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The Slogan Effect: The Power Of Brand Discourse In Liking And Purchasing Behaviour

ABSTRACT

Discourses have been a determiner effect through human history. However, only with the development of communication technologies and globalization of trade the strategic importance of discourse has increased. Especially establishments comprehending the importance of branding have been searching for a strong discourse. The most effective and catchy of those discourses are called slogans. Slogans present the power of brand discourse while determining the superiority of the brand in commercial wars. Especially global brands are aware of the powerful effect of slogans. Based on this awareness, while they conduct their communication efforts, they endeavour to have strong slogans. When the literature is inspected it is seen that there are not enough studies regarding slogans which have a strong effect on both commercial and social life. This study is conducted both with the aim of satisfying this need and revealing the power of brand discourse in liking and purchasing behavior. Within this aim, an experimental study is applied, and it is tried to measure the effect of slogan liking to slogan purchasing behaviour, brand liking, brand purchasing behaviour, brand and slogan relationship liking and purchasing behaviour. In this study, a quantitative research method is applied, and the data is collected through questionnaires; the gathered data were analyzed in terms of frequency, regression and correlation. According to the results slogan liking greatly affects all the variables presented in the research model. Thus, it is concluded that brand discourse has a very powerful effect.

KEY WORDS

Slogan Effects. Brand Discourse. Brand Liking. Brand Purchasing Behaviour. Slogan Liking. Slogan Purchasing Behaviour.

Introduction

Even though, as in all communication activities, the purpose of brand representing advertisements is to get the products sold[1] focusing only on sales is not preferable for brand management. Brands also pursue the goal of creating image and reputation, positioning and creating awareness; and in order to reach these goals they make use of the power of discourse. However, it is not always possible to design the discourse in a way that achieves the desired results. According to David Hume[2] it is difficult to distinguish the factors that make a person's speech pleasant and amusing from the factors that make a person's speech uninspired and dull. A similar situation is possible for brands as well. Some brand discourses are perceived are as appealing and effective while some other brands have discourses that are repellent and passive. In order to exhibit an effective discourse, brands pay millions of dollars to agencies. Especially, finding the slogan that constitutes the core of the brand discourse is seen as a crucial stage of building the brand reality.   This study aims to reveal the power of brand discourse through slogans. According to the results of a regression analysis conducted with this aim slogan liking determines purchasing preference, brand liking, brand purchasing preference, brand + slogan liking and brand + slogan purchasing preference.

1. Brand discourse

Our world is in a constant „*birthing state."*[3] In such an eternity concept objects, images, symbols, communicational and rhetoric structures[4] among global elements[5] becoming a floating quality[6] makes it possible for a „*world"* full of meanings to be produced/built. Hence, intangible creatures like brands[7] can design and build the way we recognize the world with communicational and symbolic factors they include.

Even though brand is defined as, names, mark, symbol or a combination used in order to define a sellers' or a group of sellers' goods and services and to differentiate these goods and services from its competitors[8] in fact it has the characteristics of deeper and more meaningful messages.[9] In other words just like the greatness of the waves created by a stone thrown into the water,[10] a brand can have a growing space in a person's mind and heart[11] and a foundation that gives pleasure makes us feel stronger[12]. However, the thing we call „*brand"* should move people's feelings out of monotony and open their minds[13] and should stir the most basic instincts.[14]

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[1]   WERNİCK, A.: *Promosyon Kültürü: Reklam, İdeoloji ve Sembolik Anlatım*. Ankara : Science and Art Publications, 1996, p. 49.

[2]   HUME, D.: İnsan Doğası Üzerine Bir İnceleme. Second Edition. Ankara : Bilgesu Publishing, 2015, p. 405.

[3]   BAUMAN, Z.: *Yaşam Sanatı*. Istanbul : Ayrıntı Publications, 2017a, p. 63.

[4]   GOODCHILD, P.: *Deleuze ve Guattari; Arzu Politikasına Giriş*. Istanbul : Ayrıntı Publications, 2005, p. 16.

[5]   RICEOUR, P.: *Yorum Teorisi; Söylem ve Artı Anlam*. Istanbul : Paradigma Publishing, 2007, p. 82.

[6]   BOCOCK, R.: *Tüketim*. Ankara : Dost Kitapevi Publications, 2014, p. 18.

[7]   ROLL, M.: *Asya'da Marka Stratejisi: Asya, Nasıl Güçlü Markalar Yaratır?*. Istanbul : Brandage Publications, 2011, p. 43.

[8]   DAVID, A. A.: *Managing Brand Equity*. New York : The Free Press, 1991, p. 21.; BATEY, M.: *Brand Meaning*. New York : Routledge, 2008, p. 3.; DE CHERNATONY, L., RILEY, D. F.: The chasm between managers' and consumers' views of brands: the experts' perspectives. In *Journal of Strategic Marketing*, 1997, Vol. 5, p. 90.; KOTLER, P., KELLER L. K.: *Marketing Management*. New Jearsey : Pearson Education, 2006, p. 27.; KEVIN, L. K.: Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. In *Journal of Marketing*, 1993, Vol. 57, p. 2.

[9]   KLEIN, N.: *No Logo: Küresel Markalar Hedef Tahtasında*. Ankara : Bilgi Publications, 2012, p. 50.

[10]   KRACAUER, S.: *Kitle Süsü*. Istanbul : Metis Publications, 2011, p. 114.

[11]   TOSUN, N.: *Marka Yönetimi*. Istanbul : Beta Publishing, 2014, p. 82.

[12]   BAUMAN, Z.: *Azınlığın Zenginliği Hepimizin Çıkarına Mıdır?*. Istanbul: Ayrıntı Publications, 2017b, p. 44.

[13]   BRUCE, D., DAVID, H.: *Marka Bilmecesi*. Istanbul : Türkiye İş Bankası Kültür Publications, 2010, p. 72.

[14]   ÇEBİ, M. S.: Sembolik/Retoriksel Bir Eylem Olarak Dil'in Anlam İnşasındaki Aracılık İşlevi. In *Selçuk İletişim*, 2008, Vol. 5, No. 2, p. 194.

