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YEDİTEPE UNIVERSITY
GRADUATE INSTITUTE OF SOCIAL SCIENCES

THE IMPORTANCE OF THE BRAND CONCEPT IN MARKETING

Case of Margarine

by

Gözde ÖYMEN

Submitted of The Graduate Institute Of Social Sciences
In partial fulfillment of the requirements for the degree of

Master of
Business Administration

ISTANBUL, 2002

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I hope this study will be helpful for the people who are studying in the same area.

ABSTRACT

The importance of the brand in marketing is investigated as a case study in margarine market. The numbers of the producer firms and their brand names are relatively high in margarine market. Furthermore, there is an excess capacity rather than the consumption creating a serious marketing problem. To overcome this problem and to get an important market share, depends on developing correct marketing strategies. In this situation, increasing brand effectiveness gains more importance and improving the brand loyalty concept becomes a necessity.

Brand effectiveness is investigated in Turkey's margarine market which has high competition conditions by several aspects and succesful brands are examined.

Consequently, the major factors supporting the succesful brands in margarine market are introduced and then application possibility of these results for other product groups are also investigated.

ÖZET

Pazarlamada marka kavramının önemi margarin sektöründe marka etkinliği örnek alınarak açıklanmaya çalışılmıştır. Özellikle pazarda çok sayıda üretici, bu üreticilere ait çok çeşitli markalar olması ve sektörde üretim kapasitesinin tüketimden fazla olması margarin piyasasında pazarlama sorunu yaşanmasına neden olmaktadır. Sorunun aşılması ve piyasada önemli paya sahip olmak ürünlerin pazarlanmasına bağlıdır. Bu bağlamda pazarlamada marka etkinliğini sağlamak ön plana çıkmakta, marka bağımlılığı yaratıcı koşulları oluşturmak önemli hale gelmiştir.

Bu araştırma ile rekabetin çok yoğun olduğu Türkiye margarin pazarında marka etkinliği çeşitli yönleri ile ele alınarak incelenmiş ve başarılı örnekler irdelenmiştir.

Sonuçta margarin piyasasındaki başarılı markaların arkasındaki etkenler tespit edilerek diğer piyasalardaki başarılı marka imajı oluşturma ve bu imajdan yararlanma koşullarına da açıklık getirilmiştir.

1. INTRODUCTION

The aim of this study is to investigate the brand effectiveness in the case of margarine in domestic market.

The first part of the study is devoted to the marketing- brand relationship, several aspects and definitions of brand concept. The available literature was reviewed and the results were presented briefly.

Nowadays, most of the markets have too many producers, therefore the brand becomes a very important factor when differentiating a product and at the same time when obtaining the biggest share in the market. So, the sector that fits this definition was chosen as the field to put forward the brand's effectiveness in marketing :The margarine sector.

Since the brand effectiveness was investigated in relation to the domestic margarine market in Turkey, the oil production, consumption and the place of margarine consumption among the edible oil was also studied. Domestic consumption of the margarine and the producers' capacity and their brands were discussed. The margarine production capacity, domestic consumption and exportation don't cover each other. There is an excess capacity in margarine production. This situation causes an important competition in market shares among the margarine producers.

The second section of the study includes the research methodology and its adjacent parts such as research design, objectives, models and hypothesis, data collection process and data analysis.

The important margarine producers were selected according to their market share. Therefore, some of the local producers' brands and their products under the middlemen's brands were excluded. At the end, four producers, namely Unilever, Marsa KJS, Besler. Türk Henkel and their ten margarine brands were included in this case study.

The case study was carried out by the questionnaires directed to margarine consumers in several areas of İstanbul representing the different socio-econımic levels. These questionnaires include some items related to brand name selection, buying style attributes, brand loyalty, brand awareness, brand usage etc. concerning the consumer. Along with these items also questions about respondents' demographic characteristics such as age, sex, income and education level etc. were also asked to understand the affect of demographic and socio-economic features on brand selection. Consequently, the results derived from these questionnaires have been evaluated and hypothesis were formed.

The main hypothesis is ; different attributes of margarines carry different importance in consumers' purchase decisions.The reason of the different preferences and the most preferred brand attributes in the view of marketing and branding will give sufficient knowledge about the components of the brand effectiveness.

In the third section, the collected data were evaluated to achieve some important findings in relation to brand effectiveness. This part of the study made clear the customer attitudes toward the brand in conjuction with the questions of the questionnaires.

The fourth and the last part of the study, reserach findings were discussed to make clear the factors and their direct and correlated effects on brand effectiveness.

2. THEORETICAL BACKGROUND OF THE STUDY

Before taking a closer look at the branding concept and margarine market in Turkey , it would be useful to understand what marketing concept is and how it was evolved.Then, we state the branding concept in every aspect and examine the brands in Turkish margarine market.

2.1 THE ROLE OF BRAND IN MARKETING

Marketing is the management process that identifies, anticipates and supplies customer requirements efficiently and profitably. According to another definition, marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products.We can see clearly from this definitions that marketing involves four main parts; price, product, promotion and place referred to as the marketing mix or generally four P's of marketing.The subject of my thesis which is the branding concept, is included in the product dimension of this mix (Stanton et al., 1994).

2.1.1 Evolution of Marketing

Marketing has evolved through three successive stages of development ; production orientation, sales orientation and marketing orientation.

1.Production Orientation Stage: Manufacturers in this stage typically focused on increasing output while assuming that customers would seek out and buy reasonably priced, well-made products.The term marketing was not in use.The function of the sales department was simply to sell the company's output at a price set by production and financial executives.There was no effort for increasing the sales.They were only focused on production.

2.Sales Orientation Stage: In this stage the main problem changed and became not to produce or grow enough but rather how to sell the output. Managers began to realize that to sell their products in an environment where consumers had the chance to choose from among many alternatives required extra promotional effort.So, promotional activity gain importance.In addition to this it is understood by the managers that the "branding" of products is a vitally important instrument for marketing. In the factory, physical products are produced but in in the store consumers buy brands because it guarantees a certain quality and conveys an image.

3.Marketing Orientation Stage: In this stage, many companies started to identify what consumers want and tailor all of the activities of the firm to satisfy those needs as efficiently and effectively as possible.So, branding continues to be the most popular subject in marketing.You are not selling just the product, you are selling your brand slogan started to spread out. People are buying benefits both technical and psycho-social benefits, rather than the tangible or chemical attributes or features of products.

2.2 BRANDING

Branding has become a major issue in product strategy. On the one hand, developing a branded product requires a great deal of long-term investment, especially for advertising, promotion and packaging. On the other hand, managers eventually learn market power lies within building their own brands (Kotler et al., 1999).

Branding refers to differentiating a single brand from others, making it unique and identifiable. Branding creates the perception that there is no product or service on the market that is like yours .Besides, branding is very essential for selling and promoting in new economy. Furthermore, branding functions as a heuristic . People form preferences for a favourite brand and then they may never change their minds along their lifetime (Solomon et al., 1999).So if you build a powerful brand, you will be able to create a powerful marketing program and this is the key for success in the business. Brands that dominate their markets are as much as fifty percent more profitable then their nearest competitors.

To sum up, branding is the image created in the minds of people when they see or hear a name, product or logo and you can have a negative as well as positive brand image based on how you present yourself , how often , where and why.

2.2.1 What is a Brand ?

A brand is a way of identifying and differentiating the products of a producer.Brand is defined by several authors considering its various aspects.Some of these definitions are summarized below:

A brand includes tangible or intrinsic qualities such as its physical appearance, performance data, package and the guarantees or warranties that are attached to it (Preston, 1975)

A brand involves aspects that the consumer attributes to it, beyond its tangible features. (Farquhair , 1989)

Brand is the proprietary visual, emotional, rational and cultural image that we associate with a company or product. The fact that we remember the brand name and have positive associations with that brand makes the product selection easier and enhances the value and satisfaction we get from the product.It is the emotional relationship with brands that make them so powerful.

A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Etzel ., 2001).

A brand name consisits of words, letters and numbers that can be vocalized. A brand mark is the part of the brand that appears in the form of a symbol, design, colour or lettering. It can be recognized by sight but can't be expressed when pronouncing.

A brand is essentially a seller's promise to deliver a specific set of features, benefits and services consistently to the buyers. A brand name associated with a quality product is one of the most valuable assets a company can have (Kotler, 2000).

Several important points are contained within these definitions:

1. Brands can take many forms and are not just names.
2. Brands are not restricted to physical products. A brand can just as easily be a service or an organization.
3. Succesful brands can confer a sustainable competitive advantage.

In addition to these, a brand can command a premium price in the market and it is often the only element of a product that the competitors can't copy – even though they sometimes try (Rachman, 1996).

Consequently, a brand can convey up to six levels of meaning (Kotler et al., 1999; Kotler, 2000). These are summarized below:

1. Attributes: A brand image brings to mind certain attributes.
2. Benefits: Attributes must be translated into functional and emotional benefits.
3. Values: The brand also says something about the producer's values.
4. Culture: The brand may represent a certain culture.
5. Personality: The brand can project a certain personality.

Furthermore, as seen in the figure 2.1, determinants of succesful brands are explained below:

1. ***Originality***: A brand can be a pioneer in a specific area such as introducing a new technology or using a new disribution channel.
2. ***Additional Service***: Sometimes it is not only the product that has the competitive power but also the additional service with the product.

3. ***Good Quality***: Higher quality brands achieve greater market share and higher profitability.

4. ***Integrated Communications Support***: Especially in service branding internal marketing is vital. This means training and communicating with internal staff.

5. ***Long-term Perspective***: Succesful brands are not built overnight and along with this brands can't be taken into consideration as succesful without long term communication support. Both long term support and the significant contribution of communications are important.

6. ***Differentiation***: Consumers have to be able to perceive the particular brand as having unique benefits.

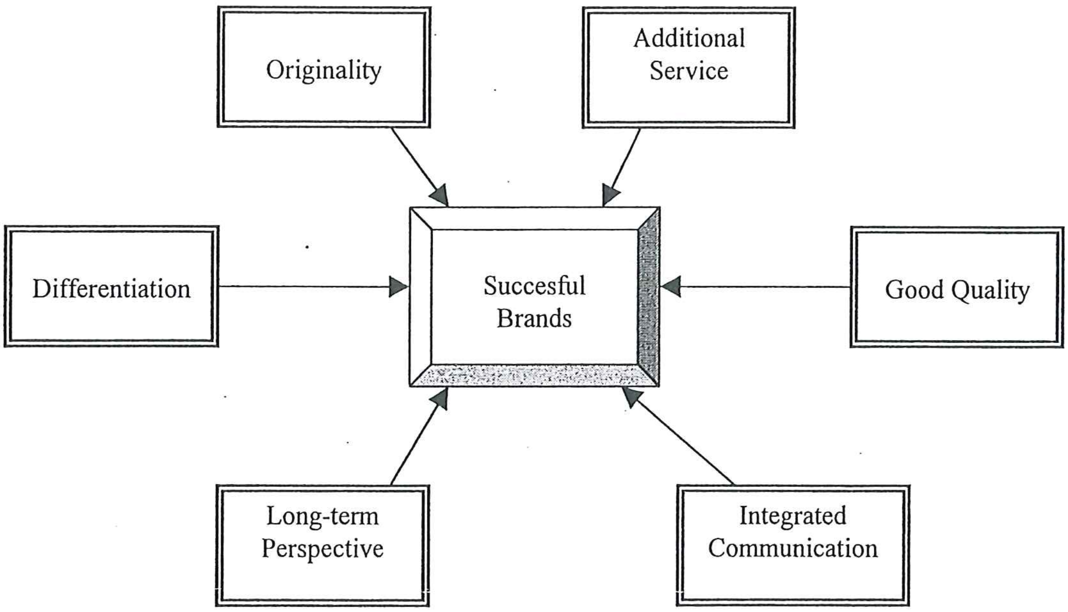

Figure 2.1. Determinants of succesful brands (Pelsmacker et al., 2001).

2.2.2 Branding Decision: To brand or not to brand ?

In the ancient times, most products were unbranded products and intermediaries sold their goods without any supplier identification. But later, in medieval times, tradesman started o put trademarks on their products to protect themselves and consumers against inferior quality.

A brand strategy starts with the decision whether or not to put a brand name on a product

In the recent times, however, branding is so widespread that hardly anything is sold unbranded (Kotler et al., 1999). Only in some cases for some product categories, there happens some shifts to "no branding" . This is especially true for undifferent and homogeneous products. For example, as in the case of generic products. They are unbranded, less expensive versions of common products but national brands fought with generics in several ways.

Although branding increases the costs of the producers why do they still brand their products? asked Kotler (2000).

a) The brand name makes it easier for the seller to process orders.

b) The brand name and trademark provide legal protection.

c) Branding provides loyal customers. Brand Loyalty defined as the degree to which a customer holds a positive attitude toward a brand, has a commitment to it and intends to continue purchasing it in the future, gives sellers some protection from competitors. This means that a sufficient number of customers demand these brands and refuse substitutes, even if the substitutes are offered at lower prices.According to this definition there are two general approaches for understanding brand loyalty (Mowen and Minor, 1997).

***1. Behavioral Approaches To Brand Loyalty*:** The behavioral approaches measure consumers' actual purchase behaviour. The proportion of purchases method is the most frequently used measure of brand loyalty. In this approachall of the brand purchased within a partial product category are determined for each consumer and the proportion of purchase going to each brand is identified. Brand loyalty is then measured in terms of some arbitrary proportion of purchases going to a particular brand.

There are different buying patterns of consumers. Examples of purchase pattern categories and brand purchase sequences are shown in Table 2.1.

Table 2.1. Examples of purchase pattern categories and brand purchase sequences

Purchase Pattern Category	Brand Purchase Sequence
Undivided Brand Loyalty	AAAAAAAAAA
Occasional Switch	AAABAACAAD
Switch Loyalty	AAAAABBBBB
Divided Brand Loyalty	AABABBAABB
Brand Indifferent	ABCDEFGHIJ

Source : Evans et al., 1996 .

As we can see, in some cases consumers have divided loyalty between two brands or they are largely loyal to one brand but occasionally switch to their brands or in some cases consumers are completely indifferent to various brands.

2.Attitudinal Measures of Brand Loyalty: Another important problem is to distinguish between brand loyalty and repeat purchase behaviour. Repeat purchase behaviour means that the consumer is merely buying a product repeatedly without any particular feeling to it but on the contrary , the concept of brand loyalty implies that a consumer has some real preferences for that brand.

The most important concept in the brand loyalty definition is commitment. Brand commitment is the emotional attachment to a brand within a product class. Consequently, brand commitment occurs most frequently with high involvement product that symbolize consumers' self concept values and needs. These products mostly tend to be higher priced consumer durables.

Brand loyalty is directly influenced by satisfaction or dissatisfaction with the product. A brand that has built a loyal consumer base has staying power and tends to win distribution support more easily because it is from 4 to 6 times less costly to retain old customers than to obtain new ones.

Brand loyalty can be measured in degrees. The first degree is brand awareness meaning that people are familiar with the product and they are likely to buy it because they recognize it but this is not enough to cause a preference over competing brands.Advertising and distributing free samples are the most common ways to increase brand awareness. Once consumers have used a product, seen it advertised in stores,it moves from the unknown to the known category, increasing the probability that they will purchase it. The second degree is brand preference. In this level people habitually buy the product if it is available however they may be willing to experiment the alternatives. The last is brand insistence ; the level which buyers accept no substitute for a particular product.Therefore, it is the ultimate degree of brand loyalty .If the desired product is not readily available, the consumer will look for another outlet; or special order it from a factory .A product at this stage has achieved a monopoly position with its consumers (Rachman, 1996)

Some types of products inspire more brand loyalty than others as shown in the Table 2.2.

Table 2.2. Brand loyalty categories and product types.

High Loyalty Products	Medium Loyalty Products	Low Loyalty Products
Cigarettes	Cola drinks	Crackers
35mm film	Shampoo	Paper towels
Toothpaste	Margarine	Plastic trash bags

Source: Rachman, 1996.

In addition to these, the relationship between brand loyalty and usage rate is also important as shown in table 2.3.

Table 2.3 Brand loyalty and usage rate.

	Light Users	Heavy Users
Brand Loyalty	Brand loyal light users	Brand loyal heavy users
Brand Indifferent	Brand indifferent light users	Brand indifferent heavy users

Source: Evans et al., 1996.

The most profitable segment is the brand loyal heavy users. If there is a sufficient number of brand loyal light users, focus on increasing their usage of the company's brand. If there is a sufficient number of brand indifferent heavy users, attempt to make the company's brand name a salient attribute or develop a new relative advantage. If there is a sufficient number of brand indifferent light users, attempt to make the company's brand name a salient attribute and increase usage of the company's brand among consumers.

Furhermore, here are the techniques to build incredible brand loyalty:

- Make sure your product always gives more than the customers expected.
- Give essential importance to quality.
- Increase your advertising frequency.
- Try to make your product part of your customers routine.
- Give the feeling of true ownership to your customer in your product.
- Educate your employees, in the way that how they can impact customer opinion easily.

