

**GLOBAL MARKET SEGMENTATION
FOR A NEW PRODUCT CATEGORY BASED ON
CONSUMER VALUES AND ADOPTION**

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İSTANBUL TEKNİK ÜNİVERSİTESİ ★ FEN BİLİMLERİ ENSTİTÜSÜ

**YENİ BİR ÜRÜN KATEGORİSİ İÇİN TÜKETİCİ DEĞERLERİNE DAYALI
PAZAR SEGMENTASYONU VE ÜRÜN BENİMSENMESİ**

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FOREWORD

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ABBREVIATIONS

ASP	: Analyses, Strategy and Programs
App	: Appendix
DSI	: Domain Specific Innovativeness Scale
EFA	: Exploratory Factor Analysis
ESS	: Error sum-of-squares
GDP	: Gross Domestic Product
HOD	: Home Office Delivery
LOV	: The List of Values
RTD	: Ready to Drink
SES	: Socio-Economic Status
SWOT	: Strength Weakness Opportunities Threats
VALS	: The Values and Lifestyles System

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GLOBAL MARKET SEGMENTATION FOR A NEW PRODUCT CATEGORY BASED ON CONSUMER VALUES AND ADOPTION

SUMMARY

In last two decades there has been a lively discussion, and much disagreement, about the possibility of standardization of products and the extent to which homogeneity of needs in the global marketplace is increasing. Despite the growing homogeneity of needs among consumers on a worldwide basis, some authors focus on the adaptation of products and marketing efforts on a country-by-country.

Globalization, as an irresistible part of the marketing, is more feasible with clustering consumers based on the similarity of target customer groups within each country. Global market segmentation can be viewed as the process of identifying segments whether they are country groups or individual buyer groups, of potential customers with homogeneous attributes who are likely to exhibit similar buying behavior patterns. In an increasingly global and technology marketplace where customer segments are becoming homogenized across national boundaries, behavioral and lifestyle segmentation may be necessary in addition to geopolitical and economic segmentation in international markets.

In this study, three value system, Rokeach, Values and Lifestyle System and List of Values are analyzed and clustered into the dimensions of the values. The two main objectives of this study is identifying the possible consumer segments for a new product category based on their values and linking those segments with adoption of innovations. Values and Lifestyles and Health Statements were measured to cluster the consumers and five potential consumer segments, which were named as health oriented, traditionals, do not care, conscious and unconcerned teens, were determined. After selecting the segments, the innovativeness of each segment and adoption of a new product category, functional beverages, are examined for Turkish consumers.

It can be mentioned that value, lifestyle and health related concerns are significantly more important during the adoption of a new product and innovativeness of the consumers. While health oriented and unconcerned teens' segment are more open to the innovations, traditionals show resistance for adoption of new products. There are an also conscious and do not care segment which are open to the innovations however not interested in trial of the new products.

The findings of this dissertation support that market segmentation is a crucial tool showing the differences of innovativeness and adoption during new product development to handle launch and trial process of the product life cycle.

YENİ BİR ÜRÜN KATEGORİSİ İÇİN TÜKETİCİ DEĞERLERİNE DAYALI PAZAR SEGMENTASYONU VE ÜRÜN BENİMSENMESİ

ÖZET

Son yıllarda ürünlerin standardizasyonu ve küresel pazarlarda ihtiyaçların homojenize edilmesi en çok tartışılan konulardan biridir. Her ne kadar küresel platformda tüketici ihtiyaçlarının standardize edilme sürecine girilse de, bu ürünlerin ve pazarlama çalışmalarının ülkelerin kendi içinde de yapılması gerektiği önemli bir gerçektir.

Küresel Pazar bölümlendirmesi, ülke ve ya bağımsız tüketiciler arasında benzer tutum gösteren ve benzer satın alma davranışı sergileyen potansiyel müşteri segmentlerini belirlemek olarak özetlenebilir.

Küreselliğin ve teknolojik gelişimin giderek arttığı günümüz pazarlarında tüketici segmentleri ulusal sınırlar arasında belirlenmekte, davranışsal ve yaşam stillerine göre bölümlendirme ekonomik ve coğrafi bölümlendirmeye ek olarak gerekmektedir.

Bu çalışmada üç farklı değer sistemi, Rokeach, Values and Lifestyle System and List of Values incelenerek , değer türleri belirlenmiştir. Değer ve Yaşam Stilleri ve Sağlık ile ilgili ifadeler katılım düzeylerinden potansiyel beş tüketici segmenti bulunmuştur. Türk tüketicileri için pazar bölümleri belirlendikten sonra her segmentin yenilikçiliğe bakışı ve pazar için yeni bir ürün kategorisi olan “Fonksiyonel İçecekler”i benimseme düzeyi incelenmiştir.

Değer, yaşam stilleri ve sağlık konsepti yeni ürünlerin benimsenme sürecinde ve tüketicilerin yenilikçiliğe bakış açılarında büyük öneme sahiptir. Beş ana tüketici segmentinden ikisi olan sağlık odaklı tüketiciler ve aldırırsız gençler yenilikçiliğe daha açık iken, gelenekseller yeni ürünlerin benimsenmesine direnç göstermektedir. Bilinçliler ve kayıtsızlar yeniliğe açık olmakla birlikte yeni ürünlerin denenmesine çok ilgi göstermemektedir.

Çalışmanın bulguları, yeni ürün geliştirme sürecinde pazar bölümlendirmesinin tüketicilerin yenilikçilik ve yeni ürün benimseme davranışlarının farklılıklarını vurgulayan hayati bir araç olduğunu göstermektedir. Böylelikle ürün yaşam döngüsünde yeni ürün lansman ve deneme süreçlerinin yönetilmesi kolaylaşacaktır.

1. INTRODUCTION

In the marketplace of the twenty-first century there is a new consumer, the one who buys the same brands promoted in global as well as local media throughout the world. This new consumer is best described as the “global consumer”. The global companies are able to produce global products and services for a worldwide audience because “the world’s needs and desires have been irrevocably homogenized” (Craig and Douglas, 1996).

1.1 Purpose of the Thesis

The two main objectives of this study is identifying the possible consumer segments for a new product category based on their values and linking those segments with adoption of innovations. Globalization is feasible with certain products and that it is possible to cluster consumers based on the similarity of target customer groups within each country.

Douglas and Wind (1987) conclude that a firm’s international strategy can be based on a mix including global products and brands as well as country specific products and brands . Thus, consumer segments may be global, country-specific, or based on clusters of countries with similar characteristics. Those consumer segments can be also based on cultures, values and lifestyles as well as the common economical and demographic characteristics which make them give different responses to new products and services.

Indeed, the potential advantages of global firms in strategic marketing decisions with segmenting the market based on consumer values and life style is discussed and major key take aways are determined for market segmentation within country for new product launch process in the global marketplace.

1.2 Background

There has been a lively discussion, and much disagreement, about the possibility of standardization of products and the extent to which homogeneity of needs in the global marketplace is increasing. Despite the growing homogeneity of needs among consumers on a worldwide basis, some authors focus on the adaptation of products and marketing efforts on a country-by-country basis, as opposed to the standardization of products and marketing efforts on a global basis (Kotler, 2008). A firm's international strategy can be based on a mix including global products and brands as well as country specific products and brands (Hassan et al., 2003).

1.3 Hypothesis

This study provided a unique opportunity to look at forecast values and lifestyles issue with a wide range of model types and new clustering approach for market segmentation. Main hypothesis of the study is whether the Turkish market can be segmented into different consumer groups based on values and lifestyles. Further hypothesizes are shaped around adoption of a new product category and determining the differences of potential buyers of the new product which is chosen "Vitamin Waters", a functional beverage that is new for Turkish beverage market. The main hypothesizes which are tested in detail in further parts of the study are;

Ha: There are consumer segments based on values and lifestyles and nutrition habits in Turkish market.

Ha1: The innovativeness of the consumer segments is statistically different.

Ha2: The purchase behavior of consumer segments is statistically different.

Hb: There is a statistical adoption difference between potential buyers and non-buyers of the new products.

Hb1: Different demographic groups have different behavior in terms of adoption of the new products.

Hb2: Potential buyers and non-buyers of the new products are different in terms of values and lifestyles.

2. MARKET SEGMENTATION THEORY

2.1 Market Heterogeneity and Need for Segmenting

Market segmentation and brand positioning are the most important decisions that companies face in the global marketplace. The identification of market segments (i.e. country groups and within-country segments) and physical product configurations both assist in the determination of global marketing strategy and a global marketing strategy needs to be integrated in the overall global strategy of the firm. This process occurs in a competitive context with other brands under the same product category or in cases of competing categories that seek to satisfy buyer desires (Kotler, 2008).

For centuries, psychologists have attempted to fit human beings into tight little compartments in order to explain their behavior. Faced with a bewildering array of variables (demographic characteristics, geography, millions of branded products, and a growing number of advertising media) marketers rush to embrace systems that will allow them to predict consumer behavior reliably. Bickert (1998), mentions that aside from the desire to simplify an unmanageable number of elements or variables, today's consumer marketers consider market segmentation systems in order to:

- Identify their key consumer segments,
- Recognize the varying importance of those segments to their business,
- Understand individual consumers by identifying the group to which they belong,
- Use that newly-gained understanding to predict how consumers will react to new products, alter brand loyalties, respond to diverse media, etc.,
- target new prospects more effectively, and
- communicate with both customers and prospects in order to establish and enhance relationships.

Inter-market segments are based on variables other than national boundaries. There are sizable world markets where consumer segments are converging across cultural and national boundaries. The challenge in leveraging brand equity is to identify and profile these segments on an inter-market basis and to develop strategies to reach them with globalized brands. Coke is widely acknowledged for tempting etic appeals to youth and vitality. Yet, while Coke maintains a highly standardized world-wide focus, it still displays finely-tuned emic appeals in various markets. Spanish Coke enthusiasts see the soft drink as an excellent mixer, Italians replace wine with Coke as a dinner drink, and the Chinese view Coke as a refined luxury drink for only the most fortunate (Hassan et al., 2003).

The purpose of market segmentation is to identify the consumption patterns by dividing a market into several homogeneous sub-markets. Marketers can formulate product strategy and positioning depending on those sub-market demands. Homogenous sub-markets can be defined only with segmentation variables. Traditional demographic variables (gender, age, income, education) can classify and explain the main characteristics of the sub-markets. However, to identify the complete view of the characteristics psychographic segmentation variables are also needed (Kotler and Armstrong, 2008). Differentiation of consumer's brand preference should be also covered with consumer values and lifestyles in addition with demographic variables.

2.2 Global Market Segmentation

Global market segmentation can be viewed as the process of identifying segments whether they are country groups or individual buyer groups, of potential customers with homogeneous attributes who are likely to exhibit similar buying behavior patterns. There are three different approaches for global segmentation (Hassan et al., 2003) :

- identifying clusters of countries that demand similar products,
- targeting different segments in different countries with the same product
- identifying segments present in many countries

Of the three segmentation approaches, universal segmentation is argued to be the most innovative and also the most likely to give the firm a significant competitive advantage, because product and communication can be standardized and transferred among countries with their own culture and local implementations.

Figure 1 shows the two bases of global market segmentation which indicates hybrid of those micro and macro variables form the strategic brand positioning.

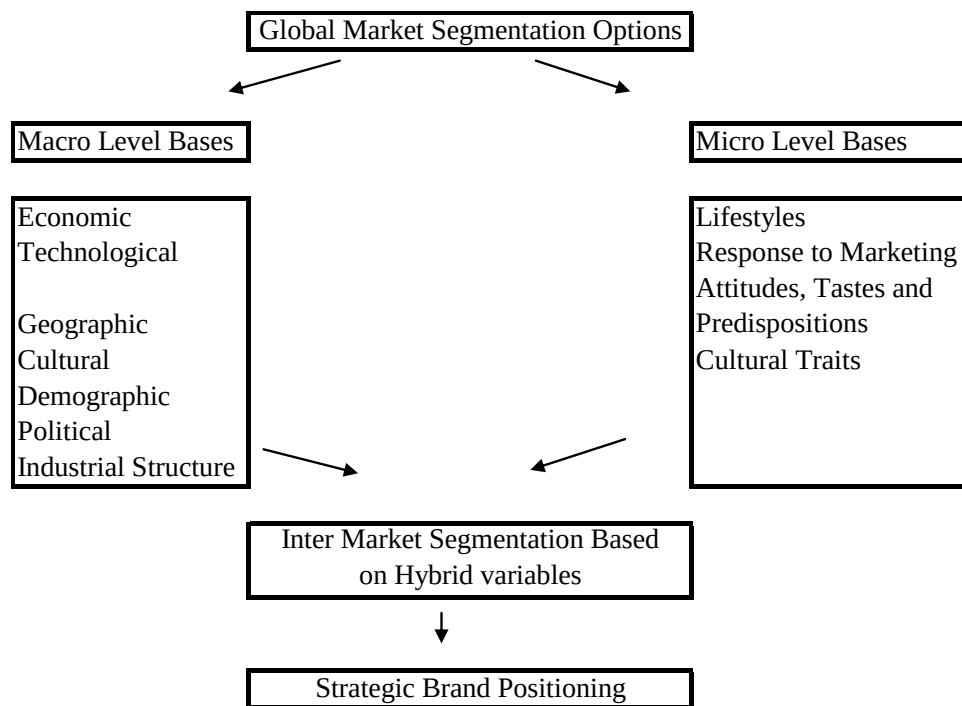


Figure 1.1 : Global Market Segmentation Options (Hassan et al., 2003)

In global market segmentation, the mostly used literature is “school of thought” basis. In this school of thought approach, several studies focused on a country-by-country basis for analyzing “macro” segments (Kotler, 2008). Another school of thought applies a non-conventional approach to determine segments based on behavioral factors. The effectiveness of this non-conventional approach is attributed to the need for micro variables in any segmentation program in order to understand the nature of consumer orientation towards the product and its appeal (Whitlock, 1987).

2.2.1 Bases in Segmentation

Most early segmentation efforts were based on macro considerations that include factors such as economic (Kotler, 2008); cultural (Whitlock, 1987); geographic (Daniels, 1987) and technological (Nachum, 1994). Current research found that these pre-determined country bases are inadequate for segmentation when considered without behavioral bases (Nachum, 1994).

Table 2.1: Macro Bases in Segmentation

GNP / GDP	Economical Segments	Kotler,1986
Technology level	Technological Segments	Nachum, 1994
Regional proximity	Geographic segments	Daniels, 1987
Cross-cultural patterns	Cultural Segments	Whitlock, 1987
Levels of trade	Industrial Structure	Crawford et al, 1988

Table 2.1 shows that economical, technological, geographic, cultural and industry structure which are the main macro bases in segmentation are needed by default in segmentation.

However, in order to understand the nature of consumer and market orientation towards brand or product, the micro bases are needed in segmentation as mentioned in non-conventional approach.

In many studies the successful segmentation models include consumer segments with similar behavioral patterns, product preferences and inter personal choices that transcend geopolitical boundaries.

Table 2.2: Micro Bases in Segmentation

Psychographic Segmentation and Benefits Analysis	Lifestyle	Lascu et al ,1996
Consumer Products and Affinity Segments	Response to Marketing	Hofstede et al, 1994
Similar consumer attitudes	Attitudes	Verhage et al, 1989
Value, Benefit, Demographics	Cultural Traits	Hassan and Katsanis, 1991

As mentioned in Table 2.2 the bases more related to consumer values and life styles are building the micro bases in segmentation which are more important in the global fast-moving market place.

2.2.2 Segmentation Models

The global segmentation as a country based market strategy looks for similarities across world markets. It seeks homogeneity in product, image, marketing tools and advertising message, while the multi-domestic approaches to global market segmentation maintain focus on differences from market to market.

An integrated approach that determines global segments based on geopolitical/economic country characteristics as well as market responsiveness variables. Effective global segmentation will be based on hybrid bases that includes relevant macro-level factors (i.e. geopolitical, economic, and regional) as well as appropriate micro-level variables (i.e. lifestyle and behavioral) (Hassan et al., 2003)

It assumes various degrees of heterogeneity and homogeneity in buyers' preferences for global brands. Any degree of preference heterogeneity or homogeneity for global brands can be attributed to macro-bases (i.e. country factors), micro-bases (i.e. behavioral variables), and any combinations of interactions. It can be addressed by introducing adaptive variations in the marketing program.

This hybrid model segments world markets based on: first, similar purchase patterns exhibited in multiple countries, and second, allowing countries to belong to different clusters.

Therefore, effective segmentation methods ultimately must integrate country-based factors with buyer-based variables. The central question addressed in the current study is whether common universal bases might be identified in the macro (geopolitical and economic) bases for segmentation or the micro (behavioral) bases for segmentation (Hassan et al., 2003).

Hybrid segmentation strategies were developed as frameworks to evaluate markets on a worldwide basis and to identify indicators/attributes of brands that are suitable to the implementation of global marketing programs (Luqmani et al., 1994; Hassan and Katsanis, 1991).

Major facets of this approach include integrating country variables with behavior patterns; not assuming total homogeneity of the country segment; acknowledging the existence of a degree of similarity across national boundaries.

2.3 Strategic Brand Positioning with Segmentation

Global market segmentation strategy should serve as the conceptual link and action mechanism that provides substance and rationale to striking a tradeoff between the two indispensable global strategy ends of standardization and adaptation.

Market orientation should be maintained to guard against overlooking significant and relevant product-related cultural differences through the proportionate adoption of cultural and social segmentation factors. Striking such a balance between global brand equity and culture-specific market orientation should be expected to result in marketing positioning strategies that are a true reflection of a carefully and realistically blended mix of differentiated and undifferentiated elements throughout all strategic dimensions of the marketing mix variables.

Segmenting customers based on the relative strengths of personal and functional connections with the brand increases both the information content of segment membership and the probability that members of different segments will behave differently in the marketplace.

The significant acceleration of the rate of innovation since the beginning of the century has attracted the attention and interest in market segmentation. Innovation is not as an essentially technological phenomenon, but rather as a phenomenon of a psychological and sociocultural nature because those are the keys to its success or failure from transmission to adoption (Bass, 1969; Rogers, 1962).

The adoption process for new products varies from one individual to another according to characteristics such as demographics (age, place of residence, etc.), socioeconomics (salary, social class, etc.), psychographics (personality, open-mindedness, etc.) and culture (value system, ethnicity, etc.).

Segmentation and positioning decisions are central to the development of global marketing strategy. The term positioning often is used to refer to the firm's decision to determine the place that its brand and corporate image occupy in a given market including the type of benefits to be stressed and the type of segments to be targeted (Douglas and Craig, 1996; Ries, 1996).

In an international marketing context, the literature is consistent with the need to base positioning decisions on a broader scope that provides an understanding of differences and similarities from one market to another.

