functions of brand believe, a fundamental function of a brand within the acquiring choice handle. On the off chance that the seen hazard of a buy choice is tall, it can be accepted that the chance lessening of brands related to: brand belief is indeed more imperative.

Agreeing to (Chaudhuri & Holbrook, 2001) portray brand believe as the normal shopper is willing to rely on the brand's capacity to perform the desired work. Belief is imperative as it were in cases of vulnerability and belief is critical since it decreases instability in an environment where shoppers feel especially helpless since they know they can believe the trusted brand. Consumers are more enthusiastic to look for a solid brand to dodge the chance of buying an item. In this regard, hazard relief can be seen as one of the foremost critical sub-functions of brand believe, a key function of the brand within the obtaining choice handle. On the off chance that the seen chance of a buy choice is tall, it can be accepted that the chance lessening of brands related to brand believe is indeed more imperative (Matzler et al., 2008).

The observational proof gotten for this presumption is additionally given by (Erdem et al., 2006) in there inquire about, which demonstrates the cross-cultural contrasts of brands as signals, in nations that maintain a strategic distance from tall instability, finding that dependable brands give more esteem

hazard and data costs. And also refers as a customarily, customer devotion has been inspected as a key structure in shopper behavior investigate. (Hong & Cho, 2011) proposed coordinate commitment and obtaining eagerly as essential structures influenced by the coordinate belief. (Chaudhuri & Holbrook, 2001) demonstrate that the impacts of brand belief, and brand are isolated structures that are combined to distinguish two sorts of brand dependability. Purchase the devotion and attitude devotion that influence the related view points of the comes about such as the share of the brand share and advertise share, respectively.

2.9 Turk Telekom in Turkey

It has been 175 years of history; the Turk telecommunication is the largest integrated operator in turkey. The Turk telecom with having the largest product rand and network in the field's corporation service and individuals in January 2016. The Turk telecom has combined the TV goods, phone, internet, mobile and other services under the same brand and at the same time Turk telecom has 21.5 million phone subscribers, 3,6 million TV, and 14,4 million fixed access connections.

To introduce new technologies to turkey and accelerating and having access to 81 cities of Turkey with the 34000 employees, Turk Telekom is having a mission to transform into new information in the society. The mission - to provide fast, affordable service, good quality to the customer is the prior vision and mission of the Turk Telekom to their customers and make communication by integration.

History of Turk Telecom:

- 1994: In 30th of June 1994 the Turk Telekom has been founded

- 1995: On April 24, 1995 the departments of PPT postal services and telecommunications were left and the assets, liabilities associated with telecommunication of PPT were delivered to the Turk Telekom with their employees and personal

- 2004: In February 19, 2004 the TT and TIM communication Service Inc was established with the merger of Turk Telekom operator and in

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October 15, 2004 the TT and TIM communication Services Inc. has changed to Avea Communication Services Inc.

- 2005: On November 14, 2005 the Turk Telekom has been privatized and 55% of Turk Telekom was delivered to Oger Joint Venture Group.

- 2006: On April 26, 2006 TTNET of Turk Telecom was established.

- 2014: The foreign bond supply of Turk Telekom is subscribed 8 times from its investors with the help of 10 years of maturity date. The Turk telecom has issued two times largest bond in Turkey with the debt of 5 years and 10 years of the maturity and had 30bps with the similar tenors.

- 2015: By the signing of Construction and Maintenance Agreement, now the Turk Telekom could currently participate at the international community forum.

- 2018: On May 15, 2008 the company has listed in the Istanbul stock exchange and its share were to the general public

- 2010: On October 7, 2010 the Turk Telekom is considered as a leading data services provider and wholesale capacity and invites international bought from central and Eastern Europe

- 2011: The Turk Telekom has broken the record in the history of the Istanbul Stock exchange by distributing the 2,244 billion and it also distributed the profit to their shareholder from the gross cash dividend at 30 May.

- 2012: On 2012 the Turk Telekom has increased their total shareholding to 89.99%.

- 2013: The Turk Telekom owns the TTNET and Sobee, those venture were emerged with acquiring of all the activities and assets of the Sobee to TTNET. Furthermore, it combines the role of the Chief Exective Officer and CEO and the announcement of the executive leadership. The communications technology, leader telecommunications, Türk Telekom Group, celebrated the 175 years with Tayyip Erdogan in Ankara. And that same time the Turk Telekom company announced the participation with the Amazon Web Services and this participation leads to turkey to

connect the AWS as a virtual server service. Turkey is the largest and the continuously leading integrated operator which has largest alliance with the Bridge Alliance. And consequence of this efforts is that Turk Telekom become the first company that have venture with the Bridge Alliance, that combined the 700 million customers in the turkey.

Telecommunication Sector in Turkey: In this decade the mobile telecommunication is growing with his space day by day thanks to many opportunities which is offered by the emerging markets which leads to mobile industry to grow. Due to wide population of China and India there will be too much potential for future use of mobile company. In the developed country the opportunities for the growth of 100% mobile penetrate in the market.

Today competition plays an important role in the Turkish telecommunications industry. Since the mid-1990s there were just 2 companies that were operating, Turkcell and Taslim, which had an agreement with Turk Telecom in terms of revenue. These both operators were not independent to set their prices, the last one was controlled by Turk Telecom. By the time of introducing new technologies that changed the lifestyle of people the way of communication has been changed.
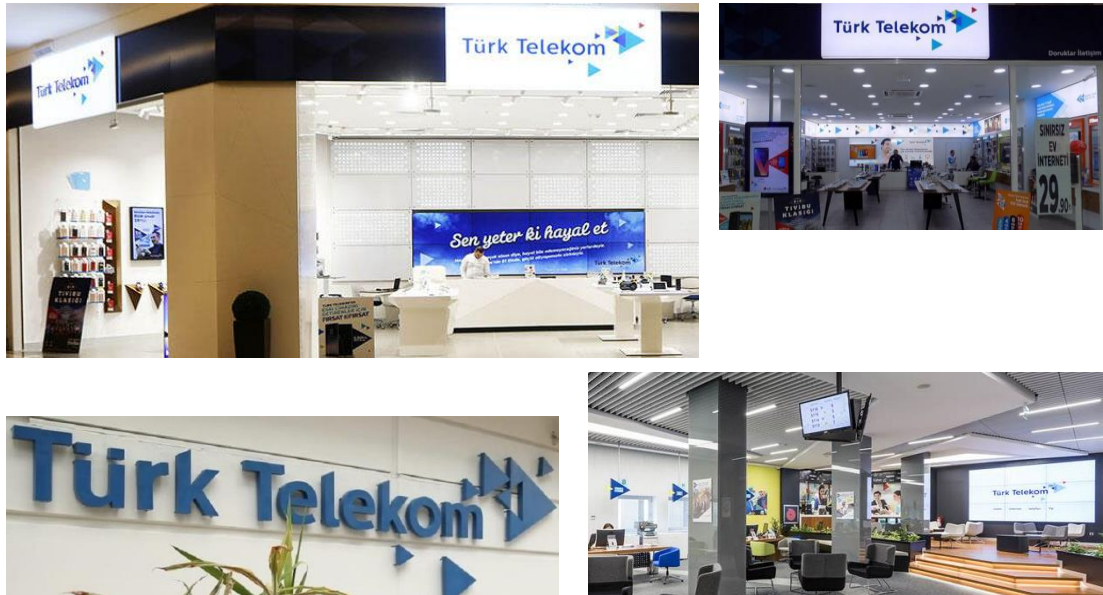
Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**2.1:** Turk Telekom Office

2.10 Conceptual Framework:

The independent the dependent variables of this study were selected Adopting from (Pinson, 2012).

