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THE IMPORTANCE OF BRAND POSITIONING AND APPLIED EXAMPLE OF CREATION OF SECONDARY BRAND[1]

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Abstract: Crisis experienced in recent years and technological developments shaped the structure and operation of establishments. Increased costs, consumption differences, competition in the market played great roles in restructuring of many producer and distributor companies. Especially new structuring concerning the protection of brand equity and keeping up in free market emerged. Above all, secondary brand positioning and strategic studies in that direction come first. In this study, wine market was discussed as a model; an applied study was carried out on **"Yellow Tail"** wines. LİKERT scaled survey was applied on persons consuming the products of Yellow Tail Company. The survey was analysed with SPSS-15 program. It was also evaluated in terms of secondary brand equity by discussing sales and production statistics belonging to activities in last three years of Yellow Tail Company in Turkey. Some statistics methods were used in evaluation and results / suggestions were concluded by assessing financial structure, the feature of holding on, demandable feature and similarities with other brands in terms of efficiency.

Key Words: Brand, Brand Equity, Brand Positioning Technology, Production, Finance, Customer

MARKA KONUMLANDIRMANIN ÖNEMİ ve İKİNCİL BİR MARKA YARATMANIN UYGULAMALI ÖRNEĞİ

Özet: Son yıllarda yaşanan krizler, teknolojik gelişmeler işletmelerin yapısını ve işleyişini şekillendirmiştir. Artan maliyetler, tüketim farklılaşması, piyasadaki rekabet, üretici ve dağıtıcı birçok işletmenin yeniden şekillenmesinde büyük rol oynamıştır. Özellikle serbest piyasada ayakta kalabilmek ve marka değerinin korunmasına ilişkin yeni yapılanmalar ortaya çıkmıştır. Bunların başında ikinci marka konumlandırması ve bu yöndeki stratejik çalışmalar gelmektedir. Yaptığımız bu çalışmada model olarak şarap piyasası ele alınmış, **"Yellow Tail"** şarapları üzerinde uygulamalı

1. ***This article was prepared by reproducing from the post graduate thesis of the first author with the same title under the advisor of Assist. Doc. Dr. Ebru Tümer KABADAYI in 2010.***

bir çalışma gerçekleştirilmiştir. Yellow Tail işletmesinin ürettiği ürünlere yönelik ürünleri tüketin tüketiciler üzerinde LİKERT ölçekli bir anket uygulanmıştır. Anket SPSS-15 Programı ile analiz edilmiştir. Yellow Tail; işletmesinin Türkiye üzerindeki son üç yıl içindeki faaliyetlerine ait satış ve üretim istatistikleri ele alınarak ikincil marka değeri açısından ayrıca değerlendirilmiştir. Değerlendirmede bazı istatistik teknikler kullanılmış olup, mali yapısı, tutunurluluğu, talep edilebilirliği ve diğer markalar ile olan benzerlikleri verimlilik açısından değerlendirilerek sonuç öneri çıkarılmıştır.

Anahtar Kelimeler: Marka, Marka Değeri, Marka Konumlandırma Teknoloji, Üretim, Finans, Müşteri

INTRODUCTION

Creating a brand and protecting the value of this brand is a product of both an art and scientific study. Every created and known brand has its value. This is called brand equity. Falsification and counterfeiting of a brand that created equity are commonly made in many world countries. This situation can be scaled according to legal system and follow-up of that country. Especially, falsification productions of some brand name products such as textile, food, cosmetics, health, furniture and electronics are very common. Today, the dimension of brand falsification is 512 billion dollar according to the studies in respect of the year 2001. The When Turkey dimension of this is evaluated in terms of ISE and loss of government; it appears as 4 billion dollar by the year 2005 (Kalkınma, 2008).

When we look at the results of numbers and studies above, we see the brand and brand equity. Establishments make great investments on brand. They maintain their studies such as Advertisement and R&D at full steam thanks to the contribution of new technology. There are many brands that provided a strong basis themselves in many world countries in terms of their recognition and quality. Organizations making production and distribution directed to food, textile, automotive, electronics and health products come first. One of the most important factors of brand management is brand strategy. There are some basic lines of brand management strategy and brand management. When we look at these;

- Firms making cooperation with the company and customer potential,
- The confidence of company employees and managers about brand,
- Activities of competitor companies and firms about the same product,
- Thoughts of individuals using this brand,
- Budget allocated for supervision and continuity of brand,
- Distribution channels of brand and regions for sales of brand,
- Sales graphic of brand and its financial income,
- The level of recognition for the brand and confidence of users about the brand,

- Strategies of the other brands having the same features, (Drobis, 1998).

Information concerning brand and brand management which we show above under the titles mean required studies for the brand. Particularly, creation of a brand and its continuity for hold is a very important factor. If a recognized brand gains a seat is free market for itself, that brand can create a secondary brand both to keep its brand equity at a certain level in competition market and to increase compatibility with other brands in the market. One of the first aims for creation of a secondary brand is to compete with other brands in free market and to maintain the protection of the equity of known brand. So, brand strategy and brand equity are of vital importance in terms of management. Brand management means creation of brand capital, measurement and gaining a very important perspective. A very well creation of a brand strategy is required to create this situation (Drobis, 1998).

Strategic Management: strategy as a concept which will provide the harmony between the establishment and its external environment has been started t o be used from the second half of twentieth century in business sciences. Creation of a brand and maintaining its continuity require a strategy. Vision, mission, policy and aims of brand have great importance in terms of this strategy. Expectations of users from the daily life should be well determined to evaluate the brand equity and management strategically (Ürkmez, 2010).

Business administration and brand management are two connected ways of study. The brand presenting the prestige of the firm should be long term and especially valued in terms of business. The firm can make different strategies and implementations to protect this value. Creation of a secondary brand and providing the competition advantages are leading ones (Tavşancı, 2002).

There is a need for a good management and organization to create a secondary brand and to be able to use the competition advantages of this brand. "So, organizational vision means a picture belonging to the future of the organization shared by all employees with its simplest way." (Senge, 1997).

Today's businesses make production and selling in competition conditions. A range of implementations are carried out concerning the gaining new customers. Creation of a secondary brand and protection of current brand equity require very effective studies. Creation of a secondary brand comes first among the studies of firms and businesses. New strategies about the advertisement, distribution and production should be developed to maintain the compatibility with other brands in the market by providing positioning and recognition. In our study, studies concerning the positioning of secondary brand, protection of brand equity by stabilizing the current brand equity and compatibility of secondary brand in the market were carried out.

AIM AND MODEL

Crisis experienced in recent years added a new dimension to the studies of businesses about the marketing and brand. Creation of a secondary brand and making this brand compatible with other products in the market by providing popularity of this brand requires a complicated study. Above all, advertisement R&D, organizational structure and radical decisions of business come first. In our study, an applied study was carried out about positioning of a secondary brand by fixing the value of current brand and how the compatibility of this brand is provided. Our study will enlighten the researchers who make studies about creation of a secondary brand and its positioning. The model of the study is comprised of scaled survey applied on consumers and data of Yellow Tail Company in last three years.

