

The Influence of Advertisement in Fresh Milk Consumers' Behavior

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Abstract. Since prehistoric times milk has always been a basic element of man's nutrition. It is the simplest, most complete and natural food because it contains ingredients, like fat and lactose, which give energy, proteins and minerals to the human body and contribute to its construction. Consumers usually ignore the simple truths about the great value of milk as food. This lack of information must be covered by advertisement, due to what is called advertisement, of a product since it is a consumer's mass information for all the special features of a product, in order to convince them to buy it. From the results accrued, in the qualitative research in urban Thessaloniki, useful conclusions were drawn, which were used for the questionnaire's compilation and the conduct of the quantity issue.

Keywords: Advertisement, consumer's behavior, fresh milk – qualitative research.

1 Introduction

Since prehistoric times milk has always been a basic element of man's nutrition, from the first stages of life to later on. It is the most simple, fulfilled and natural food, because it contains ingredients, like fat and lactose, which give in human body energy, proteins and minerals, which contribute in its construction and also consists of enough vitamins quantity and micronutrients for the accomplishment of the necessary biochemical work (Kondili et al, 2014). Although, milk since infancy is not the only human's food, it still plays a significant role in youngsters diet, in addition to dairy products, contributes seriously in human body's supply in nutritional ingredients necessary for its growth. It also, constitutes of an important element of balanced diet in adults not only it contains all the essential nutritional ingredients, but also is rich in all the elements, which are necessary for adults' nutrition. Without milk, the ensuring of those ingredients in human body it would be difficult if not impossible. For example, milk when it is combined in planted foods creates a balanced diet.

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Today is known that milk, besides the fact that it is an excellent food for all ages, it also has some additional beneficial qualities. For the growth and health of human body, which cannot be explained even in the most strict scientific criteria. Consumers usually ignore the simple truths of the great value of milk as food. This is due to great differences which are observed in milk's consumption between countries, which are not due to consumer's habits or market's organization, but mainly in insufficient information for milk's excellent nutritional effects (Mantis, 2006, p. 177). This lack of information is due to be covered by advertisement, because the advert of a product is the mass information of consumers for all the special characteristics of goods, in order to convince consumers to buy it (Kitsopanidis et al, 2003, p. 482).

Advertisement plays an important role in the promotion of any product and product information provided through advertisement also plays vital role in changing consumer attitude towards advertisement and their purchasing behaviour (Usman, et al., 2010). Our way of life and values are strongly influenced by mass media like TV, newspaper, radio and the internet and it has the ability to shape viewer taste and trends (Rachana Kejriwal & Dr. Dipti Kumar Chakravorty, 2014).

Nowadays e-advertisement becomes a successful way to promote agro-food products (Tsekouropoulos et al, 2012). Moreover internet is very widespread in all agro food sectors and has been extremely important tool for the promotion of business sales (Andreopoulou et al, 2013; Andreopoulou et al, 2012). In Greece, many enterprises in the agro-food and drink sectors are already present on the internet (Tsekouropoulos et al, 2013). Online advertisement service covers all aspects of driving quality traffic to a website and uses a diverse range of tools (Vlachopoulou, 2007).

As a research area the urban of Thessaloniki was picked for two main reasons: First of all, as far as population is concerned, it is a very dynamic complex will continually growing tends, which will give in research safe and valuable results as possible, due to urban features There are many market resources and fresh market consumption for all citizens who show obvious interest in this product.

2 Objective Points in Research

The main objective points of the research are the following:

- a) To investigate the relation between the socioeconomic features of consumers towards their preferences to fresh milk.
- b) To clear the basic characteristic – criteria of fresh milk, which affect the demand.
- c) To investigate the effect of advertisement in fresh milk consumer's behavior.