Independent variables are Brand Perception, Brand Personality, Brand Reputation, while the dependent one is Brand loyalty, as shown in Figure 2.2:
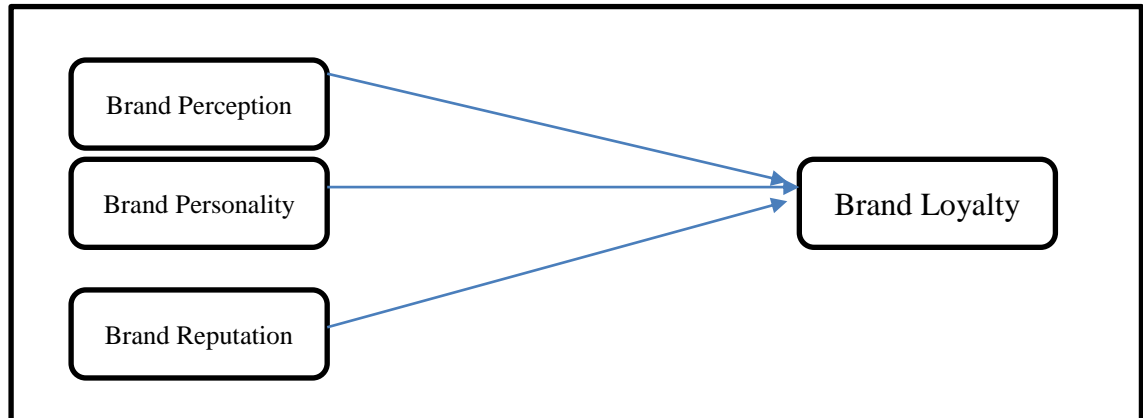
Figure2.2: The Study Conceptual framework

This Study will implement this framework on the telecom industry taking Turk Telecom as a study case, by analyzing the responses of the survey adopted. According to the conceptual framework and previous research studies, the following hypotheses of this Study were shaped as the following:

Hypotheses 1

- **H1.** Brand Perception has a significant effect of Brand loyalty in telecommunication industry taking Turk telecom as a study case.

- **H0.** Brand Perception does not have a significant effect of Brand loyalty in telecommunication industry taking Turk telecom as a study case.

Hypotheses 2

- **H1.** Brand Reputation has a significant effect of Brand loyalty in telecommunication industry taking Turk telecom as a study case.

- **H0.** Brand Reputation does not have a significant effect of Brand loyalty in telecommunication industry taking Turk telecom as a study case.

Hypotheses 3

- **H1.** Brand Personality has a significant effect of Brand loyalty in telecommunication industry taking Turk telecom as a study case.

- **H0.** Brand Personality does not have a significant effect of Brand loyalty in telecommunication industry taking Turk telecom as a study case.

3. RESEARCH METHODOLOGY

3.1 Introduction

In any research the research question, purpose, and context are the main factors that lead to select the research methodology, an appropriate methodology should be selected and developed to achieve the targeted results

This chapter discusses the research methodology and procedures. It containe the design of the research, related population, sampling method, data collecting techniques and statistical analysis used.

3.2 Research Design and setup

This research is studying the relation between Brand Perception, Brand Personality, and Brand Reputation as an independent variables and Brand Loyalty as a dependent variable in telecommunication industry taking Turk telecom as a case study.

A quantitative research approach in this study, as it is designed "biased on a numerical standardized form and analysis that lead to the results" (Saunders, et al., 2009), the data were collected form university students in Istanbul - Turkey.

In this study the data was collected by hard copy questionnaires that were delivered to the respondents, this will lead to getting more information as the discussion and interaction between the researcher and the respondent is important. The questioner's participants responded to the two main parts of questions, the demographics data part and the part of the research hypotheses variables questions. The survey was approved from Istanbul Aydin University ethical committee

. The research started by finding an appropriate idea and variables according to the related previous literature, that will lead to developing the research hypotheses and conceptual framework. The research was designed and the

needed data was collected accordingly, and analyzed by SPSS to reach conclusion.

3.3 Population

As this study is discussing the relation between Brand Perception, Brand Personality, and Brand Reputation as an independent variables and Brand Loyalty as a dependent variable in telecommunication industry and as it takes Turk Telecom as a case study the target population were people who were living in Istanbul – Turkey as Istanbul is the most crowded city in Turkey and people from all over Turkey are living in Istanbul.

To be more specific the researcher targeted student of universities to see if young youth consumers are loyal to the Turk telecom brand or not.

3.4 Sampling Technique

In this study a convenience sampling method was used to select the target respondents, according to (Etikan & Bala, 2017) such method is done "according to the researcher judgment without using any probability technique, it targets respondents with certain criteria, such respondents are considered as a convenient source of data".

250 sample was determined as according to (Varoquaux, 2018) "from 200 to 300 observation will leads to 7% errors",

The margin of error formula is : $Z * \sqrt{\frac{\hat{P}(1-\hat{P})}{n}}$ (Surendran, 2019), and following graph explained in (Reyes & Ghosh, 2013) shows the relation between the sample size and the margin of error, and will lead to conclude that the more sample size the less error.
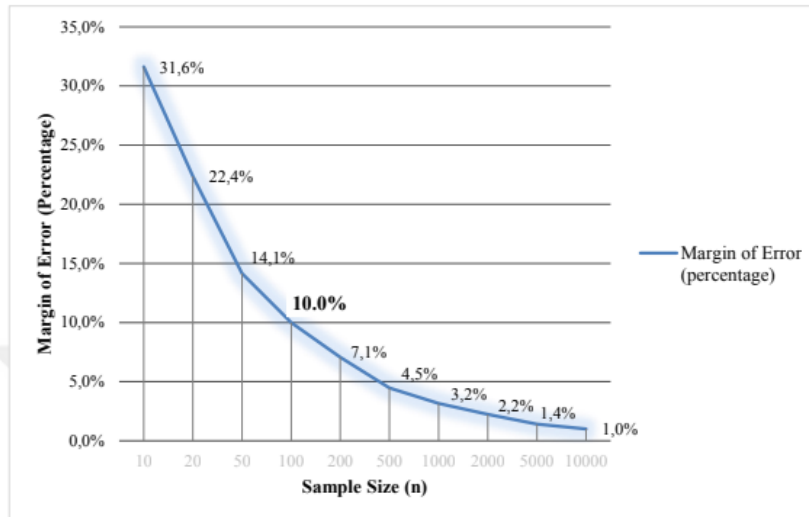
Figure 3.1: Sample size & Margin of Error (Reyes & Ghosh, 2013)

3.5 Data Collecting Tool

This research is considered as a quantitative research, so the collection of the data was done by a survey which was adapted from (Halliday & Kuenzel, 2010) and (Kim, et al., 2001), a 5 point Likert scale (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree) was used to makes it easy and less time consuming respondents as this questions type takes less time and less writing activity.

The questioner starts with demographic part to know the respondent more and how related to the study, the second part is the variables questions.

3.6 Statistical Analysis

The study used two statistical techniques which are: Simple Percentage Analysis and Regression Analysis

- Simple Percentage Analysis: This analysis is based on the frequency distribution of the data collected and show the results in percentages it gives an overview and a summary about the results but it doesn't test the hypothesis.

- Regression Analysis: is a strong statistical analysis that examines the relationship between two or more variables one dependent and others

independent. It tests the effect of one or more independent variables on a dependent variable (Hirst, 1970).