The age we live in is full of an eternal quality of lust and desires.[15] At the dawn of such an era, based on the reality that humans are filled with „*evil desires*" from head to toe[16] brands need strong discourses in order to reach out to customers and pin the messages they create to the customers' minds.[17] This is because a strong discourse exhibits patterns of pleasure and desire,[18] reaches out to them and presents them the key to look at the world from a different perspective.[19] However, a strong discourse can exist based on the language, which has a world of itself, unique power of symbolization.[20]

Language is without a doubt a treasure of lexis and meaning.[21] Thanks to its never-ending eloquence[22] it can make the unknown known and the unseen seen. In fact, language is like a lamp that sets light to[23] the depths under surface (meaning, interpretation etc.)[24] with the magical power it holds.[25] Similarly, discourse that is based on such a power can assist in unveiling the mystery of objects and the concepts world[26] by making use of gaps in the language.[27] In other words, discourse plays a part in enlightening the picture in which our world is interbedded with meanings, messages, metaphors, images and representations.[28]

Here in the here and world we live in wherever we look,[29] we witness the presence of discourses that whisper us how to live our lives, what can we do, what do we perceive and how to interpret it.[30] With such a power, discourse can build a message in people's minds while saving individuals from „*the prison of senses.*"[31] Hence, in an environment where our planet produces chucks-full of discourses that are independent from each other every minute and every second[32], brands use discourses that are „*fast like a bullet out of a gun and remarkable.*"[33] This is because, based on the fact that competition is now global, differentiating products is almost impossible,[34] and everyday thousands of messages are potentially competing with each other,[35] brands can only revive minds and motivate individuals with strong discourses they create.[36]

[15] EAGLETON, T.: *Hayatın Anlamı*. Istanbul : Ayrıntı Publications, 2015, p. 75.
[16] BAUMAN, Z.: *Yaşam Sanatı*. Istanbul : Ayrıntı Publications, 2017a, p. 82.
[17] RIES, A., TROUT, J.: *Konumlandırma: Tüketici Zihnini Fethetme Savaşı*. Istanbul : MediaCat Publishing, 2019, p. 38.
[18] FOUCAULT, M.: *Söylemin Düzeni*. Istanbul : Hil Publications, 1987, p. 24.
[19] BURR, V.: *Sosyal İnşacılık*. 2nd Edition. Ankara : Nobel Book, 2012, p. 72.
[20] RICEOUR, P.: *Yorum Teorisi; Söylem ve Artı Anlam.* Istanbul : Paradigma Publishing, 2007, p. 105.; ZILLIOĞLU, M.: *İletişim Nedir?.* Izmir : Cem Publications, 2018, p. 113.
[21] ÇEBİ, M. S.: Sembolik/Retoriksel Bir Eylem Olarak Dil'in Anlam İnşasındaki Aracılık İşlevi. In *Selçuk İletişim*, 2008, Vol. 5, No. 2, p. 194.
[22] LEFEBVRE, H.: *Modern Dünyada Gündelik Hayat*. Istanbul : Metis Publications, 2016, p. 13.
[23] BAUMAN, Z.: *Hermenötik ve Sosyal Bilimler*. Istanbul : Ayrıntı Publicatios, 2017c, p. 286.
[24] EAGLETON, T.: *Hayatın Anlamı*. Istanbul : Ayrıntı Publications, 2015, p. 30.
[25] CAREY, J. W.: Harold Adams Innis and Marshall McLuhan. In *The Antioch Review*, 1967, Vol. 27, No. 1, p. 10.
[26] ZILLIOĞLU, M.: İletişim Nedir?. Izmir : Cem Yayınları, 2018, p. 113.
[27] LEFEBVRE, H.: *Modern Dünyada Gündelik Hayat*. Istanbul : Metis Publications, 2016, p. 15.
[28] BURR, V.: *Sosyal İnşacılık*. 2nd Edition. Ankara : Nobel Book, 2012, p. 64.
[29] SCHOPENHAUER, A.: *Hayatın Anlamı.* Istanbul : Say Publications, 2010, p. 13.
[30] BURR, V.: *Sosyal İnşacılık*. 2nd Edition. Ankara : Nobel Book, 2012, p. 75.
[31] EAGLETON, T.: *Kültür Yorumları.* Istanbul : Ayrıntı Publications, 2011, p. 116.
[32] BAUMAN, Z.: *Iskarta Hayatlar: Modernite ve Safraları.* Istanbul : Can Publications, 2018, p. 85.
[33] BOND J., KIRSHENBAUM, R.: *Radar Altı İletişim: Günümüzün Kuşkulu Tüketicisine Ulaşma Yolları*. Istanbul : MediaCat Publishing, 2004, p. 65.
[34] ROLL, M.: *Asya'da Marka Stratejisi: Asya, Nasıl Güçlü Markalar Yaratır?*. Istanbul : Brandage Publications, 2011, p. 19.
[35] RIES, A., TROUT, J.: *Konumlandırma: Tüketici Zihnini Fethetme Savaşı*. Istanbul : MediaCat Publishing, 2019, p. 32.
[36] BRUCE, D., DAVID, H.: *Marka Bilmecesi*, Istanbul : Türkiye İş Bankası Kültür Publication, 2010, p. 77.

As a result, the golden rule for untangling consumers' minds and leave a mark on their memories[37] is to create a strong brand discourse. It is only possible for today's consumers to go adrift in the magical dream of consumption who are waiting hypnotized for new and desirable things[38] with strong brand discourses.

2. Slogan effect

With its limit and time exceeding structure our planet has almost always been and will be a supporter of the thoughts and actions of humankind.[39] Our world, which is a field of meanings,[40] can provide this support by creating intention and meaning. On the other hand, meanings enable individuals to understand/make meaning of an object or situation.[41] Moreover, sometimes an individual can be designated a specific lifestyle or life orbit.[42] As you see, one of the lexical concepts that has such power and effect are without a doubt *slogan*s.