Therefore, positioning is described as strategy to identify and direct marketing resources among intended market segments. Under this strategy, "segmentation-based strategic positioning" will be considered and the firm would cause the development of homogeneous responses for demand that differs from responses received from other market segments.

3. SEGMENTATION PROCESS

3.1 Segmentation Analysis and Stages

Global market segmentation has become an important issue in developing, positioning, and selling products across national borders. It helps companies to target potential customers at the international-segment level and to obtain an appropriate positioning across borders.

A key challenge for companies is to effectively deal with the structure of heterogeneity in consumer needs and wants across borders and to target segments of consumers in different countries. These segments reflect geographic groupings or groups of individuals and consist of potential consumers who are likely to exhibit similar responses to marketing efforts (Hofstede and Steenkamp, 2002).

Segmentation has developed from the key premise that markets are heterogeneous (Hirschman, 1980). Business markets appear to fulfill this criterion for two reasons. First, the diverse number of end-uses for a product means that customers can belong to an equally diverse number of industries. Second, within an industry, the application of the product can vary considerably, meaning that customers could seek different product benefits (Powers, 1991).

Market segmentation is the marketing process of identifying and breaking up the total market into groups of potential customers with similar motivations, needs or characteristics, who are likely to exhibit homogeneous purchase behavior. Undertaking this process allows marketing efforts to be targeted at select groups.

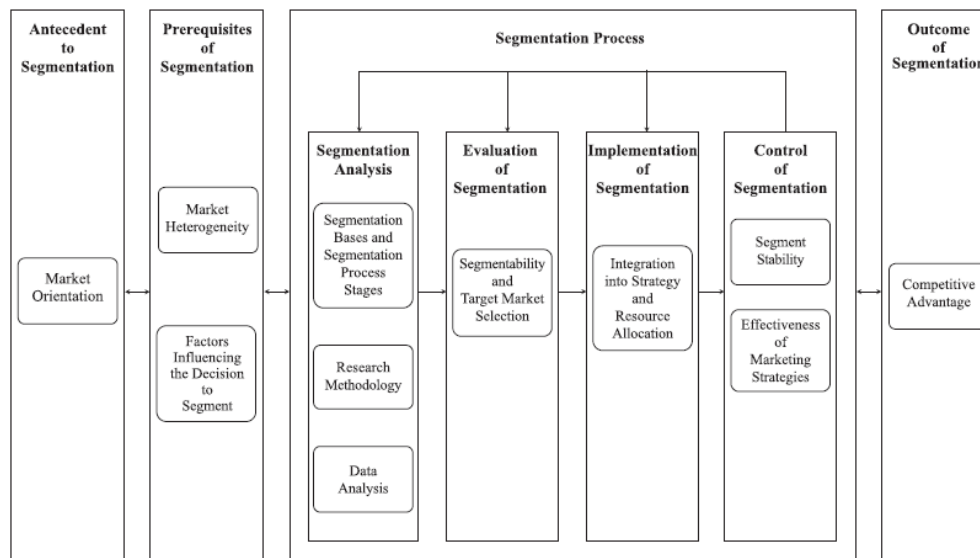


Figure 3.1 : Segmentation Process (Hassan et al, 2003)

The common process of segmentation, in a simplistic sense at least, is also well established. There can be few marketers who fail to recognize the three stages of market segmentation: segmenting; targeting; positioning (STP) (Kotler, 2008).

As Figure 3.1 shows, after market orientation and determining the factors of market heterogeneity, segmentation process starts with analysis in which the bases are selected. Then, segmentability and target market selection stage comes which performs the evaluation of segmentation. After the appropriate selection of segments, implementation of segmentation starts with resource allocation that is followed by control of segmentation. When the process is over, outcome of the segmentation is expected as competitive advantage.

Businesses from all industry sectors use market segmentation in their marketing and strategic planning. For many, market segmentation is regarded as the panacea of modern marketing (Wind, 1978). Customer needs are becoming increasingly diverse. These needs can no longer be satisfied by a mass marketing approach. Businesses can cope with this diversity by grouping customers with similar requirements and buying behaviors into segments. Choices about which segments are the most appropriate to serve can then be made, thus making the best of finite resources.

3.2 Implementation of Segmentation

Market segmentation arises because it is necessary to balance diverse customer needs with the capabilities and resources of competing organizations in the marketplace. In most markets, the breadth of customer requirements is too extreme to allow single organizations to satisfy all customer products and service needs all of the time. Companies are more likely to achieve a match between their particular assets and the diversity of needs by concentrating efforts on customer groups with homogeneous requirements (Choffray and Lilien, 1978; Wind, 1986).

The attention given by the literature to the virtues of segmentation may obscure some of the difficulties, which companies face when trying to put the theory into practice (Plank, 1985). Some of these problems result from poor understanding of segmentation principles (Greenberg and McDonald, 1989). Others arise because organizations are unfamiliar with how to handle the segmentation process (White, 1992).

According to marketing theory, to achieve the benefits ascribed to market segmentation, a certain series of steps must be followed (Kotler, 2008). In practice, however, it seems that true market segmentation, in the academic sense, is rarely applied. A genuine market segment containing customers with similar needs, which cuts across product ranges, industry sectors and often geographic boundaries, is a difficult concept for many practitioners to grasp.

Instead, companies may structure their markets on historical, product-based lines (Dibb and Simkon, 1997). The differing priorities of practitioners and academic researchers are at least partly the cause for this. While the academic seeks to identify, statistically validate and test the existence of alternative schemes, for the practitioner the real test of a particular segment solution is the marketing program, which must be developed.

An effective segmentation process involves three distinct steps: marketing analysis to gain knowledge or current marketing intelligence; strategy development to formalize ideas; and, marketing programs to action the determined revised segmentation strategy.

As it can be seen from Figure 3.2, these three stages form a loop, as the formulation of marketing strategies, segment targeting, and marketing mix programs are a never-ending cycle of revisions. At each link in the Analyses-Strategy-Programs loop, however, there is the chance that the process will break down, that segmentation will fail to be implemented and that organizations revert to the less risky, existing status quo.

Any segmentation process must begin with a clear appreciation of corporate objectives. This guides which broad issues are to be researched and signals areas of priority. Lack of clear objectives may cause the segmentation analysis to fail before it has properly begun. An understanding of how to objectively determine core trends is also required.

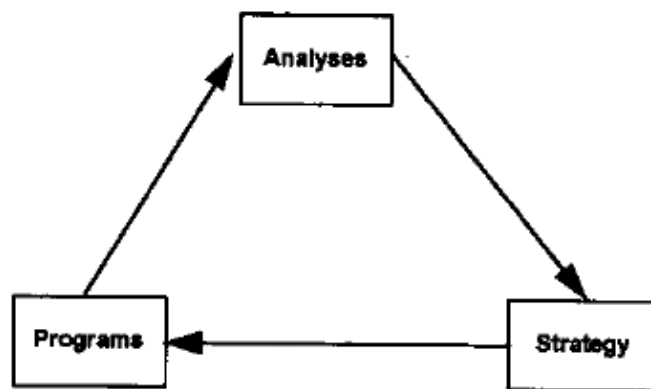


Figure 3.2 : Segmentation Implementation Cycle

Marketing intelligence provides an essential input into the segmentation process but analyses are resource wasting if they do not directly feed into strategic thinking and marketing programs. Programs must be developed to implement strategies. These programs must reflect the strategy and be appropriate for the target groups identified. A realistic approach must be taken to the programs devised based on analyses, strategy and programs as mentioned in Figure 3.2.

Successful marketing programs not only implement the desired marketing strategy, but should also alter the status quo in the marketplace. The resulting changes to consumer perceptions or behavior and to competitors' actions must be monitored through further marketing analyses and the programs must reflect the marketing analyses already undertaken as part of the ASP process.

Successful implementation of the segmentation program requires a series of inputs. These include various core marketing analyses, strategic thinking on new/revised segmentation schemes and programs for implementation. If combined effectively, these inputs result in a variety of outputs or benefits. The primary outputs relate to the well-documented benefits associated with market segmentation: a way of segmenting the market that puts the needs and satisfaction of the customer to the forefront provides more efficient use of resources and maximizes strengths over competitors. The secondary outputs are extra benefits, which can help the organization operationally, in marketing and other functional areas (such as improved understanding of the market, environmental trends and competitors).

Market segmentation is an analytical process which if conducted thoroughly – and ultimately implemented through revised sales and marketing programs – puts the customer first, maximizes resources, and emphasizes strengths over competitors. These are the primary outputs or benefits of the segmentation program, which will have implications for an organization's current and future product portfolio.

Most marketing practitioners acknowledge the need for market segmentation, but far fewer successfully implement the process. Those trying to apply the principles of segmentation theory may encounter a number of practical difficulties and barriers which get in the way of implementation. The result may be a combination of inadequate marketing analysis, inappropriate strategies or marketing programs which fail to reflect the strategies determined.

4. LINKING GLOBAL MARKET SEGMENTATION AND ADOPTION

4.1 Innovativeness and Adoption of New Product Categories

In an increasingly global and technology marketplace where customer segments are becoming homogenized across national boundaries, behavioral and lifestyle segmentation may be necessary in addition to geopolitical and economic segmentation in international markets (Helsen et al., 1993; Nachum, 1994; Luqmani et al., 1994).

Market segmentation strategy must be examined to determine the best bases for global brand positioning. Complicating the segmentation issues in global markets is the need for companies to make strategic positioning decisions in an increasingly competitive and transparent marketplace in order to leverage brand equity and achieve economies of scale. In short, the strategic necessity does not stop at the selection of desirable market segments, but also includes the need to position brands effectively relative to the market segment.

Global consumer markets are best understood as groups of buyers who share the need and desire for a product and the ability to pay for it, not just those who share a national border. Buyers in a segment seek similar benefits from, and exhibit similar behavior in buying a product.

Although these consumers may live in different areas of the world and come from very different backgrounds and value systems, they have commonalities in association with a given global brand. Many of these similarities are associated with the brand image and the lifestyle it projects (Luqmani et al., 1994). The major purpose of this research was to achieve the two hypotheses mentioned in the first section.

4.1.1 Consumer Innovativeness

In today's competitive and global business world, companies must develop business strategies applicable to a variety of competitive environments. The global marketplace presents companies with the challenge of introducing their own products into markets where local consumers will see them as new products or innovations. So for continuous success, managers need research tools to study the acceptance of new products by consumers around the world (Engel et al, 1993).

Goldsmith and Hofacker (1991) developed the "domain specific innovativeness scale" (DSI) as a reliable and valid scale to measure innovativeness or the tendency of consumers to be among the first to try new products in a specific product field after they appear in the marketplace. Because innovativeness is domain specific, consumers who are likely to adopt the latest new product in one field may be laggards in another. DSI, a six-item Likert scale intends to reliably and validly measure consumer innovativeness in a specific product field. Since marketing in a new country means that the brand may be seen as a "new" product in that market, identifying the earliest potential buyers may be of special importance. If this can be done successfully using the DSI, the success of the new product may be enhanced.

Innovators give the needed revenue to pay for the costs of new products. It is important to be aware who the potential earliest adopters of a new product are so that special marketing efforts can be made to foster their trial and eventual adoption. Innovators are important sources of information and influence on other consumers, thus acting as vital gatekeepers for new products (Goldsmith et al., 1998). The earliest buyers can provide valuable feedback to marketers regarding product features and benefits. It is important to deliver value to consumers and match products to local tastes and preferences (Engel et al, 1993).

According to a study conducted among French, German and US students to test validity of the DSI method shows the applicability of segmentation theory to cover different countries and cultures (Goldsmith et al., 1998). The respondents were asked about wine consumption and hypothetical constructs like involvement, knowledge and social desirability.

Comparisons across the three countries showed that the German and French students reported consuming more wine than the US students, as might be expected given national wine consumption statistics showing that more wine is consumed per capita in both France and Germany than in the USA. The US and French students reported that they knew more about wine than the German students, and the French students scored much higher on real wine knowledge than the US students. DSI scale performed well when translated into two European languages; so that researchers who wish to study consumer innovativeness in a specific product field among German speaking and French-speaking consumers can use the scale with confidence in its reliability and validity. Therefore, “innovativeness” leads to unique patterns in consumption behavior. This research is a guide for further analysis about new product categories among different countries by showing the difference in beverage consumption and knowledge levels and so the innovativeness.

The ability to identify innovators makes innovativeness as a global construct affecting a variety of behaviors. Broad personality and cognitive style traits are related systematically to consumer behavior. Innovativeness is a domain specific issue, but more predictive of actual behavior in a specific product field than is global innovativeness (Goldsmith et al., 1998).

4.1.2 Adoption as a Segmenting Tool

The new ways of bringing goods and services to the consumers would in turn require behavior changes on the part of the consumers. Consequently, international marketers would be extremely interested in consumers’ willingness to accept or reject new products and ideas and the factors, which determine this behavior.

The adoption of new products and ideas in markets (and societies) has received considerable attention in the marketing literature, which has led to discovering the characteristics of consumer innovators and the behavioral construct of consumer innovativeness. Researchers have acknowledged that consumer innovativeness is “an integral and central construct of the theory of the diffusion of innovations” and several studies of consumer behavior have engaged in its examination (Hirschman, 1981).

As innovativeness has been defined as “the degree to which a responding unit is relatively earlier in adopting an innovation than other units in the system” (Rogers, 1962). The discussion on categorizing adopters of innovations based on timing is not new. The literature specifies the following classes of adopters based upon the timing of adoption by the various groups: (1) innovators, (2) early adopters, (3) early majority, (4) late majority, and (5) laggards.

Adopters other than the innovators are influenced in their adoption of new products and ideas by the pressures in the social system that may take the form of interpersonal communications and observations, therefore, these influences are coming from sources external to the individual. People adopting due to external influences have been distinguished from innovators, who are influenced into adopting because of their internal predispositions, and who are called imitators (Bass, 1969).

Values and ethical beliefs are a major dimension of culture. Values help direct a consumer’s behavior in that individuals develop their value system and beliefs based on the culture in which they are raised (Hofstede et al, 1994). Zaichkowsky. and Sood’s (1988) marketing ethics theory proposes that managers’ perceived their cultural environment affects ethical dilemmas. Kotler (2008) has also reported that individuals’ value orientations would positively influence their ethical decision-making and beliefs. Obviously, cultural values influence how people think and behave.

The adoption process for new products varies from one individual to another according to characteristics such as demographics (age, place of residence, etc.), socioeconomics (salary, social class, etc.), psychographics (personality, open-mindedness, etc.) and culture (value system, ethnicity, etc.).

The concept of values has been widely used by researchers in marketing to explain behavior of consumers (Pitts and Woodside, 1983; Kahle, 1983; Kahle et al., 1986; Rokeach, 1973). Currently, researchers in marketing, particularly in consumer behavior, are oriented toward the development of more appropriate measures for value systems and their use as a basis for market segmentation.

The micro analytical bias in studying the adoption and diffusion of innovations seems to omit an important factor, namely the values which influence the potential adopter of a new product. Values are more stable and occupy a more central position than attitudes, within a person's cognitive system. Therefore, they are determinants of attitudes and behavior and hence provide a more stable and inner-oriented understanding of consumers. The characteristics of the adopters, and more specifically their inclination for adoption or innovativeness, determine the probability that they will adopt a new product at a specific stage of its diffusion.

Innovativeness is measured by using a continuous measure developed by Goldsmith and Hofacker (1991) where a lower level refers to a weak predisposition of the individual to adopt an innovation and a higher level refers to a strong predisposition. The goal of this simplification is to help to understand the influence of many different variables, such as communication, social structure, demographics and culture.

The aspects of consumption behavior are, cognitive, the exposure to information related to the new product and the capacity to communicate useful information about the product; affective, interest in the product and in information about it and conative, the estimated rapidity for the continuous use of the new product as well as the possession of articles directly or indirectly related to the product.

4.1.3 Market Segmentation Decisions

Global marketing has its pitfalls, but it can also yield impressive advantages. Timely, new product development has become even more critical in the highly competitive global environment. The need to respond quickly to the dynamic global market forces requires the firm to integrate rapidly the perspectives and needs of both product developers and potential consumers.

For global markets, in order to ensure success, the product development processes and new product positioning in different countries need to be combined with the knowledge of the global target markets. Product innovations or launches alone cannot sustain their long-term competitive position without a product policy linking manufacturing process and market segmentation for new product innovations.

Today's global competition represents a competitive environment in which importance is placed on increasing returns to scale and at the same time requiring speed and flexibility to adapt itself to new global environment and changing business world (Herbig and Yelkur, 1996).

4.2 Global Market Segmentation Based on Values and Needs

The globalization of the markets with the transport and communication revolutions face companies whether their strategies based on the assumption of the potential existence of consumers with the similar consumption and purchase behaviors in every country as much as in homogenous domestic market in terms of both values and needs (Aurifeille et al, 2002).

4.2.1 Segmentation Based on Consumer Values

Culture has been referred by Engel et al. (1993) as “a set of values, ideas, artifacts, and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of society”. They recognize that culture not only affects the specific products people to buy but also the structure of consumption, individual decision-making and communication about the product.

Empirical studies of consumer behavior have also acknowledged the role that culture plays in the consumers' decision-making process: it affects the drives that motivate people to take further action, determines what forms of communication are permitted about problems at hand (Goller et al, 2002) and even the degree of search behavior that an individual deems appropriate (Hirschman, 1981).

A cultural group is that the behavioral patterns characteristic of a particular culture, express the shared values and beliefs of that culture. McCracken (1986) posed that the world of everyday experiences was shaped and constituted by the beliefs and assumptions of an individual's culture.

A value is a permanent belief of a person. The individual develops such beliefs, either in his own native culture or in the cultures with which he is associated. In marketing, the advantage of using values to explain innovativeness is that this variable, by its very nature, transcends national, cultural and social boundaries.

Consequently, it acts as an excellent segmentation basis regardless of the nature of the market (homogeneous domestic, cosmopolitan-domestic or international).

Values have been defined and studied in several ways. Much of the past research in marketing has examined "value" in the context of expectancy value analysis (Hofstede and Steenkamp, 2002). Expectancy-value models focus on assessing product attributes in relation to brand preference. Personal values, on the other hand, have been explored in marketing research as a basis for both market segmentation and product positioning. There is a widespread belief among marketers and advertising practitioners that understanding the dominant values of the target audience and the link between a product and a consumer's value system is essential to positioning. The values that are emphasized in marketing communications are key since the link between a product or service and a consumer's values is essential for effective positioning (Hofstede, 1991).

For years researchers in marketing have been studying the impact of cultural factors and have tried to measure the values of the individual. The literature review reveals three major measurement tools: The Rokeach value system (RVS) (Rokeach, 1973); The values and lifestyles system (VALS) (Mitchell, 1983); and The list of values (LOV) (Kahle, 1983).

4.2.1.1 The Rokeach Value System

Personal values are widely acknowledged as the underlying determinants of consumer attitudes and behavior (Kahle, 1983). The term "personal values" is used to reflect the belief that values are being measured at the individual level (Hofstede, 1983).