The software for analyzing which was used for this study is IBM SPSS version 23

- IBM SPSS: is a common software which is used for the social sciences analysis surveys analyzing it works on primary data to process it and get results (Landau & Everitt, 2004).

4. ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter includes the analysis done for the data collected, it includes the Simple percentage analysis and the regression analysis assumptions, the n the regression hypothesis testing with an explanation about the results.

4.2 Descriptive Analysis

To understand the targeted respondents and their answers, Simple percentage analysis was done. such analysis gives an accumulated summary of the respondent's answers according to the frequency distribution of the data collected, it is calculated by the following formula: Percentage = (Number of Respondents * 100) / Total Number of Respondents.

First part of this analysis represents the Demographic data which dives an idea about the respondent's characteristics it includes for questions as below:

Table 4.1: Demographic Q1, Male – Female

Position	Frequency	Percent	Cumulative Percent
Female	115	45.8%	45.8%
Male	136	54.2%	100.0%
Total	251	100%	

Respondents were distributed almost 50 – 50 % as half of them are males and the other half were females.

Table 4.2: Demographic Q2, Age:

Position	Frequency	Percent	Cumulative Percent
15 – 24	85	33.9%	33.9%
25 – 44	84	33.5%	67.3%
45 – 64	47	18.7%	86.1%
More than 65	35	13.9%	100.0%
Total	251	100%	

More than half of respondents were from the youth 40 years and less which is considered appropriate as youth are more conceited to mobile phones and telecommunications.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.3:** Demographic Q3, Education level:

Position	Frequency	Percent	Cumulative Percent
Primary school	11	4.4%	4.4%
Intermediate school	27	10.8%	15.1%
Secondary school	93	37.1%	52.2%
University	105	41.8%	94.0%
MBA / PHD	15	6.0%	100.0%
Total	251	100%	

Targeted respondents' majority were in Secondary school and University and this is considered appropriate for the study are more conceited to mobile phones and telecommunications.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.4**: Demographic Q4, Usage of Turk telecom:

Position	Frequency	Percent	Cumulative Percent
Yes	213	84.9%	84.9%
No	38	15.1%	100.0%
Total	251	100%	

85% of the respondents are using Turk telecom which makes it appropriate for this study
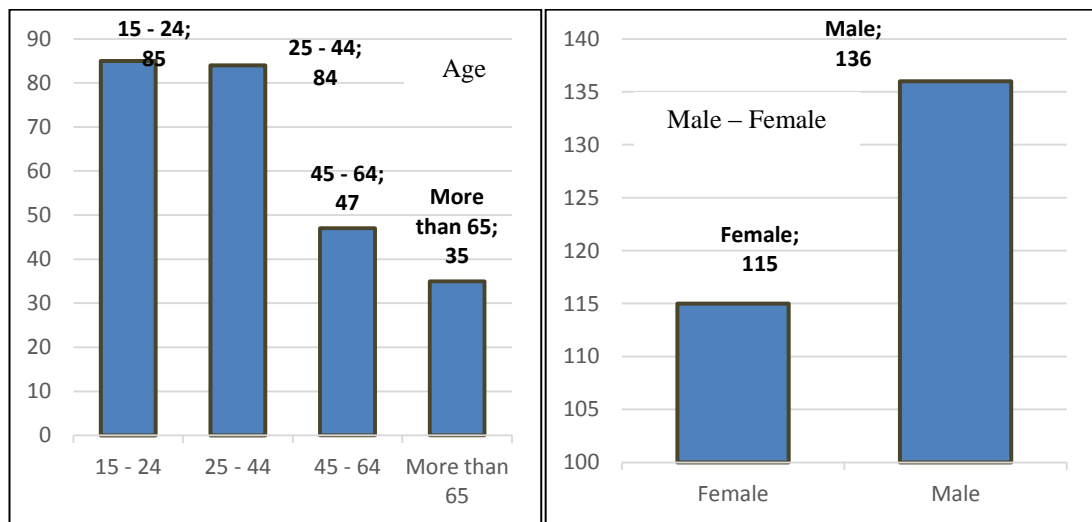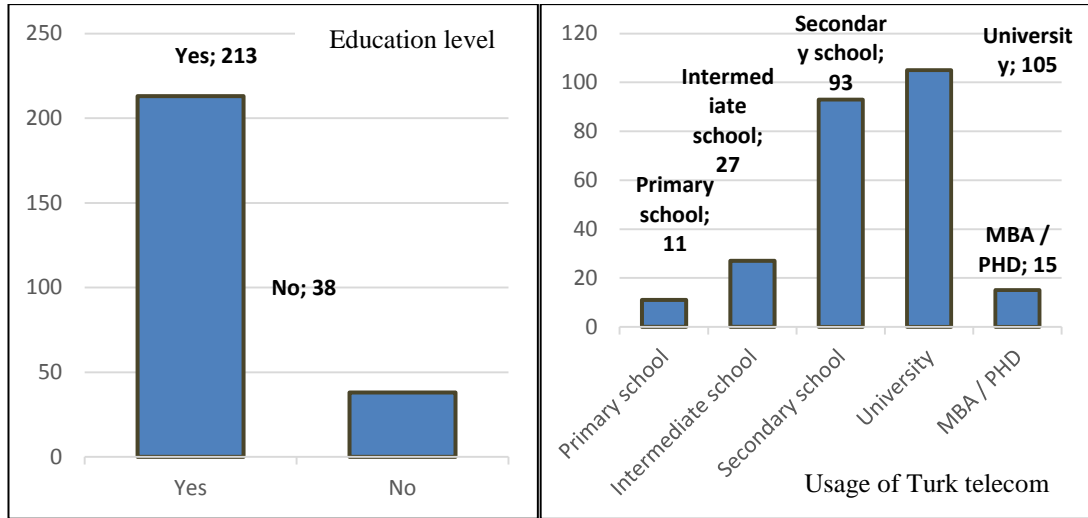
Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**4.1:** Respondents demographic questions answers frequency distribution

Second part of the simple regression analysis will show the frequency distribution percentage for the variables hypothesis questions as below:

- First part of the variables hypothesis questions is related to the Brand Perception:

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.5:** Q5, Turk telecom is the most innovative telecommunication brand:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	17	6.8%	6.8%
Disagree	45	17.9%	24.7%
Neutral	86	34.3%	59.0%
Agree	71	28.3%	87.3%
Strongly agree	32	12.7%	100.0%
Total	251	100%	

Less than half of the respondents agreed and strongly agreed that Turk telecom is the most innovative telecommunication brand, which indicates that the competition in teleconnection industry is quite strong.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.6:** Q6, Turk telecom is best company for creative expression:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	11	4.4%	4.4%
Disagree	57	22.7%	27.1%
Neutral	52	20.7%	47.8%
Agree	98	39.0%	86.9%
Strongly agree	33	13.1%	100.0%
Total	251	100%	

Half of the respondents agreed and strongly agreed Turk telecom is the best company for creative expression, which also indicates that the competition in teleconnection industry is quite strong.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.7:** Q7, I am interested in what others think about the Turk telecom brand*:*

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	17	6.8%	6.8%
Disagree	64	25.5%	32.3%
Neutral	85	33.9%	66.1%
Agree	51	20.3%	86.55
Strongly agree	34	13.5%	100.0%
Total	251	100%	