Among the modern society of the modern age individuals are almost all the time bombarded with messages of advertisements.[43] The final aim is of course creating a „*feeling*"[44], an idea in consumers' minds and to affect their purchasing intentions and behaviour. Surely the best way to make the consumers act in such and intention or as Feyerabend[45] states „*imposing or selling them with a meaningful worldview*" is possible with slogans. Even though the literature on slogans is limited[46] it is possible to list the ideas of the definition of „*slogan*" with Table 1 below:

Writer(s)	Definition
Keller, 2013: 158; Gali et al., 2017: 243; Supphellen and Nygaardsvik, 2002: 386	„*Slogans are short statements that give explanatory or persuasive information of the brand.*"[47]
Dass et al., 2014: 2504	„*Slogans are short and memorable statements that often used to sign advertisements.*"[48]

37 KEVIN, L. K.: Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. In *Journal of Marketing*, 1993, Vol. 57, p. 3.
38 BAUMAN, Z.: *Küreselleşme; Toplumsal Sonuçları*. Istanbul : Ayrıntı Publications, 2016, p. 97.; RITZER, G.: *Büyüsü Bozulmuş Dünyayı Büyülemek*. Istanbul : Ayrıntı Publications, 2016, p. 121.
39 RIES, A., TROUT, J.: *Konumlandırma: Tüketici Zihnini Fethetme Savaşı*. Istanbul : MediaCat Publishing, 2019, p. 217.
40 BAUMAN, Z.: *Postmodern Etik*. Istanbul : Ayrıntı Publications, 2011, p. 110.
41 SOYDAŞ, N.: *#İletişim Bence; Dumandan (#) Hastag'e İletişim*. Istanbul : İnkılâp Publications, 2018, p. 52.
42 BAUMAN, Z.: *Azınlığın Zenginliği Hepimizin Çıkarına Mıdır?*. Istanbul : Ayrıntı Publications, 2017b, p. 26.
43 HUANG, S., LİN, L.: Awareness Effects of the Tourism Slogans of Ten Destinations in Asia. In *Journal of China Tourism Research*, 2017, Vol. 13, No. 4, p. 376.
44 KLEIN, N.: *No Logo: Küresel Markalar Hedef Tahtasında*. Ankara : Bilgi Publications, 2012, p. 30.
45 FEYERABEND, P.: *Akla Veda*. Istanbul : Ayrıntı Publications, 2012, p. 22.
46 DASS, M. et al.: A study of the antecedents of slogan liking. In *Journal of Business Research*, 2014, Vol. 67, No. 12, p. 2504.
47 KELLER L. K.: *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 4th Edition. New Jersey : Pearson Education, 2013, p. 158.; GALÍ, N. et al.: Analysing tourism slogans in top tourism destinations. In *Journal of Destination Marketing & Management*, 2017, Vol. 6, No. 3, p. 243.; SUPPHELLEN, M., NYGAARDSVIK, I.: Testing country brand slogans: Conceptual development and empirical illustration of a simple normative model. In *Journal of Brand Management*, 2002, Vol. 9, No. 4, p. 386.
48 DASS, M. et al.: A study of the antecedents of slogan liking. In *Journal of Business Research*, 2014, Vol. 67, No. 12, p. 2504.

Kotler and Keller, 2006: 283; Gali et al., 2017: 243; Kohli et al., 2007: 416	„*Slogans are beneficial 'hooks' or 'handles' that help customers understand what the brand is and what makes it special.*"[49]
Laran et al., 2011: 1000	„*Slogans are a part of persuasive attractiveness that is designed to convey a good thing or remind the customer the features of a brand.*"[50]

TABLE 1: *Definitions of the term „slogan"*

Source: own processing, 2021

Based on the definitions given above it is possible to define slogan as; short, memorable, explanatory, beneficial and persuasive messages that are designed to persuade and guide the target population, and to give information regarding the features and the promises of the brand.

Slogan can stir a person's desires and needs[51] as well as making it possible for the individual to connect with the brand.[52] In other words, it helps the individual differentiate a familiar brand from an unfamiliar one.[53] For instance, many slogans like „*Just Do It*" by Nike, „*The Ultimate Driving Machine*" by BMW, „*Save Money. Live* Better" by Walmart,[54] „*The best a man can get*" by Gilette,[55] „*Peace at Home Peace in the World*" create mental associations and makes an individual remember that a name is a brand.[56]

Today, brands spend millions of dollars on slogan development and advertising activities in order to get inside the mind of customers.[57] In an environment where brands are in brisk competition to get into minds and transfer their messages,[58] the real aim is to be in first place in people's minds.[59] For certain a slogan cannot be created randomly. In the process of slogan finding and as a part of „*message engineering*"[60] planning and analyses are needed.[61] Only as a result of such a process, slogans that stir individuals' feelings and inspire them can be created.[62] Otherwise, a slogan has no difference from a simple discourse. A slogan states the foundation of the message that the

[49] KOTLER, P., KELLER, L. K.: *Marketing Management*. New Jearsey : Pearson Education, 2006, p. 283.; GALÍ, N. et al.: Analysing tourism slogans in top tourism destinations. In *Journal of Destination Marketing & Management*, 2017, Vol. 6, No. 3, p. 243.; KOHLI, C. et al.: Got Slogan? Guidelines For Creating Effective Slogans. In Business Horizons, 2007, Vol. 50, p. 416.

[50] LARAN, J. et al.: The Curious Case of Behavioral Backlash: Why Brands Produce Priming Effects and Slogans Produce Reverse Priming Effects. In *Journal of Consumer Research*, 2011, Vol. 37, No. 6, p. 1000.

[51] D'ONOFRIO, P.: The language of the Advertising Slogan. In *Communicatio: South African Journal for Communication Theory and Research*, 1981, Vol. 7, No. 2, p. 11.

[52] PİKE, S.: Destination brand positioning slogans – towards the development of a set of accountability criteria. In *Acta Turistica*, 2004, Vol. 16, No. 2, p. 116.; BRIGGS, E., JANAKIRAMAN, N.: Slogan recall effects on marketplace behaviors: The roles of external search and brand assessment. In *Journal of Business Research*, 2017, Vol. 80, p. 100.