METHOD

Activities of "Yellow Tail" company in Turkey were discussed in method of the study and their data were used. Data of Yellow Tail Company in the last three years were discussed and necessary statistical evaluation was made by applying the survey about consumers of their products.

1. BRAND CONCEPT

Brand; is the name and recognition used in determination of goods and services produced/sold by one or more businesses. Every business pays attention to the feature of being known for the product they produce or distribute. Above all, the confidences of consumer about the brand and its credibility have vital importance. According to American Marketing Association, brand is defined as the "name, symbol, and design" and combination of these values which makes differences against its rivals and defines the goods or services of one or a group of sellers. When we look at the brand from a broad perspective, it is the marketing with channels of one or more intermediaries by being produced by X establishment. The brand is the most important element which develops an identity to service and product and provides a value to this identity.

1.1. Product and Marketing Concept

Product; people meet their needs and desires with products. A product is ant proposal meeting a need or desire. Goods, services, experiences, events, persons, establishments, places, properties, organizations, information and ideas take part among the products (Güngör, 2006).

Every product has a value and consumer portfolio. This value is created by the confidence and way of demand of consumer about the product. A product presents a value to the targeted consumer and if it satisfies the consumer, it will be successful. The value belonging to product and brand is the total proportion between what the customer buys and what he gives for this good. Customer buys benefit for himself and pays its cost to the establishment. Benefits are functional and emotional. Costs have a nominal value. It can be varied as time cost, energy cost and emotional cost. When we want to formulate it; (Özgüner, 2003).

We can Express as; Value= Benefits/Costs= Functional Benefits + Emotional Benefits/ Nominal Costs + Time Costs + energy Costs + Emotional Costs.

Exchange and Transaction: Exchange constitutes the core of marketing concept. It is buying a desired good from an individual/ firms by offering something in return. Both parties should believe that they will be better after the exchange by comparison with pre-exchange and this is necessary for realization of exchange. Exchange is a transaction rather than an incident. If both parties are on the tapis, it means that the exchange is carried out. When they get an agreement finally, the operation is carried out. A transaction has different dimensions. These are the condition of agreeing on two valuable things at least, an agreement time and agreement place and they are required (Akgün, 2005).

Close Relations and Networks: close relations marketing provides the establishment of strong economic, technical and social connections between parties. As an aim of close relations marketing, parties being a key in deal enter into satisfying and long term relations with customers, suppliers and distributors to be able to maintain long term choices and transactions done with them. Following the close relations marketing, marketing net which will be a highly valuable property for the business is established. A marketing net comprises of the business and individuals supporting them and making the mutual interest relations such as “customer, suppliers, distributors, retailers, advertising agencies, university members and academicians”. The basic working principle of these nets is to gain profit by establishing effective relations net with main profit owners (Duman, 2010).

Marketing Channels: there are many marketing channels used by marketers with the purpose of reaching the targeted market. Marketers use the communication channels to present messages to targeted consumers and to be able to take their answers. These channels are newspapers, journals, visual communication channels, CD, mail, telephone, advertising boards, posters and leaflets etc. above all, communications, gestures and clothing style and images of retailer shops are carried out with many other media. Marketers use some distribution channels to show and sell the product or service to the consumers. Distribution channels comprises of two parts as physical and service distribution channels. Finally marketers use outlets to be able to do business with potential buyers. Not only distributors and retailers but also banks and insurance companies facilitating shopping take part between the outlets.

Supply Chain: Supply chain represents a system of value presentation. Supplier channels are a very broad channel ranging from raw materials to items and to end-products which will be delivered to buyer. Every establishment only draw in some parts of total value in which supply chain is created.

Competition: competition composes of all real or potential proposals and different offers which can be thought in terms of buyer. Competition has four levels. These are;

A. **Brand Competition:** the establishment sees its rivals as companies presenting similar products with similar prices and same customers in brand competition. For example, Volkswagen can see Toyota, Honda and Renault as its main rivals. He can’t see themselves in a competition with Mercedes or Hyundai.

B. **Industry Competition:** In industry competition, the establishment sees its rivals as all other companies producing the same product or class of products with similar prices to the same customers. Volkswagen can see itself as a company competing with all other automobile producers.

C. **Form Competition:** In form competition, the establishment sees its rivals as all other companies producing the goods which bring along the same service. Volkswagen can see itself in a competition with not only other automobile producers but also with motorcycle, bicycle and lorry producers.

D. **General Competition:** In general competition, an establishment can see itself in a competition for the same consumer incomes as all other establishments. Volkswagen can see itself in a competition with companies selling certain durable consumption goods (White Goods), trips to abroad and new houses.

E. **Marketing Environment:** marketing environment comprises of job environment and broad environments. In job environment, there are individuals who have the closest roles in production, distribution and promotion of the product. Main actors in operations are company, suppliers, distributors, retailers and targeted customers. The broad environment comprises of demographic environment, economic environment, natural environment, technological environment, political-legal environment and socio-cultural environment. Some powers which can be highly effective on actors of job environment can exist in these environments.

F. **Marketing Mix:** Marketing mix is one of the most important tools of establishments used with the purpose of reaching the aims in target market. Tools of marketing mix are collected under four groups. These are product, price, promotion and distribution channels. Decisions of marketing mix are made for not only end-users but also for affecting the commercial channels. Establishments use many promotion mixes such as sales promotion, advertisements, public relations, direct letters, telemarketing and internet to reach the proposal mix which is prepared for their products, services and prices to commercial channels and targeted customers. But the point to take into consideration is that tools of marketing mix represent current marketing tools to affect the buyers according to opinions of sellers. Each marketing tool was designed to present a customer benefit from the viewpoint of a buyer. Under this circumstance, tools of marketing mix are created as below.

- Product, "Customer Solution"
- Price, "Customer Cost"
- Promotion, "Communication"
- Distribution, "Appropriateness, Easiness"

Establishments use product range and power to provide brand equity. The most important factor in brand and product management is strategic planning. Production systems change according to product range. Producer establishments use production planning “SPS” according to produced goods. Besides, planning of production sources MRP II is applied. Another method and planning used in production systems is planning of distribution channels DRP. Computerized integrated production system “CIV” is also used in production systems. The basic aim in production of all goods is to win. For winning, creation of a brand, whose recognition and credibility are provided, is required.

1.2. Form and Importance of Brand

As the brand is composed of many names, it can also be composed of some figures. While it is made up of figures, symbols and graphics, names are created in interesting different languages and with different writings. While the names of brand are created, it includes every type such as figures, letters, numbers being viewable with drawing or expressed similarly, which can be published in print and easily reproduced.