Above all, one thing that mustn't be forgotten about brand loyalty is its being a product-specific phenomenon. Consumers who are loyal in one product category may or may not be loyal in any other product category. However, there is a strong evidence that consumers who are loyal to partial stores also tend to be loyal to certain brands. This happens so because they are the only available brands in those stores.

d) Branding helps segmenting the market.

e) Strong and succesful brands help build the corporate image , making it easier to launch new brands and accepted in a speedy way.The brand's image becomes the corporate's image.

A brand image is the overall impression created in the consumer's mind by a brand's physical characteristics , name , symbols , package and reputation for service (Assael, 1997).Brand image is the product's personality. Consumers have only one image of a brand ; one created by the deployment of the brand at your disposal : name, tradition, packaging, advertising, promotion pusture, pricing, trade acceptance, sales force discipline, customer satisfaction, repurchase patterns etc.

Besides these, the image of a brand has three contributing subimages as shown in Figure 2.2 (Aaker and Biel, 1993).These are:

a) The image of the provider of the product / service or corporate image.

b) The image of the user.

c) The image of the product / service.itself.

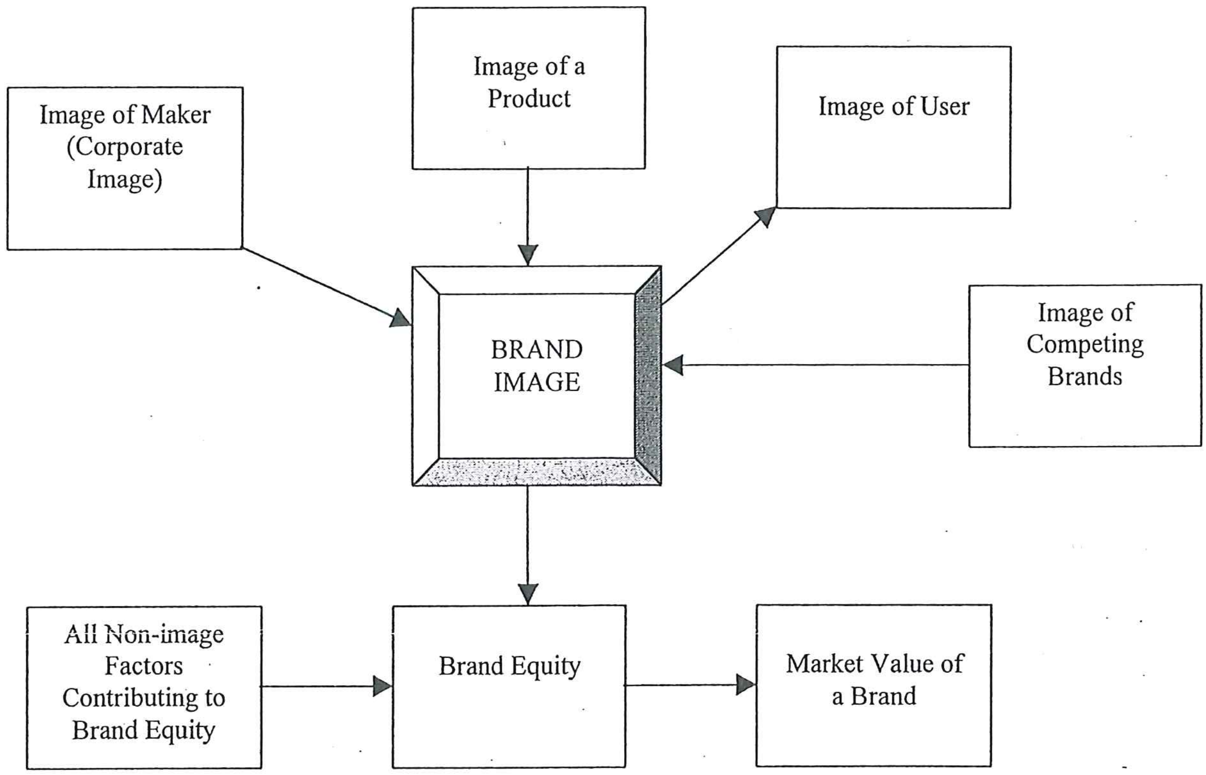

Figure 2.2. The three components of brand image.

Factors Influencing Brand Strength : We consider the following factors to have the most influence on the image power of a brand (Aaker and Biel, 1993)

1. ***Longevity:*** Being in the market for a long time helps a lot. Also being the first to enter a category is even better.Brand Equity is built up over time. Brands that have maintained a consistent presence over the years , can meet the customers' needs and wants more easily than new one.
2. ***Product Category***: Some product categories tend to create higher awareness. When examing a brand's performance we must consider taht if it performs over or under its own category.
3. ***Quality:*** Quality can be expressed in terms of the ability of a product to meet customer's expectations consistently over time.
4. ***Media Support***: The biggest computers spend a great amount of money to stay visible. In general brands msut be supported over time to remain strong and this can mostly be done by media support.
5. ***Personality and Imagery*** : Strong brands usually stand for somehing in the minds of consumers.
6. ***Continuity:*** A sense of heritage or continuity is necessary for a brand to be long lasting even though it doesn't have 100 years past.
7. ***Renewal :*** In contrast to continuity , strong brands must also renew themselves, adopt to the developments of our daytime otherwise, their great names will mean very little to new generation of consumers.
8. ***Efficiency:*** The most effective way of marketing is focusing on fewer brands.

Why do buyers benefit from branding?

1. Brands make it easy to identify goods or services so consumers know what they are getting.
2. Brand names tell the buyer something about product quality and helps assure consumers that they will get consistent quality when they reorder. Consumers don't need to worry about the product's quality or content from one purchase to the other.

Contrary to those listed above , many firms don't brand their products because they lack the financial responsibilities of promoting the brand and maintaining a consistent quality of output. Furthermore, some goods remain unbranded because they can't be physically differentiated from other firms' products (Etzel et al., 2001).

2.2.3 Brand Name Decision :

What does your name say about you? Selecting the right name is a crucial part of the marketing process. As Al Ries – a well known consultant said, "The most important element in a marketing program and the one over which marketing managers can exert the most control is the naming of a product (Etzel et al., 2001). Finding a name for a product designed for worldwide markets is not easy. Companies must avoid the pitfalls inherent in injudicious product naming. A good name can contribute to the success of a product. Powerful brand names command stronger consumer loyalty and provide competitive advantage in the market.But of course it takes more than a good brand name to ensure success in the market. On the other hand, if the brand name is so poor, it can be a factor in product failure and in contrast to this, sometimes products achieve success despite poor brand names. Brand names should be distinctive, supportive, acceptable and available.

Most large marketing companies have developed a formal brand name selection process. It begins with a careful review of the product and its benefits, the target market and proposed marketing strategies.

Manufacturers and service companies who brand their products must choose which brand names to use.They have several options in trying to establish brand identity depending first on whether the brand is an individual brand or part of a product line and second on whether its name is specific to the brand or part of a corporation's umbrella (Assael, 1997 ; Kotler, 2000).These decisons produce the below 4 strategies as shown in Table 2.4.

Table 2.4 Brand decision alternatives.

	Brand Name	Corporate Name
Single Brand	Individual Brand Name	Corporate Brand Name
Product Line	Prodcut Line Brand Name	Corporate Family Name

Source: Kotler, 2000.

1. Individual Names: In this strategy, each brand a company offers is sold individually and the company creates a seperate identity for each product that is sold.. A major advantage of this is that the company doesn't tie its reputation to the product's . If the product fails or appears to have low quality, the company's name or image is not hurt. A manufacturer of a good quality product can introduce a lower qualty line of that product without diluting its name. The strategy permits the firm to search for the best name for each new product and this makes the riskier part of this strategy.

But also there are some other risks too.The company can market seperate brands in a category to seperate market segments and thus capture more consumers.But there is a possibility of cannibalization in which a new brand that the company introduces draws consumers from the company's existing brands.Cannibalization should not deter a company from introducing a new brand, especially if it is an improvement over the existing brand that is being cannibalized.An improved brand will probably draw more customers from the competition than from the company's own brands but if most of the new brands business represents consumers switching from one of the company's existing brands , cannibalization could lead to a net loss.

A category manager can coordinate strategies so that the different brands a company offers within a product category are marketed to different segments.

2.*Blanket Family Names (Corporate Brand Name)*: This strategy links the brand name to the company's name and so development cost is less because there is no need for "name" research or heavy advertising expenditures to create brand name recognition. Furthermore, sales of the new products are likely to be strong if the manufacturer's name is good.

3.***Seperate Family Names For All Products (Product-Line Name)*** : When a company produces quite different products, it is not desirable to use one blanket family name.In that case, companies often invent different family names for different quality lines within the same product class.

4.***Company Trade Name Combined With Individual Product Names (Corporate Family Name)*** : Some manufacturers tie their company name to an individual brand name for each product. The company name legitimizes and the individual name individualizes the new product.

This is feasible under 3 conditions:

1. If the company's product mix is not too diverse and can be easily identified by consumers with the company name.
2. If the company has a strong corporate identity.
3. If individual brand identity is difficult.

2.2.3.1 Characteristics Of A Good Brand Name

Once a company decides on its brand name strategy, it faces the risk of choosing a specific brand name. Getting a good brand name is not easy because most good cmbinations of letters have already been taken (Crawford and Benedetto, 2000) .The company could choose the name of a person , location , quality , lifestyle or an artificial name. But some desirable qualities for a brand name can be listed as follows by Kotler (2000).

1. It should indicate the product's major benefits and suggest the product's special characteristics.

2. It should be easy to pronounce, recognize and remember. Mostly shorter names are preferable but longer ones are sometimes effective too.
3. It should be distinctive and differentiate the product from the competition. Therefore , it should not be easily copied by the competition.
4. It should be adaptable to additions to the product line.
5. The name should be translated easily and meaningfully into other languages without altering its meaning.
6. It should be easy to protect through registration. A brand name can't be registered if it infringes on existing brand names and no generic words should be used.
7. A brand name should fit the brand image.
8. The customer should be able to recognise it in all the types of media and communication tools especially billboards and television.

2.2.3.2 Tests Used When Choosing Brand Names

Normally, companies choose brand names by generating a list of possible names, debating their merits, eliminating most of them with target consumers and lastly making a final choice.Today, many companies hire a marketing research firm to develop and test names.These companies use human brainstorming sessions and vast competition databases catalogued by association, sounds and other qualities (Kotler, 2000).

Name research procedures include the following tests:

1. Association Tests: What images come to mind?
2. Learning Tests: How easily is the name pronounced?
3. Memory Tests: How well is the name remembered?
4. Preference Tests: Which names are preferred?

Once chosen, the brand name must be registered with the appropriate Trade Marks Register, giving owners intellectual property rights and preventing competitors from using the same or similar name.

Many firms try to build a brand name that will eventually become identified with the product category. Brand names such as Formica, Scotch Tape and Fiberglass have succeeded in this way.

2.2.3.3 Difficulties In Selecting A Good Brand Name

Given the rapid growth of the market , companies should choose brand names that work globally. But nowadays , selecting a good brand name for a new product is especially challenging because we are running out of possibilities.There are 10.000 new products launched annually ; on the other hand only 50.000 words comprise the standard desk size directionary. Furthermore, many words either already adorn products or are unsuitable as brand names.

One solution is to combine numbers with words , numbers and/ or letters to form a brand name.Another possibility is to create a brand name that is not part of the domestic language.Because of these reasons the branding challenge has brought about companies that specialize in creating imaginative, appealing names for products (Etzel et al., 2001).

2.2.3.4 Functions of A Brand Name

A brand name has some important functions (Evans et al., 1996). These as mentioned below:

1. Trademark of producer.
2. Umbrella for a range of products.
3. Protection against counterfeiting.
4. Recognition sign for consumers.
5. Information chunk for consumers.
6. Indicator of quality and other characteristics.

2.2.3.5 Branding Tips

The tips below can help a company to stand out from competition.(Brusky, 2002)

1. Add a slogan
2. Add a logo
3. Add ASCII
4. Add testimonials: Testimonials are especially effective if you can get them from renowned people in your subject area.
5. Stay consistent: The spelling, capitalization and punctuation of your domain name should remain consistent. Consistency helps new subscribes find you as well as help your current subscribes remember you.

Also professor David A.Aaker also suggests some basic tips for building, preserving and maintaining a strong brand (Boone and Kurtz, 2000).

1. ***Brand Identity***: Marketers should consider the brand as a person, as the organisation and as a symbol.
2. ***Brand Position***: Each brand must occupy a position that provides clear guidance for marketing and promotional efforts.
3. ***Brand Communication***: The brand must be communicated in an enduring way that enhances its identity and position over time.
4. ***Brand Consistency and Compatibility***: Marketers must consistently maintain the brand's identity , position and execution over time.
5. ***Brand Equity***: Track brand equity over time, including awareness, perceived quality, brand loyalty and brand associations.

2.2.3.6 Brand Repositioning

However well a brand is initially positioned, the company may have to reposition it later when facing new competitors or changing customer preferences. Repositioning may require changing both the product and its image (Kotler et al., 1999 ; Kotler, 2000).

2.2.3.7 Protecting a Brand Name

A brand name is an asset that must be invested in, protected and nurtured to maximize its long term value. A brand has many of the same implications as a capital asset including the abilities to be bought and sold and the ability to provide strategic advantages. At the same time, brand names and brand symbols may be registered with the patent and trademark office as trademarks. A trademark is a brand that has been given legal protection so that its owner has exclusive rights to its use (Rachman, 1996). A firm with a well known , succesful brand name needs to protect it, otherwise the brand name can be damaged in either of two ways:

1) ***Product Counterfeiting***: Some manufacturers engage in product counterfeitng by placing a highly regarded brand on their offering, disregarding the basic even though they do not own the rights of the brand. This is a real big problem for firms to deal with. When imitations and their producers are identified, legal action should be taken immediately.

2) ***Generic Usage:*** Why does generic usage of a brand name threatens the brand's manufacturer? Because if a brand is too succesful, its name may pass into the vocabulary and as a result, companies may loose the right to use them. Additionally, when a name becomes too widely used, it no longer qualifies for protection under trademark laws.Aspirin, nylon and thermos are some examples of generic terms that were formerly brand names (Etzel et al., 2001).

A brand name can become generic in several ways:

1. The patent expires.
2. If there is no simple generic name available the public uses the brand name as a generic name.
3. Sometimes a firm is too effective in promoting a brand name.

The ways to prevent the generic usage of a brand name:

1. Use the brand name in conjuction with the company name.
2. Use the brand name together with the generic name
3. Notify the public that the brand has been copyrighted.

2.2.4 Brand Equity

Brand Equity, a concept born in 1980's, has increased interest among marketing managers.Defining, measuring and understanding the concept of building strong brands is a primary research subject for specialists in marketing area. There is no universally accepted definition of brand equity.The term means different things for different companies and products.

Some researchers in the field of marketing have defined brand equity as follows:

According to David A.Aaker (1993), brand equity is a set of brand assets and liabilities linked to a brand , its name and symbol, that add to or subtract from the value provided by a product or service to a firm and /or that firm's customers.

Leuthesser (1988) writes that, brand equity represents the value (to a consumer) of a product, above that which would result for an otherwise identical product without the brand's name. In other words, brand equity represents the degree to which a brand's name alone contributes value to the offering (again , from the perspective of the consumer).

The consumer perceives brand equity as the value added to the functional products or services by associating it with the brand name.

A company may view it as the future discounted value of the profit stream that can be attributed to the price premium or enhanced loyalty generated by the brand name.

At the same time, there is a known correlation between strong brand equities and profitable brand performance.Brand equity is typically defined as the attitude associated with a brand and the desire a consumer has to want to buy the brand . Brands with strong brand equities are typically less vulnerable to competitive pressure, command higher margins and higher market share . Therefore, they are more succesful over time than brands with less equity.

In summary we can define the brand equity as the incremental value added to transactions by branding based on consumer perceptions of the identity, image and expectations connoted by the brand. It is a measure of consumer loyalty, personal association with a brand and an indication of its price elasticity.

The overall description of brand equity incorporates the ability to provide added value to your company's production and service. This added value can be used to your company's advantage to charge price premiums, lower marketing costs and offer greater opportunities for customer purchases. A badly mismanaged brand can actually have negative brand equity meaning that potential customers have such low perceptions of the brand that they prescribe less value to the product than they would if they objectively assessed all its features. negative brand equity meaning that potential customers have such low perceptions of the brand that they prescribe less value to the product than they would if they objectively assessed all its features.

2.2.4.1 Components of Brand Equity

Consumer brand equity compromises of several factors (Lehmann and Winer, 1997; Belsmacker et al., 2001). These can be summarized as follows:

1.Brand Awareness: Brand awareness means that the product is the first one that comes to mind when a product category is mentioned. A well known brand is more valuable than an unknown brand. The more a brand is in the consideration set of consumers , the greater the chance that it will be purchased and consumers will become loyal to it. Brand awareness is more than just being aware of the fact that the brand exists , it also includes knowing what the product is, its attributes such as the logo, its price , quality and performance.Furhermore , well known brands are more trusted by retailers and this results with finding easier distribution channels. Brand awareness also gives the company and the brand a sense of trustworthiness.