[53] KEVIN, L. K.: Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. In *Journal of Marketing*, 1993, Vol. 57, p. 9; ESCH, F. et al.: Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands?. In *Journal of Consumer Psychology*, 2012, Vol. 22, No. 1, p. 76. Please write in concrete cited page

[54] See also: KELLER L. K.: *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 4th Edition. New Jersey : Pearson Education, 2013.

[55] See also: BATEY, M.: *Brand Meaning*. New York : Routledge, 2008.

[56] TOSUN, N. B.: *Marka Yönetimi*. Istanbul : Beta Publishing, 2010, p. 25.

[57] DASS, M. et al.: A study of the antecedents of slogan liking. In *Journal of Business Research*, 2014, Vol. 67, No. 12, p. 2504.

[58] GRAHAME R. D., BORIS, K.: Computer-Aided Content Analysis: What Do 240 Advertising Slogans Have in Common?. In *Marketing Letters*, 1996, Vol. 7, No. 1, p. 74.

[59] RIES, A., TROUT, J.: Konumlandırma: Tüketici Zihnini Fethetme Savaşı. Istanbul : MediaCat Publishing, 2019, p. 40.

[60] GRAHAME R. D., BORIS, K.: Computer-Aided Content Analysis: What Do 240 Advertising Slogans Have in Common?. In *Marketing Letters*, 1996, Vol. 7, No. 1, p. 64.

[61] MOHAMMED, R. A. et al.: *Internet Marketing: Building Advantage in A Networked Economy*. 2nd Edition (International Edition). New York : McGraw-Hill Education, 2003, p. 367.

[62] BRUCE, D., DAVID, H.: *Marka Bilmecesi*. Istanbul : Türkiye İş Bankası Kültür Publications, 2010, p. 83.

brand really intends to send to target population. A slogan has the power of reflecting a range of meanings with a short statement such as placing the brand and announcing its promise, reflecting personal features and creating awareness. With the discourse power it holds, a slogan can direct minds as well as recreating reality and creating new worlds of meanings. In this way it ensures that a brand is desired, a war is started or ended, and a mass movement is born or ended. The slogan of the French Revolution (liberty, equality, fraternity), the slogan for Turkey's fight for independence (armies your first goal is the Mediterranean, forward!), the slogan for Volkswagen (Think small), the slogan for Nike (Just do it) can be counted as examples that created important effects in history.

Without a doubt, slogans are an effective way of conveying the customers a good thing, stirring their minds[63] or suggesting an opinion.[64] Based on this reality, brands, through slogans, actually try to hold a place in minds and hearts and change behaviours, while creating an emotional bond with customers by talking to them.[65] The ultimate result of holding a place in minds and hearts is a customer purchasing a brand and taking it home with the created brand „*perception.*"[66] Thereby, the emotional connection that the customer bonds with the brand through slogans strengthens the belief that the brand is preferred more and bought more.[67]

2.1 Studies on Slogans

Even though the literature regarding slogans is limited there are many studies in the field. Moreover, it is seen that a huge part of these studies focuses on the concept of slogans. In this study, it is believed to be beneficial for the field to explain the studies conducted on slogans with a typology. Thus, it is aimed to reveal the originality of this research. In this context the data gathered as a result of the literature review conducted is shown in the table below (Table 2).

No	Name of the study	Author(s)	Type	Publication Date	Publisher / Institution
1	A Study of The Antecedents Of Slogan Liking	Mayukh Dass, Chiranjeev Kohli, Piyush Kumar, Sunil Thomas	Article	2014	Journal of Business Research, 67(12), 2504–2511.
2	Awareness Effects of the Tourism Slogans of Ten Destinations in Asia	Shu-Chun Lucy Huang, Li-Pin Lynn Lin	Article	2017	Journal of China Tourism Research, 13(4), 375-387.
3	Slogan recall effects on marketplace behaviours: The roles of external search and brand assessment	Elten Briggs, Narayan Janakiraman	Article	2017	Journal of Business Research, 80, 98-105.
4	Got Slogan? Guidelines for Creating Effective Slogans	Chiranjeev Kohli, Lance Leuthesser, and Rajneesh Suri	Article	2007	Business Horizons, 50, 415–422.

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[63] DIMOFTE, V. C., YALCH, F. R.: Consumer Response to Polysemous Brand Slogans. In *Journal of Consumer Research*, 2007, Vol. 33, No. 4, p. 515-522.; ROSENGREN, S., DAHLÉN, M.: Brands Affect Slogans Affect Brands? Competitive İnterference, Brand Equity And The Brand-Slogan Link. In *Journal of Brand Management*, 2005, Vol. 12, No. 3, p. 264.

[64] HOFFER, E.: *Kesin İnançlılar*. Istanbul : Olvido Kitap Publishing, 2019, p. 134.

[65] CHENG, Y. et al.: Using Recognition of Emotions in Speech to Better Understand Brand Slogans. In *IEEE Workshop on Multimedia Signal Processing*, Victoria, BC : IEEE, 2006, p. 238.

[66] BOND J., KIRSHENBAUM, R.: *Radar Altı İletişim: Günümüzün Kuşkulu Tüketicisine Ulaşma Yolları*. Istanbul : MediaCat Publishing, 2004, p. 116.

[67] SMITH E. R. et al.: The Impact Of Advertising Creativity On The Hierarchy Of Effects. In *Journal of Advertising*, 2008, Vol. 37, No. 4, p. 47-48.

5	Brands Affect Slogans Affect Brands? Competitive İnterference, Brand Equity and The Brand-Slogan Link	Micael Dahlén, Sara Rosengren	Article	2005	Journal of Brand Management, 12(3), 151–164.
6	Using Recognition of Emotions in Speech to Better Understand Brand Slogans	Yun-Maw Cheng, Yue-Sun Kuo, Jun-Heng Yeh, Yu-Te Chen, Tsang-Long Pao, Charles S Chien	Article	2006	IEEE Workshop on Multimedia Signal Processing, 238-242.
7	The Effect of Advertising Slogan Changes on The Market Values of Firms	Lynette L Knowles, Ike Mathur	Article	1995	Journal of Advertising Research 35(1), 59-65.
8	The Curious Case of Behavioral Backlash: Why Brands Produce Priming Effects and Slogans Produce Reverse Priming Effects	Juliano Laran, Amy N. Dalton, Eduardo B. Andrade	Article	2011	Journal of Consumer Research, 37(6), 999-1014.
9	Linguistic Choice in A Corpus of Brand Slogans: Repetition or Variation	Paloma Mustéa, Keith Stuart, Ana Botella	Article	2015	Procedia - Social and Behavioural Sciences, 198, 350–358.
10	Computer-Aided Content Analysis: What Do 240 Advertising Slogans Have in Common	Grahame R. Dowling, Boris Kabanoff	Article	1996	Marketing Letters 7(1), 63-75.

