

**The Impact of Marketing Communication on the  
Consumption of Personal Care Consumer Package  
Goods among Foreign University Students in TRNC**

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Approval of the Institute of Graduate Studies and Research

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## **ABSTRACT**

Most of the marketing research and marketing communication activities in North Cyprus are done in Turkish, which is the official language. However, over the years, there has been an increase in the population of non-Turkish speakers in North Cyprus, a number of which are the international students. Language barrier becomes a challenge for them in identifying Consumer Packaged Goods (CPG).

Using the Cognitive Dissonance Theory, the Elaborative Likelihood Model Theory and the Word-of-Mouth Communication Theory to form its theoretical framework, This research aims to find out the consumption pattern of international students in personal care CPG when they are away from their home countries, their decision making processes on personal care CPG, the difficulties they face in retail stores, and also their expectation as consumers when buying personal care CPG. The results will make some significant contributions to literature in asserting the consumer behavior of international students in relation to marketing communication activities in a country where foreign language is spoken. It will also point out possible implications that could arise as a result of ineffective marketing communications (MarCom) activities by pointing out the gap in the communication procedures, and also help businesses develop a good procedure to serve all types of market and potential markets, regardless of changes that could occur now or in future.

The study was conducted among 400 international students from four universities— Eastern Mediterranean University (EMU), Cyprus International University (CIU), Near East University (NEU) and Girne American University (GAU). Data required

was collected through the use of self-administered questionnaires designed to obtain answers to the questions and hypotheses of the study. Findings from the results support the fact that there is low information circulation and participants want more.

The study concludes that information has become of importance to organizations. Hence, lack of it or less of it creates a gap between the between the product the organization is selling and the organization target market. This therefore creates inconsistency in the consumers which form the core of their selective processes and then determine their buying behavior. Also, Word of Mouth Communication has become important in determining consumer behavior. People prove to respect the opinion of others more than any form of commercial message regardless of how catchy and persuasive it seem. Most reviewed literature has treated Marketing communication in an integrated way. Therefore it has become inevitable for companies to do less when marketing communications activities are not integrated.

**Keywords:** Marketing Communications (MarCom), Consumers, Personal Care Consumer Package Goods (CPGs)

## ÖZ

Kuzey Kıbrıs Türkçe konuşulan bir ülkedir. Bu sebeple pek çok pazar araştırma ve pazarlama iletişimi aktiviteleri Türkçe yürütülmektedir. Öte yandan, yıllar içerisinde Kuzey Kıbrıs'ta yaşayan Türkçe konuşmayan yabancı nüfusunda bir artış olmuştur ve bu nüfusun çoğunluğunu uluslararası öğrenciler oluşturmaktadır. Dil engeli paketlenmiş tüketici ürünlerini tanımlarken uluslararası öğrenciler için zorlayıcı olmaktadır.

Bilişsel uyumsuzluk teorisi, detaylandırma-olabilirlik modeli ve ağızdan ağıza iletişim modelleri kullanılarak teorik çerçevesi oluşturulan bu araştırmanın amacı; yurt dışında yaşayan uluslararası öğrencilerin kişisel bakım paketlenmiş tüketici ürünleri (CPG) üzerinde sergiledikleri tüketim modellerini belirlemektir. Aynı zamanda satış mağazalarında yaşadıkları zorluklar ve kişisel bakım ürünleri satın alırken tüketici olarak beklentileri de araştırma kapsamındadır. Araştırmanın sonuçları, uluslararası öğrencilerin farklı dil konuşulan bir ülkede pazarlama iletişimine ilişkin sergiledikleri tüketici davranışlarına belirgin bir katkı sağlayacaktır. Aynı zamanda etkisiz pazarlama iletişim faaliyetlerinin sonucunda ortaya çıkan iletişim yöntemlerinde ki boşluklara da ışık tutacak, şirketlerin günümüzde ve gelecekte potansiyel pazarlarında iyi bir yöntem geliştirmelerinde yardımcı olacaktır.

Bu çalışma, Girne Amerikan Üniversitesi (GAÜ), Yakın Doğu Üniversitesi (YDÜ), Uluslararası Kıbrıs Üniversitesi (UKÜ) ve Doğu Akdeniz Üniversitesinde (DAÜ) öğrenim gören 400 uluslararası öğrenci üzerinde yürütülmüştür. Çalışmanın hipotezi

ve araştırma soruların cevabına ulaşmak için, öz yönetimli soruları barındıran nicel araştırma metodu kullanılmıştır. Sonuçlardan elde edilen bulgular konu ile ilgili düşük bilgi sirkülasyonu oluşunu ve katılımcıların daha fazla bilgiye ulaşmak istediklerini desteklemektedir.

Çalışmanın neticesinde bilginin önemi üzerine fazla durulamadığı sonucuna varılmıştır.

Çoğu ürün içeriğinin Türkçe olduğu gerçeği göz önünde bulundurulmaksızın, hedef kitle ürün hakkında daha çok bilgisi olduğu takdirde ürünü denemeye açıktır.

**Anahtar Kelimeler:** Pazarlama İletişimi (Marcom), Tüketiciler, Kişisel Bakım Paketlenmiş Tüketici Ürünleri (Cpgs)

# DEDICATION

To my late grandfather Michael Goldang Dimka,

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I am grateful to God for the favour and how far he has brought me.

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# **Chapter 1**

## **INTRODUCTION**

In the process of satisfying individual needs and wants, producers generally face competition from rival companies producing similar products. It is therefore crucial that they properly define their target segment and effectively market their products to the right target market in order to achieve sufficient consumer acceptance. Many companies erroneously assume that the end goal is getting their products to the shelves for sale. However, effective marketing requires much more. For example, it is very important that companies pay attention to communicating well with their stakeholders.

Some companies treat investment in marketing communication campaigns as an unnecessary expense. However, setting aside funds for campaigns is actually a valuable form of investment. Thus, marketing communication should be regarded as an indispensable part of for-profit as well as non-profit companies' marketing processes as they all have to sell out their ideas to a specific type of audience in order to achieve their set objectives. Sending the right message to the right people through the right medium is a necessary ingredient for successful businesses.

In the past, producers determined what was obtainable in the market, as the opinions of consumers had little to no relevance. Consumers were exposed to limited brands and categories of products, and the competition between brands was also very low.

Times have however changed. Today, as mentioned earlier, consumers are exposed to different brands and products that relatively serve the same purpose; this gives them a pool of varieties to choose from. Consumers are flooded with vast information on a daily basis, which increases their power to choose between competing products.

Most businesses on the other hand are on the lookout to increase their market share, increase their product lines, thus there is a continuous positive movement in the product life cycle (PLC) of their companies. Some other businesses further break down their market into smaller groups, in a process referred to as segmentation, by looking out for different wants that are yet to be met.

In essence, having a high-quality product is hardly enough to influence the consumer decision-making process; efficient and effective communication to the various stakeholders is just as vital. Effectiveness in this case refers to the receivers understanding the message that is being passed and giving feedback to the original source, which can be of tremendous advantage to businesses. This logic applies to all forms of products or services, especially fast-moving goods mostly referred to as Consumer Package Goods (CPGs). Therefore, the communication process used to reach the consumers about the products in this category is very important since the products have a short duration in the market.

The demands for CPG are usually on daily, weekly or monthly basis. Hence, for this product types, every unit of the market counts and should be a target, no one should be left out, as everyone is by default a potential or already a target market. This is the approach expected from the CPG industry as the response of consumers to their

products is important to the movement of their products and should not be overlooked. The effectiveness in communicating to a wide range of target audience will no doubt effectively increase the market share of the industry and their reach as well.

North Cyprus, also called Turkish Republic of Northern Cyprus (TRNC), is a unique case that requires special study. A small island nation recognized only by Turkey, it has a population of only about 286,257 people living across 5 geographical areas and 9 major villages ([www.Devplan.org](http://www.Devplan.org)). The island is famous for cultural, recreational and educational tourism, all of which have shaped the pattern of its demographics. The island currently has a large number of foreign residents which consist of an international student community (for example, the state-owned Eastern Mediterranean University has a student population of over 20,000 from 106 countries) who spend an average of 1 to 10 years, and thousands of tourists who spend between a few days to a few months, all of whom consume CPGs.

The small nature and non-recognition of North Cyprus has led to limited competition between the few existing businesses. In relation to CPG, most of the products are imported from other countries, predominantly Turkey. Nevertheless, there are a few local companies producing some CPGs on the island, thus forming a target market for the CPG industry. The role of marketing communication cannot be overemphasized, especially in enhancing the fast movement of CPGs on the shelf, helping an organization gain favorable influence on consumer behavior and building a brand image.

## **1.1 Background of Studies**

The Turkish Republic of Northern Cyprus is a self-declared State recognized by only Turkey. The official language is Turkish, and the major currency Turkish Lira. Years ago, residents were mostly indigenes and migrants from Turkey. The island had little to no foreign residents, as tourists only visited for a while before leaving.

The growth experienced by the university educational system has however brought about a change the island did not see coming about fifteen years ago. This growth has attracted foreign residents who travel to TRNC to study. The number of universities is still on the increase, and parts of the target market of these universities are the foreign/international students.

The minimum length of stay of an average student on the island is a year and a half, although students in the exchange program may visit for a shorter period of about three months which is the duration of an academic term or summer school.

One of the major problems these students face is culture shock, as they experience a way of life different from their own individual countries. Due to the embargo placed on the island and the limited production and importation that go on in the island, these students find it difficult to get products suitable for them. Even in situations where there are substitutable products, they are hardly aware of it because of the language barrier they encounter.

Thus, a gap is being created, especially when it comes to consumer packaged goods. This gap is what this research seeks to investigate. Due to the broad nature of the

consumer packaged goods, the research seeks to pay more attention to personal care products.

The growth in the population of foreign students is hardly unnoticeable and should no longer be sidelined. Hence, it has become important for businesses to either change the marketing communication strategy or build it in such a way that it will include this new market category in its campaigns and also supplies. Effective marketing communication will go a long way in bridging this gap that exists between the international students and products. It will also satisfy more customers and in turn bring growth to the personal care consumer package goods industry as well as any industry that has to serve this new market category of international/foreign students. As mentioned earlier in the introduction having high quality product is not enough to satisfy consumer wants, companies have to also create an effective communication process to reach their audience.

## **1.2 Purpose of the Study**

Marketing Communications (MarCom) has become an important part of all types of businesses. It has become essential for these businesses to have the right target that includes everyone. This research is aimed at examining the impact of the marketing communication on the consumption behaviour of foreign students in North Cyprus on consumer packaged goods (CPGs), especially the personal care CPGs. It aims at finding out how marketing communications affect the consumption pattern of foreign students especially in terms of personal care CPGs. In doing so, it will put into consideration the marketing communication strategies that have been used in the past and are presently being used, by examining the method used by retailers on the island to target both their local and foreign markets.

This research is also aimed at finding out how the MarCom activities of the personal care CPGs is done by retail stores present for international university students in TRNC. It will also examine how these activities influence the resident foreign university students on the island and the feelings they have developed towards the MarCom activities going on related to personal care CPGs.

The outcome of this research will enable the consumer packaged good and retail industry understand the state of its relationship with foreign residents who now form a significant part of the island's population. Hence, it will influence their MarCom campaigns as businesses must consider the cognitive dissonance of their customers which affects their level of satisfaction with purchased products.

### **1.3 Research Question**

This research is conducted in the spring semester of 2017, within 4 universities in TRNC—Eastern Mediterranean University in Famagusta (EMU), Girne American University (GAU) in Kyrenia, Cyprus International University (CIU) and Near East University (NEU), both in Nicosia.

The following questions arise from the above-stated purpose of study:

RQ1: What are the thoughts and feelings of international students about retailer stores campaigns on personal care CPG?

RQ2: What are the attitudes of international students towards personal care CPGs especially Turkish brands?

RQ 3: How do international students get awareness campaigns about personal care CPG?

RQ4: What are the major influences on the decision-making process of foreign students on the island?

RQ5: How much information do international students have about retailers and personal care CPGs?

RQ6: What influence does the information have on their buying behavior?

RQ7: How are experiences important in the decision making process for international students?

RQ8: What are the criteria they consider in their decision making process for personal care CPG?

## **1.4 Hypothesis**

The following hypotheses are developed from the above-stated research questions and will be tested to determine their level of significance in the study.

H1: Foreign students can find all global brands in TRNC.

H2: Foreign students buy their personal care products in TRNC.

H3: Foreign students get influenced through word of mouth communication from their peers.

H4: Foreign students have difficulty communicating with workers in retail stores.

H5: Foreign students feel neglected by the retailer store based on their product type.

## **1.5 Significance of Study**

This study makes some significant contributions in ascertaining consumer behaviour among international students in relation to marketing communications activities.

Findings from this research will contribute to literature in asserting the consumer behavior of international students in relation to marketing communication activities and practitioners in a country where a foreign language is being spoken. It will also contribute to evaluate marketing communications procedures that could be developed to serve small and temporal target market that businesses are likely to face due to changes in the market that could occur. Besides, it will also enable them to put into consideration the different values, cultures and what works for the different target markets that exist and help them serve effectively and meet the objectives of their businesses. This research will be an important tool for the retail businesses as it will help them in determining their supplies, what to include in their campaigns, how to be aware of changes that occur within the country, and how their businesses can adapt these changes. Their ability to adapt and flow with changes will go a long way to satisfy their customers. The response of businesses to the concerns about their mode of operations and services will go a long way in satisfying foreign customers who will in turn buy more and readily recommend to their friends, thereby leading to an increase in sales.

### **1.6 Limitations of the Study**

This study is conducted during the spring semester of 2017 among international students that study in EMU, NEU, CIU and GAU. Its primary focus is on personal care Consumer Package Goods, such as shampoo, beauty products as body lotion etc.



## **1.7 Outline of Research Program**

This research will be divided into five chapters for easy comprehension and clarity of the information contained in the study. The first chapter includes the introduction of the study, the background of the study, aims and objectives of the study, the relevance of the study, scope of the study and the limitation of the study with an outline of the study.

Chapter two is a review of relevant literature in marketing communication, consumer packaged goods and consumer behaviour in regards to cognitive dissonance, elaborative likelihood model and also word-of-mouth communication theory.

Chapter three discusses the methodology used in this study. It will explain the method applied in the study to achieve the objectives. This chapter also discusses the justification for the method chosen.

Chapter four discusses the findings of the data collected from the research and results of the findings.

Chapter five contains the conclusion and summary of the study and recommendation for further study.

## **Chapter 2**

### **LITERATURE REVIEW**

This chapter contains a brief background of what led to this study and the selected location of study. It also discusses subjects relevant to the study such as marketing, communication, marketing communication, consumer behavior, international marketing/communication, marketing management and a theoretical framework.

#### **2.1 Background**

No marketing activity is carried out independent of a communication process. Marketing itself is an act of communication; it enables a marketer to better understand his or her own organization and a number of marketing management problems which could come up (Thomas, 1983). Therefore, communication plays an important role in marketing activities.

The importance of marketing communication (MarCom) has increased in a limitless way over the past several decades since the 1950s; this increase has proved to be one that cannot be done away with in the growth of marketing (Cohen, 1991; Assael, 1993; Evans & Berman, 1994; Kotler, 1997; Kitchen, 2001). Many authors of different nationalities have written extensively about the effectiveness of marketing communication and marketing, and how its performance has been rambunctious, thereby becoming a necessity to business and non-business organizations (Kitchen, 2001). Hence, its presence and effective use in any business yields positive results, regardless of the type or location of the business.

Dr. Richard Varey (2001) asserts that communication is a social action among people who have different values, beliefs and who get motivation from different things. Marketing activity, on the other hand, could be regarded as an intercultural social communication. This approach is a broader one and is a seemingly necessary perspective to see marketing communication. In marketing communication, the message has to be effectively passed to different groups in a clear and understandable language that will get their response as the selected target.

Like a coin with two sides, marketing communication on one side involves an offer or an expression. It is concerned with effectiveness and efficiency in providing information about the business and the product to a specific group of persons. Under this circumstance, understanding is not the ultimate reason because before seeking to be understood, the person making the offer has to have an understanding of the people he is relating to as well. Therefore, learning from people about their interest and loyalties is vital, otherwise making any form of assumption will be very risky.

The second side of the coin has to do with the impression, which is the inquiry. The marketing specialist here seeks to relate to people's values and interests and how they play key roles in businesses. This understanding comes before promotion; this is to make products desirable for consumers and obtain the desired level of satisfaction.

Shim (1997) states how organizations promotional activities and also organizational strive to present themselves to their customers, prospective customers and other publics is a continuous process. This for them achieves different purposes such as (1) informing prospective purchasers, (2) persuading people, (3) influencing action, and (4) reaching and affecting a diversity of publics (Kitchen, 1997). Hence, the primary

role of MarCom is to inform, persuade, remind and influence action among potential buyers. Everyone is and should be regarded as a potential buyer to businesses.

Different from the traditional form of MarCom where the competition is low and consumers have less say in the business, nowadays they are free to choose and their choices are vital to businesses. Therefore, if a gap is left or created due to ineffectiveness and inefficiency, then the organizational goals will be underachieved and market share below par. On the other hand, the consumers will be left dissatisfied and quite a number of potential consumers will not be reached.

## **2.2 Marketing**

No marketing activity is carried out independent of a communication process. Marketing itself is an act of communication; it enables a marketer to better understand his or her own organization and several marketing management problems which could arise (Thomas, 1983). Therefore, marketing as a communication process is an important vehicle to meeting organizational goals, and a proactive means of prevention of managerial problems.

The American Marketing Association, a body representing the marketing profession in the United States and Canada, defined marketing as ‘the method of planning and executing the conception, pricing, promotion and distribution of ideas, products and services to create exchanges that satisfy an individual and organizational objectives’. However, marketing has been viewed differently by different bodies. It has been viewed in terms of individual activities that make up the entire marketing process. It is seen to involve sales primarily. Another view to marketing is that it constitutes advertising and retailing activities.

The most common associations of marketing are market research, pricing, and product planning. However, effective marketing requires that managers are able to recognize the independence of such activities as sales and promotions and how they can be put together to develop a marketing program (Belch & A.Belch, 1998). Therefore, understanding pricing, sales, promotions, product planning, and market research as different entities, and thereafter integrating them, is more effective than assuming them to be the same.

An important angle to the definition of marketing by the American Marketing Association on what forms the basics of marketing is its focus on exchange. In exchange, there must be two parties involved, both with something of value to the other, the desire and ability to give up something to the other party and a way to communicate with the other, which is seen as marketing (Belch & A.Belch, 1998). Thus, marketing must involve an exchange of valuables between two willing individuals.

In their new definition, the American Marketing Association tries to place emphasis on the discipline's broader role in the society. According to Maddox (2008), "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." This definition was *accepted in July 2013* (AMA, 2013).

Marketing is about identifying and meeting human and social needs. Hence, a short definition of marketing would be 'meeting needs profitably' (Kotler, 2000). To illustrate his point in depth, Kotler notes that regardless of the company involvement,

or the needs it intends to provide solution to, the essence is to turn a social or private need into a profitable business opportunity through marketing (for instance, well known companies like Procter and Gamble invented Olestra to meet the needs of people who want tasty but less fatty foods, and IKEA created knockdown furniture to meet the needs of people who want good furniture at affordable prices). He highlights three key factors—globalization, technological advancement and deregulation—as certainties that every company is faced with when handling occurring change, and states the need to pay close attention to them for future success (Kotler, 2000).

### **2.2.1 The Scope of Marketing**

Kotler highlights the following as ten (10) main types of units marketers are mostly involved with: goods, services, idea, organizations, information, events, persons, places, properties, and experiences.