3 The Concept of Consumer's Behavior

Magnisalis (1997) determines the meaning of consumer's behavior as the behavior formed by a group or a person, in market situation which can be observed or reported. The knowledge of consumer's behavior, apart from a study and research in Marketing, constitutes the basic condition for successful function of all the businesses which operate in market and are related directly to customers (Tsekouropoulos, 2009). The effort to fulfill consumers is achieved only if its behavior is known (Tzimitra, 1991). However, this knowledge is based mostly in facts than hypothesis or speculations. Studying consumer's behavior is not far from studying man's behavior in total (Geortzakis 1996, p. 56). The position of consumer is essentially estimations or assessments, which express the possibility or several brands to satisfy specific needs (Tsekouropoulos et al, 2014). So, consumer's needs affect its position and these in turn, affect its purchases (Well and Prenskey).

Consumers decide about the choice, purchase and usage of products and services. The above choices are often hard. Consumers face a huge alternative number of choices, because of the rapidly growing of technology (Kotler et al, 1996). Also, as far as purchase is concerned, many times face the trade's diversity (Robertson 1991).

Specifically, with the term "consumer" meaning the person and groups who uses products and services to face a variety of needs connected to their birth and psycho. Basic element in study and research for many scientists dealing with marketing is the consumer and its behavior towards any kind of human manner purchase and usage of products and services (Magnisalis 1997).

4 The Meaning of Advertisement - The Meaning of Fresh Milk

Advert of a product is called massive information of general public for products specific characteristics, in order to be purchased to buy. The American Market company defines advert as following. Advert is called each paid form of impersonal presentation and ideas promotion goods and services from a specific sponsor, person or agency.

Form the above definition is presumed that the basic role of advertisement is practically double:

- a) Informative, since it informs consumer for the special characteristics of the product.
- b) Convinsing, because it tries to convince consumer to buy the advertised product (Kitsopanidis et al, 2003, p. 483).

Advertisers had their largest profits from knowledge of previous purchases of consumer and also the loyalty of consumer to any product plays another important role in leading consumer attitude to purchase of that product (Mohammed, et al., 2012).

Milk, has got a special place among other animal and vegetable food because is exclusively food for man but for mammals as well, for the first stage of life. Contrary to the other mammals, who uses their mother's milk to satisfy their nutritional needs

just for few days or for months after birth, man uses milk of other mammals in every stage of life (Zarmpoutis 1994, p. 123).

The milk contains all nutritional ingredients that needs a human body to grow, especially adequacy of proteins and salt. Although after its infancy, milk stops to be the only food to human, however it continues to play a significant role in youngster's diet with the rest diary products, because it contributes especially in body's supply in nutrient necessary to its growth. Also, it is an important fact in adults balanced diet and not only because of it essentially nutritional facts, but also because it is rich in all elements, which are important in adults dieting. In its diet, man uses cow's milk, sheep's, and goat's. Consumers usually ignore the simple truths in great nutritional value of milk mostly because of lack of information for is excellent nutritional qualities (Mantis 2006, p. 151).

5 Methodology of Research

The accomplishment of research imposed not only usage of primary but also secondary data source and varied gathering techniques. Firstly, a literature review took place related in issues with consumer's behavior, the meaning of advertisement, fresh milk as relevant studies with this under investigation issue. Subsequently, there was quality research. In this situation, quality research is followed as methodology and as an investigation method the focused group interview were picked. The quality research took place in May 2012 in urban Thessaloniki. The total number of consumer focus groups who were studied was five each group consisted of six people. In total, in this quality research thirty consumers took part. As for their social and financial characteristics of consumers, fourteen were men and sixteen were women, as their age is shown in figure 1.

