

THE IMPORTANCE OF THE TRUTH EFFECT AND SOURCE CREDIBILITY FOR NEW FMCGS ADVERTISING

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ABSTRACT

This study (N=348) examined the correlation for demographics of Turkish consumers, product trial, the type of media, and the credibility of advertising. The data was gathered by a telephone survey using the systematic sampling in Turkey. The results showed that higher household income, product trial, and certain types of media contributed to the credibility of advertising in a positive way. **Price, quality, and word-of-mouth were found to be important factors** that affected Turkish consumers' shopping decisions. The results were discussed in accordance with the truth effect **and source credibility**.

Keywords: advertising, **price, quality**, word-of-mouth, **source credibility**, the truth effect, FMCGs.

INTRODUCTION

Consumers are exposed to hundreds of persuasive messages daily and they are designed to attract their attention to new and existing products. Consumers also get their own realities by experiencing those products. Quality and performance of FMCGs¹ among many others play an important role in having good product experiments and deciding re-purchase. In addition to consumers' own product experiments what other people are experiencing is

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¹ FMCG products that move off the shelves of retail shops quickly, which therefore require constant replenishing. Fast moving consumer goods include standard groceries, etc., sold in supermarkets as well as records and tapes sold in music shops ("A dictionary of business", 1996, p. 200).

important in decision making; and it comes from the power of word-of-mouth (WOM)² often done by friends, family members, and acquaintances.

The examination of some factors affecting consumers' shopping decisions of FMCGs may be significant; as some factors can be more important than others. Anderson Jonsson - project leader of X85 conveyor platform – ("Production logistics", n.d.) for example, states that "The FMCG (Fast Moving Consumer Goods) industry is extremely competitive. Consumers have high demands on price and quality, and are increasingly disloyal to brands, quickly choosing a different brand or product if the other offer appears better" (Challenges section, ¶ 1). Thus, one of the purposes of the study is as below:

- (1) To investigate the factors that affect Turkish consumers' shopping decisions of FMCGs the most.

Demographics have an effect on perceptions of source (e.g. the credibility of advertising); and therefore, it deserves to be investigated in detail. However, when the related literature is scanned, it is seen that there are a few studies based on demographics and the credibility of advertising. Shavitt, Lowrey, and Haefner, (1998) in their investigation of the relationship between advertising and demographics of receivers, found that persons with less education and income held more favorable advertising attitudes than others. Liu (2002), on the other hand, investigated advertising attitudes in China and in contrast to what is found in Shavitt et al.'s study, the result revealed more favorable advertising attitudes among better educated Chinese consumers. So, there might be a significant correlation between education and/or income of consumers and the credibility of advertising. In light of this discussion, other purpose of the study is as follows:

- (2) To examine the interaction between the demographics of Turkish consumers and the credibility of advertising.

The studies on attitudes affect behaviors and behaviors affect attitudes are the focal point of social psychology (Olson & Cal, 1984). Based on the notion that behaviors affect attitudes

² Word-of-mouth is the process in which the purchaser of a product or service tells, friends, family, neighbors, and associates about its virtues, especially when this happens in advance of media advertising ("A dictionary of business", 1996, p. 531).

and vice versa, there may be a relationship between the trial of new products and the belief that advertising is credible. So, it is supposed that the more consumers try new products, the more they believe advertising statements.

In addition to attitudinal and behavioral aspect of the study, another investigation is based on the type of media and the credibility of advertising. Certain types of media require more involvement from audiences (Krugman, 1962, 1965, 1966-1967, 1977) and therefore some types of media (e.g. newspaper, magazine) may contribute to the credibility of advertising more than another types of media (e.g. radio, television). So, the final purposes of the study are based on:

- (3) To discover the relationship between the product trial and the credibility of advertising.
- (4) To explore the relationship between the type of media and the credibility of advertising.

The first purpose of this study is to investigate the most important factors that affect Turkish consumers' shopping decisions of FMCGs. Some factors were found to be more important than others; and among them, WOM, which comes after price and quality, was found to be one of the important factors. Therefore in the following section, the literature on WOM will be reviewed.

LITERATURE REVIEW

The industrial revolution started in England in the mid 19th Century. Until the revolution, local craftspeople were manufacturing products, most of those were handmade, and they were sold in the town markets and local stores. In this early period of marketing, there was a direct personal relationship between manufacturers and their customers; and therefore, the primary marketing communications tool was 'personal selling' based on direct relationships and interactions. The shopkeeper knew his customers' family members, financial situation, job, hobbies, shopping habits and preferences (Duncan, 2002).