TABLE 2: *The Typology of Studies on Slogans*

Source: own processing, 2021

When the literature review was conducted 10 studies were found. All these studies are articles. Therefore, these results strengthen the belief that more studies are needed in this field.

3. Research

3.1 Aim and Importance of the Research

The effort of branding has an important place in today's capitalist system. When branding their products or services, companies mostly try to determine slogans that will enhance the communication between them and the target audience and that will state their messages to the target audience. This research aims to evaluate the brands' slogans and the effect of slogan liking. Within this frame an experimental research is conducted, and it is tried to reveal if slogan liking affects varied factors. This study is significant because of the fact that it is one of the rare studies that aims to evaluate the effect of slogan.

3.2 Target Population and Sample of the Study

When this study was planned it was necessary to determine a couple of different target populations samples. One of them is determining the slogans to be topic of the study and therefore the brands and the other one is determining the participants in the study.

Based on this necessity in the phrase of determining the slogans the brands that carry business in Turkey are selected as the population sample of the study. The samples are selected by taking the studies of „*Brand Finance*"[68] into consideration. Brand Finance annually establishes the list for the most valuable brands of the world and prepares detailed reports on a country basis. This study is limited to the most valuable brands of Turkey in 2018; the slogans of these brands were investigated and if there is no slogan found to work with those brands were excluded from the list. Moreover, the brands that change their slogans while this study was conducted and the ones whose slogans weren't clear and definite were descoped from the study by the researchers in order not to cause ambiguity. Another criterion when eliminating slogans is: the brands that were on the list of the most valuable brands in 2016 and were included in the pretest of this study were excluded from the list if they weren't on the most valuable brand list of 2018 or if they changed their slogans. Thus, the number of brands in the pretest was 84 in 2017 but it decreased to 58 in 2019. This study is conducted on 58 brands.

In this research, a convenience sampling method is used. When the participants were selected university students were determined as the population sample since the study is experimental and it will be administered on a specific population sample in different times. As they are reached easily and in order to follow the process well, Gümüşhane University students were selected as participants in this study. Among these students the ones that are older than 18 and stated that they want to willingly participate in the study were preferred. The research was conducted on 824 participants and when the faulty ones are eliminated 775 questionnaires were included in the analyses within the frame of the study.

3.3 The Method of the Study

This study aims to evaluate the effect of slogans and it was implemented between January 2019 and May 2019. This research is experimental, and the same participants performed three different questionnaire forms at three different times. Each of the questionnaire forms consist of two scales. The first of these questionnaire forms consists only of slogans and it evaluates if attitudes to slogan liking and slogans effect purchasing behaviour or purchasing preference. In the second questionnaire form there are only brands (logo & name). In the following days the questionnaire form was answered by the same people and it included two scales measuring participants' attitudes to liking and purchasing preference. In the third questionnaire form slogans and brands (logo & name) were given together and the test was reapplied as the two-scale structure remained. Thus with same structured three questionnaires participants' ((a) only slogan, (b) only brand (name & logo), (c) slogan and brand), for six different cases ((a) slogan liking attitude, (b) the effect of slogan for purchasing behaviour attitude, (c) brand liking attitude, (d) the effect of the brand on purchasing preference attitude, (e) slogans and brands being liked together attitude, (f) slogan and brands effect on purchasing preference attitude were measured at different times.

This study is conducted with Gümüşhane University students. Gümüşhane University Communication Faculty students assisted the study; these students were given questionnaire forms and were asked to apply the questionnaire to their friends. Students were trained beforehand, they performed the first scale and waited for a couple of days, and they performed the second scale and waited for a couple of days and performed the last scale. In this way it aimed at preventing participants from being under the effect of their previous answers by relating the slogans to their brands.

In total the scales were performed by 824 participants, because some of the participants didn't want to attend the later research and some scales were answered in a faulty manner, 49 questionnaires were descoped and the analyses were conducted on 775 questionnaires. The gathered data was subjected to frequency, reliability, sample efficiency test, regression and correlation analysis

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[68] *Brandfinance.* [online]. [2020-12-20]. Available at: <www.brandfinance.com>.

