

Launching Kofola on the Turkish Market

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1. Study the theoretical background of branding, marketing mix with focus on promotional campaigns of newly introduced products.
2. State the main goal, sub-goals, research questions and methodology of the thesis.
3. Analyze the opportunities the Turkish market offers to launch kofola. Find out whether there would be a need for this kind of beverage.
4. Based on the research results suggest a project proposing an effective promotional campaign of launching kofola on the Turkish market.
5. Make adequate recommendations to optimize the campaign and mention its advantages and limits.

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ABSTRAKT

Cílem diplomové práce je analyzovat potenciál vstupu české společnosti Kofola na turecký trh.

První část práce se zabývá teoretickým zázemím tématu. V této kapitole jsou představeny základní pojmy: mezinárodní marketing, marketingová strategie, produktové úpravy, marketingová komunikace a mixy. Ve druhé, analytické, části se věnuje pozornost jak kvalitativnímu, tak kvantitativnímu výzkumu. Cílem kvantitativního výzkumu je obecné vnímání složek společnosti Kofola mezi tureckými spotřebiteli podle jejich sociodemografických klasifikací. Kromě toho jsou také předloženy výsledky kvalitativního výzkumu slepé chuti.

Třetí, zároveň poslední, část se zabývá projektem představujícím zahajovací kampaň společnosti Kofola pro turecký trh. Na základě výsledků výzkumu jsou v kampani navrženy vhodné nástroje marketingové komunikace.

Klíčová slova: marketingová komunikace, mezinárodní marketing, marketingová strategie, Kofola, nealkoholický nápoj, Turecko, turecký trh, zahajovací kampaň.

ABSTRACT

The aim of this diploma thesis is analyze the potential of the Czech soft-drink company Kofola to enter the Turkish market.

The first part of the thesis deals with the theoretical background of the topic. In this chapter international marketing, marketing entry strategies, product adaptations, marketing communication and mixes are introduced. In the second, analytical part, attention is paid to both qualitative and quantitative research. The quantitative research's focus is on general perception of Kofola's ingredients among Turkish consumers according to their socio-demographic classifications. Moreover, the results of the qualitative blind taste research are shown too.

Finally, the third part deals with the project presenting a launching campaign of Kofola for the Turkish market. Based on the research results, appropriate marketing communication tools are suggested to be used in the campaign.

Keywords: Marketing communication, international marketing, marketing entry strategy, Kofola, soft-drink, Turkey, Turkish market, launching campaign.

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I declare that this thesis is fully inscribed on my own and all the literary sources used are stated in the reference list and are properly quoted. I hereby declare that the print version of my Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

In Zlín, 20th April 2018.

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INTRODUCTION

Creating any type of strategy for marketing defined clear methods and frameworks must be done. These definitions and methods can be bridge between marketers desire for core goals which means making significant and relevant profit from their production that matchup between desire of consumers which made them trigger to purchase. On the other hand that methods should succeed from other shareholders among the sector.

The first part of this thesis in order to getting wider perspective of international marketing and entering strategy on market is followed by several researches that can give a supportive background to launching a foreign brand in particular market and brand's nominative strategy in order to entering for those market. Further chapters will explicate the inspiration of particular marketing mix, integrated marketing, communication and marketing communication which will vital to be aware of in the mean time of the integrated marketing strategy will appear.

Every single country has got own potential on their own market. Those market sometimes can be more delicate in order to making a business if there is some dilemma that relevant for the parts, cultures, needs, purchasing understanding, leisure habits and so on... Before of those indistinct questions, theoretical concepts which also supported by researching part that give question and answers method for general market understanding and facts, regional marketing, Turkish market and dynamics, popular culture, cultural differences and it is own mentality. In other words, the main aim of this thesis to find out whether there is a potential for launching Kofola on the Turkish Market and prepare a marketing communication campaign on it.

Moreover, the purpose of analytical chapter thesis will be an evidence with the answer of Turkish people's attentions, desires, needs, perceptions, prejudices and further on for Kofola soft-drinks and the perception for those which already take a space in the market. Briefly, base on to find out whether there is potential for launching another soft drink on the Turkish market. Also to prepare a marketing communications campaign for Kofola on the Turkish market.

The first research will be focused on the expectation of selected foreign country that give Kofola an inspiration about the environments of Turkish Market and what barriers might occur when entering on this market. Also there will be an respond for Kofola in the question, if there is space for launching Kofola on the Turkish Market or not?

For next research will be an examination of the consumer behavior of Turkish society. With differences of culture and life spending might have significant differences according to their consumption habits, with clarification of this cultural consuming habit, additionally containing reliable consumption potential of Kofola on Turkish Market will occur. Moreover, for the remarkable and profitable launching, which segmentation of market will be the most successful one for Kofola, and after getting rid of those potential barriers, which group of people on the society will be able to precise for this new brand, in another word which particular target group of this market will be niche for Kofola brand.

After determine the niche of in segmentation and target group every particular channel will be essential for integrated marketing communication in marketing mixes. However with the description of demographic and psychographic analysis of brand's target group, specified media channel/s will be more accurate in order to making remarkable launching. The last part of analysis is concentrated on which type of tools of marketing communication would work best when launching Kofola in Turkish Market.

The last part, in another words the project part of this thesis will be the combination of present acquaintance from the theory with results from the analysis. The advises of situational analysis and our findings with creational campaign designing with the principal of agencies conquering discipline and communication mix.

I. THEORY

1 INTERNATIONAL MARKETING

International marketing is the utilization of marketing standards in excess of one country, by companies overseas or crosswise over national borders. International marketing depends on an extension of an organization's local marketing strategy, with unique consideration paid to marketing identification, targeting, and decisions globally.

In the year of 2008, people over six and half billion people are the consumers (or the potential consumers) for brands in all over the world and it is estimated that it will be reached to about 10 billion people by the year of 2050 according to the researches. In this perspective, international marketing is a significant activity for the organizations which interested in being a global market player.

The most important difference between local marketing and international marketing is to operate more than one country. International marketers face some obstacles in the countries which they operated. Companies should evaluate market disparity and different consumer habits or needs. Each country has different laws, restrictions, Economical, political and cultural environment. For this reason, international marketers should follow a suitable strategy and marketing mix for entries to new markets. Marketing strategy process in the international area is the determinant for the organization's competitive position. Marketers should apply unique strategies to promote their brands for each territory (Doodle, Love, 2008).

There are two points that marketers should be aware from it. First one is; backdrop information about the environment. The situation in local area, general sensitivity about particular topic or tools, briefly every “do's” and “do not's” are the essential survey which marketers should aware for the results. Another title is regulation and perception of export products for particular territory. Marketers can receive this information from past surveys of other companies which they already launched over there or governmental releases or from organization and agencies which have connection with both local organizations and governmental departments (Doodle, Love, 2008)

1.1 The Elements of International Marketing

Multinational marketing, export, and global marketing are the essential elements of international marketing. Multinational marketing is a marketing perceptiveness that marketers differentiate their marketing strategies according to the different types of groups. This differentiation helps to marketers to convince any type of society and to indigenize their communication method operated in it. Multinational marketing can be used for one single country as well as can be suitable for two countries. For example: We can regard as North African people who live in France, marketers can use an African model on their commercial if they aim to reach African people as a target group (Wang, 2012).