“The brand is all kinds of signs which can be viewed with drawing especially such as words, figures, numbers, goods or packages including personal names or expressed similarly, published in print and reproduced on condition that it provides to distinguish a good or service of an establishment from goods or services of other establishment as per the law no. 556 concerning Protection of Trademarks in Statutory Decree.” (Öncel, 2010).

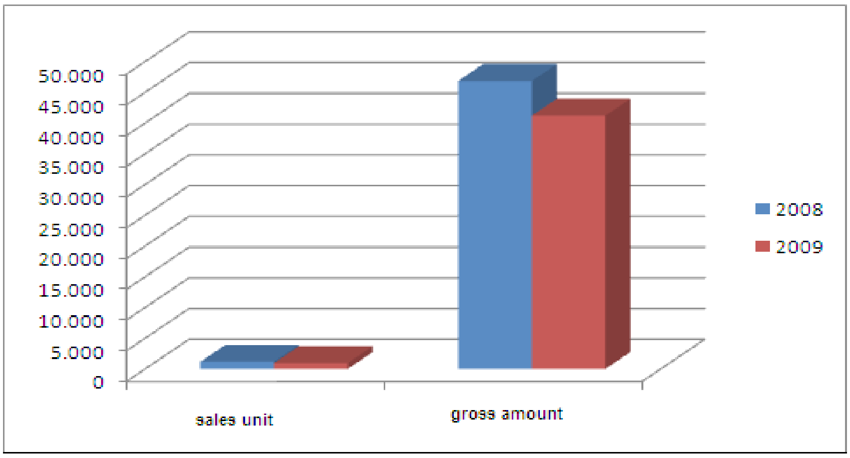
FINDINGS

Table 1. World wine production amount in 2008 (ton)

Rank	Country	Production(Ton) 2006	Rank	Country	Production(Ton) 2006
1	France	5.349.333	22	Macedonia	105.850
2	Italy	4.711.665	23	Mexico	102.778
3	Spain	3.643.666	24	New Zealand	102.000
4	USA	2.232.000	25	Switzerland	101.065
5	Argentina	1.539.600	26	Romania	93.512
6	Australia	1.410.483	27	Japan	88.000
7	China	1.400.000	28	Croatia	77.300
8	South Africa	1.012.980	29	Algeria	77.000
9	Chilli	977.087	30	Czech Republic	65.561
10	Germany	891.600	31	Georgia	65.000
11	Portugal	715.000	32	Canada	50.400
12	Greece	399.700	33	Uzbekistan	45.000
13	Hungary	350.000	34	Peru	43.500
14	Russian Federation	330.000	35	Cyprus	38.500
15	Brazil	237.200	36	Morocco	37.560
16	Moldova	230.000	37	Serbia	35.000
17	Austria	225.630	38	Slovakia	30.222
18	Ukraine	215.000	39	Tunisia	30.000
19	Bulgaria	169.445	40	Slovenia	29.329
20	Vietnam	158.220	41	**Turkey**	25.351
21	Uruguay	112.559		**World**	27.772.141

When the world wine production amount of 2008 is examined according to the Table 1, it has been observed that the total wine production is 27.772.141 tonnes worldwide and 25.351 tonnes in Turkey. Wine production of Turkey constitutes 9 % of the total wine production in the world.

Figure 1. Sales unit and gross amount distribution of yellow tail brand between the years of 2008 and 2009



According to Figure 1, a decline has been observed in the sales unit and gross amount of yellow tail brand in 2009 when compared to 2008.

Table 2. Sex distribution of the individuals included in the research

Sex	Number	%
Man	72	72,0
Woman	28	28,0
Total	100	100,0

Of 100 participants included in the research, 72 % is male and 28 % is female. It is clear that male participants constitute the majority of the participants. Surface distribution according to this variable is indicated in the Figure 2.

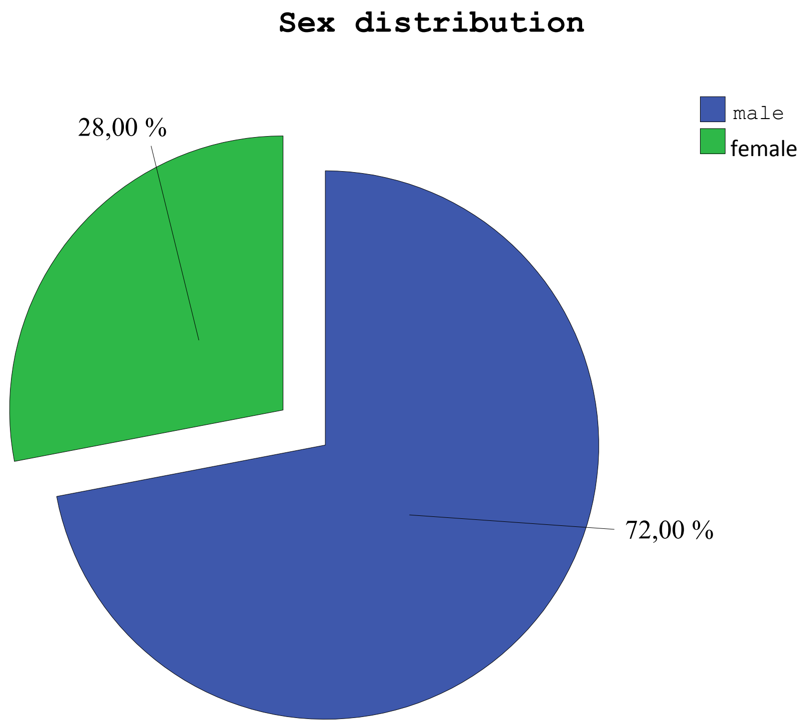


Figure 2. Surface distribution of the sexes

Table 3. Age distribution of the individuals included in the research

Age ranges	Number	%
21-26	34	34,0
27-32	24	24,0
33-38	17	17,0
39-44	14	14,0
45 and over	11	11,0
Total	100	100,0

When the age ranges of the individuals participating in the research are examined, it has been observed that 34% is in the range of 21-26, 24 % is between 27-32, 17 % is in the range of 33-38, 14 % is between 39-44 and finally 11 % is in the range of 45 and over. Surface distribution according to the age variable is indicated in the Figure 3.