Moreover, Aaker views brand awareness as a hierarchy consisting of five layers. At the bottom of the hierarchy are the consumers who are unaware of the brand. These people simply do not recognize the brand as belonging to a given product class. The next layer includes those who have brand recognition, the minimum level of awareness. Brand recall is the layer above it, which includes consumers who can retrieve information from memory concerning the various brands belonging to a product class. Finally, at the top of the hierarchy, we have the top-of-mind- awareness. These consumers recall the brand first and the foremost. The brand name is on "the top of their minds." When asked about a certain product, the brand in question is evoked quickly and with relative ease compared to other brands (Sirgt, 1998).

2.Perceived Quality: Perceived Quality is the consumer's judgements about a product's overall excellence relative to alternatives . Higher perceived quality gives the consumer a good reason to buy the product.

3.Strong Brand Associations: Brand personality (Brand Image) is a set of associations that differentiate the brand from the competing ones. The associations of a brand can be hard or soft. Brands also have a certain charisma. It is a link between a brand and other favourable images.As a result, many scales have been presented to measure brand personality .The brand personlity scale (BPS) distinguishes 5 personality dimensions namely; sincerity, excitement, competence, sophistication and ruggedness.

4.Other Assets: Other Assets are such as patents, trademarks, labels and shelf space.

5.High Brand Loyalty: The real success of the brand can be understood by the consumers buying that brand and being loyal to it. Behind every powerful brand stands a group of loyal consumers.

Additionally, distribution (availability), name and logo design, personal benefits, positioning, preference (predisposition to buy), presence (prominence in the paid and unpaid media), pricing, quality, reputation and share of the market can also compromise brand equity.

Besides, for a brand to be strong, it must accomplish 2 things over time:Retain current customers and attract new ones as shown in Figure 2.3 (Anonymous-2).

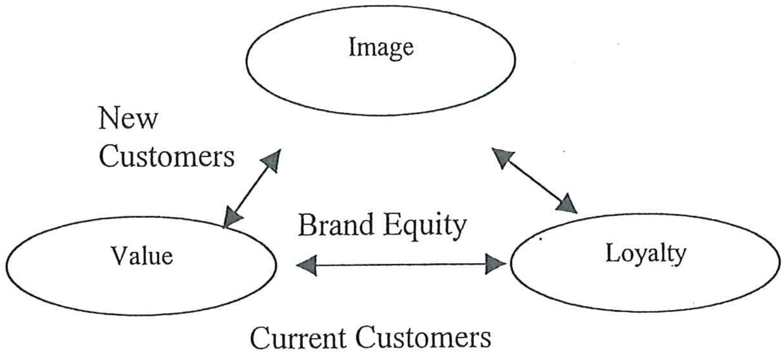

Figure 2.3. Image and value perceptions pull in new customers while loyalty and value retain current customers (Anonymous).

2.2.4.2 Customer Attitudes Towards A Brand

Brands vary in the amount of power and value they have in the market.At one extreme are brands that are not known by most buyers , then there are brands for which buyers have a relatively high degree of brand awareness. After that are bands with a high brand acceptability. Then there are brands with a high degree of brand preference . Finally, there are brands that command a high degree of brand loyalty.

Aaker distinguished 5 levels of customer attitude toward a brand from lowest to highest (Kotler, 2000).

1.Customer will change brands, especially for price reasons ; no brand loyalty.

2.Customer is satisfied, no reason to change the brand.

3.Customer is satisfied and would incur costs by changing brands.

4.Customer values the brand and sees it as a friend.

5.Cusomer is devoted to the brand.

According to the Aaker brand equity is mostly related to the number of customers which are in the 3,4 or 5^{th}. Class. In addition to this, brands have higher brand equities to the extent that they have higher brand loyalty, brand name recognition, perceived quality and other assets such as patents and trademarks.

2.2.4.3 The Advantages of Brand Equity

High brand equity provides a number of competitive advantage (Kotler, 2000). Some of them are as follows:

1.)The company's marketing costs will be reduced because of brand awareness and loyalty.

2.)The company will have more trade leverage in bargaining with distributor and retailer.

3.)The company can charge a higher price than competitors because the brand has higher perceived quality and creates a barrier for companies that want to enter the market with a similar product.

4.)The company can launch a new product more easily because of brand's image and also brand equity can help a product survive changes during a business crisis or a shift in consumer's tastes happens.

5.)The widespread recognition of a brand can provide international expansion.

2.2.4.4 Dimensions of Brand Equity

A firm builds brand equity around 4 dimensions of brand personality as seen in the Figure 2.4. According to this figure , differentiation refers to a brand's ability to stand apart from competitors.Relevance refers to the real and perceived importance of the brand to a large consumer segment.Esteem is a combination of perceived quality and consumer perceptions about the growing or declining popularity of a brand. Lastly, knowledge refers to the extent of customers' awareness of the brand and understanding of its identity (Boone and Kurtz, 2000).

Differentiation → Relevance → Esteem → Knowledge → BRAND EQUITY

Figure 2.4. Dimensions of brand equity.

2.2.5 Brand Strategy Decisions

Brand strategy decisions formed by the effects of two factors; product category and brand name. The combination of these factors creates line extensions, brand extensions, multibrands and new brands as shown in Figure 2.5 (Stanton et al., 1994; Kotler et al., 1999; Kotler and Armstrong, 2001).

		Product Category	
		Existing	New
***Brand* Name**	Existing	Line Extensions	Brand Extensions
	New	Multibrands	New Brands

Figure 2.5. Four brand strategies.

1.Line Extension: Line extensions occur when a company introduce additional items in the same product category under the same brand name , such as new flavors, colours and package sizes. The new product introductions mostly consist of line extensions.

Line extensions involve risks such as leading to the brand name losing its specific meaning and clear positioning, Sometimes, the original brand identity is so strong that its line extensions serve only to confuse and don't sell enough to cover development and promotion costs. Another disadvantage is the risk of cannibalization. A line extension is assumed to be succesful when it takes sales away from competing brands not when it cannibalizes the company's other items.

But of course line extensions offers advantages too. They have a much higher chance of survival than brand new products. According to some marketing executives , this is the best way to build a business. Also, line extensions are fueled by fierce competition in the market. When one brand firstly successes in the market, competitors feel pressure on them to extend their product lines also. Each competitor wants to command more shelf space from retailers. Overall, it improves the competitive position of the brand by offering consumers more variety , as a result of which they are not inclined to look to competitors brands to satisfy their needs.

Line extensions of strong brands, symbolic brands and the brands entering earlier into a subcategory are more succesful but we must take into consideration the size and the success of marketing activities of the company.

2.Brand Extensions: (Brand-Stretching): Using an established brand name in order to move into another related product class has been a source of growth for many organisations and is called brand extension .Unrelated brand extensions are sometimes referred to as brand streching.This strategy offers many of the same advantages as line extensions . Brand extensions capture greater market share . Also a well known brand name helps the company enter the new product categories more easily because it will be recognized and accepted faster meaning that consumer awareness can be more easily built.This limits the risk of failure of new product introductions by capitalising upon the image and reputation of a succesful existing brand.The attraction of brand extension is the reduction in the cost of gaining a place in the market. It also saves the huge advertising costs required to build a totally new brand name.

According to Oliver (1995), effective extension strategies have the folowing characteristics:

1) The original brand must have strong and positive associations which can fulfill the consumer expectations.
2) There is high perceived quality of the original brand.

3) The original brand is well known and easily recognised.

However, an unsuccesful brand extension, in contrast, can harm the core brand imge by creating undesirable associations (Keller, 1993). Firstly , the new product might disappoint buyers and damage their respect for the company's other products. Secondly , the brand name may be inappropriate to the new product even though it was well made and satisfying. This kind of risk occurs when the established brand name is launched into a very different market from the original brand. The brand image doesn't fit the new product category and sometimes the brand name may lose its special positioning in the consumer's mind through overextension. Brand dilution occurs when consumers no longer associate a brand with a specific product or highly similar products that the brand personality becomes fuzzy and the brand's value deteriorates . A brand is said to be stronger when its focus is narrower.

In summary, companies that think to transfer their brand name must search how well the brand's associations fit the new product because if it doesn't fit , brand extensions can hurt the core values of the original product. The best result occurs when the brand name increases the sales of both the new product and the existing product. The acceptable result occurs when the new product sells well without affecting the sales of the existing product and the worst result occurs when the new product fails and damages the sales of the existing product.

3.Multibrands: A company will introduce additional brands in the same product category. By this way, the company tries to establish different features or appeal to different buying motives. In parallel to this, serves to different target markets and different customers. So the markets that brand is involved increase and the chance of having larger market share also increses.

One advantage of this is enabling the company to lock up more distributor shelf space and protecting its major brand by setting up franker brands. Another advantage is that the firm can differentiate its products more effectively.

There are also drawbacks too. For example , each brand might obtain only a small market share and none of them may be particularly profitable. Instead of this , the company could use its resources towards a few highly profitable brands. And it must be taken into consideration that a company's brands within a category should cannibalize competitor's brands not each other.

Multi-product brands or multi-brand products: Should the firm have one brand name for all its products or should it have several brands in the same product category.The first case is called multi- product brands where the company sticks to a brand name and uses it on quite different products and the second case is the multi-brand products where the same manufacturer has several different brands of the same product.

Multi- product brands have promotional advantage.If the company has a favourable past customer experience, it can continue this good reputation.

However, the opposite of this case can also happen.Maybe, the brand does not fulfill the customer expectations so this thought will still go on for the new products within the same brand.

In multi- brand products case , the company can serve to the various market segments and each of those brands will answer the particular requirements of each of these segments (Oliver, 1995).

4.New Brands: When a company launches poducts in a new category , it may find that none of its current brand names are inappropriate so establishes a new brand name. Another reason can be the company may want to differentiate its new product and can't think that a new brand is the best way of doing this.

This satrategy can be risky too. As with multibranding , offering too many brands can result in a company spreading its resources too thin.

2.2.6 Brand Sponsor Decision

These decisions generate three different type :producer's brands ,middlemen's brands and brands common to producers and middlemen (Kotler, 2000; Kotler and Armstrong, 2001).

1. ***Producer's Brands:***

Firstly producers must decide whether to brand their products or whether to sell its output under middlemen's brands.

a.) ***Marketing All The Output Under Producer's Own Brand (Manufacturer brand, National Brand) :*** Companies that have broad product lines, well establishing distribution systems and large shares of the market , rely strictly on their own brands and so usually prefer this strategy. It is particularly different for a new firm to apply this approach.

b.) ***Branding of Fabricating Parts and Materials:***Some producers use the strategy of branding manufactured goods that become part of another product following subsequent manufacturing.

This strategy can be more effective when the fabricating part or material has these characteristics:

1.If the product is also a consumer good that is bought for replacement purposes.
2.The item is a key part of the finished product.

c.) ***Marketing Under Middlemen's Brands :***A common strategy among manufacturers is to sell part or all of their output to middlemen for branding by these customers.

For a manufacturer, the output produced for middlemen's brands instead of its own brands , ordinarily represents additional sales. This strategy is beneficial for both producer – by increasing orders and manufacturer – fully utilize its plant capacity.

Only disadvantage of this strategy is the producer's revenues depend on the strength of the middlemen's marketing campaign for that brand.

2. *Middlemen's Brands:*

Middlemen's brands can be categorized as follows:

a. ***Carry only producer's brands:*** If the retailers and wholesalers don't have sufficient resoures to promote a brand , they follow this policy.

b. ***Carry both producers' and middlemens' brands:*** In recent times, an increasing number of supermarkets , department and discount stores have developed their own brands. This means to market their own brands and to control the target markets easily. This kind of brands are sometimes called a store brand (private brand, distributor's brand) and can not be found except the retailer that it is sold.

This strategy is advantageous for middlemen for 2 reasons. First of all, they usually sell their brands at prices below those of producer's brands and still earn higher profits. This is possible because costs (reserach&development, sales, promotion and physical distribution costs) are decreasing by this way. However , in some cases the price of the brand produced by middlemen is lower because also the quality of it is lower than competing products produced by producers'. Secondly , large retailers develop exclusive store brands to differentiate themselves from competitors.

The competition between manufacturers' and private brands is called the battle of brands. When compared with manufacturers' and store brands, retailers have many advantages and increasing market power in this battle. Nowadays, many supermarkets charge a slotting fee for accepting a new brand because of the shelf space being scarce. Also, they charge extra money for special display space and in-store advertising space.Intermediaries can give their own store brands better display space and make certain they are better stocked and build better quality in their store brands. Consequently , consumers gain confidence in store brands and by this way store brands are posing a strong challenge to manufacturers' brands.

Formerly, consumers viewed the brands as if they were arranged in a brand ladder with their favourite brand at the top and remaining brands in descending order of preference. But , nowadays this ladder is being replaced with brand parity – that many brands are equivalent, consumers buy whichever brand is on sale that day. This shows us the signals of consumers being of more price sensitive.

c.) Carry generic products: Generic products are the products that are sold under their generic names such as peanut butter and paper towels. They are in fact brandless products. They are characterized by packaging , minimal labeling and little or no advertising , generally they meet ony minimal quality standards (Boone and Kurtz, 2000). Thus, this group is at least selling group when compared to producer's brands and middlemen's brands. Only the most price conscious consumers show interest to the generic product because they are usually sold at the lowest prices.

3. Brands Common to Producers and Middlemen :

Brands common to both producers and middlemen are summarized below:

a.) Branding within a product mix:There are 3 ways of branding within a product mix:

- A seperate name for each product.
- The company name combined with a product name.
- The company name alone. (Family Branding)

b.) ***Branding for market saturation:*** Companies are using a multiple-brand strategy to increase their total sales in a market. They have more than one brand of the same product aimed either at the same target market or at another target market . This is necessary especially for penetrating seperate target markets.

c.) Cobranding (Dual-Branding) : When two seperate companies or two divisions within the same company agree to place both of their respective brands ona particular product , or enterprise , this is called cobranding.

This form of cooperation can result in a differential advantage over competitors and therefore cobranding can provide added revenues for one or both of the participating firms. In addition to this combined brands create broader consumer appeal and greater brand equity Moreover risk and investment decreases for each firm.

However some drawbacks exist. This kind of cooperation involve complex legal contracts and licenses. Cobranding partners must carefully coordinate these contracts and other marketing efforts. They mustn't forget that there is always risk of damaging the brand's reputation if the cooperative attempt fails .Above all , each partner must trust that the other will take good care of its brand.

Cobranding has also some forms:

- Ingredient cobranding
- Same company cobranding
- Joint venture cobranding
- Multiple sponsor cobranding

a. Trademark (Brand) Licensing : A product or service using a brand name offered by the brand owner to the licensee for an agreed fee or royalty is called licensing. In other terms, licensing is allowing a well known brand name to be affixed to products of another manufacturer (Schiffman and Kanuk, 1999).

Some companies license names or symbols previously created by other manufacturers, names of celebrities and characters from popular movies and books for a fee. Any of these can provide an instant and proven brand name. Licensing is especially common among manufacturers of children's products, who license popular cartoon or movie characters and adapt them to everything from toys to clothing. Products with considerable brand equities have strong potential for brand licensing.

Under this arrangment the owner of a trademark grants permission (a license) to other firms to use its brand name and brand mark on their products. A company that receives a license pays a royalty about 5 to 10 percent at the wholesale price of each item bearing the licensed trademark. The royalty percentage varies depending on the amount of equity connected with the rant offered by the company that owns it (a licensor).

Owners of well known brands are interested in licensing because:

1.It can be very profitable because there is little expense for the licensor.

2.There is a promotional benefit because the licensor's name gets circulation far beyond the original trademarked item.

Also the specific reasons for acquiring a trademark license are below:

1.The success of a new product is a lot easier than for an unknown firm to get into market.

2.Starting with a decrease in promotion expenses , marketing costs may be reduced.

2.2.7 Stages of The Product Life Cycle Related With Branding

The product's life cycle is the phases through which a product goes from. The lifecycle of a product consisits of 4 stages : introduction , growth , maturity and decline. These stages tend to be associated with the types of brand strategies : brand development , reinforcement , revitalization , harvesting and revival (Assael, 1997).

Introductory Stage: When a brand is introduced, the main purpose of the company is to establish it. Brand establishment is building a distribution network to make the product available to consumers and convincing consumers to try the product in its introductory phase.

The products must have some competitive advantage in terms of quality or cost in order to attract consumers. In this stage the aim of advertising is to inform consumers of these benefits.

Brand managers can follow two types of pricing strategies:
1.Penetration Strategy: The brand is introduced at a low price to attract as many consumers as possible.
2.Skimming Strategy: The brand is introduced at a high price in order to acquire a selective image and to target a smaller market.