Lusch (2007) notes that marketing philosophy and its application have evolved over the past 100 years. He explains marketing's evolving identity in his statement:

“... I characterize the evolution of marketing thought and practice as going through three stages over the past 100 years: to market, market(ing) to, and market(ing) with. Briefly, ‘to market’ means that the primary mission of marketing is taking things to market, ‘market(ing) to’ means that the primary mission of marketing is identifying customers and marketing to them, and ‘market(ing) with’ means that the primary mission of marketing is collaborating with customers to cocreate value” (p. 261).

The proliferation of media and new communication technologies has emerged in this new marketplace (Cornelissen & Lock, 2001). More demanding marketplace, consumers' new lifestyles and market intelligence have shaped the content of persuasive communication conveyed by the media and accelerated the use of diverse media and communication technologies as well as the creation of new methods to reach them. Persuasive product information offered by new technologies on communication and media, in turn, speed up and helped the creation of different needs and wants of consumers.

The product explosion made launching new products and entering to new markets very challenging and difficult, as mentioned below:

Launching new products can be an attractive growth strategy, however this is not without risks. Some estimate that 30-35% of all new products fail ... while others ... are even more pessimistic, citing that only two out of ten new launches succeed (Hem, Chernatony, & Iversen, 2003, pp. 781-782).

Godin (2000) in his book titled *Unleashing the Ideavirus*, talks about the ideas which are spread like viruses by sneezers. He offers this as an effective technique of persuasive communication in which the newest online technology is used as a solution to break through commercial clutter. His statement goes on like that:

Marketing by interrupting people isn't cost effective anymore. You can't afford to seek out people and send them unwanted marketing messages, in large groups, and hope that some will send you money. Instead, the future belongs to marketers who establish a foundation and process where interested people can market to *each other*. Ignite consumer networks and then get out of the way and let them talk" (p. 6).

Godin's explanation of the ideavirus, which is a process where interested people can market to each other, is the concept of viral marketing and word-of-mouth (WOM). Ferguson (2008, p. 180) distinguishes viral marketing and WOM in the following statement:

The difference between viral marketing and WOM is one of cause and effect. Viral marketing - which might take the form of influencer marketing programs, community-building portals, viral videos and street-level guerilla campaigns – builds awareness and buzz; it's the cause. Positive WOM, which theoretically leads to trial and acquisition, is the effect.

"As its core, WOM is a process of personal influence, in which interpersonal communications between a sender and a receiver can change the receiver's behavior or attitudes" (Sweeney, Soutar, & Mazzarol, 2008, pp. 344-345). Before the print media, broadcast media, and the Internet, WOM was the one of the earliest methods for marketing products (Ferguson, 2008). Lack of consumer trust for advertising has caused marketers to search for more effective ways to promote products and services. As a result of this search, some practitioners have discovered the usefulness of WOM as a promotional tool and started to invest money on finding causes for the creation of WOM. Because, as Ennew, Banerjee, and Li (2000, p. 76) state "... recommendations from friends and acquaintances carry twice the impact of paid advertising when consumers make purchasing decisions". This statement confirms why, Ennew et al. touch on the importance of 'customer referral campaigns' for developing and managing a customer acquisition program. However, Jim Nail – board of directors of The Word of Mouth Marketing Association (WOMMA) – cautions that the customers' entire experience with the brand is more important than the only creation of WOM marketing campaign (quoted in Ferguson, 2008).

Sweeney et al. (2008), in their investigation of factors influencing WOM's effectiveness in focus group discussions, found four factors that played an important role for increasing its effectiveness. They identified them as personal factors (the sender's credibility), interpersonal factors (the personal relationship between the parties), situational characteristics (the nature of the service being discussed), and finally message characteristics (the nature of the message). Ennew et al. (2000) agree with what Sweeney et al. (2008) found about personal factors for increasing WOM's effectiveness and add that "In many circumstances, it may also be one of the most powerful and particularly so if the provider of WOM is someone known and trusted (family, social acquaintances)" (p. 75).