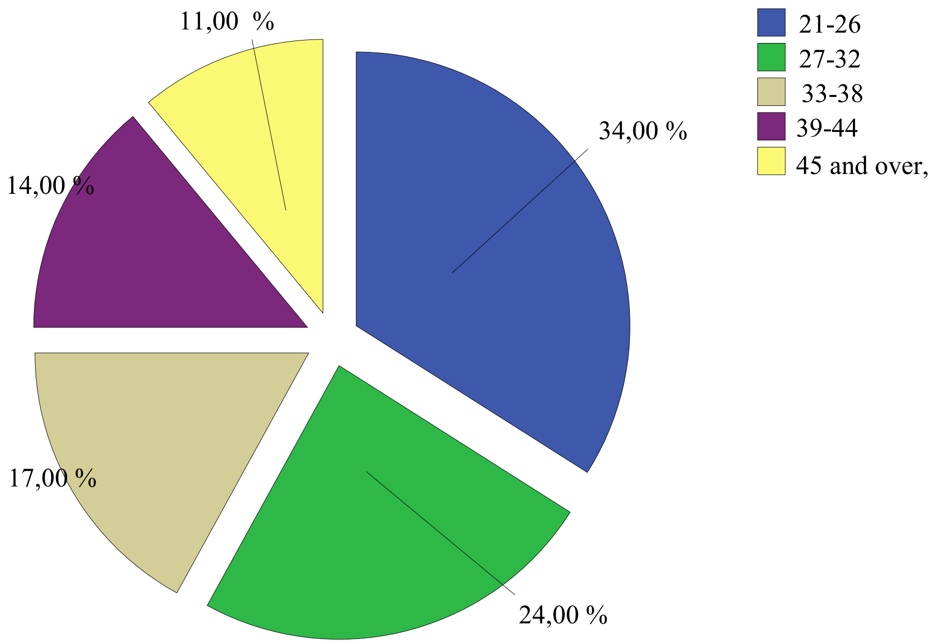


Figure 3. Surface distribution of the age ranges

Table 4. Civil status of the individuals included in the research

Marital Status	Number	%
Married	44	44,0
Single	56	56,0
Total	100	100,0

56 % of all the individuals participating in the research is single, 44 % is married. Surface distribution according to the civil status variable is shown in Figure 4.

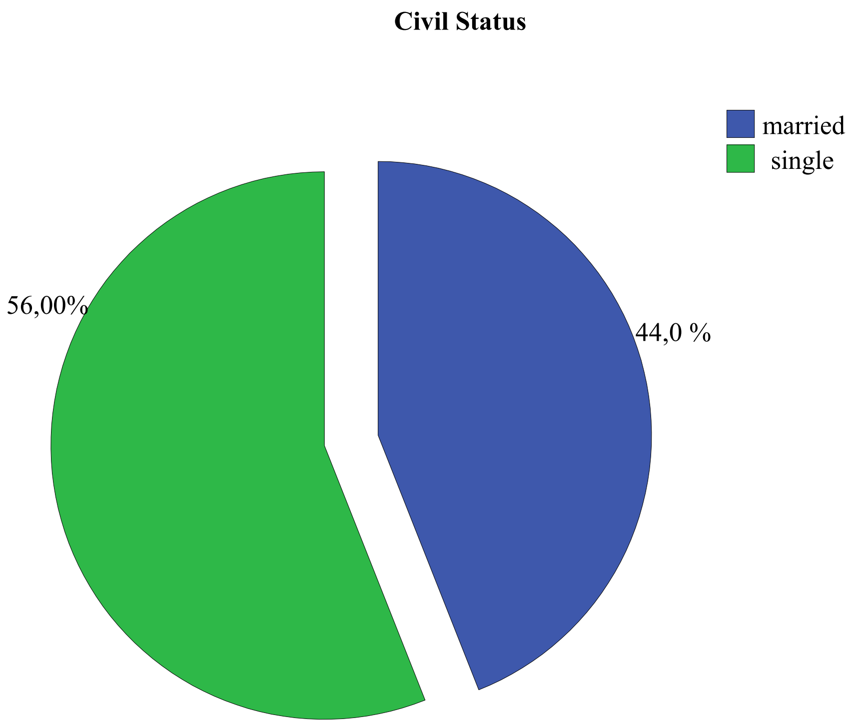


Figure 4. Surface distribution of the civil status

Table 5. Educational status of the individuals included in the research

Educational status	Number	%
Primary School	14	14,0
Secondary School	7	7,0
High School	23	23,0
University	50	50,0
Post graduate, doctorate	6	6,0
Total	100	100,0

It has been detected that, of all the individuals participating in the research, 50 % is university graduate, 23 % is high-school graduate, 14 % is primary school graduate, 7 % is secondary school graduate and 6 % is constituted by the graduates from a master program. Surface distribution of the educational status variable is shown in the Figure 5.

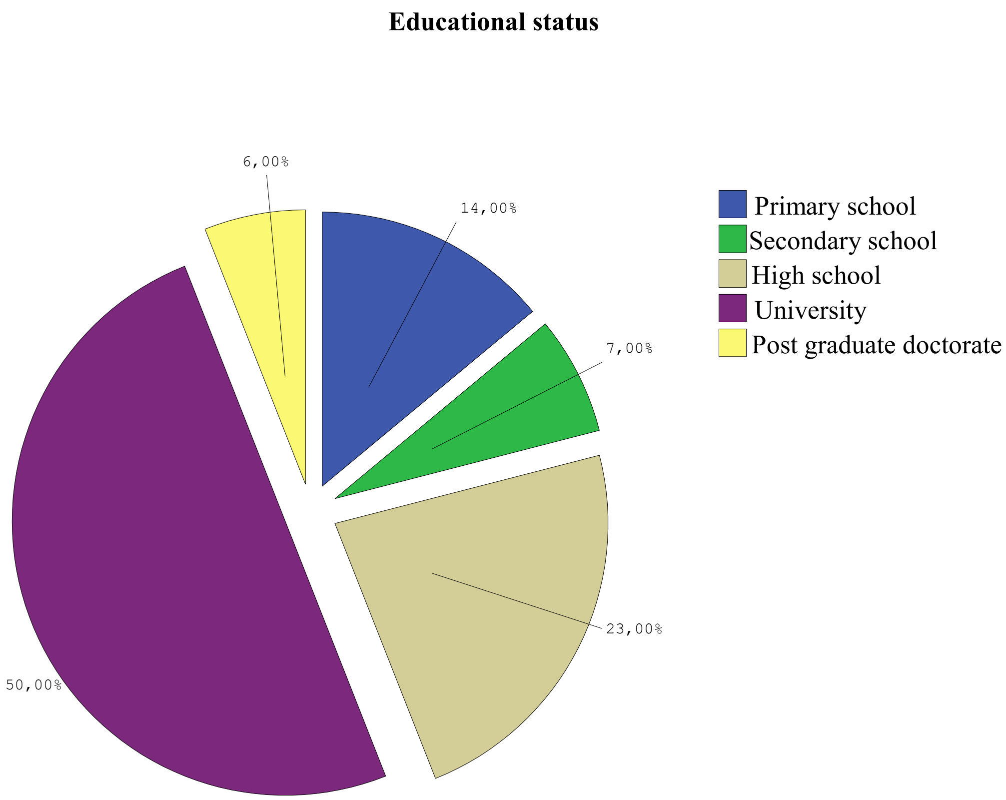


Figure 5. Surface distribution of the educational status

Table 6. Professional status of the individuals included in the research

Professional status	Number	%
Worker	5	5,0
Craftsman	38	38,0
Public servant	39	39,0
Self-employed	18	18,0
Total	100	100,0

When the professional status of the individuals participating in the research is examined, it has been seen that 39 % is constituted by the public servants, 38 % is from craftsmen, 18 % is self-employed and 5 % is from workers. The majority of the participants are from public servants. Surface distribution of the professional status variable is indicated in the Figure 6.