Global marketing is a cross cultural operation and it is bigger than the others. The pioneer aim and essential target of the organizations is to accomplish a level of cooperative energy as the general task. So, the connections will be more noteworthy than the entirety of its parts by exploiting distinctive trade rates, impose rates, work rates, aptitude levels and market openings. Briefly, the global marketing empowers the connection by applying a similar sort of item to a similar kind of customers. The global idea, which utilizes an institutionalized show-casing methodology in all business sectors, depends on the accompanying three primary premises. First; the desire of consumers are assimilated more and more. Second, the intention of consumers is getting mutual in order to reach higher quality with reasonable prices. And third; Large scale manufacturing and the offer of these items in the worldwide market permit economy of scale. (Schiffman, Wisenblit, 2015)

Export marketing as clear as its name aims to enlarge business activities in variable markets. Global efforts and launching phases on variable markets provide the realization of establishment the export understanding. The businesses, which neither have any knowledge in global arena nor have sufficient budget to achieve it, are the best executives of export marketing. If geographical distances do not allow brands to make globally invest, they mostly concern to use this method. As a rule, these organizations focus on just a single market, yet reliance on just a single market is constantly unsafe for the organization as its reality is debilitated in case of a monetary downturn in the remote market(Doodle and Love, 2008).

1.2 Types of International Marketing

After the technological developments and rapid consuming trends, companies have been affected by this current tendency. With global market understanding, four main tendencies for International Marketing have been occurred. This trend has created four main types of understanding which has been created by feedback of both organizations or companies or consumers.

Pure Global understanding is the first and the most common strategy among the well-known companies. These kinds of companies are similar culture in everywhere. Globalization understanding is the key concept for these companies. Louis Vuitton, Versace, Bvlgari, Max Royal and such luxury brands can be examples for this strategically concept. For four types of marketing communication mix, as we looking at it, they are buying same products with the same promotion methods in variable stores all over the world. Their product prices do not change according to the income level of the market operated in it. Unlike pure global, the companies which embrace global strategy understanding have been shown by the companies with particular differences. They implement the strategy with respect to the local marketing mix dynamos. The success of this application is the companies which espoused globally they are aware that they should be aware about placement and its strategy in order to deal with local conditions and competitors. For example Coca-Cola is the most well-known beverages drink brand from the United States which distributes its products by making promotion according to the sense or the value of any particular countries.

The main pulsing effect (as definition a regular cycle of advertising in which a product is advertised a lot, then not advertised at all, then advertised a lot again in a time scale) is generally in Christmas time in all over the Christian countries. Generally time lap of this pulsing is starting in the beginning of December (even in the last week of November) till second week of January. In this period all advertisements are containing the spirit of Christmas. However, that does not working for Coca-Cola in Middle Eastern countries. Because of religious understanding in the period of Ramadan (also in this time from the iftaree - after evening pray- till suhoor - early morning pray time -). And the quantity of advertisements is getting huge among to the other brands.

Normally the word of "Think globally, act locally" word is pointed by town planner and social activist Patrick Giddes (Barash, 2002). Mr. Giddes is also known with his career about sociology, philanthropy and biology. He is a social activist about the nature and all his attributions are in this parallel. The aim of his statement can be understand in his book "Cities of Evolution." He is also known as a pioneer about town planning. His aim is to change the word as a better place, people should start this change from their local areas. This will help them to live in a better world by changing small places in their own area. However, this word is also become the key word of Glocalization. Glocal marketing strategy is a form of combination of core values of localization aspects as well as using the global standardization as the elements of marketing mix.

With another explanation, glocalization is a bridge concept in marketing which units both global understanding and local understanding for markets in the world. Global companies implement their own standards on the world and company culture by using a unique approach regarding to adaptation process to a specific market (Heaps, 2010).

Coca-Cola is again the best example for this term as well. The marketing strategy of Coca-Cola is consistent. Their image for any particular country is nearly the same. However the company differentiates its product flavor according to the market. As an instance to this explanation; Light Cola which well known in many European countries (this product is facing with people in the United States as Diet Cola) has got some trouble in the Turkish market. Many Turkish women consider Light Cola as a reflection of anorexia. As a response to this reflex of the female consumers, Coca-Cola created another brand as Coca-Cola Zero for the market. However, in the beginning of 2018, Coca-Cola became aware of that people were pronouncing this product as Zero when they are buying or ordering. This was a problem for the company in respect to brand awareness. Thus the company changed the name of Coca-Cola Zero as Coca-Cola Non-Sugar in Turkey.

The last type of international marketing terminology is pure local strategy that all the mixes of international marketing strategies are based on each market's adaptation and regionalization. The organizations which have grasped this showcasing methodology disregard to have a solitary brand picture everywhere throughout the world and adjust their promoting blend for each market (Dijk, 2004).

2 ENTRY STRATEGIES TO FOREIGN MARKET

After above mentioned process and circumstances to enter to a foreign market, it should explain that global brands and their standardizations can be trouble or not. This depends on brand culture and the characteristic structure of particular market. However in order to reduce the risk percentage, there are some processes and.

At this point, when an organization decided to extend its client base and the piece of the overall industry, this organization plans a reasonable structure to achieve the its objective in selected market (Carozo, Lumineste, 2010).

From the viewpoint of host nation economy, it is suggested that the economy of the host nation has more impact in forming firms systems, for example, outside market entry. Besides, firms showcase section system must not exclusively be founded on firm capacity and industry conditions yet a blend of every single other factor including institutional variables (Peng, 2008).

There are variable options and ways in order to enter to a new market. Every one of these options have its own exceptional impact on the organization as far as authoritative and monetary capacities. Generally, entering worldwide markets isn't matter of decision, however it is basic to be aggressive in new or set up business sectors. The most significant and critical decision for organizations is a pronouncement for entering to a foreign market. As mentioned above chapters, there are a few viewpoints to be allure of a remote market: advertise development, showcase measure, overhauling cost, rivalry, and the host nation's political, social and financial condition (Erramilli, 1991).

2.1 Types of Entry Strategies to a Foreign Market

Franchising is a business design that is widely perceived all around. Franchising, in the world markets, gives to enterprises a glorious open door for showcase development. Franchising is utilized progressively by global firms as a method of section while moving to the worldwide markets (Doherty, 2007).

Franchising is a typical market expansion strategy applied by the United States and Canadian brands. Franchising has become popular in the world-wide and many successful companies and brands use this system to expand or export them. It is a doable strategy for firms that espouse the model of circular businesses because this model can be applied to other markets as well. There are two significant warning while using this model. First, the brand should be either so strong in particular market for brand appreciation or should have a unique quality in order to serve as the mentality of niche on the market. Second, companies should be aware of overseas competition level in particular markets for your franchisees.

Direct Exporting is another option when penetrating to a foreign market. It allows you to sell your products from first hand to the particular market. Companies which decided to choose this option seek for local agents or distributors. These agents and distributor can collaborate or can separate from each other and are concerned as the represents of the organization. Even they can be bulls-eye labor for that company throughout the market.