**Goods:** these consist of physical goods such as perishable goods, eggs, steel, equipment such as hair dryers, food, other commodities, housing and clothing etc. They form a large part of production and marketing effort that takes place in most countries, and make up the larger part of the economy.

**Services:** these include airlines, hotels, maintenance and repair, people, and also professionals such as doctors, accountants, engineers, lawyers and teachers. Many market offerings consist of a variable mix of goods and services.

**Experiences:** such as market as experiences that are created. For example, Walt Disney World's Magic Kingdom is an experience; and also the Hard Rock Cafe.

**Events:** such as the Olympics, trade shows, sports events, and artistic performances.

**Persons:** marketing celebrities such as artists, musicians, CEOs, physicians, high-profile lawyers and other professionals, has become a major business.

**Places:** these are cities, states, regions, and nations which attract tourists, factories, company headquarters and new residents. Place marketers include economic development specialists, real estate agents, commercial banks, local business associations, and advertising and public relations agencies.

**Properties:** such as real estate or financial property (stocks and bonds).

**Organizations:** the aim of any organization is to build a favorable image in the mind of the public. Philips, the Dutch electronics company, advertises with the tag line, 'Let's Make Things Better'. The Body Shop and Ben & Jerry's also gain attention by promoting social causes. Universities, museums, and performing arts organizations boost their public images to compete more successfully for audiences and funds.

**Information:** the production, packaging and dispatching of information are basic elements that make up society's major industries. Among the marketers of information are universities and schools; publishers of encyclopedias, non-fiction books, and specialized magazines; makers of CDs; and internet websites.

**Ideas:** the core and basic offering a market is selling out. In essence, products and services are channels for delivering some idea or benefit to satisfy a major need (Kotler, 2000).

### 2.3 Communication

The word 'communication' originates from a Latin word 'communi-care' which means to share, according to the online Latin dictionary, and has been generally accepted to mean the transmission of a message from a source to a receiver. This notion has existed for about 60 years and the definition is widely associated with Harold Laswell, a political scientist in 1948. According to him, communication is most convenient and best described when it is able to answer the question of who says what, through which channel, to whom and to what effect (Baran, 2010).

Finding answers is not enough as there is a form of understanding that needs to take place. For one to effect a response from others, there must be a sharing of meaning. This determines if communication has taken place or not. The receiver does not just passively accept the source's message, there is a feedback of some sort. This form of response or feedback makes communication a reciprocal and an ongoing process which gives the involved parties room to create and share meaning. Hence, communication could also be defined as the process of creating a shared meaning.

Communication is 'social interaction through messages.' It is how one interacts with his/her entire world whether through spoken words, written words, gestures, music, paintings, photographs etc. One key feature is that it is a process, it is not static, it allows interaction between groups, individuals, and institution and it allows them to share their ideas (Hanson, 2016).

Be it informative or persuasive, that act of sending a message from a sender to a receiver is the sole purpose of communication (Thomas, 1983). When communication is persuasive, it is aimed at influencing an attitude or behavior in the



target audience. For any communication situation, there will be a communicator (the sender of the message), the message itself and the channel that carries it to the audience that will receive it. As mentioned earlier, there should also be some feedback from the audience to the communicator. Communication could be verbal, nonverbal, intrapersonal, interpersonal, or intercultural as the case may imply but the above mentioned features are what makes it communication or not.

Wilbur Schramm has also defined communication as ways/procedures of establishing commonness in thought between a receiver of a message and the sender of the message.

### **2.3.1 Levels of Communication**

There are four levels of communication as discussed below;

#### **Intrapersonal communication**

The intrapersonal communication relies on communication within oneself. This involves how an individual thinks, how he/she assigns meaning to every message and events they experience, from an act of smiling to a favorable and pleasant situation to respond to complicated and complex issues that the individual is faced with. Based on the constant act of reflexivity and response on what to be done and how it could be done, this act of communication is prevalent with every individual. (Hanson, 2016). Therefore, communication act is part of every individual. Hence all their reactions come from their previous experiences.

### **Interpersonal Communication**

An intentional or accidental form of communication that occurs between two people can be verbal or nonverbal (Hanson, 2016). It could be a conversation between friends or family. Unlike intrapersonal communication, interpersonal communication depends on the other party to make it continual. Messages in this regard are sent constantly even if it happens to be body language there is always an involvement of the other. This form of communication provides many opportunities for feedback (Hanson, 2016).

### **Group Communication**

At this level, communication attains a point of being unequal. Here, one person communicates with an audience of two or more persons. There is always a leader in a group communication. It is more public than interpersonal communication. It could be in teams. However, the role of the communicator and audience could change (Hanson, 2016).

### **Mass Communication**

Here, messages are sent with the aid of technology from an individual or institution to a mixed, large and heterogeneous audience. The number and category of the participants in this type of communication is unknown to the sender. This could range from broadcast speeches, crime stories in the newspaper, novels etc. (Hanson, 2016). The sender of the message in this type of communication is separated from the receiver in time and space. The communicator does not know his/her audience.

### **2.3.2 Nature of Communication**

With various definitions of communication as the distribution of information, the interchange of ideas and methods of establishing a common ground between a sender and a receiver to get a unified line of thought, communication can only occur when the parties involved agree in their thoughts. However, information must be passed from one person to another at any level of communication mentioned above. This process, however, could be complex; the success of the process depends largely on the nature of the message, the audience's interpretation of the message and the environment in which the message is received. The receiver's perception of the source and the medium used to send the message has the tendency to affect the ability to communicate. Whether in sounds, words, pictures, or colors, messages are perceived and interpreted differently by people (Belch & A.Belch, 1998).

As a result of this, a marketer must understand the meaning of symbols and words, the influence they have and how they are interpreted by consumers. This is one of the challenges faced by companies when marketing their products in a foreign country or among foreign audience. An organization's image will depend on its current and past communications. An image is an overall impression, favorable or unfavorable. When an organization with reputation for quality changes hands, it may be valued above its net asset value on account of goodwill (Thomas, 1983).

### **2.4 Marketing Communication**

Marketing communications (MarCom) is a major component of a company's marketing effort. Defined in simple terms, marketing communication could be seen as media messages that a company uses to disseminate its messages to the market (MaRS, 2013). This includes advertising, direct marketing, branding, packaging,

online presence, printed materials, PR activities, sales presentations, sponsorships, trade shows appearance, etc. (MaRS, 2013). These are called the marketing communications mix.

According to Smith & Taylor (2004), the marketing communications mix are successfully applied when there is an understanding of the buyer's behaviour and communication practices. It aids in finding practical and specific answers found through marketing research. Marketing communications is becoming more integrated regardless of what it is or who is involved, whether businesspeople who are determined to gain maximum effectiveness from a promotional budget, or students who are getting to understand them as different promotional elements. It is very important to make sense of the process as a whole. A better way to do that is by integrating the marketing communications as selling is all about communicating (Smith & Taylor, 2004).

In explaining how marketing communications work based on the stimulus-response theory, marketing communication is a stimulus which prompts a response in the receiver of the message. The outcome of the experience gotten from the initial response the receiver has gotten will condition their subsequent response, based on their level of satisfaction. If the satisfaction turns out to be greater than the buyer's expectation, when they encounter the cue and the message again, their response is likely to be positive. However, if their learned experience is most satisfying, the buyer may look for the product again without any external cue persuading him/her to do so. This implies that they have learned a positive attitude and behaviour towards the product (Baker, 2000). Therefore, their satisfaction from first experience is important in their subsequent response to a product and product message.

### **2.4.1 The Marketing Communication Mix**

As mentioned above that activities such as advertising, direct marketing, sales marketing, sponsorship, packaging, exhibitions, publicity and public relations etc. make up the marketing communications mix, Baker (2000) asserts that companies develop promotional mix for some reasons such as the following;

1. To increase companies sales
2. To maintain or increase market share
3. To inform and educate audience
4. To stimulate awareness, recognition, acceptance or insistence
5. To create and reinforce favourable attitudes
6. To remind and reassure.

These objectives may seem replicable between themselves. However, there is always a distinction which is relatively important because the emphasis given to any object will call for a different promotional mix (Baker, 2000).

Marketing communications is an articulation of two concepts—marketing and communication—put together to fit into one. The figure 1.1 of Smith P. R and Jonathan Taylor's 4<sup>th</sup> edition of Marketing Communications An Integrated Approach best describes it. It illustrates how the communication mix feeds into the marketing mix. Whether referred to as promotional mix or communicatin mix, for a marketer they are all tools or communication.

However, in order of priority, these tools could differ for industries. As they lay emphasis on different objectives, so will their emphasis be on certain communication tools as well. For instance, in a Consumer Packaged Goods industry or Fast Moving

Consumer Goods (such as perishables), the manufacturer may consider advertising, packaging, the point of sale and sales promotion to be their most important tools. This might be different for industries producing heavy equipment or machine manufacturers where more emphasis might be placed on selling, exhibitions and word of mouth (Smith & Taylor, 2004). Therefore, having a good understanding of these tools, knowing how best to apply them and at what stage is very important.

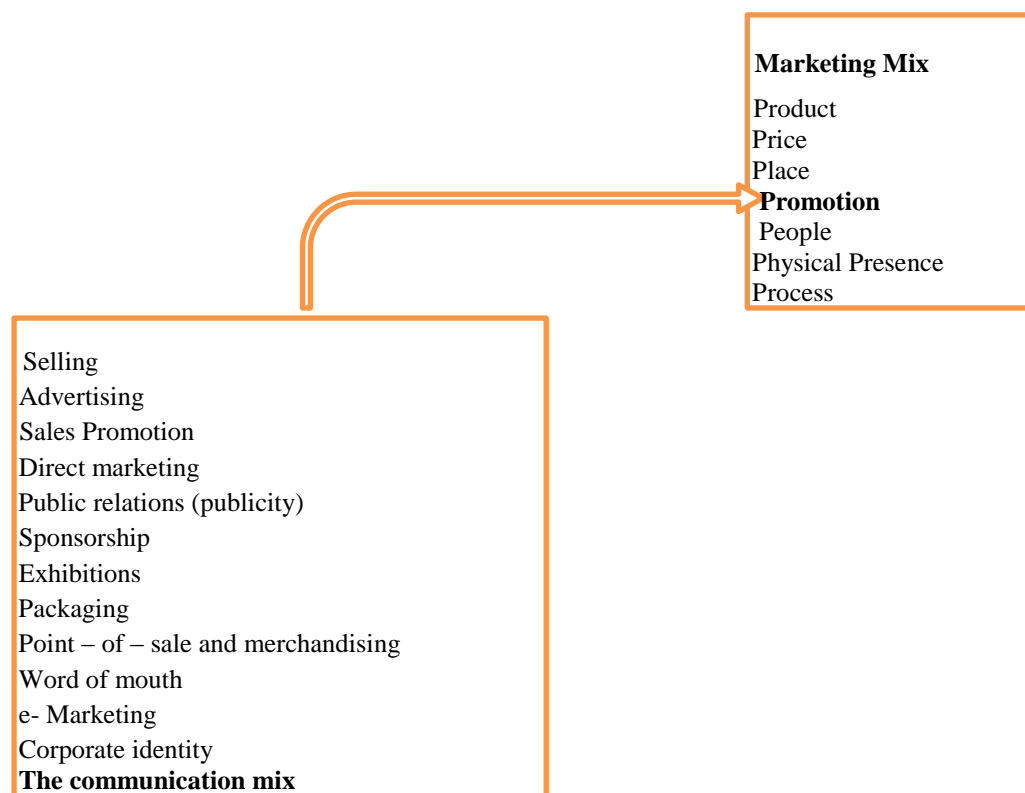


Figure 1.1: Communication Tools: Sources, (Smith & Taylor, 2004).

#### 2.4.2 Marketing Communication Plan

Smith & Taylor (2004) outlined a marketing communications plan of SOSTAC planning system. Irrespective of the approach a company is employing for its marketing communications plan, there are some essential elements that every plan is required to have. SOSTAC has helped managers recall key components of a

marketing communication plan. This plan could be applied to any kind of plan, marketing communications, marketing, and corporate communications as a simple aide – memoir. SOSTAC stands for **S** – situation analysis (where the present state of an organization is determined), **O** – Objectives (the intended position an organization wants to reach), **S** - Strategy (ways an organization intends to employ in getting to where they want to get to), **T** – Tactics (the details of what the strategy looks like), **A** – Action (putting to work all the plans on ground, bringing them to implementation), and finally **C** - Control (reviewing, monitoring, measurement, and modifying plans). Over 3,000, marketing managers worldwide have adopted the SOSTAC plan as a planning system (Smith & Taylor, 2004).

#### **2.4.3 Marketing Communications Strategy**

Marketing communications strategy could be long term or short term. A large organization's strategy will include long and short term objectives; there will be existing products to sell, market shares to increase existing channels to service, together with new products to launch, new terms to introduce, brand awareness and a corporate image to build. Every marketing communication strategy must include the promotional mix, as few forms of communication succeed on their own (Thomas, 1983). There is a push and pull strategy that could be applied.

A 'push' strategy would aim at wholesalers, dealers and retailers. They would be the primary public of this strategy as the object of communication would be to encourage the stocking of products in retail outlets so that most consumers are exposed to them, the goods concerned being pushed through the shops. The other alternative strategy which is the 'pull' approach would have the paramount buying public as its primary target; the aim would be that through heavy consumer advertising, demand is created in a heavy way for the product at a retail level so that retailers and middle men would

place orders. The strategy then pulls goods through the shops from the consumers' end (Thomas, 1983).

Smith & Taylor (2004) see strategy as a summary of 'how to get there' and how objectives will be achieved. They assert that strategy causes tactics to move in the same direction, and that tactics and communication strategy help in harmonizing and integrating all the tactics in the communication tools. Here, the strategy includes a selection of target markets, positioning, selection of tools and sequence to communicate. However, they state the fact that marketing communications strategies are hard to find.

One component of the marketing communications strategy is the **STOP** and **SIT** aide memoire. **S**egmentation handles how a market is broken up; **T**arget market has to do with who your ideal customers are, what target you've chosen; **O**bjectives: the strategy has to fulfill objective; **P**ositioning the service or product is the general proposition of every strategy. For the **SIT** there are **S**tages, in case there is a sequence or series for the strategy; **I**ntegration: is there synergy in the integration? It is a question of it integrates smoothly; and **T**ools, which are the mediums, employed e.g. TV, email, etc.

A careful consideration is required in developing a good marketing communications strategy (Smith & Taylor, 2004).



## **2.5 International Marketing Communication**

International marketing could be defined as the marketing of services, goods or information outside one's political boundaries, Marketing outside one's country has the same elements as the domestic marketing which is done within one's country or political boundaries; these elements include planning, promoting, distributing, pricing, and support of the goods, services, and information made available to the ultimate or intermediate consumer (Gerald, Edwin & Jesper, 2005).

The major difference that could be found in the definition of international marketing from that of marketing in general, is that goods and services are marketed across political boundaries. As simple as it sounds, it changes a lot in the way marketing communication is done, the nature in which marketing is managed, the solution of marketing problems, and also the way marketing policies are formulated and managed (Albaum, Jesper, Edwin & Dowd, 1994). An entirely different approach needs to be employed.

Marketing is always a ground work for marketing communications and also international marketing communication. Marketing communication is defined as any form of communication involving message and medium, designed indirectly or directly to prompt buying behaviour, and is a component of marketing and a major business function (Griffin, 1993).

Looking at international marketing/international marketing communications, from the definition of Gerald, Edwin & Jesper (2005), one could say international marketing communications is a practice carried out across political boundaries. It is therefore impossible to discuss international marketing communications without

discussing marketing and international marketing. There are several characteristics that could be considered as the fundamental proposition of every type of market. They include:

**Environment:** in an international market context, environment usually refers to a country, nation or state . It is normally within a geographical boundary, and is made up of people with common culture and language united under one government (Griffin, 1993).

**Market:** there is usually more than one market that could or may exist within one environment. In terms of a geographical setting, a market signifies a local, regional, national or international group of buying units (Griffin, 1993).

**Consumer targets:** thinking of the buying unit in terms of individuals and/or a household in terms of products such as food, cleaning and personal care. If the target happens to be a household, then each member will influence the purchase. Hence, usage should be considered when marketing communications is determined (Griffin, 1993).

**Business targets:** this is particular with business-to-business and industrial products and services the organization considers as a buying unit (Griffin, 1993).

**Market constraints:** when considering different markets around the world, different constraints tend to arise with respect to the ability of a firm to market its products. These constraints could be encountered in any environment, and could be legal, economic, political or even cultural barriers which could prevent opportunity

for the market. Moreover, one needs to consider accessibility, considering the purchase power of the buying unit and their willingness to spend (Griffin, 1993).

In determining an international market, people, household, organisations, accessibility, purchasing power and willingness to spend are considered as basic elements (Griffin, 1993).

### **2.5.1 Controllable and uncontrollable variables.**

Tom Griffin outlined two basic variables that every marketing manager would have to face. These variables match the wants and needs of the market with the capabilities and resources of firms that are either in their control or out of their control (Griffin, 1993).

The **uncontrollable** factors include the following;

**Political/Legal:** this has to do with the system of government that exist in the environment in question, the existing official policies in regards to luxury goods as opposed to basic facilities towards technological transfer, the available laws in regards to packaging, ingredients in product, advertising and other promotional forms.

**Economic:** this deals with the balance of payments, whether favourable or not, the trend in per capita income, how much foreign debt the country has incurred, stability in the exchange rate, how burdensome it is to pay interest to service debt.

**Cultural:** education and literacy rate, religious barriers, custom policies, tastes, and consumer preferences are considered in this category.

**Competition:** what is the rate of available competitors? Are they much or few in number? What are the weaknesses and strengths offered by different available products?

**Infrastructure/Technology:** factors such as energy supply and sources, transportation, communication, banking advertising, promotional services and warehousing facilities, their availability and state are more common with the infrastructure. Under technology, the level of industrial development is the main bone of contention and the question as to whether production systems are up-to-date or not and if the commercial infrastructure modern or outdated.

Part of what makes the **controllable** factors include the following;

**The product/service:** the evaluation of the product properties whether tangible or the intangible, ability to measure the delivery of product and service and also consumer satisfaction, the brand name, packaging, warranties, physical ingredients and also benefits of product or services.

**The distribution channel:** the medium through which information is passed and how the service flows to bring the producer and consumer together either by direct contact or contact through an intermediary or third party. The distribution channel of products could involve the storage, physical movement, handling and selling. Producers most often deal with agents, importers, distributors, wholesalers and retailers, all of whom make up the third party or intermediary.

**Price:** price falls under a controllable variable in the sense that producers have to deal with direct buyers. However in different parts of the world, one could find

government price controls. These limit the freedom of hiking prices which could sometimes lead to an organization going out of business. In situations where goods are sold across borders, tariffs such as taxes on import will relatively be considered into the pricing equation. Value Added Tax (VAT) is an increase in price as a result of government assessment.

**Promotion:** activities used to communicate which comes alongside a product to move the product from the manufacturer to the consumer, to satisfy the needs of individuals or that of the organization as well.

**Research:** the assessment of opportunities that exist in the market from the introduction of a product, to the evaluation and also the effectiveness of all controllable variables before they are used in a marketing plan and also after they have been used. A situation where all these variables are used becomes the marketing mix (Griffin, 1993).

### **International Marketing/National Marketing**

Tom Griffin's see any marketing operation that is conducted within a given country or environment, where the firm draws from its capabilities and resources to develop and also carry out programmes or activities using controllable variables as national marketing. While marketing products or services that is aimed towards a particular target market, a firm has to bear in mind all the constraints that is accompanied by the uncontrollable variables of the environment while planning and implementing such operations. From the environment base on the nature of consumers, firms may put into consideration any situation where there is a large number of consumers they will need to segment them into clusters. This could be formed using their

geographical concentration, or socioeconomic grouping which involves age, income, family size, income, factors such as similarities in lifestyles, activities and also interest. In international marketing, the same process and principles of national marketing are employed. However, environmental, operational and organizational differences can be found (Griffin, 1993).

