



Communication Papers

Media Literacy & Gender Studies

**Examining the Effect of Digital Advertisements on
Brand Awareness with the CBBE Model**

Received: 30 September 2024; **Accepted:** 16 May 2025

Sevda Kocaman, (M.A)
Istanbul Commerce University,
Graduate Education Institute, Istanbul / Turkey
sevdakocaman0@gmail.com
ORCID: 0000-0002-4180-1408

Aybike Serttaş, Prof. Dr.
Istanbul Aydın University,
Communication Faculty, Istanbul / Turkey
aybikeserttas@yahoo.com
ORCID: 0000-0003-3471-7264

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

Abstract

Technological developments have expanded the field of trade, and almost no brand has carried its commercial activities to digital media and has continued online. In an intensely competitive environment, brands continue their activities with digital marketing strategies and advertisements. Companies create strategies suitable for the brand by placing the consumer at the center of their digital advertising activities and managing their campaigns with advertising models accordingly. The consumer is in a significant position in this entire process. The main purpose of the research is to analyze how digital advertising models used in the e-commerce sector are perceived by consumers, how they are remembered by consumers and their effects on brand awareness through in-depth interview techniques. The data obtained from these interviews were used to examine the salience (level of importance) and brand image concepts in Keller's CBBE (Customer Based Brand Equity) model is used to examine the impact of digital advertising on brand awareness. The research was conducted face-to-face with 15 consumers living in Istanbul. As a result, data has been obtained that are consistent with the fact that digital advertising models not only create short-term brand awareness but also guide consumer behavior, increase brand loyalty, and become a fundamental part of brands' long-term strategies.

Keywords: Digital Marketing, E-commerce, Brand Awareness, CBBE.

Introduction

E-commerce, the electronic sale or purchase of goods and services over the Internet, has become essential in modern trade. It has reshaped business models, consumer behavior, and markets with the convenience and accessibility it offers. E-commerce has transformed the way products are bought and sold by breaking down market boundaries. The development of technology and its impact on all areas of trade enable businesses to develop traditional trade models rapidly (Sharma, et al., 2023, pp. 1-5).

Where companies will send their products that they produce and sell and how buyers will obtain the company's products determine the general framework of trade, and thanks to the widespread use of the internet, borders are disappearing. It is possible for companies to introduce and send their products and services to consumers all over the world (Marangoz, 2011, p. 183).

E-commerce covers selling products produced via computers, advertising them, providing technical support services after sales, and completing payments. With the development of technology, the intensification of the competitive environment has caused companies to transfer their marketing strategies to digital environments. Companies prefer digital advertising due to its measurable and cus-

¹ This article is a version of master thesis titled "The Effect of Digital Advertising Models Used in E-Commerce Sector on Brand Awareness: A Research on Istanbul" was completed in the Department of Advertising and Strategic Brand Communication at the Institute of Graduate Education" defended at Istanbul Commerce University in 2024.

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

tomizable features. The efficiency and cost of campaigns made on advertising platforms such as Google and Meta can be obtained with detailed analysis (Tuzcu, et al., 2018, pp. 376-378).

Digital advertising emerged with the development of the internet, messaging, online search system, social media channels, and mobile communication systems over time. The opportunities that emerged with the development of technology and the intensity of the competitive environment caused brands to switch their marketing strategies to digital environments. The traces of digital transformation were first seen in the message service sent in 1969. In the following period, e-mail was sent in 1971 and the first website was established in the 1980s. In the 1990s, browser-based cookies that provided personalized marketing opportunities began to be used, e-commerce sites began to be used, and banner ads were published. The number of websites increased in the 1990s and search engines such as Google and Yahoo emerged at the same time. Starting in the 2000s, more effective results were achieved in digital advertisements with Google AdWords, and after 2004, social media tools such as Twitter, Facebook, Instagram and YouTube began to be used intensively in daily life. Thus, these social media channels began to be used as new advertising areas by brands (Tuzcu, et al., 2018).

Digital advertising continues to develop through e-mail, pop-up, search engines, social media and content. Today, brands can reach their target audiences and communicate with them, especially through digital advertising models (Aslaner & Aydın Aslaner, 2020).

Digital advertising includes different media formats such as audio, video, visual and text. Digital advertising, which refers to the marketing process through online channels, is quite young compared to many media areas. Digital advertising has become an important tool for brands to reach their target audiences. It has become one of the important marketing strategies of businesses thanks to its data-based, detailed targeting features and analysis forms (Kartal, 2022).