The core product of teleconnection is almost the same so most of the respondents of this study are neutral in respect to what others think about the Turk telecom brand.
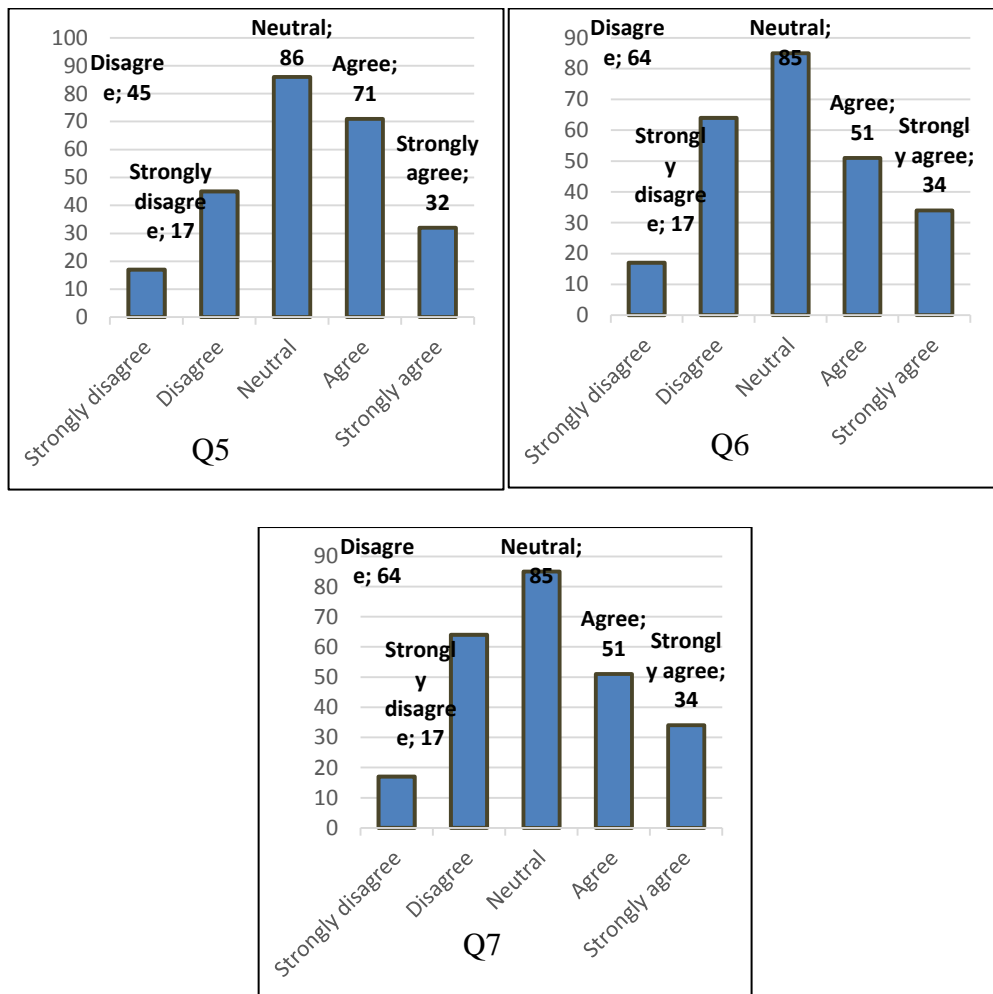
Figure 4.2: Respondents Brand Perception questions answers frequency distribution

Second part of the variables hypothesis questions is related to the Brand Personality:

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.8:** Q8, when someone praises the Turk telecom brand, it feels like a personal compliment:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	34	13.5%	13.5%
Disagree	57	22.7%	36.3%
Neutral	90	35.9%	72.1%
Agree	52	20.7%	92.8%
Strongly agree	18	7.2%	100.0%
Total	251	100%	

Also, as the core product of teleconnection is almost the same so most of the respondents of this study do not feel anything when someone praises the Turk telecom brand.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.9:** Q9, I find the Turk telecom brand attractive:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	24	9.6%	9.6%
Disagree	49	19.5%	29.1%
Neutral	75	29.9%	59.0%
Agree	80	31.9%	90.8%
Strongly agree	23	9.2%	100.0%
Total	251	100%	

Almost half of the respondents think that Turk telecom is attractive.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.10:** Q10, I find the Turk telecom brand favorable:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	21	8.4%	8.4%

Disagree	38	15.1%	23.5%
Neutral	63	25.1%	48.6%
Agree	100	39.8%	88.4%
Strongly agree	29	11.6%	100.0%
Total	251	100%	

More than half of the respondents think that Turk telecom is favorable.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.11:** Q11, The Turk telecom brand helps me to reflect my personality:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	17	6.8%	6.8%
Disagree	58	23.1%	29.9%
Neutral	67	26.7%	56.6%
Agree	87	34.7%	91.2%
Strongly agree	22	8.8%	100.0%
Total	251	100%	

More than half of the respondents think that Turk telecom reflect their personality.

Table 4.12: Q12, owning a Turk telecom product enhances myself:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	24	9.6%	9.6%
Disagree	61	24.3%	33.9%
Neutral	60	23.9%	57.8%
Agree	76	30.3%	88.0%
Strongly agree	30	12.0%	100.0%
Total	251	100%	

More than half of the respondents think that Turk telecom product enhances themselves.
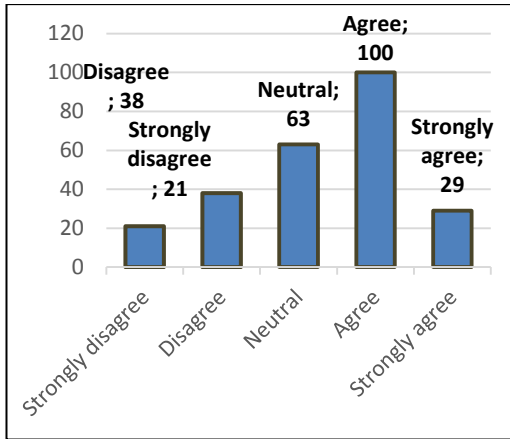
Q8
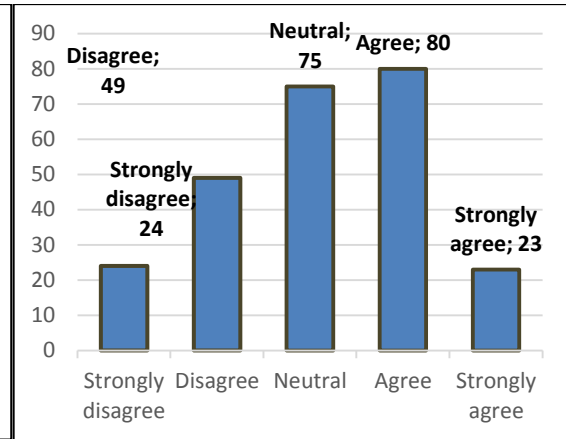
Q9
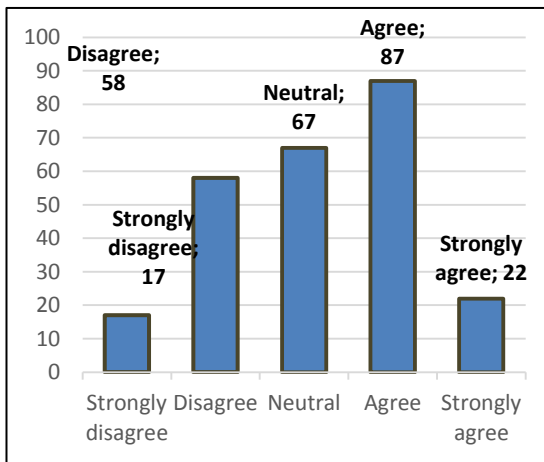
Q10

Q11

Q12

Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**4.3:** Respondents Brand Personality questions answers frequency distribution

- Third part of the variables hypothesis questions is related to the Brand Reputation:

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.13:** Q13. It is important that I buy a brand with a good reputation

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	17	6.8%	6.8%
Disagree	26	10.4%	17.1%
Neutral	68	27.1%	44.2%
Agree	83	33.1%	77.3%
Strongly agree	57	22.7%	100.0%
Total	251	100%	

More than half of the respondents feels that it is important to buy something with a good brand reputation.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.14:** Q14, The Turk telecom brand has a good reputation

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	15	6.0%	6.0%
Disagree	43	17.1%	23.1%
Neutral	74	29.5%	52.65
Agree	81	32.3%	84.9%
Strongly agree	38	15.1%	100.0%
Total	251	100%	

Half of the respondents agreed that Turk telecom brand has a good reputation and this indicates the competition between telecommunication companies in Turkey.

