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Dissertation summary

**ATTITUDES TOWARDS ADVERTISING
MESSAGES AND THEIR PERCEPTION BY
TURKISH STUDENTS IN CULTURAL CONTEXT**

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Rationale of the study

Understanding customers' behaviour, their needs and motivations is a starting point of any marketing activity. In the face of progressing globalization, increasing competition and extending business activities to foreign markets, the creation of effective marketing message requires taking into account many conditions. Among them the essential factor is culture, especially attitudes and beliefs, which stem from it. An effective marketing message should be created in respect of these factors.

The advertising market in Turkey develops dynamically. At the same time, Turkey is a country, which history has influenced the currently observed polarization of the Turkish society. In the previous studies of attitudes and perception of advertisements in the context of culture, countries have usually been considered as culturally homogeneous. Comparisons between countries or research in the context of one country have been conducted. Until now, the inner cultural diversity of Turkey has not been taken into consideration in the study of attitudes and perception in advertising. Nevertheless, it is of high importance to fill the cognitive gap. Secondary sources indicate that there are differences in the ways of how Turks perceive the role of religion in everyday life and also their attitudes towards tradition (cultural conservatism or cultural liberalism). The study on attitudes and perception of advertising message of Turkish university students is reasoned cognitively, because of the demographic structure of Turkey, which distinguishes from many developed countries due to a significant group of young people. In 2017, a half of Turkish population consisted of people below 31,7 years old, making the country's population significantly younger comparing to the EU countries. Preferences of young customers constitute an essential subject of research, due to the need of identifying them in order to determine the future trends. Moreover, they form a group which is a motor of cultural and social change. There is a lack of study that considers attitudes and perception of the advertisement messages of university students of Turkish nationality, who as a young generation have a significant part in shaping cultural patterns. Simultaneously, they constitute a group which becomes deeply affected by the European culture.

The purpose of the study and hypotheses

This dissertation aims to identify the differentiation of attitudes and perception of the advertisement messages by Turkish university students in terms of their beliefs (manifested in cultural conservatism or cultural liberalism) and their attitudes towards the religion (Islam).

As far as the main objective is concerned, the rationale behind it includes:

Cognitive purposes:

1. To investigate attitudes of university students of Turkish nationality towards advertisements as a form of communication.
2. To determine the differentiation of perception of selected advertisements by Turkish university students according to their beliefs (conservative or liberal) and attitudes towards religion (Islam).

Methodical purpose:

- The application of quantitative and qualitative approaches in the study of attitudes and perception of the advertisement messages of university students of Turkish nationality.

Practical purposes:

- To formulate recommendations for market segmentation and advertising activities.

Based on the objectives of the study, the following research questions and hypotheses were formulated:

Research question I: What is the attitude of Turkish students towards advertising message as a form of marketing communication?

H1: The attitude of Turkish students towards advertising message as a form of marketing communication is positive.

Research question II: How do Turkish students feel about the regulations which ban advertising of some products?

H2: Turkish students accept the regulations which ban advertising of some products.

Research question III: How do Turkish students assess local advertisements comparing to foreign advertisements?

H3: Turkish students assess Turkish advertisements more positively than foreign advertisements.

Research question IV: Are there any differences between the groups of students differentiated based on their beliefs (conservative/liberal) and the attitude towards the religion (Islam) in the perception of the chosen advertisements?

H4: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements

H5: There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached Islam in the perception of the chosen advertisements

Research question V: Are there any differences between the groups of students differentiated based on their **beliefs (conservative/liberal)** in the perception of the chosen advertisements (of alcohol, hygiene products for women, and containing religion related content)?

H6: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements of **alcohol**.

H7: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements of **hygiene products for women**.

H8: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements that **contain religion related content**.

Research question VI: Are there any differences between the groups of students differentiated based on their **attitude towards the religion (Islam)** in the perception of the chosen advertisements (of alcohol, hygiene products for women, and including religion related content)?

H9: There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached to Islam in the perception of the chosen advertisements of **alcohol**.

H10: There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached to Islam in the perception of the chosen advertisements of **hygiene products**.

H11: There are differences between the groups of students who are strongly attached to Islam and students who are strongly attached to Islam in the perception of the chosen advertisements that **contain religion related content**.

Thesis structure

The thesis consists of four chapters. The first one discusses the role of culture in the marketing communication. Not only its essence and background were exposed, but also the concepts of creating the advertising messages with regards to norms, values, customs, artefacts as well as actors and symbols. The most important models of culture formulated by G. Hofstede, E. Hall and F. Trompenaars were applied. Finally, religion and religious attitudes in cultural and communication context were also considered.