The success in international marketing requires a careful research on the target markets, their commitment, how to channel the product or product line to the appropriate place to meet local needs, adopting the right modes to enter the market, the use of skilled professional promotion and pricing strategies and been culturally sensitive beyond ethnocentric misperceptions. However, none of the aforementioned should be put off. Mistakes are inevitable, but they enhance learning and offer the opportunity to increase or expand sales and profits internationally (Meloan, 1995).

Activities involved in international marketing include exporting, overseas manufacturing, working with local partners, i.e having joint ventures, licensing and franchising overseas, importing from overseas and subcontractors/counter trade (Terostra & Sarathy, 1994).

### **International Marketing Management**

Global competition and the global competitors are on the increase, with differences in strength they are coming from all over the world. This has been a major factor that have contributed to the complications of the international marketing. Similarly, the global environment offers a confound variation in national governments, cultures and income levels. Domestic/national marketing management has often been presented as the function of responding to uncontrollable factors in the environment of the firm, while taking advantage of the controllable factors. Both the national and international

have the same task with a little but critical distinction that both the controllable and the uncontrollable differ internationally. Hence product, price, channel of distribution and promotion are different across countries; what is obtainable in Brazil is not same as France, India, United States, etc (Terostra & Sarathy, 1994).

Coordinating an integration of firms national marketing programs into an effective multi national program is an added dimension of international marketing management. Division of labour and transfer of expertise is international operation that enable the entire body to be greater than just units, this is the main focus of multi national business, their mode of operation is different from the operations of an independent national company (Terostra & Sarathy, 1994).

International marketing managers have a two-way responsibility, foreign marketing within foreign countries and global marketing which involves coordinating marketing in multiple markets especially in a situation of global competition. In a practical sense, the main difference is the fact that an international marketing manager requires a broader ability than the national marketing manager. Failure of any marketing manager in the management of marketing activities in a particular foreign country and refusal to acknowledge the differences may lead to lapses in a firm's overall marketing objectives.

### **2.5.2 Marketing Communications in an International Environment**

A widely accepted major strategy in marketing is **standardization** and **differentiation**; they are seen and regarded as the only two core strategies (Baker, 2000). With a focus on Adams Smith's concept of division of labour, he illustrates changes that existed from making crafts to an industrial process; Standardization was promoted and offered as a preferable solution to basic economic problem of increasing the satisfaction from use of resources that are limited (Baker,1995). The

trail of standardization is often regarded as reflecting on a production, orientation of the precise nature and the final decision of goods and services the producer makes in seeking an economic scale that will increase output and profitability (Baker, 2000).

Marketing rediscovered as supply was gradually greater than demand due to the growth in population in well-industrialized countries and technological innovations. Due to this oversupply, producers saw the importance and need to differentiate their products or output, so that potential buyers would be able to differentiate their products from that of their competitors. Hence, differentiation became a key element in the competitive strategy of firms.

The initial reason for seeking standardization was to reduce cost. and in turn make products widely available to a wider market. Standardized goods are an indication that buying decision is primarily price-oriented. This denotes that if a firm is efficiently low in cost, they will be the market leaders against their rivals in the market. The synonym usually used to describe standardization is cost leadership. The situation could differ, as suppliers could differentiate products through other characteristics such as performance. However, it does not make price irrelevant to prospective buyers (Baker, 2000).

Furthermore, in the light of theoreticians like Usunier, globalisation has achieved a huge success in three distinct ways; in terms of demand by putting into consideration tastes and preferences; in terms of supply, the standardization of goods and services; and finally, competition, which is on the increase on a global scale as multinational corporations (MNCs) intend to grow their businesses (Usunier, 1996). Therefore,



market differentiation is an important element for companies as it gives them a competitive advantage over other producers of similar products.

## **2.6 Consumer Behavior**

Consumer behaviour could be defined as the attitude that is displayed by a consumer in looking for, buying, evaluating, using, and disposing of services, products, and ideas in which they expect will satisfy them or their needs (Schiffman & Kanuk, 1983). When consumer behaviour is studied, it is to understand how and why certain individuals make their spending decisions, when it has to do with the resources they have available, resources such as money, time and their effort on consumption of related items. The study on consumer behavior also includes finding answers to what, why, how, when, where consumers make their purchase. When studying consumer's usage, and post-purchase evaluations of the products consumers buy, the researcher is also interested in how the individual disposes of their old purchases and make a new purchase (Schiffman & Kanuk, 1983).

In the book 'Consumer Behaviour' by Micheal R. Solomon (1991), consumer behaviour is tested as a concept that covers a lot of grounds. He asserts that consumer behaviour is the study of the processes involved when an individual or group selects, purchases, uses or disposes services, products ideas, experiences to satisfy needs and desires. In trying to give a description of who a consumer is, he tries to give possible categories marketers could find useful and these categories are used by most marketers in defining their target markets. They include the demographics of the current or potential market available such as age, sex, income, occupation; and the psychographics which deal with an individual's interest, and their leisure as well, the influence of friends by their opinion and behaviour as well

as the recommendations they make. He also mentions rituals, cultural values, subcultures and reference groups. He states that consumers' decisions about a product are mostly affected by their interpretation of physical factors, like colour, shapes, packages, symbolism, etc (Solomon, 1991).

Consumer behaviour has also been defined as a process and activities people engage in when searching for, selecting, purchasing and disposing of products and services so as to satisfy need and desires. this definition is given according to Belch (Belch & A.Belch, 1998).

A consumer is generally seen as a person who sees a desire or a need, makes a purchase and then disposes the product under the three stages of the consumption process. This is relatively different for individuals, the purchaser and user of a product or services, which could be different individuals, the influencer, someone who gives recommendation and also groups or organisations as consumers (Solomon, 1991).

Consumer can be categorized into two different types: (1) the personal consumer, and (2) the organisational consumer. The personal consumer is described as an individual who buys goods and services for his / her own use (like the personal care products such as lipsticks, creams both body and shaving) and also household products for home use. It could be one who buys a gift for his / her friend. However these goods are bought for an individual's final use, and such individuals are referred to as 'end users' or 'ultimate consumers' (Schiffman & Kanuk, 1983). Organisational consumers, on the other hand, include private businesses, government agencies, both local and national, and institutions as well prisons, religious organisations, all of

which must buy equipment and product or services of some sort to enable them run the organisation smoothly, whether non-profit or for-profit organisation. Manufacturing companies also buy raw materials that enable them manufacture goods they sell. Likewise, the service industries/companies also buy materials that aid in their effectiveness in rendering of services.

Of the two categories mentioned above, the personal consumer requires the most persuasion as it encompasses individuals of various ages and backgrounds, all of whom play or take up a role as either a buyer or user or both.

### **2.6.1 Marketing's Impact on Consumers: Social Lives and Popular Culture**

Marketers actions influence the world today in a significant way, people are surrounded by enticement by marketing activities which comes in form of advertisements, brand names, stores display etc. the popular culture has musics, movies, books celebrities, sports etc. as a major factor of influence. other different forms of entertainment are consumed by majority of the market.

It is a product that motivates a marketing strategy or the product itself is a product of a strategy. Peoples lives are in some way affected from how they acknowledge cultural events like holidays, deaths, marriages etc. and it also affect how they view social issues such as addictions, gambling and pollution. Also, maketing plays an important role in creating and communicating popular cultures (Solomon, 1991). Therefore, marketing has a role in reemphasizing what people have agreed on and have collectively accepted as culture. It uses these unique individual values for their consumers to form catchy messages to influence them.

## **2.6.2 Targeted Marketing Strategy**

This helps in defining a market and the tactics employed to reach that target market. This helps in acknowledging the centrality of the consumer behaviour, as an important process to follow. Part of the steps that could help any company in the production and marketing of a new product include the following as highlighted by Micheal R. Solomon:

1. Defining a relevant market: here a market is defined to a large extent in regards to the form of the product. A company identifies the number of users of their product within a given country.
2. Analyzing the wants and characteristics of potential customers: under this section the company employs the use of both demographic and psychographic information of the consumer.
3. Identifying bases for segmenting the market: here a company identifies characteristic that could define smaller markets among larger markets.
4. Describing and defining market segments: a company developing a profile that will describe and differentiate the desires and unique characteristics of the market segment.
5. Analyzing the position of competitors: a company tries to know the customers' perceptions of existing brands. It identifies the determinant attributes of those brands and also features that influence the choice of the consumer.

6. Evaluating market Segments: considering the revenue potential and cost of developing a new product to meet the needs of every unit of segment.
7. Selecting market segments: based on the analysis already done, on the identified segments, the company will now decide which segment or segments to target.
8. Finalizing the marketing mix. If a target is selected, the company will make a decision on the specific marketing mix to employ or variables to combine over which marketers have control over each market are the 4ps, product, place, price and promotion. A careful decision should be made here on the position of a new brand and its image and how a company will handle its communication process especially as regards to the name, price, package, adverts etc (Solomon, 1991).

The response of the consumer is key in testing whether a marketing strategy will succeed or not. Hence, having a good knowledge about the consumer is applied into almost all the kinds of the successful marketing plan. Having data about the consumer helps the marketer to identify threats, carefully define their markets and seek opportunities as applies to their different countries that is likely to affect the receptivity of consumers to a particular product (Solomon, 1991).

### 2.6.3 Consumer Decision Making Process

This consists of steps which a buyer or consumer passes through in the purchase of a product or service.

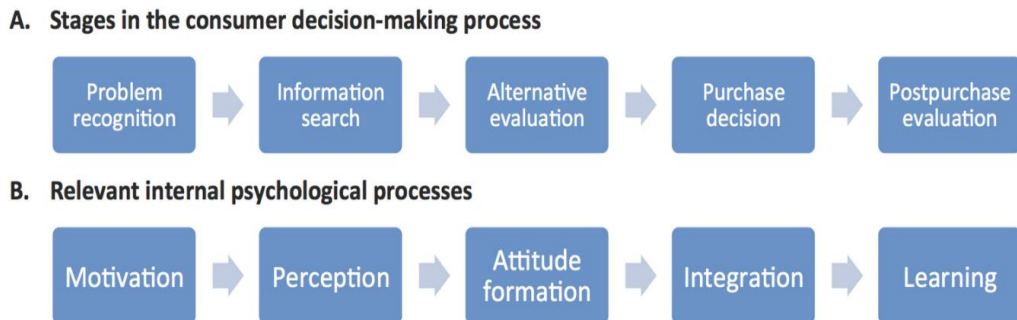


Figure 1.2 A Basic Model of Consumer Behavior Source:

[https://media.licdn.com/mpr/mpr/shrinknp\\_800\\_800/AEEAAQAAAAAAAAALOOAAAJDdkZmRhMzRjLTlhODMtNDU2My04YzlkLTgyMzQ3ZWE4MmUxYQ.png](https://media.licdn.com/mpr/mpr/shrinknp_800_800/AEEAAQAAAAAAAAALOOAAAJDdkZmRhMzRjLTlhODMtNDU2My04YzlkLTgyMzQ3ZWE4MmUxYQ.png)

As shown in the model, the consumer decision involves a number of internal psychological processes of motivation, perception, attitude formation, integration and learning, which then become important to promotional planners because they influence the general decision-making process of the consumer (Belch & A.Belch, 1998).

As highlighted by the model, the first stage in the consumer decision-making process is the problem recognition; this is a stage where the consumer senses a need and becomes motivated to solve a problem. This stage does not stop here, it goes ahead to initiate subsequent decisions. This stage could be caused by a difference between the consumer's ideal state and his or her actual state should there be a discrepancy that exists between the wants of the consumer and the situation at hand. (Belch & A.Belch, 1998).

Giving a bullet point of the sources of the problems recognition as highlighted by (Belch & A.Belch, 1998), whether simple or complex or as a result of changes a consumer is faced with, these causes could be due to both external or internal factors which could be as a result of the following:

- A product or service being out of stock
- Dissatisfaction
- New needs / wants
- Related to product or purchases made
- Problem recognition caused by marketer
- New products.

## **2.7 Consumer Packaged Goods Industry**

The daily types of goods consumed by a consumer is what is referred to as consumer packaged goods (CPG). These types of goods require a frequent change, unlike those used for an extended period. There is high competition going on in the CPG industry as the market itself is highly saturated and there is low response on consumer switching cost, which is the cost incurred by consumers when changing brand. It has an approximate value of \$2 trillion in North America, and is considered as one of the largest industries. The wideness of the CPG is not only in North America, it spreads to China, Africa and other parts of the world; they have come to form part of the world's largest industry. Common examples of CGP include food and beverages, clothing, tobacco and also household products.

Aside from tourism and education which form the largest revenue-generating industry in North Cyprus, the CPG is considered as a high generating industry on the island as well. It plays a huge role in the economy of the country as it is the obvious

moving sector due to the present embargo in TRNC. Most goods found on the island are imported goods only a few are locally produced.

**“Personal care products”** are product such as cosmetics, skin moisturiers, perfumes, polishes, eye and facial makeup, shampoo, hair colours, lipsticks, toothpaste deodorant etc. some of these products are however regulated as drugs. These items are commonly found in the beauty and health sections of a drug store and other stores as well. Some “personal care products” met the definition of both cosmetics and drugs (U S Food & Drug Administration, 2016).



## **2.8 Theoretical Framework**

Theories can be seen as “a set of interrelated constructs (concept), definition, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting a phenomena” (Kerlinger, 1986; Baran, 2012). They have always been formulated to explain, in most cases they challenge and extend existing knowledge within the limits of critical bounding assumptions. Hence, the theoretical framework is the structure that holds and supports a theory of a research study. It is meant to define and give a description of the theory that explains the why of a research problem (Gabriel, 2008). To this end, the theoretical framework for this research is divided into three which are subsequently discussed.

### **2.8.1 Cognitive Dissonance**

The cognitive dissonance theory was first proposed by Festinger (1957). It has undergone several experiments and over a hundred tests, and has been considered one of the most influential theories in psychology where it has its roots (Tons, 1985). It is a theory that is applied in many disciplines now. This theory is based on central attitude change, it has been adopted in different ways and under different names by influential mass communication theorist from Lazarsfeld to Klapper to De fluer for them, it is the ideal for testing consistency. Lazarsfeld found that people seemed to seek out media messages consistent with the values and beliefs of those around them. This finding indicates that people try to preserve their existing views by avoiding messages that challenged them. Researchers look out for direct evidence of cognitive consistency which is an individual’s tendency to return and maintain a state of cognitive balance; the kind of persuasive communication which might be to an individual’s receptive response (Rosnow & Robinson, 1967). This consistency has

been key in the formulation of several theories, Festinger's theory explained that if information is not consistent this forms a premise of dissonance that is always in line with the person's already – values and belief system this will create a psychological discomfort that needs to be relieved. People, in general, make conscious effort to keep their knowledge of themselves and their knowledge of the world somewhat consistent (Festinger, 1957). “If a person knows various things that are not psychologically consistent with one another, he will in a variety of ways, try to make them more consistent” (Festinger, 1962). The ways he then creates is known as **Selective Processes**, which are now considered by some psychologists as defense mechanisms used to protect users from threatening or seemingly irrelevant information. For others, their argument is that they are merely routinized procedures for coping with the several quantities of sensory information constantly bombarding us (information clutter). Either way, the selective processes or function as a highly sophisticated filtering mechanisms screening out useless sensory data while quickly identifying and highlighting the most useful patterns in this information. In arguing that “the [mass] communication itself appears to be no sufficient cause of the effect” (Klapper, 1960), he concluded that “reinforcement is a related process of selective exposure, selective perception, and selective retention.” This theory undoubtedly relates to customers' responses to selling messages, and communication messages they receive about product. As the finding of this research will elaborate, seeking of consistency in information is a vital step, and plays a vital role in determining a consumer's choice in their buying decisions and trial of products. Therefore, the conclusion of this theory has found the findings of this study as it will be reflected in the results of the survey.

### **2.8.2 Word of Mouth Communication Theory**

The Word of Mouth communication theory in marketing is a theory of an actual trend. Nowadays, consumer behaviour is changing and becoming more immune to the traditional means of marketing communications such as advertising, especially when an individual has gotten to the state of selective perception as discussed under the cognitive dissonance theory. In order to adopt it as the proper strategy, marketers would have to first understand why WOM plays such an important role when consumers make a decision to make a purchase, and what elements make WOM conversation the most attractive form of communication. Understanding this theory of communication is important in marketing communication because of the shift that has taken place in consumer behaviour, which is building a defense mechanism against traditional methods of marketing communications. With the high amount of information clutter available from different media and social network, and also the availability of alternative products for the consumer to choose, WOM has been discovered to be more effective than the print media, the magazine advertising and the newspaper by 7%, more effective than personal selling by 4% and more effective than radio advertising by 2% in influencing the consumer in brand switching (Katz & Lazarsfeld, 1955).

The concept of WOM has been defined to be an informal and non-commercial form of person-to-person conversation between a communicator and the person he is communicating with it could be a service, an organization, a brand, family, friends etc (Helm S. 1998).

Also seen or addressed as a communication tool, the Word of Mouth (WOM) has a great influence in the business and consumer markets. People tell others about

companies and organizations, the products they produce, their services, their staff and their experiences as customers. This has proven most influential to both the consumer and industry, compared to other elements, as there is no amount of expert selling or advertising that can compete with recommendations or criticisms about a product, company or service from friends, trusted colleagues, or someone familiar. Research shows that 30–50 per cent of all brand switching is due to a recommendation, as against 20 percent of advertising, promotions and personal search (Smith & Taylor, 2004). In the view of Smith and Taylor, the brand reality is been created in everyday conversations and experiences, value delivered and perception rather than the promise of the product features promoted.

In the web communication models, word of mouth works much more quickly both offline and online. The advent of the internet has made it easier for customers' communities; it has facilitated a space where customers can talk to each other customer to customer (C2C) and also Customers to business (C2B) (Smith & Taylor, 2004).

Part of the benefits of Word of Mouth (WOM) include; referrals, reputation, and recommendation. It is very difficult for these benefits to be won and duplicated, hence managing reputation and relationships has become of utmost importance for every marketer. Up until now, customer experience management is a major threat to some managers. With the change of power from supply to demand, and from corporation to the consumer, customer satisfaction and trust is gradually collapsing. With increased consumer expectation resulting in aggressive customers and tougher competition, there is the demand on companies to work harder to create a positive WOM with the opinion of former customers and stakeholders to be able to benefit from reputation, referrals, and recommendations (Smith & Taylor, 2004). From the

findings of this research, 52.5% of the respondents who have tried a Turkish brand personal care CPG this is based on the recommendation of friends. 56.3% of them supports the idea that they have always enjoyed the personal care CPGs they have tried on recommendation. Demonstrating the extent of the influence of WOM communication.

### **2.8.3 Elaboration Likelihood Model (ELM)**

The Elaboration likelihood model is a theory of information processing that seeks to explain the level of expatriating, or the effort brought to evaluating messages. It is a way of understanding how individual's personal interest and relevance can lead to information – processing effort, and eventually to the behavior of the individual. This theory is the work of the social psychologist Richard Petty and John Cacioppo, in 1981. This theory is based on the assumption held that people are motivated to hold the right attitude for social reasons. They developed the theory to explain the process by which persuasive communication leads to persuasion by influencing attitude (Belch & A.Belch, 1998).