With the increase in the number of brands, a competitive environment has emerged and brands have started to continue their marketing activities in order to attract the attention of their target audience and gain a place in the minds of consumers. In the 2000s, brands focused on easy access to consumers, quality, trust and customer satisfaction, and aimed to stand out in competition and establish an emotional bond with consumers with these issues (Işık, 2013).

A brand is a combination of names or symbols that users can associate with a product or service (Wilbacher, 1995).

Brand knowledge represents brand image and brand awareness. The stages of brand knowledge can be grouped into a pyramid, with each level forming the basis for the levels above it. Brand loyalty derives from emotional and functional

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

associations and consists of realistic and emotional brand evaluations based on brand awareness (Chandon, 2003, p. 1)

Brand awareness is defined as the effect created by the brand in the consumer's mind. Brand awareness, brand recognition levels, and recall performances are effective in the decision-making process for consumers when engaging in purchasing behavior. Brand name dominance, brand recall, brand recognition and being the first brand that comes to the consumer's mind indicate the level of awareness consumers have about the brand (Özbucak Albar & Öksüz, 2013, pp. 421-422).

Brand awareness is the basic level of brand knowledge that includes minimum awareness of the brand name (Çepni Şener, 2023, pp. 80-83). According to another definition, the brand's effect on the consumer's mind is brand awareness. Brand awareness consists of a four-step awareness pyramid (Ekiyor & Durmuş, 2021, pp. 347-349).

This pyramid shows the stages of awareness. Consumers are unaware of the brand at the top of the pyramid. This part is considered the beginning of awareness. At the bottom, consumers are aware of the brand in every way (Özyurt Kaptanlıoğlu, et al., 2019, p. 260).

The target audience's perception and awareness of products are critical for a brand to exist and sustain itself. Brand awareness is the consumer's ability to choose a brand among its competitors. The target audience's first impression of a brand is formed after the awareness process. Brand awareness is about the recognition and recall of the brand among competitors. Suppose the consumer is unaware of the brand when there is a lot of brand density in the developing market. In that case, the consumer will eliminate the brand from its competitors. Brand awareness should create a reflection equivalent to the brand essence (Özyurt Kaptanlıoğlu, et al., 2019, pp. 258-261).



Figure 1. Awareness Pyramid (Aaker, 2007).

A brand can only be fully realized by its target audience. Brand awareness can be achieved by creating awareness. Research has proven that brands engraved in the target audience's memory are preferred by consumers more. (Aktepe & Baş, 2008, pp. 84-85). A high level of brand awareness has various advantages in the decision-making process of the target audience during the purchase, such as the thinking, learning, and choice advantage (Sökmen, et al., 2023, p. 2953)

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

Brand awareness is crucial for companies to convey their brands to their target audiences and potential customers. Potential customers determine their first impressions about the brand after completing the awareness stage (Orhan & Akyol, 2023, pp. 339-340). Since brand awareness is essential for e-commerce companies to survive in the sector, create customer loyalty, have a competitive advantage over their competitors, generate value, and direct their target audience to purchasing behavior, in this study, consumer opinions and emotions were converted into data through Keller's (1993) CBBE model.

Literature Review

K. L. Keller's Consumer-Based Brand Equity Model

Before Keller, brand value was examined and evaluated from various perspectives. (Aaker, 1991; Farquhar, 1989; Srivastava & Shocker, 1991). Brand equity is defined as the effects of brand-specific marketing techniques. For example, certain results result from marketing a product or service because of its brand name, but would not have occurred if the same product or service did not bear that name.

Keller (1993) presented a conceptual brand equity model from the individual consumer's perspective. Customer-based brand equity is understood as the differential impact of brand knowledge on consumer response to the brand's marketing techniques. When consumers respond more favorably to an element of the brand's marketing mix than to the same element attributed to a fictionally named or unnamed version of the product or service, the brand is said to have positive versus negative customer-based brand equity. Brand knowledge is conceptualized according to an associative network memory model of brand awareness and brand image. Customer-based brand equity occurs when the consumer is familiar with the brand and has formed positive, strong, and unique brand associations in his or her mind.

Brand awareness plays an important role in the consumer decision-making process for three key reasons (Keller, 1993, pp. 1-22). First, consumers should prioritize the brand when examining and evaluating a product category. Brand awareness can then influence decisions about brands in the evaluation area, even if there are no associations with other brands. In decision-making environments, even if there is no well-formed attitude, a low level of brand awareness can be sufficient to guide product selection. Brand awareness affects the formation and strength of brand associations in the brand image and affects the consumer's decision-making process. The figure below shows the dimensions of brand knowledge. Other brand associations can affect the positivity and strength of a brand association in the consumer's memory. The unity of brand associations indicates how easily an existing association can be recalled and how quickly and easily subsequent additional associations can be connected to the brand node in memory. Generally, information semantically consistent with existing brand associations is learned and recalled more easily than irrelevant information. That is, consumers may have expectations about the likelihood that a product or service will have a particular relationship if it has another relationship. These expectations influence consumers' ability to learn new brand information.