Growth Stage: A brand enters the growth stage when sales start to increase and the brand becomes profitable. The main objective of this stage is brand reinforcement that is to reinforce the brand's position by getting consumers who have tried the brand to repurchase it and by continuing to attract new users.

The primary objective of this stage is to maintain product quality and moreover if the competition is intense, the company have to add new features to the brand and also improve packaging and add extra services. Furthermore, the company starts to seek outlet areas where brand sales are weak. The promotional effort of this stage is to inform consumers about brand performance.

Maturity Stage:During this stage, sales begin to decrease because of increasing competition. Intense competition leads to lower prices and reduced operating margins. In relation with these, profits also begin to decrease.

So the strategy of brand revitalization is followed in this stage. This strategy can be applied in 3 ways.
1.) Market Expansion: Finding new users or new uses for the accurent brand.
2.) Product Modification: Revitalize a product by changing it in some ways.
3.) Brand Repositioning: Changing the brand's appeal to attract new market segments.

Decline Stage: In this stage , the sales and profits continue to decrease and followed by losses. There may be many reasons for this decline such as , changes in consumers' preferences or ineffective attempts at revitalization. The company faces with 2 strategies:

1.) Brand Harvesting: Brand Harvesting requires decreasing marketing expenditures to almost zero and allowing the brand to continue on its own steam by relying on the purchase of loyal customers.

2.) Brand Revival: Brand Revival requires bringing brands that are being harvested or have been eliminated back to life on the strength of their names.

2.3 OIL CONSUMPTION AND PRODUCTION IN TURKEY

Annual oil consumption is 1.200.000 tons in Turkey, but producing about 700-800 thousand tons. When the capacity is taken into consideration ,Turkey has 4500 thousand tons/year seed processing , 3million tons/year raw oil processing and 9000 thousand tons/ year margarine production capacity. Domestic annual margarine consumption is about 350-370 thousand tons (Kırmanlı, 2000).

The domestic oil consumption of Turkey including margarine, liquid oil, olive oil and butter is totally 1.158.000 tons. Table 2.5 shows the oil consumption in year 2000 in tons.

Table 2.5. Oil consumption of Turkey , in 2000 (in tons)

Margarine	Breakfast	160.000	Total 350.000
	Kitchen	59.000	
	Industrial	131.000	
Liquid Oil	Sunflower	570.000	Total 678.000
	Maize Oil	92.000	
	Soya	1.500	
	Canola	1.500	
	Cotton Seed Oil	13.000	
Olive Oil		60.000	Total 60.000
Butter		70.000	Total 70.000
Total			1.158.000

Source: Plant based Oil Producers Association.

The total oil consumption of Turkey is 1.158.000 tons. the share of breakfast margarine in this figure is about 160.000 tons. The amount of edible oil in the view of market share is shown in Table 2.6.

Table 2.6. The market share of edible oil in 2000 .(%)

Margarine	Breakfast	13,9	Total 30,2
	Kitchen	5	
	Industrial	11,3	
Liquid Oil	Sunflower	49,2	Total 58,6
	Maize Oil	7	
	Others	1,4	
Olive Oil		5,1	Total 5,1
Butter		6,1	Total 6,1

Source: Plant based Oil Producers Association.

The margarine oil market share is about 1/3 of the total market. Only breakfast margarine market which is widely used as kitchen margarine by public has 13.9 % market share.

2.3.1 Margarine Production Capacity and Consumption in Turkey

Margarines are divided into three groups according to their usage types , namely breakfast,kitchen and industrial. The breakfast margarines are divided into two subgroups as salted and unsalted with 125 ,250 and 500 grams packaging units. We exclude the industrial type of margarines in this thesis.

The margarine producer 13 firms have 1.000 thousand /year capacity as mentioned above but their capacity usage is about 56%

Turkey's total breakfast margarine consumption is 1999 is 506.000 tons. Exported amount is 81.000 tons in the same year. This means that Turkey's margarine manufacturers have about 400.000tons excess capacity in this year. So the domestic market gains great importance for manufacturers to sell their products.

The great amount, approximately 65% margarine consumption realized in big cities especially in Marmara region. In East South and Central Anatolia kitchen margarine is preferred (Table 2.7).Per person consumption of breakfast margarine is 3.2 kg.

Table 2.7. The margarine consumption according to the geographical regions in Turkey. (person/kg)

	Marmara	Aegan	Mediterranian	Black Sea	Central Anatolia	East&South Anatolia	Turkey
Margarine	4.7	3.6	2.5	3.4	4.5	4.8	4.1

Source:Unilever.

2.3.2 The Major Margarine Producers of Turkey

There are totally 13 firms producing margarine with various different brand names in Turkey. The basic producers Unilever , Besler , Marsa and Turyağ are sharing more than 80% of the market. Table 2.8 shows the market share of these producers between 1998-2001 .

Table 2.8. The basic margarine producers and their market share .(%)

Firms	Years			
	1998	1999	2000	2001
Unilever	44	40,5	38,9	35,5
Besler	18,1	21,6	21,6	22
Marsa KJS	15,1	15,1	14,2	14,7
Turyağ	9,9	9,8	9,8	7,9
Others	12,9	13,0	15,5	19,9

Source:PIAR-TNS

It seems that Unilever with three well known brand names is the leader of the margarine market.These are Sana, Becel and Rama. Second firm is Besler which is the cooperate of Ülker, produces margarines in two major brand names called "Bizim Yağ" and "Teremyağ". "Evin", "Luna", "Sabah", "Evin" and "Evet" are produced by Marsa KJS. Although Marsa KJS fights with4 brand names in the market, it is in the third order in the market share arrangment. The fourth firm Turyağ which is cooperate of Turk Henkel, is in this order with the brand name "Yayla".

Above all there are some other brands such as Hüner belonging to Marsa KJS and Marifet belonging to Besler which we did not take into consideration because they are mainly and mostly used in making cakes only. Furthermore, we also neglect some of the brands such as Siziniçin, Halk, Tarin etc. because they have unimportant market share.

The table 2.9 shows the biggest firm's brand names and their market share.

Table 2.9. The biggest firms' brand names and their market share.

Firms	Brand Names	Years			
		1998	1999	2000	2001
Unilever	Sana	31,5	27,5	25	25
	Becel	2,2	3,4	3,8	4,6
	Rama	5,7	5,7	5,5	4,4
Marsa KJS	Luna	4,4	4,2	3,8	3,4
	Evin	6,1	5,7	4,7	4,1
	Sabah	4,6	5,2	5,7	7,2
Besler	Bizim	18,1	16,6	16,6	17,2
	Teremyağ		5	5	4,8
Turyağ	Yayla	9,9	9,8	9,8	7,9

Source: PIAR-TNS

2.3.3 Margarine Producers and Their Brand Names in Turkey

The leader of the margarine market is Unilever which is a multinational company. the second firm is Besler , third Marsa KJS and fourth is the Turk Henkel according to their market share.

Unilever: This multinational company produces quite different products including margarine. This company is the oldest in this market, introducing the margarine to Turkish people by "Sana" brand name in 1952. So, this firm used this advantage up to date and expanded in the market by introducing new brand names in the same category.

Sana, Rama and Becel are the international brand names of Unilever. Sana is the locomotive brand of the firm. In daily life most of the people call margarine by Sana. In 1989 Sana broke a record by selling 130,000 tons and wrote its name to the world's history.It protects its reputation by various ways such as meeting with the customers in the markets and by listening their complaints and advices, by establishing a free call center to inform the people about healthy nourishment , by the Tv program called “Sana Mutfağı” and with the cooking books named Sana.When it was first launched to the market it had only one kind but later it added some others . Nowadays, there are five kinds of Sana in the market. These are Sana Paket, Sana Kase, Sıvı Sana, Sana Ekmeküstü and lastly Creme Bonjour which includes twenty five percent butter.Although it is not a domestic brand name, Sana is easy to pronounce, recognize and remember. It is also translated easily and meaningfully into other languages.

After some time, other margarine producer firms entered the market. So, Unilever introduced new brand names both international and domestic so as to keep the market share high.Rama and Becel were introduced into Turkish market quite long period after Sana. They were differentiated by their taste and health specifications

Rama as a brand name has no meaning in Turkish but recalls Sana. Rama was the first margarine in the bowl when launched into the market in 1973. It always renewed itself in several ways ; in 1986 –Rama in the aluminum folio, in 1991 new design in oval bowl, in 1998 Rama 500 gram takes place in the market and in the year 2000 it starts to advertise as the light taste that comes from yogurt. The most important feature of Rama is its being the most milky margarine in the whole market. There are two kinds of Rama in the market shelves now: Rama and Rama Light which includes twenty five percent less fat.

Becel was first developed in 1950 in the world by taking its name from the first letters of Blood Cholesterol Lowering words. It took place in Turkey in the year 1992 and was advertised as the friend of heart . Becel became the first health margarine of Turkey.It was presented to the users with a file telling the health knowledges and the ways of healthy nourishment. It also made a cooperation with the scientific institutions such as Turkish Heart Waqf and Turkish Cardiology Association. In 1999 it arranged some of the fats’ ratio in its content according to the World Health Organization’s recommandation and also changed the packaging and the logo.Nowadays there are three kinds of Becel in the market and they are Becel Kase, Becel Pratik Sıvı Margarin and Becel Zeytinyağlı.

These brand names are short and easy to pronounce and supported by intensive advertisements to achieve their target. They are also supported by company name – Unilever- which has good reputation and dependable image in the market.

Besler-Ülker: Besler was founded in 1992 as a cooperate of Ülker. This margarine manufacturer entered the market by Bizimyağ brand name in 1994. After that Teremyağ has been introduced to the market in 1999 . Although Besler is quite new in the margarine market, the firm is in the second order in the market share with Bizimyağ and it is in the fifth order with Teremyağ.

As a brand name Bizimyağ is easy to pronounce and recall. It is short and has the meaning slightly contrast to Sana.

Teremyağ was advertised as a healthy butter . It is a butter flavoured margarine and recalls butter (tereyağ) in Turkish.

Marsa KJS: Marsa is one of the biggest producer in the margarine market. Its' foundation went back up to 1946's . In 1957 it started to produce margarine for kitchen and later in 1967 it started to produce margarine for breakfast. In the year 1993 Marsa consisted a joint venture with Kraft Foods International which is the cooperate of Philip Morris.Marsa has 50% share in this organization. In 1999 the firms daily oil production capacity reached one thousand tons.It has very wide and strong export market including the countries such as Syria and Algeria. In the same year 60% percent of the oil exportation was realized by Marsa.

Marsa is producing margarine under Evin, Luna, Sabah and Evet brand names.Among these Luna has an advertising success over the other ones. It represented itself as the new generation margarine while putting Sana to the mums' margarine status

Türk Henkel: The nucleus of Türk Henkel is Turyağ wich was founded in 1916 in İzmir as a small oil factory. During the period of 1916-1965 the ownership of the company changed among the natioanl and foreign firms. In 1965 , German Henkel bought some shares of Turyağ . Finally, Türk Henkel got all the shares of Turyağ in 1996.

This oldest oil manufacturer Turyağ recently produces the margarine Yayla which was launched into the market in 1983. Nowadays it has three kinds in the market which are : Yayla Geleneksel (including mostly milk), Yayla Kahvaltı Keyfi (being very soft and gentle) and Yayla Tereyağı Keyfi (butter flavoured).

2.3.4 Margarine Variety in Turkish Market

All the margarines in the market nearly has the same properties. All of them are consisted of hyrogenized liquid oils, containing A, D and E vitamins. Some of them also contain milk and a few of them contain butter flavourings.

Packaging units of margarines in the market are 250 gram and 500 gram in weight. This packages are made up of durable paper , aluminum folio or plastics. Table 2.10.shows the weight and packaging.

The packaging unit of 250 gr seems as a standart weight in margarine production and consumption. However 500 gram packages which are introduced recently will satisfy the demand of large families. Additionally 4x 125 gram packaging is introduced to the consumers aiming hygenic usage of margarine .

Table 2.10 The margarines used in the study.

BRAND NAME	WEIGHT 250GR.	PACKAGING	WEIGHT 500GR.	PACKAGING	KIND
BECEL	✓	Plastic Bowl	✓	Plastic Bowl	3; Liquid, with olive oil and the standard
BİZİMYAĞ	✓	Aluminum Folio&Plastic Bowl	✓	Plastic Bowl	1; Standard
EVET	✓	Durable Paper	✓	Durable Paper	1; Standard
EVİN	✓	Durable Paper	✓	Durable Paper	2; With milk and standard
LUNA	✓	Aluminum Folio	✓	Plastic Bowl	3; With omega, 125x4 pratic use and the standard
RAMA	✓	Aluminum Folio&Plastic Bowl	✓	Plastic Bowl	2; Light and the standard
SABAH	✓	Aluminum Folio	✓	Plastic Bowl	1; Standard
SANA	✓	Aluminum Folio	✓	Plastic Bowl	4; Liquid, creme bonjour, soft and new sana
TEREMYAĞ	✓	Aluminum Folio	✓	Plastic Bowl	1; Standard
YAYLA	✓	Aluminum Folio&Durable Paper	X	X	2; Traditional and butter flavoured

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

In the first part of this section main objectives of the study will be presented. Research design is explained in the second part. Third part includes hypothesis related to brand effectiveness. In the fourth part, the sampling procedure is explained. Fifth part gives detailed information about the data collection process. Data analysis methods which are used in evaluating the results are presented and lastly limitations of the study are given.

3.2 RESEARCH OBJECTIVES

Among all other components, brand is one of the most important dynamics of the market share. A brand with its several aspects is essential for producers to differentiate their goods from the competitors.So, their survival depends upon the branded products.The objective of this research is to investigate the brand name and its effects on consumer choices.In addition to this, the explanatory power of major classes of independent variables are related to subject documented and investigate the predictive relationship of these variables to brand and product use.

When a new product is launched into the market, it is vitally important to be accepted by the consumer, especially in markets which have several brands and have excess production capacity .In this case the new product would be better in quality and must give higher satisfaction to the consumers.

In margarine market in Turkey, there are several producers and accordingly many brand names.So the importance of brands and discussion of its' several features will give a lot of idea for a good's market share and consumer behaviour in the case of margarine market.

Turkey's margarine market was established in 1952 by the Unilever's primary brand : Sana. Up to date, several big , medium and small producers entered the market by various brand names. Turkish people traditionally is conservative and this feature of people creates difficulty for a new brand to be accepted.

Selection of a brand name is the crucial part of the marketing process.The selection involves two situations: one is for domestic and the other is for worldwide markets. A good name can attribute to the success of a product. Powerful brand names command stronger consumer loyalty and provide competitive advantage in the market .

Manufacturers have several options to establish brand identity depending on whether the brand is an individual brand or a part of a product line and second on whether its name is specific to the brand or part of a corporation's umbrella. Under these options four strategies are realized:

1.)*Individual Names*: Each product of the company is sold individually and will stand or fall on its own. A major importance of this option is that, the company does not depend on its reputation to the brand. If the brand fails , the company's name or image is not hurt.For this reason a manufacturer of a good quality product can introduce a lower quality product without using its name.This option involves creating the best name for each new product.

In margarine market, Unilever seems to prefer individual brands for its every kind of margarine. Up to now, Sana, Rama and Becel came alive. In spite of this fact, recently, Unilever created new products presented under the most popular brand name as a variety called line extension.For example Sana Creme Bonjour, Sana Ekmeküstü, Becel Zeytinyağlı.

Besler, cooperation of Ülker, is using mainly four brand name for margarine production; Bizim, Teremyağ, Sizin İçin and Marifet.

Marsa KJS sells its margarines under the individual brand namely Evin , Luna , Sabah , Evet and Hüner.

Turyağ , cooperation of Turk Henkel, has only one margarine brand name;Yayla.

In the times when more than one brand name is used , there is always a risk of cannibalization ; a position that occurs when a new brand that the company introduces draws consumers from the companies existing brand or brands. This situation doesn't increase the net production of the company. To avoid this result ,the company offers a new brand in the same category to be marketed to different customer segments.

2.)Blanket Family Name: The brand name is linked to the company's name and this strategy costs less because of the well known manufacturers reputation. Marsa , Turyağ , Trakya Birlik and Tariş can be given as examples to this strategy. On the other hand ,Besler is a rather new producer and for that reason the cooperation of Besler ; Ülker has a good reputation and it is used as blanket family name.

3.)Seperate Family Name For All Products:When a company produces quiet different products ; it is not desirable to use one blanket family name , so company often use different family names. This strategy can not apparently be seen in Turkey's margarine market.

4.)Company Trade Name Combined With Individual Product Names: Some manufacturers tie their company name to an individual brand name for each product. There is no example of this strategy in Turkey's margarine market.

However, some of the big and small manufacturers are also producing margarines under the brand name of middlemen.Some of these brands are Pay, Migros and Halk but these middlemen brands' market share are so small that it is useless to take into consideration in this study

3.3TYPE OF RESEARCH

This study has the characteristics of descriptive type of research design because the purpose of this study is to clarify the relevant variables of brand effectiveness. However , sometimes a well known brand doesn't imply high sales. This feature is also investigated in the same research design.