As individuals possess fewer personal values than attitudes, the personal-value concept is a more parsimonious way of describing and explaining the similarities and differences among individuals, groups, or cultures (Rokeach, 1973). Shopping is one avenue by which people affirm themselves, and has become an expression of personal values (Luqmani et al, 1994).

Because of the close linkage between culture, values, and consumer behavior, the psychographic examination of shopping orientation is a good way to understand shopping behavior.

Rokeach (1973) defined a personal value as “an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence”. Personal values are generally accepted as a major influence on human behavior and consumption patterns (Palumbo and Teich, 2004), and are used as a tool for marketing segmentation (Jenkins and McDonald, 1997).

Past studies have suggested that personal values are useful in understanding behavior as complex as the selection of a particular brand within a product class category (Pitts and Woodside, 1984). It is important for marketers to grasp the cultural connections evoked by a brand and match them more strongly with the personal values of the target audience (Goller et al, 2002).

Most research examining the influence of personal values on marketing and consumer behavior is based on the conceptual and measurement contributions of Rokeach (1973). Rokeach developed a list of 18 instrumental values and a list of 18 terminal values, which are summarized in the Rokeach Value Survey (RVS) that has been used in many studies to identify values (Hofstede et al, 1994).

Terminal values are single beliefs that some end-state of existence is personally and socially worth striving for (e.g. leading an exciting life, family security, or pleasure), that is, values that serve as long-term goals in life.

Instrumental values relate to modes of conduct and represent single beliefs that are personally and socially preferable in all situations with respect to all objects (e.g. ambition, independence, or self control), that is, values that serve as guiding principles in day-to-day activities.

Rokeach (1973) argues for the importance of the value construct over the attitude construct since value is a determinant of attitude as well as of behavior. Additionally, since it is assumed that an individual possesses many fewer values than attitudes, then using the value concept is a more parsimonious way of describing and explaining the similarities and differences among individuals, groups, nations or cultures (Rokeach, 1973).

4.2.1.2 The Values and Lifestyles System (VALS)

Values are considered as the criterion that individuals use to select and justify their actions and to value objects and the other's conducts. Every individual has a specific value structure. Kahle (1983) claimed that values are shaped by means of people's experiences and learning process.

In this respect, there have been different classifications trying to gather the generality of the value system, its relevance and its formation and changing process. For instance, Rokeach (1973) presented two groups of values: terminal (those referred to the goals that people would like to achieve); and instrumental (those that represent the means or the preferred ways of behaving in order to obtain the first ones).

Kahle et al (1986) proposed another classification that regroups some of Rokeach's values in those internally oriented (self-fulfilment, emotion, sense of success, dignity) and those externally oriented (sense of property, self-respect, safety).

Nachum (1994), based on Rokeach's research, contributed with his studies on the individual level of values, complementing Hofstede's (1991) research, as cited in Schwartz (1992) which focused on the social level. This author developed a universal value structure grouped into four dimensions: self-transcendence (universalism, benevolence); self-enhancement (power, achievement); openness (self-direction, stimulation, hedonism); and tradition (tradition, conformity, security).

According to Hassan and Craft (2005), from the marketing point of view, one of the value orientations is the one that establishes connections between this variable and a lifestyle in order to identify the market segment and facilitate the company's access through diverse strategies.

A scale belongs to a psychographic segmentation system predicting consumer behaviour and provides a higher level of analysis is determined by Kahle et al (1986). As mentioned in Table 4.1, this scale is validated and includes 35 items that relate values to different lifestyles.

Table 4.1 Items of the Values and Lifestyles Scale (VALS)

VALS1. I am often interested in theories
VALS2. I like outrageous people and things
VALS3. I like a lot of variety in my life
VALS4. I love to make things I can use everyday
VALS5. I follow the latest trends and fashions
VALS6. Just as the Bible says, the world literally was created in six days
VALS7. I like being in charge of a group
VALS8. I like to learn about art, culture, and history
VALS9. I often crave excitement
VALS10. I am really interested only in a few things
VALS11. I would rather make something than buy it
VALS12. I dress more fashionably than most people
VALS13. The Federal government should encourage prayers in public schools
VALS14. I have more ability than most people
VALS15. I consider myself an intellectual
VALS16. I must admit that I like to show off
VALS17. I like trying new things
VALS18. I am very interested in how mechanical things, such as engines, work
VALS19. I like to dress in the latest fashions
VALS20. There is too much sex on television today
VALS21. I like to lead others
VALS22. I would like to spend a year or more in a foreign country
VALS23. I like a lot of excitement in my life
VALS24. I must admit that my interests are somewhat narrow and limited
VALS25. I like making things of wood, metal, or other such material
VALS26. I want to be considered fashionable
VALS27. A woman's life is fulfilled only if she can provide a happy home for her family
VALS28. I like the challenge of doing something I have never done before
VALS29. I like to learn about things even if they may never be of any use to me
VALS30. I like making things with my hands
VALS31. I am always looking for a thrill
VALS32. I like doing things that are new and different
VALS33. I like to look through hardware or automotive stores
VALS34. I would like to understand more about how the universe works
VALS35. I like my life to be pretty much the same from week to week

Source: Fraj and Martinez, 2006

According to Kahle et al. (1986), this methodology depends on the demographic characteristics and its items would need modifying in order to adapt to all those cultures where it is applied. Hassan and Craft. (2005) suggested its application in countries other than the USA and Japan and the diffusion of the results and concluded that the VALS had a higher predictive power.

4.2.1.3 The List of Values (LOV)

The list of values created to measure consumers' values is a cross-cultural generalization of the VALS system. This instrument was developed by Kahle (1983) by reducing the Rokeach measuring instrument to nine values so that the individual can easily be classified according to the level of importance that he assigns to each of them: A sense of belonging, excitement, fun and enjoyment in life, warm relationship with others, self-fulfillment, being well-respected, sense of accomplishment, security and self respect. These values are classified into three groups:

- (1) Hedonistic values (sensation-seeking, pleasure and happiness in life, desire to establish warm relationships with others);
- (2) Empathy values (self-respect, respect by others, search for security, sense of belonging);
- (3) Values of self-actualization (personal development, sense of accomplishment).

The list of values (LOV) developed by Kahle (1983) and his colleagues is a measure of values that has been widely used to study the influence of social values on consumption behavior. The LOV is based on Maslow's (1954) and Rokeach's (1973) theories and includes nine values: a sense of belonging, excitement, fun and enjoyment in life, warm relationships with others, self-fulfillment, being well respected, sense of accomplishment, security, and self-respect.

The LOV typology broadly distinguishes these values into two dimensions; external, i.e. social-affiliation or instrumental values versus internal, i.e. self-actualization or terminal values. These external and internal values indicate the importance of both interpersonal relationships (e.g. sense of belonging, warm relationship with others) and individual inward directed factors (e.g. self-fulfillment, sense of accomplishment and self-respect) in people's everyday life. Several researchers (Kahle et al., 1986; Rokeach, 1973) have shown that the LOV is an effective way to measure values resulting from lifestyle, consumption activities, and product preferences. The essential strength of the Kahle (1983) instrument lies in its simplicity and efficiency.

In a cosmopolitan market, the concept of a system of values would lead one to expect that consumers from different cultural groups would have different affective, cognitive and conative reactions according to the system of values with which they identify. For example, consumers with values primarily related to empathy, such as security, feelings of belonging and self-respect, will generally display conservative and conformist behavior. It is expected that individuals in this group will present opposition to changes in the market and attachment to the prevailing lifestyle of the society.

Consequently, they will try to delay the adoption of new products as long as possible, show very little interest in advertising about the product, be unable to communicate information about new products, own very few objects directly or indirectly related to the new products, and, finally, be unwilling to adopt them. The effect on the individuals of this group will be a weak inclination to adopt. This negative reaction toward new products during their launching stage will be followed by a more positive one toward the same products once they have reached a market penetration estimated as sufficient for the individuals, that is once the usefulness of the products have been socially accepted.

4.2.2 Benefit Segmentation and Consumer Needs

Values help people adapt to their circumstances by directing both their effort and resources toward achieving desirable goals (Kahle, 1983); thus, values have been identified as a powerful force in shaping consumer product choice and therefore in prioritizing needs to be fulfilled (Rogers and Shoemaker, 1971). There has been scant research devoted to the importance of personal values as an influence in prioritizing needs to be met through apparel in different country markets.

Meeting consumers' needs is the fundamental goal of marketers. Consumer products are generally marketed to appeal to three basic types of consumers' needs: functional, social and experiential needs (Hofstede, 1991). A product's functional attributes satisfy the consumer's need to prevent or solve problems.

The needs are considered low-level motivators encouraging consumers to focus on intrinsic advantages of the product. For example, Hofstede's (1991) study found that consumers' brand preference for Toyota Corolla was based on their positive evaluation of the functional aspects of the brands (e.g. safety and reliability) to meet their functional needs.

Social images satisfy social needs such as social approval, affiliation, or personal expression (e.g. status, prestige) and outward directed self-esteem. Consumers higher in social needs may value a socially visible product or brand that provides prestige and exclusivity (Lewitt, 1983). For example, Western brands or imported goods may be used to convey social status in non-Western consumer markets.

Experiential needs reflect consumers' needs for novelty, variety, and sensory gratification/pleasure (Hofstede et al., 1994) and have been recognized as an important aspect in consumption, especially evoking new demand of consumer products.

Roth (1995) supported the presence of a strong linkage between social values and consumers' needs to be fulfilled in country markets that represented different socio-economic status and culture. These findings support the hypothesis that regional socio-economic and cultural environments affect the types of needs.

Figure 4.1 depicts consumer needs are also affected by the value system of the society (i.e. culture). Markets with low individualism (self-actualization or inward direction values) would value products to fulfill social or functional needs to reinforce group membership and affiliation or reduce the risk of not being accepted.

On the other hand, consumers in markets with high individualism would value products that appeal to their experiential needs. Thus, it is anticipated that values considered to be important in each country market will be related to the consumer needs to be met (Roth, 1995).

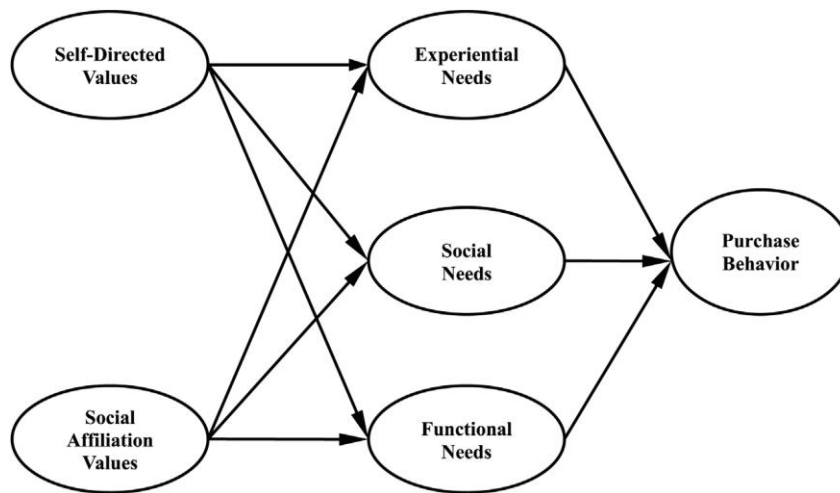


Figure 4.1: Need Segmentation Model (Roth, 1995)

Using Kahle's LOV, two dimensions of consumer values: self-directed values and social affiliation values, the needs can be segmented and affects the purchase behaviour.

4.3 Global Models for Segmentation

Numerous researchers have recognized the potential for personal values to influence consumer decision making. In the realm of decision making, appealing to closely held personal values might make consumers more aware of an attribute of a product which previously may not have been considered salient.

Indeed, the meaning and motivation underlying the consumption of many products and services may depend upon consumption values, and it is commonly believed that effective marketing communications must recognize the relationship between consumers' values and their motives.

Fraj and Martinez (2003) employ previously established methods to identify value categories and lifestyle types. The value categories consist of people: Fashion, who like to keep up with the latest fashions; adventurous, with an enterprising spirit who believe that new challenges offer the best way to self- fulfillment ; leader, who liked to be in charge of others and knowledge, interested in communication and engineering.

Likewise, the lifestyle types include leading a stress free lifestyle; healthy consumption habits and a lifestyle that already contains involvement in environmental issues.

Based on an amalgam of conceptual frameworks drawn from economics, psychology, sociology, marketing, and consumer behavior, Sheth et al. (1991) postulated that five consumption values influence consumer choice behavior: functional value, social value, emotional value, epistemic value; and conditional value. Sheth et al. (1991) define these five consumption values as follows:

Functional value is the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. Functional value is based on the intrinsic value of the product or service rather than on any extrinsic value such as that derived from the prestige or status associated with ownership of a product

Social value is an alternative acquires 'social value' through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Consumers who are motivated by social value will choose alternatives associated with those groups to which they belong, identify with, or aspire to belong.

Emotional value is the perceived utility acquired from an alternative's ability to arouse feelings or affective states. Products and services may be consumed because of the desire to experience the particular feelings they arouse.

Epistemic value is the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. Epistemic utility is often derived from stimuli that are unfamiliar and somewhat ambiguous or complex.

Conditional value is the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative may have a conditional value because of particular contingencies that enhance its functional or social value.

In the late 1970s and throughout most of the decade of the 1980s, consumer databases were relatively small, primitive, and lacking in the rich data needed to differentiate reliably homogeneous consumer groups.

VALS was theoretically derived from Abraham Maslow's "hierarchy of needs" and required a questionnaire consisting of demographic and attitudinal (e.g., attitudes toward the legalization of marijuana) questions to classify an individual into one of nine VALS types. Once again, marketers hungry for a way to impose some coherence on the bewildering complexity of consumer behavior eagerly embraced the VALS system.

In this study, that three-value system will be analyzed and clustered into the five dimensions of the values. Then it will be combined with life styles with the integration of needs, which is the second important factor that affects micro segmentation variables.

5. MARKET SEGMENTATION AND ADOPTION OF A FUNCTIONAL BEVERAGE IN TURKEY: A FIELD STUDY

5.1 Market Overview

Turkey is a country with borders in both Asia and Europe and a dynamic, young population exceeding 70 m that has experienced a significant rise in the standard of living over the past decade. Turkish consumers have, since the late 1990s, been enjoying increasing levels of income and an economy that is becoming increasingly more diverse. Yet per capita income and consumption of products and services still falls somewhat behind the western European countries and North America.

With Turkish GDP reaching above US\$500 bn for the first time in 2007, the GDP growth rate was approximately 5%, outperforming most of the G8 economies. Even though the 2008 global economy is expected to encounter significant problems, the Turkish economy is still expected to grow by 4% in 2008: a faster rate than most economies in the EU.

The economy is no longer dominated by traditional rural agricultural activities, but is driven by a highly dynamic industrial sector in the major cities, concentrated in the western provinces, along with a well developed services sector. The agricultural sector accounts for 12% of GDP, whereas industrial and service sectors make up 24% and 64% respectively.

The main issue for the government remains tackling the account deficit which had risen to around 2.5% of GDP in 2007, up from 0.6% in 2006, and is forecast to be around 2.2% in 2008. Inflation was up slightly, 8% in 2007 compared to 7% in 2006, but still a long way from the double-digit inflation, which plagued the economy in the 1990s.

Politics in Turkey is never far away when considering the major events that shape the every day market environment. The AKP-led government has had a variety of issues to deal with in 2007, from insuring confidence in the economy as a result of the global credit crunch, to incursions into northern Iraq to deal with Kurdish national extremists, and the ever sensitive topic of the role of Islam within a secular republic. They have often faced mass demonstrations in cities, including Istanbul and Izmir, against allowing women to wear the hijab in universities and public institutions.

The issue of Turkey's relationship with the EU continues to dominate the foreign policy agenda and has had the most impact on the economic stability of the country, although at present, the issue of accession is not progressing with any great momentum.

Economic and political issues are always important - whether they are the 2007 presidential and national elections (which some fear may still be impacting upon the economy this year), the overvalued Turkish lira, fluctuating rates of inflation, high interest rates, the Kurdish problem, the threat of terrorism, EU accession, debate over the role of Islam in the country, the large grey economy and so on.

Final figures for the numbers of tourists visiting Turkey in 2007 have not been made available although, after falling below 20 m in 2006, industry sources suggest tourists are returning to Turkey's Mediterranean coasts. For many people, Turkey's climate provides an ideal environment for an enjoyable summer holiday, with hot summer weather across the country.

5.1.1 Turkish Beverage Market Trends

The growth of soft drinks consumption has averaged 10% per annum since 2003 and increased from 8,190 m litres (including bulk/HOD water) in 2003 to 12,020 m litres in 2007; equivalent to per capita consumption of 161 litres, up almost 40% from 116 litres in 2003. The performance of the soft drinks market over the past decade highlights the increasing consumption of soft drinks in Turkey and the potential for developing the key categories of packaged water, carbonates, juice and nectars. This is especially evident when comparing Turkish per capita consumption to European per capita volume. The rapid growth rate has also provided the impetus for the spate of new investment activity, seen in many spheres during the past few years.

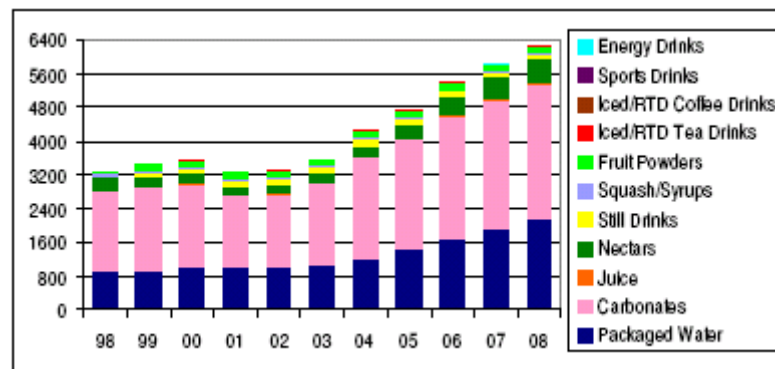


Figure 5.1 Beverage Market Trends 1998-2008 (Source: Canadean 2008)

Categories with a natural image - juice, nectars and packaged water are increasing their market share. Overall growth in 2008 is expected to reach 7%. Apart from the continuing proliferation of flavor and pack extensions across carbonates, juice and nectars, there was little in the way of new product development in 2007.

Companies were focused much more on developing existing product portfolios, with the focus increasingly on profitability rather than driving volume up, particularly in light of the troubled global economic climate.

Emphasis continued to be placed on the healthiness of soft drinks; particularly juice and nectars, where slogans like 'natural' and 'no added sugar' were common throughout 2007. The increased prominence of healthy soft drinks has not translated into drastically higher demand for low calorie products.