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

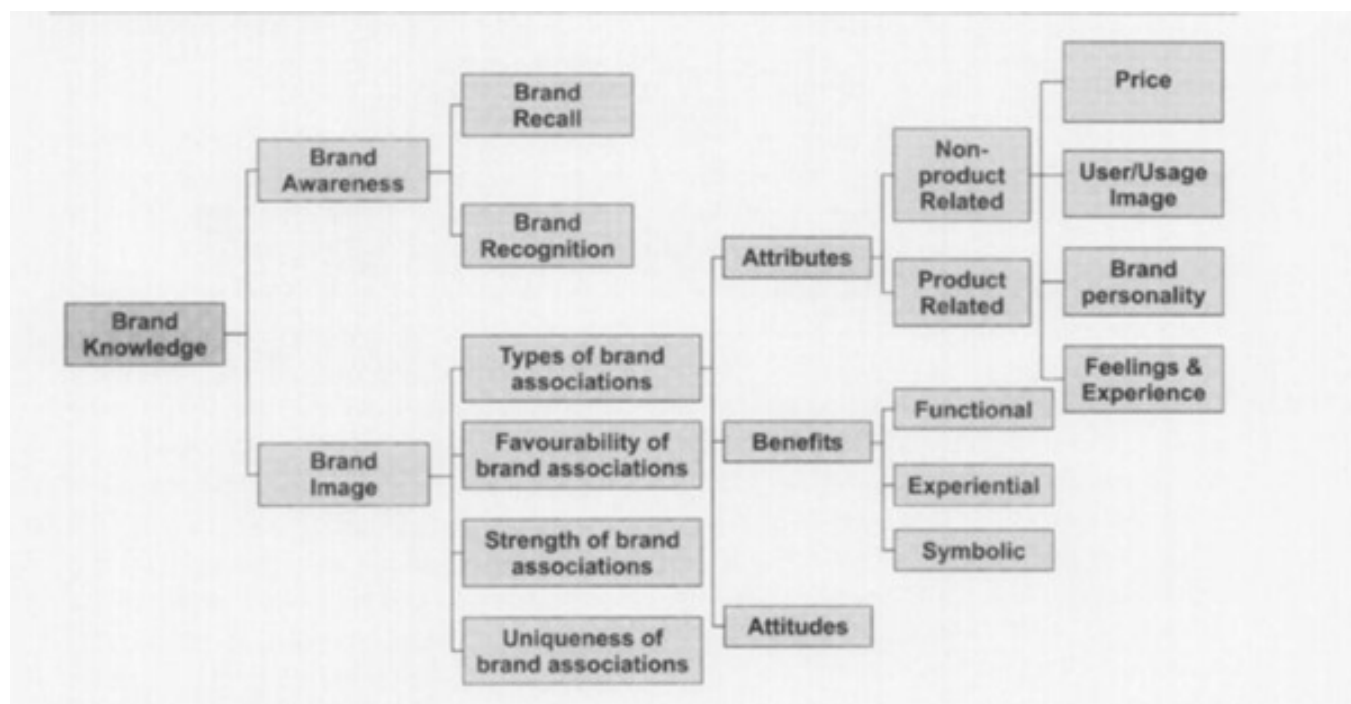


Figure 2: Dimensions of brand knowledge (Keller, 1993).

Consumer-based brand equity can be defined as the differentiation of brand knowledge from consumer responses to the brand's marketing techniques. The definition of consumer-based brand equity includes three important concepts: "differential impact", "brand knowledge" and "consumer response to marketing". Differential impact is determined by comparing the consumer's response to a brand's marketing techniques with the response to a fictional version of the same product or service. Brand knowledge is defined by brand awareness and image. Consumer response to marketing is defined as consumer perception, preference and behavior as a result of marketing efforts. Therefore, if consumers respond more or less positively to the brand's product, price or distribution method than when the same marketing mix element is attributed to a fictionally named or unnamed version of the product or service, it is understood that the brand has positive or negative customer-based brand equity. The consumer's positive response and positive customer-based brand equity lead to increased revenue, lower costs and more profit. Brand knowledge is at the center of this. In particular, the positive, strong and uniqueness of brand associations play an important role in determining differential response.