To investigate the brand effectiveness relationships by means of the variables, it is important to know the number of subjects in the study and this number must match the value produced in all further analysis. Then , it is essential to compute the ranges and frequencies to know the maximum and minimum values for all important variables.

Lastly if it is necessary, the relationships between variables might be examined. So we have a general idea of how one variable changes as the other one changes.For two categorical variables, this can be examined by using crosstabs.

3.4 MODELS AND HYPOTHESIS

As to the characteristics of this study, descriptive model was used to measure the brand effectiveness and hypothesis were evaluated in conjunction with this item.

a) ***Measuring Brand Effectiveness:*** The variables of brand effectiveness are brand awareness, perceived quality, brand acceptability, brand preference, strong brand associations, brand satisfaction and brand loyalty.

Aaker (1993) distinguished five levels of customer attitude toward a brand from lowest to highest.

1. Customer will change brands especially for price reasons ; no brand loyalty.

2. Customer is satisfied , no reason to change the brand.
3. Customer is satisfied and would incur costs by changing.
4. Customer values the brand and sees it as a friend.
5. Customer is devoted to the brand.

Customers which are in the 3,4 and 5th class have the higher brand loyalty.

Brand awareness is the extent to which prospective customers are familiar with a brand, recognize it and associate it with use. Although effective brands require substantial awareness among the consumers , brands with high level of awareness do not necessarily have high brand equity.

Perceived quality is the degree to which the brand meets customers' quality expectations.Higher perceived quality gives the customer a good reason to buy a product.

Brand acceptability refers to the psychological process involving, information assimilation about the brand leading to the judgement that some other brand is an alternative. Therefore brand acceptability is considered as highly important because it is a processor to brand choice and purchase.Acceptable brands are evolved from memory for further consideration.

Brand preference refers to the liking consumers have for one brand over competitor brands in the same product category.Brand preference is very likely to lead to brand purchase over competitors' brands.Therefore brand preference has more strong effect than brand acceptance on brand effectiveness.

Strong brand associations differentiate the brand from the competing ones. The strong brand associations expose to brands that have a certain charisma and effectiveness.

Brand satisfaction refers to the positive or negative feelings consumers may have about the brand after using it. In other words, after the brand purchase, consumers evaluate the brand against their expectations.If they perceive that the brand did better than expected ,they may have high brand satisfaction.If the brand is perceived to do as expected then they are likely to have moderate levels of brand satisfaction.Similarly, if consumers perceive the product to do worse than expected they may have low levels of satisfaction.

Brand loyalty defined as the degree to which a customer holds a positive attitude toward a brand , has a commitment to it and intends to continue purchasing it in the future. This means that a sufficient number of customers demand these brands and refuse substitutes even if the substitutes are offered at lower prices.

To measure the margarine brand effectiveness, investigations were performed by questionnaires replied by the customers. These questionnaires were arranged to answer the hypothesis related to the relevant variables of brand effectiveness. (see appendix)

This study is based on a convenience sample of adults age 18+ living in different areas of İstanbul, stratified to insure the demographic representation.

The data gathered by questionnaires includes dependent and independent variables.

1.Dependent Variables: Product use, frequency of product use, brand and product relations, prefered features of product, brand preference are considered as dependent variables.The quetions related to these variables were included in the questionnaires.

2.Independent Variables: The questions which are arranged to supply data about demographic and socio economic position and buying style of respondents are considered as independent variables. Such variables provide comprehensive and general descriptions of the respondents.So, the brand preference difference would be clarified among the social classes which were evaluated by their culture and income level.Questions 19 through 30 provide details of independent variables.

b.) Hypothesis: To evaluate the effectiveness of margarine's brand names, the following hypothesis were introduced.

Hypothesis 1 : Different attributes of margarines carry different importance in consumers' purchase decisions.

(a) Taste of the margarine

(b) Smell of the margarine

(c) Brand of the margarine

(d) Softness of margarine

(e) Packaging of margarine

(f) Availability

(g) Price

(h) Unit Weight

(i) Advertising Activities

(j) Brand Image

(k) Use by the Fiends and Relatives

(l) Being Foreign Origin

(m) Producing Firm

(n) Retail Outlets

Hypothesis 2: There is a positive correlation between recall rate and brand preference.

Hypothesis 3: There is a positive correlataion between brand preference and brand purchased.

Hypothesis 4: There is a positive correlation between the recall rate and brand purchased.

Hypothesis 5: There is a difference between the brand features and loyalty.

3.5 SAMPLING PROCEDURE

The final sample consisted of 122 people who were chosen and interviewed on a convenience basis. The sampling unit was composed of the customers who made the purchase decision with respect to margarine. The composition of the sample is given in Table 3.1 and 3.2.

Table 3.1. Regional distribution of respondents in İstanbul.

REGIONS	Frequency	Percent
Region-I		
Bahçeköy, Dudullu, Fındıkzade, İçerenköy	38	31,1
Kartal, Pendik, Sefaköy, Ümraniye		
Region-II		
Acıbadem, Bahçelievler, Bostancı, Kadıköy, Kozyatağı	43	35,2
Maltepe, Mecidiyeköy, Sarıyer, Şişli, Üsküdar		
Region-III		
Ataköy, Bebek, Caddebostan, Erenköy, Etiler	41	33,6
Fenerbahçe, Florya, Levent, Moda, Nişantaşı, Yeşilköy		

Regions were selected according to the income level of the respondentsto find out the income-brand selection relations. So three regions were distinguished from low to high income level.

Region-I involves Bahçeköy, Dudullu, Fındıkzade, İçerenköy, Kartal, Pendik, Sefaköy, Ümraniye representing the lowest income level.

Region-II includes Acıbadem, Bahçelievler, Bostancı, Kadıköy, Kozyatağı, Maltepe, Mecidiyeköy, Sarıyer, Şişli, Üsküdar representing the moderate income level.

Region-III contains Ataköy, Bebek, Caddebostan, Erenköy, Etiler, Fenerbahçe, Florya, Levent, Moda, Nişantaşı, Yeşilköy representing the high income level.

As a result of the data analysis, respondents in the Region-I were represented by 31,1%, Region-II were represented by 35,2% and Region-III were represented by 33,6%.

According to the data collected by questionnaires related to demographic and socio-economic structure of the respondents.was shown in Table 3.2.

Table3.2. Demographic and socio-economic structure of the respondents.

Gender of Respondents	Frequency	Percent
Male	32	26,2
Female	90	73,8
Age Class of Respondents		
18-25	12	9,8
36-35	39	32
36-45	40	32,8
>46	31	25,4
Education Level of Respondents		
Illiterate	0	0
Primary or Secondary School Graduates	20	16,4
High School Graduates	36	29,5
University Graduate	66	54,1
Occupation of Respondents		
Professional	57	46,7
Officer	32	26,2
Blue-Collar	12	9,8
Retired	4	3,3
Housewife	17	13,9
Marital Status of Respondents		
Single	42	34,4
Married	80	65,6
Number of Working People in the Family		
1	40	32,8
2	67	54,9
>2	15	12,3

Income Level of the Respondents		
<300.000.000	14	11,5
300.000.000-1.000.000.000	49	40,2
1.000.000.000-3.000.000.000	42	34,4
>3.000.000.000	17	13,9
Residence Ownership		
Yes	78	63,9
No	44	36,1
Private Car Ownership		
Yes	68	55,7
No	54	44,3
PC Ownership		
Yes	64	52,5
No	58	47,5
Total Family Size		
1	10	8,2
2	24	19,7
3	47	38,5
>4	41	33,6
Number of Daily Newspapers Read		
0	17	13,9
1	67	54,9
2	27	22,1
>2	11	9
Number of Magazines Read in a Month		
0	39	32
1	32	26,2
2	19	15,6
>2	32	26,2

As seen from Table 3.2 26.2% of the respondents are male and 73.8% are female. The number of female respondents are approximately three times greater than the male respondents. This is not a surprising ratio, because grocery shopping is mostly done by the females in Turkey.

Age classes of the respondents are represented by 9.8% betwen 18-25 age class, 32.0% between 26-35 age class, 32.8% between 36-45 age class and the remaining 25.4% are older than 46. According to this data, it can be said that 90.0% of the respondents are older than 26 and 58.2% of them are older than 36.

As far as education level of the respondents mentioned, there is nobody being illiterate among them. Respondents have 16.4% primary or secondary scholl degree, 29.5% have high school degree and 54.1% have university degree. As a result, respondents' educational level seems above Turkey's average.

Occupation of the respondents represented by the ratios as professioanl 46.7%, officers 26.2%, blue-collars 9.8%, retired 3.3% and 13.9% housewives.

According to marital status 34.4% of the respondents are single and 65.6% of them are married.

Number of working people in the family varied as 32.8% one people working 54.9% two people working and 12.3% more than two person working.

Distribution of the income level among the respondents shows that 11.5% of them earn under 300 million TL., 40.2% of them earn between 300 million-1 billion TL., 34.4% of them earn between 1 billion-3 billion TL. and 13.9% of them earn above 3 billion in a month.

Among the respondents, 63.9% of them are the owner of their residence, 55.7% of them own a private car and 52.5% of them own a PC.

Total number of the respondents' family varies from one- person family with 8.2%, two-person family with 19.7%, three-person family with 38.5% and more than three-person family with 33.6%.

In addition, 13.9% of the respondents don't read any newspaper while 54.9% of them read one, 22.1% of them read two and 9% of them read more than two newspapers. As magazines mentioned, 32.0% of them never read magazines and 26.2% of them read one, 15.6% of them read two and 26.2% of them read more than two magazines.

3.6 DATA COLLECTION PROCESS

As mentioned before the data of the study were gathered through questionnaires answered by the respondents living in several regions of İstanbul. The total quota was divided more or less equally among the regions and the questionnaires were given to respondents selected on a convenience basis.

The questionnaires consist of questions which were selected and grouped to put forward the brand effectiveness in several aspects in relation to demographic and socio-economic structure. (more than one answer was accepted in question one and eighteen.)

The first question was asked for indicating if the respondent was a margarine consumer or not. Secondly the frequency of the margarine usage was asked.The third question "Please write the three margarine brands that comes to your mind immediately." was asked for determining the most known margarine and the one having the most effective brand image

The fourth question "Rank the following margarine brand names according to your preference order."was asked to determine preferences. .The fifth question "Name the brand of the margarine you are using currently?" aimed to find out the most selling margarine brand. So it would be possible to determine awareness and preference were correlated.

The sixth question "What effects your decision when purchasing margarine?"brought up the factors that play role on brand awareness.

"What kind of packaging do you prefer when purchasing margarine?" was the seventh question which put forward the features of packaging .One was the effect of packaging on purchasing decision and the other was to determine customer's environmental tendency.

The eighth question "Do you seek information about other brands in the market when purchasing margarine?" asked for to designate the conscious consumer's profile.

The ninth question "How will you react to a newly launched margarine?" had two objectives ; one was to measure the consumers' brand loyalty; second was to determine the proposition of consumers who experiment.

To determine strength of brand loyalty the tenth question "How would you define your brand selection behaviour?" was included in the questionnaire. Among these "I always buy the same brand." answer is indicative of highest degree of brand loyalty. They have strong affective links to a favourite brand.These are people who go for the "best brand" for their needs , but also feel that the product category itself is an important part of their lives. "Generally I buy the same brand." answer pertains to consumers who are routine brand buyers. They have low personal involvement but have a favourite brand.They are not necessarily looking for the best brand , a satisfactory one will be enough for them.Then comes the "I also buy other brands" answering group .This group is the information seeker group. No brand stands out as superior to them. They use a lot of information to help them find a suitable brand within the product category and lastly comes the "I don't prefer any brand." answering group.These people are called brand switchers.They don't see that the brand used has any important consequences even if the product category is interesting. This means that they are easily affected by environmental factors such as sales promotions (Blythe, 1997).

Question eleven "Do you know the producer firm of your margarine" was asked to determine the strong brand associations.

The twelvth question was mainly aimed at determining the customers' brand name decision by asking "Which features of margarine play a major role when you are buying it?"

The thirteenth question "Where do you buy margarine?" aimed to determine the role of retailer types , such as hypermarket , supermarket , market and grocery .According to the report of AC Nielsen here are the definitions of retailers listed below:

- **Hypermarket**: This kind of markets have eight or more cash registers and is settled on an area of 2500 squaremeters.. At the same time,. these places also have supplementary areas such as car park and restaurant
- **Supermarket**: This kind of markets have an area of at least 100 squaremeters and have 2 cash registers.
- **Market**: This kind of markets are settled on an area of between 50 and 100 squaremeters and have at least 1 cash register.
- **Grocery**: This kind of markets are smaller than the ones that are explained above and are more traditional than the other ones.

In addition to those on-line shopping is also considered in the questionnaire.

"Where do you use the margarine mostly?" is the fourteenth question brings up the usage area of the margarine.

The fifteenth question "How long do you use a 250grams package margarine?" was asked to determine the consumption frequency of margarine.

The properties of a product certainly are very important.Consumer's expectations from a product varies in many aspects. In the sixteenth question the probable features of a margarine were listed and the consumers were asked to indicate the brand which posseses the highest level of that feature. The target of this question was the determination of the margarine brand meeting the consumer expectations to the highest degree.

The seventeenth question "Which margarine brand would you prefer if their prices were the same?" was asked for the price-product relations and to find out the importance of price on selecting a margarine brand.

The eighteenth is the last question of the first part "Without thinking of a product group , which are the most important three factors resulting to buy a product continuosuly?" This question was expected to put forward the most important three factors effecting the consumer's decision to buy a product.

The second part of the questionnaire was consisted of questions to determine the consumer's demographic and socio-economic features.We asked questions on three main bases ; geographic bases , demographic bases and socio-cultural bases. In accordance with these topics sex, age, education level, occupation,marital status, working people number in the family, total monthly income, owning a house, car or PC, household size, the number of daily newspapers read and the number of magazines read in a month and the neighbourhood of the residence were asked to the respondents via the questions from 19-30.

3.7. DATA ANALYSIS

The collected data was evaluated by the SPSS program. As a first step, frequency analysis was applied for each variables. In addition to this, for distinguishing the differences between the respondents' answers and the important aspects of brand effectiveness simple correlation, crosstabulation and chi-square tests were used.

Furthermore, to check the important brand selection factors relation with loyalty, stepwise regression and analysis of variance (ANOVA) were applied.

Finally, detailed effects of the each factor were recognized by using t-tests.

The types of data analysis and the relevant questions in the questionnaire are shown in Table 3.3.

Table 3.3 The type of analysis and the relevant questions.

Types of Analysis	**Question**
Frequency analysis	1 to 30
Simple Correlation	12
Crosstabulation	3, 4, 5, 9, 10, 13, 14, 15, 17, 18, 19, 30
Chi-square test	5, 9, 10, 13, 14, 15, 17, 30
Stepwise Regression Analysis, ANOVA and t-test	12

3.8. LIMITATIONS OF THE STUDY

The major limitation of the study is the measurement of brand effectiveness. Since many authors give special interest to different features of the brand and use different methods of evaluating them, some difficulties come alive. To overcome this limitation, the most common methods are used.

The other limitation related to the research method is from using the questionnaire method as a data collection instrument. In this study, we could not differentiate between the real users and mere buyers.The questionnaires were filled out by the respondents, but it is not evident whether these people were real decision makers for a brand or merely the buyers. In future studies, care must be exercised to clarify this issue.

One other limitation of the study was to collect the data concerning the Turkey's oil production and consumption capacity. Most of the references did not match each other. At the end Turkey Oil Producers Associations bulletins and Unilever's reports were used for this purposes.

The final limitation is the sample used in the study. It was aimed to represent the all socio-economic classes almost equally. To realize this purpose certain regions of İstanbul representing different socio-economic classes were chosen and grouped in three categories and the quotas were determined for each group. However, at the end of the data during the evaluating process it was found that respondents were not distributed perfectly according to income and education level. In general, it is not true to say that this sample group is mostly concentrated on the middle income group and upper education level considering the Turkey's standards.Furthermore, time and cost limitations made it impossible to utilize a more scientific probability sample via simple random, stratified random sample or cluster sampling techniques..

4. RESEARCH FINDINGS

At first sight, all the variables in the questionnaire were analizied to observe their frequencies. Then, cross tabulation, anova and regression analyzes were applied. The results obtained by these tests are summarized as follows:

4.1. FINDINGS RELATED TO FREQUENCY ANALYSIS

The frequencies of the variables related to margarine use, brand name decision, the preference factor of brand selection, brand loyalty, buying style and the repondents' demographic and socio-economic characteristics were calculated.

Among the 122 respondents, 90.2% were using liquid oil (sunflower, soybean, maize and olive oil), 100% were using margarine, 27.9% were using butter and 0.8% had no preference. According to these frequencies, margarine was used by every respondent since only margarine user respondents answers were evaluated (Table 4.1).

Table 4.1 The preference of oil types.