The second chapter deals with the cultural conditions of advertising in Turkey. The country characteristics and its cultural background were scrutinized, also in the context of G. Hofstede's, E. Hall's and F. Trompenaars's models. The further part of the chapter was devoted to religion as a cultural condition of marketing communication in Turkey. The issue of cultural conservatism and liberalism observed in Turkey was also examined. Subsequently, the legal and social regulations of advertising which are specific for the country were analysed.

The subject of the next chapter was the current state of research regarding perceptions and attitudes towards advertising message in the context of culture. The current research scopes and approaches were included, as well as the scrutiny regarding these research methods used in the context of cultural conservatism and liberalism.

The last, fourth chapter covered the internal cultural diversity observed in Turkey and the perception and attitudes towards advertisements in the light of author's research results. The assumptions of the research, the used methods together with the results of qualitative and

quantitative research results were presented, with following synthesis of the results and recommendations for advertising activities. The table of contents of the thesis is presented below.

Introduction

1. The meaning of cultural context in marketing communication

- 1.1. Marketing communication – its essence and conditioning
- 1.2. The concepts of advertising message creation
- 1.3. Culture and its influence on advertising perception
 - 1.3.1. Culture – its essence, elements and importance in communication
 - 1.3.2. Norms and beliefs in the context of advertising
 - 1.3.3. The influence of cultural artefacts, habits and rituals on advertising message and its perception
 - 1.3.4. National heroes and symbols in context of adjusting advertising message to cultural circle
 - 1.3.5. Religion and religious attitudes – cultural and communicational meaning
 - 1.3.6. Hofstede's, E. Hall's and Trompenaars's cultural models

2. The conditioning of advertising message in Turkey

- 2.1. Country characteristics and cultural background
- 2.2. Turkey in models of culture
- 2.3. Religion and religious attitudes as a cultural conditioning of advertising message in Turkey
- 2.4. Conservative/liberal beliefs in context of its influence on advertising communication
- 2.5. Legal and social regulations of advertising

3. Perception and attitudes towards advertising message in context of culture – state of research.

- 3.1. Perception and attitudes in models of communication effects of advertising
- 3.2. Studies on perception and attitudes towards advertising – scope and scientific approaches
- 3.3. Previous studies on perception and attitudes towards advertising message in the context of culture
- 3.4. Previous studies on perception and attitudes towards advertising message in the context of religion and cultural conservatism/liberalism

4. The internal diversification of culture in Turkey in context of advertising message perception

- 4.1. Assumptions and research method
- 4.2. Selection and structure of the sample
- 4.3. Perception of advertising message in Turkey – the results of qualitative research
- 4.4. Perception and attitudes towards advertising message in context of religion and cultural liberalism/conservatism of consumers – the results of qualitative research
- 4.5. Synthesis and marketing recommendation for advertising activities

Summary

Bibliography

Internet sources

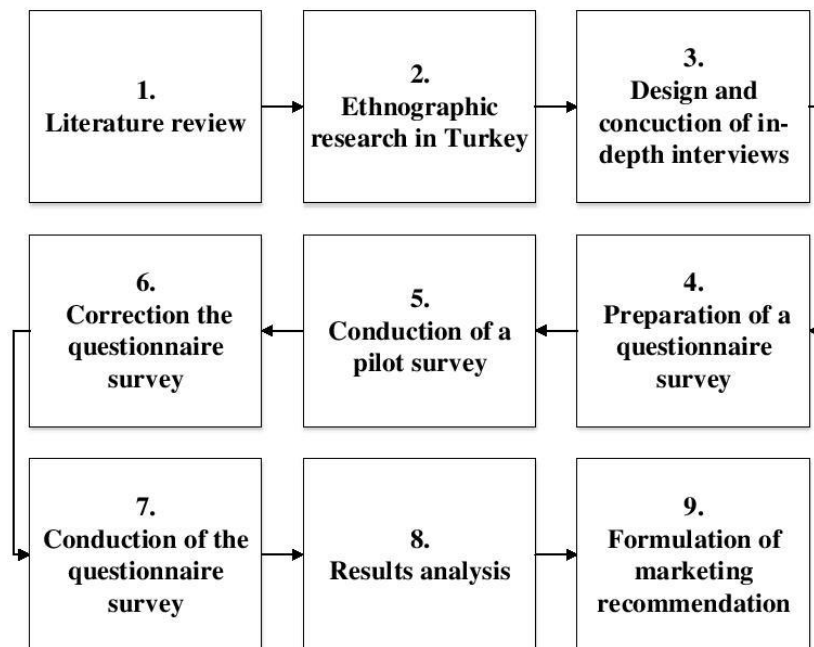
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Research Methods