Partnership is one another term for a company when penetrating to a foreign market. Partnership is one of the most common way to enter to a market in some parts of the world (for instance in Asian countries). There are many different type of partnership like basic collaboration in marketing management or at most it can flow to complex tactical alliance for producing. Partnership is comparatively useful for firms or organization while entering a specific market which has got quite differences in their culture and routine even if this cultural basis also has got strong connection with business and social structure. Also it helps to companies in order to determine their target audiences wisely. (UKessays, 2013)

Another section of partnership is Joint Ventures. The significant difference between these two terms is joint ventures is giving privilege to third company for managing market. The simplest explanation of joint venture is two companies are running a business in a particular market, and they are dealing with third company in order to agree to all potential barriers. While in this process all income and risk can be divided half and half. The most well-known joint venture example in all over the world is Sony/Ericsson partnerships. Normally those two companies standing divided from each other. However both of them working together for success in particular ventures.

Buying a company sometimes perceiving like the most secure entering type. Basically buying alive company which is working exactly with their own market share ratio and suddenly starting for competition with shareholder or avoiding company from governmental laws and regulations. This type of strategy apparently expensive style but it is the best way for perseverance in carried out action. On the in addition to side this passage system will instantly give you the status of being a locality in organization and you will get the advantages of nearby market learning, a set up client base and be dealt with by the local government as a domestic firm. (Kostova, Esho, 2008)

Piggybacking is the only one of its kind strategy, for the reason that it is the way of entering to global market. On the off chance that you have an especially fascinating and exceptional item or administration that you pitch to extensive household firms that are as of now associated with outside business sectors you might need to approach them to check whether your item or administration can be incorporated into their stock for global markets. This method is minimizing the risk of local company but at the same time that product or services reaching to customers globally. Effort your company as domestic but reach to world rapid.

2.2 Entry to Turkish Market

In order to entering in Turkish Market there are many challenges, however especially for companies from United States there are many chances with the intention of entering in. The balance between costs and benefits is the significant part for companies in order to figured out and understand for implementation for that reason any part of entering decision is passing cross through this mentality. Agent and distribution system which has been mentioned in previous pages is the key concept for companies successful presence. The local associations can provide essential information about local regulations, prevent language barriers and can uprising the value of the brand.

However for further investigation about Turkish Market, companies can sign alliance partnership, also invest more budget to regional investor for enlarge their percentage on market which they claimed to the company (export.gov, 2017)

Turkey has got a fame about unique geographical location, the country is located like a bridge from oriental east to Balkans and Europe. With this singularity is providing multi-nationality to the society. Also the historical changes and all those civilizations which have been live in this land giving the result colorful mosaic (such as Greek, Persian, Armenian, Byzantines, Arab, Caucasian and Roman civilizations). With nearly half portion of its seventy nine million in number populace younger than 28, Turkey is viewed as a developing business sector and is a noteworthy exchanging accomplice with the UK, with a nearness of more than 1,600 British organizations in the nation. With its young populace looking for advancement in a differing gathering of parts from training to back, British ability is viewed as a profitable item.

Combined with Turkey's creating economy, where development is anticipated in shipbuilding, construction, water and the improvement of framework to meet the requests of a developing populace, there are an abundance of venture open doors for business visionaries contemplating extending a business in Turkey. Turkey is additionally a member in the Kyoto agreement on environmental change and therefore there is a variety of chances for maintainable advancements, as the administration hopes to put resources into the area to meet its commitments.

In order to summarizing the difficulties about market penetration, Turkey has got ultimate speed for improvement on market, however governmental affairs still keeping the presence. Rules and regulations can change rapidly and can be muddled so it is suggested that if enrolling a business in Turkey, you utilize a local partnership forces with a decent comprehension of the business sectors enactment (Jamontaite et al, 2017).

2.3 Market Adaptation

Market Adaptation refers to brand familiarness in any particular place, market or territory in international marketing. With comprehensive explanation; it refers to a system or tool which shifting any particular place with assimilation with proven by erasing the language barrier, product consumption, marketing attitude or any other paths which uses for local places. But this adaptation is mostly applied under the transparent global culture of each organizations or companies (Goodman, Hirsch, 2010)

Adaptation is an important issue for any global marketers which aim to be more successful in a particular place than their competitors. The consumers wish the highest sense of satisfaction. They want to secure and wanted to trust product or service which can offset it after the time of buying. The understanding and the perceiving of the marketing tend to act more globally nowadays. However, the marketers of brands or organizations are more aware of differentiation in any particular country or region.

During creativity process, adapted promotion techniques and advert materials take time much more than companies' estimation. On the other hand, continuously practice of these techniques cost much. However, the practice of these method is accepted as an advantage for companies because their improvement in the market and feedback from market have been optimized in order to evaluate market advantages.

Marketing communicators or executives should consider the market potential while they are using the marketing strategies and implementing the mix of marketing elements. After that, the aspects which require for adaptation (such as, context similarity, marketing investigations, and competition) is vital importance(Veness, 2006)

2.3.1 Product Adaptation

It sometimes gets less effort than adapt it to launch a product or service in a market. However this suitability sometimes has some obstacles from one to another. In the lack of standardization, these obstacles can be named like regulation differences, variability on geographical conditions or safety aspects. Otherwise, this appearance in the market by the feedback of socio-cultural approach or style of usage. These kind of sections can named as a the basis of product adaptation. Some of the companies do not need to consider about adaptation to launch in any particular market (such as, technological devices companies or information technology companies...) This kind of companies operate in the market with international values and solutions.

They service good solutions with an international attitude in spite of their languages are perceived as a world-wide common language. Unlike this kind of segments, other type of products and services are more bounded with the sensitivity of cultural context and they

should be in a collaboration with this. The marketers of these companies should be aware of and be sensitive about any particular territories' socio-cultural understanding that points to the religious thoughts and believes, norms, sections, historical improvements can be the bullet points of these.

Mc Donald's, Burger King, Popeyes, Pizza Hut, Arby's, Dominos, KFC are the mainly examples to face problem due to their food ingredients as the result of socio-cultural differences where they operated in. It is so hard to reach to same quality of these ingredients with similar taste in all over the world. Taste of the components might not be shown with the same positive response by the consumers in same level. For instance, these food brands cannot sell pork meat in Turkey or any other Muslim countries as the result of Muslim belief. As a significant example in order to cover up all these terminological explanation can be shown Starbucks. The adaptation of Starbucks is guided by very concrete way in Turkish market. Besides Turkish tea, Turkish people are addictively consuming Turkish coffee in their daily life. The differences between Turkish coffee is roasting not just two time like espresso but three times is roasting. This preparation type differentiates Turkish coffee from any other ones. That is why Starbucks is selling Turkish coffee in small cups (fincan) with it is own complementary dessert Turkish Delight.



Figure 1: Starbucks's Turkish Coffee that only serve in Turkey.

Source: <http://www.starbucks.com.tr/>

On the other hand somebody trust that the disintegration of the nation's customary legacy and culture, especially by the media and multinational endeavor publicizing, is deceptive and ought to be stood up to. Then again, a few people recommend that bigger nations, for example, China and India basically purchase these worldwide items which serve a specific need and overlook other worldwide items.

The factor of consuming a particular product sometimes depend on any particular reasons in territories. These reasons may explain as; cultural understanding, geographical conditions, leisure time spending and so on. Serving a variable product that shifted and bounded any particular market understanding, Procter & Gamble brand can be shown. This brand market its various products to different markets. They sometimes adapt new shape, color and even names to their products.