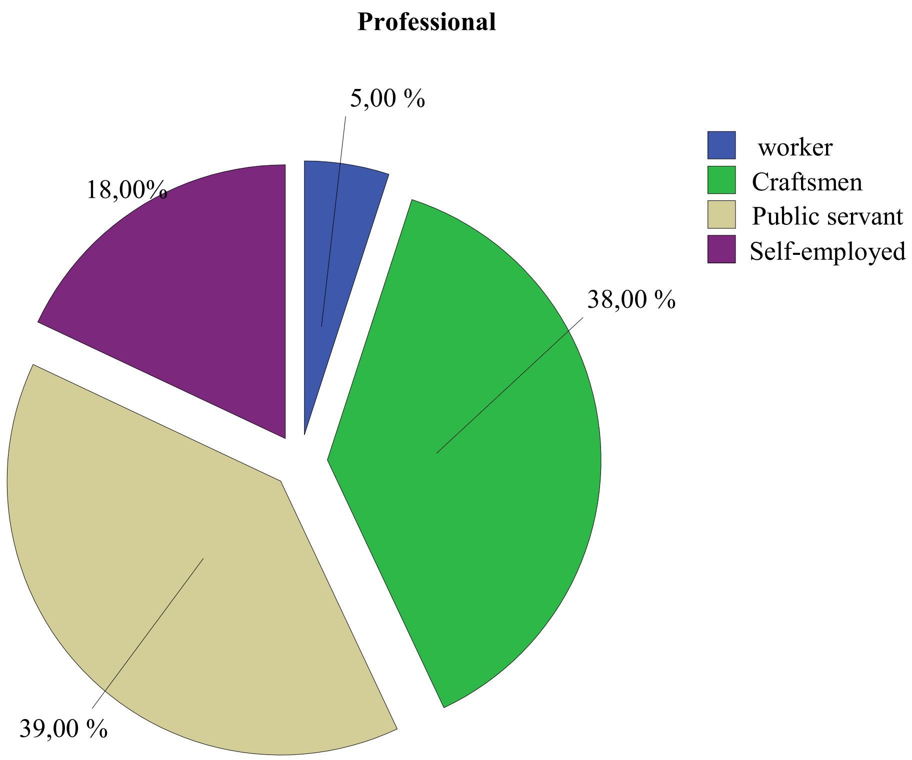


Figure 6. Surface distribution of the professional status

Table 7. Wine consumption status of the individuals included in the research

Wine consumption status	Number	%
Yes	95	95,0
No	5	5,0
Total	100	100,0

When the wine consumption status of the individuals participating in the research is examined, it has been stated that 95 % of all consumes wine and 5 % does not drink wine. Surface distribution of wine consumption variable is shown in the Figure 7.

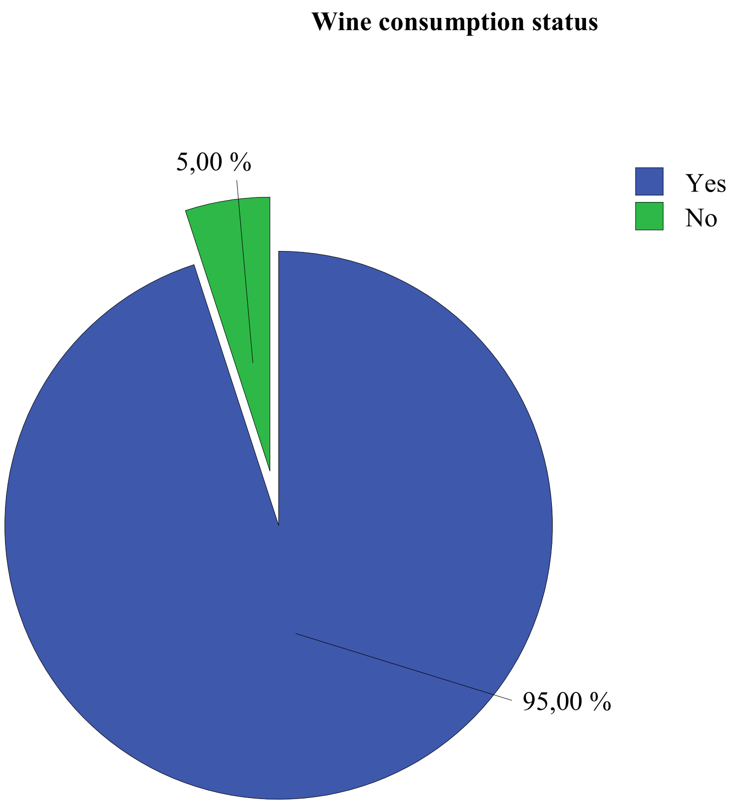


Figure 7. Surface distribution of wine consumption status

Table 8. Wine consumption frequency status of the individuals included in the research

Wine consumption frequency status	**Number**	**%**
Rarely	6	6,0
Sometimes	60	60,0
Occasionally	26	26,0
On special occasions	8	8,0
Total	100	100,0

When wine consumption frequencies of the individuals participating in the research are examined, it has been observed that 60 % of all sometimes consumes wine, 26 % occasionally consumes wine, 8 % consumes it on special days and 6 % rarely drinks wine. Surface distribution of wine consumption frequency is given in the Figure 8.

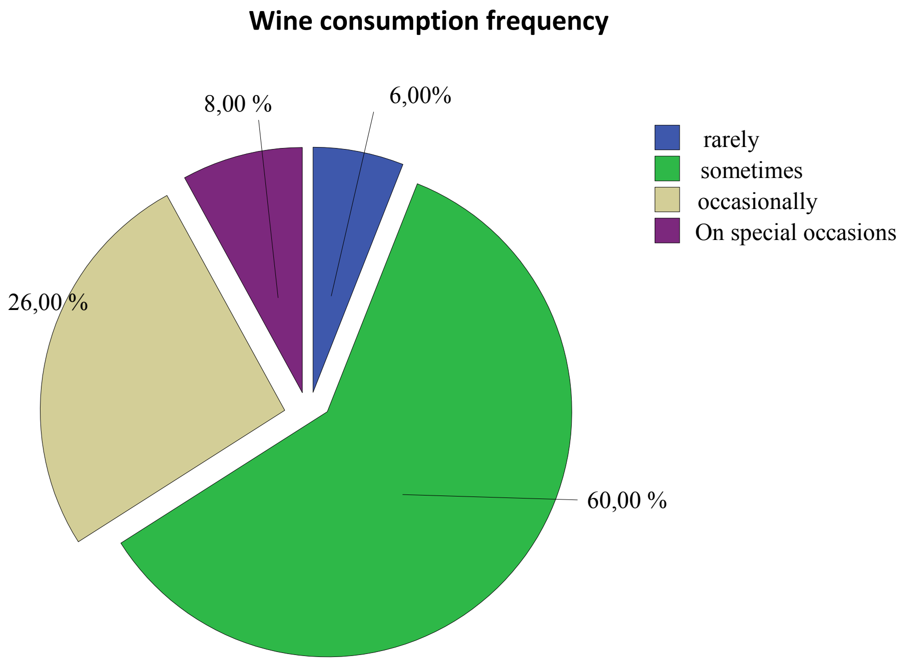


Figure 8. Surface distribution of wine consumption frequency

Table 9. Favourite brand status of the individuals included in the research

Favourite brand status	Number	%
Papazkarası	9	9,0
Sevilen	44	44,0
Vincent	21	21,0
Kavaklıdere	14	14,0
Sirince	8	8,0
Yellow tail	4	4,0
Total	100	100,0