If users see the brand as the same as the prototype of the product or service in the category, the responses of consumers should not differ from their responses to a product or service. If the brand has distinct and distinct associations, the responses of consumers should differ. The differences in responses depend on the evaluations consumers make of these associations and the marketing mix. Thus, building brand awareness and a "positive brand image" (i.e., positive, strong, and unique brand associations) in consumer memory creates customer-based brand equity, depending on which marketing mix element is being considered.

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

Strong brand awareness and a positive brand image should increase the likelihood of consumer brand choice, build customer loyalty, and reduce vulnerability to competitive marketing techniques. Therefore, the view of brand loyalty here is that positive thoughts and attitudes toward the brand generate repeat purchase behavior in the consumer. Some of these thoughts may reflect the objective reality of the product, in which case there may not be customer-based brand equity. Yet, in other cases, they may reflect positive, unique, and powerful relationships that go beyond the objective reality of the product. (Keller, 1993, pp. 1-22). According to Keller (2003), brand image is the perceptions about a brand reflected by the brand associations in the consumer's memory. Brand associations are other information related to the brand-related information in memory and include the meaning of the brand to the consumer. Brand associations' positivity, strength, and uniqueness are the dimensions that determine brand value.

Achieving the correct brand identity involves increasing brand salience (Keller, 2003, pp. 7-20). Brand awareness is about how often and how quickly the brand is brought to mind by the consumer in different situations. How memorable is the brand, how quickly is it recalled or recognized by the consumer? How widespread is brand awareness? A brand with high levels of awareness has depth and breadth, so that consumers make repeat purchases and think of it first in situations where the brand is expected to be used.

We can conclude this section with the following elements of the CBBE (Customer Based Brand Equity) model: In the CBBE model, which emphasizes the duality of brands; the rational path to brand building constitutes the left side of the pyramid. The emotional path constitutes the right side of the pyramid. Creating significant brand value only comes with the right building blocks and requires reaching the top of the brand pyramid. Brand importance is how easily and frequently consumers think of the brand when making a purchase. Brand performance is how well the product or service meets the needs of consumers. Brand image describes all external characteristics of the product or service, including how the brand meets the needs of consumers. Brand judgments describe consumers' personal opinions and evaluations. Brand feelings are the emotional reactions and behaviors that consumers create towards the brand.



Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

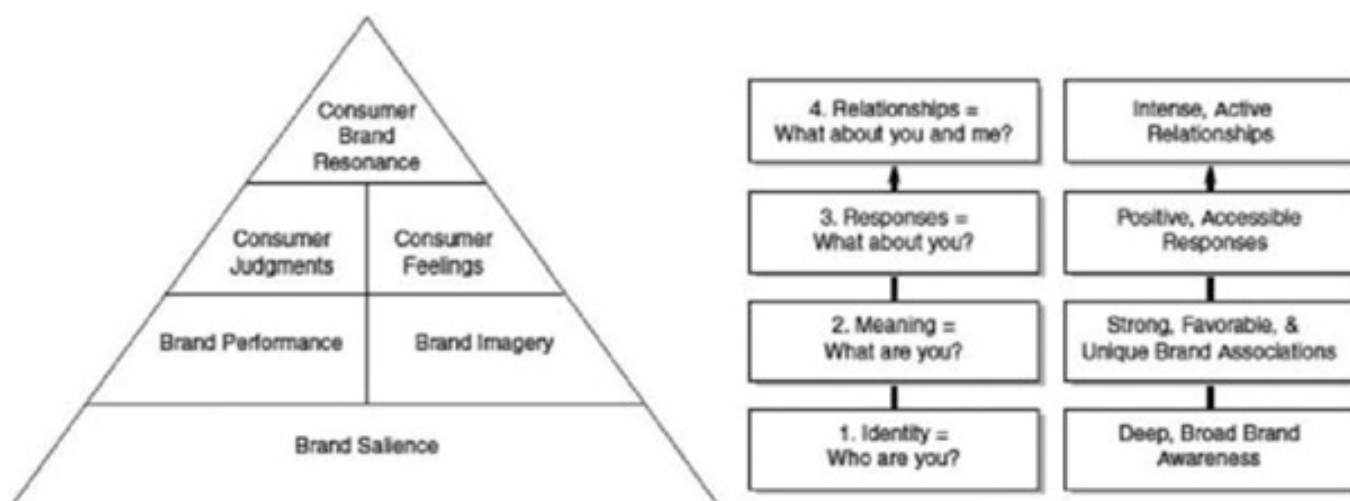


Figure 3: Keller's CBBE (Keller, 2009).