It is in the Elaboration Likelihood Model (ELM) that differences are drawn from the ways consumer's process and respond to persuasive messages. According to the model, change in ways and attitude formation is dependent on the nature and amount of elaboration, or processing of relevant information that occurs in response to a persuasive message. If the level of elaboration is high it means the receiver is engaged in a careful, thinking, evaluation and consideration of the information or argument held by the message. On the other hand, if the receiver does not engage in any active processing of information or thinking but instead makes inference about the position of being an advocate of the message on simple negative or positive cues, the level of elaboration is said to be low (Belch & A.Belch, 1998).

Analyzing consumer attitude and attitude change is important in ELM because of the main idea that attitude is important in guiding decisions and other behaviours. Although there are other factors that could influence attitudes, for this theory persuasion is the primary source (Twente, 2017).

In the review of their elaboration likelihood model of persuasion, John T. Cacioppo and Richard E. Petty who are the founders of the theory discussed what makes up the features of ELM referred to as the routes, the central and peripheral routes to persuasion. They tried to see if the predictions made in this theory are same with the others. However their result shows that it differs. Part of their findings in relations to other theories which includes the following;

Elaborative likelihood model views recipients as being neither constantly cogitative nor entirely mindless when dealing with persuasive appeals, unlike the cognitive response approach. They also looked at different factors separately and collectively as a determinant of people's motivation and ability to think carefully about important recommendations and arguments. In situations where people's elaboration likelihoods is high, they are likely to attend to an appeal, attempt to access relevant associations, images, and experiences from their memory, elaborate on and scrutinize externally provided messages and arguments. In light of the association available from their memory, they tend to draw inferences about the advantages of the arguments for a recommendation based upon their analysis of the data they have extracted from the appeal and consequently drive on a general evaluation of the recommendation or attitude towards the recommendation (Cacioppo & Petty, 1984).

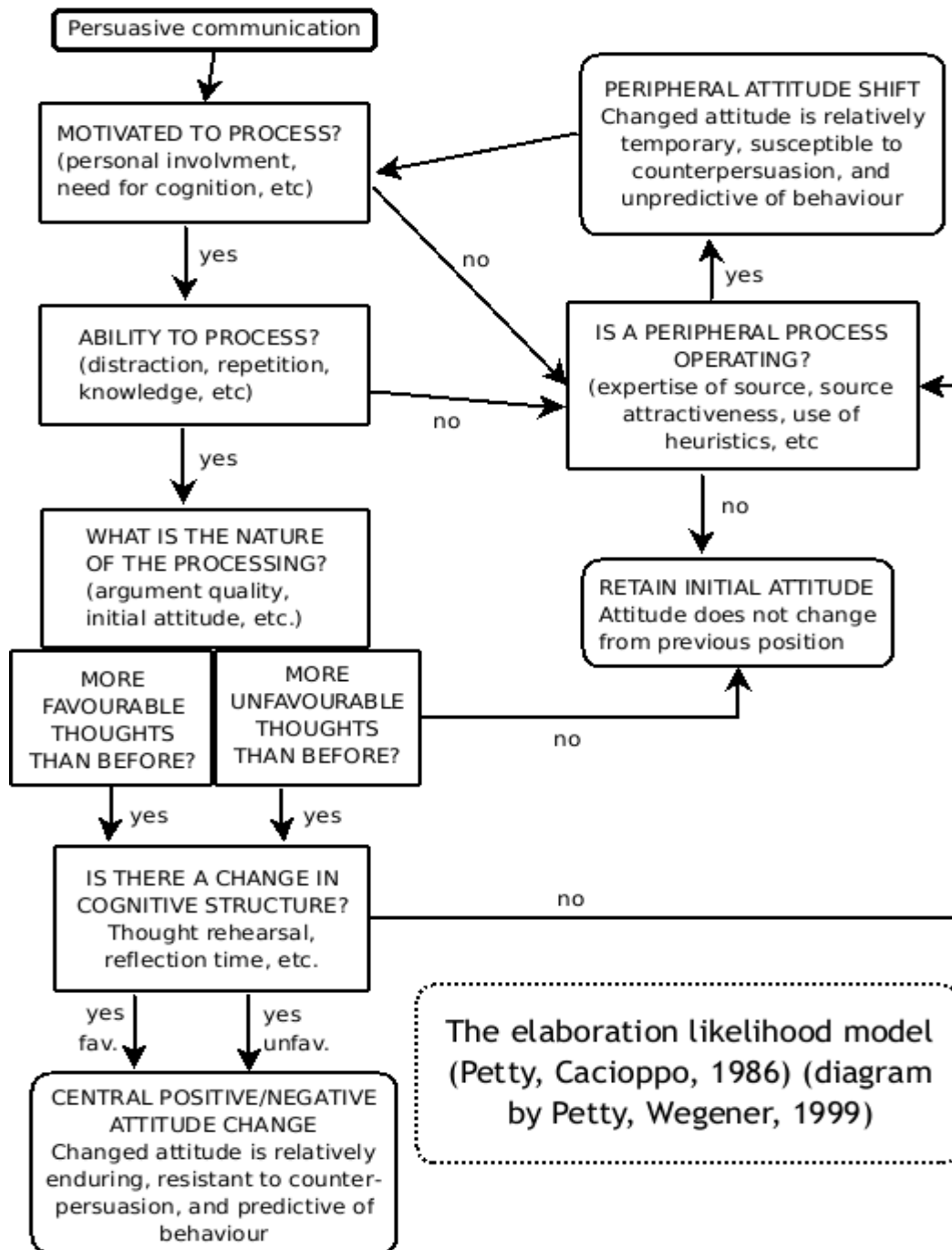


Figure 1.3: the Elaborative Likelihood Model of Persuasion, Source: Petty, R.E., Kasmer, J., Haugtvedt, C. & Cacioppo, J (1986) (Twente, 2017).

figure 1.3, demonstrates the relationship that exist between the consumer decision making processes base on his or her built perception that relates to any persuasive communication received , or appeal that will lead to their decision to buy or not to buy a product. As illustrated every message has to go through processes such as the

bases of their motivation, their ability to process the message according to their prior knowledge. i.e their cognitive nature of processing. Are these attitudes favorable, unfavorable or neutral? How have they structured their cognition? Are they favorable or not this then leads to them adapting to a positive or negative attitude change towards the message that has been received.

## **2.8 Review of Articles written Related to Marketing Communication / Integrated Marketing and Consumer Behavior**

Most marketing communication theorist and scholars have tried to study marketing communications, and the marketing mix as an integrated approach, this is because they feel the communication tools use in marketing communication if integrated is more efficient. Therefore most recent studies conducted in the field of marketing communications in carried out from the integrated marketing communications stance. The focus today is on integrated marketing communication as the most effective and efficient.

Based on the developed theory that marketing and marketing communication is in transition, it has been established that marketing and marketing communications do not work in the way and manner it is use to in the past. The high level of attention demanded, and concerns of top managers is not as high as it used to be. Those considered as champions then in the field of marketing and marketing communication are now been challenged by the same thing they were considered to be good at. The focus of the marketing then as in the 1960s was on the 4ps the transition is now to an interacting marketplace in the twenty-first century, this has structured a three marketplace model, which are the location, control of information technology, and the developed proposition, information technology shifts from one



market player to the other, it changes how communication should be developed as well. According to them, a description of the development of the integrated marketing communication concept is furnished. It is on these bases that a four level transition process has been proposed as an organization move from one stage of integrated marketing communication development to another. The four levels include the tactical coordination, redefining the scope of marketing communication, application of information technology and financial and strategic integration (Schult & Schult, 1998) .

Discussing marketing communication in a post – modern world, Philip J. Kitchen and Tony Proctor, acknowledges that every business and communication is faced with challenges from the market space in this twenty-first century. They note that Competition is accelerating hence every market is under attack. In addition customers are the major and important reasons for business, are becoming more demanding, and are becoming more knowledgeable of what businesses and brands represent they also becoming are more critical and experienced about business practices. (Kitchen & Proctor, 2015) Moving through the world of marketing communications, they discussed the changing global environment which they talked about indicating how the worlds communications is dominated by the internet and technological advances at large.

New trends in the marketing communication has been built through information explosion the growth in the volume of information and participation on the internet have created more awareness about availability of product and services. Information could be gotten about just anything and due to the existence of discussion forum and social networking sites these information could be easily shared. Hence change in the

consumer mindset , people now think differently about how they purchase what they do and their confidence in brands. recognizable marketing communication have decreased, difference in consumers, or segments of consumers based on categories either demographically, psychographic, behavioural etc. is on the increase. Indeed marketing communication campaigns have change and transformed into a new form due to the revolution in technology, people now not as it was in the past are exercising more control and influence over the marketing processes (Kitchen & Proctor, 2015).

The goal of most marketing organization has been to be able to measure the impact and effects of advertising and other forms of marketing communications. Having reviewed the three basic marketing communications models, which are the return on investment, (ROI), return on brand investment (ROBI), and return on customer investment (ROCI), scholars, like Don E Schultz, Bill Cole and Scott Bailey, contended that the next step in the process is measuring or estimating the return on touch point investment (ROPTI). They asserted that (ROPTI) is the most relevant way to measure the returns from marketing communication investments since the method enables the marketer to relate to specific forms of customers contact costs to returns on those investments (Schultz, Cole, & Bailey, 2004).

These models as they have rightly pointed out, allow organizations to identify in general terms the returns their marketing communications campaigns had generated so far. It gives them the chance to determine which or what MarCom activity contributed most on the ROI for the marketing communication dollar. ROBI the return on brand investment for them, is a more refined and useful approach because of the switch in analysis and evaluation of the marketing communication activity to

responding to customer or consumer. MarCom activity as they expatriate is simply expedient for the actual source of marketing communication response that actually comes from customers, not the activities themselves. Hence the only real way of measuring the impact of communication is putting to consideration communication variables to which customers or consumer has been exposed to (Schultz, Cole, & Bailey, 2004).

As for (ROPTI), the return on touch point investment; it for them serves as ultimately the firms marketing strategy; optimized according to the emphasis on exact business objectives, customers and prospects have to be done in the touch points pattern, where the company interacts with customers and potential either directly or indirectly. The primary aim of the return on touch point investment ROTPI is to enable a means where marketers can use the concepts ROBI and ROCI in the market place (Schultz, Cole, & Bailey, 2004). These models are good and seem important for businesses to know them and apply them correctly. In a consistent market, the only way an organization is or could be differentiated is through communication; the marketing communication could give a real sustainable merit to any organization that it's a potential advantage (Miheala, 2015). Hence understanding why, integrated marketing communications program is very important and is necessary for today's organizations . This is because the traditional components in the marketing mix product, price, placement are no longer efficient as it was the past (Miheala, 2015). Consumer behaviour , offers interest for marketing and communication specialist (Miheala, 2015).

Based on Nicosia's model of the consumer bahaviour, the main focus is on the effort of the company, and how it is using to communicate with the potential and current

customer through communicational messages, and tendencies to act in a certain way. The model also shows the connection between the company and the customers, the companies efforts in influencing the consumer decision making, and the consumers, in turn, influencing the company through their decisions (Nicosia, 1966).

Examining the cross – cultural influences on the behaviour of a buyer to a seller the interaction and negotiation process is very important because most marketing transactions happen in an international sphere (Sheth, 1083) .

Looking at IMC in social marketing context, it consists of five –stage process which includes target audience research and determination, channel selection and integration, strategic message creation, and measurement and control. The main characteristic of IMC social marketing strategy model is to influence the upstream decision makers and the influential peripheral audiences through a consistent and persuasive message for specific audiences through coordinated channels for maximum impact during the campaign period. The society is full of complicated and complex communication, and as a marketer to escape the non-integrated message reaching target audience, upstream social marketing strategy is applied to create an effective understanding of the marketing communication message and this is achieved through a systematic process that begins with detailed research on target audiences, the right channel selections, and effective messaging (Key & Czaplewki, 2017).

Therefore, advertisements and other marketing communications messages placed on product labels, in television shows and social media can have significant and measurable effects on consumers' cognitions, emotions, and behaviors. The specific

effects often depend on message content and execution in combination with consumer characteristics. Therefore, it is necessary and important to tailor the communications to the target consumers and also do a granny test of the message to see if it is well understood and the intention behind the will be achievable (Pechmann & Catlin, 2015).

Introducing individual marketing communication tools to convince the consumer about the importance of owning a particular product or service on the individual forms and ways that lead to increase in individual materialism (Sramova, 2015).

Hence the changes in the market lead to the change in the communication management, integrated marketing communication (IMC) is enhanced by information communication technology (ICT) to provide platforms for brand equity among customers to gain their loyalty and create a brand image and quality among the customers (Seric, Saura, & Molina, 2014).

Integrated Marketing Communications (IMC) enhances the integration of Marketing communication in order to maximize marketing efficiency because Marketing communication varies based on the changes that take place in the marketing theory and practice caused by the trends, technology development, consumers' values and perception aspect, content aspects of products, services, and ideas (Dmitrijeva & Batraga, 2012).

IMC roles in marketing communication: IMC facilitates the company's MC planning and coordination functions, promotes corporate internal communications, adds value to traditional / classic marketing communications and their Implementation, designs

the communication tools and processes according to marketing (MC) goals, combines discipline, providing clarity, consistency and maximum communication impact and effectiveness, provides the essential conditions for successful MC in the global marketing context in a comprehensive, coherent, and synergistic manner, IMC meets the global economic internationalization and globalization trends, IMC is able to optimize company's costs, IMC encourage consumer loyalty to the company, product and brand, promotes the company's cost reduction, provides the highest efficiency of the company's marketing efforts and effective create MC approach in an integrated, coordinated communications set (Dmitrijeva & Batraga, 2012).

Furthermore, marketing communication enhances product differentiation within competitive brands, reinforce and to retain loyal customers by keeping track of individual customer data and customizing individual (Raaij, Strazzieri, & Woodside, 1999).

Therefore, marketing communication by word of mouth (WOM) has been technologically advanced into an electronic form of word of mouth publicity. This enabled organizations to operate online marketing through the company websites, blogs, and social networking sites. This created customer to customer (C2C) communication that rapidly spreads brand information, brand awareness to other customers and serves as a strong factor in purchase decision-making process (Haryani & Motwani, 2016).

IMC is essential for businesses to sell their brands which is the purpose of the company and sales begins with marketing messages that must be heard and seen by the potential customers and motivate them to respond to the message to meet up with

the marketers' desire. To get the right outcome, the marketer starts with getting the "attention" of the prospect; make the prospect to have "interest" in the brand; cause your prospect to "desire" the product, and demand "action" from the prospect. These should be well navigated, easy to understand and organized in the audience language for effective communication and this is the concept of (AIDA). To obtain optimum results from promotions when making use of the communication promotional tools, the activities must be strongly organized in line with customer needs (Okyere, Agyapong, & Nyarku, 2011).

Globalization of marketing communication is ensured with the support of Integrated Marketing Communication (IMC) for global brands to have an identical positioning in the market making consumers to perceive the brands similar across different cultures through standardization in marketing communication without losing its country of origin advantages that might be indicator of its quality and image (Raaij W. F., 1997).

Firms make use of multiple communication tools for their marketing campaign and to have a proper interaction between these communication tools, Integrated Marketing Communication (IMC) is applied to achieve the main purpose of the marketing campaign, outstand multiple competitors and maintain a long run market share (Prasad & Sethi, 2008). Thus in the long run it reduces the cost of campaigns and creates synergy for the other marketing communication elements

## **Chapter 3**

### **RESEARCH METHODOLOGY**

This chapter consists of five sections which state the approach and methods employed by this research; it includes the research design and procedure, instruments used in the research, sampling/case study as applied, data collection procedure and analysis, the validity and reliability of the research. After the review of literatures and related studies that have been done and given a background of marketing and marketing communications, international marketing. The research also gives a background of what is expected and obtainable in the marketing communications practice, and procedures that should be considered by industries to help boost and improve the visibility of their brands or products.

#### **3.1 Research Design / Procedure**

A quantitative research methodology was used in conducting this research. It is required that in quantitative research, the data under consideration is measured, the major concern with how often a variable is present, and numbers are generally used to communicate the amount. A quantitative research makes it possible for an increase or decrease to be reported. (Wimmer & R.Dominick, 2003).

This present study is focused to find out the impact of marketing communication on the consumption of personal care consumer package goods and to achieve to this; the research employed the use of quantitative research method and data collection through the distribution of questionnaires to key audience relevant to this research, which are international students studying in TRNC. Before the research a pilot test



among 40 participants who in two 2 of the universities EMU and CIU was conducted and a little modification was done on some questions for clarity, an application was sent to the ethics board for approval before the distribution of the main questionnaire used in this research, the total number of questionnaires used for the purpose of this research is 400 which was purposively shared among foreign students of 4 universities in Cyprus, EMU, CIU, GAU, and NEU all of the Turkish Republic of Northern Cyprus. The data collected was entered into the Social Science Statistical Package SPSS for analysis. The questionnaire was self-administered, to find out answers to the research question and hypothesis of the study.

### **3.2 Instruments**

The instrument used for this study is the use of a questionnaire, 400 questionnaires were administered to a randomly selected participants of 4 different universities as listed above. The questionnaire had 42 questions which consisted 3 sections the demographic question, a set of close – ended questions and the five points Likert scale.

The most commonly used instrument for collecting a research data from participants of a study is the questionnaire. It seeks to get the opinion of individuals in a sample or population directly related to issues, and objectives of the study. (Aina, 2004).

The first part of the research contains the demographic questions which include the participant's gender, marital status, age, and region, monthly spending which stood in for income, and the participant's geographical location in TRNC and the universities of the participants.

The second part of the survey questions consist of close – ended questions and a few yes or no questions. In the case of close ended questions, the participant gets to select an answer from a list of provided answers by the researcher. The questions are popular because they provide greater uniformity of response and the answers are easily quantified. (Wimmer & R.Dominick, 2003) These questions try to collect information about the participants buying habit especially in relations to the personal care consumer package goods; it tried to find out what influences the buying behavior as well as the relationship that exists between the consumers and the retail stores in which they buy their product.

The third part of the question consists of the five point Likert Scale based question which is aimed at measuring the attitude of the participant towards the research. The interpretation of the five points Likert scale which response is based on the weighted option ranging of code from high scores to low scores such as 5 stands for strongly agreed, 4 for agreed, 3 for undecided , 2 for disagree and 1 for strongly disagreed.

### **3.3 Sampling / Case Study**

According to the information gotten from the TRNC education and culture ministry, for the 2016 – 2017 academic years, 93,292 is the population of students in the TRNC universities. 52,135 of the number above are from Turkey while 27,538 of them make the number of the foreign students. The remaining 13,619 are local students from TRNC. However this research targeted 400 participants which comprise of foreign students of 4 major universities in North Cyprus EMU, CIU, NEU, and GAU. The purposive sampling technique was used for this study. The sample size was made up of international students. The distributed questionnaire was simple and it was in English language. This research is a case study research

Creswell (2003) defines a case study as when a researcher examines programs, event, a process or activity in an in-depth way, case studies are useful in providing answers to why and how questions hence they can be used for descriptive, explanatory and exploratory research, case study also enables a researcher to examine a given data within a context. The confidence level of the research was at 95%.

### **3.4 Data Collection and Analysis**

The survey was carried out at the cause of the 2016 / 2017 spring semester 2017. Questionnaire method was the data collection procedure used to collect the data for this study. Before the main survey was carried out, a pilot test of 40 questions was conducted to enable clarity of the question and also enable reliability, form the feedback gotten from the participants and supervisor on the pilot test , a few questions were modified. 400 copies of the modified questions were distributed among foreign students of the four selected universities as mentioned earlier. This questionnaires where self-administered between the period of four (4) days. The distribution began at GAU; most of the students were found in the café shops, lecture halls, cafeterias and other areas within the school. This took over half of the day; some part of the data from CIU was collected on the first day as well. On the Second day, the distribution was at NEU and CIU. In this two universities the library was part of the areas where the questionnaire was distributed to students. The last two days was at EMU, where most of the students were found in the library, cafeterias, and school dormitory and lecture halls this distribution was done on day three (3) and (4). The distribution was made after receiving the feedback for the ethics committee and an approval was given to conduct the research. The collected data was entered into the Statistical Package for Social Sciences (SPSS) for analysis .