When favourite brands of the individuals participating in the research are examined, it has been seen that 44 % of all prefers Sevilen, 21 % prefers Vincent, 14 % prefers Kavaklıdere, 9 % prefers Papazkarası, 8 % prefers Şirince, 4 % prefers yellow tail brand. Surface distribution of the favourite brand status is shown in the Figure 9.

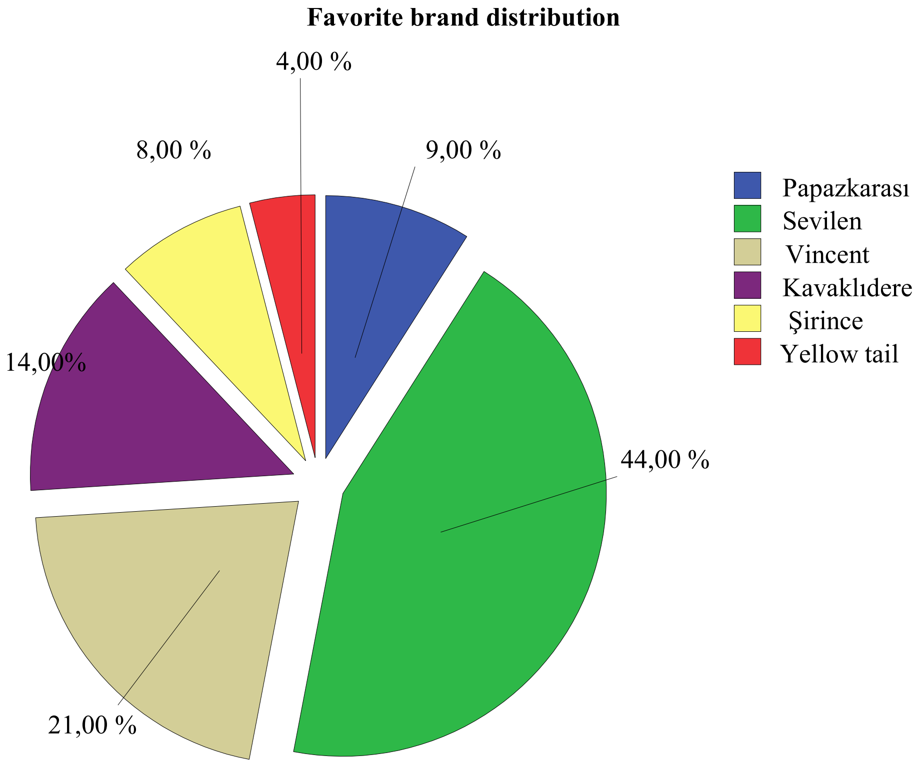


Figure 9. Surface distribution of the favourite brand status

Table 10. Evaluations of the individuals included in the research regarding yellow tail brand

Evaluations regarding the Yellow Tail brand	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a. It is more special than the others.	12,0	26,0	37,0	17,0	8,0
b. It does not have any difference from the others.	10,0	50,0	30,0	10,0	-
c. It has no outstanding feature.	25,0	32,0	35,0	7,0	-
d. It is not worth changing my current brand.	23,0	34,0	36,0	7,0	-
e. Package design is pretty good.	15,0	23,0	22,0	30,0	10,0
f. It has an improvement potential as a brand.	10,0	36,0	23,0	26,0	5,0
g. It appreciates the consumer as a brand.	10,0	34,0	36,0	16,0	4,0
h. It is suitable for a modern and innovative life style.	8,0	24,0	26,0	24,0	18,0
ı. Its target group is the young.	18,0	13,0	32,0	10,0	27,0

When the evaluations of the individuals participating in the research regarding Yellow Tail brand are taken into consideration, it has been observed that 37 % of all is neutral about the "it is more special than the others" statement, 50 % disagrees with the statement " it does not have any difference from the others", 35 % agrees with the statement " it has no outstanding feature", 36 % is neutral about changing their current brands, 30 % agrees with the statement " its package design is pretty good", 36 % disagrees with the statement " it has an improvement potential as a brand", 36 % is neutral concerning the statement " it appreciates the consumer as a brand", 26 % is neutral about the statement " it is suitable for a modern and innovative life style", 27 % strongly agrees with the statement "its target group is the young".

Table 11. Decisive factors in the wine preferences of the individuals included in the research

Decisive factors in the wine preferences	Number	%
I always use the same brand	20	20,0
I use the same brand as long as it is possible	16	16,0
I use one of two or three brands	44	44,0
I decide according to the price	12	12,0
I decide according to the brand	8	8,0
Total	100	100,0

When we look at the factors which are decisive in the wine preferences of the individuals participating in the research, we see that 44 % uses the certain two or three brands, 20 % always uses the same brand, 16 % uses the same brand as long as it is possible, 12 % decides according to the price and 8 % decides according to the brand. Surface distribution of this variable is shown in the Figure 10.