Analysis of the Effects of Digital Advertising Models Used in the E-Commerce Sector on Brand Awareness

This study aims to analyze how digital advertising models such as display ads, social media ads, and content ads are perceived by consumers, their recall status, and their effects on brand awareness by using in-depth interview techniques. In this way, it aims to understand how and in what way these advertising models effectively create brand awareness. The research universe consists of 15 consumers living within the borders of Istanbul who interact with digital advertising models of companies in the e-commerce sector. The individuals in this universe are e-commerce customers and digital media users who encounter digital ads. As the largest metropolis in Turkey, Istanbul is a center where local and global dynamics intersect. For this reason, digital advertising studies conducted in Istanbul are deeply related to local cultural factors. The demographic structure of Istanbul is complex, where different ethnic groups, income levels, and lifestyles coexist. Many groups of different ethnic origins, such as Turks, Arabs, Greeks, and Armenians, live together in Istanbul. There are also great differences in the income levels of people living in Istanbul. Luxurious neighborhoods are intertwined with more modest neighborhoods. This diversity is also reflected in the lifestyles of people living in the city. While some people live by traditional values, others have adopted a more modern lifestyle. With these differences, Istanbul hosts a rich cultural mosaic and social differences. The young population in Turkey, in general, and in Istanbul, in particular, draws a profile prone to digitalization. Internet and social media use is quite common, especially among young people, offering great potential for digital advertising. Social media platforms allow consumers in Istanbul to interact directly with brands. Therefore, social media ads and content marketing are critical to increasing brand awareness.

The study aims to analyze how digital advertising models affect short-term sales effects and long-term elements such as brand recognition, value, and reliability and to make sense of creating brand awareness in consumers' perceptions of

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

digital ads. Digital ads can affect consumers' experiences, perception filters, and personal characteristics differently. For this reason, the variability in consumer perception constitutes a limitation of the research, which is limited to the data collected in the interview.

Research Method

In-depth interview technique is a data collection technique managed through verbal communication. It is based on asking questions and receiving answers, and it is also essential to learn the individual's beliefs, values, feelings, and experiences in in-depth interviews.

During the research, the participants were asked four questions to analyze the brand awareness of digital advertising models used in the e-commerce sector.

1. How effective are digital ads (ads that appear in search engine results such as Google, Yandex, ads you see on social media platforms such as Instagram, Facebook, Youtube, Tiktok, visual ads on websites, e-mail ads) in remembering a brand? Can you explain with examples from your own experiences? Have you ever remembered a brand you have seen before?
2. Which types of digital advertising models (Instagram, Facebook, Tiktok, Twitter, Youtube search network, banner, video) do you think increase your brand awareness the most? Can you explain why you think it increases brand awareness?
3. When you encountered a digital ad (social media, search network, e-mail ad), were there situations where the ad you encountered led you to learn more about the brand? If so, what were these experiences, could you tell us about them? For example, after encountering a social media ad, e-mail ad or Google ad, did you wonder about the brand and examine it?
4. Do digital ads create long-term awareness about e-commerce brands? Is this awareness permanent or long-lasting? What do you say?



Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

Analysis and Findings

The findings of the study were analyzed with the Customer-Based Brand Equity (CBBE) model developed by Kevin Lane Keller. The CBBE model consists of four dimensions that explain how brand equity is formed in the mind of the consumer: brand awareness, brand meaning, brand response and brand loyalty. In the analysis of qualitative data, the statements obtained from the interviews were analyzed in line with these four basic dimensions.

While sharing the participants' opinions, each participant was coded by giving them a number starting with P (P1, P2, P3). The demographic characteristics and duration of internet usage of the participants can be seen in the table below.

Participant No	Age Range	Gender	Marital status	Educational Status	Monthly Income Status	Monthly Internet Usage Time	Job
1	25-34	Woman	Married	License	35000	6 - 10 Hours	Full Time Employee
2	25-34	Woman	Married	License	27000	45 +	Full Time Employee
3	35-44	Woman	Married	High School and Below	42000	45 +	Self-Employment
4	35-44	Man	Married	Doctor's Degree	68000	45 +	Full Time Employee
5	25-34	Man	Married	Master's Degree	55000	45 +	Full Time Employee
6	25-34	Man	Married	License	35000	45 +	Full Time Employee
7	18-24	Woman	Married	Associate Degree	25000	45 +	Self-Employment
8	18-24	Man	Single	License	32000	31 - 44 Hours	Full Time Employee
9	25-34	Woman	Married	License	45000	6 - 10 Hours	Full Time Employee
10	18-24	Woman	Married	Associate Degree	30000	11 - 20 Hours	Full Time Employee
11	18-24	Man	Married	Associate Degree	30000	45 +	Full Time Employee
12	18-24	Man	Single	License	33000	0 - 5 Hours	Full Time Employee
13	18-24	Man	Single	Associate Degree	-	45 +	Student
14	25-34	Man	Married	License	45000	45 +	Full Time Employee
15	25-34	Woman	Married	Master's Degree	57000	11 - 20 Hours	Full Time Employee