This is not just a change for the market adaptation, the brand also take place beside of any particular countries unbreakable life routines. For example, Australians laundry understanding flows with mentality by using cold water, however French people think contrary of this though. The usage differences of products might occur as a result of habits which like as a chain from the past or people's habit that surrounds us. On the other hand, habits sometimes occur with the condition of place. For example; hot or cold climate conditions. Under this circumstances, the formula which using in cold water and climate conditions is being insufficient in place that has got quality on the contrarily.

Local laws and regulations are also another item in adaptation process. From the perspective of regulation of laws, local authorities can be obstacle for a global brand that wanted to take a place in a local market. These regulative substances in any foreign market can make significant influence for the policy of product and services. This legal standards of any local market can force a company to change its good component items (such as brand names, packages, colors...). These legalizations generally are applied for the governments in order to provide and to keep the well- being of their citizens, also trustworthy of products (Cavusgil, et. all, 1993).

3 MARKETING COMMUNICATIONS

Organizations tend to affiliate with consumers in order to maintain their marketing objectives. This is a kind of engagement which gives form to communication and addresses to if the nature of the messages and media is fundamentally fictive or emotional. The aim is to heard, understand and engage their audiences in a dialogue and to create reciprocal useful relationship by using a mixture of these two elements (Fill, Jameison, 2014).

MTV, Unilever, Virgin, Gucci and many other remarkable brands which operate in different sectors and markets use marketing communication tools in order to engage with their various audiences. Their target market consists both people and also other groups such as labor forces, distribution channels, manufacturers in order to influence potential consumers or some business sector (Fill, Jameison, 2006).

In brief, world-wide brands use some marketing tools in order to sell or to drive the consumer to purchase their products. Effective communication is one of the significant marketing tools for the companies that includes advertising, sales promotions, direct marketing and public relations. However, digital media usage at the present time have been a turning point for customers, potential consumers, suppliers, distributors and financiers and have emerged as an interactive realization. (Chernev, Kotler, 2012)

The goal of marketing is to build an awareness to intended for brand, to boost consumer demand and to create a customer loyalty intended for organizations' products or services. Consistent with Fill's method, interaction between organizations and customer shows us a delicate process which built in a significant amount of time according to the quality and satisfaction of the exchange process. As a customer-oriented activity, marketing communication determines success or failure in most cases and it is also an integral part of the exchange process.

The core point of many explanation starts with advertising releases, it offers a message in order to convince the audiences to buy goods and services. The aim is to represent an informal messages about product with an outlook in a short-term. With a defining, marketing

communication has to reach to its targets by using various communication ways and tools. On the other hand, marketing communication is concerned as a communication way that assess the opportunities and ensures their developments for companies.

Moreover, the significant understanding of communication efforts can be named by the points of perception and influence, fresh ideas for consumers choices. Also these efforts can be regarded as a reminder and incentive toward audiences (Fill, Jameison, 2006).

Various comments or explanations do not allow us to classify main troubles that underlies marketing communications. Marketing communication is a kind of a presentation that is used to supply an added value to the companies. Companies and brands have difficulty to understand about marketing communication methods which they should follow.

The corporate communication within variable environments is recognized as a powerful skill. Nowadays, the term of 'integration' has become a common topic to specify a new option for both marketing and communication in the field of corporate communication and for the further improvement on this field (Balmer and Gray, 2003). Such a connection in marketing is a selective approach (Gronross, 2004).

The essential objective of marketing communication is to create an integrated marketing communication by following a model that can be lead to a total communication or put into practice a strategy. This integrated point of view allows one-way or two-way communications and an interactive approach to meet with variable audiences in order to understand their need. Marketing communications is the process managed by organizations in order to connect with their wide range audiences. With the surrounding of these audiences, communicators seeks a message in order to diversify them from their competitors in the market and to create a consumer loyalty, and act them upon these messages for a certain responding.

In other words, the engagement is the key word which we discussed in detail. Marketing communication can be a tool to engage the audiences with type of one-way, two-ways and dialogic communication and it is used for consumers' need and satisfaction.

In addition, this engagement cannot be always affirmative for two-ways communication, sometimes there can be a people who satisfy with one-way communication which means they will be fine with components which received by media. Furthermore, this engagement messages should push this group which we considered as a target to become brave for to respond to the organizations, brands or products. These reactions can be sudden but, can be assumption that trigger usage or consumption in the future. Even there is a delay for point to use or point to purchase, the awareness or reflection of message should be provoked in the behavior of consumers or audiences.

3.1 The Mix of Marketing Communications

With the new developments in technology and rapid sharing for mass consumption, mobile technologies became more significant in daily life. As a result, organizations give more importance to build a successful marketing mix communication. Marketing communication combines the information about goods and services provided by organizations and brands in order to reach to their potential consumers. As the result of this interaction, the measurement, techniques and methods can be seen complex to understand regarding to the audience.

Kotler and Keller (2012) define this term; "the means by which firms attempt to inform, persuade and remind their customers - directly and indirectly - of products and brands they sell." In another word marketing communication looks like the tongue of brands or the companies which they used to create a dialogue for establish a relationship with their customers.

Rather than technical, biological or transport communication methods, public communication can be characterized as the sender and the receiver connection by transmitting the information up on the group or people. The influence of this information determining by the

respond of previously selected addressees for the path of organizations beneficial way. This beneficial way might be success to reach to a particular group and, it must do a punch effect to the audiences because marketing communication techniques come high costs to the companies.

Sometimes even it might be a little bit more than the amount for preserved on those campaign in order to strike on bulls-eye.

Basically, the mix of marketing communication aims to clarify the nature and the type of those instruments which are essential for integrative communication standards. As the answers of the question about the names or importance of this mix sentence, we can define it in the two steps. Firstly, the exhibition of the fundamentals of mix, and secondly, the presentation of tendencies up on the world wide (Todorova, 2015)

The chronological explanation of the establishment for this term goes back to middle of 20th century. Neil Borden is the naming father of this approach and is also known as the head of American Marketing Association in 1953. In this era, this method and implementation still carries importance for marketing plan decisions. Four P's method (Product, Price, Place and Promotion) is the most well-known and to establish a marketing communication mix.

In 1967, Philip Kotler, a professor at Northwestern University, offered a clear definition of marketing. According to him, marketing was a discipline that encompassed four areas. Each of these areas were beginning with the letter P. These four P of marketing are;
Price – Product - Place (or Distribution Channels) - Promotion

These are the variables which you control. To set these variables in such a way so that sales will take place is the idea of marketing. A Company can help a customer in coming to a decision by its reasonable or rights price, the retail location, the level of advertising. These variables are interdependent. They constitute a certain mix when taken together. It is called marketing mix. The dependent variable is sales volume. This means output which you get by defining the inputs (for example the 4 P s) To take into account your competitor' mix as well as your overall corporate goals and objectives is necessary while in defin-

ing this mix. “The idea is to come up with a mix that will clearly differentiate your products from those of your competitors while considering your corporate goals. For example, your company may wish to offer a high-end luxury type of product since your competitors are addressing the mass market and this is consistent with your company's goal of owning the market for top-of-the-line products of this category. “The Four Ps are:

3.1.1 Product

The Product management and Product marketing aspects of marketing deal with the specifications of the actual good and service. The purpose is to relate to the end-user's needs and wishes. The product management deals with how they will do, how they will relate. "Products" are the things that you sell to people. Products can also appear as a service. People pay for your service. All of the way of life is the subject to servicing and offering products. The goods which people need every day to live are the ways of life. Companies must have a right product or service for their target markets. It requires knowing what they need and want.