Indeed, the more prominent trend is towards those beverages perceived to be natural, typically juice, nectars and spring water, and away from artificially flavored fruit drinks and processed table water.

Ultimately, Turkey represents a major growth opportunity for soft drinks but is not without its risks. In the short to medium term, the greatest potential appears to lie in juice, nectars, carbonates and packaged water.

Table 5.1 SWOT Analysis of Turkish Beverage Market

STRENGTHS	WEAKNESS
• The demand for bulk/HOD water is massive and growing steadily, mainly outside Istanbul • The frequent introduction of new products/flavours/pack formats, when given adequate promotion/distribution support	• Over-regulation (eg in energy drinks)
OPPORTUNITIES	THREATS
• Dynamic private sector industry • Present government credited with steady improvement in economy through tighter controls and meeting IMF conditions • Large and growing population: one of the biggest emerging global markets • Exports and tourism remain bright spots • Growing demand for good value, quality, natural and healthy products • EU's decision to endorse the opening of Turkey's accession negotiations • Soft drinks penetration low (161 litres per capita) • Long-term potential for displacement of huge traditional tea market	• Iraq still a threat to regional stability • Kurdish issue still unresolved • Further acts of Islamic terrorism • On-going concerns about public sector funding gap leading to higher taxation • Despite recent progress, there are still serious structural problems with the economy • Huge grey economy (may be half of real economy) • Turkey is still dependent on IMF loans • Weakness in global economic climate may mean fewer tourists visiting

The top four leading beverage companies, Coca-Cola, PepsiCo, Nestlé and Ülker accounted for 60% of all soft drinks beverages in the market in 2007. The market leader Coca-Cola achieved an 11% increase in volumes sales in 2007, across all categories the company produced or distributed in Turkey.

The company remained the market leader in carbonates and nectars and has begun to make inroads in further penetrating and capturing market share within bulk/HOD water and packaged water categories and is likely to begin to threaten both Yasar and Danone in the water categories as the main challenger to Nestlé.

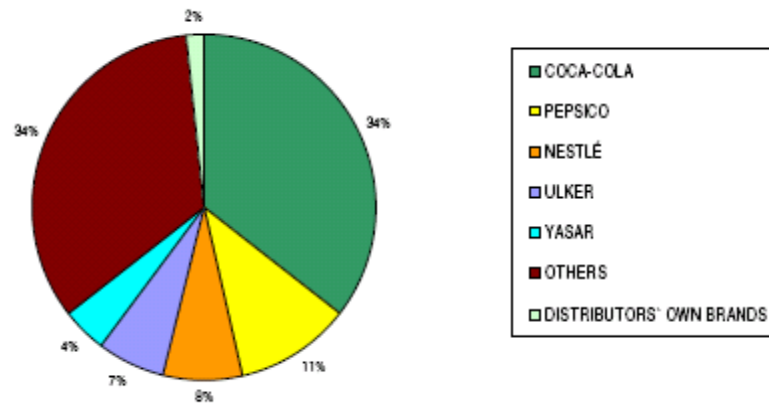


Figure 5.2 Beverage Market Industrial Structure (Canada 2008)

PepsiCo's static performance in carbonates was offset by healthy volume increases in iced/rtd tea drinks, juice, nectars and still drinks. The company accounted for 11% of total soft drinks volumes in 2007. A revitalised Cola Turka performance in 2007 saw the Ulker group register a strong performance in the carbonates category and, combined with the company's performance in other soft drinks categories, overall volumes accounted for approximately 7% of the total soft drinks market (excluding bulk/HOD water).

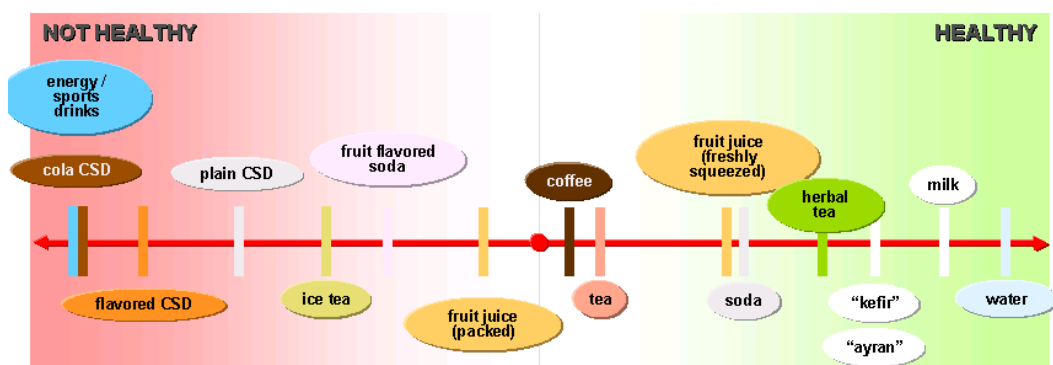


Figure 5.3: Classification of Beverage Market (Canada 2008)

In terms of classification of beverages, the new trend and base of the classification within previous three years is health. Not healthy beverages starts with Carbonated Soft Drinks and healthy beverages end with water. Healthy beverages side is the most popular and developing part of the market both in Turkey and worldwide classification (Canada 2008).

5.1.2 Turkish Beverage Consumption and Categories :Functional Beverages

Soft drinks have recovered strongly from the stagnant conditions of 2001/02, adding over 2 bn litres since 2003 (+63%). However, soft drinks still account for only 25% of the total commercial beverage market (excluding bulk/HOD water).

Hot beverages account for 47% of total commercial beverage volume (including bulk/HOD water), down from almost 59% in 1998. Tea continues to make modest gains, supported by strong growth in teabags and fruit/herbal teabags. 3-in-1 coffee mixes continue to outperform straight soluble coffee, Turkish coffee and other fresh coffee.

In milk drinks, although ayran consumption has remained relatively flat, pre-packed branded volume jumped >20% in both 2006 and 2007 (growth coming mainly from multi-serve retail packs), and therefore continues to gain share from home-made ayran, which still accounts for over 75% of total consumption. Processed liquid milks maintained their strong growth momentum, amid increasing evidence of a further significant swing away from unpasteurised street-milk. This is partly due to image and hygiene reasons but also because of the narrowing price gap between processed and unprocessed milk; the mainstream industry passes on the lower milk prices arising from the over-supply of milk in summer, while the street-vendors offer only small price reductions. Flavoured milks grew from a small base, following the launch of several new products. Soymilk has begun to penetrate the Turkish market, although volumes are relatively small, imported and remain concentrated in Istanbul.

Alcoholic beverages were hit very hard by the recession in 2001/2002 and by several major increases in excise tax since January 2003. These tax hikes are largely blamed for consumer beer prices more than doubling over the last three years and for making Turkey one of the most highly taxed beer markets in Europe. Unsurprisingly, after a slowdown in growth in recent years, the beer market dipped in 2006 before recovering in 2007.

Another consequence of the tax hikes has been the rapid increase in the number of unregistered wine and spirits producers who do not pay the relevant taxes. This underground business is estimated to account for may be a quarter of the spirits market and up to half of total wine consumption (selling wine at YTL1-1.5 per bottle, below even the YTL2-2.5 tax officially due). The price of both wine and spirits increased, although the cost of spirits is still a long way from its 1998 peak.

Hot black tea and ayran (drinking yoghurt with added water and, occasionally, salt) represent the two core beverages across the country, and seem most compatible with Turkey's traditional cuisine and predominately Muslim faith. Tea is consumed at all hours of the day by all ages, while ayran tends to be taken mainly at lunch and evening mealtimes.

The traditional spirit is raki, but there is also a significant consumption of beer and wine. While Turkish coffee is still popular, increasingly it is instant coffee, in particular 3-in-1 sachets, which are driving the market. Turkish people generally have a sweet tooth. They like sugary products (eg sugar lumps added to tea, the ubiquitous pastry shop), and, to date, they have shown little interest in low calorie products or in tackling obesity issues.

2007 volume increased 8% on 2006 levels, equivalent to over 160 litres per person. Consumption was boosted by solid performances in the packaged water, juice, nectars and carbonates categories.

Overall soft drinks growth in 2008 is currently expected to be almost 7%. As the major suppliers continue to expand their territories out of the western part of the country and into the interior, the improved distribution network is expected to have a positive impact on soft drinks consumption. In addition, with very hot summer weather expected in 2008, still packaged water and carbonates are expected to see benefits.

2007 was a year that saw continuing flavour and pack extensions in the market as companies sought to introduce new innovative offerings. The health consideration is playing an increasing role in the market, although it still remains a relatively small concern (negligible in the context of the total market) with only a small number of brands positioned as health-enhancing.

Functional beverages are not a factor in this market. However, there has been a greater emphasis on the part of the consumer to take up 'less processed' products such as still spring water, juice and nectars.

5.2 Research Design and Methodology

In this study both exploratory and descriptive research approaches are followed. In exploratory research, three focus groups of different consumer types; students (18-24 years old), young professionals (25-35 years old) and sportsmen and sportswomen are performed. With the insights from this phase, a survey was designed for descriptive research and conducted with 400 sample in Istanbul.

5.2.1 Research Objectives

Main objective of this study is to explore the major Turkish consumer segments according to their values and needs and determine their purchase intention and adoption across a new product category. Because Health and Wellness is a growing trend in worldwide both health oriented statements and common statements of List of Values are measured to determine segments. In order to enhance the segments major nutrition habits and nutritives of consumers integrated to the segmentation.

Furthermore, adoption level as the main concern of new product development is measured with innovativeness statements towards “Functional Beverages” which is a new category for Turkish beverage market.

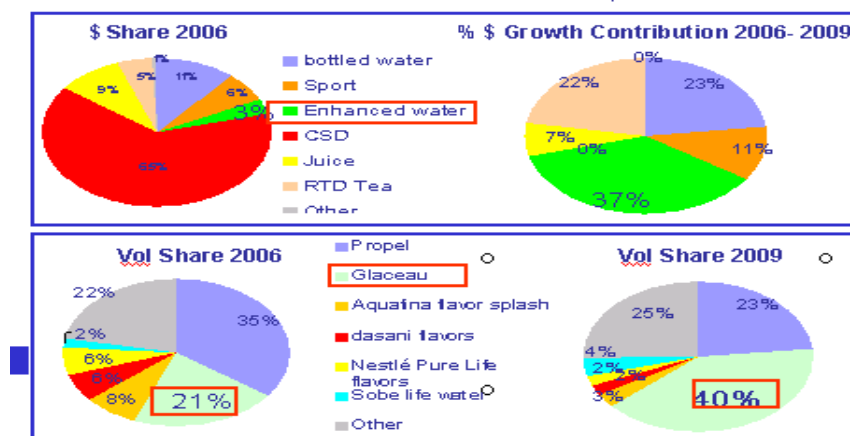


Figure 5.4: Development of Functional Beverages (Merrill Lynch 2007)

As seen in Figure 5.4, Functional Brands, the parent company of Glacéau, was one such company, which advocated healthy living through low-calorie, low sugar drinks, and non-carbonated water with additional nutritional supplements. Glacéau's line of enhanced water products comprised vitaminwater, Smartwater, and Fruitwater. Energy Brands was credited with creating a new category of drinks popularly known as 'enhanced water products'. Glacéau's success in a scenario in which major soft drinks and beverage manufacturers like Coca-Cola and Pepsi had a strong hold over the distribution network and spent aggressively in marketing their products, illustrated that even the most saturated markets could accommodate innovative products. In 2005, less than a decade since it began as a small start-up, Glacéau earned revenues of over US\$ 350 million, with compounded annual growth of 200% per year.

With the rising demand for vitaminwater, there were several instances of the products being sold out within no time. At the same time, the company was trying to increase its shelf space among the retailers in the US. Vitaminwater was also facing a challenge from some exclusive stores, which provided specialized products with natural ingredients and lower calories. With the capital infused by the Tata Group, analysts opined that Glacéau would be able to expand its operations further and could consider entering international markets. By 2011, Glacéau was estimated to be a US\$ 10 billion company. Since health is the major global concern of consumers “Vitamin Waters” is selected to be tested in Turkey.

5.2.2 Qualitative Research

In this part of the study, main dynamics of beverage consumption and attitude towards innovations are examined in order to give insights to descriptive part of the study. Three different focus groups were conducted within consumers who are potential buyers of the functional beverages in Istanbul in Turkey. The profile of the consumer groups are;

- Students (18-24 years old),
- Young professionals (25-35 years old)
- Sportsmen and sportswomen (25 -45 years old)

First, the general beverage consumption habits and occasions are asked and potential habits of consumers are determined. The main beverage within all groups is water, however cola flavoured sparkling beverages are mentioned after water especially in students' group. For young professionals tea and coffee are indicated as "habit" by young professionals and the most consumed beverage type within this group is again tea and coffee. In order to meet vitamin need of them all of the groups are consuming fresh fruit juice.

Occasions of the beverages are similar within groups, for breakfast tea, fruit juice and coffee; for lunch sparkling beverages and ayran; for dinner cola flavoured sparkling beverages and alcoholic beverages are mentioned. By sportsmen and sportswomen water and sports drinks are also mentioned during sports. Their joint need was a beverage that can be consumed during daytime to get energy and to be vitalized.

"Functional Beverages" as a beverage concept evokes them the energy drinks and sports drinks. Sportsman and sportswomen mentioned word "isotonic" as the functional beverage's role on the body. The idea of adding minerals and vitamins to water has created the expectation of vitalization and refreshment for the body. In order to get trial of this kind of beverage, the beverage should not consist of any additives in it and it should be naturally flavoured.

After the taste test of the "Vitamin Waters" the respondents were asked likelihood and trial questions in order to test the innovativeness of each group. All groups like the taste but they mentioned that it should not consist of sugar and additives in it and it should not be artificially coloured. The young professionals thought the beverage as a good alternative during their busy business time to get energy in a natural way. The sportive group have a strong belief of getting refreshment from this beverage and they possibly switch from water to this beverage if they like the flavours and its taste.

They classified the beverage as "trendy" and their price expectation is similar to the upper class beverages in the market. They also mentioned the endorsement with a well known sport related Turkish celebrity can force them to try the beverage. The possible company for this beverage is "Coca-Cola Company" or "GNC" to launch this kind of product.

Table 5.2 Statements of Health Consciousness

I have a healthy lifestyle
I try to do some things to be healthy, but I think they are not enough
I do not do much to be healthy
Day by day, I started to care more for my health
Compared to previous years, there has been no change in my perspective on health
I eat unhealthy food because I enjoy them more
It is more important for me to eat/drink something healthy rather than tasty
I always read the information on product packages
I am trying to have a balanced nutrition
I see myself as a person who cares about his health
I know what I need to do to be more healthy but I do not have time to do these
I am willing to pay whatever the price for my health
I am willing to pay more to look young and beautiful
I appreciate the increasing prohibitions on smoking
I think fast food is very harmful
I think I need to be more active / I need to exercise more
My friends consult me for health issues
I try to apply all diet lists I see
I have a healthy lifestyle
I try to do some things to be healthy, but I think they are not enough
I do not do much to be healthy
Day by day, I started to care more for my health
Compared to previous years, there has been no change in my perspective on health
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I try to apply all diet lists I see

As mentioned in Table 5.2, main and the most important contribution of this exploratory study is integration of health concept to the descriptive study. Health is almost identified with nutrition where nutrition is expected to be natural. Health related concern and statements of all groups are intergrated to questionnaire and also importance of life quality and healty nutrition parts are included to the study.

It can be commented that health has become a concern of people since they are being stimulated especially by media about the issue more than before and also affected by the increase in illnesses. Their joint need was a beverage that can be consumed during daytime to get energy and to be vitalized. Additives, preservatives and colorants are perceived to be major causes of health problems, especially of cancer. In order to get trial of this kind of beverage, the beverage should not consist of any additives in it and it should be naturally flavoured.

After all groups and qualitative insights, the sample for quantitative research was selected relatively more within sportive people, students and young professionals because they have given the sense of being potential buyer of this beverage.

5.2.3 Quantitative Research

In scope of sampling and design process of the study, the population is defined as “the people who consume ready to drink beverages”. Besides, population consists of males and females, employed and unemployed people and groups with different income level as the main demographic indicators.

A variety of data collection methodologies have been conducted in various studies, in this study the method which is the most frequently used to collect data is to conduct a survey. Face-to-face questionnaires and appropriate online survey portals were used in terms of data collection.

The survey is conducted in Istanbul which is the most populated city in Turkey with approximately 10 million people, which is 1/7th of the whole Turkish population (DIE, 2003). Its population has increased 12.4 times between 1923 and 2000, whereas the overall population in Turkey has increased only five times for the same period (DIE, 2003). These figures indicate that Istanbul can be considered as embracing the Turkish people from different backgrounds, thereby showing a high potential of representing the overall population.

The sampling procedure used in this study is the cluster sampling method. This sampling approach was chosen firstly because it is the most used sampling method in large-scale surveys which involve face-to-face and online surveys.

Secondly, it is more economical compared to other sampling techniques (Churchill and Iacobucci, 2005). The male and female consumers who were at least 18 years-old, who consumers ready to drink beverages and who had at least successfully completed secondary school education were considered eligible for the study. The fieldwork was started in February and completed in March 2008.

5.2.3.1 Conceptual Framework of the Study

Literature Review and qualitative phase of the study shows that two main variables which are “Values and Lifestyles” as examined in Table 4.1 (Fraj and Martinez, 2003). Health Statements which refers to 12th question of the survey ,determined from exploratory research and literature review is given in Table 5.2 (Shim and Eastlick, 1998; Maslow, 1954 and Rokeach, 1973). Those variables form clusters of consumers that will further analysed with adoption, innovativeness and demographic variables.

Adoption is measured with purchase intention for a new product which is determined as Vitamin Waters in this study. Innovativeness is measured with three main variables which are conative, cognitive and affective aspects (Goldsmith and Hofacker, 1991). Those are stated in 22th question of the survey in Appendix A.2.

Indeed, demongraphic variables’ effect on purchase decision was measured inline with mesaurement of significancy of difference between consumer clusters in terms of demographic variables.