WOM may take place in many forms: e-WOM, face-to-face WOM, customer generated WOM, and informal WOM (which can originate from employees). Ennew et al. (2000, p. 76) acknowledge the importance of satisfied customer for the generation of WOM: "The value of WOM arises as a consequence of its impact on actual and potential buyers. Positive comments from satisfied customers can increase purchases ..., while negative comments from dissatisfied customers can decrease purchases ...".

THEORETICAL BACKGROUND

In order to understand a connection between the credibility of advertising, product trial, and the type of media, in this section, involvement, repetition, the truth effect, and the believability of persuasive messages are offered as a basis of theoretical foundation of this study.

The Construction and the Classification of Involvement

Involvement can be defined as "A person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p. 342). Celsi and Olson (1988) report that "When personally relevant knowledge is activated in memory, a motivational state is created that 'energizes' or 'drives' consumers' overt behaviors, such as research and shopping, and cognitive behaviors, such as attention and comprehension processes" (p. 211). Buda and Zhang (2000, p. 233) state that "the theory proposes that uninvolved recipients

respond with more negative thoughts to a low credibility communicator than to a high credibility communicator. Involved recipients respond with more negative thoughts to a high credibility communicator”.

Zaichkowsky (1986) classifies the variables preceded involvement into three factors. The first factor is connected to a person’s characteristics which show whether or not the person is involved in the particular object. She explains that different people may show high involvement or low involvement to the same products (Zaichkowsky, 1985). Similarly, different people may display high involvement or low involvement to the same advertisements. This demonstrates that the variable is the person’s characteristics, not the product or the ad (Zaichkowsky, 1994). The second factor is linked with a stimulus’ characteristics which may come from different types of media (e.g., print vs. audio), different types of content, or different types of products. The final factor is attached to the varying situation. The classic example of this could be that one may be interested in and involved in Volvo advertisements, just because s/he wants to buy a car. However, other’s involvement may be lower, if there is no intention to buy one.

There are different classifications of the term of involvement. The literature suggests that a person can be involved with the type of products (Zaichkowsky, 1985, 1986; Wells, Burnett, & Moriarty, 1995), with the type of content (content class) (Zaichkowsky, 1986; Hallahan, 1999; Jo, 2004), and with the type of media (media class) (Krugman, 1962, 1965, 1966-1967, 1977; Zaichkowsky, 1986).

In the consumer decision making process, consumers spend a lot of time, effort, and energy for more expensive and personal products which are called ‘high involvement products’ (e.g. computers, automobiles and medical care); they spend less time, effort, and energy for inexpensive and less exciting products which are called ‘low involvement products’ (e.g. soft drinks, cereals, and washing powders) (Wells, Burnett, & Moriarty, 1995). The main feature of product involvement is the personal relevance of the product to the need and values of the consumers. If consumers perceive that the product is relevant, their involvement is higher (Zaichkowsky, 1985).

For involvement of content type (advertising vs. publicity), we can say that advertising is considered as a low involvement content type; whereas, publicity is considered as a high involvement content type (Zaichkowsky, 1986; Hallahan, 1999; Jo, 2004). Krugman (1965, p. 352) notes that "... the learning of advertising was similar to the learning of the nonsensical or the unimportant. What is common to the learning of the nonsensical and the unimportant is lack of involvement". Hallahan (1999) reports that audiences' news viewing is different than their advertising viewing. They view news, because they tend to believe that the information passed through the truth filter of third parties; and therefore, it must be real and offering something important due to the news value; otherwise, it is not worth being broadcasted or written. On the other hand, while they are viewing advertising, they already know that the information given to them doesn't have to be necessarily real; because, there is a sponsoring company behind the preparation of advertising content. That is why, people will be more willing to gather publicity and elaborate its information.

Heat (2001) disagrees with the idea that low involvement processing seems to be the poor cousin of high involvement processing. In contrast, he emphasizes that our lives are getting busier, hectic, and demanding, while the media is getting fragmented; therefore, marketing communications activities should be designed to allow simple associations (simple cues) about brands. This is where the real success of advertising campaigns lies in. He says that advertising takes place at very low levels of attention with the following statement:

Low involvement processing is the mental state in which most advertising is processed and it explains why people worldwide honestly believe that advertising has little or no significant effect on their choice of brands. It is something which worries those who work in advertising, because it takes place at very low levels of attention and at ones invites the question why consumers are not interested enough to want to pay more attention. The *mea culpa* response is usually to blame the advertisement, but the truth is that the average consumer simply does not see learning about brands as being very important (p.28).