3.1.2 Pricing

This refers to the process of setting a price for a product. To determine a suitable price means a vital importance. What is the highest amount that the customer will pay for the product? Many times setting the incorrect price level is the beginning of the end for an organization. An organization must be sure that the price is not too high or too low. Mistakes either way will hurt the organization's income. When an organization is starting out, it is important that they focus their price levels on breaking-even. A break-even analysis is necessary to determine the price to set to avoid a loss. To give an attractive price for a good or service is important for the companies. Clients feel good about the purchase when you priced it attractively. As stated above, Pricing indicates a process. This process is manual or automatic.

Pricing is the process of applying prices to purchase and sales orders, based on factors such as; a fixed amount, quantity break, promotion or sales campaign, specific vendor quote, price prevailing on entry ,shipment or invoice date, combination of multiple orders or lines, and many other. Automated systems require more setup and maintenance but may prevent

pricing errors. The production factors determine the price floor. These factors are costs, economies of scale, marginal cost, and degree of operating leverage. On the other hand, the price ceiling is determined by demand factors like price elasticity and price points.

3.1.3 Place

Refers to how you get your product to your customer. “Your product might be something that you produce or it could be something you never see or touch”. It seems quite possible when you think if you received order through you and you arrange to have it directly shipped to your customer from producer.

There are a lot of ways to get your product to your customer. At this point, it is important to know about something bought by customers. Because they want to see and touch before they buy it. For this reason, seller wants to order and stock it and sell it directly from his own business. If it is something that customer does not want to see before buying it, marketer should be sure whether it is delivered promptly to clients.

3.1.4 Promotion

There are various methods of promoting the products. They are advertising, sales promotion, public relation, and personal selling. Promotion is a way that you let people know what you have got for sale. Promotion includes most of things you think of when marketing is mentioned. Companies have got many tools to promote their products or services. Direct mails, sales brochures, contests and giveaways are among the promoting tools. The purpose of promotion is to inform people about products and services. With brief and basic explanation; “You want people to think of you whenever they’re thinking about your product”. Every company wants that customers, who are looking for the product, should know that you can do it better for them than your competitors can. Your advantage may be your cheap price, may be a better product, may be your stock, or all of these. To provide the customer service for the customers makes them feel special and also lets them be worry free when they purchase from you.

3.2 The Elements of Marketing Communication Mix

The Marketing Communication mix method persuades consumers by using and promoting certain channels or tools to arrive a consensus. This kind of communication makes consumers feel valuable and builds a trustful relationship between the company and consumers (Kotler, Armstrong 2011).

There are four subcategories of Promotion; Advertising, Personal Selling , Sales promotion, Public Relation. These four categories constitute a promotional mix or plan. Promotional mix specifies refers to how much attention to pay to each of the four subcategories. Mix specifies also refers to how much money to budget for each.

A promotional plan can have a wide range of objectives including sales increases, new product acceptance, creation of brand equity, positioning, competitive struggle or creation of a corporate image. Companies make personal propaganda by creating and distributing their brochures, newsletter, and posters. They also distribute coupons, giveaways, sponsorships of community events, trade shows. Additionally, they apply Professional organizations involve with a Professional organization or association in their field. On the other hand, media relations campaign is a common way of promoting. At last, they make advertise by print ads such as newspapers or yellow pages, outdoor ads such as billboards, and broadcast ads such as TV and radio. The newest propaganda way is the direct mails by internet.

During the planning these different activities, the most important point is to estimate about cost and of course company's operating budget. If you are working with a small budget, it is difficult to take advantage of all opportunities of free publicity. But sometimes there are efficient ways to make your promotions without spending too much money. For example, an article about company can be written for no charge instead of spending money on a print advertisement in the newspaper. So that, companies will have to be created their own personal promotions. Nowadays, the most popular promoting way is to wear a T-shirt with their logo on it, and take a tour in city.

3.2.1 Advertising

Advertising is one of the most common tools of marketing communication mix which aims to provoke and push people to purchase or to take action about particular cases or products. Advertising is regarded as an impersonal communication system that makes a strong impression on people.

Advertising is accepted as the most popular tool of communication mix and it is used as a long term corporate strategy. It is hard to imagine that a company achieves its objectives without the use of advert its products or services. In this context, the objectives of advertising should connect with the corporate objectives and strategy. The main intention of advertising can explain with these words; inform, persuasion, reminding, and recapture the attention of society and create either new or recycling image on the eye of consumers.

According to Kotler and Keller (2016), advertising is "any paid form of non- personal presentation and promotion of ideas, goods or services from the sponsor evident by the print media (newspapers and magazines), telecommunications (radio and television), network communications (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, web page), and display media (billboards, signs, posters)".

The accomplishment of advertising is mostly related with the financial funding. It is called as 'budget' in advertising terminology and it is the significant process regarding to create a plan for adverts. If the consensus on the budget have been determined, second step will be immediately revealed. It is time scale of advert. Each advertising campaign needs a certain period of time and a deadline. The volume of organization, association culture, market capability, financial affairs and competitor's promotion tendency are the determinants to make decision on the method of advertising.

3.2.2 Personal Selling

Personal selling can explain like "creating a unique strategy for a unique group, person or people by the seller with the aim of advice and guide them for particular products or

ideas”. Two-way of communication can be regarded personal selling because it creates a communication bridge between buyer and seller by aiming long-term communication.

Personal selling have has flexibility for alteration on the message for each group of people in order to catch their attention to transmit the right information over the behavior of consumer and market niches. Personal selling mainly transmits this information through oral conversation related goods, ideas and services and this conversation is held by a specific person or his/her potential group in private way. This helps to seller or retailer to persuade or to catch their intention for point to purchase.

3.2.3 Sales Promotion

It is another type of marketing communication mix through personal connection that push consumers as well as provoke sellers in order to unite them in middle way while purchasing some products or ideas with small bribing or tricking with small promotions in short - term time scaling. It aims to add a value and also arouse for consuming habits in the understanding of point to purchase. Orientation of those selling arouse is diving in two parts which is named like consumer or businesses.

Brassington and Pettit (2012) explain sales promotion from their point of view like “... a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the ‘normal’ offering in order to achieve specific sales and marketing objectives. This extra value may be a short-term tactical nature or it may be part of a longer-term franchise-building program”.

Customer based sales promotion is basically explained as; to provoke consumers in order to purchase sudden. The budget of sales promotion is provided by either retailer or producer. The samples of sales promotion can be names as coupon, discount, gift, loyalty cards, testers and so on...

3.2.4 Public Relations

Public Relations (PR) mainly purposes to build a close and mutual relationship between the organizations and its publics (Smith, Taylor, 2004).

The main aim is to raise public awareness towards to company. Press releases, lobbying, product publicity and investor's relations are the tools used in public relations (Rivero, Theodore, 2010).

Major activity of PR is to build a communication in organization and it covers entire actions of communication. The most important differences of public relations than other types of marketing communication mixes, public relations concern about entire company. However, other mix types firstly deal with both of brand or product.