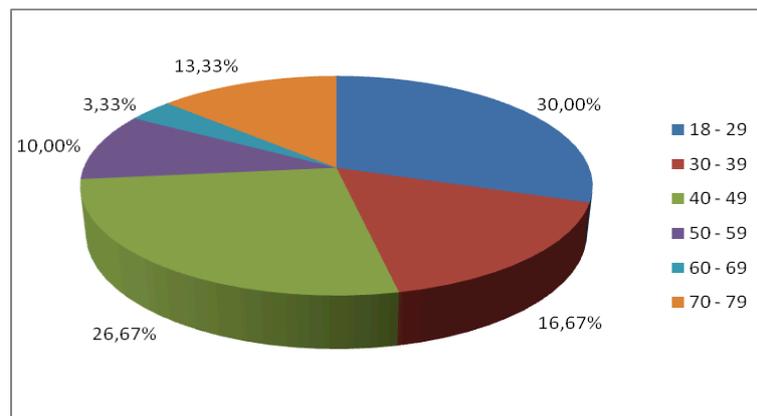


Fig. 1. Consumers' age

Most of them taking part were between eighteen to twenty nine years old (30%), while fewer were sixty to sixty nine years old (33%). The majority of consumers are graduates (46,67%) while their educational level is shown below:

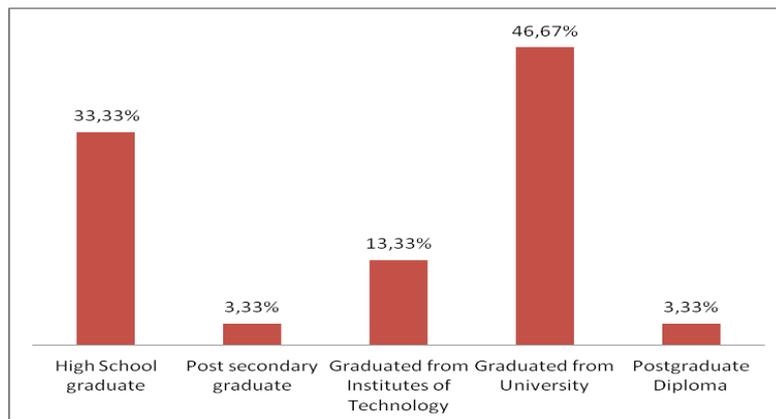


Fig. 2. Educational level

As far as marital status, most of them stated married, the rest stated unmarried and just one stated widow.

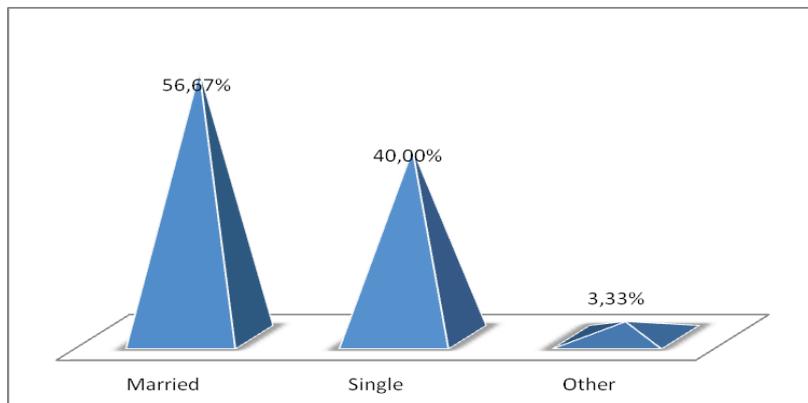


Fig. 3. Marital status

The monthly family income in euros which stated from consumers in depicted in figure 4.

