

## **Consumers' Knowledge Levels of Product Content in Fruit Juice Products and Their Approaches to Innovative Packaging Designs: Antalya Province Sample**

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**ABSTRACT:** Today, the improvements in information and communication technologies provided the development of visual environment and possibilities. In our age, people come across with more visual images than ever before. This means we are surrounded by visual communication designs. In this sense, enterprises use visual communication design products in order to prolong their life span. For an enterprise to continue their existence, the present product range is now not enough. Throughout the product life curve, products get old fast and lose value because of the attacks of new technological developments. One of the factors that determine today's competition environment is "new product". In this study, it was aimed to determine the knowledge level of households who reside in Antalya province urban area and the customers' approaches to new packing designs for fruit juice companies' present/future products. To that end, a survey was conducted among 400 individuals who were selected by random sampling method in Antalya province. In consequence of the research, it was found that almost %70 of the participants pay attention to vitamin content whilst consuming fruit juice and that almost %77 of them do not know that fruit juices consist of 4 categories according to their level of fruit content. When the participants' buying behavior towards innovative packing was evaluated, it was determined that the participants show positive tendencies to buy products that have such packings.

**Keywords:** Consumer behavior, Fruit Juice, Innovative packaging, Visual Communication.

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### **I. INTRODUCTION**

At the beginning of the basic subjects of economics is the production-consumption relation. The theory says that consumption without production, production without consumption can not exist, is one of the most important subjects of this discipline. In other words, consumption is the most basic aspect of the consumer economy and it should be fulfilled as needed. As Freud and Maslow put forward; Products are bought for reasons such as satisfying social needs, status or self-fulfillment, by satisfying more than functional needs<sup>1</sup>.

Consumption is defined as the use of resources for a certain period of time to satisfy people's daily needs and desires<sup>2</sup>. According to a broader definition, consumption is defined as a general name given to the elimination of physiological basic needs such as eating, drinking and security or various psychology based abstract needs such as self-realization, respectability, etc.<sup>3</sup>. Today, the increase in the number of producing actors has increased the importance of consumption. Consumption, which is already important, has become even more important. Parallel to this, as the unit costs of manufactured goods fall, the abundance of production and the free circulation of commodities are reflected in the behaviors of the consumer. In other words, the people in abundance are no longer, like all the time, surrounded by other people; they are surrounded by more objects<sup>4</sup>. Some of these objects can be seen in the form of intense use of visual communication elements.

In the 21st century, advances in information and communication technologies have allowed visual environments and possibilities to evolve. In our age, human beings are faced with as many visual images as ever before. In this sense, our environment is filled with the visual communication design applications. Apart from relatively older environments such as newspapers, magazines, television, cinema and outdoor advertising, the world is now dominated by the internet, computers, smartphones, virtual reality and increased reality applications. Many studies show that we live in a visual age that reshapes the social processes, communication, perception and meaning.<sup>5-6-7-8-9</sup>. Educational psychologist Jerome Bruner's research suggests that people remember 10% of what they hear, 30% of what they read, and 80% of what they see<sup>10</sup>. Visual images enter the long-term memory storage more quickly and easily. Because visual communication is the oldest and most natural form of human communication. The history of visual communication goes back to cave paintings in primitive ages. In this context, "visual communication design" has a very important position in this new age

where visual and visual expression forms are at the center. Visual communication design is an interdisciplinary field based on producing solutions to communication problems using visual language. Jorge Frascara<sup>11</sup> defines visual communication design as a profession that includes three basic elements as "design as method, communication as purpose, visual as environment". Visual communication design is an interdisciplinary field with a wide range of applications. Many applications such as corporate identity, advertisement, broadcast graphics, illustration, packaging design, information design, orientation design, exhibition design, photography, web design, animation, moving images, game design, 3D modeling, multimedia production are in the scope of visual communication design. These applications are stationary, mobile, or interactive in all digital communication channels, on the Internet, on television, and in any printed medium. In this sense, our environment is filled with applications of visual communication design<sup>12</sup>.