Public relations is the unique organ of marketing management that founded to understand and to collaborate among consumers and companies. The main is to raise public awareness towards to company. Public Relations also helps to create an interactive communication with consumers about their needs, their complaints, their consumption ways and to keep them concerned to the organization. Furthermore, it ensures to update current events and current trends of market or society and taking a pre-caution actions by informing to company. The main activity of PR communicators are to care all consumer needs, desires, expectations over the company and to satisfy them. Public relations is the organ of management in the companies which creating a collaborate communication between users and companies in the sense of understanding, acceptance and collaboration (Rivero, Theodore, 2010).

3.2.5 Direct Marketing

Direct marketing, as the final component refers to personal selling. In other word, person-to-person communication is in the question. The aim is to persuade a probable buyers by a seller to buy the company's product or service. As distinct from advertising, direct marketing occurs between seller and buyer as the result of a direct contact. It might be face-to face conversation or telephone call as some other form of telecommunication (Belch, G., Belch, M., 2014).

The advantage of direct marketing is explained as communication flexibility because probable buyer's reactions can be observed by the seller and, can be changed intended for buyer's demand. A quick response to the customer's reactions by the seller is more possible than the other ways (Belch, G., Belch, M., 2014).

New developments and improvements in technology is important for direct marketing with regard to digital branding and to engender sales. Furthermore, these developments have been diversified with some new terms. In order to illustrate these samples, we can say telemarketing promotions, web marketing, e-mail marketing, sales channels and so on. The most beneficial part of using direct marketing is its assessable characteristic. The measurement and the results of these figures convey the most relevant message to exact group of people in the exact time and place. Preparing a digital occupancy is the most secure way in the sense of communicate with target group in most efficient and trustable way.

Briefly these five tools of marketing communication mix can say as metaphorical way like a part of a human body. Each one saves to the same system, but each of them has its own special strength for companies, communication, mass, medium and society.

3.3 Integrated Marketing

Elements of marketing mix mentioned in the first chapter of this part, is briefly fullest extent of the collection of medium channels which using for defining the niches in the sector of marketing. These terms of this mix can be recall like Product, Price, Placement and Promotion. The most essential principles of marketing mix can emphasize with Pelsmacker's ideology as; the application and the creation understanding regarding to marketing mix such as sustainability and interaction. These two principle can be regarded as the most ones which companies use it in the phase of starting the communication with communities (Bujokova, 2017).

On the other hand, consumer centric communication is the strongest method in the brand's communication. Companies should prepare this method with the most exact strategy with a clearly transaction. Hence, companies should be as "four eyes detector" in order to grasp variable types of communication and marketing tools. The chasing of these new sights is another essential from related sector persons. The using of this strategy is the significant tool for success and the marketers should pay attention to this strategy. Consequently, all these progresses mentioned above form an integrated expansion of marketing communication (Percy, 2008).

3.3.1 Utilities of Integrated Marketing -1 : Cohesion

The main concern of marketing communication and the importance of its elements until today has been shown in this sector. Especially, the rapid technologic innovations force companies in order to create their own way by thinking with an integrated understanding. However, especially in point of 4P's method, to create a differentiation in the market place is significantly important for companies in order to rival with competitors. However, the explanation of the success of integrated marketing can classify with some titles. Cohesion is the first title that the explanation of utilities in order to implementation. For the building of cohesive marketing mix, each part of this process should follow as step by step throughout the culture or the mentality over each company.

But woefully the companies frequently stumbling for the transaction of their products to the target audiences due to reason of confusion in order to implementation. As an instance; a company which produce an aromatic soda that flavored by the herbs. The motto of the company should emphasize to the consumer that something related "healthy, vital" distribute this brand in Vegan shops or a restaurant which serving healthy food. The meaning of this communication mix is that the company should contain a specific target group, but also should be charm with its message for connection to point purchase. Apparently, determination of target group should be parallel of the message which means company should target families which contain highly standard in daily life without concerning income and poverty. This points B or above group of families as the target group. Consequently, all elements of marketing mixes should guide for same intention in order to reach the expectation of company over to brand.

3.3.2 Utilities of Integrated Marketing - 2 : Collocation

The tools of marketing mix should work in the sense of servicing to the same purpose. Therefore, each aspects of marketing mix should work as complementary to each other ones (Pelsmacker, 2007).

The explanation of Pelsmacker forces it to explain for the second title which is; collocation. The terminological explanation of collocation is "the action of placing things side by side or in position". The usage of collocation in marketing mix is placing elements (Product; which goods or services will be in offer by the company. Pricing; for the exact

amount of money which company or retailer aimed. Placement; which is where will it be placing it. Promotion; which tools of promotion will use in order to trigger consumer for purchase.) of marketing mix is the exact usage of each tool in position.

4 METHODOLOGY

The process used to gather information and data to make business decisions. The methodology may incorporate publication research, interviews, surveys and other research techniques, and could incorporate both present and chronicled data.

4.1 Research Objectives

The main goal of the thesis is to find out whether there is potential for launching Kofola on the Turkish market and prepare a marketing communications campaign (OR an integrated marketing communications campaign) supporting launching of Kofola on this market.

The main goal may be divided into the following sub-goals are,

Based on analysis to find out whether there is potential for launching another soft drink on the Turkish market.

To prepare a marketing communications campaign for launching Kofola on the Turkish market.

4.2 Research Questions

To achieve the main goal and sub-goals of the thesis, following research questions are stated:

RQ 1: Is there space for launching Kofola on the Turkish market?

RQ 2: Would Turkish consumers drink Kofola? If so, which groups are best to target (*segmentation*)?

RQ 3: Which tools of marketing communications would work best when launching Kofola on the Turkish market?

4.3 The Formulation of Research

In order to answer the stated research questions and achieve both the main goal and sub-goals of the thesis, a combination of primary and secondary research will be used in the analytical part.

4.3.1 PESTLE Analysis

A PESTLE analysis is a structure or apparatus utilized by advertisers to dissect and screen the full scale ecological (outer showcasing condition) factors that affect an association. The

outcomes will use to classify potential threats and weaknesses as the method of SWOT analysis. Pestle analyze is analyzing following factors (Mut, G.; 2014)

In this analysis, PESTLE will gives us the political characteristic of Turkish market, governmental policy and limitation, foreign trade attitudes and many other. Briefly it helps us to understand economical characteristic and limitations of Turkey while we take a place on the market. Social factors are based n peoples life and life style PESTLE for Turkish people will lead us how to charm them and which kind of marketing communication tools would be more successful while we decides to enter on the market with their consumer behavior clues too. Technological innovations have changed marketing techniques in many countries, and communication in the Turkish market has brought a new perspective. PESTLE is working in this part for Turkish consumers and how will they perceive if we would communicate with them throughout the new types of channels. Legal elements of PESTLE is guides us to understand the legal process on market. What are the limitations and opportunities while making business in Turkish market. Environmental affairs is helping to organization about to get wider information in particular countries. Which means, what kind of situations awaits us while we decides to enter in that market (Team FME, 2013).

4.3.2 Analysis of Competition

Basically it is distinguishing your rivals and assessing their methodologies to decide their qualities and shortcomings with respect to those of your own item or administration.