Table 2: Demographic Characteristics Distribution by Participants

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

According to Table 3, it is seen that 7 of the participants are man, 8 are woman and they are between the ages of 18-44. One participant is a high school graduate or below, 7 are undergraduates, 4 are associate degree graduates, 2 are graduate graduates, and 1 are doctoral graduates. Three of the participants are single and 12 are married. The monthly income of the participants was found to be between 25.000 Turkish Liras and 68.000 Turkish Liras. When asked about monthly internet usage times, 1 participant stated that they used the internet between 0-5 hours, 2 participants indicated that they used the internet between 6-10 hours, 2 participants stated that they used the internet between 11-20 hours, 1 participant indicated that they used the internet between 31-44 hours and 9 participants stated that they used the internet for more than 45 hours. When the occupational status of the participants was examined, it was seen that 2 participants were self-employed, 1 participant was a student, and the remaining 12 participants were full-time employees. The participants' opinions were evaluated by matching them with the following propositions to compile the data more systematically.

Proposition No	Proposition
1	Digital Ads Increase Brand Awareness
2	Social Media Ads Increase Brand Awareness
3	Search Ads Increase Brand Awareness
4	Video Ads Increase Brand Awareness
5	Banner Ads Increase Brand Awareness
6	When consumers see digital advertising, they want to learn more about the brand.
7	Digital advertisements increase brand awareness of E-Commerce brands in the long term.

Proposition 1: Digital Advertisements Increase Brand Awareness

As a result of this proposition, 86.67% of the participants stated that digital advertisements increase brand awareness, while 6.67% stated that they do not affect increasing awareness. The majority of the participants believe that digital advertisements have a positive impact on brand awareness. When we examine it based on gender, female participants have reached a consensus on increasing brand awareness, and 100% responded positively. 75% of male participants responded positively, while 25% stated they were undecided. Some of the responses given by the participants are as follows:

P2: *"I believe digital ads increase brand awareness—especially social media ads. Since I use them all the time in my daily life, they constantly come across me and remind me when I'm shopping."*

P4: *"I agree that digital ads are effective for brand awareness, but this is not always true for every ad. Some ads are very creative and interesting, and I don't forget the brand."*

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

P5: *"My thoughts on this subject may change. Sometimes, it increases brand awareness, but I have difficulty remembering which brand it is because I encounter many advertisements. The fact that the advertisement is attractive is also an important factor."*

Proposition 2: Social Media Advertisements Increase Brand Awareness 66.66% of the participants agreed that social media advertisements increase brand awareness and stated that they increase brand awareness. 33.33% of the participants did not agree with this opinion. 71.43% of the female participants said they decided, while 62.50% of the male participants agreed. Some of the responses given by the participants are as follows:

P1: *"I think social media ads are the most effective nowadays. Because I spend more time on social media platforms, when I see an ad for a brand on social media, the ad comes up repeatedly, and I can remember that brand."*

P7: *"Social media ads usually don't provide detailed information, and I usually skip over them. It's hard to say that social media ads impact brand awareness."*

P10: *"Today, social media ads are essential for brands. Since we spend most of our time on social media, we see ads more frequently. For this reason, I think social media ads are effective."*

Proposition 3: Search Network Ads Increase Brand Awareness According to the result of this proposition, all participants stated that search network ads do not increase brand awareness. Some of the responses given by the participants are as follows:

P8: *"I usually ignore search ads. I don't think they give me any awareness for brands."*

P9: *"Search ads are very general and not very impressive. So I don't think they increase brand awareness."*

P11: *"These ads don't grab my attention, so I consider them ineffective."*

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

Proposition 4: Video Ads Increase Brand Awareness

66.67% of the participants, 10 out of 15 participants, stated that video ads increase awareness, while 33.33% stated that video ads do not increase brand awareness. 71.43% of female participants noted that video ads affect awareness, while 28.57% said they do not. 62.50% of male participants indicated that video ads affect awareness, while 37.50% stated that they do not. Some of the responses given by the participants are as follows:

P4: *"Video ads are more impressive to me. I especially watch the ads that are narrated until the end. Video ads that explain the features of the products also interest me. Video ads are easier for me to remember and harder to forget. That's why I think they increase brand awareness."*

P6: *"I think video ads are more effective than other ads. Well-made video campaigns can help me connect with products, and I don't forget those ads."*