No	Brand	Slogan	No	Brand	Slogan
1	Adel	Leave a Mark	30	İş Bankası	Turkey's Bank
2	Akbank	For You, Your Trust's Work	31	Kale Seramik	This is Ceramic
3	Aksigorta	Fortunately, I am Insured by Aksigorta	32	Karsan Otomotiv	Limitless Transportation Solutions
4	Albaraka Türk	Interest-free Profit	33	Kipa	Let's Go to Kipa
5	Anadolu Efes	The Beer Is under This Cap	34	Koçtaş	I Love My House
6	Anadolu Isuzu	Power Comes from Heart	35	Migros	Migros Will Suit You
7	Anadolu Sigorta	There is No Losing	36	Mutlu Akü	Turkey's Most Sold Accumulator
8	Anel Elektrik	Today for Tomorrow	37	Opet	Journey to Perfection
9	Arçelik	Designs Innovation with Love	38	Pegasus	Easy Way of Flying
10	Arena Bilgisayar	Turkey's Technology Provider	39	Petlas	Turkey's Tyres
11	Aselsan	Reassuring Technology	40	Pınar	Yaşam Pınarım = My Life Source (Pınar)
12	Banvit	True Taste	41	Sütaş	Natural Taste
13	Bim	Retail for Wholesale Price	42	Şekerbank	Reach Out Turkey
14	Bimeks	Technologies Heart Beats Here	43	Şişe Cam	Glass State of Aesthetics
15	Borsa İstanbul - BİST	Worth Investing	44	Tat Konserve	Real Tastes Are Under Our Protection
16	Bossa	Your Expectation is Our Job	45	Tav	Live, Smile and Fly!
17	Carrefoursa	Whatever You Need	46	Teb	My Bank My World
18	Çelebi Hava Servisi	Our Power is Our Service	47	Teknosa	Technology for Everyone
19	Dardanel	Turkey's Fish Expert	48	Trabzonspor	Everywhere is Trabzon For Us
20	DenizBank	Life is Beautiful at Deniz	49	Turkcell	Connect Life with Turkcell
21	Doğuş Otomotiv	Traffic is Life	50	Türk Hava Yolları	World is Bigger, Explore
22	Dyo	First in Paint	51	Türk Traktör	Institution Aware of Leadership
23	Ekol Lojistik	Logistics for a Better World	52	Türk Tuborg	Adam Gibi Bira=Decent Beer
24	Enka	Engineering for a Better Future	53	VakıfBank	İşimiz Halden Anlamak = Our Job is to Show Sympathy
25	Ford Otosan	İleri Gitmek = Go Futher	54	Vakko	One Love is Not Enough
26	Garanti	Başka Bir Arzunuz = Do You Have Any Other Desire	55	Vestel	Türkiye Vestelleniyor = Turkey is Being Vestelized?
27	Halkbank	People (Halk) Wants Halkbank Makes It Happen	56	Yapı Kredi	There Is No Limit To Our Services
28	Hürriyet Gazetecilik	Turkey belongs to Turks	57	Yünsa Yünlü Sanayi	The Art of Fabric
29	İndex	Turkey's Informatics Source	58	Ziraat Bankası	More Than A Bank

TABLE 3: *Brand Finance Turkey 2018 Year First 100 Brands and Their Slogans*

Source: own processing, 2021

Pretest

When this study was designed a pretest was determined since it is one of the first studies in the field and the pretests were conducted between 20 March 2017- 20 June 2017. Within the frame of the most valuable brands list created by *Brand Finance* annually, Turkey's most valuable brands of 2016 were used. Among the brands in this list, 84 brands' slogans were found, these 84 brands were taken as sample; the pretest was conducted with 105 participants, by excluding faulty forms 96 questionnaires were subjected to pretest. The results of reliability testing based on the pretest are given below.

Scale name	Cronbach's Alpha
Slogan Liking Scale	,953
Slogan Purchasing Preference Scale	,962
Brand Liking Scale	,931
Brand Purchasing Preference Scale	,939
Slogan + Brand Liking Scale	,917
Slogan + Brand Purchasing Preference Scale	,927

TABLE 4: *Pretest Reliability Level Test Results of the Scales*
Source: own processing, 2021

When the gathered data is analyzed it is seen that slogan liking scale Cronbach's Alpha is 0,953; slogan purchasing preference scale Cronbach's Alpha is ,962; brand liking preference scale Cronbach's Alpha 0,931; brand purchasing scale Cronbach's Alpha is 0,939; slogan + brand liking scale Cronbach's Alpha is 0,917 and slogan + brand purchasing scale Cronbach's Alpha is 0,927. Thus, the reliability level of pretest results of the study is seen to be almost perfect and it was determined to start the study.

3.4 Research Model and Hypothesis

This study is designed as an experimental research and the model of the study is given below:
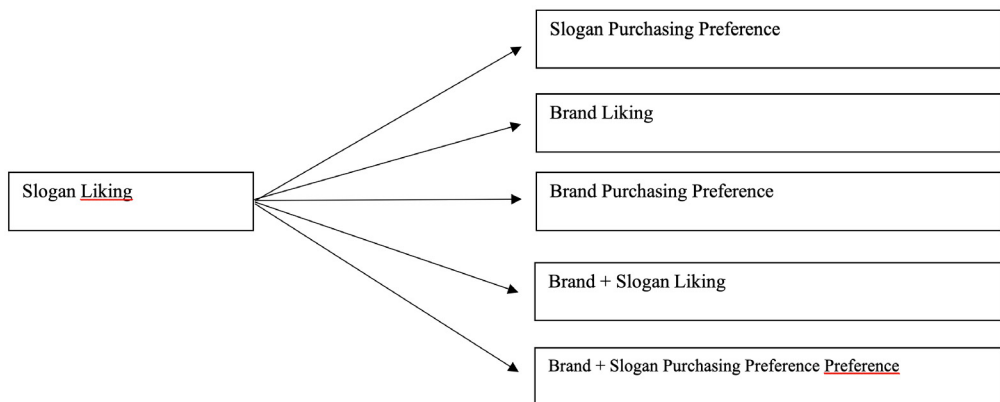

FIGURE 1: *Research Model*
Source: own processing, 2021

This study is aimed at measuring the effect of slogans within the frame of brand discourse power, and when the research model is considered, the hypothesis of the study is fictionalized as below (Fig. 1).

H$_1$ Slogan liking affects slogan purchasing preference,
H$_2$ Slogan liking affects brand liking,
H$_3$ Slogan liking affects brand purchasing preference,
H$_4$ Slogan liking affects the liking regarding brand and slogan relationship,
H$_5$ Slogan liking affects purchasing preference regarding brand and slogan relationship.

3.5 Analysis of the Data Findings

This study is aimed at measuring the effect of slogans within the frame of brand discourse power, the purpose is to evaluate participants' the effect of slogan liking on brand and brand + slogan liking; and on brand and brand + slogan liking preference; it is possible to summarize the demographic features of the participants.

GENDER				MARITAL STATUS		
	Frequency	Percentage			Frequency	Percentage
Female	320	41,3		Married	20	2,6
Male	433	55,9		Single	709	91,5
Missing Value	22	2,8		Missing Value	46	5,9
TOTAL	775	100		DATA	775	100

TABLE 5: *Participants' Gender and Marital Status Distribution*
Source: own processing, 2021

41,3 % of the participants are females and 55,9 % of males; only 2,6 % are married and the percentage of singles is 91,5 %.