A competitive analysis is a basic piece of your organization promoting plan. For every contender or key gathering, list their item or administration, its benefit, development design, advertising destinations and presumptions, present and past procedures, hierarchical and cost structure, qualities and shortcomings, and size (in deals) of the contender's business. The following questions should be answered by organization in order to notice competitors for dealing them more successfully. (Gomez, Cuellar-Healy, 2013)

- Who are the competitors?
- What is their products and services which selling in market?
- Sharing rate on the market?

4.3.3 Quantitative Primary Research

Questionnaire will be evaluated in order to gather statistical information about would Turkish consumers be interested in launching Kofola in local market? The survey will held among Turkish people.

On the other hand, this questionnaire is a research related to how the Turkish people will meet the characteristics of Kofola drink from other brands in the direction of socio-demographic information and participation and whether these characteristics will encourage them to take them. The results of the research will be interpreted in the analysis part of the thesis in case of cross-analysis in order to get better results about the amount of the response and the approach of the persons.

4.3.4 Qualitative Primary Research

Blinding in statistical surveying is the way toward evacuating brand names, logos, or some other recognizing criteria as a component of the examination venture. Brands and logos convey substantial observations and feelings about the items and administrations related with them.

Supporters of statistical surveying are regularly blinded amid online reviews also. By not saying the patron of the statistical surveying it maintains a strategic distance from originations that will affect answers to questions. A negative of not having the capacity to specify the support in blinded research is that it hurts reaction rate. In the event that the respondent is uncertain of who the support is they might be more hesitant of the statistical surveying and pick not to finish the study.

These new item advancement and new administration improvement ventures must separate brand relationship from real item benefits. When testing new bundling or a progression of new bundles, guaranteeing the support is blinded is critical to honest outcomes (Kuhn, G. 2017).

In our blind taste research we will examine participants reaction about Kofola's taste when they compared with other brands which already sales on the market. Our parameter dividing in 4 subject. Sweetness, fizzy, first expectation and reaction when they compared with other brand and the final point is, whether will they have potential in order to purchase Kofola brand or not? Those test will divide in to participant also with the outcome of data of our qualitative research and it will implement parallel on it.

II. ANALYSIS

5 CHARACTERISTIC OF TURKISH MARKET

Turkey's Economic Freedom score is 65.4, making its economy the 58th freest in the 2018 Index. According to 2018 Index of Economic Freedom results, general score has increased by 0.2 point, with a significant change in the score for the government spending indicator offsetting declines in property rights, fiscal health, and business freedom. Turkey is positioned 28th among 44 countries in the Europe locale, and its general score is underneath the territorial average yet over the world average.

Amid prior times of political instability, Turkey's economy kept up strength because of the nation's strong public finances, well-capitalized and well-regulated banking sector, and lively, expanded private business sector. The increase of political instability in the present emergency could negatively affect foreign capital inflows. Basic difficulties incorporate absence of straightforwardness in government and disintegration of the lead of law. The judicial system has been seriously upset and has turned out to be considerably more defenseless to political influence.



Figure 2: Index of Economic forum in Turkey

Source: www.heritage.org

Secured interests in property are perceived, recorded, and authorized. More than one-fourth of the nation's judges and prosecutors have been rejected by presidential announcement since mid-2016 for affirmed connects to the resistance Gulenist party, and a large portion of them have been imprisoned. Debasement, including illegal tax avoidance, gift, and collusion in the allocation of government contracts, remains a noteworthy issue.

The best individual income tax rate is 35 percent, and the best corporate tax rate is 20 percent (Index of Economic Freedom, 2018) . Different taxes incorporate value-added and environment taxes. The general tax trouble squares with 30.0 percent of aggregate domes-

tic income. In the course of recent years, government spending has added up to 32.6 percent of aggregate output (GDP), and budget deficits have arrived at the midpoint of 1.7 percent of GDP. Public debt is equivalent to 29.1 percent of GDP (Index of Economic Freedom, 2018).

In 2016, Turkey diminished the time expected to register a company. Political uncertainty and security concerns cast a shadow over the business environment. In spite of the administration's attempts to address the issue, child labor remains an issue, particularly in the seasonal agricultural sector. Turkey has few price controls, yet the administration sets prices for products gave by state-owned enterprises and controls prices for some agricultural products and electricity.

Business Freedom	63.3	▼	📈
Labor Freedom	47.6	▼	📈
Monetary Freedom	72.3	▲	📈

Figure 3: Regulatory Efficiency in Turkey

Source: www.heritage.org

Trade is moderately vital to Turkey's economy; the joined value of exports and imports equals 47 percent of GDP. The normal connected tariff rate is 3.2 percent. Nontariff barriers obstruct trade. When all is said in done, government policies don't altogether meddle with foreign speculation, however investors do confront bureaucracy and changes in the legal and regulatory environment. Financial-system changes have improved straightforwardness and intensity.

Trade Freedom	78.6	▼	📈
Investment Freedom	75.0	—	📈
Financial Freedom	60.0	—	📈

Figure 4: Open Markets in Turkey

Source: www.heritage.org

Briefly the headwinds on the market is; Solid GDP growth, young and growing population, strong retail growth, opportunities to consolidate markets.

The tailwinds are; Domestic Turmoil, political uncertainty, doubts of closer EU ties and economical growth impact.

6 PESTLE ANALYSIS OF TURKEY

Turkey has got remarkable potential in entering for local market. However as written above chapters there are some circumstances should be handled with organizations for market. Thus variable analysis will help to be done from those organizations that will enter to the market. PESTLE is one of the most useful one in order to analyze to the market and inside dynamics. Moreover this analysis will reveal as answer with outcome for the question whether there are space for Kofola on Turkish Market? Or not?

6.1 Political Analysis

One of the most successful level of Turkey is the governmental policy that supporting by liberalization. Turkey is supporters of liberal exchange and venture arrangements which permit open exchange between various nations in the EU. Turkey fashioned a custom union agreement in 1996 to enable numerous Turkish firms to get greater and more productive in the worldwide economy. Exports have been ascending by and large at a rate of 10% consistently and this will enable the fashion business to prosper with the fares created in the Turkish plant. One of the current political difficulties in Turkey is the arrangement of vicious psychological oppressor assaults that have occurred in the nation because of Islamic fanatic, Kurdish radicals, Turkish militants that may have connect with Al-Qaeda and ISIS. This is a hindrance for conveying the plant to Turkey as it might be focused by these psychological oppressor. (UKEssays, 2013)

Turkey and the interest of the Syrian crisis on Syria's political environment created by the magnitude of fluctuations in the world has increased dramatically. The short and long term policies of the government have directly or indirectly influenced the public, and the public has followed Syrian policies very closely and used it as an important means of assessing the success of political power. In this respect, the political environment and the return to Turkey of the important aspects of Syrian policy has tended to show to the public. Syrian refugees to prolonged instability in the region is pretty much as the number of extremely difficult decisions on Turkey's Syria policy. Especially constantly changing balances in the international arena, policies have been implemented by Turkey change continuously. In addition, the problem of the refugees' abandonment of the camp sites and spreading throughout the country has grown the size of the problem further and made it in a situation where it cannot be controlled. (KAPTI,A., AKGÜL,A. 2015)

6.2 Environmental Analysis

One of the natural quality's in Turkey is the prosperous biodiversity they have. Turkey has an exceptionally wealthy characteristic asset construct and has positioned ninth in light of biodiversity in the European nations. Cases of the sort of biodiversity they have are a scope of wild animal categories as well as critical local species, for example, wheat, lentils, chickpeas, pears, apple, chestnut and pistachios. The biodiversity has an extremely incredible potential for the improvement for Turkey and this is favorable position for the plant being brought into Turkey as this will materials, for example, cotton to be developed in Turkey and utilized as a part of the plant so the material will be home developed and will have a less expensive cost and there will be more employments made for the organization associated with cotton picking.