Oil	Frequency	Percent
Liquid Oil	110	90.2
Margarine	122	100
Butter	34	27.9
No Preference	1	0.8

Analysis showed that consumers using a margarine everyday were 15.6%, a few times a week were 28.7%, a few times a month were 33.6% and a few times a year were 22.1%. So the first two groups having 44.3% frequency are considered as the main margarine consumers (Table 4.2).

Table 4.2 Margarine usage frequency.

Margarine Usage	Frequency	Percent
Everyday	19	15.6
A Few Times a Week	35	28.7
A Few Times a Month	41	33.6
A Few Times a Year	27	22.1
TOTAL	**122**	**100**

The three margarine brands which were recalled immediately are distinguished as, Sana, Becel and Luna (Table 4.3).

Table 4.3 Average rank order towards most recalled margarine.

Margarines	Rank*
Sana	1.350
Becel	1.280
Luna	1.008
Rama	0.770
Yayla	0.697
Bizimyağ	0.390
Evin	0.200
Teremyağ	0.115
Sabah	0.090
Evet	0.070

*Bigger numbers indicate higher ranks.

The respondents' preference tendency towards the margarines are shown in Table 4.4.

Table 4.4. Average rank order towards most preferred margarines.

Margarines	Rank*
Becel	2.430
Sana	3.020
Rama	4.290
Luna	4.310
Yayla	4.830
Teremyağ	5.800
Bizimyağ	5.970
Evin	7.240
Sabah	8.250
Evet	8.700

*Smaller numbers indicate higher ranks.

The margarine used recently by the respondents is shown in Table 4.5 according to their frequencies.

Table 4.5. Average rank order towards currently used margarines

Margarines	Rank*
Becel	0.287
Sana	0.270
Rama	0.131
Yayla	0.107
Luna	0.082
Bizimyağ	0.057
Sabah	0.025
Teremyağ	0.025
Evin	0.016
Evet	0.000

*Bigger numbers indicate higher ranks.

As can be seen from Table 4.5 the most widely used brands were Becel.(28.7%) and Sana (27 %).Additionally, none of the respondents were using Evet currently.

Among the factors influincing purchase decisions, influence of the family ranked first (36.9%), visual advertisements-especialy TV ads- ranked second (20.5%), recommandations (15.6%), sales promotions (14.8%), health reasons (9.8%) and print media (2.5%) were the other factors (Table 4.6).

Table 4.6. Decision making criterias when purchasing margarine.

Criterias	Frequency	Percent
Family	45	36.9
Friends and Relatives	19	15.6
Visual Advertisement	25	20.5
Print Media	3	2.5
Sales Promotions	18	4.8
Health Reasons	12	9.8
TOTAL	**122**	**100**

When asked about packaging, 52.5% of the respondents indicated a preference for plastic bowl followed by aluminum folio with 31.1% and durable paper with 16.4% (Table 4.7).

Table 4.7. Packaging preferences of the margarine consumers.

Packaging	Frequency	Percent
Durable Paper	20	16.4
Aluminum Folio	38	31.1
Plastic Bowl	64	52.5
TOTAL	**122**	**100**

Frequency anlaysis also showed that when purchasing a margarine 14.8% never sought information on other brands while 58.2% sought occasionally, 16.4% frequently and 10.7% all the time (Table 4.8).

Table 4.8. Information seeking intervals of the margarine consumers

Information Seeking Interval	Frequency	Percent
Never	18	14.8
Occasionally	71	58.2
Frequently	20	16.4
All the time	13	10.7
TOTAL	**122**	**100**

Consumer attitudes towards a margarine newly launched to the market are categorized in four answers:31.1% answered "I will certainly buy and try once.", 37.7% answered "Maybe I will buy", 13.1% answered as "I will never buy" and 18% answered as "I have no idea." Results showed that nearly 1/3 of the consumers had the tendency to try the new margarine (Table 4.9).

Table 4.9. Attitudes towards a newly launched margarine.

Attitudes	**Frequency**	**Percent**
I will certainly buy and try once	38	31.1
Maybe I will buy	46	37.7
I wil never buy	16	13.1
I have no idea	22	18.0
TOTAL	**122**	**100**

The question "Would you define your brand selection behaviour?" dealt with the brand loyalty. The answers were 22.1% "I always buy the same brand", 54.1% "I frequently buy the same brand.", 13.9% "I also buy the other brands." and 9.8% had no brand preference. The first two comprising 76.1% are considered as brand loyal consumers and the remaining is non-loyal consumers (Table 4.10).

Table 4.10. Brand selection behaviour of the margarine consumers

Behaviour	Frequency	Percent
I always buy the same brand	27	22.1
I frequently buy the same brand	66	54.1
I also buy other brands	17	13.9
Have no preference	12	9.8
TOTAL	**122**	**100**

Among the respondents 41.8% knew the margarine producers, while 58.2% did not (Table 4.11).

Table 4.11. Being aware of the producer firm.

Producer Firm	Frequency	Percent
Yes	51	41.8
No	71	58.2
TOTAL	**122**	**100**

The important features of a margarine were classified in 15 items and respondents were asked to categorize these features as unimportant, slightly unimportant, slightly important and very important (Table 4.39).

The first feature, taste was slightly important for the 35.7% of the respondents and very important for the 64.8%. There were no response for the two alternatives.

For the 1.6% of the respondents smell was unimporatant, for 3.3% slightly unimportant, for 36.1% slightly important and for 59.0% very important. According to these results it could be said that 90.1% of the respondents pay attention to the smell.

According to the consumers, brand name was for 7.4% unimportant, for 17.2% slightly unimportant, for 48.4% slightly important and for 27.0% very important. So it can be understood that most of the consumers purchase a margarine just looking at its brand name.

Softness was considered for 4.1% as unimportant, for 12.3% as slightly unimportant, for 56.6% as slightly important and for 27.0% as important by the respondents. So, we can say that softness plays an active role when purchasing a margarine.

As far as packaging was mentioned, 9.8% of the respondents answered as unimportant, 25.4% as slightly unimportant, 45.1.% as slightly important and 19,7% as important.

Availability was considered as unimportant by the 9.8% of the respondents while it was for 18.9% slightly unimportant, for 36.9% slightly important and for 34.4% important.

Price was unimportant for the 6.6% of the respondents, slightly unimportant for the 20.5%, slightly important for the 25.4% and important for the 47.5% of the consumers.

Package weight seemed as a less effective feature because respondents decisions 13.9% unimportant, 25.4% slightly unimportant, 32.0% slightly important and 28.7% important were rather close each other.

The advertisements about margarines seemed as ineffective because the results were 34.4% unimportant, 34.4% slightly unimportant, 24.6% slightly important and 6.6% important. This responses differ from the control question 6. This situation would be discussed in later sections.

Prestige of the brand also didn't play an important role. Respondents decision were divided as 20.5% unimportant, 25.4% slightly unimportant, 36.9% slightly important and 17.2% important.

Used by friends and relatives as a factor of choosing brand was also ineffective because 28.7% of the respondents answered as unimportant, 27% as slightly unimportant, 36.1% as slightly important and 8.2% as important.

For the brand selection, the effectiveness of being foreign origin seemed quite ineffective as to the respondents point of view. 56.6% of the respondents said unimportant, 27.0% said slightly unimportant, 9.0% said slightly important and 7.4% said important.

Producer firm as a factor of purchasing accepted by 32.8% of the respondents as unimportant, by 11.5% as slightly unimportant, by 37.7% as slightly important and by 18.0% as important.

The selling place of the margarine being a grocessery, market, supermarket or hypermarket also seemed slightly important as to the view of respondents by the 19.7% of the unimportant answers, 22.1% of the slightly unimportant answers, 37.7% of the slightly important answers and 20.5% important answers.

Being an old brand was considered as unimportant by the 16.4% of the consumers, as slightly unimportant by the 15.6%, as slightly important by the 41%, and as important by the 27.0% answers showed reasonable tendency in the favor of the old brands.

Margarine consumers' shopping place preferences differs as 7.4% grocery, 28.7% market, 35.2% supermarket and 24.6% hypermarket. In addition to this, a small percent of 4.1% of the consumers use internet instead of these places when purchasing margarine (Table 4.12).

Table 4.12. Shopping place preferences.

Shopping Places	Frequency	Percent
Grocery	9	7.4
Market	35	28.7
Supermarket	43	35.2
Hypermarket	30	24.6
Internet	5	4.1
TOTAL	122	100

The consumers using margarine for the purpose of breakfast were 7.4%, for cooking were 42.6% and for pastry were 50%. So margarine is not preferred much in breakfast by the chosen sample (Table 4.13).

Table 4.13. Purpose of the margarine consumption.

Purpose	Frequency	Percent
Breakfast	9	7.4
Cooking	52	42.6
Pastry	61	50
TOTAL	122	100

To find out the margarine consumption of the respondents, they were asked "How long does a 250 grams margarine package last?" Answers showed that, the duration was less than one week for 18.0%, one to two weeks for 28.7% and longer than two weeks for 53.3% (Table 4.14).

Table 4.14. Duration of a 250 grams margarine package.

Duration	Frequency	Percent
Less than one week	22	18.0
One to two weeks	35	28.7
Longer than two weeks	65	53.3
TOTAL	122	100

The dominancy of a brand's feature in relation to ten margarine brands were found out by several questions.

As an effective brand image the first three ranked as follows:45.9% Becel, 29.5% Sana and 9.8% Rama. In this list Evet and Sabah received no votes. The ten margarine brands and their preference percentages were shown in Table 4.15.

Table 4.15. First place preferences obtained by different brands—brand image

Margarines	Frequency	Percent
Becel	56	45.9
Sana	36	29.5
Rama	12	9.8
Yayla	7	5.7
Bizimyağ	5	4.1
Luna	4	3.3
Evin	1	0.8
Teremyağ	1	0.8
Evet	0	0
Sabah	0	0
TOTAL	**122**	**100**

When taste is considered as an important factor of a margarine selection, respondents showed almost the same tendency as with the brand preference. 36.9% of the respondents chose the most tasteful margarine as Becel, 20.5% as Sana, 12.3% as both Luna and Rama. The taste preference list of the ten margarine brands can be seen in Table 4.16.

Table 4.16. First place preferences obtained by different brands--taste

Margarines	Frequency	Percent
Becel	45	36.9
Sana	25	20.5
Luna	15	12.3
Rama	15	12.3
Bizimyağ	7	5.7
Yayla	7	5.7
Evin	4	3.3
Teremyağ	4	3.3
Evet	0	0,0
Sabah	0	0,0
TOTAL	**122**	**100**

The respondents first three preference of smell were in favour of 35.2% Becel, 14.8% Sana and 13.9% Rama. The other brand names position are shown in Table 4.17.

Table 4.17. First place preferences obtained by different brands—smell.

Margarines	Frequency	Percent
Becel	43	35.2
Sana	18	14.8
Rama	17	13.9
Luna	16	13.1
Yayla	12	9.8
Teremyağ	8	6.6
Bizimyağ	5	4.1
Evin	3	2.5
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

Softness of the margarine classification in Table 4.18. showed that Becel is the real leader with 53.3% and then comes Rama with 14.8% and Sana with 11.5%.

Table 4.18. First place preferences obtained by different brands—softness.

Margarines	Frequency	Percent
Becel	65	53.3
Rama	18	14.8
Sana	14	11.5
Luna	11	9.0
Yayla	6	4.9
Bizimyağ	5	4.1
Evin	2	1.6
Teremyağ	1	0.8
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

When asked about the packaging the respondents chose Becel with 45,9%, Sana with 20,5% and Rama with 13,9%. The complete list is shown in Table 4.19.

Table 4.19. First place preferences obtained by different brands—packaging.

Margarines	Frequency	Percent
Becel	56	45.9
Sana	25	20.5
Rama	17	13.9
Luna	13	10.7
Bizimyağ	5	4.1
Teremyağ	3	2.5
Evin	2	1.6
Yayla	1	0.8
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

The availability of a margarine preferences mainly focused on Sana by 48.4%, on Becel by 17.2% and on Bizimyağ by 11.5%. All of the brands availability preferences are shown in Table 4.20.

Table 4.20. First place preferences obtained by different brands—availability.

Margarınes	Frequency	Percent
Sana	59	48.4
Becel	21	28.7
Bizimyağ	14	11.5
Luna	10	8.2
Rama	9	7.4
Yayla	3	2.5
Evet	2	1.6
Sabah	2	1.6
Teremyağ	2	1.6
TOTAL	**122**	**100**

Margarines having a reasonable price are classified as 29.5% Sana, 15.6% Becel and 11.5% Luna. All the brands in the sight of price preferences are listed in Table 4.21.

Table 4.21. First place preferences obtained by different brands— reasonable price.

Margarınes	Frequency	Percent
Sana	36	29.5
Becel	19	15.6
Luna	13	10.7
Yayla	12	9.8
Bizimyağ	11	9,0
Evet	10	8.2
Sabah	9	7.4
Rama	6	4.9
Evin	4	3.3
Teremyağ	2	1.6
TOTAL	**122**	**100**

Preference of the respondents for unit weight (125grams x 4, 250 grams and 500 grams) ranked as 33.6% Becel, 28.7% Sana and 11.4% Rama. The whole brands are listed in Table 4.22.

Table 4.22. First place preferences obtained by different brands—unit weight.

Margarines	Frequency	Percent
Becel	41	33.6
Sana	35	28.7
Rama	14	11.5
Luna	11	9.0
Yayla	6	4.9
Bizimyağ	5	4.1
Sabah	4	3.3
Teremyağ	3	2.5
Evin	2	1.6
Evet	1	0.8
TOTAL	**122**	**100**

Advertisement is a very important way of creating brand awareness. According to the questonarries Becel seemed to have the most effective ads by 51.6%, secondly Sana comes by 22.1% and thirdly comes Luna by 8.2%. All the brands and their advetisement effectiveness are shown in Table 4.23.

Table 4.23. First place preferences obtained by different brands—advertisement effectiveness.

Margarines	Frequency	Percent
Becel	63	51.6
Sana	27	22.1
Luna	10	8.2
Bizimyağ	8	6.6
Yayla	8	6.6
Rama	4	3.3
Teremyağ	2	1.6
Evet	0	0.0
Evin	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

The respondents' concern about brand prestige focused on six margarine brands, in different degrees. The top three brands were Becel (46.7%), Sana (26.2%) and Luna (12.3%). Results are detailly given in Table 4.24.

Table 4.24. First place preferences obtained by different brands—brand prestige.

Margarines	Frequency	Percent
Becel	57	46.7
Sana	32	26.2
Luna	15	12.3
Rama	11	9.0
Bizimyağ	4	3.3
Yayla	3	2.5
Evet	0	0.0
Evin	0	0.0
Sabah	0	0.0
Teremyağ	0	0.0
TOTAL	**122**	**100**

The margarine brands which were used by the respondents' friends and relatives ranked as 49.2% Sana, 26.2% Becel and 7.4% Rama , are also shown in Table 4.25..

Table 4.25. First place preferences obtained by different brands—friends and relatives.

Margarines	Frequency	Percent
Sana	60	49.2
Becel	32	26.2
Rama	9	7.4
Bizimyağ	7	5.7
Yayla	6	4.9
Teremyağ	4	3.3
Luna	3	2.5
Evin	1	0.8
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

Respondents preference order according to the margarine's having a foreign origin were 54.1% Becel(Unilever), 17.2% Luna (Marsa KJS), 16.4% Sana (Unilever), 10.7% Rama (Unilever), 0.8% Evin(Mȧrsa KJS) 0.8% Yayla (Türk Henkel).

Respondents producer firm preference for margarines is mainly based on Becel 33.6%, Sana 27.9% and Rama 11.5% which all of them are produced by Unilever. The other producer firm preferences are shown in Table 4.26.

Table 4.26. First place preferences obtained by different brands—producer firms.

Margarines	Frequency	Percent
Becel	41	33.6
Sana	34	27.9
Rama	14	11.5
Luna	12	9.8
Bizimyağ	9	7.4
Yayla	7	5.7
Teremyağ	3	2.5
Evin	2	1.6
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

Selling place as a preferred feature of a margarine is an important factor in marketing. Respondents preference for retail outlet is 39.3% Sana, 23% Becel and 11.5% Rama. The entire list is given in Table 4.27.

Table 4.27. First place preferences obtained by different brands—retail outlet.

Margarines	Frequency	Percent
Sana	48	39.3
Becel	28	23.0
Rama	14	11.9
Yayla	13	10.7
Bizimyağ	8	6.6
Luna	6	4.9
Teremyağ	3	2.5
Evin	2	1.6
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

The following summary Table 4.28. shows the total first place votes obtained on all attributes.Becel, Sana and Rama are the three brands respectively when the attributes are considered in general.

Table 4.28. Total first place votes obtained on all attributes.

Margarines	Total Frequencies
Becel	567
Sana	449
Rama	160
Luna	139
Bizimyağ	93
Yayla	91
Teremyağ	36
Evin	23
Sabah	15
Evet	13

In order to make the price factor ineffective, respondents were asked the question "If the prices were equal, which margarine would you prefer?" The preferences focused mainly on Becel with 51,6%, on Sana with 17,2% and on Rama with 10,7%. The other brands' preferences are given in Table 4.29.