### 3.5 Validity and Reliability

The validity of this research implies its truthfulness, authenticity and it based on how ideas suit with actual reality. The validity of a research work questions and addresses how social reality is been measured through the survey and compatible with the construct that the researcher understands best. For this research, 400 questionnaires were administered consisting of 42 questions to 400 different participants from four different geographical location and university the collected data was imputed and analyzed through SPSS version 18

A pilot test of 40 questions was conducted before the main survey was carried out. These 40 participants were mostly international academicians in EMU and a few of them from CIU who are resident in Famagusta and few of them in Nicosia. In conducting this pilot test, it did not just help in clarifying complicated questions and to make adjustments, but it also boasted the validity of the content of the survey.

The question of reliability is always answered by consistency obtain from research results the reliability of this research was tested through the use of Cronbach's Alpha. For the pilot test the reliability statistic, was .717, this is an acceptable figure for reliability.

Table 3.1: Reliability Statistics

Cronbach's Alpha	N of Items
.717	31

Some adjustments were made to the question by the supervisor before the main corrected questionnaire was administered; the number of variables which are the

questions increased from 31 to 42 questions. The reliability test for the main research was also high. The Cronbach's Alpha result obtain is as reflected in the table below.

Table 3.2: Reliability Statistics

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		
.933	.901	42

The collected data from the questionnaires were analyses as it will be reflecting in the chapter below, a frequency analysis of the variables are obtain and also a cross tabulation of key question most relevant to answering the research question and a correlation analysis was conducted to obtain the level of significance that exist between variables. The frequency analysis help show the number of occurrences in a variable and also measures of central tendency such as the mean , median, mode , maximum, minimum and others base on what is wanted by the researcher . On the other hand the crosstabs are used to examine the relationship that exists between two variables. It shows the point of correlation between the two variables and how they interact with each other.

## Chapter 4

### ANALYSIS AND FINDINGS

This chapter contains an analysis of the collected data for the study as obtained from SPSS. It will begin by giving the demographic information of the samples. And the frequency of variables followed by the cross tabulation of most relevant variables and the correlation analysis between variables. Note 99 stands for the missing data of variables.

#### 4.1 Demographic Information of Participants

Out of a total number of 400 participants, looking at the gender, the total number of male participants was 243 and for the female 153, 4 was the total missing data for gender. Given by percentage, the total percentage of males was 60.8 % and 38.3 %

Table 4.1: Participants Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	243	60,8	60,8	60,8
female	153	38,3	38,3	99,0
99,00	4	1,0	1,0	100,0
Total	400	100,0	100,0	

Most of the participants to this research were single yet to be married, given the frequency of 25 out of 400 as married and 287 singles, 7 divorced participants, 5 of them were separated, 66 were in a relationship and there were 10 missing data. Making the percentage as follows; 6.3 % married participants, 71.8 singles, 1.8 %

divorced, 1.3 separated, 16.5 % in a relationship and 2.5 % missing. Hence the majority of the participants were single people followed by those in a relationship.

Table 4.2: Participants: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	25	6,3	6,3	6,3
	Single	287	71,8	71,8	78,0
	Divorced	7	1,8	1,8	79,8
	Separated	5	1,3	1,3	81,0
	in a relationship	66	16,5	16,5	97,5
	99,00	10	2,5	2,5	100,0
	Total	400	100,0	100,0	

The given ages of the participants as obtain was as follows: 87 out of 400 fall under the age range of 16 -20, 21.8 %, 278 were between the age range of 21 – 30 which is 69.5 %, 28 persons were within the range of 31 – 40 that is 7, 0 % of the population, and 1.8 % data making 7 were missing data. Hence most of the participants of this survey were under the age range of 21- 30.

Table 4.3: Participants Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 20	87	21,8	21,8	21,8
	21 -30	278	69,5	69,5	91,3
	31 - 40	28	7,0	7,0	98,3
	99,00	7	1,8	1,8	100,0
	Total	400	100,0	100,0	

As for the Region of the participants which comprises their different nationalities, most of the participants were African students whose frequency was 232, that is 58.0% of the total number then those from Asia have their total as 59 that is 14.8%, the Middle East had the frequency of 41, 10.3%, then from Europe there were 35, 8.8% and others, those whose Region was not part of the option made the population of 29 that is 7.3. 4, 1.0% was missing data.

Table 4.4: Participants Region

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Africa	232	58,0	58,0	58,0
Asia	59	14,8	14,8	72,8
Europe	35	8,8	8,8	81,5
Middle East	41	10,3	10,3	91,8
other	29	7,3	7,3	99,0
99,00	4	1,0	1,0	100,0
Total	400	100,0	100,0	

The monthly spending was used in place of participant's income. Those who spend 1000 – 2000 TL, were the majority, 48.5%, 194 below 500 TL, 37.0% those who spend above 2500 TL and above were 13.0% , the number 52. 1.5% which was 6 data was missing.



Table 4.5: Participants Monthly Spending

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 500 tl	148	37,0	37,0	37,0
	1000 - 2000 tl	194	48,5	48,5	85,5
	2500 tl and above	52	13,0	13,0	98,5
	99,00	6	1,5	1,5	100,0
	Total	400	100,0	100,0	

Majority of the participants in this study are resident in Lefkosa, the total number of participants from Lefkosa was 183, 45.8 % while those from Girne were 106, 26.5%, those from Magusa were 104 which is 26.0 % while. About 7 participants live in other nearby villages like Iskele and Gunelik make 1.8 % of the participants.

Table 4.6 :Participants Geographical Location in TRNC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lefkosa	183	45,8	45,8	45,8
	Magusa	104	26,0	26,0	71,8
	Girne	106	26,5	26,5	98,3
	Others	7	1,8	1,8	100,0
	Total	400	100,0	100,0	

Majority of the participants live in apartments , they are more than those who live in the dormitories. those who live in the apartments were 262, that is 65.5% of the sampled population. While those who live in the school dormitory were 83 in number 20.8%, then those who live in the dormitories but outside school were 48 in number that is 12.0 %.

Table 4.7 :Where Participants Live in TRNC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dormitory in school	83	20,8	20,8	20,8
Dormitory outside school	48	12,0	12,0	32,8
Apartment	262	65,5	65,5	98,3
99,00	7	1,8	1,8	100,0
Total	400	100,0	100,0	

For the universities where the participants attend, the participants from CIU completed the entire questionnaire for their school, and few of their students were in other universities at the time of distribution and a few others from other neighbouring universities as well, this led to the following frequency, CIU 101, 24.3%, GAU 98, 24.5%, EMU 94, 23.5%, NEU 98, 24.5 %, 8 % were from other universities which made 3 and 1.5 percent of 6 were missing values.

Table 4.8: Participants University

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid EMU	94	23,5	23,5	23,5
GAU	98	24,5	24,5	48,0
CIU	101	25,3	25,3	73,3
NEU	98	24,5	24,5	97,8
other	3	,8	,8	98,5
99,00	6	1,5	1,5	100,0
Total	400	100,0	100,0	

Majority of the participants of this research were from the faculty of Engineering, they were 84, 21.0% then those from Business and Economics were 81, 20.3%, 43, 10.8% were from faculty of Art and Science, from the faculty of Law there were 33

participants given 8.3%, 28, 7.5% were from the faculty of Pharmacy, those from the faculty of Communication and Media studies were 25, 6.3 %, those from Health and Sciences were 5.8%, 23, 4.0% 16 were from Medicine, from Architecture was 14 that is 3.5%, 3.0%, 12 were from the faculty of Tourism, 10 of them that's 2.5% were from School of Computing and Technology, those who came from other faculties were 17, 4.3 % and the last 8, 2.0 were the missing value.

Table 4.9: Participants Faculty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Architecture	14	3,5	3,5	3,5
Art and Science	43	10,8	10,8	14,3
Business and Economics	81	20,3	20,3	34,5
Comm & Media Studies	25	6,3	6,3	40,8
Education	6	1,5	1,5	42,3
Engineering	84	21,0	21,0	63,3
Health and Sciences	23	5,8	5,8	69,0
Law	33	8,3	8,3	77,3
Medicine	16	4,0	4,0	81,3
Pharmacy	28	7,0	7,0	88,3
Tourism	12	3,0	3,0	91,3
School of computing and Technology	10	2,5	2,5	93,8
Other	17	4,3	4,3	98,0
99,00	8	2,0	2,0	100,0
Total	400	100,0	100,0	

Majority of the participants have lived in Cyprus for at least 1 month – 2 years they were, 189, 47.3% of them, those who have lived for 3- 4 years were 149. 37.3%, those who have lived for 5 years and above were 60, 15.0 % . 0.5 % was the missing data that's 2 data's.

Table 4.10: Duration of How Long Participants have Lived in Cyprus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1month - 2 years	189	47,3	47,3	47,3
	3 - 4 years	149	37,3	37,3	84,5
	5 years and above	60	15,0	15,0	99,5
	99,00	2	,5	,5	100,0
	Total	400	100,0	100,0	

Majority of the Participants use Facebook more, the number of Facebook users was, 169 that is 42.3% , the number of those who use whatsapp, was 152, 38.0%, 48 people use Instagram 12.0%, 22 others use different social media 5.5, Viber 7, 1.8%.

Table 4.11: Participants Social Media Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	169	42,3	42,3	42,3
	Viber	7	1,8	1,8	44,0
	Whatsapp	152	38,0	38,0	82,0
	Instagram	48	12,0	12,0	94,0
	other	22	5,5	5,5	99,5
	99,00	2	,5	,5	100,0
	Total	400	100,0	100,0	

## 4.2 Participants Buying Behavior and Influence

Majority of the participants buy their personal care CPGs in the Supermarkets, 314, 78, 5% out of 400. 53 of them buy theirs in Beauty Products Shops, that is 13.3 %, 26 of them buys theirs online that is 6.5%, 5 of them which is 1.3% fall in the category others the last two were missing Values.

Table 4.12: Where Participants buy their Personal Care CPGs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Supermarkets	314	78,5	78,5	78,5
Beauty Products shops	53	13,3	13,3	91,8
Online	26	6,5	6,5	98,3
Other	5	1,3	1,3	99,5
99,00	2	,5	,5	100,0
Total	400	100,0	100,0	

The majority of the participants buy their Personal care CPGs monthly, 163 people that is 40.8% of them , 123, 30.8 % buy their personal care CPGs when needed, 100 participants buy theirs weekly i.e. 25.0% just 3.3 % of them that is 13 buys after every 3months.

Table 4 .13: Frequency on How Often Participants Shop for their Personal Care CPGs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid weekly	100	25,0	25,0	25,0
monthly	163	40,8	40,8	65,8
after every 3months	13	3,3	3,3	69,0
when needed	123	30,8	30,8	99,8
99,00	1	,3	,3	100,0
Total	400	100,0	100,0	

### 4.3 Participants Cognitive attitude about Personal Care CPGS

194 participant, that is 48.5% of them, do not always know the content or ingredients of the personal care product they buy, while 116 of the that is 29.0 % usually know the content of what they buy, 88 of them 22.0 % do not know at all.

Table 4.14: Participants Knowledge about the Content (Ingredients) of the Personal Care Products they Buy.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	116	29,0	29,0	29,0
No	88	22,0	22,0	51,0
not always	194	48,5	48,5	99,5
99,00	2	,5	,5	100,0
Total	400	100,0	100,0	

260 participants get to buy what they want as personal care products, but a 137 don't get to buy everything they want, that is 34.3 % of them.

Table 4.15: Participants Ability of Getting to Buy What You Want as Personal Care Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	260	65,0	65,0	65,0
	No	137	34,3	34,3	99,3
99,00		3	,8	,8	100,0
Total		400	100,0	100,0	

Majority of participants have tried a Turkish brand of the personal care CPGs, 245 of them that made 61.3 % of them. While 146, that is 36.5 % of them have never tried any Turkish brand of personal care products.

Table 4.16: Participants Trial of Turkish Brand of Personal Care CPG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	245	61,3	61,3	61,3
	No	146	36,5	36,5	97,8
99,00		9	2,3	2,3	100,0
Total		400	100,0	100,0	

136 participants that is, 34.0% of the participants know more than one Turkish brand of the personal care CPGs, about 75 of them that is,18.8 % do not know any. 119 which is 29.8% are not sure they know any Turkish brand of the personal Care CPGs, 68 of them that are 17. 0% knows at least two.

Table 4.17: Number of Turkish personal Care Brands of CGP Known by Participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid none	75	18,8	18,8	18,8
two	68	17,0	17,0	35,8
more than one	136	34,0	34,0	69,8
not sure	119	29,8	29,8	99,5
99,00	2	,5	,5	100,0
Total	400	100,0	100,0	

Majority of the participants buy personal care CPGs because of their effect. Given the number of 135 that is 33.8%, 80 of them, that is 20.0% of them buy based on how it works, 73, 18.3% buy based on the price, 13.8 % that is 55 of them buy because of the ingredients, 42 that is 10.5 % buy base on the brand. 8, 2.0 % buy based on a referral.

Table 4.18 : Base on Priority What Do you Consider While Buying Personal Care CPG

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ingredients	55	13,8	13,8	13,8
how it works	80	20,0	20,0	33,8
their effects	135	33,8	33,8	67,5
Price	73	18,3	18,3	85,8
Brand	42	10,5	10,5	96,3
referral	8	2,0	2,0	98,3
other please specify	3	,8	,8	99,0
99,00	4	1,0	1,0	100,0
Total	400	100,0	100,0	



240 participants of this survey, 60.5% admitted that they do not know about Turkish brands and their benefits. But 150 of them that is 37.5% of them know about Turkish care brand and their benefits.

Table 4.19: Participants Knowledge About Turkish Brands and their Benefits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	150	37,5	37,5	37,5
	No	242	60,5	60,5	98,0
	99,00	8	2,0	2,0	100,0
	Total	400	100,0	100,0	

Majority of the participants of this survey have gotten information about a personal care CPG that has made them buy, 211 of them 52.8% while 46.8% that is 187 of them haven't.

Table: 4 20: Participants Buying Behaviour Versus the Information they Get about Personal Care CPG.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	211	52,8	52,8	52,8
	No	187	46,8	46,8	99,5
	99,00	2	,5	,5	100,0
	Total	400	100,0	100,0	

190, 47.5% participants get information about retailer's sales promotion activities from their friends, 110, that is 27.5% of them get it at the retailer's shop, 72, 18.0 %

get their information on social media. 27, 6.8 % get their information from other sources.

Table4.21:How Participants get Information about Retailers' Sales Promotional Activities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid at retailer shop	110	27,5	27,5	27,5
from Friends	190	47,5	47,5	75,0
on social media	72	18,0	18,0	93,0
others	27	6,8	6,8	99,8
99,00	1	,3	,3	100,0
Total	400	100,0	100,0	

198, 49.5 % of participants of this survey get their answers to questions from the sales representative of retail stores, 115; 28.8 % of them don't ask questions at all. 87 21.8% of them go with their Turkish friends to buy what they want.

Table 4.22: How Participants get Answers to Questions about Product in Retailers Shop

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sales representative	198	49,5	49,5	49,5
i go with my Turkish friends	87	21,8	21,8	71,3
don't ask questions at all	115	28,8	28,8	100,0
Total	400	100,0	100,0	

259, 64.8 % of participants do not wait for sales promotional activities done by retailers, however, 136, 34.0% of them wait for the retailer to carry out a sales promotion activity 5, 1.3 data was missing.

Table 4.23 : Participants Response to Retailers Sales Promotional Activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	136	34,0	34,0	34,0
	No	259	64,8	64,8	98,8
	99,00	5	1,3	1,3	100,0
	Total	400	100,0	100,0	

Majority of participants sometimes find the personal care CPGs suitable for them 311, that is 77.8% of them, 61 which is 15.3% always find it suitable, however, 26, 6.5% never find it suitable.

Table 4.24: Participants Experience with Personal Care Products and How Suitable they Find them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	61	15,3	15,3	15,3
	Sometimes	311	77,8	77,8	93,0
	Never	26	6,5	6,5	99,5
	99,00	2	,5	,5	100,0
Total		400	100,0	100,0	

60.3 %, 241 participants do get personal care products that they are familiar with in TRNC, while 146, 36.5 % do not get familiar personal care CPGs.

Table 4.25: Participants Access to Familiar Personal Care Product in TRNC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	241	60,3	60,3	60,3
	No	146	36,5	36,5	96,8
	99,00	13	3,3	3,3	100,0
	Total	400	100,0	100,0	

#### 4.4 Analysis of the Attitude Scale Questions

The survey used the five – point Likert scale to restates the buying behaviour of the participants and what contributes in influencing it. The value given to measure the choice of the 5 points Likert attitude scale is as follows, 1 = strongly disagree, 2= disagree, 3 = undecided 4 = agree and 5 = strongly agree.

From the statement, “I will buy more of my personal care CPGs if I have more information”, from the participant’s choice, 44.0 % strongly agree to the statement, 37.0 % agrees, while 11.3 were undecided, 3.0% disagree, and 2.0% strongly disagree. From the percentage gotten for the statement, it shows that the participants want more information, hence the more the information the more their chances of buying more products.

Table 4.26: I Will Buy More of My Personal Care CPGs if I Have More Information About them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	2,0	2,0	2,0
	disagree	12	3,0	3,0	5,0
	undecided	45	11,3	11,3	16,3
	agree	148	37,0	37,0	53,3
	strongly agree	176	44,0	44,0	97,3
	99,00	11	2,8	2,8	100,0
	Total	400	100,0	100,0	

For the statement that participants have to translate product information online before they buy them, 39.3 % agree that that's what they do, 23.3 % strongly agreed, 19.8 % were undecided 10.3% disagree and 3.3% strongly disagree, implying that most participants do translate product information.

Table 4.27: I Have to Translate Product Information Online Before I Buy them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	3,3	3,3	3,3
	disagree	41	10,3	10,3	13,5
	undecided	79	19,8	19,8	33,3
	agree	157	39,3	39,3	72,5
	strongly agree	93	23,3	23,3	95,8
	99,00	17	4,3	4,3	100,0
	Total	400	100,0	100,0	

For the statement about the inability of participants to read content on personal care products, 35.0% strongly agreed, 31.8% agreed, 19.8 % were undecided, 6.8 %

disagreed, and 3.5% strongly disagreed. This indicates the difficulty participants have in reading product content.

Table 4.28 : I See Personal Care Products I Will Love to Try but Cannot Read the Content on It

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	14	3,5	3,5	3,5
disagree	27	6,8	6,8	10,3
undecided	79	19,8	19,8	30,0
Agree	127	31,8	31,8	61,8
strongly agree	140	35,0	35,0	96,8
99,00	13	3,3	3,3	100,0
Total	400	100,0	100,0	

38.3 % of the participants of this survey agreed that they see familiar personal care product and brands but they don't get suitable choices for their skin, 24.8 % strongly agreed, 20.3% were undecided, 11.8% disagreed and 1.5 % strongly disagreed. This means that they find difficulty in buying products that are suitable for them.