Table 4.15: Q15, People I know think highly of the Turk telecom brand

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	15	6.0%	6.0%
Disagree	41	16.3%	22.3%
Neutral	50	19.9%	42.2%
Agree	117	46.6%	88.8%
Strongly agree	28	11.2%	100.0%
Total	251	100%	

More than half of the respondents knows people that think highly of the Turk telecom brand and this indicates that despite the competitions between telecom companies in Turkey, Turk telecom has a good percentage of the market.

Table 4.16: Q16, Other people have told me that Turk telecom is good:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	15	6.0%	6.0%
Disagree	29	11.6%	17.5%
Neutral	67	26.7%	44.2%
Agree	112	44.6%	88.8%
Strongly agree	28	11.2%	100.0%
Total	251	100%	

More than half of the respondents have heard some good feedback about Turk telecom, this also indicates, Turk telecom has a good repetition of the market.
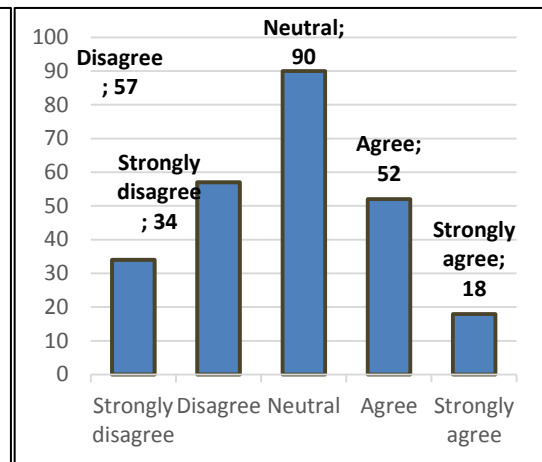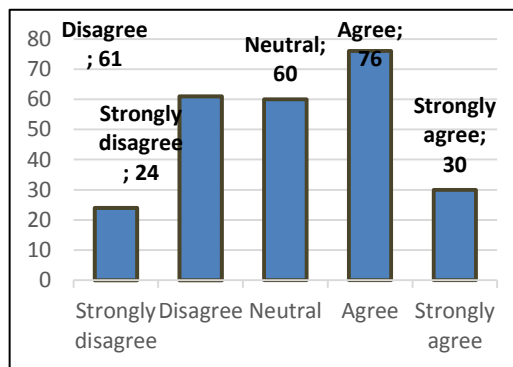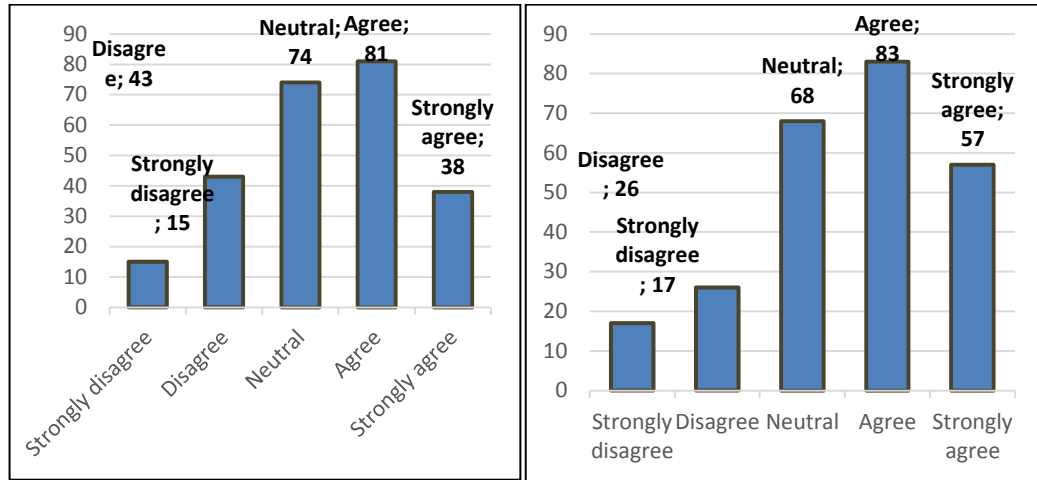

Q13

Q14
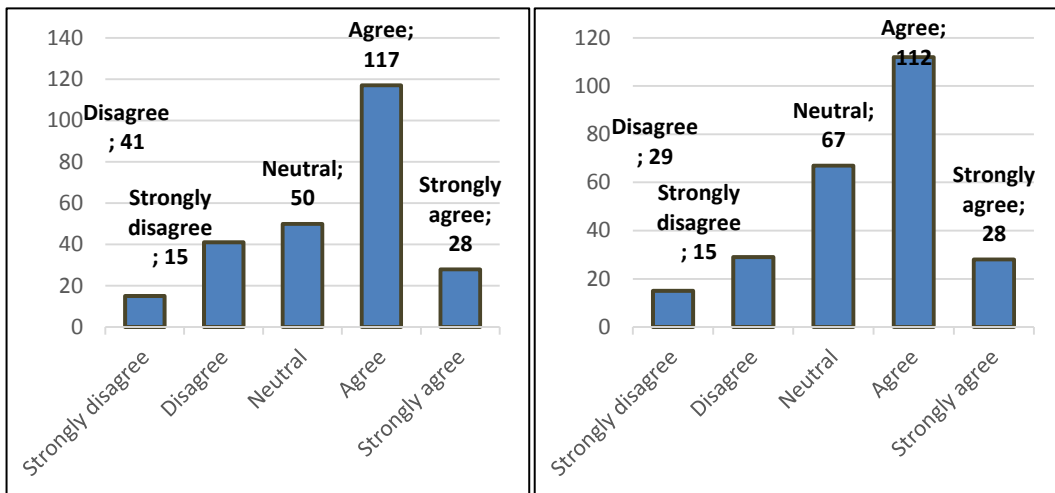
Q15

Q16

Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**4.4:** Respondents Brand Reputation questions answers frequency distribution

- Forth part of the variables hypothesis questions is related to the Brand Loyalty:

Table 4.17: Q17, I will continue to use this brand because I am satisfied with the brand:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	31	12.4%	12.4%
Disagree	32	12.7%	25.1%
Neutral	82	32.7%	57.8%
Agree	72	28.7%	86.5%
Strongly agree	34	13.5%	100.0%
Total	251	100%	

Between agreed to continue using the Turk telecom brand and not having a final decision to do that more than half of the responds replied to this question.