In addition, businesses benefit from visual communication design elements in order to extend their life cycle. Because for an enterprise to survive only with the existing goods are not enough. Their goods are rapidly aging and on the other hand they are depreciating with the attacks of new technological developments. One of the factors determining today's competition is the new goods and services. For this reason, in order to survive in the market, a business must sooner or later turn to the new bell<sup>13</sup>. In other words, every business has to develop new products, especially in the face of changing tastes, technologies and competition. It is risky to produce and market a specific product for a long time. Businesses need to make continuous efforts to develop new products<sup>14</sup>. New product development process, which consists of following eight stages: idea creation, conceptualization, concept development tests, development of marketing strategy, business analysis, product development, market testing, commercialization (market launch)<sup>15</sup>. The stage of idea creation; It is the first stage of the new product development process. Creativity is very important in presenting a new product. The stage of idea extraction is defined as the preliminary screening stage. At this stage, the goal is to reduce the number of ideas created, and to remove from the program product ideas that are incompatible with business objectives and resources and that are not legally possible to produce and market. Concept development testing phase; Ideas in the first two stages need to be transformed into a testable "product concept". The development phase of the marketing strategy is in order to the concept test to be applied to the market; the marketing strategy must first be established. Business analysis phase; One of the most important factors playing a role in deciding to develop a product is whether it will yield enough profits or not. Some feasibility studies are carried out for this purpose. Product development stage; the concept of the product that successfully passed the previous steps is sent to the R & D or engineering department to be converted into a physical product. This stage is a great investment phase. Market testing phase; this stage is the first step in testing a new product or an accompanying marketing program that surrounds it in a well-chosen market environment. The aim is to learn how consumers or intermediaries use the product that was actually discovered how to repurchase and how to meet the product, and so on. Commercialization (Market Launch) phase; When it comes to this stage, the business rely on the future of the new product. According to the risks, visible profits are promising. At this stage, all the features of the product and its packaging are embodied. Before presenting to the market, final decisions were made regarding the size and packaging of the product. One of the research types that influence consumers' buying decision in marketing researches is packaging research. A packaging survey is a search of the consumer's response to the packaging of an existing product or a newly released product and never guarantees the success of the product. However, good packaging enhances the likelihood of success. Packaging research is divided into technical research and consumer valuation. Technical research concerns the production department and is a research on the structure of the packaging. In the course of this research, tests such as impact, fall, pressure resistance and gas diffusion are carried out. Consumer valuation research from packaging research is related to marketing department. The aim of this research is explained in terms of color and shape perception, recognition of the brand and evaluation of psychological effects<sup>16</sup>. Today, the definitions made about the explanations of consumer behavior are predominantly describing that consumption is behaviors to obtain special benefits from economic goods. Consumption, however, has emerged with the existence of human beings; A natural, simple phenomenon has evolved over time from the satisfaction of the needs of the actual content and has established a structure that determines social statutes. Thus, the general consumption habits of the society as a whole revealed "consumption culture". Consumption culture is a culture in which a majority of consumers crave (some of which they pursue, acquire and expose) products and services with the aim of seeking nonutilitarian status, encouraging jealousy and seeking innovation<sup>17</sup>. At the heart of marketing studies in the globalizing world lies the understanding of consumer behavior. How is the decision to make a purchase made? What are the motivating factors for the consumers to purchase? Why do the consumers buy? Such questions are the questions that experts who are engaged in marketing and especially in marketing communication studies are trying to find out to answer<sup>18</sup>. In this study, the level of knowledge and visual communication designs which are very important in terms of consumer behaviors are emphasized. In this context, the level of knowledge about the fruit juice products and the role of the visual communication items used in the fruit juice industry in purchasing decisions of the consumers who reside in the urban area of Antalya province were investigated.