The research process consisted of following methods: literature review, ethnographic research, in-depth interviews and a questionnaire survey. A great part of the research used an emic approach, in which the researcher attempts to look at phenomena from the perspective of a member of the culture and tries to adjust the scientific tools to the local cultural context (ethnographic research, in-depth interviews). A qualitative method was used as well, which is characteristic for an etic approach that focuses on finding a non – subjective point of view through analysing the culture from an observer’s perspective (a questionnaire survey). Customer attitudes were analysed from cognitive and emotional point of view. It means that the attitudes towards the subject of the attitude and the emotional reactions caused by this subject were analysed.



Rys. 1. The sequence of the research methods.

Source: Own elaboration.

The research procedure started with literature review, which included the analysis of former research of advertising message perception in Turkey and the world. The qualitative

methods enabled the exploration of the problem and designing of the questionnaire, as well as the procedure of the quantitative research. Two methods of qualitative research were used: an ethnographic research and in-depth interviews.

The aim of the ethnographic research was to identify the traits of cultural diversity in Turkey. Trips to various regions of the country served this purpose, especially visiting cities that are considered to be conservative or liberal, as well as going to places of religious worship. The travel took place during three trips abroad, which took fifteen months in total. The method also consisted of a participant observation of students coming from various regions of Turkey as well as conversations about their belief system and dominant cultural traits. The other parts of the method were visiting the respondents in their places of residence or sharing a flat, spending time together and visiting places of cultural and historical importance. Based on the obtained information, a further analysis of literature and current press publications was conducted, in order to understand deeply the issues related to the subject of research. The research also covered the analysis of product range offered by stores and the character of advertisements presented in shops, television, magazines and outdoors.

Discovering the real environment through participation in everyday life served as an important introduction to the main research, allowing to understand the culture and gaining information that was used to design the questionnaire survey. The observation of behaviour of various members of Turkish society permitted an initial identification of differences in advertising message perception, which can stem from internal cultural diversity. Taking part in a research project in Istanbul, organized by Yunus Emre Institute allowed a deeper exploration of issues related to religion. The project covered visiting the most important places in Istanbul regarding religion and culture, as well as meetings and conversations with members of various religious groups in Turkey. Following issues up-to-date in the country and discussing them with people from Turkey enabled to define the internal cultural diversification, which largely results from attitudes towards religion and conservative or liberal beliefs that express in attitudes towards social norms and traditions. Staying in various parts of the country made it possible to obtain information from various social groups and regions. The above mentioned elements of ethnographic research allowed to collect an initial data about attitudes and perception of advertising message of various consumers.

The aim of conducting the in-depth interviews according to an afore – designed scenario was to obtain the knowledge about the specifics of Turkish culture that shapes customers' behaviour, and to design the questionnaire. Five students from Hacettepe University (Ankara) took part in the interviews, including two women (one wearing hijab)

and three men. The cities that they originated from were Konya (2 participants), Fethiye, Akşehir, and Mardin.

The main research process (the quantitative research) served to recognize the cultural traits of the respondents, their perception and attitudes towards advertisements, and verification of formulated hypotheses. The process started from conducting the questionnaire research, which was preceded by a pilot research.

The sample consisted of typical students of Turkish nationality, meaning the ones who attend mandatory courses in a regular manner. Initially it was planned to obtain the sample through cooperation with Turkish universities and distributing questionnaires to the students via universities' electronic post system. Every 12th university was selected from a list of Turkish universities in an alphabetical order, provided by The Centre for UE Education and Youth Programmes. Respectively, 11 universities were selected. Furthermore, the set of chosen universities was enlarged by four universities that cooperate with University of Economics, to increase the chances of approval to conduct the research. However, the written request, as well the requests made personally in Hacettepe University in Ankara, Anadolu University and Osmangazi University in Eskişehir have been rejected. Due to the formal constraints arising from perceiving the topic of the research to be unethical, a change of the method of collecting the sample was necessary. As the result the questionnaires were collected via Facebook, a social networking website, by distributing the form to appropriate groups of students. In that way 1320 were collected. Subsequently, a final sample of 841 participants was obtained based on filtering questions. Unofficial character of the research made it possible to reach respondents from various regions more easily, especially the conservative ones. It could also have influenced the freedom of expression, and consequently the credibility of the results. The procedure helped to obtain a diversified sample, which adequately reflects the general population. The questionnaire was written in Turkish language.