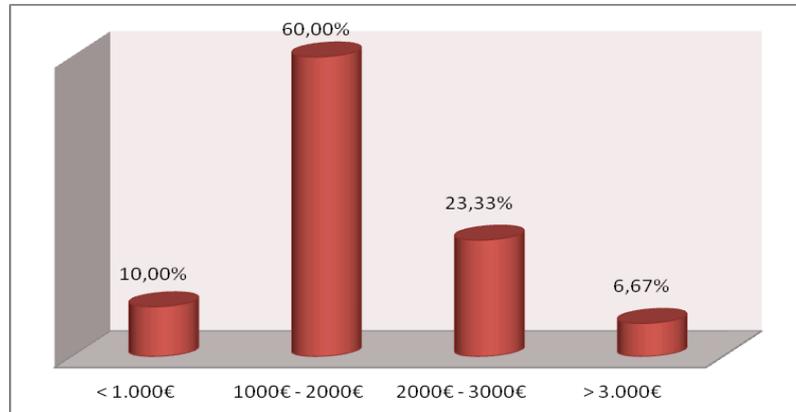


Fig. 4. Monthly family income

Related to their profession were stated the following: Aesthetics, household, pensioner, civil servant, unemployed, conservator or antiquities, radiologist, foreign language, teacher, martial university student, electrician, chemical, freelance, private employee, trader, state telephony company employee.

In all interviews the same questionnaire was used, which was done for the quality research, as during interviews a Dictaphone was used, to record five conversations in cassettes. Followed, there was a transcript of each interview and consumers were coded in each group as followed:

C1 consumer 1, C2 consumer 2, C3 consumer 3, C4 consumer 4, C5 consumer 5, C6 consumer 6.

The questionnaire, which was used consist of 42 questions quality containing, which means that the questionnaire is not strictly structured, but in open questions, so as the development of the conversation is determined mostly by the answers than the questions. In questions with free answer, which are called as narrative question or questions with narrative answer, the respondent is free to form its answer (Dautopoulos, 1994, p. 89). With this specific methodology, meaning conversations in consumer focused group, there was a possibility for many ideas to be listened, to argue and to face agreed opinions, so as to noted different views related to the effect of advertisement in fresh milk consumption and generally to externalize their beliefs and perceptions of thirty different people.

The results of this research are a starting point on the basis of this quality research's accomplishment.

6 The Results of Quality Research

All consumers who took part in this research stated that drink milk, especially fresh milk with diversity in frequency each one. Most of them drink a glass of fresh milk a day, while some drink more than that. Few of them stated that drink a glass of fresh milk every two days, while fewer stated that they drink less frequent. In the

question, if besides milk they drink other dairy products, the answers which were given were focused by half of them in chocolate milk, ariani, kefir, long life milk and condensed milk. The majority of the sample believes that the biggest general public of fresh milk is consists of children. In order of preference the answers are the elderly and teenagers. The vast majority of consumers stated that it prefers fresh milk of Greek origin, while just one of them stated that doubts about the true origin of fresh milk. Its taste, density, and content in nutritional elements, fat and high quality of fresh milk as a product, are according to sample the characteristics of fresh milk which make it appealing.

Cereals are the basic product which is used as accompanying for fresh milk's consumption. Other answers given:

- neat milk or just a slice of bread
- neat milk
- with bread and jam
- with coffee
- with croissants, cheese, pies, cakes
- with cocoa

Super market gathers the preferences of consumers in question related to the place that supplies fresh milk. Other suburban mini markets, bread shops, bakeries are followed, while few who comes from villages, reported buying milk directly from farmers. The criteria which consumers by fresh milk divert from one to another. The brand, taste, nutrient ingredients, quality, positioning, packaging, price and discounts are the answers which were given in this specific question. In question "How much are you influenced by milk's packaging" the majority of consumers answered that they are not influenced.

Just four of them replied that they are induced, while two consumers prefer exclusively carton or glass packaging. Fresh cow milk is preferred more than goat's, because the second one has got a smell which is unpleasant to many people. Some of them, though, did not had any special problem to drink goat's milk, while there was an answer that a member of a family drink goat's milk because cow's causes indigestion.

All the participants in research stated that they drink fresh exclusively at home, except one stated that drinks milk at work. The name of the product which produces and sells this fresh milk is a main factor for purchasing the product from the sample's consumers. Only two of those thirty people mentioned that they are not seriously influenced. As for the name of the company they prefer more for the purchase of fresh milk, Mevgal and Olympos lead their preferences, while there is Sergal, Koukaki Farm, Agno, Evrofarma, American Farming School, Delta, and Vrahias Farm.