Krugman (1962, 1965, 1966-1967, 1977) categorizes the types of media in terms of involvement and states that television advertising impact is low involvement and print advertising impact is high involvement.

Exposure, Repetition, Perception, Familiarity, and the Believability of Persuasive Messages

“... consumers process many promotional messages with minimal levels of involvement. Often exposure conditions do not afford consumers the opportunity to engage in extensive processing of message details” (Hawkins & Hoch, 1992, p. 212).

In order to understand exposure and perception deeply, we must first look at the concepts of to ‘look’ and to ‘see’. Krugman (1977) cautions that ‘looking at’ may not result in ‘seeing’, just because of the person’s mind might be somewhere else and therefore, s/he may not pay attention to what s/he has been looking at. In the mid-point of looking and seeing concepts, a question comes to mind that if it was possible to see without looking. Krugman (1977, p. 10) explains the possibility of this situation with a peripheral vision:

Most of your vision is peripheral. As you walk down a street or drive down a road your direction of gaze and your focus of attention may be on a few items of special interest, but your total orientation to the scene is accomplished primarily by peripheral vision. This peripheral vision permits you to see without paying particular attention to what is seen. You’re not especially conscious of that which is peripherally seen. You don’t know that you have seen. Later you may even deny having seen. Much of what people call subliminal perception is merely peripheral seeing- i.e., seeing without “looking at” and without being aware that seeing has occurred.

“Perception is the process by which we receive information through our five senses and assign meaning to it” (Guenther, 1998, p. 47). Kurugman’s above statement indicates that every exposure may not be resulted in perception which is a necessary aspect of commercial impact. So, another question comes to mind which is how many times a person should be exposed to a message (or how many times a commercial should be repeated) to be seen, to be read, to be heard, or in other words to be perceived by audiences. Hitchon and Thorson

(1995) state that media planners are concerned with the presentation of commercials with a 'sufficient number of times' so that they can create intended impact on consumers. How many times the commercial appears in the media is related to the concept of 'repetition'. Krugman (1962, p.627) cites Thomas Smith's *Hints to Intending Advertisers* for explaining effects of repetition in advertising in his following statement:

The first time a man looks at an advertisement, he does not see it.

The second time he does not notice it.

The third time he is conscious of its existence.

The fourth time he faintly remembers having seen it before.

The fifth time he reads it.

The sixth time he turns up his nose at it.

The seventh time he reads it through and says, 'Oh bother!'

The eighth time he says, 'Here's that confounded thing again!'

The ninth time he wonders if it amounts to anything.

The tenth time he thinks he will ask his neighbor if he has tried it.

The eleventh time he wonders how the advertiser makes it pay.

The twelfth time he thinks perhaps it may be worth something.

The thirteenth time he thinks it must be a good thing.

The fourteenth time he remembers that he has wanted such a thing for a long time.

The fifteenth time he is tantalized because he cannot afford to buy it.

The sixteenth time he thinks he will buy it some day.

The seventeenth time he makes a memorandum of it.

The eighteenth time he swears at his poverty.

The nineteenth time he counts his money carefully.

The twentieth time he sees it, he buys the article, or instructs his wife to do so.

"Without product experience, you may be forced to depend on cues (such as how familiar the claim feels or how many people you know support the claim) to judge the veracity of product claims. If you repeatedly hear 'Take Control tastes great and helps promote healthy cholesterol levels.' the claim will feel familiar to you. This familiarity increases your belief in the claim" (Roggeveen & Johar, 2002, p. 81). How familiarity can increase the believability level of a statement is explained by Hawkins and Hoch (1992, p. 215): "The *familiarity account* postulates that repetition increases familiarity with the

semantic content in the statement and that this familiarity serves as a cue to validity independent of the ability to recognize the context of exposure”.

Choi (2002) defines similarity, familiarity, and likability which are also dimensions of source credibility³ as following:

Similarity refers to a “supposed resemblance between the source and the receiver of the message”. Familiarity is defined as “knowledge of the source through exposure” and likability as “affection for the source as a result of the source’s physical appearance and behavior” (p. 10).

Hasher, Goldstein, and Toppino’s research in 1977 found the impact of repetition on belief and this finding is known as the truth effect (as cited in Hawkins & Hoch, 1992; Hawkins, Hoch, & Meyers-Levy, 2001). So, the truth effect implies that the believability of repeated statements is higher than new statements.