In the questionnaire the participants were asked to answer the questions regarding their attitudes towards advertising messages, their beliefs and religion related issues. The questions were formulated based on secondary sources that concern the Turkish culture, and consultation with Professor Ayşe Nevin Yıldız¹.

¹ Dr. Öğr. Üyesi Ayşe Nevin Yıldız, a researcher from Hacettepe University.

According to the results of the conducted research, advertising represents a medium of marketing communication that is perceived negatively by Turkish students, based on their attitudes. The majority of the respondents maintained that consumerism and its promotion prevail the most both in Turkish and in foreign advertisements. Marketing activities should be aimed at eliminating such an impression.

The students of liberal religious affiliation perceived the chosen advertisements more positively than the conservative students. Similarly, the advertisements were seen in a more positive light by the students less devoted to Islam than the strong believers. The outcome of the research suggests being cautious about the selection of the nature and subject of advertisements directed to Turkish students. The differences in evaluations of chosen advertisements indicate the need of adjusting their content by their creators according to the particular target groups.

Based on the previous research, three groups of advertising messages were chosen to the study:

- Containing religion related content – with graphic and slogans that refer to religious artefacts, such as gestures, clothes, greetings,
- Hygiene products for women – tampons and sanitary pads,
- Alcohol – low alcohol drinks and beer.

The respondents were asked to assess the chosen advertising messages using five point Likert scale. It allowed to evaluate the perception as a positive or negative one. The perception was studied in the context of the central route of processing the information, because the form of the research required a cognitive effort from the respondents, as well as focusing on the presented pictures, in opposition to the peripheral route that is activated while consumers encounter advertising messages accidentally.

As the result of the operationalization process, the indexes of liberalism/conservatism, and association with Islam were constructed. Defining them allowed to divide the respondents into groups specified in the hypotheses. In order to test the hypotheses and to answer the stated research questions, a statistic analysis was conducted using IBM SPSS Statistics version 21. Using the software significance tests and Student's t-tests were conducted. Cohen's d statistics, which allows to determine the strength of the relationships between the variables were also calculated. The chosen level of significance was 0,01.

The limitation of the conducted research was the necessity of a careful formulation of the questions, due to their character. Both the subjects of the advertising messages as well as the references to the ruling conservative – Islamic political party could have been

controversial to many respondents. It turned out to be impossible to get an approval to conduct the research from any of the Turkish universities. Therefore the sample had to be limited to the students who use Internet and social media, who were as well eager to take part in the survey. Adjusting the content of the questionnaire allowed the analysis of three advertisements from each of the chosen subjects.

Results of conducted research

The qualitative research showed that in Turkey there exists an internal cultural differentiation, due to which there are very different views on many issues among its society. According to the ethnographic research:

- Despite the secular political system, Turkey is a country in which Islam de facto functions as a national religion,
- In Turkey there is no Sharia law, polygamy is forbidden, only civil marriage is legal,
- The association with the religion is not equivalent with conservative beliefs,
- There is observed a significant diversity between regions and cities regarding cultural customs,
- The regional norms of behaviour are not always accepted by all of the society members – people tend to move to another part of the country according to their ideas and beliefs,
- Except for hijab, an average clothing style of a religious Turkish woman does not necessarily significantly differs from other women' style,
- Wearing a hijab by Turkish women is under discussion, as it is a symbol of religious beliefs in a secular country,
- A recent abolition of law concerning wearing a hijab by women who work in the public sector (government offices, in education and politics, by police) is considered to be an expression of religious freedom,
- Religious Turks often depict Islam as a religion of tolerance for different faith and cultures, for example for Syrian refugees,
- Turks do not identify themselves with the Arabic culture. Such comparisons are usually not well received. At the same time Turks do not identify themselves with Europeans. They have a strong feeling of identity and individuality,

- Turkey imports a lot of Western customs – for example decorating shops in the Western style during Christmas has become a commonplace,
- Importing Western cultural patterns is considered to be an expression of development and liberalism,
- Selling and advertising some products is a subject of discussion.