Table 4.29: I See Familiar Personal Care Brands but don't get Suitable Choice for My Skin / Hair

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	1,5	1,5	1,5
	Disagree	47	11,8	11,8	13,3
	Undecided	81	20,3	20,3	33,5
	Agree	153	38,3	38,3	71,8
	strongly agree	99	24,8	24,8	96,5
	99,00	14	3,5	3,5	100,0
	Total	400	100,0	100,0	

Majority of the participants agreed to the statement "I will buy more products if I am able to read its benefits than order online" 36.0% of them, while 34.8% strongly agrees to the statement, 14.5% participants were undecided, 7.0% disagree with the statement and 3.8% strongly disagree.

Table 4.30: I Will Buy More Products if I am Able to Read its Benefits than Order Online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	3,8	3,8	3,8
	disagree	28	7,0	7,0	10,8
	undecided	58	14,5	14,5	25,3
	Agree	144	36,0	36,0	61,3
	strongly agree	139	34,8	34,8	96,0
	99,00	16	4,0	4,0	100,0
	Total	400	100,0	100,0	

Majority of the participants to this survey agreed to the statement that most of the Turkish brand they have tried was based on recommendation from friends 33.0%,

19.5% strongly agreed to that as well, 19.0% of the participants were undecided, while 18.0% disagreed and 7.8 % strongly disagreed.

Table 4.31: Most of the Turkish Brand I Have Tried Was From my Friends Recommendation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	31	7,8	7,8	7,8
	disagree	72	18,0	18,0	25,8
	undecided	76	19,0	19,0	44,8
	Agree	132	33,0	33,0	77,8
	strongly agree	78	19,5	19,5	97,3
	99,00	11	2,8	2,8	100,0
	Total	400	100,0	100,0	

On the statement about seeing adverts from different retail shops in TRNC, majority of the participants were undecided 28.8% of them, 24.5% of them agree, while 19.3% strongly agreed, 18.5% disagreed and 5.8% strongly disagreed. Their attitude toward this question is spread across the options, hence it is relative.

Table 4. 32: I Don't See Adverts About Personal Care Products CPGs of any TRNC Retail Shop Anywhere

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	5,8	5,8	5,8
	disagree	74	18,5	18,5	24,3
	undecided	115	28,8	28,8	53,0
	Agree	98	24,5	24,5	77,5
	strongly agree	77	19,3	19,3	96,8
	99,00	13	3,3	3,3	100,0
	Total	400	100,0	100,0	



138 that is 34.5% participants of this survey agree to the statement that they see adverts about products from different retail shops but don't understand them, while 101, 25.3% strongly agree, 19.8% that 79 of them were undecided, however 12.0% that is 48 of them disagree. And 4.3 % that is 17 strongly disagree.

Table 4. 33: I see Adverts about Products from Different Retail Shops but don't Understand them

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	17	4,3	4,3	4,3
disagree	48	12,0	12,0	16,3
undecided	79	19,8	19,8	36,0
Agree	138	34,5	34,5	70,5
strongly agree	101	25,3	25,3	95,8
99,00	17	4,3	4,3	100,0
Total	400	100,0	100,0	

In response to the statement "I will buy more of my personal care CPGs when I know their benefits; 156 participants agreed that is 39.0%, while 134, 33.5% strongly Agreed, however 16.0% that is 64 participants were undecided and 20 which makes 5.0 % disagreed

Table 4. 34: I Will buy More of My Personal Care CPGs When I know Their Benefits

	Frequency	Percent	Valid Percent	Cumulative Percent
39.0% Strongly disagree	10	2,5	2,5	2,5
agreeV disagree	20	5,0	5,0	7,5
alid undecided	64	16,0	16,0	23,5
Agree	156	39,0	39,0	62,5
strongly agree	134	33,5	33,5	96,0
99,00	16	4,0	4,0	100,0
Total	400	100,0	100,0	

Majority of the participants in response to the Statement “I Will buy more of my personal care CPGs here if I get adverts from them” agreed, 141 of them that is 35.3 %, 89 participants, 22.3% strongly agreed, while 107, 26.8 % of the participants were undecided and 45, 11.3% disagreed while 6, 1.5 strongly disagreed.

Table 4.35: I Will Buy More of my Personal Care CPGs Here If I get Adverts From them

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	6	1,5	1,5	1,5
disagree	45	11,3	11,3	12,8
undecided	107	26,8	26,8	39,5
Agree	141	35,3	35,3	74,8
strongly agree	89	22,3	22,3	97,0
99,00	12	3,0	3,0	100,0
Total	400	100,0	100,0	

Most participants have always enjoyed the products they buy in TRNC base on recommendation 134, 32.8 % agreed to that and 94, 23.5% strongly agrees, 106, 26.5 % were undecided, 9.5%, and 38, disagrees, 5.3%, 21 strongly disagree.

Table 4.36: I Always Enjoy the Personal Care CPGs Here after I Have Tried Them on Recommendation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	21	5,3	5,3	5,3
Disagree	38	9,5	9,5	14,8
Undecided	106	26,5	26,5	41,3
Agree	131	32,8	32,8	74,0
strongly agree	94	23,5	23,5	97,5
99,00	10	2,5	2,5	100,0
Total	400	100,0	100,0	

Most participants of this survey prefer to go to retails stores because their sales representative knows how to communicate well, 39.0% that is 156 participants agreed to that, 96, 24.0% strongly agreed , 90 22.5 % were undecided and 7.5 % that is 30 participants disagrees then 15, 3.8 % strongly disagrees.

Table 4.37: I Prefer to go to Some Retail Store Because the Store Representative Knows How to Communicate Well

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	15	3,8	3,8	3,8
disagree	30	7,5	7,5	11,3
undecided	90	22,5	22,5	33,8
Agree	156	39,0	39,0	72,8
strongly agree	96	24,0	24,0	96,8
99,00	13	3,3	3,3	100,0
Total	400	100,0	100,0	

Majority of participants of this survey, prefer retail stores that are closer to where they live, 155 participants, that is 38.8% agreed to the statement, 121, 30.3 % also strongly agreed to the statement. However 17.0% participants that are 68 of them were undecided and 34, 8.5% disagreed then 2.0% that is 8 participants strongly disagreed. This makes those who agreed and strongly agreed the highest number.

Table 4.38: I Prefer The Retail Shop Most Closer to Me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	2,0	2,0	2,0
	Disagree	34	8,5	8,5	10,5
	undecided	68	17,0	17,0	27,5
	Agree	155	38,8	38,8	66,3
	strongly agree	121	30,3	30,3	96,5
	99,00	14	3,5	3,5	100,0
	Total	400	100,0	100,0	

Majority of the respondents change retail stores according to what they buy. 152 that is 38.0% participants of the survey supports the statement “I change retail stores according to what I buy”. While 124, that’s 31.0% of them strongly agreed. 64 of them were undecided that is 16% while 29, 7.3% of them disagree then 8, 2.0% strongly disagree.

Table 4.39: I Change Retail Stores According to What I Buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	2,0	2,0	2,0
	Disagree	29	7,3	7,3	9,3
	undecided	64	16,0	16,0	25,3
	Agree	152	38,0	38,0	63,3
	strongly agree	124	31,0	31,0	94,3
	99,00	23	5,8	5,8	100,0
	Total	400	100,0	100,0	

184 participants 46.0% of them strongly agree to the statement that they will “prefer to see some retailers’ advertisements in English Language”, 121, 30.3 % agreed to

that as well. 13.0% which is 52 was undecided. And 4.3% that is 17 participants disagree. 3.0% which makes 12 of the participants.

Table 4.40: I Prefer to See Some Retailers Advertising in English Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	12	3,0	3,0	3,0
Disagree	17	4,3	4,3	7,3
undecided	52	13,0	13,0	20,3
Agree	121	30,3	30,3	50,5
strongly agree	184	46,0	46,0	96,5
99,00	14	3,5	3,5	100,0
Total	400	100,0	100,0	

Majority of participants of this survey are willing to contribute if retailers prepare their public relations events in English language, 40.8% strongly agreed to the statement, 33.0% agreed to the statement, 15.5% were undecided, 5.5% disagreed and 2.5% strongly disagreed.

Table 4.41: I will Contribute if Retailers Prepare their Public Relations Events in English Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	10	2,5	2,5	2,5
Disagree	22	5,5	5,5	8,0
undecided	62	15,5	15,5	23,5
Agree	132	33,0	33,0	56,5
strongly agree	163	40,8	40,8	97,3
99,00	11	2,8	2,8	100,0
Total	400	100,0	100,0	

Majority of the participants strongly agreed that they prefer to see some retailers send SMSs in English Language, 170 of them that is 42.5% of them, 98, 24.5% of them agreed to the statement, however 15.5% of them that is 62 were undecided. 33, 8.3 % disagreed and 28, 7.0% strongly disagreed with the statement.

Table 4.42: I Prefer to See some Retailers send SMSs in English Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	28	7,0	7,0	7,0
Disagree	33	8,3	8,3	15,3
undecided	62	15,5	15,5	30,8
Agree	98	24,5	24,5	55,3
strongly agree	170	42,5	42,5	97,8
99,00	9	2,3	2,3	100,0
Total	400	100,0	100,0	

#### 4.5 Cross Tabulation Analysis / Chi Square test

The research used crosstabs to study and draw the relationship that exists between selected variables it shows crosslinks and how interaction takes place between each variable with the other. While the chi - Square assist one to determine if there are associations that exist among variables. In this particular study the two was used. Simple cross- tabulation was run to get a categorical variable, then a set about differences between the categories using the Chi – square test to see whether the null hypothesis is accurate or not.

Below, are some set of categorical values that have been cross tabulated followed by the Chi Square test results to see the level of accuracy.

**How long have you lived in Cyprus (Q10) \* Have you ever bought and tried any Turkish care brand of CPG (Q16)**

From the crosstab of the variables above, the Chi – Square test below shows that there is an association between the variables because the Value is less than 0.05. Hence there is a measure of statistical significance that exists between the two variables.

Table 4.43: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,841 <sup>a</sup>	6	,001
Likelihood Ratio	19,983	6	,003
Linear-by-Linear Association	,001	1	,976
N of Valid Cases	400		

**How long have you lived in Cyprus (Q10) \* Do you know about Turkish brands and their benefits (Q19)**

For the crosstab variables above, the chi –square test results show a very significant association between two variables. Here the null hypothesis is rejected; hence the number of those who have lived in Cyprus for long could be associated with their knowledge about Turkish brands and their benefits.

Table 4.44: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41,731 <sup>a</sup>	6	,000
Likelihood Ratio	41,563	6	,000
Linear-by-Linear Association	,023	1	,880
N of Valid Cases	400		



**How long have you lived in Cyprus (Q10) \* I will contribute if retailers prepare their public relations events in English language (Q41)**

A significant relationship seem to exist between the variable of how long a person have lived in Cyprus and their willingness to contribute if or when retailers prepare their public relations events in English Language. The Pearson chi – square is less than 0.5

Table 4.45: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34,222 <sup>a</sup>	15	,003
Likelihood Ratio	35,726	15	,002
Linear-by-Linear Association	,038	1	,846
N of Valid Cases	400		

**Where do you buy your personal care CPGs (Q12) \* Do you always get to buy what you want as personal care products (Q15)**

For the variables above the chi square is below 0.5 which indicates a significant relationship between them. The chi square table below shows the Pearson Chi Square sig. value as 000, indicating that the relationship is meaningful.

Table 4.46: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71,123 <sup>a</sup>	8	,000
Likelihood Ratio	14,350	8	,073
Linear-by-Linear Association	63,210	1	,000
N of Valid Cases	400		

**Where do you buy your personal care CPGs (Q12) \* Have you ever bought and tried any Turkish care brand of CPG (Q16)**

The variables above prove to have a meaningful relationship exists between them, as shown in the chi square test table below. Hence, where an individual buy his personal care CPGs could be a determinate to ones buying or trying a Turkish care brand of CPGs

Table 4.47: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28,058 <sup>a</sup>	8	,000
Likelihood Ratio	12,697	8	,123
Linear-by-Linear Association	20,742	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if i have more information about them (Q 26) \* Do you always find these personal care products suitable for your use (Q24)**

The above category of variables seem to have a meaningful relationship that exist between them, the influence of buying more products as a result of having more information about the product relates with consumers finding suitable personal care CPG for themselves.

Table 4.48: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40,364 <sup>a</sup>	15	,000
Likelihood Ratio	28,290	15	,020
Linear-by-Linear Association	16,383	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I prefer the retail shop most closely to me (Q38)**

The proximity of the retail shop makes participants want to patronize them is significant to their buying products based on the more information they have, as it is illustrated in the chi – square test below.

Table 4.49: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	241,763 <sup>a</sup>	25	,000
Likelihood Ratio	95,376	25	,000
Linear-by-Linear Association	202,869	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (26) \* I have to translate product information online before i buy them (Q27)**

Having more information about products and having to translate product information online before buying signifies a significant relationship between the two variables. It is in the quest for more information that leads to translating information online to enable purchase. This is illustrated in the table below.

Table 4.50: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	144,762 <sup>a</sup>	25	,000
Likelihood Ratio	76,058	25	,000
Linear-by-Linear Association	119,638	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I prefer to see retailers send SMSs and other messages in English language (Q42)**

Language consideration from retailers in sending messages to their customer seem to have a significant relationship with customer wanting to buy if they have more information about product as shown in the Chi – Square Table below.

Table 4.51: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	357,986 <sup>a</sup>	25	,000
Likelihood Ratio	111,875	25	,000
Linear-by-Linear Association	321,898	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I will contribute if retailers prepare their public relations events in English language (Q 41)**

Customers participation and contribution to retailers public relations events especially those done in English Language have a meaningful relationship with the variable that customers will buy more personal care CPGs if they have more information about them

Table 4.52: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	319,676 <sup>a</sup>	25	,000
Likelihood Ratio	118,777	25	,000
Linear-by-Linear Association	261,897	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I prefer to see some retailers advertising in English language (Q40)**

The preference by customers to see retailers adverts in English Language, seem to have a significant relationship with their buying more products if they have more information about them as it is in the case of other variables above and as shown in the table below

Table 4. 53: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	277,002 <sup>a</sup>	25	,000
Likelihood Ratio	124,057	25	,000
Linear-by-Linear Association	201,188	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \*I change retail stores according to what I buy (Q39)**

As shown in the table below, there is a meaningful relationship between a customer's changing retail stores according to what they buy, with buying more when they have more information about products.



Table 4.54: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	144,762 <sup>a</sup>	25	,000
Likelihood Ratio	76,058	25	,000
Linear-by-Linear Association	119,638	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I prefer to go to some retail store because the store representative knows how to communicate well (Q37)**

There is a relationship between the preferences of some retail store by customer's base on the effective communication skill of the sales representative, with customer's willingness to buy more products if they have more information about the products.

Table 4. 55: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	291,059 <sup>a</sup>	25	,000
Likelihood Ratio	129,495	25	,000
Linear-by-Linear Association	219,999	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if i have more information about them (Q26) \* I always enjoy the personal care CPGs hers after i have tried them on recommendation (Q36)**

Customer satisfaction gotten from trial of recommended products shows an existing significant correlation among participants and their buying more products when they have more information. As illustrated in the table below.

Table 4. 56:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	341,950 <sup>a</sup>	25	,000
Likelihood Ratio	119,995	25	,000
Linear-by-Linear Association	289,757	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I see adverts about products from different retail shops but don't understand them (Q32)**

Consumers' willingness to buy more products if they have more information about them shows a significant relationship between it with the variable of their seeing adverts about products from different retail shops but are unable to understand them.

Table 4.57: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	238,820 <sup>a</sup>	25	,000
Likelihood Ratio	100,484	25	,000
Linear-by-Linear Association	207,831	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I don't see adverts about personal care CPGs from any of TRNC retail shop anywhere (Q32)**

As shown in the table below, there is a significant relationship that exists among the two variables above. Consumers buying products based on more information and their seeing adverts and understanding them.

Table 4. 58: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	253,278 <sup>a</sup>	25	,000
Likelihood Ratio	98,662	25	,000
Linear-by-Linear Association	220,028	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* Most of the Turkish brand I have tried was from my friend's recommendation (Q31)**

There is a meaningful relationship that exists between consumers buying most goods base on friend's recommendation with their buying more goods if they have more information about them.

Table 4.59: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	316,649 <sup>a</sup>	25	,000
Likelihood Ratio	124,190	25	,000
Linear-by-Linear Association	261,985	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26)\* I will buy more products of I am able to read its benefits than order online (Q30)**

Ability of customers to read product benefits will make them buy more of those products than order for them online, shows a relationship with their buying more products if they have more information as shown below.

Table 4.60: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	287,708 <sup>a</sup>	25	,000
Likelihood Ratio	133,460	25	,000
Linear-by-Linear Association	220,664	1	,000
N of Valid Cases	400		

**I will buy more of my personal care CPGs if I have more information about them (Q26) \* I see personal care products I will love to try but cannot read the content on it (Q28)**

The variables above prove to have a significant relationship between them as displayed in the table below. Hence inspite of their love for a product they could be deprived from having it due to their inability to read the content on it; and they are willing to buy more products if they have more information about them.

Table 4.61: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	261,025 <sup>a</sup>	25	,000
Likelihood Ratio	104,166	25	,000
Linear-by-Linear Association	219,773	1	,000
N of Valid Cases	400		

#### 4.6 Correlations Analysis

This survey also used the Pearson correlation coefficient  $r$  in examining the strength and direction of the relationship that exist between variables as already shown above from results of the cross tabulation and Chi –Square test. This analysis is to help examine the strength whether it is strong, weak or low and also the direction of the relationship between these variables whether negative or positive. To also help test the hypothesis of the study.

Going through the table below, from the Pearson correlation for the question, where do you buy your personal care CPGs? (Q 12) thence to have a perfect strong positive linear relationship between other variables on the table, however in the case of the question, Do you always know the content (ingredients) of what you buy in personal care product (Q 14) there is a negative relationship which is weak that exists between them. The Pearson’s  $r$  value for, “do you always get to buy what you want as personal care products? “(Q15) shows a positive relationship but in a weak upward



slope. There is no linear relationship for question Q17 “how many Turkish personal care CPG brands do you Know?” but there is a weak negative down slope relationship existing between the variable with the variable “base on priority what do you consider while buying personal care CPGs Q18 and Q19 Do you know about Turkish brands and their benefits?” as well. Then for Q16 Have you ever bought and /tried any Turkish personal care brand of CPG? There is a weak upward slope positive linear relationship between it with the other variables. Therefore from the Sig. 2 – tailed, for the questions above, the Correlation is significant above 05. Hence there seem to be no statistical correlation between variables there the increase or decrease in one variable is not significantly related to the other variable. However, there seem to be a statistical relationship between Q15 Do you always get to buy what you want as personal care products? And question 16, have you ever bought and tried any Turkish personal care product? Their Correlation is significant at the 000 level hence the increase or decrease in one variable does significantly relate to the second variable.

Table 4.62 : Correlations

		Q12	Q14	Q15	Q17	Q18	Q19	Q16
Q12	Pearson Correlation	1	-,005	,398**	,000	-,004	-,007	,228**
	Sig. (2-tailed)		,917	,000	,993	,939	,894	,000
	N	400	400	400	400	400	400	400
Q14	Pearson Correlation	-,005	1	,403**	,496**	-,011	-,014	,214**

	Sig. (2-tailed)	,917		,000	,000	,825	,782	,000
	N	400	400	400	400	400	400	400
Q15	Pearson Correlation	,398**	,403**	1	,404**	-,016	-,015	,375**
	Sig. (2-tailed)	,000	,000		,000	,750	,758	,000
	N	400	400	400	400	400	400	400
Q17	Pearson Correlation	,000	,496**	,404**	1	-,024	-,026	,221**
	Sig. (2-tailed)	,993	,000	,000		,629	,598	,000
	N	400	400	400	400	400	400	400
Q18	Pearson Correlation	-,004	-,011	-,016	-,024	1	,337**	,140**
	Sig. (2-tailed)	,939	,825	,750	,629		,000	,005
	N	400	400	400	400	400	400	400
Q19	Pearson Correlation	-,007	-,014	-,015	-,026	,337**	1	,216**
	Sig. (2-tailed)	,894	,782	,758	,598	,000		,000
	N	400	400	400	400	400	400	400
Q16	Pearson Correlation	,228**	,214**	,375**	,221**	,140**	,216**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,005	,000	

N	400	400	400	400	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).							