Familiarity is one of mediators of the truth effect (Roggeveen & Johar, 2002). Hawkins, Hoch, and Meyers-Levy (2001), in their investigation of repetition and coherence in familiarity and belief, found that repetition of a claim increased the familiarity of the claim and the belief in the claim. They explain this condition in their words: “Explicit mediation tests ... indicated that repeated exposure to a persuasive message serves to increase its familiarity, and in the absence of other relevant cues to the validity of the message, participants are likely to rely on their sense of familiarity to judge the validity of message” (p. 2).

METHODOLOGY

Pilot Test

³ The source credibility theory was introduced by Hovland, Janis, and Kelley in 1953 (as cited in Ohanian, 1990).

Before conducting survey study, a pilot test was administered in three major cities of the Turkish Republic of Northern Cyprus (TRNC): Nicosia, Kyrenia, and Famagusta. 40 respondents were included in the pilot test to test the statistical validity of the questionnaire.

Population and Sample

Data on Turkish consumers' views on purchasing decisions of FMCG products were gathered from a sample of 717 of which 348 respondents wanted to participate. The systematic sampling, wherein each individual in the sample had an equal probability of being selected, was exercised to select the sample at random.

To apply the systematic sampling, the researcher randomly picked the number of 24202 from a table of random numbers. Using the first three digits, the researcher started on page 242 of each telephone directory. Using the last two digits, the researcher selected every 2nd name for the sample. Randomly assigned numbers were used to draw a sample proportionate to each of the city's population, after which a telephone survey was done by the researcher and the trained assistant using the interview schedule. The reason for selecting these three cities is because they are Turkey's largest and major cities with the highest population, due to the fact that there has been a continuous migration from the countryside to these cities for several reasons such as finding a job, having a better education, healthcare, and the like. The population size of these cities was gathered from the Turkish Prime Ministry Government Statistical Institute (T.C. Başbakanlık Devlet İstatistik Enstitüsü) in İzmir. The population size of İstanbul was ten million, eighteen thousand, seven hundred, thirty five; Ankara was four million, seven thousand, eight hundred, sixty; İzmir was three million, three hundred seventy thousand, eight hundred, sixty six according to the population census, 22.10.2000. The sample size of İstanbul was two hundred, Ankara was eighty, and İzmir was sixty eight.

Instrumentation and the Variables

In addition to open- and closed-ended questions, the last four questions were designed in the form of a 5-point Likert Scale. Reliability of the Likert Scale questions was tested and Cronbach's Alpha was found as $\alpha=0.704$. The respondents were asked to indicate their level

of credibility with each statement on the scale from 1 to 5 (1=strongly not credible, 5=strongly credible).

In the study, the independent variables were the respondents' demographic characteristics: age, gender, marital status, education, occupation, and income. The dependent variables were the participants' belief in the credibility of advertising; and the participants' opinions on the factors affecting their shopping decisions.

Data Collection and the Contact Method

The respondents' evaluations for 'advertising' were gathered by questioning: "when they receive a message about new FMCGs from advertising, whether they find it credible or not". In order to gather the relevant data, FMCGs were mentioned to the respondents by giving them examples of products sold in retail stores and supermarkets which were consumed in a short period such as washing powder, shampoo and pasta.

The greatest strength of a telephone survey method is its flexibility to explain questions and terminologies which may be unknown by the respondents. Both the interviewer and the trained assistant explained the terminologies (e.g. FMCGs) for the respondents by giving examples throughout the data collection phase. The survey achieved a response rate of 48% of the respondents contacted.

The Research Questions, the Hypotheses, and Data Analysis

For the study, SPSS 10.0 for Windows statistical analysis package was used. For analyzing the data, frequencies for the demographic profile of the respondents, Pearson chi square in cross tabulation for the factors affecting the respondents' shopping decisions and independent sample t-tests for the credibility of advertising and demographics, the print media reading and the credibility of advertising, and the respondents' trial behavior and the credibility of advertising were computed.

The research questions and the hypotheses were formulated by reviewing the literature and theoretical foundations of this study:

RQ1: What are the important factors that affect Turkish consumers' shopping decisions of FMCGs?

RQ2: Is there any significant correlation between demographics of Turkish consumers and the credibility of advertising?

H1: Consumers who tend to try new product find advertising more credible than those who tend to purchase the same products.