The results of in-depth interviews have shown that:

- There exists a significant diversification of preferences regarding the style of advertising message, the depiction of people, and the origin of the advertised products,
- Students wish that the advertising message directed to them had a character of an information dedicated to aware consumers, treated more seriously than it seems in the messages with which they have encountered until now,
- Among the issues of a significant importance for Turks there are national pride and the association with the religion. Any content of advertising message that stays in the conflict with Turkish system of values can evoke extreme reactions.

The conducted qualitative research allowed to determine the main preferences of Turkish students regarding advertising message as a form of marketing communication and to test the aforementioned hypotheses. According to the analysis:

- The most important factors in product choice were its functionality and price,
- Internet was indicated as the main source of information about products,
- The number of advertisements in television and Internet is too considerable. The number of outdoor advertisements, on the radio and in the cinema appeared to be appropriate,
- The main trait of Turkish advertisements in the assessment of the respondents is promoting consumerism. Also it was often pointed out that they promote important values and their creativeness,
- Foreign advertisements most often were considered as promoting consumerism, however almost two times less often than in the case of Turkish advertisements. Despite noticing the modern style of foreign advertisements, the respondents often pointed out that they deviate from the standards of the Turkish culture and their inappropriateness,

- The nationality of the characters presented in advertising messages rendered not to be a subject of importance. However, foreign characters were slightly more preferred over characters of Turkish nationality.

The results of hypotheses testing done based on qualitative research are presented in table 2.

Tab. 1. Results of hypotheses testing.

Research question	Hypothesis	Testing result
Research question I: What is the attitude of Turkish students towards advertising message as a form of marketing communication?	H1: <i>The attitude of Turkish students towards advertising message as a form of marketing communication is positive.</i>	Rejected
Research question II: How do Turkish students feel about the regulations which ban advertising of some products?	H2: <i>Turkish students accept the regulations which ban advertising of some products.</i>	Rejected
Research question III: How do Turkish students assess local advertisements comparing to foreign advertisements?	H3: <i>Turkish students assess Turkish advertisements more positively than foreign advertisements.</i>	Rejected
Research question IV: Are there any differences between the groups of students differentiated based on their beliefs (conservative/liberal) and the attitude towards the religion (Islam) in the perception of the chosen advertisements?	H4: <i>There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements</i>	Accepted
	H5: <i>There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached to Islam in the perception of the chosen advertisements</i>	Accepted
Research question V: Are there any differences between the groups of students differentiated based on their beliefs (conservative/liberal) in the perception of the chosen advertisements (of alcohol, hygiene products for women, containing religion related content)?	H6: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements of alcohol.	Accepted
	H7: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements of hygiene products for women.	Accepted
	H8: There are differences between the groups of students of conservative beliefs and students of liberal beliefs in the perception of the chosen advertisements that contain religion related content.	Accepted

Research question	Hypothesis	Testing result
<p>Research question VI: Are there any differences between the groups of students differentiated based on their attitude towards the religion (Islam) in the perception of the chosen advertisements (of alcohol, hygiene products for women, including religion related content)?</p>	<p>H9: There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached to Islam in the perception of the chosen advertisements of alcohol.</p>	Accepted
	<p>H10: There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached to Islam in the perception of the chosen advertisements of hygiene products for women.</p>	Accepted
	<p>H11: There are differences between the groups of students who are strongly attached to Islam and students who are not strongly attached to Islam in the perception of the chosen advertisements that contain religion related content.</p>	Accepted

Source: Own elaboration.

Summing up the process of hypotheses testing, eight of them have been accepted and three rejected. A more detailed interpretation of the results has been presented in the fourth chapter of the thesis. Concluding, the obtained results regarding attitudes of the students indicate that:

- Advertising message constitutes a medium of marketing communication that in general is not viewed favourably by Turkish students,
- The majority of the respondents preferred only general advertising regulations to be in force, which prevent creating unfair messages,
- Turkish students prefer foreign advertisements,

Preferring foreign advertisements supports the idea of taking advantage of the content and style typical for them in advertising message directed to young customers of Turkish nationality. However, considering the previous research results, which indicate that foreign advertisements were also often perceived as inappropriate ones, it is important to adjust the content to the characteristics of Turkish culture. It means that advertisers should seek for a balanced solution, which means benefiting from assets of foreign advertisements while taking in to account at the same time the preferences that origin in Turkish culture.

The conducted Student's t-tests have shown that there is a statistically significant difference in the perception of the advertisements of alcohol, the advertisements that contain religion related content, as well as the advertisements of hygiene products for women depending on the respondents' beliefs. The analysis has also shown that there is also a statistically significant difference in the perception of the advertisements of alcohol, the

advertisements that contain religion related content, as well as the advertisements of hygiene products for women depending on the respondents' association with Islam (Tab.1)

Tab. 2. Results of theseing hypotheses H4 – H11. The strength of the relationship between the perception of advertising message and respondents' beliefs/ associations with Islam.

