

Determining The Consumers' Level Of Response To Tag Lines Developed To Promote Fruit Juice Consumption: Antalya Province Sample

Mükerrem ATALAY ORAL

Akdeniz University
Elmalı Vocational School
Antalya / Turkey

mukerrem_atalay@hotmail.com

Ali Şevki AKAY

Akdeniz University
Social Sciences Vocational School
Antalya / Turkey

alisevkiakay@akdeniz.edu.tr

M. Göksel AKPINAR

Akdeniz University
Agriculture Faculty
Antalya / Turkey

mgoksel@akdeniz.edu.tr

Mevlüt GÜL

Süleyman Demirel University
Agriculture Faculty
Isparta / Turkey

mgul@ziraat.sdu.edu.tr

Extensive Summary

Introduction

The experiences during and after 1990 in technological development, especially the developments in communications technology, changed the structure of the global economy and rivalry drastically. With the changings in rivalry, the areas in which traditional marketing applications are used started to lose effect and new areas started to be necessary. These changings effected the marketing activities that ensure the firms' communication with outside world. The fact that the importance of the communication between the firms and the consumers, as well as among the individuals themselves, has gradually increased especially recently is one of these effects. From this point on, it is known that one of the important factors for communication is the message. According to Babacan and Onat (2002), producing more creative marketing communication messages is becoming a must-do, and this brings up more creative and artistic approaches. According to Joseph (2010), the strategical coordination and the harmony of marketing communication vessels now became more vital for result-oriented firms and gained critical importance. Besides producing high quality products, competitive enterprises wanting to be successful in global marketing area have converged to intensively brand, to gain loyal customers and to have more effective communication by bonding with their customers and shareholders since 1990's. Increasing rivalry environment and the changings in market structure raised the importance to appeal to the emotions of the customers during the brands' processes of bonding with them.

Rivalry by the end of 20. Century and the power of retail, technological developments made it very difficult for the brands to protect their differentiated positions. Initially the division of the media and the audience, the increase of the commercial communication vessels in marketing and the customers' becoming self-aware and the fact that the consumers can easily filter the messages that don't appeal to their interest, have pushed the marketers and the communicators to find new messages and methods that can go pass these filters in consumers' minds and affect them. Today, it is inevitable for the companies to unpile, create new brand values and develop new communication methods (Pickton & Broderick, 2005).

Commercials which are one of the main factors of marketing communication, also have very big roles for brand managers when it comes to develop brand personality. For this reason, a big part of marketing communication efforts are aimed at creating brand personality via commercials. Commercial became one of marketing communication factors for the enterprises that want to reach their target market faster and more effectively despite the constant increase of rivalry and the changing consumer preferences. Enterprises follow their target customers' behaviors to use in commercial applications. Enterprises in food sector have recently started to use commercials with tag lines to reach their target. In this perspective, this study handles fruit juice consumption which is very important to community health and food sector as being one of the leading sectors in our country's economy, and especially to non-alcoholic beverage sector.

Aim

In this study, it was aimed to determine the level of response to tag lines which are developed for the products presented in the market by fruit juice firms and intended to pursue the fruit juice consumption.

Method

Main data source of this study is based on the cross-section data obtained from households. In this context, primary data which was obtained from the survey done by face-to-face interview method with enough number of sample consumer mass for the research area, was evaluated. In marketing researches, researchers use different sample sizes by granting specific confidence limits and specific groundmass variance for different groundmass sizes and tolerance levels. In situations when the groundmass is divided into two quiddity pieces (in this study those who consume fruit juice and those who do not consume fruit juice) and the groundmass size is more than 500.000 (Antalya central district population 775.157), sample size for %95 confidence limit and 0.25 (0.5x0.5) variation is calculated to be 384 (Kurtuluş, 1998).

In prospect of false surveys, 400 household conducted the questionnaire. After controlling the surveys, 389 surveys in total were evaluated. Original data from households obtained with face-to-face interview method was evaluated via "SPSS 13.0". In the research, Chi-Square Analysis Technique was used to determine the level of response to tag lines which are developed for the products presented in the market by fruit juice firms and intended to pursue the fruit juice consumption.

Findings and Result

In the study, “the level of response to tag lines which are developed to increase the fruit juice consumption” was determined by using likert scale. Besides “chi-square relevancy analysis was used to determine the relationship between the fruit juice consumption and the level of response to tag lines which are developed to increase the precision to fruit juice”.. In the research, consumers were asked to grade their response to tag lines which were developed to increase the fruit juice consumption in 5 point Likert Scale (1: I am very impressed 5: I am not impressed). According to this the least impressive tag line was determined to be “Strong muscles with fruit juice!” with an average of 3.68 and 1.241 standard deviation value. Second least impressive tag line is determined to be “Drink fruit juice for your neural system!” with an average of 3.67 and 1.193 standard deviation value; and the third least impressive tag line determined to be “Drink fruit juice to stay in shape!” with an average of 3.62 and 1.212 standard deviation value. According to Chi-Square results, there is a statistically significant relationship between the consumers’ fruit juice consumption and “Strong muscles with Fruit Juice!” “More fruit less stress!” and “Drink Fruit Juice, Stay Young!” tag lines in %5 ($p=0.05$) significance level. In this situation, it is possible to reach a conclusion that the tag lines which are developed to promote the fruit juice consumption will have positive effect on the consumption.