Table 4.29. Brand preferences regardless of price.

Margarınes	Frequency	Percent
Becel	63	51.6
Sana	21	17.2
Rama	13	10.7
Luna	12	9.8
Bizimyağ	7	5.7
Yayla	4	3.3
Evin	1	0.8
Teremyağ	1	0.8
Evet	0	0.0
Sabah	0	0.0
TOTAL	**122**	**100**

The factors effecting customer's decision to buy a brand continuously for any product group, is very important in marketing. Therefore, to know the buying attributes of the consumers will give some clues for providing loyal customers . The respondents were asked to choose among the below statements :

1. Experience obtained from previous usage.
2. The availability of the product in all size markets.
3. The price of the product.
4. Using the same brand continiuously abolishes the risk and indefinity thought..
5. The dependency of a market.
6. The effect of social environment.
7. The integration of the consumers expectations and brand features.
8. The effect of advertisement.

The respondents were asked to choose among the three of the above items. According to the data analysis "Experience obtained from previous usage(78.7%)" seemed as the most important factor. Secondly the integration of the consumers expectations and brand features (51.6%) and thirdly price (45%) were the important factors for purchasing a product. All of the factors and their percentage are given in Table 4.30.

Table 4.30. General factors effecting consumer's purchasing decision.

Factors	Frequency	Percent
Experience obtained from previous usage	96	78.7
The availibilty of the product in all size markets	44	36.1
The price of the product	55	45.1
Using the same brand continuously to abolish the risk and indefinity thought	45	36.9
The dependency of a market	2	1.6
The effect of social environment	14	11.5
The integration of the consumers expectations and brand features	63	51.6
The effects of advertisement	47	38.5

4.2. FINDINGS RELATED TO SIMPLE CORRELATION TEST

The 12th question in the questionnaire was satatistically evaluated by the simple correlation test. The significant results are given below:

- When the price increases, respondents' preference for taste decreases (P= -0,304*).

- When the respondents' preference for brand prestige increases, correspondingly preference for taste increases (P= 0,202*).

- If the respondents' preference for a brand name increases, then preference for packaging also increases (P=0,276*).

- When the respondents' preference for brand name increases, somewhat preference for availability increases (P=0.306*) and accordingly selling place gains more importance (P=0,248*).

- Advertisement plays a great role when the respondents' preference focus on a specific brand name (P= 0,271*) .

- If the respondents are influenced by friends and relatives, preference for a brand name increases (P=0,194*).

- When brand name becomes an important factor in purchasing then, respondents' attention to the producer firm increases (P=0,362*) and also having a foreign origin feature gains importance too (P=0,188*).

- If the respondents concern about brand prestige increases, correspondingly being an old brand name becomes an advantage (P=0,298*).

- When the packaging type gains importance, at the same time availability becomes important too (P=0,567*) .

- If the packaging type preference increases, the importance given to the producer firm also increases (P=0,436*).

- As the respondents preference for availability increases, accordingly the importance given to the advertisement increases (P=0,186*).

- As the importance given to the price increases, respondents also give importance to the package weight (P=0,462*).

- The respondents attention to advertisements is directly influenced by the respondents friends and relatives. (P=0,408*).

- As the importance given to the advertisement increases, at the same time the preference for the producer firm increases (P=0,288*).

- As the importance given to the brand prestige increases, correspondingly the usage of the close environment becomes more important (P=0,233*).

- The usage by the friends and relatives increases the importance given to the producer firm (P= 0,252*).

- Having a foreign origin increases the importance given to the producer firm (P=0,226*).

4.3. FINDINGS RELATED TO CROSSTABULATION

Some important cross relations of factors indicating the brand effectiveness were checked by crosstabs. The findings are summarized below:

- When we make a comparison between the crosstabulation of the currently used brand and the most recalled one, the outcome is Becel takes place in the first order with 27 respondents.

- The brand that is the most recalled at the moment and the most preferred is Becel with 37 respondents. Secondly, 24 respondents voted for Sana as the first in the recalled margarine name and the preference order. The other brands are represented by smaller numbers not differing significantly.

- The crosstabulation between the margarine brand that is used currently and the most preferred are Becel with 34 respondents then comes Sana with 16 respondents then Rama 9 respondents and lastly Yayla with 6 respondents,

- The crosstabulation between the gender and the margarine brand which is used currently is shown in Table 4.31. According to the results, female respondents mostly use Becel (26) however male respondents mostly use Sana (13).

Table 4.31. The crosstabulation of the gender and the currently used margarine.

Margarines	**Gender**	
	Female	**Male**
Becel	26	9
Bizimyağ	4	3
Evet	0	0
Evin	1	1
Luna	9	1
Rama	13	3
Sabah	3	0
Sana	20	13
Teremyağ	3	0
Yayla	11	2
Total	**90**	**32**

- The crosstabulation between the age and the margarine brand used currently shows that there is no any preference focused on any brand in 18-25 age class, while 26-35 age class prefers Becel and Sana, 36-45 age class prefers mostly Sana and >46 age class prefers Becel (Table 4.32)

Table 4.32. Crosstabulation between the age class and the currently used margarine.

Margarines	Age Classes			
	18-25	26-35	36-45	>46
Becel	2	12	7	14
Bizimyağ	2	1	3	1
Evet	0	0	0	0
Evin	0	1	0	1
Luna	0	6	2	2
Rama	3	4	5	4
Sabah	0	2	1	0
Sana	2	10	17	4
Teremyağ	1	0	2	0
Yayla	2	3	3	5
Total	**12**	**39**	**40**	**31**

- The crosstabulation between the education level and the currently used margarine brand shows that there is no significant brand preference among the prime and secondary school graduates however high school graduates prefer mostly Sana and Becel and if Rama is added to this group, it becomes the university graduates' preference list. (Table 4.33).

Table 4.33. Crosstabulation between the education level and the currently used margarine.

Margarines	Education Level		
	Primary&Secondary School	High School	University
Becel	3	9	23
Bizimyağ	3	1	3
Evet	0	0	0
Evin	2	0	0
Luna	3	4	3
Rama	1	1	14
Sabah	0	3	0
Sana	5	12	16
Teremyağ	0	1	2
Yayla	3	5	5
Total	**20**	**36**	**66**

- The crosstabulation between monthly income and the currently used margarine (Table 4.34) shows that the first group (<300 million) has no significant preference, second group's (300 million-1 billion) peference focuses on Sana and Becel, third group (1-3 billion) prefers Becel, Sana and Rama and lastly fourth group (< 3 billion) prefers mostly Becel.

Table 4. 34. Crosstabulation between the monthly income and the currently used margarine.

Margarines	Monthly Income (TL.)			
	<300 Million	300 Million-1Billion	1-3 Billion	>3 Billion
Becel	5	11	12	7
Bizimyağ	1	5	1	0
Evet	0	0	0	0
Evin	2	0	0	0
Luna	1	5	4	0
Rama	1	2	9	4
Sabah	0	3	0	0
Sana	2	17	10	4
Teremyağ	0	1	1	1
Yayla	2	5	5	1
Total	**14**	**49**	**42**	**17**

- The crosstabulation between the shopping place and the neighbourhood shows that Group-I (low income) and Group-II (moderate income) use the grocery, market, supermarket and hypermarket almost equally while the Group-III (high income) mostly uses supermarket and hypermarket. Internet usage seems unimportant.(Table 4.35.).

Table 4.35. Crosstabulation between the neighbourhood and the shopping place.

Shopping Place	Neighbourhood			Total
	Group-I	Group-II	Group-III	
Grocery	5	4	0	9
Market	12	18	5	35
Supermarket	10	13	20	43
Hypermarket	10	8	12	30
Internet	1	0	4	5
Total	**38**	**43**	**41**	**122**

- The crosstabulation between the socio-economic level of the neighbourhood and the groupped price (from low to high) of the margarines show a significant correlation according to the chi-square tests (x^2=11,494, df=4, P=0,022*). The results indicate a strange phenomanon that Group-I (low income) mostly uses the high price margarine while Group-II (moderate income) prefers low price margarine, Group-III (high income) buys both low and high price margarine almost equally.(Table 4.36.)

Table 4.36. Crosstabulation between the margarine price and the neighbourhood.

Neighbourhood	Margarine Groups			Total
	Low Price	Moderate Price	High Price	
Group-I (Low income)	8	9	21	38
Group-II (Moderate icome)	20	13	10	43
Group-III (High income)	17	6	18	41
Total	**45**	**28**	**49**	**122**

- To identify the loyalty components, crosstabulation is applied to the questions 18 and 10 and when the results are observed, we realize a significant relation accroding to the chi-square tests (x^2= 4,452, df=1, P=0,035*). The results indicate that advertisement is the most effective factor of creating loyal consumers. In question 10, the alternatives "I always buy the same brand" and "Generally I buy the same brand" are considered as loyal while "I also buy other brands" and "I have no idea" are considered as non-loyal. (Table 4.37.)

Table 4.37. Crosstabulation between the brand loyalty and the preference feature of a brand.

Brand Loyalty	**The Preference Feature of a Brand**		**Total**
	Others	**Advertisement**	
Loyal	62	31	93
Non-Loyal	13	16	29
Total	**75**	**47**	**122**

- The crosstabulation between the brand loyalty and the margarine purchasing behaviour shows a significant relation according to the chi-square tests (x^2=15,761, df=3, P=0,001***). 16 loyal customers indicate "never buy" but no one of the non-loyal customers choose this alternative. (Table 4.38.)

Table 4.38. Crosstabulation between the brand loyalty and the margarine purchasing behaviour.

Margarine Purchasing Behaviour	**Brand Loyalty**		**Total**
	Loyal	**Non-Loyal**	
I will certainly buy and try once	27	11	38
Maybe I will buy	39	7	46
I will never buy	16	0	16
I have no idea	11	11	22
Total	**93**	**29**	**122**

4.4. FINDINGS RELATED TO HYPOTHESIS

Hypothesis 1 : Different attributes of margarines carry different importance in consumers' purchase decisions.

(a) Taste of the margarine

(b) Smell of the margarine

(c) Brand of the margarine

(d) Softness of margarine

(e) Packaging of margarine

(f) Availability

(g) Price

(h) Unit Weight

(i) Advertising Activities

(j) Brand Image

(k) Use by the Fiends and Relatives

(l) Being Foreign Origin

(m)Producing Firm

(n) Retail Outlets

As it can be seen from Table 4.39. the results of the frequency analysis indicate that there is a significant difference among the customers with respect to the importance given to the above attributes. For example, taste of the margarine is 64.8% important whereas softness is 27.0% and advertising activities are 6.6% . Similarly, smell of the margarine is excepted as unimportant with a small percentage like 1.6% on the other hand being foreign oriented is 56.6%.

These findings verify Hypothesis one.

Table 4.39. The frequency analysis of margarine attributes.

Margarine Attributes	Unimportant %	Slightly Unimportant %	Slightly Important %	Important %
Taste of the margarine	0.0	0.0	35.2	64.8
Smell of the margarine	1.6	3.3	36.1	59.0
Brand of the margarine	7.4	17.2	48.4	27.0
Softness of the margarine	4.1	12.3	56.6	27.0
Packaging of the margarine	9.8	25.4	45.1	19.7
Availability	9.8	18.9	36.9	34.4
Price	6.6	20.5	25.4	47.5
Unit Weight	13.9	25.4	32.0	28.7
Advertising Activities	34.4	34.4	24.6	6.6
Brand Image	20.5	25.4	36.9	17.2
Use by Friends and Relatives	28.7	27.0	36.1	8.2
Being foreign oriented	56.6	27.0	9.0	7.4
Producing firm	32.8	11.5	37.7	18.0
Retail outlet	19.7	22.1	37.7	20.5

35,2 . 3 = 105,6
64,8 . 4 = 259,2

$\frac{364,8}{100} = 3,648$

Table 4.40. shows the rank of the margarine attributes from the highest to lowest.

Table 4.40 Average rank order towards the margarine attributes

Margarine Attributes	Rank*
Taste of the margarine	3,648
Smell of the margarine	3,525
Price	3,138
Softness of the margarine	3,065
Availability	3,049
Brand of th emargarine	2,950
Unit Weight	2,755
Packaging of the margarine	2,747
Retail Outlet	2,590
Brand Image	2,508
Producing Firm	2,409
Use by the Firends and Relatives	2,238
Advertising Activities	2,034
Being foreign oriented	1,672

*Bigger numbers indicate the higher ranks.

So, the most important features of a margarine are taste, smell and price.

Hypothesis 2: There is a positive correlation between recall rate and brand preference.

As shown in Table 4.41. the first three brands in recall rank order are Sana, Becel and Luna whereas the first three brands in preference rank order are Becel, Sana and Rama.So, there is not a positive correlation between recall rate and brand preference.Thus, Hypothesis two is rejected.

Table 4.41. Comparison between recall rate and brand preference.

Rank Order of Recall			Rank Order of Preference		
1	Sana	1.350	1	Becel	2.430
2	Becel	1.280	2	Sana	3.020
3	Luna	1.008	3	Rama	4.290
4	Rama	0.770	4	Luna	4.310
5	Yayla	0.697	5	Yayla	4.830
6	Bizimyağ	0.390	6	Teremyağ	5.800
7	Evin	0.200	7	Bizimyağ	5.970
8	Teremyağ	0.115	8	Evin	7.240
9	Sabah	0.090	9	Sabah	8.250
10	Evet	0.070	10	Evet	8.705

Hypothesis 3 : There is a positive correlataion between brand preference and brand purchased.

As shown in Table 4.42. it can be seen Becel, Sana and Rama are the top three brands in brand preference and brand purchased rankings. Additionally the other margarines are approximately in the same order. By this way, Hypothesis three is verified.

Table 4.42. Comparison between brand preference and brand purchased.

Rank Order of Brand Preference			Rank Order of Brand Purchased		
1	Becel	2.43	1	Becel	0.287
2	Sana	3.02	2	Sana	0.270
3	Rama	4.29	3	Rama	0.131
4	Luna	4.31	4	Yayla	0.107
5	Yayla	4.83	5	Luna	0.082
6	Teremyağ	5.80	6	Bizimyağ	0.057
7	Bizimyağ	5.97	7	Sabah	0.025
8	Evin	7.24	8	Teremyağ	0.025
9	Sabah	8.25	9	Evin	0.016
10	Evet	8.71	10	Evet	0.000

Hypothesis 4: There is a positive correlation between the recall rate and brand purchased.

In the rank order of recall rate Sana is the first margarine but in the brand purchased the first margarine is Becel. Similarly the second and the third margarines are Becel and Luna in the recall rank whereas Sana and Rama in the brand purchased rank.This obvious difference between the two ranks show that Hypothesis four is rejected (Table 4.43).

Table 4.43. Comparison between recall rate and brand purchased.

Rank Order of Recall			Rank Order of Brand Purchased		
1	Sana	1.350	1	Becel	0.287
2	Becel	1.280	2	Sana	0.270
3	Luna	1.008	3	Rama	0.131
4	Rama	0.770	4	Yayla	0.107
5	Yayla	0.697	5	Luna	0.082
6	Bizimyağ	0.390	6	Bizimyağ	0.057
7	Evin	0.200	7	Sabah	0.025
8	Teremyağ	0.115	8	Teremyağ	0.025
9	Sabah	0.090	9	Evin	0.016
10	Evet	0.070	10	Evet	0.000

Hypothesis 5: There is a difference between the brand features and loyalty.

According to the frequency analysis respondents' preferences were focused on brand, packaging, usage by the friends and relatives and advertisement. These are accepted as constant variables, however, loyalty is accepted as dependent variable. To check out these constant variables' relations with dependent variable, stepwise regression is applied. According to the analysis of variance (ANOVA):

Loyalty as a dependent variable:

- Brand has an effect of 13.1% on loyalty (R^2=0.131, F=19.295, P<0.001***) .
- Brand and packaging both have an effect of 19.8% on loyalty (R^2=0.198, F=15.979, P<0.001***).
- Brand, packaging and the usage by the friends and relatives together have an effect of 22.3% on loyalty (R^2=0.223, F=12.605, P<0.001***).

- Brand, packaging, the usage by the friends and relatives and having a foreign origin have an effect of 26.9% on loyalty (R^2=0.269, F=12.131, P<0.001***).

To test all the constant variables' effect on the dependent variable whether they aresignificant or not, t-test is applied. The results are given below:

- Brand has significant effect on loyalty (t= -4.393, P<0.001***).

- Brand and packaging have significant effect on loyalty (t=-3.470, P=0.001** for brand and t=-3.324, P=0.001*** for packaging).

- Brand, packaging and the usage by the friends and relatives have significant effect on loyalty (t=-3.046, P=0.003** for brand, t=-3.425, P=0.001*** for packaging and t=-2.197, P=0.030* for the usage by the friends and relatives).