Respondents, have bought and tried Turkish personal care CPGs, the place they buy these product seem significant, also their knowledge of the content as well this is according to the results of the Pearson's r Value for Q16, "have you ever bought and /tried any Turkish personal care brand of CPG?" with other variables indicates a perfect upward slope linear relationship. The relationship between the variables Q 12, "where do you buy your personal care CPGs," Q14, "do you always know the content (ingredients) of what you buy in personal care products?", Q15 "do you always get what you wants as personal care products?" also, Q17 "how many Turkish personal care CPG brands do you know?" Seem to have a weak upward positive relationship between variables. For the Sig. 2-tailed; Correlation is significant at the 000 level indicating a statistical correlation between the variables, hence a decrease or increase in one variable significantly relates to increases in the second variable.

Table 4.63: Correlations

		Q16	Q12	Q14	Q15	Q17
Q16	Pearson Correlation	1	,228**	,214**	,375**	,221**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	400	400	400	400	400
Q12	Pearson Correlation	,228**	1	-,005	,398**	,000
	Sig. (2-tailed)	,000		,917	,000	,993
	N	400	400	400	400	400
Q14	Pearson Correlation	,214**	-,005	1	,403**	,496**
	Sig. (2-tailed)	,000	,917		,000	,000
	N	400	400	400	400	400

Q15	Pearson Correlation	,375**	,398**	,403**	1	,404**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	400	400	400	400	400
Q17	Pearson Correlation	,221**	,000	,496**	,404**	1
	Sig. (2-tailed)	,000	,993	,000	,000	
	N	400	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

For the table below the Pearson r value for Q16 Have you ever bought and /tried any Turkish personal care brand of CPG? indicates an upward positive linear relationship with other variables, a weak upward positive relationship exist between the Pearson's r value for Q 14 do you always know the content (ingredients) of what you buy in personal care products?, Q15 do you always get what you wants as personal care products?, Q17 how many Turkish personal care CPG brands do you know? , Q18, based on priority what do you consider while buying personal care products? also, Q19 do know about Turkish brands and their benefits?. However, there is no relationship for Q 20, have you ever gotten information about a personal care CPG. Therefore for the Sig. (2-tailed) for Q 14,15,17,18 and 19 as stated above, the Correlation is significant at the 000 level except for Q 18 which is at .005 levels which indicates relationship as well. Hence there is a statically relationship that exist between the variables therefore a change in one will significantly relate to the other.

Table 4.64: Correlations

Q16			Q14	Q15	Q17	Q18	Q19	Q20
Q 16	dimension1	Pearson Correlation	,214**	,375**	,221**	,140**	,216**	-,010
		1						

		Sig. (2-tailed)		,000	,000	,000	,005	,000	,841
		N	400	400	400	400	400	400	400
Q14	dimension1	Pearson Correlation	,214**	1	,403**	,496**	-,011	-,014	-,005
		Sig. (2-tailed)	,000		,000	,000	,825	,782	,916
		N	400	400	400	400	400	400	400
Q15	dimension1	Pearson Correlation	,375**	,403**	1	,404**	-,016	-,015	-,002
		Sig. (2-tailed)	,000	,000		,000	,750	,758	,965
		N	400	400	400	400	400	400	400
Q17	dimension1	Pearson Correlation	,221**	,496**	,404**	1	-,024	-,026	-,003
		Sig. (2-tailed)	,000	,000	,000		,629	,598	,957
		N	400	400	400	400	400	400	400
Q18	dimension1	Pearson Correlation	,140**	-,011	-,016	-,024	1	,337**	,001
		Sig. (2-tailed)	,005	,825	,750	,629		,000	,984
		N	400	400	400	400	400	400	400
Q19	dimension1	Pearson Correlation	,216**	-,014	-,015	-,026	,337**	1	,241**

		Sig. (2-tailed)	,000	,782	,758	,598	,000		,000
		N	400	400	400	400	400	400	400
Q 20	dimension1	Pearson Correlation	-,010	-,005	-,002	-,003	,001	,241**	1
		Sig. (2-tailed)	,841	,916	,965	,957	,984	,000	
		N	400	400	400	400	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).									

Respondents pay attention to the information they get about the products they buy, based on priority, they consider the effects of the products they buy most, followed by how it works, before the price. Other factors are considered after these three. Hence the level of significance, for the variables in the table below, according to Pearson's r value for Q 20, have you ever gotten information about a personal care CPG that made you buy? , Q16, have you ever bought and tried any Turkish personal care brand of CPG? , Q18 based on priority what do you consider while buying some personal care CPG, Q25, do you get the personal care product you are familiar with here are between the weak upward positive linear relationship. Resulting to the Sig. 2 tailed correlation significant values to be at 000. Meaning they are statistically correlated, significantly related that a change in one could lead to the change in the other. Q26, I will buy more of my personal care CPGs if I have more information about them seems not to have a statistical correlation hence any change in Q 26 does not significantly relate to the change in the other variable.

Table 4. 65: Correlations

		Q19	Q20	Q16	Q18	Q23	Q25	Q26
Q19	Pearson Correlation	1	,241**	,216**	,337**	,138**	,275**	,061
	Sig. (2-tailed)		,000	,000	,000	,006	,000	,225
	N	400	400	400	400	400	400	400
Q20	Pearson Correlation	,241**	1	-,010	,001	-,003	-,012	,167**
	Sig. (2-tailed)	,000		,841	,984	,946	,806	,001
	N	400	400	400	400	400	400	400
Q16	Pearson Correlation	,216**	-,010	1	,140**	,130**	,071	-,033
	Sig. (2-tailed)	,000	,841		,005	,009	,158	,513
	N	400	400	400	400	400	400	400
Q18	Pearson Correlation	,337**	,001	,140**	1	,203**	,267**	-,011
	Sig. (2-tailed)	,000	,984	,005		,000	,000	,823
	N	400	400	400	400	400	400	400
Q23	Pearson Correlation	,138**	-,003	,130**	,203**	1	,101*	-,031
	Sig. (2-tailed)	,006	,946	,009	,000		,045	,542
	N	400	400	400	400	400	400	400

Q25	Pearson Correlation	,275**	-,012	,071	,267**	,101*	1	,103*
	Sig. (2-tailed)	,000	,806	,158	,000	,045		,039
	N	400	400	400	400	400	400	400
Q26	Pearson Correlation	,061	,167**	-,033	-,011	-,031	,103*	1
	Sig. (2-tailed)	,225	,001	,513	,823	,542	,039	
	N	400	400	400	400	400	400	400

Proximity in relationship with variables such as how many Turkish personal care CPG are known by respondents alongside the number seem not very relevant to respondents. Hence, there seem to be some weak positive relationship which is statistically correlated, for the variables in the table below. Such as Q17, how many Turkish personal care CPG brands do you know? Q38, I prefer the retail shop most closely to me. And Q16, have you ever tried any Turkish personal care brand of CPG. a negative downwards linear relationship exists between Q17 how many Turkish personal care CPG brands do you know? And Q23, do you always wait for when retailers do their sales promotion activities before buying? Q18 based on priority what you consider while buying some personal care CPG Q19 do you know about Turkish brands and their benefits? And Q25, do you get the personal care product you are familiar with here? For Q38 I prefer the retail shop most closely to me? The relationship seems to exist only with Q17, how many Turkish personal care CPG brands do you know? a negative relationship exist with other subject.is still at the weak level but with the variable, but between Q23 there is a correlation with



Q16, Q18,Q19, for Q 16, The relationship is with Q17, Q23,Q18 and Q19. The Correlation is significant at the 0.01 level for those with the double star. While for the others, the Correlation is significant at the level of 0.05 for those with the single star. However for the two categories of variables, the relationship is both weak.

Table 4. 66: Correlations

		Q17	Q38	Q23	Q16	Q18	Q19	Q25
Q17	Pearson Correlation	1	,178**	-,001	,221**	-,024	-,026	-,024
	Sig. (2-tailed)		,000	,988	,000	,629	,598	,630
	N	400	400	400	400	400	400	400
Q38	Pearson Correlation	,178**	1	-,025	-,028	-,011	-,027	,117*
	Sig. (2-tailed)	,000		,624	,572	,830	,593	,019
	N	400	400	400	400	400	400	400
Q23	Pearson Correlation	-,001	-,025	1	,130**	,203**	,138**	,101*
	Sig. (2-tailed)	,988	,624		,009	,000	,006	,045
	N	400	400	400	400	400	400	400
Q16	Pearson Correlation	,221**	-,028	,130**	1	,140**	,216**	,071
	Sig. (2-tailed)	,000	,572	,009		,005	,000	,158
	N	400	400	400	400	400	400	400
Q18	Pearson Correlation	-,024	-,011	,203**	,140**	1	,337**	,267**
	Sig. (2-tailed)	,629	,830	,000	,005		,000	,000
	N	400	400	400	400	400	400	400

Q19	Pearson Correlation	-,026	-,027	,138**	,216**	,337**	1	,275**
	Sig. (2-tailed)	,598	,593	,006	,000	,000		,000
	N	400	400	400	400	400	400	400
A25	Pearson Correlation	-,024	,117*	,101*	,071	,267**	,275**	1
	Sig. (2-tailed)	,630	,019	,045	,158	,000	,000	
	N	400	400	400	400	400	400	400

Respondents pay attention to information, and also their ability to read about the products they are buying, as well as getting the familiar product suitable for their skin type. As illustrated in the table below by the Pearson's r value that shows a strong upward positive linear relationship between variables. such as :I will buy more of my personal care CPGs if I have more information about them (Q 26) , with I see personal care product that I will love to try but cannot read the content on it (Q28), I see familiar personal care brands but don't get a suitable choice for my skin / hair (Q29). Q30, I will buy more products if I am able to read its benefits than order online, Most of the Turkish brand I have tried was from my friends recommendation (Q31) and I don't see adverts about the personal care CPGs of any TRNC retail shop anywhere (Q32); Q28 I see personal care product that I will love to try but cannot read the content on it correlates with Q26 I will buy more of my personal care CPGs if I have more information about them and Q31 Most of the Turkish brand I have tried was from my friends recommendation;Q29, I see familiar personal care brands but don't get a suitable choice for my skin / hair correlates with Q26, I will buy more

of my personal care CPGs if I have more information about them , Q30, I will buy more products if I am able to read its benefits than order online,Q31 Most of the Turkish brand I have tried was from my friends recommendation and Q32 I don't see adverts about the personal care CPGs of any TRNC retail shop anywhere; Q30I will buy more products if I am able to read its benefits than order online correlates with Q29 I see familiar personal care brands but don't get a suitable choice for my skin / hair and Q31, Most of the Turkish brand I have tried was from my friends recommendation; Q31 Most of the Turkish brand I have tried was from my friends recommendation also correlates with Q26, I will buy more of my personal care CPGs if I have more information about them, Q28, I see personal care product that I will love to try but cannot read the content on it Q29, I see familiar personal care brands but don't get a suitable choice for my skin / hair Q30, I will buy more products if I am able to read its benefits than order online and Q32, I don't see adverts about the personal care CPGs of any TRNC retail shop anywhere; Q32, I don't see adverts about the personal care CPGs of any TRNC retail shop anywhere correlates with Q26, I will buy more of my personal care CPGs if I have more information about them,Q29, I see familiar personal care brands but don't get a suitable choice for my skin / hair and Q31, Most of the Turkish brand I have tried was from my friends recommendation the significant linear relationship between them is negative and strong . Those variables with a moderate positive linear relationship includes: Q26 = Q27; Q 27 = Q 26,28,29,30 and Q32; Q 28 = Q 27, 29, 30 and Q32; Q 29 = Q27 and Q28; Q30 = Q27, Q 28 and Q32; Q31 = Q27 Q32 = Q27, Q28 and Q30. The remaining variables in the table have a weak but positive relationship there is no negative relationship among the variables.

Table 4. 67: Correlations

		Q24	Q25	Q26	Q27	Q28	Q29	Q30	Q31	Q32
Q24	Pearson Correlation	1	,184**	,203**	,167**	,184**	,179**	,164**	,203**	,185**
	Sig. (2-tailed)		,000	,000	,001	,000	,000	,001	,000	,000
	N	400	400	400	400	400	400	400	400	400
Q25	Pearson Correlation	,184**	1	,227**	,104*	,198**	,117*	,102*	,137**	,127*
	Sig. (2-tailed)	,000		,000	,037	,000	,019	,041	,006	,011
	N	400	400	400	400	400	400	400	400	400
Q26	Pearson Correlation	,203**	,227**	1	,648**	,742**	,794**	,744**	,810**	,743**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400
Q27	Pearson Correlation	,167**	,104*	,648**	1	,588**	,566**	,519**	,643**	,585**
	Sig. (2-tailed)	,001	,037	,000		,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400
Q28	Pearson Correlation	,184**	,198**	,742**	,588**	1	,652**	,606**	,742**	,678**

	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400
Q29	Pearson Correlation	,179**	,117*	,794**	,566**	,652**	1	,720**	,796**	,727**
	Sig. (2-tailed)	,000	,019	,000	,000	,000		,000	,000	,000
	N	400	400	400	400	400	400	400	400	400
Q30	Pearson Correlation	,164**	,102*	,744**	,519**	,606**	,720**	1	,745**	,679**
	Sig. (2-tailed)	,001	,041	,000	,000	,000	,000		,000	,000
	N	400	400	400	400	400	400	400	400	400
Q31	Pearson Correlation	,203**	,137**	,810**	,643**	,742**	,796**	,745**	1	,828**
	Sig. (2-tailed)	,000	,006	,000	,000	,000	,000	,000		,000
	N	400	400	400	400	400	400	400	400	400
Q32	Pearson Correlation	,185**	,127*	,743**	,585**	,678**	,727**	,679**	,828**	1
	Sig. (2-tailed)	,000	,011	,000	,000	,000	,000	,000	,000	
	N	400	400	400	400	400	400	400	400	400

For the table below, I will buy more of my personal care CPGs if I have more information about them (Q26) has a strong relationship with the other variables except for Q27, I have to translate product information online before I buy them. the relationship between them is a moderate upward slop positive relationship. On the other hand the relationship between Q27 and the other variables is a moderate upward slop positive relationship. Q28, I see personal care product that I will love to try but cannot read the content on it, seems to have a strong upward slop relationship with the other variables except for Q 27 the relationship is moderate but positive one. For the others Q35, 31,30,29,32 they all have a strong positive linear relationship with the other variables except with Q27, the relationship it has with all of them is a moderate but a positive one.

Table 4. 68 Correlations

		Q26	Q27	Q28	Q35	Q31	Q30	Q29	Q32
Q26	Pearson	1	,648**	,742**	,774**	,810**	,744**	,794**	,743**
	Correlation								
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q27	Pearson	,648**	1	,588**	,687**	,643**	,519**	,566**	,585**
	Correlation								
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q28	Pearson	,742**	,588**	1	,711**	,742**	,606**	,652**	,678**
	Correlation								
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q35	Pearson	,774**	,687**	,711**	1	,865**	,708**	,761**	,791**
	Correlation								
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q31	Pearson	,810**	,643**	,742**	,865**	1	,745**	,796**	,828**
	Correlation								
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q30	Pearson	,744**	,519**	,606**	,708**	,745**	1	,720**	,679**
	Correlation								
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	400	400	400	400	400	400	400	400
Q29	Pearson	,794**	,566**	,652**	,761**	,796**	,720**	1	,727**
	Correlation								
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	400	400	400	400	400	400	400	400
Q32	Pearson	,743**	,585**	,678**	,791**	,828**	,679**	,727**	1
	Correlation								
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	400	400	400	400	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).



Respondents, buy more personal care products CPGs if they have more information. Q26, this variable has a strong relationship with the other variables except Q27, I have to translate product information online before I buy them, the relationship is moderate and Q24, Do you always find these personal care products suitable for your use? Which the relationship is weak, other variables that have strong relationship but Q24, do you always find these personal care products suitable for your use? has a weak relationship with all other variables and Q31, Most of the Turkish brand I have tried was from my friends recommendation on the other hand has a strong relationship with the other variable except for Q27, I have to translate product information online before I buy them which the relationship is moderate and Q24, do you always find these personal care products suitable for your use? has a weak relationship.

Table 4. 69: Correlations

		Q26	Q27	Q28	Q29	Q32	Q33	Q24	Q31
Q26	Pearson Correlation	1	,648**	,742**	,794**	,743**	,722**	,203**	,810**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q27	Pearson Correlation	,648**	1	,588**	,566**	,585**	,514**	,167**	,643**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,001	,000
	N	400	400	400	400	400	400	400	400
Q28	Pearson Correlation	,742**	,588**	1	,652**	,678**	,589**	,184**	,742**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q29	Pearson Correlation	,794**	,566**	,652**	1	,727**	,703**	,179**	,796**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q32	Pearson Correlation	,743**	,585**	,678**	,727**	1	,656**	,185**	,828**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	400	400	400	400	400	400	400	400
Q33	Pearson Correlation	,722**	,514**	,589**	,703**	,656**	1	,160**	,721**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,001	,000
	N	400	400	400	400	400	400	400	400

<b>Q24</b>	<b>Pearson Correlation</b>	<b>,203**</b>	<b>,167**</b>	<b>,184**</b>	<b>,179**</b>	<b>,185**</b>	<b>,160**</b>	<b>1</b>	<b>,203**</b>
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,001		,000
	N	400	400	400	400	400	400	400	400
<b>Q31</b>	<b>Pearson Correlation</b>	<b>,810**</b>	<b>,643**</b>	<b>,742**</b>	<b>,796**</b>	<b>,828**</b>	<b>,721**</b>	<b>,203**</b>	<b>1</b>
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	400	400	400	400	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The respond of participant to having more information about products is high, this emphasis on how important they relate with the variable, other variables have a strong positive relationship with each other and some few relationships that are moderate except for Q24; do you always find these personal care products suitable for your use? The relationship it has with other variables is a weak but positive one.

Table 4. 70: Correlations

		Q26	Q27	Q28	Q29	Q32	Q33	Q24	Q31	Q41	Q42
Q26	Pearson	1	,648**	,742**	,794**	,743**	,722**	,203**	,810**	,810**	,898**
	Correlation										
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q27	Pearson	,648**	1	,588**	,566**	,585**	,514**	,167**	,643**	,646**	,720**
	Correlation										
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,001	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q28	Pearson	,742**	,588**	1	,652**	,678**	,589**	,184**	,742**	,746**	,826**
	Correlation										
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q29	Pearson	,794**	,566**	,652**	1	,727**	,703**	,179**	,796**	,795**	,790**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q32	Pearson	,743**	,585**	,678**	,727**	1	,656**	,185**	,828**	,827**	,822**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q33	Pearson	,722**	,514**	,589**	,703**	,656**	1	,160**	,721**	,724**	,720**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,001	,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q24	Pearson	,203**	,167**	,184**	,179**	,185**	,160**	1	,203**	,199**	,224**
	Correlation										
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,001		,000	,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q31	Pearson	,810**	,643**	,742**	,796**	,828**	,721**	,203**	1	,904**	,897**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	400	400	400	400	400	400	400	400	400	400
Q41	Pearson	,810**	,646**	,746**	,795**	,827**	,724**	,199**	,904**	1	,901**
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	400	400	400	400	400	400	400	400	400	400
Q42	Pearson	,898**	,720**	,826**	,790**	,822**	,720**	,224**	,897**	,901**	1
	Correlation										
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	400	400	400	400	400	400	400	400	400	400

## **Chapter 5**

### **CONCLUSION AND FURTHER SUGGESTIONS**

The content of this chapter will consist of a brief summary of the study and the conclusions drawn from the study, looking at the research questions again and see to what extent the survey have answered them, also discussing other issues discovered during the course of the study and further suggestions. In the previous chapters, this study have tried to establish the importance of marketing communications to businesses, it has also tried to point out how marketing communication messages have become important more than product quality and brand image, a most important aspect of this study is, it tried to point out the importance of customers or target market as the case may be. Since every unit matters when it's related to an organizations attempt to meet its objectives.