P7: *"I think people generally skip video ads. So I don't think it has an impact."*

Proposition 5: Banner Ads Increase Brand Awareness

All participants stated that banner ads do not affect brand awareness. Here are some of the responses given by the participants:

P1: *"Banner ads don't interest me. They usually appear everywhere, and I block them whenever I see them."*

P5: *"I usually ignore these ads. They're usually irrelevant ads. So I don't think they have an impact."*

P8: *"These ads are no longer interesting because they appear on every website. That's why they are not effective."*

Proposition 6: Consumers Want to Learn More About the Brand When They See Digital Ads

When asked whether consumers want to learn more about the brand when they see digital ads, 66.70% of participants said they want to learn more about the brand after the ads; some of the participant's opinions are as follows:

P8: *"I usually see ads about products that interest me, so I naturally want to click on them and learn more."*

P13: *"When a product I see in an advertisement appeals to me, I research that brand and get more information."*

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

P15: *"Sometimes it interests me, and I want to learn more; sometimes it doesn't. I think it depends on whether the ad visual is interesting or not and whether the product appeals to me, but generally, if it's a product that interests me, I click on it and get information."*

Proposition 7: Digital Ads Increase Brand Awareness of E-Commerce Brands in the Long Term

80% of the participants agreed that digital ads increase brand awareness of e-commerce brands in the long term. 13.33% of the participants had no opinion on the subject, and 6.67% were undecided. Some of the participant opinions are as follows:

P4: *"Digital advertisements increase awareness of brands in the long term. Thanks to these advertisements, we learn about brands and research them."*

P5: *"I think digital ads are a must for e-commerce brands. We get to know many brands thanks to these ads."*

P6: *"Digital ads impact awareness, but sometimes we ignore most ads. So I'm unsure if it will increase awareness in the long run."*

Conclusion

This study examines the effects of digital advertisements used in the e-commerce sector on brand awareness and brand value. The findings obtained in this study are not limited to the effectiveness of digital advertisement models but also provide essential evaluations of consumer behavior, brand loyalty, and long-term brand strategies. Understanding the fundamental dynamics of consumer behavior is critical when examining the impact of digital advertisement models on consumers. Consumers are affected by the digital advertisements they are exposed to, recognize and remember the brand, and shape their purchasing behavior. Models such as search network advertisements and social media advertisements, in particular, allow consumers to directly interact with the brand and develop awareness about the brand. These advertisements can quickly create and strengthen brand perception; however, their ability to profoundly impact consumer behavior is related not only to the content of the advertisement model but also to how it is presented.

According to the findings obtained from the research, most participants agreed that digital advertisements increase brand awareness in the first proposition, 86.67% of the participants. All female participants agreed with this proposition positively, and 75% of male participants supported this proposition, while 25% were undecided.

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

According to the research results, it was analyzed that social media and video advertisements create brand awareness. 66.66% of the participants stated that social media advertisements increase brand awareness in the consumer. 71.43% of participants stated that social media advertisements increase brand awareness for women and 62.50% for men. In video advertisements, 66.67% of participants 66.67% stated that they increased brand awareness. While 71.43% of women indicated that video advertisements increase awareness, 62.50% of men said they have an effect.

The analysis observed that search networks and banner advertisements do not affect brand awareness. Participants stated that these advertising models do not increase brand awareness.

In addition, 63.33% of the participants wanted to know more about the brand when encountering a digital advertisement. 80% of the participants said that digital advertisements would increase the brand awareness of e-commerce brands in the long term. This showed that digital advertisements were successful in attracting consumers' attention.

According to the research results, social media and video advertisement models, in particular, strongly affect remembering the brand and creating awareness in general.

Advertisements presented in video format were more memorable because they affected consumers visually and audibly. Video advertisements convey the message of the brands more effectively and attract the audience's attention more than other advertisement models. It has been revealed that advertisements that are shown to consumers repeatedly cause an emotional bond to be established in the consumer towards the brand and contribute to the brand being imprinted in the consumer's mind. It was revealed that search networks and banner advertisements are insufficient in creating brand awareness.

Continuity of advertisements with quality content is critical in creating brand perception and awareness. The continuity of advertisements positively affects the reliability of the brand.

It has been determined that the quality of digital advertisements that appear before consumers, their exciting content, and compatibility with the target audience are the main factors determining their impact on brand awareness.