## II. MATERIAL AND METHOD

Main data source of the research is household level cross-section data. In this concept, data obtained from the surveys which were done using face-to-face interview method on determined number of sample consumer mass were evaluated. In marketing researches, different sample sizes are used assuming different groundmass in application and specific reliabilities for tolerance levels and specific groundmass variance. When the groundmass is separated in two qualification group (in this study they are: fruit juice consumers and non-consumers) and the groundmass size is more than 500,000 (Antalya center district population: 775,157), sample mass calculated for %95 reliability and 0.25 (0.5 x 0.5) variance is 384<sup>19</sup>. The research was applied on 400 households in total assuming there may be defective surveys. After the correction of the surveys, 389 surveys were evaluated. Original data obtained from households using face-to-face survey method were evaluated via "SPSS 13.0" program. Household's awareness level about the fruit juice and their approach about its consumption were presented by scoring questions prepared in Likert, Materiality, Rating and Endeavouring scales<sup>20-21</sup>. In the survey, consumers' knowledge of fruit juice products are shown in the form of "1: Yes, I know" and "2: No, I do not know"; their attention to fruit juice products' vitamin content are shown as "1: Absolutely not paying attention", "2: Not paying attention", "3: Sometimes paying attention", "4: Mostly paying attention" and "5: Absolutely paying attention". In addition, the categorical definition used in the study to determine consumers' approach to new packaging designs for products fruit juice companies are selling / presenting to the marketplace are shown in form of "1: Absolutely purchasing", "2: Purchasing", "3: Maybe I can buy", "4: And "5: Absolutely no purchase". In the study, three sample designs were shown among the packages found in the international markets. In the selection of these three examples of visual packaging design, no.1 packaging design is a packaging design that shows what kind of fruit juice it contains; No.2 packaging design was chosen because it evokes youthfulness, dynamism and variability, and no.3 packaging design was chosen for its mood and childhood feelings. The results of the research are explained with the aid of simple descriptive statistics.

## III. FINDINGS AND DISCUSSION

### 3.1. Socio-demographic profiles of consumers

Shopping and consumption, one of the most important events of contemporary social life, play a role in the shaping of lifestyles beyond being an activity to eliminate physiological needs<sup>22</sup>. One of the important variables affecting demand for agriculture and food products is the consumer related variables. As is known, the socio-demographic characteristics of consumers are determinants of consumption and buying behaviors. In frames of this research, demographic characteristics of the sample consumers that were surveyed this research were evaluated according to their gender, age, occupation, marital status, education, household size and lifestyle. According to this survey, 41.6% of the 389 cases participated in the survey were male and 58.4% of them were female consumers. It is seen that Antalya province is in harmony with gender distribution of urban area. Distribution of interviewed family members; Of the total 389 subjects, 41.8% are mothers, 24% are fathers, 16.8% are adult girls, 15.8% are adult males and 1.6% are family elders. In the distribution of the participants according to age groups, it was seen that approximately half of the population consists of young people, the majority being composed of middle-aged individuals and a relatively small proportion of the elderly individuals. Data on participants' ages are handled based on widespread use in research on consumers in five groups as 18-24; 25-34; 35-44; 45- 54; 55. When the education level of the participants were examined, it was seen that the majority of the total participants with 45% consists of those who had university education and this is followed consecutively by highschool graduates, litaretes and primary school graduates. Approximately 21% of the participants in the survey included housewives and students attended approximately the same amount. Besides these, approximately 16% of the total number of participants were retired, 41% were employed and 1% were unemployed. More than half of the participants were married (62%), while about a third were single (32.9% were unmarried single, 2.6% were divorced or widowed). When the sample size is evaluated in terms of household size, it is observed that the majority of the core family model consisting of 3-4 individuals is parallel to the general distribution of Turkey and Antalya provinces. In the study, the average household size was determined as 3.2 people, while the single-person household rate was 7%, while the family ratio of 5 and more persons was 13% (Table I).

**Table I: Socio-demographic profiles of consumers**

		F	%
Age group	Age 18-24	77	19.8
	Age 25-34	105	27
	Age 35-44	81	20.8
	Age 45- 54	93	23.9
	Age 55 and +	93	8.9
Gender	Male	162	41.6
	Famale	227	58.4
Marital status	Maried	241	62

	Single	128	32.9
	Divorced	10	2.6
	Widow(er)	10	2.6
Education	Literate + Primary Education	51	13.1
	High school	144	37
	University	175	45
Working status	Master's + Ph.D.	19	4.9
	Housewife	81	20.8
	Retired	61	15.7
	Student	84	21.6
	Qualified self-employment	41	10.5
	Tradesman-merchant	25	6.4
	Officer	57	14.7
	Qualified specialist technical staff	11	2.8
	Worker-servant	24	6.2
Number of people living in the household	Unemployed	2	1,3
	1 person	27	7
	2 people	91	23.5
	3 people	113	28.9
	4 people	107	27.6
	5-8 people	51	13