H2: Consumers who tend to read newspaper and magazine find advertising more credible than those who do not tend to read them.

Limitations and Further Research

This study is limited with the investigation of the credibility for FMCGs. So, the result is specific and may not be generalized for other types of products or services. Other studies might further examine the area of high involvement products or the effectiveness of high and low involvement products may be compared.

Another limitation of this study is the absence of the calculation of sampling error. In order to calculate sampling error accurately, the size of the sample (N=348) had to be at least 1000. Therefore, sampling error was not calculated for this study.

FINDINGS

Demographic Profile

The majority of respondents were between the ages of 19-25 (28.4%), of 26-34 (23.6%), and of 35-44 (24.7%). More respondents in this study were female (57.5%) than male (42.5%). Primary school graduates were among the majority with the rate of 37.6% and postgraduates were among the minority with the rate of 5.2%. Almost 2/3 of respondents were married (63.5%), 1/3 of respondents were single (33.3%), and the minority of

respondents were divorced (3.2%). The majority of respondents were housewives (37.6%) and self employed (36.2%). Students (9.8%), officials (5.7%), retired (5.5%), jobless (3.7%), and workers (1.7%) were the other job categorizations of this study. Respondents earned between 226-499 YTL with the rate of 32.8% which were 1/3 of this study. The second larger income group belonged to respondents earned between 500-749 YTL with the rate of 20.4%.

The Factors Affecting Shopping Considerations

The first research question asked what the important factors were that affected Turkish consumers' shopping decisions. As it is seen in Table 1, price (24.4%), quality (24.4%), experiments (14.4%), organizational trust (13.5%), and word-of-mouth (6.6%) were found to be the factors that had important effects on shopping decisions of Turkish consumers.

Table 1 The Factors Affecting Shopping Considerations of FMCGs

Factors Affecting Shopping Decisions	Frequency	%
Advertising	8	2.3
Word of mouth	23	6.6
Product experiments	50	14.4
Promotion	11	3.2
Organizational trust	47	13.5
Price	85	24.4
Quality	85	24.4
Quantity	2	.6
Turkish products	21	6.0
Imported products	5	1.4
Package	6	1.7
Other	5	1.4
Total	348	100.0

Note: Table 1 is adapted from Çelebi, S. İ. “The Credibility of Advertising vs. Publicity for new FMCGs in Turkey”, 2007, *Corporate Communications: An International Journal*, 12 (2), pp. 161-176.

The Results for the Credibility of Advertising and Demographics

The second research question asked if there was any correlation between demographics of Turkish consumers and the credibility of advertising. The mean advertising scores of consumers with higher income (1500+YTL) (M=2.95, SD=.59) was higher ($t=-2.096$, $df=77.944$, two-tailed $p=.03$) than of consumers with lower income (226-499YTL) (M=2.71, SD=.68). There were no statistical significant differences in the credibility of advertising based on respondents' gender ($p=.354$), education ($p=.07$), and age ($p=.07$). So, income was found as the only demographic factor that increased the credibility of advertising.

The Results for the Credibility of Advertising and the Respondents' Trial Behavior

The first hypothesis predicted that consumers who tended to try new products found advertising more credible than those who tended to purchase the same products. According to the result of the independent sample t-test, there is also a statistical significant difference between the credibility of advertising and the respondents' trial behavior of new FMCGs ($t=3.197$, $df=156.463$, two-tailed $p=.002$). The respondents who said ‘they tried new products all the time’ when a new FMCGs appeared in the market (M=2.96, SD=.61) found advertising more credible than others who said ‘they purchased the same brands all the time’ although a new FMCGs appeared in the market (M=2.69, SD=.56). H1 was supported.

The Results for the Credibility of Advertising and the Print Media Reading

The second hypothesis predicted that consumers who tended to read newspaper and magazine found advertising more credible than those who didn't tend to read them. When we look at the print media readers, we can see that there are statistical significant differences between the credibility of advertising and newspaper reading ($t=3.328$, $df=162.252$, two-tailed $p=.001$) and magazine reading ($t=2.312$, $df=187.276$, two-tailed $p=.022$). The

respondents who said 'yes' ($M=2.87$, $SD=.59$), to the question of if they read a newspaper, found advertising more credible than the respondents who said no ($M=2.61$, $SD=.65$), to the same question asked. Similarly, the respondents who said 'yes' ($M=2.92$, $SD=.62$), to the question of if they read a magazine, found advertising more credible than the respondents who said 'no' ($M=2.75$, $SD=.61$), to the same question asked. H2 was supported.