AGE				INCOME		
	Frequency	Percentage			Frequency	Percentage
18-22	624	80,5		Below 2500	660	85,2
23-27	137	17,7		2500 and higher	28	3,6
28 and Older	10	1,3		Missing Value	87	11,2
Missing Value	4	,5		TOTAL	775	100
TOTAL	775	100				

TABLE 6: *Income State and Age of Participants*
Source: own processing, 2021

It is seen that 80,5 % of the participants are between 18-22 years old and 17,7 % of them are between 23-27 years old. Meanwhile it is observed that since the participants are university students their income status is mostly below 2500 TL (85,2 %).

	FREQUENCY	PERCENTAGE
Freshman	135	17,4
Sophomore	181	23,4
Junior	237	30,6
Senoir	100	12,9
Missing Value	122	15,7
TOTAL	775	100

TABLE 7: *University Year Distribution of Participants*
Source: own processing, 2021

It was aimed at conducting the study with an equal number of participants from each level as much as possible. However, it is seen that most of the participants are juniors (30,6 %).

	Frequency	Percentage		Frequency	Percentage
Public Relations and Publicity	124	16,0	**Engineering**	87	11,2
Theology	73	9,4	**Radio Television and Cinema**	56	7,2
Finances	48	6,2	**Immediate Aid and Disaster Management**	38	4,9
Literature	33	4,3	**Business Management**	33	4,3
Health Management	32	4,1	**Economics**	28	3,6
History	27	3,5	**Social Services**	24	3,1
Human Resources Management	20	2,6	**Nursing**	16	2,1
Occupational Health and Safety	15	1,9	**Physical Education and Sports**	14	1,8
Journalism	10	1,3	**Child Development**	9	1,2
Healthcare Delivery	9	1,2	**Nutrition and Dietetics**	8	1,0
Philosophy	6	,8	**Politics**	6	,8
Sociology	6	,8	**Dialysis**	6	,8
Paramedics	5	,6	**Forestry**	5	,6
Therapy and Rehabilitation	4	,5	**Other**	12	1,5
Missing Value	21	2,7	**TOTAL**	775	100

TABLE 8: *Department Distributions of Participants*
Source: own processing, 2021

When the participants' departments are examined it is seen that most of the participants are at the Public Relations and Publicity Department (16,0 %), at the Engineering Department (%11,2), the Theology Department (9,4 %) and Radio, Television and Cinema Department (7,2 %).

3.5.1 Regression Analysis Data on Slogan Effect

It is essential to present the scale's reliability levels and sample proficiency tests before mentioning research regression analysis results.

Scale Name	Cronbach's Alpha	KMO
Slogan Liking Scale	,904	,889 (X^2= 10937,738 S.D=,1653 p=,000)
Slogan Purchasing Preference Scale	,921	,907 (X^2= 12281,866 S.D=,1653 p=,000)
Brand Liking Scale	,871	,849 (X^2= 9016,933 S.D=,1653 p=,000)
Brand purchasing Preference Scale	,893	,863 (X^2= 10753,524 S.D=,1653 p=,000)
Slogan + Brand Liking Scale	,889	,865 (X^2= 10469,003 S.D=,1653 p=,000)
Slogan + Brand purchasing Preference Scale	,922	,914 (X^2= 11681,210 S.D=,1653 p=,000)

TABLE 9: *Scales Reliability Level and SAMPLE Proficiency Test Results*
Source: own processing, 2021

When the reliability level of the scales is examined it is observed that all of them are perfectly reliable and sample proficiency level is also high in general, all the thesis statements have meaningful difference with the universe sample (see Table 9).

This study aims to measure the slogan effect and the analysis is on if slogan liking affects slogan purchasing preference, brand purchasing preference, slogan and brand together liking attitude and slogan and brand together affecting purchasing preference. Participants were given slogans of 58 sample brands from a list of the first hundred brands that carry business in Turkey and were asked to read carefully the statements and report whether they liked the slogans. The gathered data were subjected to statistics packages, each answer was separately collected and divided into thesis numbers. Then, the total averages were subjected to regression analysis.

Independent Variable	Dependent Variable: SLOGAN PURCHASİNG PREFERENCE				
	Standardized Parameters	t- statistics	p value	Standard Error	VIF
	Beta				
Slogan Linking	,781	34,084	,000	,32487	1,000
Regulated R²	,609				
F	1161,703 (p= ,000)				

TABLE 10: *Regression Analysis of Slogan Liking Effect on Slogan Purchasing Preference*
Source: own processing, 2021

When the table above that measures slogan liking independent variables and slogan purchasing preference dependent variables is examined it is seen that it is meaningful to explain slogan effect variable with statistical values (F= 1161,703 p= ,000). According to this data 60,9 % of the effect on slogan purchasing preference (Regulated R) creates slogan liking. There are meaningful differences between slogan liking and purchasing preference (p=,000), according to these analysis results a standard deviation change in slogan liking creates a change of (β) 0,781) in slogan purchasing preference. Thus, it can be uttered that **H$_1$** Hypothesis is confirmed, more clearly slogan liking affects slogan purchasing preference. Moreover, the fact that VIF value is below 10, reveals that there could be multicollinearity between reliability.

Independent Variable	Dependent Variable: BRAND LIKING				
	Standardized Parameters	**t- statistics**	**p value**	**Standard Error**	**VIF**
	Beta				
Slogan Linking	,454	13,917	,000	,36064	1,000
Regulated R²	,205				
F	193,691 (p= ,000)				

TABLE 11: *Regression Analysis of Slogan Liking on Brand Liking Effect*
Source: own processing, 2021

When the second regression analysis results that measures slogan effect is examined, it is observed that the explanation with statistical values are meaningful (F= 193,691 p= ,000). According to Table 11 there are meaningful differences between slogan liking and brand liking attitudes (p= ,000). It is understood that a standard deviation change in slogan liking that explains 20,5 % of brand liking effect (Regulated R²) creates a (β) 0,454 standard deviation change in brand liking. These results confirm **H₂** „*Slogan liking affects brand liking.*"

Independent Variable	Dependent Variable: BRAND PURCHASİNG PREFERENCE				
	Standardized Parameters	**t- statistics**	**p value**	**Standard Error**	**VIF**
	Beta				
Slogan Linking	,371	10,846	,000	,41537	1,000
Regulated R²	,136				
F	117,641 (p= ,000)				

TABLE 12: *Regression Analysis on Slogan Liking Effect on Brand purchasing Preference*
Source: own processing, 2021

When the third regression analysis results are examined it is seen that it is meaningful to explain the effect of slogan liking to brand purchasing preference with statistical values (F= 117,641 p= ,000). According to this analysis in which there are meaningful differences (p= ,000) between slogan liking and attitudes regarding brand purchasing preference, slogan liking attitude explains 13,6% of the effect on brand purchasing preference (Regulated R²). According to Beta value a standard deviation change of slogan liking can create a standard deviation change of (β) 0,371 on brand purchasing preference. These results reveal that „*Slogan liking affects brand purchasing preference*" hypothesis (**H₃**) is confirmed.