### 3.2. Consumers' knowledge levels of fruit juice

Juice; Is defined as a beverage produced by making fruit juice or puerin (pulp) which is obtained by processing fresh, mature, robust and suitable fruits, by adding water, sugar and with or without allowed acid additives, packaging and making durable with heat treatment. Fruit juices are classified in various forms. In classifications, the clarity of the fruit juice, the contaion of furit meat, and the additives are taken as the measure. According to this, fruit juices can be classified as; clear fruit juices, fruit nectars and fruit drinks, as well as clear fruit juices, fruit nectars and citrus juices. In clear fruit juices the fruit rate is generally 100%, 25-50% in fruit nectars and at least 10% in fruit drinks. Consumption of fruit juice varies according to the kind and quantity. Likewise, the characteristics that are taken into account when buying or consuming fruit juice for consumers are different according to consumer segments. In our study, it was researched how general knowledge of Turkish consumers about fruit juice products, what characteristics related to the product affect the consumers when buyin the fruit juice, and also how the characteristics of a fruit juice product's packaging affect consumers. In this context, firstly consumers' level of knowledge about fruit juice products was questioned. According to the results of the survey, about 77% of the participants stated that they did not know that the fruit juice products had 4 different categories according to the fruit ratios they contained, whereas only 23% stated that they were aware of the categorization (Table II).

**Table II:** Consumer's fruit juice product knowledge level

..... that the fruit juice products are categorized according to their fruit ratios in 4 different categories.	N	%
Yes, I know	90	23.1
No, I don't know	299	76.9
<input type="checkbox"/>	<b>389</b>	<b>100.0</b>
<i>Hundred percent fruit juice</i>		
Flavored Beverage	3	3.3
Fruit Nectar	50	55.6
Fruit Juice	30	33.3
Beverage with Fruit	7	7.8
<input type="checkbox"/>	<b>90</b>	<b>100.0</b>
<i>Nectar</i>		
Flavored Beverage	4	4.4
Fruit Nectar	31	34.4
Fruit Juice	49	54.4
Beverage with Fruit	6	6.7
<input type="checkbox"/>	<b>90</b>	<b>100.0</b>
<i>Beverage with Fruit</i>		
Flavored Beverage	15	16.7
Fruit Nectar	8	8.9
Fruit Juice	8	8.9
Beverage with Fruit	59	65.6
<input type="checkbox"/>	<b>90</b>	<b>100.0</b>
<i>Flavored Beverage</i>		
Flavored Beverage	69	76.7
Fruit Nectar	1	1.1

Fruit Juice	2	2.2
Beverage with Fruit	18	20.0
□	<b>90</b>	<b>100.0</b>

Approximately 30% of participants in their fruit juice preferences; according to the vitamins in their content and to the proportions of these vitamins, and about 50% stated that they pay too much attention. About 70% of those surveyed said "I pay attention to vitamin content", "It is important for me that vitamin C is the highest ratio in fruit juice products", while about 47% said they do not find it that important that "Vitamins found in fruit juice products are low (14 mg at 100 mg) "or" high (24 mg at 100 mg) "(Table III). From this, it can be said that consumers are more aware of vitamin C in consumption of fruit juice. For other vitamins, this situation is clearly lower. Accordingly, it can be said that there is a need for consumers to increase their sensitivity for other vitamin varieties.

**Table III:** Sensitivity level of vitamin content in juice products

<i>Those who are concerned about the vitamin content of fruit juice</i>	<i>N</i>	<i>%</i>
I never pay attention	14	5.6
I pay attention	60	24.0
Sometimes I pay attention	50	20.0
I pay attention most of the time	48	19.2
I always pay attention	78	31.2
□	<b>250</b>	<b>100.0</b>
<i>Highest Vitamin Ratio</i>		
C	122	69.6
D, C	4	2.2
A, C	12	7.0
E, C	10	5.7
E	8	4.4
A, C, E	4	2.6
A	3	1.8
B, C	6	3.5
D, E	1	0.4
A, E	1	0.4
C, K	2	0.9
A, B	1	0.4
A, B, C	1	0.4
K	1	0.4
□	<b>176</b>	<b>100.0</b>
<i>Vitamin Level</i>		
Absolutely important	118	47.0
Not important	114	45.8
Unimportant	18	7.2
□	<b>250</b>	<b>100.0</b>

It is thought that one of the indicators of being a conscious consumer is healthy and natural product choice. From this point of view, more than 75% of the participants in the survey thought that the fruit juices contained a preservative, and the rate of those who did not think was only 5% (Table IV).