#### **5.1 Summary of the Study**

This study was conducted to understand the Impact of Marketing Communication on the consumption of Personal Care Consumer Package Good among Foreign University Students in TRNC. The essence of the study is to examine the relationship and the extent of influence that marketing communications practices undertaken by retailers has gone in reaching the new target market of foreign university students and how the students have so far been able to get satisfaction from Consumer package goods especially the personal care products.

A purposive sampling methodology was used for this study. 400 participants were randomly selected in 4 major universities in TRNC, Eastern Mediterranean University (EMU), Cyprus International University (CIU) Near East University (NEU) and Girne American University GAU. These universities were chosen out of the 20 said universities in Cyprus; this is due to the high population of international students in these universities. The administered questionnaire for this research was to determine the participants buying habit and what influence their buying behavior as well as how well they have been involved with retailers marketing communication activities as well. Findings from the study indicated a need for more information about products, the more the information the more the willingness of respondents to buy more products. Part of these findings is how fast and effective the word of mouth communication works in influencing buying.

## **5.2 Conclusion Drawn from the Study**

Having collected data from 400 participants and conducted 3 different analysis from SPSS with the data, the frequency analysis, the cross tabulation and Chi –Square test, and the correlation analysis, the conclusion drawn from this research is based on the findings of and high level of statistical relationship among most of the variables. Part of the findings includes the following:

The fact that role of information cannot be over emphasized in any kind of business practices. It will be erroneous for organizations to make assumptions that all grounds are covered especially related the dissemination of information. citing an example from the research, Survey question 26 under the five point Likert attitude scale, the statement “I will buy more of my personal care CPGs if I have information about them” supports the results; from the frequency analysis, this questions had a high

number of frequency 324 out of 400 this is a high number from the participants. Those who agreed are 148 and those who strongly agreed were 176 given the percentage of 37.0 and 44.0% respectively.

The survey sets out in finding out the Impact of Marketing Communication on the consumption of Personal Care Consumer Package Good among Foreign University Students in TRNC, had questions it aimed at finding answers to and hypotheses as already mentioned. At the end of the survey the results were as follows:

RQ1: What are the thoughts and feelings of international students about retailer stores personal care CPG campaigns?

Ans: from the frequency findings the thoughts and feelings of international students could be rated as been on a low scale, from the results, 276 respondents agreed and strongly agreed that they don't see any advert from any retailer store anywhere in TRNC, 239 of them see but don't understand, 268 of them will want to get SMSs in English language, 295 of them are willing to be part of the PR campaigns if they were in English, and 210 they used Personal Care CPGs based on recommendation.

RQ2: What are the attitudes of international students on personal care CPGs especially Turkish brands?

Ans: their attitude towards personal care CPGs seem relative, as it is based on their access and usage of the product. 225 participants who have tried the Turkish brand of the personal care CPGs agreed and strongly agreed that they always enjoyed it. And 230 are willing to buy if they get adverts about them.

RQ 3: How international students get awareness campaigns about personal care CPG?

Ans: 190 participants get information about retailers promotion activities from friends, 110 of them at the shop, 72 of them on social media, 27 of the do from other means, 1 data was missing. 210 participants agreed and strongly agreed that they get to try personal care CPG from the recommendation of friends

RQ4: What are the major influences on the decision-making process of foreign students in TRNC?

Ans: friends recommendation is an influence, Based of priority, 135 participants are influenced based on the effects of these goods, 80 are particular about how it works, 73 go with the price, and 55 the ingredients, 42 go went for brand 11 where for other and referral then 4 data were missing. Information is another one, 324 participants were certain they will buy more if they have information about what they are buying.

RQ5: How much information do International students have about retailers and personal care CPGs?

Ans: Based on the number of products, 136 participants know more than one personal care products, 119 are not sure they know any, 75 of them do not know any at all, 68 of them know are sure they know two; based on Content: 194 participants do not always know the content or ingredients of CPGs 116 know the content and 88 do not know at all. Also based on benefits 242 participants do not have any information but 150 does have, the other 8 were missing values.

RQ6: What influence does the information have on their buying behavior?

Ans: The more the information the more their willingness to buy. 324 agreed that they will buy more if they have more information about the goods, 230 participants will buy more if they get adverts from them, 290 will buy more if they know their benefits.

RQ7: What is the importance of experience in the decision making process for international students?

Ans: The more satisfying experience they get, they more they will want to buy again, 311 participants in this survey sometimes find suitable personal care CPGs. 61 of them always find suitable ones and 26 never find any suitable product based on familiarity, 241 participants find familiar products and 146 do not find any.

RQ8: What is the criteria's they are having in decision making process for personal care CPG?

Ans: Information: 324 respondents supports results positively that they will buy more if they have more information about the goods, 135 participants are influenced based on the effects of these goods, 80 are particular about how it works, 73 go with the price, 55 the ingredients, 42 go went for brand 11 where for other and referral then 4 data were missing, 210 they used Personal Care CPGs based on recommendation.

H1: Foreign students can find all global brands in TRNC

Answer: according to the correlation analysis, the Pearson correlation coefficient  $r$ , indicates that foreign students can find all global brands in TRNC, the coefficient  $r$  for the variable Q29, I see familiar personal care brands but don't get a suitable choice for my skin and hair, has a positive relationship and a strong 2 tailed



significance with the variable Q24, do you always find these personal care products suitable for your use. This significance is also seen in the variable Q25, do you get the personal care product you are familiar with here, and Q24, do you always find these personal care products suitable for your use. These variables support the results that foreign students can find all global brands in TRNC. Furthermore, based on frequency, 241 out of 400 participants support the findings that they find familiar products in TRNC.

H2: Foreign students buy their personal care product in TRNC

Answer: from the Pearson correlation coefficient  $r$ , foreign students do buy their personal care product in TRNC. The Pearson correlation for the variable Q12, where do you buy you buy your personal care product has a positive relationship and a strong 2 tailed significance with the variable Q15, do you always get to buy as personal care products, and also Q16, Have you ever bought and tried any Turkish personal care brand CPG. Due to the fact that the significance is two tailed, the variable Q15 and 16 in turn have a positive relationship with Q12. Other variables that had a positive relationship with them included, Q17, how many Turkish personal care CPG brand know, and Q14, do you know the content (ingredients) of what you buy in personal care products. The variable Q38, I prefer to buy my CPG at the retailer store most closer to me had a strong relationship with Q17, how many Turkish personal care CPG brand know. These variables support the result that foreign students buy their personal care product in TRNC. Furthermore, based on frequency, 314 participants' supports the results that they buy their products in supermarkets, 53 in beauty products shops. 245 have tried Turkish brand, only 146 out of 400 have not.

H3: Foreign students get influenced through word of mouth communication from their peers

Answer: The Pearson correlation value  $r$  for the variable Q31, most of the Turkish brand I have tried was from my friend's recommendation, has a strong positive relationship with a 2 tailed significance with the variable Q32, I don't see adverts about the personal care CPG of any retail shop anywhere in TRNC, then Q24, do you always find these personal care products suitable for your use, this relationship is also with the variable Q25, do you get the personal care product you are familiar with here, this relationship extends to Q29, I see familiar personal care brands but don't get a suitable choice for my skin and hair, Q28, I see familiar personal care products that I will love to try but cannot read the content on it and Q26, I will buy more of my personal care CPG if I have more information about them. Furthermore, in a positive manner, 210 participants agreed and strongly agreed that they get to try personal care CPG from the recommendation of friends.

H4: Foreign students have difficulty communicating with workers in retail stores

Answer: The 2 tailed significant relationships that exist between the variables Q37, I prefer to go to some retail stores because the store representative knows how to communicate well and the variable Q40, I prefer to see some retailers advertising in English language supports the hypothesis that foreign students have difficulty communicating with workers in retail stores. Other variables that supports these result and also have a correlating significance includes, variable Q41 I will contribute if retailers prepare their public relations events in English language and Q42, I prefer to see retailers send SMS and other messages in English language. All these four variables have a strong statistical positive relationship between them. Furthermore, based on frequency there seem to be a relative stance to the hypotheses such that,

198 participants get answers to questions about product in retailers shop, they are more than those who don't ask questions at all, and those who go with their friends. On the other hand, 250 participants prefer to go to retail store because the store representatives know how to communicate well.

H5: Foreign students feel neglected by the retailer store base on their product type

Answer: the Pearson r value for the variable Q24 do you always find these personal care products suitable for your use, has a strong positive relationship with a 2 tailed significance with the variable Q29, I see familiar personal care brands but don't get suitable choice for my skin / hair, indicates some sign of neglect. The variable Q28, I see personal care products that I will love to try but cannot read the content on it also has a significant relationship with the variable Q33, I see adverts about products from different retailers but don't understand them, this relationship extends to the variable Q27, I have to translate product information online before I buy them. These variable also correlate with the above mentioned variable Q29 and Q24. However, from the frequency results 252 participants see familiar personal care products but don't get a suitable choice for their skin / hair. Also 311 participants don't always find suitable personal care products for their use. Hence respondent positively supports the results of feeling neglected based on product type.

### **5.3 Further Suggestions**

The focus of this research was international university students, this is one out of the category of foreign residents TRNC have, the island have experts those who are here to work, and retirees who have come to settle here and well as tourist, a simple study could be conducted with them as well, regardless of their duration, no time is short

for changes to occur in phenomenon's therefore no time is too short for a study to be conducted.

A research could be conducted from the retailer's point of view to understand how they run their communication campaigns and the processes in relation to their diverse target market, and also what influences their campaign messages.

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## **APPENDICES**

## **Appendix A: First Questionnaire used for Pilot Test.**

### **Dear Participant**

I am a master's student of the Faculty of Communication and Media Studies. I am conducting this research in fulfillment of my master's thesis; On the **Impact of Marketing Communications on the Consumption of Personal Care Consumer Packaged Goods among Foreign University Students in TRNC**. Personal care Consumer goods such as shampoo, beauty products, body lotion.....etc. I ask for your participation by responding to the questions in this questionnaire. Your views are solely for this research. Please read the questions and Select the answer that applies to you most.

Thank you for been Part of my Survey

Note: Consumer Packaged Goods (CPG) in this questionnaire refers to goods you buy frequently (personal care products)

1. Gender: (a) Male (b) Female
2. Marital status: (a) Married (b) Single (c) Divorced (d) Separated
3. Age. (a) 16 -20 (b) 21 - 30 (c) 31 -49 (d) 50 above
4. Region: (a) Africa (b) Asia (c) Europe (d) Middle east (e) others.....
5. Income: (a) below 1500 TL (b) 1600 – 2500 TL (c) 3000 TL and above
6. Where you live in TRNC: (a)Lefkoşa (b) Mağusa (c) Girne (d) others (please specify) \_\_\_\_\_
7. Please specify your university.....
8. Please specify your faculty.....
9. How long have you lived in Cyprus: (a) 1month - 2years (b) 3- 4 (c) 5 years and above

10. Which Social Media do you use most: (a) Facebook (b) Viber (c) Whatsapp (d) Instagram (e) other (please specify) .....
- 11 Where do you buy your personal care CPGs (a) Supermarkets (b) Beauty Products shops (c) online (d) other (Please specify) .....
12. How often do you shop for personal care CPGs (a) weekly (b) monthly (c) after every 3 months?
13. Do you always know the content (ingredients) of what you buy in personal care products? (a) Yes (b) No
14. Do you always get to buy what you want as personal care products? (a) Yes (b) No.
15. Have you ever bought and tried any Turkish personal care brand of CGP? (a) Yes (b) No
16. How many Turkish personal care CPG brands do you know? (a) none (b) two (c) more than One
17. Base on priority what you consider while buying some personal care CPG, (a) price (b) brand (c) referral
18. Do you know about these brands and their benefits (a) yes (b) no
19. Have you ever gotten information about a personal care CPG that made you buy (a) Yes (b) No
20. How do you get information about retailers' sales promotion activities (a) at the retailer's? shop (b) by friends (c) on social media
21. If you have questions about product in a retailer shop how do you get answers? (a) Sales representative (b) I go with my Turkish friends (c) don't ask questions at all
22. Do always wait for when retailers do their sales promotion activities? (a) Yes (b) No

23. Do you always find these personal care products suitable for your use (a) Always  
(b) sometimes (c) never?

24. Do you get the personal care product you are familiar with here (a) Yes (b) No

Please Tick the applicable response Note: SA (strongly agree) A (agree) U (undecided) D (disagree) SA (strongly disagree)

S/N	Statement	SA	A	U	D	SD
25	I will buy more of my personal care CPGs if I have more information about them					
26	I have to translate product information online before I buy them					
27	I see personal care product I will love to try but cannot read the content on it					
28	I see familiar personal care brands but don't get suitable choice for my skin / hair					
29	I will buy more products if I am able to read its benefits than order online					
30	Most of the Turkish brand I have tried was from my friends recommendation					
31	I don't see adverts about the personal care CPGs of any TRNC retail shop any where					
32	I see adverts about products from different retail but don't understand them					
33	I will buy my personal beauty care CPGs When I know their benefits					

34	I will buy more of my personal care CGPs here if Adverts from them					
35	I always enjoy the personal care CGPs here after I have tried them on recommendation					
36	I will prefer to go some retail store because they know how to communicate well with the store representative					
37	I prefer to the retail shop most closer to me					
38	I change stores according to what I buy.					

## **Appendix B: Modified Questionnaire Used for Main Survey**

### **Dear Participant**

I am a master's student of the Faculty of Communication and Media Studies. I am conducting this research in fulfillment of my master's thesis; On the **Impact of Marketing Communications on the Consumption Personal Care Consumer Packaged Goods among Foreign University Students in TRNC**. (Personal care consumer goods such as shampoo, beauty products, body lotion.....etc.). I ask for your participation by responding to the questions in this questionnaire. Your views are solely for this research. Please read the questions and select the answer that applies to you most. Thank you for being part of my Survey

Note: Consumer Packaged Goods (CPG) in this questionnaire refers to goods you buy frequently (personal care products)

1. Gender: (a) Male (b) Female
  
2. Marital status: (a) Married (b) Single (c) Divorced (d) Separated (e) in a relationship
  
3. Age. (a) 16 -20 (b) 21 - 30 (c) 31 -49 (d) 50 above
  
4. Region: (a) Africa (b) Asia (c) Europe (d) Middle east (e) others.....
  
5. Monthly Spending: (a) below 500TL (b) 1000 – 2000 TL (c) 2500 TL and above



6. Your Geography in TRNC: (a)Lefkoşa (b) Mağusa (c) Girne (d) others (please specify) \_\_\_\_\_

7. Where you live in TRNC: (a) Dormitory in school (b) Dormitory outside school  
(c) Apartment

8. Please specify your university.....

9. Please specify your faculty.....

10. How long have you lived in Cyprus: (a) 1month – 2 years (b) 3- 4 (c) 5 years and above

11. Which Social Media do you use most: (a) Facebook (b) Viber (c) Whatsapp (d) Instagram (e) other (please specify) .....

12. Where do you buy your personal care CPGs (a) Supermarkets (b) Beauty Products shops (c) online (d) other (Please specify) .....

13. How often do you shop for personal care CPGs (a) weekly (b) monthly (c) after every 3 months? (d) When needed

14. Do you always know the content (ingredients) of what you buy in personal care products? (a) Yes (b) No (c) not always

15. Do you always get to buy what you want as personal care products? (a) Yes (b) No.

16. Have you ever bought and tried any Turkish personal care brand of CGP? (a) Yes (b) No

17. How many Turkish personal care CPG brands do you know?

(a) None (b) two (c) more than one (d) not sure

18. Base on priority what you consider while buying some personal care CPG,

(a) Ingredient (b) how they work (c) their effect (d) price

(e) Brand (f) referral (g) other ..... please specify

19. Do you know about Turkish brands and their benefits (a) yes (b) no

20. Have you ever gotten information about a personal care CPG that made you buy?

(a) Yes (b) No

21. How do you get information about retailers' sales promotion activities

(a) at the retailer's shop (b) by friends

(c) on social media (d) other (Please specify) .....

22. If you have questions about product in a retailer shop how do you get answers?

(a) Sales representative (b) I go with my Turkish friends (c) don't ask questions at all

23. Do always wait for when retailers do their sales promotion activities before buying? (a) Yes (b) No

24. Do you always find these personal care products suitable for your use?

(a) Always (b) sometimes (c) never

25. Do you get the personal care product you are familiar with here (a) Yes (b) No

Please Tick the applicable response Note: SA (strongly agree) A (agree) U (undecided) D (disagree) SA (strongly disagree)

S/N	Statement	SA	A	U	D	SD
26	I will buy more of my personal care CPGs if I have more information about them					
27	I have to translate product information online before I buy them					
28	I see personal care product that I will love to try but					

	cannot read the content on it					
29	I see familiar personal care brands but don't get a suitable choice for my skin / hair					
30	I will buy more products if I am able to read its benefits than order online					
31	Most of the Turkish brand I have tried was from my friends recommendation					
32	I don't see adverts about the personal care CPGs of any TRNC retail shop any where					
33	I see adverts about products from different retailers but don't understand them					
34	I will buy my personal beauty care CPGs When I know their benefits					
35	I will buy more of my personal care CGPs here if I get Adverts from them					
36	I always enjoy the personal care CGPs here after I have tried them on recommendation					
37	I prefer to go some retail store because the store representative knows how to communicate well with their customers					
38	I prefer to the retail shop most closer to me					

39	I change retailer stores according what I buy.					
40	I prefer to see some retailer advertising in English language					
41	I will contribute if retailer prepare their public relation events in English language					
42	I prefer to see retailer send SMS and other messages in English language					

## Appendix C: Ethics Approval

 <p><b>Doğu Akdeniz Üniversitesi</b> "Uluslararası Kariyer İçin"</p>	<p><b>Eastern Mediterranean University</b> "For Your International Career"</p>	<p>P.K.: 99628 Gazimağusa, KUZEY KIBRIS / Famagusta, North Cyprus, via Mersin-10 TURKEY Tel: (+90) 392 630 1995 Faks/Fax: (+90) 392 630 2919 bayek@emu.edu.tr</p>
<p>Etik Kurulu / Ethics Committee</p>		

Reference No: ETK00-2017-0164

16.05.2017

RE: Munbang Sheena Dimka (16500238)  
Department of Communication and Media Studies

To Whom It May Concern,

As part of the 2016-2017 Spring Semester, pertaining to Master Thesis questionnaires EMU's Scientific Research and Publication Ethics Committee has granted Ms. Munbang Sheena Dimka (16500238), from the Department of Communication and Media Studies Program, to pursue with her survey entitled **Impact of Marketing Communications on Personal Care Consumer Packaged Goods Among Foreign University Students in TRNC**. This decision has been taken by the majority of votes. (Meeting number 2017/42-18)

Regards,



Assoc. Prof. Dr. Şükrü Tüzmen  
Director of Ethics Committee

ŞT/sky.

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