DISCUSSIONS

Demographics of Turkish Consumers and the Credibility of Advertising

With the exception of income, demographic factors didn't have a significant effect on the credibility of advertising. Meanwhile, both mean scores are below 3.00 ($M=2.95$ for 1500+ YTL earners vs. $M=2.71$ for 226-499 YTL earners) which display that both higher income and lower income respondents show low credibility levels toward advertising. Nuances are important in scientific studies and their interpretations; therefore, the comparison of these lower credibility levels to each other show us that higher household income contribute to the credibility levels of advertising in a positive way.

Product Trial and the Credibility of Advertising

The respondents with higher income tended to find advertising more credible than other income groups and there may be two reasons of this: (1) experiences with more products and (2) experiences with more marketing communications activities. First of all, due to the efficient level of income, those consumers had trial purchase of new FMCGs in contrast to those who keep buying the same brands and products because of inefficient income. When we look at the correlation between the trial pattern and the credibility of advertising, we can observe that there is a significant result. The respondents who tried new products all the time found advertising more credible than others who purchased the same brands all the time. This result is consistent with the notion that attitudes affect behaviors and behaviors affect attitudes which has a key position in social psychology (Olson & Cal, 1984). Secondly, higher income respondents were the subgroup who believed new FMCGs advertising more than other groups and they were the ones who read the print media more than others read. Therefore, they had more opportunities and experiences with more

marketing communications activities offered them by the print media as well as broadcast media. Those consumers, who had more chance to view advertising, might have associated advertising with social status, upscale lifestyle, and values and signs of modernization and Westernization (McCracken's, 1986; Mick and Buhl's, 1992).

The Source Credibility Theory, the Truth Effect and the Credibility of Advertising

When we look at the print media readers, we can see that the more the participants read the print media, the more they believe advertising for new FMCGs. This result supports the climate of opinion that the readership of newspapers and magazines increases a person's likelihood of reading and viewing advertisements carried by the print media; and this, in turn, may help them to create favorable attitudes toward advertisements. Consequently, reading the print media increases the likelihood of seeing and reading advertisements; and this higher exposure to the advertisements in the print media made them more familiar to them. Familiarity is one element of 'attractiveness' (Choi, 2002) which is considered a dimension of source credibility (Ohanian, 1990) and is a mediator of the truth effect which presents that repeated statements are more believed than non-repeated or new statements (Hawkins & Hoch, 1992; Hawkins, Hoch, & Meyers-Levy, 2001; Roggeveen & Johar, 2002). Choi (2002, p. 10) describes familiarity as "... knowledge of the source through exposure ...". This familiarity of new FMCGs gathered by exposure to more advertisements may have increased the credibility of advertising in a person, providing support to the Source Credibility Theory introduced by Hovland, Janis, and Kelly in 1953 (as cited in Ohanian, 1990) and support to the Truth Effect introduced by Hasher, Goldstein, and Toppino in 1977 (as cited in Hawkins & Hoch, 1992). Based on this result, it is not surprising that higher income respondents read the print media more than others do and they were the subgroup who believed more new FMCGs advertising.

The Type of Media and the Credibility of Advertising

In the meantime, the similar interaction was not found between higher exposure to broadcast media and the credibility of advertising. So, why does exposure to advertisements in newspapers and magazines increase the participant's credibility ratings of advertising?, while it does not do the same effect on television viewers and radio listeners? This can be