**Table IV:** Perceptions of the presence of preservative additives in fruit juices

<i>Do you think that fruit juices contain preservative additives?</i>	<i>N</i>	<i>%</i>
1: I definitely think	112	28.7
2: I think	182	46.8
3: Partially / Undecided	76	19.5
4: I don't think	16	4.2
5: Absolutely not thinking	3	0.8
□	<b>389</b>	<b>100.0</b>
<i>Average</i>	2.16	
<i>Standard deviation</i>	0.850	

### **3.3. Consumers' attitudes towards innovative packaging**

In the context of the research, to answer the question of how packaging design can affect consumption, photographs of the following three sample packaging designs were presented to the participants and asked for their ideas (Figure I).



**Figure I.** Sample photos for innovative packaging designs

According to this; the picture of No.1 packaging design is a type of packaging that shows what kind of fruit juice it contains. When the participant's attitudes towards purchasing behaviors were analyzed, it was found that 80% of participants stated with a 2.51 average and 1.192 standard deviation that they might purchase this product. The photograph of No.2 packaging design was chosen because it reminds youth, dynamism, and variability. In purchasing attitudes towards this package design, only 52% of the participants, with an average of 3.54 and a standard deviation of 1.088, stated that they could buy a product sold in such packaging. No.3 is thought to be preferred by consumers because the packaging design in the photo evokes the charm and childhood, and is included in the research as another alternative. For this package design, 74% of respondents stated that they can buy with an average of 2.78 and a standard deviation of 1.220 when considering their attitudes towards purchasing behavior (Table V).

**Table V.** Consumers prefer to buy new design packaged fruit juice

Photo No		<i>I definitely buy</i>	<i>I buy</i>	<i>Maybe I can buy</i>	<i>I don't think I will buy</i>	<i>Absolutely not buy</i>	Average	Standard deviation
1	N (%)	104 (26.8)	82 (21.1)	127 (32.6)	53 (13.5)	23 (6.0)	2.51	1.192
2	N (%)	14 (3.6)	45 (11.5)	143 (36.7)	93 (24.0)	94 (24.2)	3.54	1.088
3	N (%)	76 (19.5)	75 (19.3)	136 (34.9)	64 (16.4)	38 (9.9)	2.78	1.220

#### IV. CONCLUSION

The effect of advertising, which is an element of promoting the elements of marketing mix on consumption and purchasing behavior, is indisputable. In almost every area of the food market, advertisements are convincing devices in means of directing consumers to buying behavior, as well as communicating information about the product and enabling the consumer to take action. Consciousness levels play an important role in preferring the products that the consumers will buy. It is seen in this research that although the Turkish consumers, they show a certain degree of sensitivity about the contents related to the products. From here it can be said that it would be beneficial to use the means and methods to increase the level of consciousness of the consumers in the promotional activities. Manufacturers or vendors in the market should pay attention to this issue in their advertisements in order to increase the level of consumer consciousness due to their social responsibilities. Not only companies but also non-governmental organizations and central administrations should be involved in and support their awareness-raising activities in order to develop or change the general perceptions of society in the right direction. In this way, it is possible to achieve an affective consumption in general and to protect and develop the health of the individual.

Accordingly, advertising applications, which are known to have a significant impact on the marketing of the product and the continuity of sales, should also be used for the purpose of developing health production, distribution and consumption structure. It can be deduced from our research that in the planning of public and private sector promotion activities, in order to increase consumer awareness, especially for emerging markets where consumption consciousness has not been sufficiently developed, "reaching the right mass media and correct content is effective". Another issue addressed in this study is the consumption effect of packaging designs. It is possible to develop a healthy consumption consciousness in the society with products that can be attracted with new packaging designs by starting from the expression of the packaging is "the silent seller of products". As a matter of fact, the subjects participating in the research showed positive responses to interesting and differently designed packaging alternatives presented to them, thus giving signals that their consumption could increase. Ultimately, the development of innovative packaging designs to guide consumer behavior in today's world, where visual communication is as popular as ever, can be used both by businesses and

consumers. Presenting the products to the market with packages with appealing designs can help increase sales in terms of businesses and can also socially support the development of consumption consciousness.

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