Table 4.18: Q18, I will use the Turk telecom brand in spite of competitors' deals:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	32	12.7%	12.7%
Disagree	33	13.1%	25.9%
Neutral	67	26.7%	52.6%
Agree	82	32.7%	85.3%
Strongly agree	37	14.7%	100.0%
Total	251	100%	

Competition in telecom industry is strong and answers options of this question are almost having the same percentage.

Table 4.19: Q19, I would buy additional products from Turk telecom:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	24	9.6%	9.6%
Disagree	32	12.7%	22.3%
Neutral	37	14.7%	37.1%
Agree	121	48.2%	85.35
Strongly agree	37	14.75	100.0%
Total	251	100%	

On the other hand, half of the respondents agreed to buy additional products from Turk telecom, this will lead to the idea that Turk telecom is a good competitor.

Table 4.20: Q20, I recommend the Turk telecom brand to my friends and family:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	27	10.8%	10.8%
Disagree	35	13.9%	24.7%
Neutral	61	24.3%	49.0%
Agree	94	37.5%	86.5%
Strongly agree	34	13.5%	100.0%
Total	251	100%	

Almost, half of the respondents agreed to recommend the Turk telecom brand to their friends and family, this will also give the idea that Turk telecom is a good competitor.

Table 4.21: Q21, I prefer the Turk telecom brand to other brands:

Position	Frequency	Percent	Cumulative Percent
Strongly disagree	29	11.6%	11.6%
Disagree	28	11.2%	22.7%
Neutral	56	22.3%	45.0%
Agree	101	40.2%	85.3%
Strongly agree	37	14.7%	100.0%
Total	251	100%	

Turk telecom is competing well with other brand as half of the respondents prefer the Turk telecom brand to other brands.
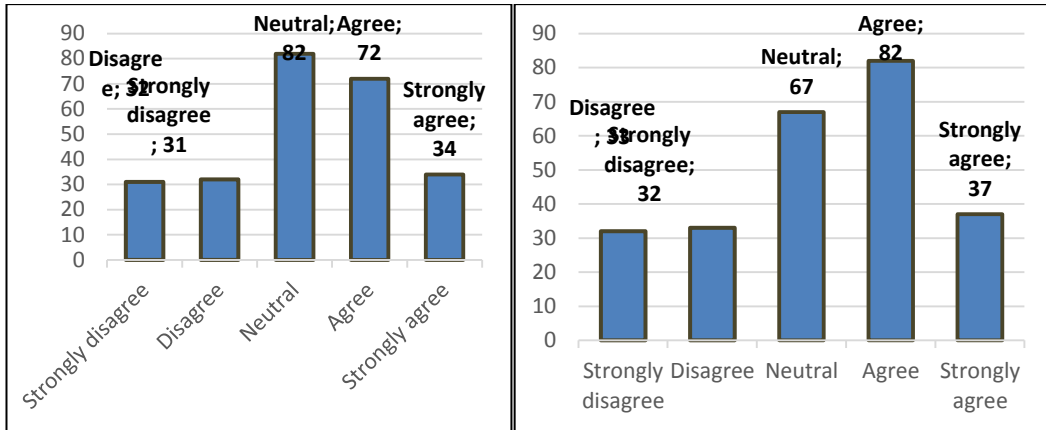
Q17

Q18
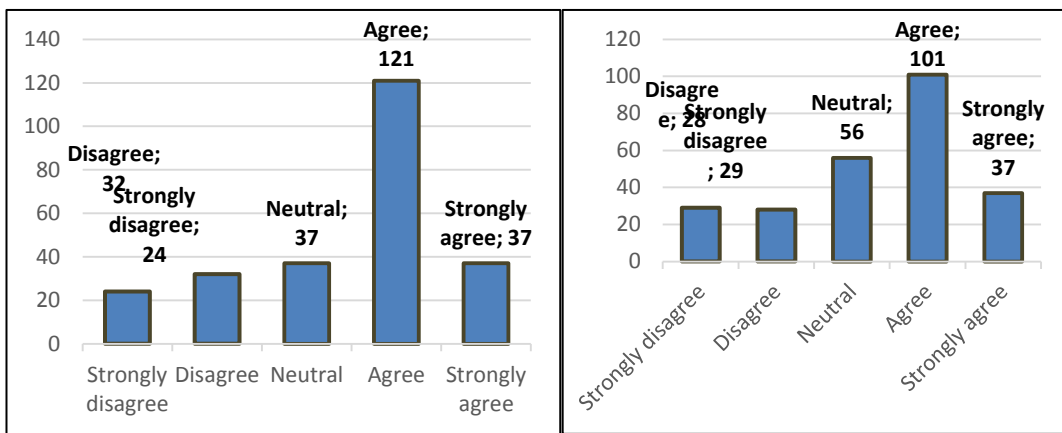
Q19

Q20
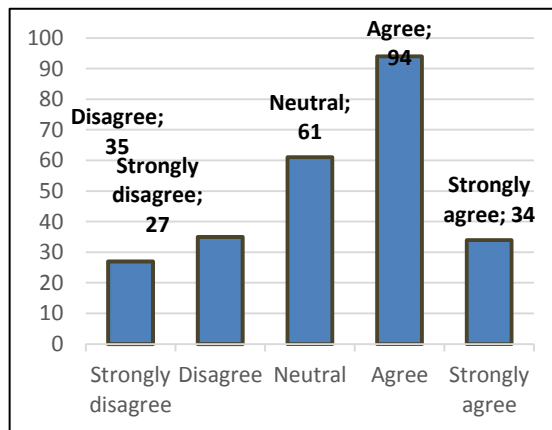
Q21

Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**4.5:** Respondents Brand Personality questions answers frequency distribution

4.3 Descriptive statistics:

Below is list of Mean and Standard Deviation for all the Survey questions:

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.22:** Descriptive statistics:

	Mean	Std. Deviation
Brand Perception		
Q5: Turk telecom is the most innovative telecommunication brand	3.22	1.095
Q6: Turk telecom is best company for creative expression	3.34	1.099
Q7: I am interested in what others think about the Turk telecom brand	3.08	1.126
Brand Personality:		
Q8: when someone praises the Turk telecom brand, it feels like a personal compliment	2.85	1.116
Q9: I find the Turk telecom brand attractive	3.12	1.120
Q10: I find the Turk telecom brand favorable	3.31	1.120
Q11: The Turk telecom brand helps me to reflect my personality	3.16	1.086
Q12: owning a Turk telecom product enhances myself	3.11	1.183
Brand Reputation:		
Q13: It is important that I buy a brand with a good reputation	3.55	1.149
Q14: The Turk telecom brand has a good reputation	3.33	1.110
Q15: People I know think highly of the Turk telecom brand	3.41	1.074
Q16: Other people have told me that Turk telecom is good	3.43	1.031

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**.22**: (Con). Descriptive statistics:

	Mean	Std. Deviation
Brand Loyalty		
Q17: I will continue to use this brand because I am satisfied with the brand	3.18	1.193
Q18: I will use the Turk telecom brand in spite of competitors' deals	3.24	1.228
Q19: I would buy additional products from Turk telecom	3.46	1.174
Q20: I recommend the Turk telecom brand to my friends and family	3.29	1.186
Q21: I prefer the Turk telecom brand to other brands	3.35	1.202

4.4 Reliability Assessment (Alpha test):

Reliability is the method that is done to evaluate the quality of the measurement tools (respondents' answers to the questioner), when doing a research using quantitative study that should be measured indirectly a measurement instrument is common to be used.

According to (Muijs, 2004), Reliability is defined as "to what level the test scores are free from measurement error that occur when testing something. If there is an unreliable measurement the relation between variables will be insignificant. One way of testing reliability is Alpha test which is "an internal consistency measure, shows how closely related a set of items are as a group. It explains If the scale is reliable or not.