explained with the classification of media in terms of how much involvement they demand from audiences. The print media is classified as high involvement media and broadcast media is considered as low involvement media (Zaichkowsky, 1986). Krugman (1962, 1965, 1966-1967, 1977) goes one step further for this classification and clarifies that impact coming from print advertising is high involvement and from television advertising is low involvement. As a result of the current study, repeated exposure to advertisements in the print media created credibility towards advertising; because the impact of print advertising is high involvement and it requires higher level of attention of the readers, and this creates perception and familiarity. How many times a person should be exposed to a broadcast message which finally is perceived and be familiar can be investigated in other studies. But, our concern here as a result of this study is that what happens with repeated exposure of television and radio which require lower level of involvement? Krugman (1977) indicates that 'looking' and 'seeing' are different. One may look at something, but may not see it. Krugman distinguishes the difference between looking and seeing to emphasize the importance of 'perception' between those two different actions. He explains impact of TV advertising as 'exposure without perception'. By analyzing his explanation of 'exposure without perception' we can come to the conclusion that 'listening' and 'hearing' are different too for the cousin of television: radio. One may listen to the radio, but at the same time may be involved in ironing, cooking, or any other household activities; and therefore, the person may not hear what is said and it flies away. Radio is a very flexible medium that can be listened to while driving a car or roller-skating. Guenther (1998) defines perception as a process in which a person gathers information by the use of five senses and gives meaning to it. Thus, perception is an important ingredient for transforming 'looking' into 'seeing' and 'listening' into 'hearing'. Without perception, one may not be familiar with advertising. That is, exposure and repetition of advertising on broadcast media may not be enough ingredients to increase advertising credibility in a person without perception and familiarity which are the necessary ingredients of the truth effect. Further research can be designed to allow the investigation of the truth effect with and without familiarity of a persuasive message, perhaps by comparing the print and broadcast media.

The Important Factors that Affect Turkish Consumers' Shopping Decisions of FMCGs

Sometimes people try a new product but then switch back to their regular brands. They realize that this is not what they wanted. This is either the result of short-term promotional activities (samples, coupons, and etc.) or it is due to the fact that they didn't like the new product. For success, a quality product is necessary; otherwise all promotional efforts are wasted. Even when the use of integrated communications works, it may increase initial sales volume in the short run. If the new product doesn't carry the quality it promised, this will generally be the end of trial behavior. Thus, the best solution is to develop a convenient and desirable product; and then support it with the appropriate communication activities. This will help the product to be entered to customers' mental evaluations for shopping (shopping considerations).

The study also examined how 'shopping considerations of FMCGs' was affected by such factors as price, quality, quantity, product experiments, package, organizational trust, promotion, word-of-mouth (WOM), advertising, Turkish products, and imported products. The result showed that shopping decisions of FMCGs were significantly affected by price, quality, product experiments, organizational trust, and WOM among all of the factors. Price of the product was important for the respondents; whereas, some respondents stated (without questioning them) that they wouldn't prefer a low quality product because of it simply being cheap. Participants evaluated price and quality at the same time and wanted to get more value at a lower price. The conclusion we could draw from this result is that Turkish consumers' shopping considerations of FMCGs are not much different than the consumers abroad. According to Anderson Jonsson, project leader of X85 conveyor platform, consumers of FMCGs are extremely price and quality sensitive, and are showing disloyalty to brands, as the FMCG industry is highly competitive ("Production logistics", n.d.)

It has been known that product experiments, positive WOM, and organizational trust are the key factors for launching and promoting high involvement products because of high risk perception of purchasing those products (Sweeney, Soutar, and Mazzarol, 2008). This study found that product experiments, positive WOM, and organizational trust were also important factors for low involvement products.

WOM is the result of 'planned activities' and those planned activities have been given varying terms today; namely buzz marketing, influencer marketing, viral marketing, guerilla

marketing, and customer referral campaigns. The idea of using WOM as an effective promotional tool has been coming from the nature and characteristic of a human being who wants to be updated and trendy. As stated by Ferguson (2008), we all like to exchange news with our near surroundings and therefore, tell about a new product to our family members and friends. WOM is effective because it uses the persuasive effect of human voice and it reaches to people one-to-one in the era of one-to-one marketing.

Managerial Implications

This study suggests considering face-to-face WOM – but not e-WOM, as it may be more effective for a high involvement product in which risk perception is higher and customers may need information search on the Internet - as an effective promotional tool for FMCGs. Product experiments based on quality and price may increase a positive WOM among users, new users, and potential consumers of FMCGs. So, the study also recommends WOM endorsement coming from ‘satisfied customers’ in place of ‘opinion leaders’. WOM should be considered within an organization’s marketing strategy such as consumer referral campaigns and attention should be focused on the consumer as a user of WOM (WOM users) and the consumer as a provider of WOM (WOM providers). Because as Ennew et al. (2000) acknowledge that not all satisfied customers will engage in positive WOM; therefore organizations should find a way to convert satisfied customers into advocates.

Good product experience and favorable WOM coming from competitive price and higher quality can be harmoniously blended with a strong organizational trust. If those variables are carefully combined, managers may gain a competitive advantage by obtaining the attention of large and growing market of Turkish consumers.

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