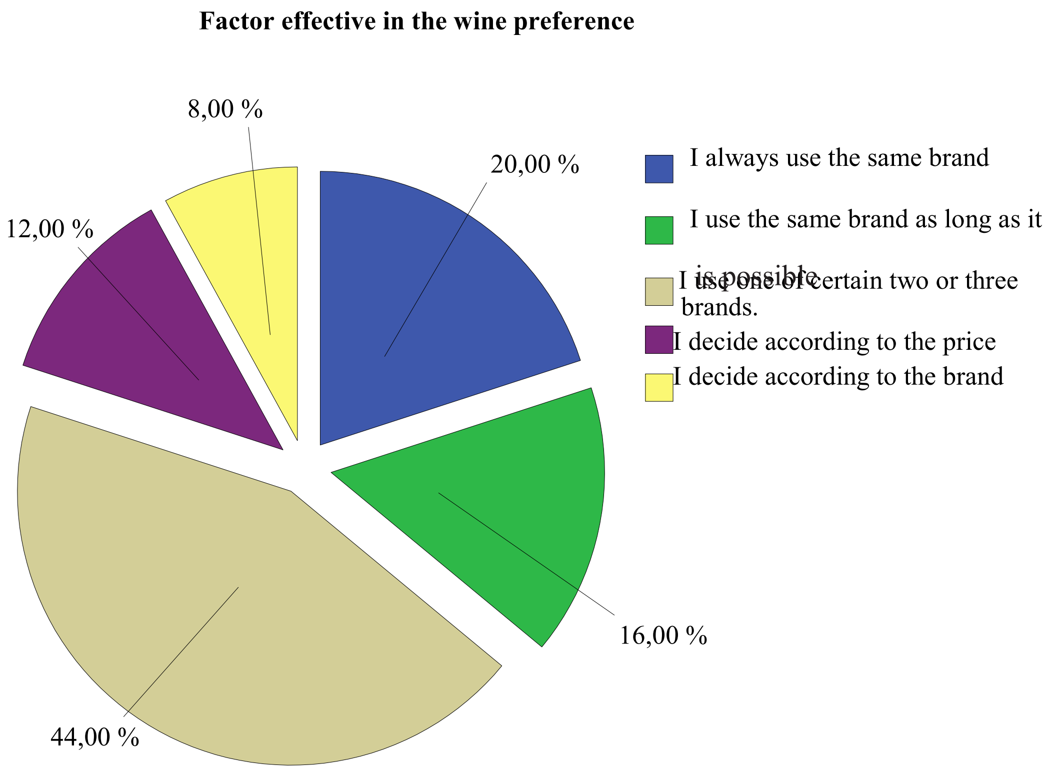


Figure 10. Surface distribution of the factor effective in the wine preferences

Table 12. Yellow Tail usage status of the individuals included in the research

Yellow Tail usage status	Number	%
Yes	67	67,0
No	33	33,0
Total	100	100,0

It has been stated that 67 % of all the individuals participating in the research has used the Yellow Tail brand before but 33 % of them has not used it. Surface distribution of this variable is given in the Figure 11.

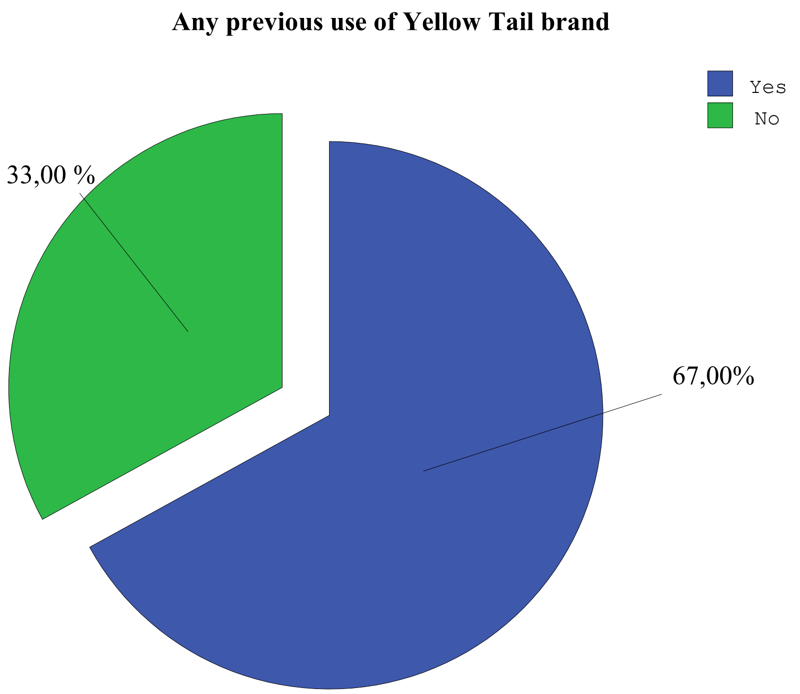


Figure 11. Surface distribution of previous use of Yellow Tail brand

Table 13. Reasons of the individuals included in the research for not trying Yellow Tail brand before

Reason for not trying Yellow tail brand before	Number	%
I do not like its image	0	0,0
It does not appeal to me	5	15,2
I find this brand unlikable	0	0,0
Some find its price high	11	33,3
I do not think changing my current brand	8	24,2
Those who has tried said that they did not like it	9	27,3
Total	100	100,0

When the reasons of the individuals participating in the research for not trying Yellow Tail brand before are examined , it has been observed that 33,3 % finds the price high, 24,2 % does not want to change their current brand and 15,2 % does not like its image.

Table 14. Opinion distribution of the individuals included in the research regarding Yellow Tail

Opinion distribution regarding the Yellow tail	Number	%
It is very good	4	4,0
It is rather good	37	37,0
Neutral	29	29,0
It is not very good	20	20,0
It is not good at all	10	10,0
Total	100	100,0

When the opinions of the individuals participating in the research about the Yellow Tail are examined, it has been stated that 37 % thinks that it is rather good, 29 % is neutral, 20 % does not like it very much, and 10 % does not like it at all. Surface distribution of this variable is shown in the Figure 12.

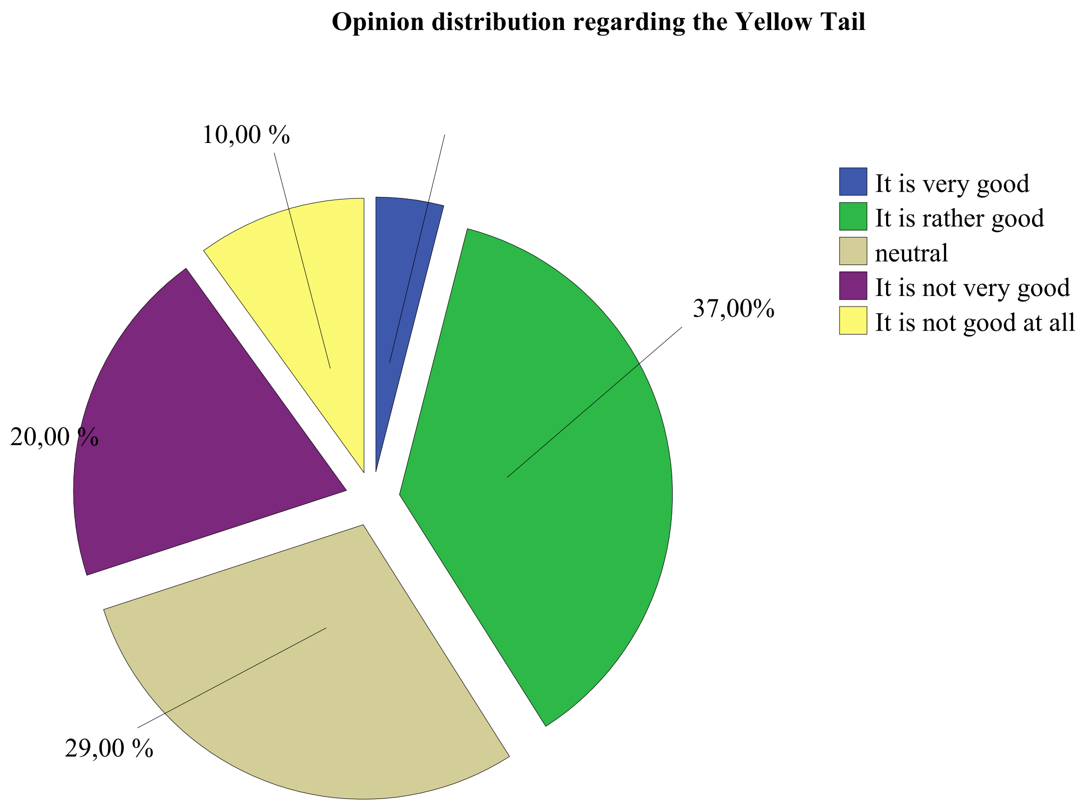


Figure 12. Surface distribution of the opinions related to the Yellow Tail

Table 15. Distribution of the relationship between the wine consumption status and the sex distributions of the individuals included in the research