Independent Variable	Dependent Variable: BRAND + SLOGAN LIKING				
	Standardized Parameters	**t- statistics**	**p value**	**Standard Error**	**VIF**
	Beta				
Slogan Linking	,475	14,717	,000	,39046	1,000
Regulated R²	,225				
F	216,596 (p= ,000)				

TABLE 13: *Regression Analysis on Brand + Slogan Liking of Slogan Liking*
Source: own processing, 2021

In another analysis that aims to measure slogan liking effect, the focus is on participants' attitudes regarding a scale including both brand and slogan. According to gathered data, it is meaningful to explain this model that aims to measure the effect of slogan liking on brand and slogan relationship with statistical values (F= 216,596 p= ,000). This research reveals that there is a meaningful difference between dependent and independent variables; and it explains 22,5 % of (Regulated R^2) the effect of slogan liking, brand and slogan relationship liking. According to data on Table 13, a standard deviation change in slogan liking can create a value of (β) 0,475 standard deviation change in brand and slogan relationship liking. These results show that **H₄** is confirmed.

Independent Variable	Dependent Variable: BRAND + SLOGAN PURCHASİNG PREFERENCE				
	Standardized Parameters	**t- statistics**	**p value**	**Standard Error**	**VIF**
	Beta				
Slogan Linking	,398	11,759	,000	,47377	1,000
Regulated R²	,157				
F	138,284 (p= ,000)				

TABLE 14: *Regression Analysis on Slogan Liking Effect of Brand + Slogan Purchasing Preference*
Source: own processing, 2021

In the fifth regression analysis it was tried to measure the effect of slogan liking on brand slogan relationship attitude. According to this analysis, it is meaningful to explain the designed model with statistical values (F= 138,284 p= ,000); attitudes on slogan liking explain 15,7% of (Regulated R^2) the effect of brand and slogan relationship on purchasing preference. There is a meaningful difference (p= ,000) between slogan liking and brand & slogan relationship attitudes. According to regression analysis results standard deviation change in slogan liking can create a (β) 0,398 value of standard deviation change in brand and slogan relationship attitude. Thus, it is understood that the hypothesis that slogan liking affects brand and slogan relationship purchasing preference (**H₅**) is confirmed.

VARIABLES		2	3	4	5	6
Slogan liking scale	r	,781**	,454**	,371**	,475**	,398**
	p	,000	,000	,000	,000	,000
	N	747	747	739	745	738
Slogan purchasing preference scale	r		,396**	,474**	,436**	,549**
	p	1	,000	,000	,000	,000
	N		744	737	742	736
Brand liking scale	r			,671**	,495**	,392**
	p		1	,000	,000	,000
	N			744	748	739
Brand purchasing preference scale	r				,396**	,400**
	p			1	,000	,000
	N				739	734

Slogan + Brand liking scale	**r**							,633**
	p						1	,000
	N							737
Slogan + Brand purchasing preference scale	**r**							
	p							1
	N							
** Correlation is meaningful at 0.01 level								

TABLE 15: *Relationship Between Slogan Liking and Dependent Variables*
Source: own processing, 2021

A correlation analysis is conducted in order to measure the relationship between slogan liking and dependent variables. According to these analysis results there is meaningful relationship between slogan liking and all the dependent variables. More clearly, there is a meaningful relationship at ,000 significance level between slogan liking and slogan purchasing preference (r=,781; p=,000), brand liking (r=,454; p=,000), brand purchasing preference (r=,371; p=,000), brand and slogan relationship liking   (r=,475; p=,000) and brand and slogan relationship purchasing preference (r=,398; p=,000).

Conclusion

Slogans take hold of us from time to time, when we hear them even once it repeats in our minds, we keep on saying them and they even become topics of social environments; they become the driving force of actions and sometimes light the blue touch paper of a disaster. Especially in financial life, brands and advertisers use slogans to deliver a message and they are always seen as an effective factor. However, it is a fact that there are not many scientific studies on how much of an effect slogans have and what the level of this effect is. This study was created as a result of such a need. When the gathered data is analyzed, it is observed that the fact that the slogan is liked or not liked by people affects slogan purchasing preference, brand liking, brand purchasing preference, and the liking and purchasing preference of brand (logo + name) and slogan together, and there is significance between them.

Thus, it can be said, slogans have a strong effect on consumer behaviour and attitudes. These results reveal that when brand slogans shouldn't be determined randomly, and the messages of the slogan should be contemplated. Essentially, it is expected from an advertisement agency and the copywriter at the agency to find this suggestion/slogan. The fact that this job is not easy explains why advertisement expenses are so high. Advertisers/ copywriters don't really take on a task other than empowering the brand discourse. Planning and shaping a brand discourse is not a job for everyone. One needs perspicacity, a sharp insight and a literary language. Probably the hardest part of brand discourse is finding a slogan. The strong effect of slogan reveals the power of brand discourse. Brands shouldn't forget that when they create a discourse, they are building their reality in the meantime. The importance of brand discourse power and effect will increase with the developing technology and Covid-19 phase. Accordingly, the power of slogan effect and the power of brand discourse are among topics that should be studied specific to new communication technologies. It will contribute to this field for researchers to work on these subjects, especially in today's world where technology attempts to design peoples' thoughts.

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