- Brand, packaging, the usage by the friends and relatives and having a foreign origin have significant effect on loyalty (t=-3.633, P<0.001*** for brand, t=-3.704, P<0.001** for packaging, t=-3.190, P=0.002** for the usage by the friends and relatives and t=2.890, P=0.005** for having a foreign origin).

The results of stepwise regression show us that some fetures of a brand have some effects on loyalty, accordingly Hypothesis six is verified.

5. CONCLUSIONS AND IMPLICATIONS

In this section of this study the findings related to the case study "Brand effectiveness in margarine market" is discussed to obtain some conclusions. Depending on these conclusions, the brand effectiveness elements and their probable effects are interpreted. Furthermore, some implications of the study are also taken into consideration.

5.1. CONCLUSIONS

The succesful margarine brands in the market are investigated by this study to clear out the effective factors for a brand's success. In order to learn the factors for an effective brand, a questionnaire including thirty questions about brand effectiveness was given to the respondents to learn their tendency about the margarine brand. The answers were evaluated according to several methods such as frequency analysis, crosstabulation, t-test and stepwise regression.

The recent developments in Turkish margarine market have created strong competition by the introduction of the new brands to the market. Although the margarine usage is very common in Turkey, the 44.3% of the consumers are considered as the basic consumers however the 55.7% of them use margarine seldomly. This situation significantly effects the total consumption. When the excess production capacity is considered, creating an effective brand becomes important.

Creating an effective brand requires a great deal long term investment, but it is a necessary tool for selling a product in the new economy. Brands that dominate their markets are much more profitable than their competitors.

Since different attributes of margarines carry different importance in consumers' purchase decision as verified by Hypothesis one, producers consider these attributes in their products and emphasize the most important ones to have an aimed market share.

Brand awareness is the the brand name that first comes to mind when a product category is mentioned. The more a brand is in the consideration set of consumers, the greater the choice that it will be purchased and consumers will become loyal to it. The first three margarine brands which are recalled at the moment are Sana, Becel and Luna.

The power of brand awareness can be seen in the preference list of the margarine brands. These brands are Becel, Sana and Rama.

Perceived quality is the customer judgements about a product overall excellence relative to alternatives. Higher perceived quality gives the consumer a good reason to buy a product. In margarine market, all the companies are in strong competition. All of them are producing within the same product categories. The techonology used in the margarine sector is almost the same. In fact, there is no any significant quality differences among them but the product of old and multinational companies have more perceived quality on their brands. As far as consumers'purchase decisions about margarines are considered, in the first order comes Becel and then Sana and Rama.

Hypothesis two, three and four show the relations between brand recall, brand preference and brand purchased. As to the results of the analysis, there is not a positive correlation between recall rate and brand preference and also between recall

:ate and brand purchased, but there is a positive correlation between brand preference ınd brand purchased.

So, the main margarines taking in the top three places interchangeably are Becel, Sana, Rama and Luna.

Sana is the frontier of the margarine market since 1952. Being an oldest margarine and its developing qualities provides it the top of mind awareness. Along with this, Sana became like a generic product, still people call margarine as Sana and accordingly, this brings Sana a great advantage over the competitors. In addition to these, Sana renewed itself everyday by launching new kinds to the market such as Creme Bonjour, Sana Ekmeküstü etc. Sana's great success lies under seeing the gaps in the margarine market primarily. Becel which is in the second order also has a strong brand awareness. Although it is rather newly launched to the margarine market, Becel created a new segment in the market as a healthy margarine, the friend of the heart. The intensive advertisement both by using broadcast and print media made the Becel one of the most awared brand. The two margarines Sana and Becel are the only margarines that have much kinds in the market. They positioned themselves in the minds of people having different characteristics, values and lifestyles. Rama, is also a product of Unilever and older than Becel. It is the most milky margarine in the market. Lastly, Luna is a product of Marsa KJS which is a joint venture company. This company is the second important producer in Turkey. Its' brand Luna is supported by an effective advertisement both in print and broadcast media.

According to the results of this study, margarine brand decision is mainly shaped by the effect of the customer's family, friends and relatives. It is like something that passes from mum to the child. What mum uses, is later used in the child's family. He / she gets used to that brand and continues to use it. This can not be true for every product but margarine has really a strong property like that. Then comes the promotional activities. We realize that the consumers follow the promotional activities. Then the TV ads play role in the decision of margarine purchasing. Some margarines like Bizimyağ use celebrities, some of them like Yayla use ordinary people by making "Yayla Lezzet Testi" in their ads. They have several options but again the winners are Sana and Becel. Lastly comes the print media. Although the education level of the respondents is quiet high, their relation with the daily newspapers and magazines is rather poor. According to the results of the study 13.9% of the respondents never buy newspapers and 32% of them never buy magazines. The decrease in the number of the people in reading newspapers and magazines is really an anxious situation.

Before discussing the brand loyalty in margarine market, we have to put forward the general factors effecting consumers becoming loyal to a product.. As seen in Table 4.30 "Experience obtained from previous usage" is the major factor of brand loyalty decision and repeat purchasing. Then, the integration of the consumers expectations and brand features also have an important factor. If that two does not fit each other, there will be a shift to another brand. Above all, using the same brand continiously to abolish the risk and indefinity thought has a serious effect because of the not risk taker consumers. Lastly, the effect of advertisement and availability can be accepted as the effective components of creating brand loyalty.In Hypothesis five the brand features effecting the loyalty were mentioned and then it was verified that some of them have significant effect on loyalty.

In margarine market purchasing behaviour analysis show that almost half of the respondents are conscious. So, considering the buying style of the margarine consumers, margarine has not much loyalty.

Customers attitudes towards a newly launched brand to the market clearified that 31.1% of customers are willing to buy and try once and 37.7% of them also have the tendency to buy it. Another question in the questionnaire aimed to determine the brand selection behaviour shows that only the 22.1% of the consumers always buy the same brand and 54.1% frequently buy the same brand. These results encourage the new firms entering the margarine market.

According to the crosstabulation and chi-square tests results, margarine is in the medium loyalty products category as Rachman (1996) reported. It is true to say that brand loyalty to margarines will be lost by the time because of the new producers and brands entering into the market. For long times, two or three brands were sharing the market but recently there is a strong competition among the producers and brands. In addition to this situation, the margarine consumers' tendency is sliding to liquid oil such as sunflower oil, maize oil, olive oil etc by the reason of being conscious about their health. The margarine producers are loosing their market capacity especially in cooking margarine. The oil producer companies are also aware of this situaton. They are abolishing the risk of loosing market share by producing liquid margarines such as Sana sıvı, Becel pratik etc. and liquid oils.

Demographic and socio-economic factors also have an important effect on brand effectiveness and its market share.

The relation between the age classes and the margarine brands show that early age class (18-25) has no any specific preference on a margarine brand. So, this group can be considered as risk aversive. By the time passes, respondents prefer effective brands such as Becel, Sana and Rama.

The effect of education level shows its effects on brand preference. While primary and secondary school graduates have no significant brand preference, high school and university graduates are positioning their brand preference towards Becel, Sana and Rama. Considering the education level primary and secondary school graduates can be accepted as risk taker in brand preference.

Monthly income also has an effect on brand preference. Lower income groups preferences' are distributed among all the brands, including the low price products. The high income group uses the most preferred brands such as Becel, Sana and Rama. So, low income group is taking risk but the other group is not.

In general, the brands meeting the consumers expectations related with emotional (brand prestige) and functional properties, marketing functions (availability, price, advertising etc.), intrinsic (taste, smell, softness etc.) and extrinsic properties (packaging, being foreign origin etc.) have a great advantage to be effective in the market.

Although the margarine producers have excess capacity, they never lower their prices except during the promotion times in order to protect their brands' prestige but most of them (Besler, Türk Henkel, Marsa KJS etc.) produce their products under the middlemen's brand with lower prices. This situation doesn't effect the producers own brands' prestige. So, the producers use their excess capacity.

Finally, the most important subject in the margarine market is its loosing market capacity. While the liquid oil is taking the place of margarine, margarine producers have two choices: One is creating a new image for their brands emphasizing to be healthy, second is entering the liquid oil market by their brands or new brand names. Besler is producing sunflower and maize oil under the Bizim brand name and additionally Marsa and Unilever are producing liquid oil under the different brand names.

5.2. IMPLICATIONS

This research has some implications for producers, marketers and researchers related to the topic of brand effectiveness.

The margarine market has many brands in Turkey. The middlemen's brands also have an important market share by taking advantage of their lower prices. On the other hand, the domestic market margarine consumption is dropping while the liquid oil market is growing. Under these circumstances, launching a new brand to the market has some difficulties. To overcome these difficulties, some producers who want to introduce a new brand to the market should consider some important conditions related to the product features which are desired by the consumers and the other brand effectiveness factors that were explained widely in the previous chapters.

Similarly, by using the results of this study producer firms will have the chance of rewieving their brands and their position in the market and adopting the consumer preferences and satisfaction to their products.

Producers who want to increase effectiveness of their brands, should consider some results of this study. Advertisement campaigns have a strong effect on brand effectiveness. When arranging an advertisement campaign, emotional features of the brand must be taken into consideration. The subject that must be put forward during the campaign, should be the health factor because this subject is gaining importance day by day in all over the food sector.

By the reason of the low consumer attitudes towards reading newspaper and magazines, print media is loosing its effect while broadcast media is getting more power.

Promotional activities also seem as an effective factor to increase the brand effectiveness according to the result of this study

One of the most important factors of marketing a brand is developing a proper distribution channel. Since the availability has an outstanding effect on brand preference creating an effective brand is closely related to its availability in all size markets. A brand must achieve place and time utility properly.

This research is realized in İstanbul. Therefore, some of the results of the study could not cover the other parts of Turkey properly. Consumers' profile of İstanbul greatly differ from the other regions of Turkey. This situation creates difficulties in applying the results of this study all over Turkey. For that reason, our study only provides a general idea about margarine brand effectiveness. The larger scale researches are necessary for representing all over Turkey's profile.

Overall, the margarine producers are also exporters. Most of the production is exported by these firms to developing countries. In these developing countries, margarine has been widely used and the exported margarine amount is bigger than domestic consumption.

" Yeditepe Üniversitesi İşletme Yüksek Lisans Programı'nı bitirmek için hazırlamakta olduğum "Pazarlamada Marka Kavramının Önemi" konulu tez çalışmasının margarin markalarının araştırıldığı anket bölümüne katkıda bulunduğunuz için teşekkür ederim."

1. Hangi cins yağı/yağları tercih ediyorsunuz?

☐ Sıvı (Ayçiçek, Soya , Mısırözü , Zeytinyağı)
☐ Margarin
☐ Tereyağ
☐ Herhangi bir tercihim yok

2. Margarini ne sıklıkta kullanıyorsunuz?

☐ Her gün
☐ Haftada birkaç kez
☐ Ayda birkaç kez
☐ Yılda birkaç kez

3. İlk anda aklınıza gelen 3 margarin markasını yazınız.

4. Aşağıdaki markaları en çok tercih edilen 1 olmak üzere tercih sıranıza göre yazınız

Marka	***Tercih Sırası***
Becel	
Bizimyağ	
Evet	
Evin	
Luna	
Rama	
Sabah	
Sana	
Teremyağ	
Yayla	

5. Şu an kullandığınız margarinin markası nedir?

6. Kullandığınız margarin markasına karar verirken aşağıdakilerden hangisi etkili olabilir?

☐ Aile
☐ Yakın çevre
☐ Görsel basındaki reklamlar
☐ Yazılı basındaki reklamlar
☐ Diğer (..............................)

7. Margarin alırken özellikle ne tür bir ambalajı tercih edersiniz?

☐ Kağıt

☐ Alüminyum folyo

☐ Plastik kase

8. Margarin alırken piyasada var olan diğer markalarla ilgili araştırma yapıyor musunuz?

☐ Hiçbir zaman ☐ Ara sıra ☐ Sık sık ☐ Her zaman

9. Yeni bir margarin piyasaya çıksa ne şekilde davranırsınız?

☐ Kesinlikle bir kez satın alır ve denerim

☐ Belki satın alırım

☐ Satın almam

☐ Bilmiyorum

10. Margarin alırken marka tercihiniz aşağıdakilerden hangisine uygundur?

☐ Hep aynı marka margarini alırım

☐ Çoğunlukla aynı marka margarini alırım

☐ Diğer markaları da alırım

☐ Marka tercihim yoktur

11. Satın aldığınız margarinin üretici firmasını biliyor musunuz?

☐ Evet ☐ Hayır

12. Aşağıdaki özelliklerin sizin için önemlilik derecesini daire içine alarak belirtiniz.

	Hiç Önemli Değil	Oldukça Önemsiz	Oldukça Önemli	Çok Önemli
a) Lezzet	1	2	3	4
b) Koku	1	2	3	4
c) Marka imajı	1	2	3	4
d) Yumuşaklık	1	2	3	4
e) Ambalaj	1	2	3	4
f) Her yerde bulunabilirlik	1	2	3	4
g) Uygun Fiyat	1	2	3	4
h) Gramaj	1	2	3	4
i) Reklamın Etkinliği	1	2	3	4
j) Ürünün marka prestiji	1	2	3	4
k) Yakın çevrenin kullanması	1	2	3	4
l) Yabancı kökenli olması	1	2	3	4
m) Üretici firma hakkında bilgi	1	2	3	4
n) Satıldığı yer	1	2	3	4
o) Diğer (.............................)	1	2	3	4

13. Margarini genellikle nereden alırsınız?

- ☐ Bakkal
- ☐ Market
- ☐ Süpermarket
- ☐ Hipermarket
- ☐ Internet Aracılığıyla

14. Margarini en çok hangi amaçla kullanıyorsunuz?

- ☐ Kahvaltı
- ☐ Yemek
- ☐ Hamur işi

15. 250 gram'lık bir margarini ne kadar süreyle kullanıyorsunuz?

- ☐ 1 Haftadan az
- ☐ 1-2 Hafta
- ☐ 2 Haftadan fazla

16. Lütfen aşağıda belirtilen özelliklerin hangi markada en belirgin olarak bulunduğunu o markayla ilgili kutunun üzerine çarpı (x) işareti koyarak belirleyiniz.

	Becel	Bizimyağ	Evet	Evin	Luna	Rama	Sabah	Sana	Teremyağ	Yayla
a) Marka imajı	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
b) Lezzet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
c) Koku	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
d) Yumuşaklık	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
e) Ambalaj	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
f) Her yerde bulunabilirlik	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
g) Uygun Fiyat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
h) Gramaj	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
i) Reklamın Etkinliği	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
j) Ürünün marka prestiji	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
k) Yakın çevrenin kullanması	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
l) Yabancı kökenli olması	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
m) Üretici firma hakkında bilgi	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
n) Satıldığı yer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
o) Diğer (........................)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

17. Fiyatları aynı olsa hangi marka margarini tercih ederdiniz?

18. Aşağıda ürün grubunu düşünmeksizin , bir markayı sürekli almanızı sağlayabilecek faktörler gösterilmektedir. Sizce önı olan 3 faktörü işaretleyiniz.

- ☐ Daha önceki kullanımlarda edinilen deneyim
- ☐ Ürünün her yerde bulunabilirliği
- ☐ Ürünün fiyatı
- ☐ Sürekli aynı markayı kullanmanın ürün seçimindeki risk ve belirsizlikleri azaltacağı inancı
- ☐ Belirli bir alışveriş yerine olan bağlılık
- ☐ Kişinin içinde bulunduğu sosyal grupların ve çevrenin etkisi
- ☐ Ürün hakkında tüketicinin kafasındaki genel kanı ve beklentilerle markanın birleşmesi
- ☐ Tanıtımın etkisi

19. Cinsiyetiniz

☐ Kadın ☐ Erkek

20. Yaşınız

☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46'dan fazla

21. Eğitim durumunuz

- ☐ Okur yazar değil
- ☐ İlk-orta okul mezunu
- ☐ Lise mezunu
- ☐ Üniversite mezunu

22. Mesleğiniz ....

23. Medeni durumunuz

☐ Bekar ☐ Evli

24. Ailede çalışan kişi sayısı..................

25. Toplam aylık geliriniz?

- ☐ 300 milyondan az
- ☐ 300 milyon-1 milyar arası
- ☐ 1 milyar-3 milyar arası
- ☐ 3 milyardan fazla

26. Lütfen aşağıdakilerden sahip olduklarınızı işaretleyiniz

☐ Ev ☐ Araba ☐ Bilgisayar

27. Ailenizde sizinle birlikte toplam kaç kişi bulunuyor?

- ☐ 1 Kişi
- ☐ 2 Kişi
- ☐ 3 Kişi
- ☐ 4 Kişi'den fazla

28. Günlük okuduğunuz gazete sayısı kaçtır?

☐ Hiç ☐ 1 ☐ 2 ☐ 2'den çok

29. Aylık okuduğunuz dergi sayısı kaçtır?

☐ Hiç ☐ 1 ☐ 2 ☐ 2'den çok

30. Oturduğunuz semt.............

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