According to (Muijs, 2004), when the test results are more than 0.70 then the measurement is reliable.

The reliability test results of each variable of this study are shown below:

Table 4.23: Reliability Assessment (Alpha test):

Variable name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Brand Perception	.857	.857	3
Brand Personality	.861	.862	5
Brand Reputation	.769	.772	4
Brand Loyalty	.935	.935	5

According to the results above it can be concluded that the study measurement is reliable to be used for testing the hypothesis.

4.5 Outliers and influencers:

Outliers and influencers are defined as some different scores from the other scores that, are considered as a different response from the other respondents, calculating the standard deviation can help to find such responses that are far away from mean of each response, according to (Kline, 2011) when the result that is more than 3 that is an Outlier influencing the results.

According to the test done for this study the highest amount is 0.3 which lead to conclude that there is no Outliers and influencers in the responses of this study.
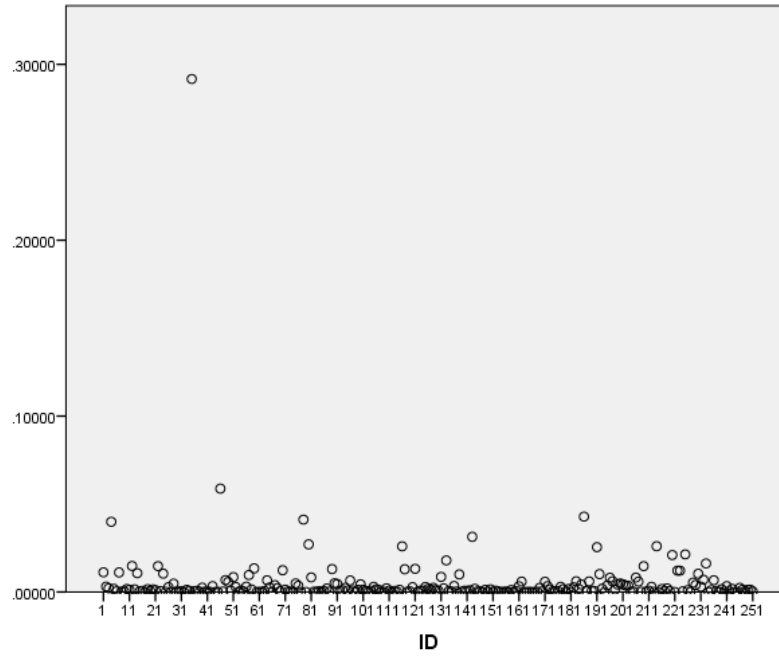
Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**4.6:** Outliers and Influential test:

4.6 Multivariate Assumptions

Before testing the linearity and the regression relation between independent and dependent variables there are some conditions that must be taken in consideration these conditions are called the Multivariate Assumptions and they are the Normality test and the Multi collinearity.

4.6.1 Normality assessment

Normality assessment is a main condition for many statistical tests in this study according to the below shape that lead us to conclude that the data is normally distributed
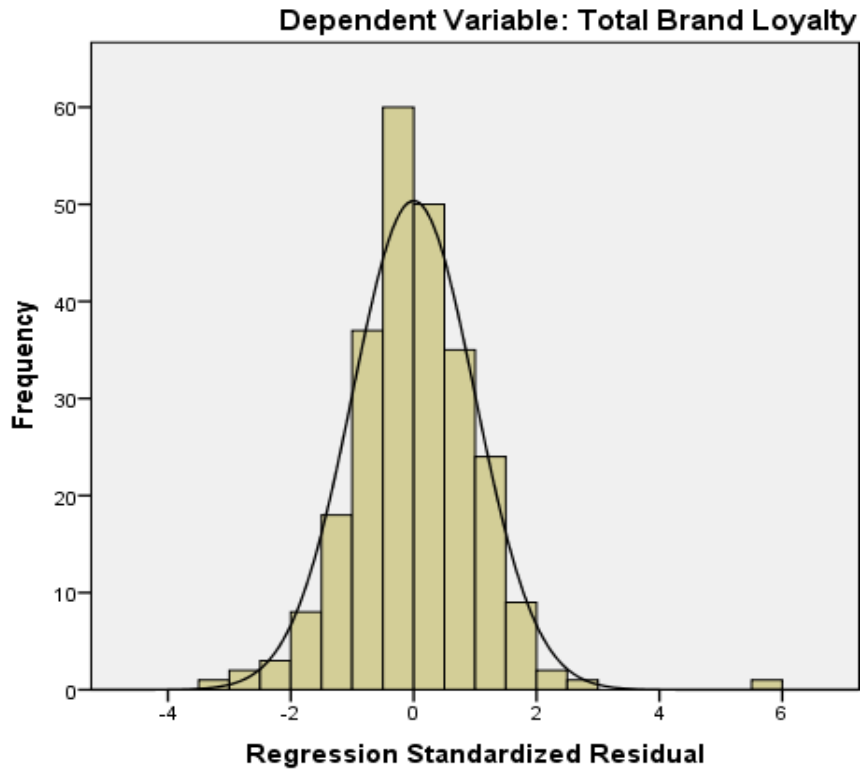
Figure Hata! Belgede belirtilen stilde metne rastlanmadı.**4.7:** Regression Standardized Residual

Part of Normality assessment is making sure that there is no Skew and Kurtosis:

- Skew: **"**when the data distribution is not asymmetrical around its mean, either below or above the mean" (Kline, 2011) for not having a Skew the Skew analysis results must be between 3 and -3.

- Kurtosis: "when the data has a higher or lower peak comparing to normal distribution" for not having a Kurtosis the Kurtosis analysis results must be between 8 and -8.

According to the results shown in the below table it can be concluded that there is no Skew and Kurtosis.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**2.24:** Skewness and Kurtosis results:

	Skewness	Kurtosis
Brand Perception		
Q5: Turk telecom is the most innovative telecommunication brand	-.176	-.578
Q6: Turk telecom is best company for creative expression	-.303	-.841
Q7: I am interested in what others think about the Turk telecom brand	.122	-.738
Brand Personality:		
Q8: when someone praises the Turk telecom brand, it feels like a personal compliment	.016	-.653
Q9: I find the Turk telecom brand attractive	-.247	-.705
Q10: I find the Turk telecom brand favorable	-.499	-.513
Q11: The Turk telecom brand helps me to reflect my personality	-.218	-.772
Q12: owning a Turk telecom product enhances myself	-.122	-.951
Brand Reputation:		
Q13: It is important that I buy a brand with a good reputation	-.543	-.390
Q14: The Turk telecom brand has a good reputation	-.285	-.629
Q15: People I know think highly of the Turk telecom brand	-.613	-.392
Q16: Other people have told me that Turk	-.661	-.019

telecom is good

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.24:** (Cont.) Skewness and Kurtosis results:

	Skewness	Kurtosis
Brand Loyalty		
Q17: I will continue to use this brand because I am satisfied with the brand	-.316	-.667
Q18: I will use the Turk telecom brand in spite of competitors' deals	-.392	-.763
Q19: I would buy additional products from Turk telecom	-.759	-.353
Q20: I recommend the Turk telecom brand to my friends and family	-.479	-.646
Q21: I prefer the Turk telecom brand to other brands	-.600	-.537

4.6.2 Multi-collinearity analysis:

When independent variables are correlated and not independent from each other there is a Multi-Collinearity issue, if such correlation between variables is high there will be some difficulties when interpreting the regression results. (VIF) and tolerance are used to test Multi-Collinearity: If the VIF is less than 3 tolerances must be more than 0.1 to accept that there is no Multi-Collinearity issue (O'Brien, 2007).