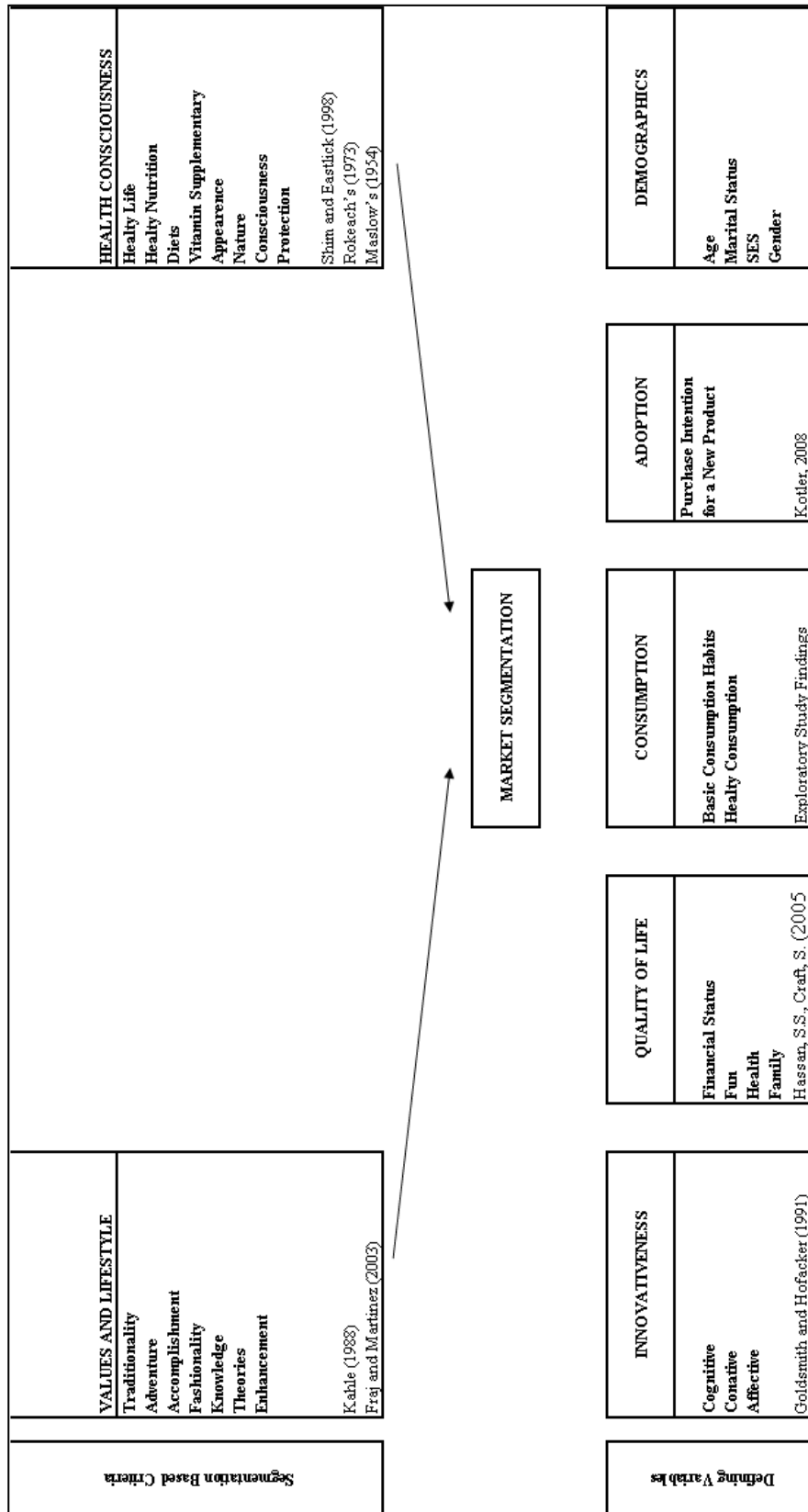


Figure 5.5: Conceptual Framework of the Study

Table 5.3 Statements of Health Consciousness

Variable	Reference	Question Number
Innovativeness	Goldsmith and Hofacker (1991) Fraj and Martinez (2003) Exploratory Study by Author	15, 18, 19
Quality of Life	Hassan, S.S., Craft, S. (2005)	4
Consumption	Exploratory Study by Author	2, 5, 7, 11
Adoption	Kotler, 2008	15, 16
Demographics	Kotler, 2008	20-30

5.2.3.2 Sample Size Determination and Data Collection

$$n = \frac{p(1-p)Z^2}{H^2}$$

Z – standard normal variable associated with confidence level

H – Level of precision (Churcill and Iacobucci, 2005)

When p is assumed 0.50, the sample size is calculated 384 where the value of Z at the 95% confidence level was 1.96. So, 400 surveys were carried out with consumers; with 95% confidence level.

Survey was conducted in Istanbul with face to face interviews but also internet based online questionnaire form was shared with especially students in order to get data faster. All the data was consolidated and analysed with SPSS statistical computer program.

6. ANALYSIS AND FINDINGS

6.1 Sample Characteristics

The data for the main survey was collected in Istanbul in Turkey. The characteristics of the respondents such as age, gender, marital status, education and income level and employment status were asked in questionnaire. 400 surveys were carried out with consumers in this study.

Table 6.1: Characteristics of the Sample of Study

		Frequency	Percentage (%)
Gender	Male	222	56%
	Female	178	44%
Age	18-24 years old	292	73%
	25-34 years old	108	27%
	35-44 years old	30	8%
Education	Secondary School	21	5%
	High School	168	42%
	Undergraduate	172	43%
	Graduate	39	10%
Employment Status	Employed	207	52%
	Unemployed	193	48%
Income Level	6000 <	18	5%
	4000-6000	60	15%
	2000-4000	154	38%
	1000-2000	129	32%
	1000>	39	10%
Socio-Economic Status	AB	88	22%
	C1	140	35%
	C2	172	43%
	Total	400	100%

Table 6.1 summarizes the profile of the respondents. Socio-Economic Status was labeled as AB to C2 from high to low according to their ownership of house, car and valuable assets. The mean of the respondents' age is 25 years old, 56% of

respondents are male and 73% and 95% of them have graduated at least from a high school.

6.2 General Consumption Behavior

Beverage and food consumption behavior is different within demographic groups. More conventional beverage types, such as tea, ayran and coffee, are preferred more among older age groups.

Tea and ayran are two of the most preferred beverages and they are especially preferred by consumers of C2 SES. Preference of sparkling beverages are relatively lower among C2 SES group compared to higher SES groups. Fresh squeezed fruit juice is preferred by a higher percentage of consumers in AB SES than other SES groups. The preference for other beverages show similar preference patterns among all SES groups.

Table 6.2: Beverage Consumption within Demographic Groups

% who consume 1+ times / week	Total	18-24	25-34	34-44	AB	C1	C2	female	male
Milk	52	55	46	50	57	52	50	56	49
Ayran	71	67	64	76	64	73	74	69	74
Fresh squeezed fruit juice	37	44	39	33	44	40	31	35	39
Packaged fruit juice	49	59	45	46	47	53	46	47	50
Tea	95	91	93	97	91	95	96	94	96
Soda	32	30	32	38	36	33	29	28	36
Coffee	68	70	71	71	73	68	65	67	68
Energy drink	7	14	11	4	9	9	6	5	10
Sports drink	5	9	6	4	6	6	5	4	7
Mineral Water	26	33	27	25	25	30	25	26	27
Cola flavored CSD	42	58	45	38	45	45	38	41	43
Ice tea	10	21	11	5	17	10	6	9	11
Light CSD	9	13	10	8	11	9	8	10	8

Preference of different beverage types are quite similar for females and males, with only several things worth noting, as can be estimated by health-related reasons, milk is preferred significantly more among females; packaged fruit juice is again preferred significantly more among females; mineral water, which is one of the less preferred beverages for both genders, is preferred more by males.

As mentioned in Table 6.12 bread with 92% and salad and vegetables with 89% are the mostly consumed food among Turkish consumers.

Table 6.3: Food Consumption within Demographic Groups

% who consume 1+ times / week	Total	18-24	25-34	34-44	AB	C1	C2	female	male
Fruits	84	86	80	82	86	81	86	87	81
Salad – vegetables	89	86	87	90	87	90	89	91	86
Chicken - fish	53	52	53	55	59	53	50	50	57
Desserts (milky) – ice cream	42	57	37	40	48	45	36	44	39
Red meat	36	43	37	35	46	37	31	32	41
Bread	92	91	89	94	92	91	93	92	92
Rice-pasta	66	71	66	66	65	66	66	63	69
Chocolate	49	74	50	42	59	53	42	52	47
Desserts	35	43	35	31	36	34	34	33	37
Dried goods	32	43	34	31	37	35	27	29	35
Grilled food	39	46	40	36	39	41	38	36	43
Potato chips	22	40	22	13	27	25	16	20	23
Fast food	20	41	18	12	29	21	14	16	23
Sweetener	7	10	6	5	9	6	6	7	7

Within age groups, 34-44 year-old group consumers bread, salad and vegetables significantly more than other groups probably because of their common dinner and lunch with whole family. The youngest group consumes desserts (57%), fast food (41%) and potato chips (40%) more than older groups.

High SES groups prefer chicken, fish, red meat, desserts and chocolate more than lower SES groups as females mostly consume salad, vegetables, fruit, desserts and chocolate more than males.

6.3 Exploratory Factor Analysis for Values

Exploratory Factor Analysis (EFA) is a useful technique in the early stages of scale refinement and validation (Aaker, 1997; Babin et al., 2000) since it allows the researcher to have a preliminary understanding of the relationships between the indicators and their relevant constructs.

It becomes especially useful when there is very little known in theory about the constructs under investigation (Gerbing and Anderson, 1988). Since most of the items were generated from anecdotal articles and some were adopted from empirical studies, it was necessary to apply EFA. EFA was applied to all values and lifestyles and health statements separately.

The analysis aims to decrease the number of attitude variables and also to define new attitude sets composed of more than one statement that correlate with each other. On the basis of EFA, some items were eliminated. The number of eliminated items and the constructs associated with them were presented in Table 6.2.

Table 6.4 The Number of Eliminated Items and the Related Constructs

Constructs	# Initial Items	# Items eliminated
Values and Lifestyles	35 items	10 Items
Health Statements	36 items	5 Items

Table 7.3 shows that seven major factors were extracted based on the principal component method. That is to say that eigen values of seven underlying factors were bigger than one (Hair et al., 2006).

The sample was adequate for the factor analysis in that Kaiser-Mayer-Olkin measure of sampling adequacy (MSA) was 0.865, which is considered as marvellous (Kaiser, 1974), and the Bartlett Test of Sphericity (BTS) suggested that the bivariate correlations among the scales' items were significantly different from zero (BTS= 15590.35, $p=0.000$). These seven factors captured an acceptable level of 81.54% of the variance.

The generally agreed on lower limit for Cronbach's alpha is 0.70 to assess the consistency of the entire scale (Hair et al., 2006; Nunnally, 1978). Table 6.3 shows that all Cronbach alphas for the factors were above 0.70. Hence it was confirmed that each factor can be regarded as a reliable construct.

Table 6.5: Exploratory Factor Analysis results for Values and Lifestyles

Factors and Related Items	Factor Loadings	Cronbach Alpha
Factor 1		
VALS3. I like a lot of variety in my life	0,610	0.91
VALS9. I often crave excitement	0,769	
VALS17. I like trying new things	0,552	
VALS23. I like a lot of excitement in my life	0,825	
VALS28. I like the challenge of doing something I have never done before	0,745	
VALS31. I am always looking for a thrill	0,746	
VALS32. I like doing things that are new and different	0,676	
Factor 2		
VALS4. I love to make things I can use everyday	0,827	0.90
VALS11. I would rather make something than buy it	0,864	
VALS25. I like making things of wood, metal, or other such material	0,818	
VALS30. I like making things with my hands	0,587	
Factor 3		
VALS5. I follow the latest trends and fashions	0,878	0.89
VALS12. I dress more fashionably than most people	0,881	
VALS19. I like to dress in the latest fashions	0,886	
Factor 4		
VALS6. Just as the Bible says, the world literally was created in six days	0,517	0.75
VALS13. The Federal government should encourage prayers in public schools	0,797	
VALS20. There is too much sex on television today	0,724	
VALS27. A woman's life is fulfilled only if she can provide a happy home for her family	0,524	
Factor 5		
VALS1. I am often interested in theories	0,729	0.72
VALS8. I like to learn about art, culture, and history	0,536	
VALS34. I would like to understand more about how the universe works	0,675	
Factor 6		
VALS18. I am very interested in how mechanical things, such as engines	0,801	0.85
VALS33. I like to look through hardware or automotive stores	0,842	
Factor 7		
VALS2. I like outrageous people and things	0,684	0.65
VALS16. I must admit that I like to show off	0,615	
Kaiser-Mayer-Olkin measure of sampling adequacy= 0.865		Total Variance
Explained=		
Bartlett Test of Sphericity (X^2)=15590.35, p=0.000		
81.54%		
Notes: All items were retained. There were no items with communalities less than 0.50 and with factor loadings less than 0.50.		
Principal Component Analysis and orthogonal varimax rotation were used.		

On the basis of EFA result for the values and lifestyles, the factors were described and named as the following:

Factor 1 -Adventurous Spirit (ADVENT): This factor can be described as adventurous spirits and includes values attempting new and exciting challenges to feel self-fulfilment.

Factor 2 - Accomplishment and Hand Ability (ACCOMP): This factor includes ability related items such as hand made tools and interest in building thing by own.

Factor 3 - Fashionality and Trendiness (FASHION): This factor refers to following new trends and latest fashion.

Factor 4 – Being religious and Conservatism (CONSERV): This factor encompasses al of the items related to religion and conservative for sex and supports male-dominant family structure.

Factor 5 – Interest in theory and desire to learn (THEORY): This factor consist of the items related to theories and strong desire to learn things about culture, art and science.

Factor 6 – Engineering and Science Knowledge (KNOWLEDGE): This factor shows the aspects related to communications and engineering.

Factor 7 – Outragenousism and show off (ENHANCE): This factor shows the interest in self-enhancement and being outragenous.

Similar to the results of EFA for Values and Life Styles statements, a factor analysis was also performed for Health Statements in Table 6.4. The factors which had eigen values greater than 1.00 were preserved.

Kaiser-Mayer-Olkin measure of sampling adequacy (MSA) was 0.825, which is considered as marvellous (Kaiser, 1974), and the Bartlett Test of Sphericity (BTS) suggested that the bivariate correlations among the scales' items were significantly different from zero (BTS= 17890.32, $p=0.000$). The amount of variene explained by these ten factors was 77.49%. Cronbach alphas for the factors were above 0.70.

Table 6.6: Exploratory Factor Analysis results for Health Statements

Factors and Related Items	Factor Loadings	Cronbach Alpha
Factor 1		0.91
I have a healthy lifestyle	0,764	
I am trying to have a balanced nutrition	0,592	
I see myself as a person who cares about his health	0,519	
I have a beautiful appearance due to my healthy lifestyle and nutrition habits	0,573	
Factor 2		0.89
I try to apply all diet lists I see	0,797	
I am usually the first one who tries the new health-related products	0,583	
I usually diet to lose weight	0,746	
Factor 3		0.89
I eat unhealthy food because I enjoy them more	0,801	
It is more important for me to eat/drink something healthy rather than tasty	0,587	
I like spoiling myself with unhealthy products	0,786	
Fast food fits very well to my fast lifestyle	0,544	
I cannot stop myself from eating junk food in-between meals and at night	0,508	
Factor 4		0.79
People need more vitamins as they get older	0,717	
I think vitamin tablets have positive effects on health	0,788	
I think vitamin tablets become effective in a very long time	0,676	
Factor 5		0.72
I am willing to pay whatever the price for my health	0,703	
I am willing to pay more to look young and beautiful	0,828	
Factor 6		0.71
I think I need to be more active / I need to exercise more	0,651	
I wish organic products to be even more wide-spread	0,531	
I think fast food is very harmful	0,563	
I prefer natural products only, I do not even sympathize vitamin supports	0,813	
Factor 7		0.70
Day by day, I started to care more for my health	0,505	
I try to follow newspaper articles and TV programs related to health	0,513	
Factor 8		0.70
I appreciate the increasing prohibitions on smoking	0,682	
I think my health condition totally depends on how much I take care of myself	0,813	
Factor 9		0.65
I always read the information on product packages	0,563	
I know what I need to do to be more healthy but I do not have time to do these	0,739	
Factor 10		0.64
I need to get energy supply during daytime because I work hard	0,765	
I can get vitamin and energy support from beverages	0,533	
Kaiser-Mayer-Olkin measure of sampling adequacy= 0.825	Total Variance Explained= 77.49%	
Bartlett Test of Sphericity (X ²)=15890.32, p=0.000		

Notes: All items were retained. There were no items with communalities less than 0.50 and with factor loadings less than 0.50. Principal Component Analysis and orthogonal varimax rotation were used.

On the basis of EFA result for the health statements, the factors were described and named as the following:

Factor 1 –Already Health Oriented (ALHEALTH): This factor can be described as caring for health, already trying to follow a healthy and balanced nutrition

Factor 2 – Diet Oriented (DIET): This factor includes diet related items such as following diet lists and new health and diet related products.

Factor 3 - Taste Seekers and Unhealthy Nutrition (UNHEALTH): This factor refers to a unhealthy nutrition and taste loyal consuming habits and non-stop eating.

Factor 4 – Vitamin Supplementary (VITAMIN): This factor describes the vitamin support and supplementary nutrition for health.

Factor 5 – Health for Appearance (APPEAR): This factor consist of the items related to appearance and doing what ever is need for appearance including healthy nutrition.

Factor 6 – Natural and Organic Nutrition (NATURE): This factor shows the interest in organic and natural foods and defence for the artificial and fast food.

Factor 7 – Consciousness on Health (CONCIOUS): This factor shows the interest in health and a just-started consciousness on health issues.

Factor 8 – Preventative and Precautive Aspect (PRECAU): This factor describes the consciousness of the things that are harmful for health such as smoking and that is useful for health such as taking care of the body.

Factor 9 – Knowing what to do for health but not enough (PASSIVE): This factor summarizes the attitude of knowing what to do for health but can not take action.

Factor 10 – Vitamin Seekers (SEEKER): This factor reflects the need for the vitamin suppliment during the day because of the busy business hours.

In the consistency with the findings of the study of Fraj and Martinez (2006), these two exploratory factor analyses have confirmed that there is a new dimension to classify values and lifestyles. The results of two EFA applications denote these factors can be considered for the cluster analysis to determine potential consumer segments in order to determine the differences in terms of nutrition, values and innovativeness.

6.4 Cluster Analysis and Determining the Consumer Segments

Cluster Analysis, which refers to a group of techniques for attribute based classification, was used to derive the consumption segments. This clustering methodology searches the data for homogeneous groups that exist in the sample examined. The technique identifies members of existing groups by looking at the responses to questions of each respondent in the sample to see if that respondent is similar to any existing group and, simultaneously, different from the respondents in any other group.

Similarity is driven simultaneously by all variables included in a particular model. Hence, any individual respondent might not be similar to the other respondents in the segment on every variable, but it is similar to the other respondents on most variables. Through the analysis process, numerous cluster solutions with varying numbers of groups were examined. The current segments are those that most consistently appeared through various solutions.

After EFA for values and lifestyles and health statements, the major factors are analysed with cluster analysis. Five clusters have been identified according to factor weights. As Table 6.5 shows that 33% of the sample is in Cluster 2 and the other clusters have relatively more similar sample sizes.