Hypothesis	The scope of perception	Average assessment		Cohen's d statistics	Strength of the relationship
H4	All researched advertisement messages ^{2*}	Liberal	130,85	0,63	Medium
		Conservative	109,61		
H5	All researched advertisement messages ¹¹	Not strongly attached to Islam	130,18	0,48	Small
		Strongly attached to Islam	114,61		
H6	Advertisements of alcohol	Liberal	50,17	0,52	Medium
		Conservative	42,14		
H7	Advertisements of hygiene products for women	Liberal	44,30	0,53	Medium
		Conservative	35,97		
H8	Advertisements that contain religion related content	Liberal	36,38	0,44	Small
		Conservative	31,50		
H9	Advertisements of alcohol	Not strongly attached to Islam	49,74	0,34	Small
		Strongly attached to Islam	44,46		
H10	Advertisements of hygiene products for women	Not strongly attached to Islam	43,36	0,30	Small
		Strongly attached to Islam	38,78		
H11	Advertisements that contain religion related content	Not strongly attached to Islam	37,07	0,52	Medium
		Strongly attached to Islam	31,37		

Source: Own elaboration.

* Scale 0 - 270

All of the analysed groups of advertising messages have been evaluated more positively by the students of liberal beliefs. The strongest relationship has been found between the beliefs and the perception of advertisements of alcohol and hygiene products for women. All of the analysed groups of advertising messages have also been evaluated more positively by the students not strongly attached to Islam. The strongest relationship has been found between association with Islam and the perception of advertisements that contained religion related content (Tab.2).

Marketing Recommendations

Based on the results, following marketing recommendations can be formulated:

- Focusing the marketing activities on evolving positive reactions of the respondents by using form and content of advertising message according to the preferences of Turkish students,
- Aiming to reduce the impression of promoting consumerism,
- Modelling the style of the messages on foreign advertisements with adjusting it to the norms of Turkish culture simultaneously,
- Considering the choice of using media other than Internet or television or focusing on differentiating the advertising message from the ones designed by competitors,
- Segmenting the market based on the beliefs of Turkish respondents and their association with Islam,
- Adjusting the content of the advertising message according to the preferences of the particular target audience,
- Taking the needed precautions when choosing the style and content of advertising messages directed to Turkish audience in case of:
 - Advertising hygiene products for women to respondents of conservative beliefs,
 - Using advertising messages that contain religious related content if the target audience is strongly attached to Islam
- Taking the advantage of the study results by companies which products or services are directed to Turks staying abroad (e.g. in hotels) by extending or limiting the

offered range of alcohol containing products and its promotion based on the characteristics of the target group,

- Implementing some elements of halal tourism (e.g. including halal meals in hotels' offer) by some businesses as an additional offer.

Conclusion

The conducted research has shown that advertising message is a medium of marketing communication that is negatively perceived by Turkish students, according to their attitudes. The most common trait of Turkish, as well as foreign messages was the consumerism that they promote. Therefore marketing activities should be aimed at removing that impression.

The Turkish students of liberal beliefs perceived the analysed advertising more positively than the students of conservative beliefs. Similarly, the messages were interpreted more favourably by students not strongly attached to Islam than those strongly attached to it. The results suggest caution in choosing the subject and style of advertising messages directed to students of Turkish nationality. The observed differences in the assessment of the advertising messages indicate the need of adjusting the content based on the characteristics of the group to which they are targeted and taking into account cultural conditioning.

Customer attitudes were analysed from cognitive and emotional point of view. The opinions regarding the subjects of the attitudes (advertising messages), and the emotional reactions that they evoke, were studied. The subject of the future research can be the behavioural component of an attitude, meaning how it influences purchasing decisions.

An important subject of the further research can be also to find out which elements and traits of foreign advertising messages are the most attractive for students of Turkish nationality, especially in the light of the results that indicate the differences in perception of the advertisements between the groups differentiated based on their beliefs and their attitude towards the religion. The future research can also include the same analysis performed on respondents of different age groups or extend the analysis by increasing the number of advertising messages considered. Due to the regulations that are in force in Turkey regarding alcohol advertising, the results of the study can serve as a basis for formulating the assumptions for researching the preferences of Turkish minorities in different countries (e.g. in Germany).