In this study there are three independent variables (Brand Perception, Brand Personality, and Brand Reputation) by SPSS one variable of them was put as dependent and the other two as independents to see the results which are as below and lead to conclude that there is no multi collinearity issue.

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.25:** Multi-Collinearity analysis results:

Collinearity Statistics: Part 1		
Dependent Variable: Brand Perception	**Tolerance**	**VIF**
Total Brand Personality	.467	2.140
Total Brand Reputation	.467	2.140
Collinearity Statistics: Part 2		
Dependent Variable: Brand Personality	**Tolerance**	**VIF**
Total Brand Perception	.708	1.412
Total Brand Reputation	.708	1.412
Collinearity Statistics: Part 3		
Dependent Variable: Brand Reputation	**Tolerance**	**VIF**
Total Brand Perception	.623	1.606
Total Brand Personality	.623	1.606

4.7 Regression Analysis for Hypotheses Testing

Regression is defined according to (Gkioulekas & Papageorgiou, 2019) as "a predictive analysis tool that examines the relationship between independent and dependent variables, with a goal of fitting a mathematical function describing how the value of the response changes when the values of the predictors vary"

Linear regression is the simplest form of regression which in the case multiple regression, works on explaining the data by simply fitting a hyperplane minimizing the absolute error of the fitting.

Regression Analysis for Hypotheses Testing result is the P value that is between 0 and 1and, for accepting or rejecting a hypothesis we look at the cutoff point

0.05 if its less the hypothesis is accepted if more it is rejected (Hair Jr, et al., 2014).

The Regression Analysis for Hypotheses Testing results is shown in the below table:

Table Hata! Belgede belirtilen stilde metne rastlanmadı.**4.26:** The Regression Analysis for Hypotheses Testing results:

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
Total Perception	Brand	.231	.092	.127	2.516	.012
Total Personality	Brand	.591	.073	.500	8.049	.000
Total Reputation	Brand	.391	.093	.246	4.229	.000

a. Dependent Variable: Total Brand Loyalty

The P-value which is less than 0.05 results lead to conclude that all the hypotheses are accepted.

4.8 Hypotheses Results Summary

As a brief summary of hypothesis results, we can conclude that brand Perception has a significant influence on Brand Loyalty, Brand Personality has a significant influence on Brand Loyalty and Brand Reputation has a significant influence on Brand Loyalty in telecommunication industry taking Turk telecom as a case study.

Table 4.27: Hypotheses Results Summary

	Relationships		P-value	Interpretation
H1	Brand Perception → Brand Loyalty		.012	Supported
H2	Brand Personality → Brand Loyalty		.000	Supported
H3	Brand Reputation → Brand Loyalty		.000	Supported

5. CONCLUSION AND RECOMMENDATIONS

Brand loyalty is a key factor in branding, building a brand loyalty is not an easy job as it needs some other branding factors to work on building such loyalty. This issue is not old enough yet but still there are plenty of work done around in research circles, cited in this proper work. Although, the new research focusing directly on building consumer loyalty and influencing factors was needed. This research, based on a case of Turk Telekom, offers new varieties of examining the process of building brand loyalty.

5.1 Research Summary

This study tests the effect of Brand Perception, Brand Personality and Brand Reputation on Brand loyalty, in telecommunication industry in Istanbul taking Turk telecom as a case study.

According to the previous literature the study hypothesis and research question was formatted and survey was developed, it was distributed in Istanbul – Turkey among university students. Initial data was collected from 251 participants and prepared for analysis, regression analysis was done to test the hypothesis and results was formatted.

5.2 Findings and Conclusions

First finding of this study is Brand Perception has a significant effect of Brand loyalty in teleconnection industry taking Turk telecom as a study case. This is supported by (Pinson, 2012), as he found that Brand Perception has a significant effect of Brand loyalty for Apple brand phones.

Second finding of this study is Brand Reputation has a significant effect of Brand loyalty in teleconnection industry taking Turk telecom as a study case, this is supported by (Selnes, 1993) as he found that product performance and

brand Reputation Effects Brand loyalty, also (Lau & Lee, 1999) who claim that brand Reputation influences brand trust then brand loyalty in hotel.

Third finding of this study is Brand Personality has a significant effect of Brand loyalty in teleconnection industry taking Turk telecom as a study case this is supported by (Su & Tong, 2015) as they found out that Brand Personality effects brand loyalty and brand equity in the sportswear industry.

Finally, the general conclusion for this study is that Turk telecom as a competitive telecom industry in turkey was able to build loyalty customers by having a good Brand Perception, Brand Personality and Brand Reputation.

5.3 Implications and Recommendations

As a telecommunication company it is difficult to compete with other companies of the same field as the product is almost the same for all telecommunication companies but having a strong Brand name with a good reputation form the overall offers that the company presents that build good perceptions will provide the telecom company with a specific personality which will lead to gain the loyalty of consumers.

According to that this study recommends telecommunication companies to:

- Work on their reputation by providing more offers and unique packages.

- Concentrate on the consumers' perceptions and expectation and develop and work on plans that achieve such perceptions.

- Build their own personality to create their own points of deference that make them special form others.

5.4 Limitations of this study

- This study discusses only for brand variables Brand Perception, Brand Personality, Brand Reputation and Brand loyalty.

- It is implemented in Istanbul – Turkey, hence, the results may be different in case of implementing the same study somewhere else.

- It targets university students that cannot reflect the opinion of other groups of population using the brand

- Amount of sample is 251 so it cannot be generalized on the whole population

5.5 Suggestions for further researches:

- To take other telecom companies as a study case such as Turkcell and Vodaphone.

- To implement the same study for other industries to prove the hypothesis for bigger scale.

- To take other target groups for the same research to see the bigger picture indicating the opinion of the whole population

- To implement the study in other locations inside and outside Turkey to check if the same principles work in other environments so it may be a foundation for some new theories regarding brand loyalty.

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APPENDICES

Appendix A: Survey Questionnaire
Appendix B: Ethical Approval Form

Appendix A: Survey Questionnaire

Question:	Strongly disagree 1	Disagree 2	Natural 3	Agree 4	Strongly agree 5

Brand Perception:

Turk telecom is the most innovative telecommunication brand					
Turk telecom is best company for creative expression					
I find the Turk telecom brand distinctive					
I am interested in what others think about the Turk telecom brand					

Brand Reputation:

It is important that I buy a brand with a good reputation.					
The Turk telecom brand has a good reputation.					
People I know think highly of the Turk telecom brand.					
Other people have told me that Turk telecom is good.					

Brand Personality:

When someone praises the Turk telecom brand, it feels like a personal compliment.					
I find the Turk telecom brand attractive.					
I find the Turk telecom brand favorable.					
The Turk telecom brand helps me to reflect my personality.					
Owning an Turk telecom product enhances myself.					

Brand Loyalty:

I will continue to use this brand because I am satisfied with the brand.					
I will use the Turk telecom brand in spite of competitors' deals.					
I would buy additional products from Turk telecom.					
I recommend the Turk telecom brand to my friends and family.					
I prefer the Turk telecom brand to other brands.					

-

Appendix B: Ethical Approval Form

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
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Bilgilerinize rica ederim.

e-imzalıdır
Dr.Öğr.Üyesi Hüseyin KAZAN
Müdür Yardımcısı

14/11/2019 Enstitü Sekreteri   Büke KENDER

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RESUME

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