Private label products have already gain many consumer's preference, because of their lower price, related to brand names products. Private label milk did not gain sample's consumer preference, since most of them replied negatively in related to question, justifying their attitude saying they are not aware of quality or even origin. Either branded goods or private label in milk, the majority of research's consumer stated that it is a necessary product in people's diet helping in children's growth with calcium provided and protects women in every stage of osteoporosis. Three of those

thirty people diversified, supporting just the opposite. Television, according to the sample is the main informative way for fresh milk. The rest of the answers were given in this specific question were the following:

- Internet
- All means of mass media
- Magazines
- Newspapers
- Acquaintances and friends
- Discounts coupons
- From the promotion in super markets

Most consumers show a negative attitude towards advertisement of fresh milk, while a few stated that they are positively influenced. Generally, for their information, consumers who participated in the research stated that they prefer watching television mostly at night, surf the net throughout the day, newspapers and print media mainly in weekend. In many of them, fresh milk's advert would play a significant role in order to change their purchasing habits. The following answers of them are really indicative: "I may buy it as an initial effect to advert" and "I would not mind. It depends on the star of the advert. If it was a person I admire, I would be easily influenced" correspondingly "I am only influenced if with the advert, there is a forwarding too" and "I like it a lot when I see or hear new things. In this way yes" I would be influenced of the advert that would describe the traditional way of production". Following the above question, eleven of these consumers stated that in the past changed their purchasing habits towards fresh milk's consumption, due to a very successful advertisement, while the rest of them answered negatively. Next consumers asked to answer in a question sets concerning factors connected to the promotion – display of fresh milk. More specifically were asked to answer the question – when advertisement of fresh milk is accepted – how important is for their purchasing decision the brand of the milk.

This sample in total answered that the brand and its advertisement is too important and maybe affect their purchasing behavior. On the contrary, four consumers answered that it was not at all important. In a question of how effected they are in their purchasing behavior, the messages of the advertised company related to the packaging, most consumers answered that it is the price that can influence remarkably their purchasing behavior, with only one of them stating "I do not note just the price. I always see price in connection to quality". Asked how influenced they are in their purchasing behavior, the messages of the advertised company connected to the discounts of fresh milk, the larger number of sample's consumers said that they would not be affected, while five of them answered positively, even if they do it only once. Asked how influenced they are in their purchasing behavior, the messages of the advertised company connected to the display of the production place, only five of them answered negatively while the rest answered positively. Asked how influenced they are in their purchasing behavior, the messages of the advertised company related to the display of a new product, most of them answered that they would be influenced.

7 Conclusions

All consumers who participated in the quality research stated that they consume milk and especially fresh milk with different frequency each one. Besides, fresh milk there are other dairy products consumed, such as chocolate milk, ariani, kefir, long life milk and condensed milk. The huge majority of consumers stated that they prefer Greek's origin fresh milk, while its taste, density and nutrient content, fat, high quality of fresh milk, as a product according to the sample's consumers and the special characteristics of it which makes it appealing.

They supply fresh milk from the super market, while the brand of the fresh milk's production company, the taste, the nutritional ingredients, the quality, the location, the packaging, the price, and discounts are the purchasing criteria of it. The name of the company which produces and sells fresh milk are the main factor for the purchase from the sample's consumers and more specifically prefer Mevgal and Olympos to buy. Television is the main mass media for fresh milk, followed by the internet, magazines, and newspapers. Most consumers show a negative attitude towards advertisement of fresh milk, while to a few of them a milk's advert would play a significant role in order to change their purchasing habits. The brand of fresh milk in advertisement is a very important factor and this may change their purchasing behavior. Also, the safety of fresh milk, its packaging and especially when a smart and practical opening way is advertised, the location display of the fresh milk's production and the display of a new product would affect consumers, when included in advertisement.

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