Table 6.7: Final Cluster Sample Distribution

	Frequency	Percentage (%)
Cluster 1	51	13
Cluster 2	132	33
Cluster 3	75	19
Cluster 4	55	14
Cluster 5	87	22
TOTAL	400	100

The factor weights of each cluster have been identified in the final cluster center as shown in Table 6.6. All factor descriptions have been examined and appropriate name is given to the clusters.

Table 6.8: Final Cluster Centers with Values and Lifestyles and Health Statements

	TRADITIONAL	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
NATURE	-0,42	-0,46	0,26	1,23	0,58
ADVENT	0,43	-0,47	-0,51	1,09	0,51
FASHION	0,03	-0,12	-0,36	-1,37	0,46
ACCOMP	-0,35	-0,15	-0,37	0,43	0,46
ALHEALTH	-0,53	-0,20	0,50	-0,71	0,44
APPEAR	-0,17	-0,19	-0,13	-0,14	0,35
CONCIOUS	0,50	-0,35	0,22	0,10	0,33
DIET	0,64	-0,42	0,33	-0,78	0,29
SEEKER	0,06	-0,21	-0,26	2,06	0,25
VITAMIN	0,26	0,10	-1,33	-0,77	0,23
PRECAU	0,17	-0,27	-0,42	1,36	0,21
KNOWLEDGE	-0,45	0,29	-1,40	0,63	0,13
PASSIVE	0,59	-0,15	-0,41	0,64	0,08
THEORY	-0,44	0,16	-0,15	0,65	-0,08
UNHEALTH	0,31	-0,13	0,08	-0,25	1,09
CONSERV	0,64	-0,22	-0,07	1,02	-0,14
ENHANCE	0,85	0,24	-0,58	-0,98	-0,45

Cluster 1, having mostly the characteristics of CONSERV and ENHANCE variables, was named as “Traditionals” because they encourage religious and conventional approaches while also liking the outragenous things and passive for health and wellness issues although they know or hear about what to do.

Cluster 2 is more interested in engineering, theories and outragenous concepts that they do not care the health and nutrition concepts at all so they were called as “Do not care”.

The third group that has been already live in a healthy way and concious about nature and dietary concepts was called as “Health Oriented”.

Cluster 4, as trying to get vitamin supplementary and trying to prevent the potential health problems as interestes in natural and organic foods was named as “Conscious”.

The last cluster that can not resist to unhealthy habits and love fashion and adventure was called as “Unconcerned Teens”.

Table 6.9: Significance Test for Cluster Analysis

ANOVA				
	Cluster		F	Sig.
	Mean Square	df		
ALHEALTH	23,86	4	33,65	0,000
NATURE	22,72	4	29,51	0,000
ENHANCE	21,99	4	28,95	0,000
ADVENT	21,90	4	27,83	0,000
VITAMIN	19,50	4	24,04	0,000
SEEKER	19,13	4	22,71	0,000
DIET	16,10	4	20,14	0,000
FASHION	13,31	4	15,73	0,000
KNOWLEDGE	13,10	4	14,29	0,000
PRECAU	12,12	4	13,95	0,000
CONSERV	11,13	4	12,38	0,000
CONCIOUS	9,82	4	10,32	0,000
ACCOMP	8,88	4	10,18	0,000
PASSIVE	8,15	4	9,77	0,000
THEORY	5,22	4	5,25	0,000
APPEAR	4,36	4	4,26	0,002
UNHEALTH	4,17	4	4,18	0,001

As shown in the Table 6.7 the cluster analysis is significant at the 0.05 significance level. The top three effective variables are ALHEALTH, NATURE and ENHANCE in the cluster analysis while segmenting the consumers in terms of values and lifestyles.

Traditional segment consists of 65% male, 72% married and 54% over 24 year old consumers with 60% unemployment rate. Also the education level is 71% below high school and the income level is maximum 2.000 TL with 59%. “Do not care” segment has the sample of 52% with undergraduate and graduate education and 63% with over 2.000 TL income level with a 21-26 year old young consumer percentage of 71%.

Health oriented group has a big education level and relatively young consumers who are single. Conscious segment consists of mostly single consumers who are between 21-26 year old and mostly has undergraduate education degree.

Table 6.10: Sample Characteristics of Clusters

		1	2	3	4	5
Gender	Male	65	66	44	80	41
	Female	35	34	56	20	59
Education	Graduate		9	21		
	Undergraduate	29	43	65	60	42
	High School	53	43	14	40	58
	Secondary School	18	5	9		
Employment Status	Unemployed	59	55	53	20	74
	Employed	41	45	47	80	26
Income Level	6000 <	6	2		20	3
	4000-6000	12	25	9		14
	2000-4000	24	36	62		49
	1000-2000	47	32	29	60	26
	1000>	12	5		20	7
Age	27+	54	14	18	20	10
	24-26	6	30	29	20	22
	21-23	23	41	35	40	31
	18-20	18	16	18	20	37
Marital Status	Single	22	93	91	86	100
	Married	78	7	9	14	
Total		100	100	100	100	100

Notes: 1-TRADITIONALS, 2- DO NOT CARE, 3- HEALTH ORIENTED, 4- CONSCIOUS,
5- UNCONCERNED TEENS

Finally, unconcerned teen segment is a young consumer group, 68% of them is 18-21 year old and all of them are single and most of them are not working yet. So, demographic variables differs from cluster to cluster which is useful for further analysis and actions.

6.5 Characteristics of Consumer Segments based on Consumption

As one of the main purpose of the study is to identify the purchase intention towards a new product category which was chosen as Vitamin Waters from functional beverages, the general beverage consumption behavior was explored.

In the survey, the favorite top three beverage and consumption frequency was asked to the consumers in order to take main insights of the beverage choice and consumption habits.

Table 6.11: Beverage Consumption within Consumers

	Response %
Water	63,3%
Sparkling Drinks	49,5%
Packaged fruit juice	47,3%
Tea	39,3%
Coffee	26,3%
Ayran	23,5%
Mineral Water	17,3%
Ice tea	9,0%
Wine/Rakı	7,5%
Milk	5,3%
Fresh squeezed fruit juice	5,3%
Beer	5,3%
Energy drink	1,5%

Beverages which are consumed at least one time a week are mentioned in Table 6.9. The mostly consumed beverage is water with 63.3%, sparkling beverages are following it with 49.5% and packaged fruit juices is the third main beverage mentioned by 47.3% of the consumers.

Table 6.12: Top 3 Beverage Consumption within Consumers

	1st most liked	2nd most liked	3rd most liked	TOTAL
Tea	47	14	11	72
Cola flavored sparkling beverage	12	10	10	32
Coffee	8	20	12	40
Ayran	8	17	18	43
Milk	8	11	11	30
Fresh squeezed fruit juice	7	7	11	25
Packaged fruit juice	4	8	8	20
Soda	2	4	6	12
Ice tea	1	1	2	4
Energy drink	1	1	2	4
Soda pop	1	3	3	7
Fruit flavored CSD	1	2	4	7
Sports drink	-	-	1	1
Light CSD	-	1	-	1

When favourite three beverage was asked to the consumers with an open ended question, it can be seen that tea is the favorite beverage which is the first recalled beverage group with 47% in the most liked beverage question. Cola flavored sparkling beverage comes second in the most liked category and coffee is following it which was heavily rated as the second favorite beverage.

Consumption behavior is also different for the clusters based on values and health statements in the previous chapters of the dissertation. For any segment, water is the top beverage which is the most consumed category. As the characteristic of the Turkish consumers tea consumption ratio is extremely high between segments and there is no significant difference between groups.

Traditionals with high age average mostly consume ayran, tea and mineral water while unconcerned teens are consuming coffee, sparkling drinks and alcoholic beverages especially beer comparing this group. Sparkling drink and fruit juice consumption has also a high ratio within all groups. Unconcerned teen segment is the only group with a high sports drink consumption.

Table 6.13: Beverage Consumption within Consumer Segments

	TRADITIONALS	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
Milk	65	45	74	40	72
Ayran	53	43	90	60	66
Fresh fruit Juice	38	45	94	40	66
Water	100	100	100	100	100
Fruit Juice	65	80	82	100	83
Tea	100	91	100	80	90
Mineral Water	53	35	42	40	69
Energy Drinks	2	7	0	20	14
Sparkling Drinks	47	68	29	40	52
Coffee	59	73	71	40	83
Beer	8	33	22	20	31
Wine /Raki	8	18	13	0	17
Sports Drinks	0	5	0	0	13

Health oriented segment has the highest consumption ratio in fresh fruit juice, ayran, milk and the lowest ratio in sparkling drinks. Do not care and conscious segments have an opposite direction in beverage consumption and they reflect the two opposite dimension of the consumption behavior.

In terms of food consumption, traditionals reflects the family-type consumption with high consumption rate in red meat, chicken-fish together with rice-pasta, salad and low consumption rate in fast food opposite to unconcerned teens segment that consumes chocolate, desserts, fast food and potato chips.

Table 6.14: Food Consumption within Consumer Segments

	TRADITIONALS	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
Fruits	71	89	82	60	83
Vegetables	71	91	65	100	86
Chicken - fish	94	89	85	100	90
Desserts	82	77	53	80	90
Rice-pasta	86	89	34	100	86
Red meat	65	77	35	80	72
Chocolate	71	70	32	80	83
Bread	89	80	24	20	62
Dried goods	41	68	47	60	86
Potato chips	41	43	18	40	58
Fast food	13	61	26	40	61
Sweetener	6	2	9		3
Salads	85	73	92	100	39

Health oriented group consumes chicken and fish instead of red meat and within this segment salad and fruit consumption are high whereas chocolate, bread and dessert consumption is significantly lower than other segments. Conscious segment, knowing the healthy consumption habits but are not behaving like that most of the times, prefer also healthy foods like vegetables, white meat and salads however could not resist chocolate and desserts at the same time. Do not care segment consumes what ever they want not reflecting an ordinary behavior type.

6.6 Characteristics of Consumer Segments based on Health and Lifestyle

Life quality was measured by several statements reflecting the groups degree of enjoying the life (Shim and Eastlick, 1998). Financial status is the most important statement coming before being in peace for enjoying life so that consumers have started to be more materialistic in terms of life-enjoy. Life with fun and hanging around are the desire of the younger group where older groups dreaming an unstressful life and being with family.

Table 6.15 also indicates that lower SES groups desire for a better financial status, peace and unstressful life together which reflects that they have not satisfied with their own life yet comparing higher SES groups.

Table 6.15: Factors of Life Quality within Demographic Groups

	TOTAL	18-24	25-34	34-44	AB	C1	C2
Having a strong financial status	23	21	23	23	20	23	24
Being in peace	21	19	17	21	19	19	23
Life with fun	14	21	15	14	14	16	14
Travelling / hanging around	14	18	19	9	15	15	12
Looking Beautiful and Healty	13	12	11	14	14	12	14
A healthy life	13	9	10	16	12	11	15
Living a relaxed & unstressful life	12	8	12	14	8	13	13
To be with my family	7	5	9	11	8	7	8
Spending time with my friends / loved ones	7	11	7	4	8	7	6

As mentioned in Table 6.16 , traditional segment enjoy life when they have a healthy life with family in peace while unconcerned teen segment desires for a more actionable life with travel, friends and a better financial situation. Health oriented segment mentions the importance of the health again in addition with looking beautiful with an emotional aspect of enjoying life.

Table 6.16: Factors of Life Quality within Consumer Segments

	1	2	3	4	5
Having a strong financial status	71	91	91	60	97
Being in peace	100	91	100	100	97
Life with fun	88	80	91	80	97
Traveling / hanging around	65	52	38	80	86
Looking Beautiful and Healthy	94	70	100	60	93
A healthy life	100	95	100	100	100
Living a relaxed & unstressful life	94	89	91	100	97
To be with my family	95	66	74	60	79
Spending time with my friends / loved ones	84	86	100	100	100

Notes: 1-TRADITIONALS, 2- DO NOT CARE, 3- HEALTH ORIENTED, 4- CONSCIOUS,
5- UNCONCERNED TEENS

As healthy nutrition was significantly mentioned by all consumer segments, it was also indicated that why consumers are trying to be healthier with a 5 point-Likert scale. The most important reason for healthy nutrition is to guarantee the future health and to feel good. The least one is to lose weight comparing other reasons.

Table 6.17: Reasons for Healthy Nutrition

	Top %	mean (/5)	Top2 %
Current health problems	50	4,46	97
Get daily energy	42	4,37	96
Guarantee future health	53	4,47	95
Improve daily health condition	41	4,33	93
Physical appearance	40	4,19	85
Lose weight	34	3,96	75
Feel good	52	4,46	95
Life quality	51	4,44	94
Long life	42	4,19	84
Not to get ill	57	4,52	96

Notes: Top2 refers to I definitely agree and I agree in Likert scale

Traditionals mention illness recovery because of their higher age comparing the other segments while health oriented segment indicates life quality and unconcerned teens referring to daily energy a physical appearance probably because of their social life and early ages to prove themselves.

Table 6.18: Reasons for Healthy Nutrition within Consumer Segments

	TRADITIONALS	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
not to get ill	94	82	91	100	90
get daily energy	82	77	65	80	90
physical appearance	71	59	65	60	83
current health prb	88	36	53	80	55
long life	41	48	65	70	62
life quality	76	82	100	60	100

Finally, the most precautive group which is conscious segment consume healthy food not to get ill and to have a long life while do not care segment more closer statements like life quality and they do not care about physical appearance and recovering current health problems like other segments.

6.7 Characteristics of Consumer Segments based on Innovativeness

The adoption process for new products varies from one individual to another according to socio-economic and demographic characteristics. This study focuses on cultural values because an individual's inclination to adopt a new product is also influenced by his system of values. The advantage of using values to explain innovativeness is that this variable transcends national, cultural and social boundaries. In order to determine the influence of values on adoption, six statements related to the general innovativeness and five statements related to the adoption of Vitamin Waters in this dissertation.

Several authors in marketing, such as Rogers (1962), Rogers and Shoemaker (1971), Midgley and Dowling (1978), Goldsmith and Hofacker (1991), Chatterjee and Eliashberg (1990), and Roberts and Urban (1988), share the main idea that the characteristics of the adopters, and more specifically their inclination for adoption or innovativeness, determine the probability that they will adopt a new product at a specific stage of its diffusion.

Innovativeness is measured by using a continuous measure developed by Goldsmith and Hofacker (1991) where a lower level refers to a weak predisposition of the individual to adopt an innovation and a higher level refers to a strong predisposition. The goal of this simplification is to help understand the influence of many different variables, such as communication, social structure, demographics and culture. This study combines the dimensions underlined in the literature review in a single index of the propensity for adoption.

These dimensions, reflecting the cognitive, affective and conative aspects of consumption behavior are examined in this study. A structural model was used to explain the nature, intensity and level of generalization that can be made about the relation between consumers' values and their inclination to adopt new products. The statements measuring innovativeness with values used in the survey are (Daghfous et al, 1999);

1. Lately, I have been hearing a lot about the following new products (Cognitive)
2. People often ask me to give my opinion about products (Cognitive)
3. I am really interested in learning about new products (Affective)

4. I love to try new products before anyone else (Conative)
5. Right now, I am using many of these products (Conative)
6. When a new restaurant/café is opened that sell new food and beverage, first I heard it (Cognitive)

Likewise, with the insights of qualitative study, five statements related to adoption of Vitamin Waters have been determined;

1. I am the last one who hears about this beverage.
2. I would not interest in this beverage when it is launched.
3. Comparing with my friends, my favorite beverage number is limited.
4. I would be the last one who try this new beverage.
5. I try this beverage although I do not hear about before.

As was previously mentioned, in a cosmopolitan market the concept of a system of values would lead one to expect that consumers from different cultural groups would have different affective, cognitive and conative reactions according to the system of values with which they identify.

6.7.1 Innovativeness of the Consumer Segments

In order to test the difference between the consumer who stated that they would purchase or would not purchase the new product, Vitamin Waters, independent sample T test was used as mentioned in Table 6.19.

There is a statistically significant difference in terms of trying the new products (For $F = 5.049$; $0.025 < 0.05$ so F test is significant and equal variances not assumed. T test is also significant $p = 0.000$) Similarly, current usage of the new products and hearing about the new food and beverage places are different for the potential buyers and non buyers.

Table 6.19: Innovativeness within Consumer Segments

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
1	Equal variances assumed	0,861	0,354	5,94	398	0,000
	Equal variances not assumed			5,71	159	0,000
2	Equal variances assumed	0,319	0,573	2,92	398	0,004
	Equal variances not assumed			3,02	180	0,003
3	Equal variances assumed	0,440	0,507	6,56	398	0,000
	Equal variances not assumed			6,53	168	0,000
4	Equal variances assumed	5,049	0,025	7,33	398	0,000
	Equal variances not assumed			8,24	213	0,000
5	Equal variances assumed	38,460	0,000	7,80	398	0,000
	Equal variances not assumed			9,69	270	0,000
6	Equal variances assumed	6,379	0,012	5,34	398	0,000
	Equal variances not assumed			5,41	174	0,000

Notes: 1. Lately, I have been hearing a lot about the following new products (Cognitive); 2. People often ask me to give my opinion about products (Cognitive);3. I am really interested in learning about new products (Affective);4. I love to try new products before anyone else (Conative);5. Right now, I am using many of these products (Conative);6. When a new restaurant/café is opened that sell new food and beverage,first I heard it (Cognitive)

Traditionals in this segmentation share a system of very conservative values. They place great importance on values such as self-respect, respect from others, the search for security and a sense of belonging with very little importance given to hedonism. These individuals have the lowest scores of adoption and are generally consumers with the weakest propensity to adopt new products as indicated in Table 6.20.

Table 6.20: Attitude towards “Vitamin Waters” within Consumer Segments

	TRADITIONALS	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
1	13	39	69	60	52
2	14	27	42	60	34
3	27	25	21	40	45
4	11	18	12	40	45
5	9	11	0	40	24
6	6	18	3	20	51

Unconcerned teens, the second different largest segment consists of individuals who have a very hedonistic system of values, consider fun and pleasure, searching for strong sensations, and establishing warm relationships with others as very important and do not place much importance on empathy. Individuals in this group have the highest scores of adoption and the highest propensity to adopt new products. Among the three segments identified by the cluster analysis, this segment contains consumers who can be categorized as innovators.

The main characteristic of the conscious segment is having a consultant role in terms of new products and trial. These individuals have high adoption scores and as consumers are more likely to adopt new products than the do not care segment which has average score in terms of innovativeness.

On the other hand health oriented segment has the highest scores in hearing about new products and being a consultant in terms of new products however they are not the early users of the new products because of the health considerations.

6.7.2 Purchase Behavior for a New Product

The overall purchase ratio of Vitamin Waters is 75% reflecting $\frac{3}{4}$ of the consumers as buyers in the sample. No statistical difference exists among females and males in terms of trial of this new beverage as indicated in Table 6.22.