Wine consumption status	Sex distribution				Total	
	Man		Woman			
	Number	%	Number	%	Number	%
Yes	67	70,5	28	29,5	95	100,0
No	5	100,0	0	0,0	5	100,0
Total	72	72,0	28	28,0	100	100,0

Chi square: 2,047; p: 0,318

Table 6. Distribution of the minimum, maximum, mean and standard deviation values of the features of the Yellow Tail

	N	Minimum	Maximum	Mean	Std. Deviation
Taste properties	100	1,00	5,00	2,8800	1,05677
Bottle design	100	1,00	4,00	2,8600	1,06382
Package	100	1,00	5,00	2,7700	1,16216
Logo	100	1,00	5,00	3,2400	1,17310
Price	100	1,00	5,00	2,4800	1,16758
Quality	100	1,00	5,00	2,8700	1,18624
Availability	100	1,00	5,00	2,7200	1,06439
Image	100	1,00	5,00	2,7300	1,10878
Advertisements	100	1,00	5,00	2,4800	1,26715

When the relationship between the wine consumption status and the sex distribution of the individuals participating in the research is examined, 70,5 % of those who drink wine are male but 100 % of those who do not drink wine are also male. At the end of the research, it was determined that there is not a statistically significant relationship between the wine consumption status and the sexes.

Individuals included in the research have been required to evaluate their own consumption ways for Yellow Tail brand. Answers have been collected on the basis of a pentad scale from “I do not like it at all” to “I like it very much”. Values that are in the range of 2.48 and 3.24 mean values are examined. It has been stated that among the properties of the Yellow Tail brand, answerers rank the logo to the first place with a 3.24 mean value, then taste properties with a 2.88 mean value and its quality with a 2.87 mean value. Advertisements are accepted as their worst feature with a 2.48 mean value.

CONCLUSION

Creating a brand and maintaining its continuity is an important issue. A brand, for its own, can create a secondary brand that has established presence in the free market both to keep the value of its brand at a certain level in the competitive market and to increase its capacity to compete with the other brands.

In our research, activities carried out in the branch of the Yellow Tail enterprise in Turkey were addressed and their data were analyzed. According to 2008 data, wine production in Turkey constitutes 9% of all wine production in the world. In 2009, there was a decline in the values of sales unit and gross amount of the Yellow tail enterprise when compared to 2008.

Data obtained from the analysis of the information regarding the Yellow Tail brand give information about the enterprise.

After the analysis, results are as following;

- Of the individuals included in the study, 72 % is male and 28 % is female. It is seen that male group is the majority, in other words males constitute a big proportion.
- Of the individuals included in the study, 34 % is in the range of 21-26 age range, 17 % is in the range of 33-38, 14 % is between 39-44 age range and 11 % is 45 years and over . Individuals between 21-24 constitute the majority of the study,
- 56 % of all the individuals included in the study is single and 44% is married individuals,
- Of all the individuals participating in the research, 50 % is university graduate, 23 % is high-school graduate, 14 % is primary school graduate, 7 % is secondary school graduate and 6 % is constituted by the graduates from a master program. Educational level of the individuals participating in the research is relatively high,
- 39 % is constituted by public servants, 38 % is from craftsmen, 18 % is self-employed and 5 % is from workers. The majority of the participants are from public servants. The number of the public servants is high,
- 95 % of all the individuals included in the research consume wine and 5 % does not consume. Wine consumers are dominant in the research,
- 60 % of all the individuals participating in the research sometimes consume wine, 26 % occasionally consumes wine, 8 % consumes it on special days and 6 % rarely drinks wine. Wine consumers do not drink wine frequently,
- 44 % of all the participants prefer Sevilen, 21 % prefers Vincent, 14 % prefers Kavaklıdere, 9 % prefers Papazkarası, 8 % prefers Şirince, 4 % prefers yellow tail brand. While Sevilen is the most preferred one among the wine brands, Yellow tail brand of the enterprise on which we are studying is the least preferred brand,
- When the evaluations regarding the Yellow Tail brand are examined at the end of our study, it has been seen that 37 % of all is neutral about the “it is more special than the others” statement, 50 % disagrees with the statement “ it does not have any difference from the others”, 35 % agrees with the statement “ it has no outstanding feature”, 36 % is neutral about changing their current brands, 30 % agrees with the statement “ its package design is pretty good”, 36 % disagrees with the statement “ it has an improvement potential as a brand”, 36 % is neutral concerning the statement “ it appreciates the consumer as a brand”, 26 % is neutral about the statement “ it is suitable for a modern and innovative life style”, 27 % strongly agrees with the statement “its target group is the young”.

- When we look at the factors which are decisive in the wine preferences of the individuals participating in the research, we see that 44 % uses the certain two or three brands, 20 % always uses the same brand, 16 % uses the same brand as long as it is possible, 12 % decides according to the price and 8 % decides according to the brand.
- 67 % of the participants have used the Yellow Tail brand before but 33 % of all has not used the Yellow Tail brand previously.
- When the reasons of the individuals participating in the research for not trying Yellow Tail brand before are examined , it has been observed that 33,3 % finds the price high, 24,2 % does not want to change their current brand and 15,2 % does not like its image.
- When the opinions of the individuals participating in the research about the Yellow Tail are examined, it has been stated that 37 % thinks that it is rather good, 29 % is neutral, 20 % does not like it very much, 10 % does not like it at all,
- We have not found a statistically significant relationship between the wine consumption status and the sex distribution during our research.
- Individuals included in the research have been required to evaluate their own consumption ways for Yellow Tail brand. Answers have been collected on the basis of a pentad scale from "I do not like it at all" to "I like it very much". Values that are in the range of 2.48 and 3.24 mean values are examined. It has been stated that among the properties of the Yellow Tail brand, answerers rank the logo to the first place with a 3.24 mean value, then taste properties with a 2.88 mean value and its quality with a 2.87 mean value. Advertisements are accepted as their worst feature with a 2.48 mean value.

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