The interviews revealed that consumers evaluate digital advertisements in terms of attractiveness, continuity, repetition, detailed information transfer, encounters on different platforms, personalization, and having a story. The principle of repetition, one of the most essential advertising principles, continues to be valid in digital. Although the consumers' focus time and intensity are meager, they demand detailed information on the products they are interested in. Coming across an advertisement on different platforms and more than once increases recall. Finally, the advertisement's appeal to the individual rather than the general public, its compatibility with the person's consumption codes, and the establishment of an

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

impressive story strengthen the advertisement's effectiveness and the brand's awareness. Integrating digital advertising models with innovative developments will enable brands to achieve more effective short—and long-term results and help them establish a deeper bond with the consumer.

The impact of advertisements on the consumer is not limited to a momentary purchase decision. In the long term, the impressions that brands create on consumers directly affect brand loyalty. Digital advertisements can increase brand loyalty by ensuring consumers constantly interact with the brand. Digital advertisements, especially those supported by content that continually offers value to the consumer and enriches the brand experience, encourage consumers to continue to prefer the brand. At this point, total customer experience comes to the fore. Digital advertisements should create an experience where the consumer can continue to be involved with the brand even after purchasing.

In terms of long-term brand strategies, digital advertising not only increases sales but also affects the future positioning of the brand. Digital advertising models allow brands to constantly communicate with their target audiences and respond quickly to changing demands in the market. Brands' long-term strategies should be based on developing more effective advertising campaigns by analyzing consumer behavior and creating a loyal customer base. It should also be considered how digital advertising campaigns affect the brand's reputation in the long term. As a result, digital advertising models create short-term brand awareness, guide consumer behavior, increase brand loyalty, and become a fundamental part of brands' long-term strategies. Therefore, it is vital for brands to integrate digital advertising into their brand strategies in order to maintain their competitive advantage.

References

- Aaker, D., 2007. Managing Brand Equity. İstanbul: Meciacat Kitapları.
- Aaker, D. A., 1991. Managing Brand Equity. New York: The Free Press.
- Aktepe, C. & Baş, M., 2008. Relations Between Brand Awareness and Perceived Quality (Expectation) In The Brand Information Process and An Empirical Analysis In The GSM Industry. Gazi University Faculty of Economics and Administrative Sciences Journal, pp. 84-85.
- Aslaner, A. G. & Aydın Aslaner, D., 2020. From Traditional To Digital: Advertising In Turkey. Yalova Journal of Social Sciences, pp. 20-23.
- Chandon, P., 2003. Note on Measuring Brand Awareness, Brand Image, Brand Equity and Brand Value. March.
- Çepni Şener, B., 2023. Brand Awareness on Social Media: A Research on Consumers Attitudes and Intentions. The Kastamonu Journal Of Communication Studies, pp. 80-83.
- Ekiyor, A. & Durmuş, A., 2021. Brand Awareness In Digital Pharmaceutical Marketing. International Journal Of Health Management And Strategies Research, pp. 347-348.

Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model

- Farquhar, P. H., 1989. Managing Brand Equity. Marketing Research, pp. 24-33. Işık, M., 2013. Brand Development and Turkish Companies Branding in Turkish Ready Wear Sector. 2-3 ed. s.l.:s.n.
- Kartal, C., 2022. Birey Toplum ve Dijitalleşme Bağlamında Tüketicinin Yeni Formları. s.l.:s.n.
- Keller, 1993. Dimensions Of Brand Knowledge.
- Keller, K. L., 1993. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, pp. 1-22.
- Keller, K. L., 2003. Understanding brands, branding and brand equity. J Direct Data Digit Mark Pract, pp. 7-20.
- Marangoz, M., 2011. Girişimciler için Sınırsız Ticaret: E-Ticaret. Journal of Entrepreneurship and Development.
- Orhan, F. & Akyol, A., 2023. The Effect Of Brand Awareness and Brand Attitude On Purchase Intention: A Research On Glass Users. Van Yuzuncu Yil University Faculty of Economics and Administrative Sciences Journal, 31 12, pp. 339-340.
- Özbucak Albar, B. & Öksüz, G., 2013. The Effect Of Using Famous People To Creating Brand Awareness Ads To Consumers: A Research In The City Of Giresun. The Journal of Academic Social Science Studies, Ekim, pp. 421-422.
- Özyurt Kaptanlioğlu, R., Kılıçarslan, M. & Tosun, A., 2019. Brand and Brand Awareness. The Journal Of Social Science, p. 260.
- Özyurt Kaptanlioğlu, R., Kılıçarslan, M. & Tosun, A., 2019. Brand and Brand Awareness. The Journal Of Social Science, pp. 258-261.
- Sharma, R., Srivastva, S. & Fatima, S., 2023. E-Commerce and Digital Transformation: Trends, Challenges, and Implications. International Journal for Multidisciplinary Research, pp. 1-5.