18 -26 years old young professionals and students seem to be the target of this beverage with purchase ratio above 80%. Single consumers tend to be the buyers of this beverage comparing married consumers however no significant difference has obtained among education level of consumers.

Table 6.21: Cross Comparison of Purchase Intention within Demographic Groups

			Purchase	Do not purchase
Gender	Male	% within gender	77	23
		% within Purchase Intention	57	51
	Female	% within gender	72	28
		% within Purchase Intention	43	49
Age	27+	% within age	50	50
		% within Purchase Intention	16	21
	24-26	% within age	86	14
		% within Purchase Intention	34	16
	21-23	% within age	67	33
		% within Purchase Intention	31	45
	18-20	% within age	76	24
		% within Purchase Intention	19	18
Marital Status	Single	% within marital status	75	25
		% within Purchase Intention	89	88
	Married	% within marital status	63	37
		% within Purchase Intention	11	12
Education	Graduate	% within education	85	15
		% within Purchase Intention	11	6
	Undergraduate	% within education	73	27
		% within Purchase Intention	42	46
	High School	% within education	73	27
		% within Purchase Intention	41	45
	Secondary School	% within education	86	14
		% within Purchase Intention	6	3
Employment Status	Unemployed	% within employment status	72	28
		% within Purchase Intention	46	54
	Employed	% within employment status	78	22
		% within Purchase Intention	54	46
	Total	% within employment status	75	25
		% within Purchase Intention	100	100

Traditionals are more like to pretend the beverage with 82% of negative purchase intention while health oriented and unconcerned teens are the potential target of the beverage. Do not care segment seem to defence against the product while consious segment is reflecting a semi-buyer profile of the beverage.

Table 6.22: Purchase Intention of Consumer Segments for “Vitamin Waters”

	TRADITIONALS	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
Purchase	18	25	74	50	87
Do not purchase	82	75	26	50	13
Total	100	100	100	100	100

Main reason of consuming Vitamin Water is vitamin supplementary and energy revitalization parallel to the product’s main purpose and communication. Especially, health oriented consumers try it before being the loyal consumers as indicated in Table 6.23. Conscious segment mentions the body’s liquid and water need inline with the segment’s characteristics. Liking the taste is also another important factor in terms of trying and consuming this beverage.

Table 6.23: Purchase Reason of Consumer Segments for “Vitamin Waters”

	TRADITIONALS	DO NOT CARE	HEALTH ORIENTED	CONSCIOUS	UNCONCERNED TEENS
To try it		2	21		4
I like the taste	24	33	26		36
For my liquid need	12	2		40	
Vitamin supplement	29	33	26	20	32
To give energy	35	30	26	40	29
Total	100	100	100	100	100

The results of cluster analysis and the analysis of variance further corroborate the basic hypothesis that the attachment of a group of consumers to a system of values based on the lifestyles and health considerations could result in an inclination to adopt which is higher than that of the average consumer. Therefore, in a cosmopolitan market, the manager of new products would be well advised to focus his introductory promotional efforts on this group of innovators.

It is proved that there are consumer segments based on values and health considerations each behave different in terms of adoption of innovations and purchase intention of new products. Demographic variables are also another factor in adoption of innovations, however values and lifestyles are significantly more dominant in purchase decision of a new product.

In the next section, the theoretical and managerial implications of these findings will be presented. The limitations of the research and potential future research directions will also be noted.

7. CONCLUSION AND RECOMMENDATIONS

Studies on consumer values and lifestyles have long historical past in the related literature. On the other hand, there are several conceptual articles and few empirical studies associated with understanding consumer behavior based on values and health during adoption of new products. However, there is still a lack of empirical research which aims to explore determinants of market segmentation based on values and lifestyles.

In this chapter, firstly the theoretical contribution of this thesis is discussed. Secondly, the managerial implications of its findings are described. This is followed by a discussion of the methodological and theoretical limitations of the research. Finally, some future research directions are suggested.

7.1 Theoretical Implications of the Thesis

The major contribution of this thesis is that it is to investigate the determinants of market segmentation based on both values and lifestyles scale from literature and health which is one of the biggest concern of nowadays. Moreover, this study is also pioneering in studying adoption and innovativeness concepts with market segmentation based on values and health.

The main finding of this study related to the new product development process is Turkish people are open to the functional beverages and their purchase intention is very positive reflecting 75% potential future purchase of the product. Apart from demographic variables, values and lifestyle has an important role on nutrition and purchase decision for food and beverages. Health is an other factor which is strongly related to consumption habits and purchase intention towards a new product.

Consumers with values primarily related to empathy, such as security, feelings of belonging and self-respect, will generally display conservative and conformist behavior named as traditional segment in the study. It is expected that individuals in this group will present opposition to changes in the market and attachment to the prevailing lifestyle of the society. Consequently, they will try to delay the adoption of new products as long as possible, show very little interest in advertising about the product, be unable to communicate information about new products, own very few objects directly or indirectly related to the new products, and, finally, be unwilling to adopt them. The effect on the individuals of this group will be a weak inclination to adopt. This is the same in do not care segment whether they are more innovative and open to the knowledge. This negative reaction toward new products during their launching stage will be followed by a more positive one toward the same products once they have reached a market penetration estimated as sufficient for the individuals, that is once the usefulness of the products have been socially accepted.

On the contrary, when hedonistic values like seeking sensations or pleasure in life are preferred by individuals of a particular subculture like unconcerned teens segment. One of the most important factor of enjoying life is being with friends and travelling for this group so that it is easy to use word of mouth factor within this group. They will positively the acceptance of products whose consumption gives pleasure and excitement to the adopter.

Individuals within the same cultural group who share a hedonist system of values will show a stronger motivation to change their lifestyle and to obtain pleasure from the consumption experience. They will have an increased predisposition to quickly adopt new products, to show interest in those products and the commercial advertising related to them, to have more extensive exposure to this kind of information, to be better able to communicate relevant information about new products, to own many objects related to them directly or indirectly, and to take more risks when deciding whether or not to adopt a product.

Health related and conscious segments owning a consultancy role for new products , have a knowledge and expertise related to healthy consumption. Therefore, individual behavior will be characterized by a high degree of adoption, and a very positive reaction toward new products in the launching stage.

The results of this study suggest that individual values have a significant impact on consumers' inclinations to adopt new products. In multi-ethnic heterogeneous markets, segmenting consumers according to their values should be an important tool in the strategic kit of marketing segmentation. Within countries where there is limited ethnic differences or global macro bases to segment the market in order to measure adoption of new products, value and lifestyle variables are crucial segmentation bases reflecting direct responses of consumer clusters against new products.

7.2 Managerial Implications of the Thesis

The findings of this study validate the initial contention that market segmentation based on values and lifestyle is possible and when combined with health concept it gives various insights for innovation orientation and adoption of new product categories. Innovativeness and adoption varies from segment to segment and this has strong implications for marketers, especially those operating in an international arena, by providing guidelines on communication strategies when introducing new products or services in a market.

New products introduced in cultures characterised by small power distances, weak uncertainty avoidance and masculinity would have little trouble in being accepted as our study has shown these characteristics with segmenting consumers based on values, lifestyle and health consciousness. Marketers would be advised to emphasise the unique and new features of their products to catch the attention of the consumers' and to appeal to their aspiration for things new. Rational, as opposed to emotional, arguments that stress product features and benefits would be recommended in these markets. In addition, comparative advertising, where permitted, should be used to highlight the superiority of the new product. Small power distance cultures respect knowledge therefore, the use of experts endorsing the new product would be recommended to reach consumers in these markets.

However, in case of marketing to segments where the power distances are large and resistance to innovativeness is high marketers would be well advised to employ normative influences to coax consumers into accepting the new products and ideas. Interpersonal communication is suggested as a tactic for ready acceptance of innovative products in markets that tend to be more collectivistic.

Markets characterised by high uncertainty avoidance tendencies are greatly concerned with risks and look for mechanisms to avoid them. In this study especially traditionals and conscious segments have great resistance for new products and they seek a strong reason why to purchase the product. Guarantees, after sales service and lenient refund policies would work well as mechanisms to reduce perceived risk and scepticism towards new products. Distribution of free samples, where possible, would enable the consumers to see the product in use.

Understanding how market can be segmented based on values, lifestyles and health and how this segments behave in terms of innovativeness and adoption of new products will provide guidance to marketing managers in the new product development process. Managers have to allocate their limited communication budget during the launch process of the new products among different types of channels to reach exact consumer segments.

In addition to the methodological and conceptual contributions, the results of this study suggest some useful implications for new product managers. Conventional marketing planning suggests that a potential market for a new product should be segmented according to consumers' inclination for adoption. Those with a strong propensity to adopt are described as innovators or early buyers. Others are labeled as late adopters, etc. (Rogers, 1962). A primary goal of this segmentation of the market is to identify the segment including innovators. The results of this study show the relevance of consumer values in determining the adoption of new products. Segmenting consumers according to their values should be another tool in the strategic kit of marketing managers.

For Turkish market, the potential purchase intention is high towards this kind of functional beverage (75% stated that I will buy this product when it is launched). The results of cluster analysis and the analysis of variance further corroborate the basic hypothesis that the attachment of a group of consumers to a system of values based on the acceptance of hedonism and the rejection of empathy could result in an inclination to adopt which is higher than that of the average consumer. Therefore, in a cosmopolitan market, the manager of new products would be well advised to focus his introductory promotional efforts on this group of innovators.

7.3 Limitations of the Study and Future Research Directions

Despite the findings and implications revealed by this study, it is important to recognize its limitation and future research directions. One limitation of this study is that the scale used for measuring consumers' adoption of innovative products includes items that measure innovative behaviour in general and not necessarily towards a particular product category.

It is a commonly held belief that while consumers may be innovators in one product category, they may quite possibly be laggards in another. That is, the construct of innovation adoption is a product specific trait rather than a general one. Thus, the findings from our study may not be as generalisable as they may seemingly appear. However, the scale was applied in different products with comparable results.

The other limitation of this thesis is that the sample consists exclusively of students. Because the qualitative phase of the study has shown that the students and young professionals are tempted to buy this kind of product, student and young sample is relatively more comparing other demographic groups.

An individual study is always incomplete, because it cannot consider all relevant variables. This study has several limitations but further research using a more representative and scientifically chosen sample would add more credibility to the findings. A further study that is more related to brand management and positioning can be examined within different age groups and can be explored with different segmentation criteria.

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APPENDICES

APPENDIX A.1 : FOCUS GROUP GUIDELINE

1) Beverage Consumption Behavior

- Which beverages do you consume in your life?
- What are the reasons of consuming those beverages? Which occasions for which beverages?
- How often do you consume cold drinks?

2) Water Consumption

- How often do you drink water?
- What is the meaning of water for you? Why?
- What is “Functional Beverage”?
- If different tastes and minerals were included in water, would you consume this kind of beverage?

3) Conceptual Part

After reading the concept, please continue with the questions below.

“During the day my performance decreases, especially afternoon I feel tired and as if my energy is finished. However I want to be vital and energetic all day long and to have a high energy and performance.

Now, there is a new beverage with vitamins and minerals (B&C) in it to make me vital and energetic all day long. In addition, it consists of fresh and different fruit flavors that enjoys you.

- Spontaneous Discussion
- **Message:** What is the message and what is this concept mentioning?
- **Product :** Which kind of beverage is explained in the concept? Is there any beverages like this in Turkey?

- **Liking:** Do you like this kind of beverage? Why?
 - i. Color and Tastes
 - ii. Bottle Type
- **Purchase Intention:** Would you purchase this beverage? Why?
 - **Brand Image:** What should be the brand of this beverage?
 - i. Product Name and Brand
 - ii. Company Name

4) Taste Test

BEFORE

- Showing the product bottle and taking first reflections. Discussion about appearance and first look.

AFTER

- Do you like the beverage you tasted ? Why ? Why not?
- Do you recommend any change to this beverage before launch?
- Please indicate your level of liking to the indicators below with points from 1 to 5 ?

5: Very good 4: Good 3: Neither good nor bad 2: Bad 1: Very Bad

- a) Product Properties and reason why
- b) Taste
- c) Bottle /Label

- Do you purchase this beverage?
- What is the affordable price for this beverage?
- Where do you consume this beverage?
- Is the reason why and aim of the beverage is reliable? Do you state this beverage as a performance and energy provider all day long?
- Which company launches this beverage?
- In general what do you think about new products?
- What is the main criterion when purchasing or consuming a new product?

APPENDIX A.2 : QUESTIONNAIRE FORM

This research is carried out by Şehnaz Atak who is currently a M.Sc student in the Istanbul Technical University in Management Engineering department. This study focuses on the consumer behavior and attitudes for an academic dissertation. We would like to ask you valuable time to complete the questionnaire as a part of this research.

Thank you in advance for your kind cooperation.
Yours sincerely,
Şehnaz Atak

1) What kind of beverages do you consume in your daily life?

Please indicate top three of them below;

1th Beverage Type.....

2nd Beverage Type.....

3rd Beverage Type.....

2) What is your reason to consume the beverages you mentioned above?

	1	2	3
To quench thirst			
To supply vitamins and minerals for my body			
To refresh and revitalize			
To consume with meal			
To give energy			
It is a social habit and I like it			
Other (Please write).....			

3) Please indicate your frequency of consumption of the beverages below.

	1 None	2 Monthly <1	3 Monthly =1	4 Monthly 2-3	5 Weekly =1	6 Weekly 2-3	7 More
Water							
Sparkling Drinks							
Packaged fruit juice							
Tea							
Coffee							
Ayran							
Mineral Water							
Ice tea							
Wine/Rakı							
Milk							
Fresh squeezed fruit juice							
Beer							
Energy drink							

4) Please note those statements between 1-5 according to their level of contribution to enjoy the life. (5 : Very Important ; 1: Not Important)

	1	2	3	4	5
Having a strong financial status					
Being in peace					
Life with fun					
Traveling / hanging around					
Looking Beautiful and Healthy					
A healthy life					
Living a relaxed & unstressful life					
To be with my family					
Spending time with my friends / loved ones					
Having a strong financial status					
Being in peace					

5) Please note those statements between 1-5 points. (5 : Strongly Agree ; 1: Strongly Disagree)

I have healthy consumption habits because ;

	1	2	3	4	5
Current health problems					
Get daily energy					
Guarantee future health					
Improve daily health condition					
Physical appearance					
Lose weight					
Feel good					

6) Please note those statements between 1 to 5 according to their importance on healthy consumption. (5 Very Important ; 1 Not Important)

	1	2	3	4	5
Drinking much water					
Eating meals regularly					
Eating foods on their season					
Consuming natural foods					
Not consuming foods with additives					
Consuming low calorie food					
Vitamin/mineral supplement					
Other (Please write).....					

7) Do you smoke? How many in a day?

- ☐ Yes : cigarettes
☐ No

8) Do you do sports? How often?

- ☐ Yes : 1) Weekly <1 2) Weekly 1 3) Weekly 2-3 times 4) Everyday
☐ No

9) When do you got to the doctor?

- ☐ Regularly
- ☐ When I am sick
- ☐ If I have no choice
- ☐ Other (Please write).....

10) Which of those supplements do you consume?.

- ☐ Vitamin.....
- ☐ Herba Tea/Beverage.....
- ☐ Energy Drinks.....
- ☐ Medicine.....
- ☐ No supplements
- ☐ Other (Please write).....

11) Please indicate your consumption level of those foods.

(1- I do not consume; 5- I always consume)

	1	2	3	4	5
Fruits					
Vegetables					
Chicken - fish					
Desserts					
Rice-pasta					
Red meat					
Chocolate					
Bread					
Dried goods					
Potato chips					
Fast food					
Sweetener					
Salads					

12) Please note the statements 1 to 5 accoring to your level of agreement.

(1-Not agree; 5 -Strongly Agree)

	1	2	3	4	5
I have a healthy lifestyle					
I try to do some things to be healthy, but I think they are not enough					
I do not do much to be healthy					
Day by day, I started to care more for my health					
Compared to previous years, there has been no change in my perspective on health					
I eat unhealthy food because I enjoy them more					
It is more important for me to eat/drink something healthy rather than tasty					
I always read the information on product packages					
I am trying to have a balanced nutrition					
I see myself as a person who cares about his health					
I know what I need to do to be more healthy but I do not have time to do					

these					
I am willing to pay whatever the price for my health					
I am willing to pay more to look young and beautiful					
I appreciate the increasing prohibitions on smoking					
I think fast food is very harmful					
I think I need to be more active / I need to exercise more					
My friends consult me for health issues					
I try to apply all diet lists I see					
I have a healthy lifestyle					
I try to do some things to be healthy, but I think they are not enough					
I do not do much to be healthy					
Day by day, I started to care more for my health					
Compared to previous years, there has been no change in my perspective on health					
I eat unhealthy food because I enjoy them more					
It is more important for me to eat/drink something healthy rather than tasty					
I always read the information on product packages					
I am trying to have a balanced nutrition					
I see myself as a person who cares about his health					
I know what I need to do to be more healthy but I do not have time to do these					
I am willing to pay whatever the price for my health					
I am willing to pay more to look young and beautiful					
I appreciate the increasing prohibitions on smoking					
I think fast food is very harmful					
I think I need to be more active / I need to exercise more					
My friends consult me for health issues					
I try to apply all diet lists I see					

13) Please note the statements 1 to 5 according to your level of agreement.

(1-Not agree; 5 -Strongly Agree)

	1	2	3	4	5
VALS1. I am often interested in theories					
VALS2. I like outrageous people and things					
VALS3. I like a lot of variety in my life					
VALS4. I love to make things I can use everyday					
VALS5. I follow the latest trends and fashions					
VALS6. Just as the Bible says, the world literally was created in six days					
VALS7. I like being in charge of a group					
VALS8. I like to learn about art, culture, and history					
VALS9. I often crave excitement					
VALS10. I am really interested only in a few things					
VALS11. I would rather make something than buy it					
VALS12. I dress more fashionably than most people					
VALS13. The Federal government should encourage prayers in public schools					
VALS14. I have more ability than most people					
VALS15. I consider myself an intellectual					
VALS16. I must admit that I like to show off					
VALS17. I like trying new things					
VALS18. I am very interested in how mechanical things, such as engines, work					
VALS19. I like to dress in the latest fashions					

VALS20. There is too much sex on television today					
VALS21. I like to lead others					
VALS22. I would like to spend a year or more in a foreign country					
VALS23. I like a lot of excitement in my life					
VALS24. I must admit that my interests are somewhat narrow and limited					
VALS25. I like making things of wood, metal, or other such material					
VALS26. I want to be considered fashionable					
VALS27. A woman's life is fulfilled only if she can provide a happy home for her family					
VALS28. I like the challenge of doing something I have never done before					
VALS29. I like to learn about things even if they may never be of any use to me					
VALS30. I like making things with my hands					
VALS31. I am always looking for a thrill					
VALS32. I like doing things that are new and different					
VALS33. I like to look through hardware or automotive stores					
VALS34. I would like to understand more about how the universe works					
VALS35. I like my life to be pretty much the same from week to week					

Please answer the questions in this part according to your general beverage consumption behavior.

14) Do you consume a beverage with vitamins and variety of fruits in it?

- ☐ Yes
☐ No

There is a new beverage which will be launched soon. In the text below you can find the properties and information about this beverage. The beverage consists of vitamins, minerals and fruits in it to give the body its needs. Please answer the questions according to the text below.

"During the day my performance decreases, especially afternoon I feel tired and as if my energy is finished. However I want to be vital and energetic all day long and to have a high energy and performance.

Now, there is a new beverage with vitamins and minerals (B&C) in it to make me vital and energetic all day long. In addition, it consists of fresh and different fruit flavors that enjoy you.

15) Do you purchase this beverage?

- ☐ Yes - Please continue with 17.
☐ No

16) Why do not you consume this beverage?

- ☐ There are many similar beverages.
- ☐ I do not believe in the functions of the beverage.
- ☐ There is an enough beverage variety for me in the market
- ☐ I am not interested in trial of new beverages
- ☐ Other (Please write).....

Please continue with 18.

17) What is the reason of consuming this beverage?

- ☐ To get energy
- ☐ Vitamin supplementary
- ☐ For my liquid need.
- ☐ I like it
- ☐ Other (Please write).....

18) Please note the statements 1 to 5 accoring to your level of agreement.

(1-Not agree; 5 -Strongly Agree)

	1	2	3	4	5
Lately, I have been hearing a lot about the following new products					
People often ask me to give my opinion about products					
I am really interested in learning about new products					
I love to try new products before anyone else					
Right now, I am using many of these products					
When a new restaurant/café is openned that sell new food and beverage,first I heard it					

19) Please note the statements 1 to 5 accoring to your level of agreement.

(1-Not agree; 5 -Strongly Agree)

	1	2	3	4	5
I am the last one who hears about this beverage.					
I would not interest in this beverage when it is launched.					
Comparing with my friends, my favorite beverage number is limited.					
I would be the last one who try this new beverage.					
I try this beverage although I do not hear about before.					

DEMOGRAPHY

Gender?

- ☐ Female
- ☐ Male

Age:...

Marital Status?

- ☐ Married
- ☐ Single

Education ?

- ☐ Secondary School
- ☐ High School
- ☐ Under Graduate
- ☐ Graduate

Occupation:.....

Are you currently working?

Your house is;

- ☐ Mine
- ☐ My family's
- ☐ Rent
- ☐ Business Aided
- ☐ Other (Please write.....)

Household size:....

Do you have a car?

- ☐ Yes Brand:.....
- ☐ No

Total monthl household income;

- ☐ Below 1000 TL
- ☐ 1000-2000 TL
- ☐ 2000-4000 TL
- ☐ 4000-6000 TL
- ☐ Over 6000 TL

Your Location:

APPENDIX A.3 ANKET FORMU

İstanbul Teknik Üniversitesi İşletme Mühendisliği kapsamında, belli bir konudaki tüketici tutumlarını ve etkili faktörleri belirlemeye yönelik akademik bir çalışma için aşağıdaki anket formunu doldurmanızı rica ederiz.

Katılımınız için teşekkür ederiz.
Şehnaz Atak

1) Günlük hayatınızda genellikle ne tür içecekler tüketirsiniz?

En çok sevdiğiniz 3 tanesini lütfen belirtiniz.

1. İçecek türü.....
2. İçecek türü.....
3. İçecek türü.....

2) Bu içecekleri tüketme nedeniniz nedir? Lütfen herbiri için en uygun “tek” seçeneği aşağıdaki tabloda belirtiniz.

	1	2	3
Susuzluğumu gidermek için			
Vücuda gerekli mineral, vitamin vb. ihtiyaçları karşılamak için			
Serinlemek/Ferahlamak için			
Yemek/yiyeceklerle tüketmek için			
Enerji vermesi için			
Zevk aldığım/Sosyal ihtiyaç gördüğüm için			
Diğer.....			

2) Aşağıdaki içecekleri tüketme sıklığınızı lütfen belirtiniz.

	1 Hiç	2 Ayda birden az	3 Ayda bir	4 Ayda 2-3 kez	5 Haftada bir	6 Haftada 2-3 kez	7 Daha sık
Süt							
Ayran							
Taze Sıkılmış Meyve Suyu							
Su							
Meyve Suyu							
Çay							
Soda							
Enerji içeceği							
Gazlı İçecek							
Kahve							
Bira							
Şarap/Rakı							
Spor içeceği							

4) Aşağıda belirtilen her bir ifadenin hayattan zevk almanızda ne derece önemli olduğunu belirtiniz..

	1 Hiç Önemli değil	2 Önemli değil	3 Ne önemli ne önemli değil	4 Önemli	5 Çok Önemli
İyi bir finansal duruma sahip olmak					
Barış içinde yaşamak					
Eğlenceli yaşamak					
Seyahat etmek					
Sağlıklı yaşamak					
Stressiz yaşamak					
Ailemle birlikte yaşamak					
Arkadaşlarımla vakit geçirmek					
Spor yapmak					
İyi beslenmek					
Güzel ve sağlıklı görünmek					

5) Aşağıdaki ifadelere ne derece katıldığınızı lütfen 1 ile 5 arasında bir puan vererek belirtiniz. (1: Kesinlikle Katılmıyorum; 5: Kesinlikle Katılıyorum)

Sağlıklı besleniyorum çünkü;

	1	2	3	4	5
Hasta olmak istemiyorum					
Gün içindeki enerjimi korumak istiyorum					
Fiziksel görünümümü iyileştirmek istiyorum					
Mevcut rahatsızlıklarımı iyileştirmek istiyorum					
Uzun yaşamak istiyorum					
Kaliteli bir hayat sürdürmek istiyorum					
Diğer (lütfen belirtiniz.....)					

6) Aşağıdaki ifadelerin “İyi ve dengeli beslenmek için” ne derece zorunlu olduğunu lütfen belirtiniz.. (1: Hiç zorunlu değil; 5: Son derece zorunlu)

	1	2	3	4	5
Bol su tüketmek					
Yemekleri düzenli yemek					
Mevsimindeki gıdalar ile beslenmek					
Doğal gıdalar tüketmek					
Katkı maddesi içeren gıda ve içecekler tüketmemek					
Düşük kalorili besinler tüketmek					
Vitamin/mineral takviyesi almak					

7) Sigara Kullanıyor musunuz? Günde ortalama kaç adet içiyorsunuz?

- ☐ Evet : adet
☐ Hayır

8) Spor yapar mısınız? Ne sıklıkta?

- ☐ Evet : 1 Haftada birden az 3 Haftada bir 4 Haftada iki üç kez 5 Hergün
☐ Hayır

9) Aşağıdaki ifadelerden hangisi doktora gitme alışkanlığınızı daha iyi ifade etmektedir?

- ☐ Düzenli giderim
☐ Hastalanırsam giderim
☐ Başka seçeneğim olmadığında giderim
☐ Diğer (Lütfen belirtiniz.....)

10)Vücudunuz için aşağıdaki takviyelerden hangilerini aldığınızı lütfen belirtiniz.

- ☐ Vitamin.....
☐ Bitkisel İçecek/Çay.....
☐ Enerji İçecekleri.....
☐ İlaç.....
☐ Takviye kullanmam
☐ Diğer (Lütfen belirtiniz.....)

11) Aşağıdaki besinleri ne derece tüketirsiniz?

Lütfen 1: Hiç tüketmem.....5: Sık tüketirim olacak şekilde 1 ile 5 arasında puan veriniz.

	1	2	3	4	5
Meyve					
Sebze					
Tavuk-Balık					
Tatlı					
Pilav-makarna					
Kırmızı et					
Çikolata					
Ekmek					
Kuru gıda-baklagil					
Patates cipsi-kızartması					
Fast food					
Tatlandırıcı					
Salata					

12) Aşağıdaki ifadelere katılım düzeyinizi lütfen 1 ile 5 arasında bir puan vererek belirtiniz. (1:Kesinlikle Katılmıyorum; 5: Kesinlikle Katılıyorum)

	1	2	3	4	5
Sağlıklı bir hayatım var					
Sağlıklı olmak için bir şeyler yapıyorum ama yeterli değil					
Sağlıklı olmak için çok gayret göstermiyorum					
Gün geçtikçe sağlığıma daha fazla dikkat ediyorum					
Geçmiş yıllara göre sağlığa bakış açım değişmedi					
Sağlıksız yemekler tüketiyorum, çünkü bunları daha fazla seviyorum					
Yediğim ve içtiğim şeylerin lezzetli olması sağlıklı olmasından daha önemlidir.					
Ürünlerin ambalajlarının üzerindeki bilgileri daima okurum					
Dengeli beslenmeye çalışıyorum					
Kendimi sağlığına dikkat eden biri olarak görüyorum					
Daha sağlıklı olmak için neler gerektiğini biliyorum ama yapacak vaktim yok					
Sağlığım için daha fazla para harcamaya razıyım.					
Genç ve güzel görünmek için daha fazla para harcarım					
Sigara içme yaşağını destekliyorum					
Sağlıklı besinleri sevmem, zorunda olduğum için tüketirim					
Daha aktif olmam gerektiğini ve egzersiz yapmam gerektiğini düşünüyorum					
Arkadaşlarım sağlık konusunda beni uyarırlar					
Gördüğüm diyet listelerini uygulamaya çalışırım					
Genellikle sağlıklı ilgili yeni ürünleri deneyen ilk kişi benimdir					
Sağlıksız gıdalarla kendimi şımartmayı severim					
Kilo vermek için genellikle diyet yaparım					
Fast food benim hızlı/acele yaşamım için çok uygundur					
İnsanlar yaşlandıkça daha fazla vitamine ihtiyaç duyar					
Vitamin tabletlerinin sağlık üzerinde olumlu etkisi vardır					
Vitaminler çok uzun sürede etkisini gösterir					
Organik ürünlerin daha yaygınlaşmasını isterim					
Fast food çok zararlıdır					
Sağlığım kendime ne kadar baktığıma bağlıdır					
Sağlıklı alışkanlıklarım ve dengeli beslenmemden ötürü görüntüm güzeldir					
Vitamin desteği almak yerine doğal gıdaları tercih ederim.					
Tüm besinlerden yeterli miktarda yediğimden dengeli bir diyet listem var.					
Ara öğünlerde ve gece abur cubur yemekten kendimi alamıyorum					
Bir öğünde fazla yemişsem diğer öğünde az yiyerek dengelemeye çalışırım					
Sağlıkla ilgili gazete ve TV programlarını takip ederim					
Gün içinde çok yoğun çalıştığım için enerjimi takviye etmeye ihtiyacım var					
İçeceklerden vitamin ve enerji desteği alabilirim					

13) Aşağıdaki ifadelere katılım düzeyinizi lütfen 1 ile 5 arasında bir puan vererek belirtiniz. (1:Kesinlikle Katılmıyorum; 5: Kesinlikle Katılıyorum)

	1	2	3	4	5
Teorilerle sıklıkla ilgiliiyimdir.					
Aşırıya kaçan / aşırılık içinde olan / ölçüyü aşan insanları ve şeyleri severim					
Hayatımda çok çeşitliliği severim					
Günlük kullacağım eşyaları kendim yapmaktan zevk alırım					

En son trendleri ve modayı takip ederim					
Dünya gerçekten de 6 günde yaratılmıştır					
Bir gruba ve ekibe dahil olmayı severim					
Sanat, tarih ve kültürler hakkında birşeyler öğrenmeyi severim					
Sık sık heyecan yaşamak için can atarım.					
Gerçekte çok az şeye ilgi duyarım					
Bir şeyi satın almaktansa kendim yapmayı severim					
Çoğu insandan daha fazla modaaya uygun giyinirim					
Okullarda din dersleri olmalıdır					
Çoğu insandan daha fazla yeteneğe sahibim.					
Entellektüel biri olduğumu düşünüyorum					
İtiraf etmeliyim ki gösteriş yapmayı severim					
Yeni şeyler denemeyi severim					
Motorlar, vb. mekanik şeylerin nasıl çalıştığına çok ilgi duyarım					
En son modaaya uygun giyinmeyi severim					
Günümüzde televizyonda çok fazla cinsellik var.					
Liderlik etmeyi severim					
Yurt dışında bir yıl ya da daha fazla zaman geçirmek isterdim					
Hayatımda çok heyecan olmasından hoşlanırım					
İtiraf etmeliyim ki ilgi alanlarım dar ve sınırlıdır					
Tahta, metal ve diğer malzemelerden eşyalar yapmaktan hoşlanırım					
Çevresinde ragbet gören biri olmayı isterim					
Bir kadın ancak ailesine mutlu bir yuva sağladığı sürece yaşamdan zevk alır					
Daha önce yapmadığım bir şeyi denemekten zevk alırım					
Hiç bir işime yaramayacak şeyler hakkında olsa bile öğrenmekten zevk alırım					
Ellerimi kullanarak bir şeyler yapmayı severim					
Sürekli büyük bir heyecan arayışı içindeyim					
Yeni ve farklı olan şeyleri yapmaktan zevk alırım					
Nalburiye veya otomobille ilgili mağazalara bakmaktan hoşlanırım					
Evrenin nasıl işlediğiyle ilgili daha çok şey öğrenmek isterim					
Hayatımın bir haftadan diğerine hemen hemen aynı olmasından hoşlanırım					
Teorilerle sıklıkla ilgiliiyimdir.					
Aşırıya kaçan / aşırılık içinde olan / ölçüyü aşan insanları ve şeyleri severim					

Lütfen bu bölümden itibaren soruları genel içecek tüketim alışkanlıklarınızı değerlendirerek yanıtlayınız.

14) İçine vitamin ve mineral eklenmiş ve meyvelerele zenginleştirilmiş bir içecek tüketmeyi düşünür müsünüz?

- ☐ Evet
☐ Hayır

Aşağıdaki kutuda piyasaya yeni sunulması düşünülen bir içecek ile ilgili bilgi yer almaktadır. Vitamin ve mineral içeren, meyve aromaları olan bu içecek vücudun ihtiyaçlarını karşılamayı amaçlamaktadır. Lütfen takip eden soruları bu ürüne göre yanıtlayınız.

“Gün içinde performansımın giderek azaldığını hissediyorum, özellikle öğleden sonra yorulduğumu ve enerjimin tükendiğini fark ediyorum. Ancak ben gün boyu canlı ve zinde olup, performansımın ve enerjimin yüksek olmasını istiyorum.

Şimdi, benim gün boyu hem fiziksel hem de zihinsel olarak canlı ve zinde olmamı sağlayacak vitaminler (B ve C) ve mineraller içeren yepyeni bir içecek var. Üstelik içeriğindeki taptaze ve lezzetli farklı meyve aromaları ile de keyifle içilebiliyor.”

15) Böyle bir içeceği satın alır mısınız?

- ☐ Evet - **DİKKAT: Lütfen 18. soru ile devam ediniz**
☐ Hayır

16) Bu içeceği tüketmek istememe nedeninizi aşağıdaki seçeneklerden hangisi açıklamaktadır?

- ☐ Benzer içecekler piyasada zaten yer alıyor.
☐ Bu içeceğin faydaları inandırıcı gelmiyor.
☐ Halihazırda tükettiğim içecekler benim için yeterlidir.
☐ Yeni içecekleri denemek konusunda istekli değilim.

DİKKAT: Lütfen 22. soru ile devam ediniz.

17) Bu içeceği ne amaçla tüketmeyi düşündüğünüzü lütfen belirtiniz.

- ☐ Enerji vermesi için
☐ Vitamin takviyesi için
☐ Sıvı ihtiyacım için
☐ Zevk aldığım/sevdiğim için
☐ Diğer (Lütfen belirtiniz.....)

18) Aşağıdaki ifadelerle katılım düzeyinizi lütfen 1 ile 5 arasında bir puan vererek belirtiniz. (1:Kesinlikle Katılmıyorum; 5: Kesinlikle Katılıyorum)

	1	2	3	4	5
Yeni içeceklerden haberdar olurum ve takip ederim					
İnsanlar sık sık bana ürünler ve markalar hakkında fikrimi sorar					
Yeni içecekler hakkında bilgi almayı çok severim ve ilgilenirim					
Yeni içecekleri herkesten önce denemek isterim					
Şu anda yeni çıkan içeceklerin çoğunu kullanıyorum					
Yiyecek/içecek satan yeni yerler açıldığında en önce ben haberdar olurum					

23) Aşağıdaki ifadelere katılım düzeyinizi lütfen 1 ile 5 arasında bir puan vererek belirtiniz. (1: Kesinlikle Katılmıyorum; 5: Kesinlikle Katılıyorum)

	1	2	3	4	5
Arkadaş çevremde bu içeceğin piyasaya çıktığını en son ben duyarım.					
Bu yeni içecek piyasaya çıktığında yeteri kadar ilgi göstermem					
Arkadaşlarıma kıyasla tercih ettiğim yeni içeceklerin sayısı sınırlıdır					
Arkadaş çevremde bu yeni çıkan içeceği en son deneyen ben olurum					
Önceden bilgim olmasa da bu içeceği denerim					

DEMOGRAFİK BÖLÜM

Cinsiyetiniz?

- ☐ Bayan
- ☐ Erkek

Yaşınız:....

Medeni Durumunuz?

- ☐ Evli
- ☐ Bekar

Eğitim Durumunuz?

- ☐ Lise Mezunu
- ☐ Üniversite Mezunu
- ☐ Yüksek Lisans ve Üzeri

Mesleğiniz:.....

Çalışıyor musunuz?

Oturduğunuz Ev?

- ☐ Kendinizin
- ☐ Ailenizin
- ☐ Kira
- ☐ Lojman
- ☐ Diğer (Lütfen belirtiniz.....)

Ailedeki Kişi Sayısı:....

Otomobiliniz?

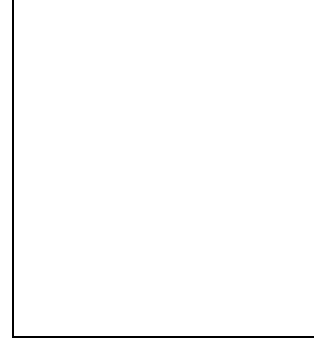
- ☐ Var Markası:.....
- ☐ Yok

Aylık toplam hanehalkı geliri;

- ☐ 1000 YTL ve altı
- ☐ 1000-2000 YTL
- ☐ 2000-4000 YTL
- ☐ 4000-6000 YTL
- ☐ 6000 YTL ve üzeri

Oturduğunuz semt:

CURRICULUM VITA



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- Eskişehir Anatolian High School, 1999**
- Suleyman Demirel Science High School, 2001**
- Istanbul Technical University, 2006**
- Management Engineering**