The most current environmental difficulties of Turkey is the level of high population. This level of population also ought to global warming troubles and increasing the level of pollution rapidly day by day. The water treatment offices, wastewater treatment gear and strong waste administration in Turkey needs earnest consideration as there is abnormal state of natural contamination as the is an expansion in compound and cleanser flood and this ascents noticeable all around and can make serious sickness individuals who breathe in particularly in urban regions.

The air contamination has expanded over the past since 1990s and is the air contamination is very extreme in the capital of Turkey, Ankara and other city, for example, Istanbul. Exhaust cloud in these urban communities is because of the expanding number utilization of autos. Likewise there is a ton of mechanical air contamination from control plants and offices utilized by the compost, bond and sugar businesses which don't have the tease gear expected to sift through the contamination. Turkey misses out on around one billion tons of topsoil yearly and this has an undeniably level of ecological contamination and that could hurt the general population and economy of Turkey. Beside of all those situation in the second half of 2017 car production for passenger is growth 20.2% (Invest in Turkey, 2018). With this figure Turkey is taking the lead among equal developed countries.

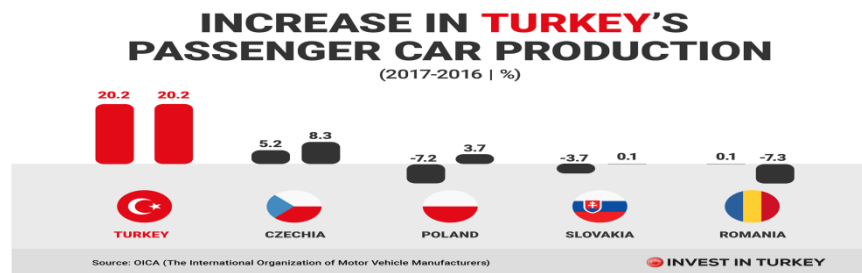


Figure 5: Turkey's Passenger Car Production Ratio

Source: Invest in Turkey

Additionally the burden is that the commitment to a dangerous atmospheric deviation where there are such a large number of endeavors to lessen the green house gas yet Turkish government ought to put into getting to be green with the goal that it could turn into a cleaner domain likewise it might need to eliminate the contamination level as they are in the EU and should meet the contamination level they have wanted to slice to. (Singh, T. 2017)

6.3 Socio - Cultural Analysis

Official name: Republic of Turkey

Population: The current population of Turkey is 81,573,780 based on latest United Nations estimates. (Worldometers, 2018)

Languages: Turkish (official), Kurdish, Arabic, Armenian, Greek...

Currency: Turkish Lira (₺)

Capital City: Ankara

Turkey has been pondering the issues of high unemployment levels and the absence of an appropriate instructive framework. Turkey's newborn child death rate is six to seven times higher than that of the individuals from the EU. The legislature has started programs for monetary supportability, and changes are relied upon to be attempted in the regions of healthcare and the pension system. Turkey unemployment level rose by 38,000 in that year to 2.3 million of every 2007 except then in 2008 it climbed again by 737,000 from the earlier year so this demonstrates there was a generous increment from the earlier year. The absolute most imperative social welfare plots that the legislature has been giving are un-

employment insurance, medical insurance, insurance for business related wounds, maternity protection and lodging security.

The structure is financed basically by commitments made by supervisors and through the finance derivations of representatives. With the current changes in the training framework, it can be normal that the tertiary instruction situation will enhance and the developing confuse surrounded by scholarly and modern needs will be redressed. According to Human Development Index, Turkey is taking eighty-fourth place over one hundred seventy seven countries with 0.775 point ratio. Life expectancy at birth is 71.4 years, while the combined primary, secondary and tertiary gross enrolment ratio is at 68.7%. Turkey likewise admissions low regarding sexual orientation uniformity. Turkey's sexual index of gender-related development list (GDI) esteem is 0.763. GDI measures accomplishments by utilizing the HDI pointers, yet catches likewise imbalances in accomplishments amongst ladies and men. The list demonstrates Turkey's failure to make a positive social atmosphere for ladies. (Singh, T. 2017)

Values of Turkey can classify under three different aspect. Those classification title can be name with perception of family life. Polychronic perception and Religion perception (Islam).

The most basic social unit in Turkish culture is the family. A Turk's own life is subject to and rotates around family, companions and other group gatherings. These, thusly, order one's assessments and choices. Family reliability is a crucial part of Turkish society and one that majorly affects Turkish business rehearses. Numerous organizations in Turkey are still family-claimed and run and the idea of family associations and impact is evident amid business trades in Turkey.

Turks tend to fit in a few movements and issues in the meantime and proceed with various discussions all the while. Along these lines, in a Turkish business condition, it isn't unprecedented for telephone calls to be taken in the middle of planned gathering and for individuals to go into the gathering room without welcome. Conferences tend not to take after a direct framework and are rarely organized. Therefore, it ought to be set up to practice tolerance when leading business in Turkey.

Cutting edge Turkey is a common state; however the theory and belief system of Islam still remains a predominant element of Turkish culture. In spite of the fact that not all that noticeable in the more Western-affected regions of the nation, the Islamic culture of Turkey

keeps on impacting social life, convictions, dialect, educating, social connections and majority rule government. It invades all levels of society, giving direction, qualities, and tenets for individual life, open conduct and business decorum. (gostudyinturkey, 2014)

6.4 Economical Analysis

Established in 1923 after the fall of the Ottoman Empire, the Turkish Republic has seen times of weakness and cyclic law based power. Today, Turkey is a associated personality from the European Union, and is experiencing numerous adjustments keeping in mind the end goal to fortify its majority rule government and incorporate its economy into a more worldwide field. Turkey's economy is a dynamic mix of both present day and conventional ventures, with an inexorably solid private part. Turkey's geographical position offers an astounding base for financial exercises all through the locale and is developing as a capable social and political point of convergence. Such an inevitably appealing business condition presents numerous favorable circumstances and potential chances to organizations wishing to grow around there of the world.

As the report of OECD which is held in November 2017; Financial development is assessed to have surpassed 6% of every 2017, driven by fiscal stimulus and a export market recuperation, and is anticipated to edge down however to remain between 4.5 - 5% out of 2018 and 2019. Customer price inflation stays far over the objective and disinflation is anticipated to be moderate. As fiscal stimulus is planned to be pulled back in 2018, against the setting of proceeding with provincial and local vulnerabilities, reinforcing business and family unit conclusion will be fundamental for keeping up development energy. Viable advance with the declared basic changes, financial straightforwardness and disinflation objectives of the Medium-Term Economical Program 2018-20 would support certainty and lift local and outside private business venture. Finance related weaknesses remain high attributable to the greatness of outside financing needs coming from a relentlessly high current record deficiency. Obligation use in frequent non-financial firms has likewise expanded impressively, restricting their ability for extra obtaining and speculation. The expansive government credit ensure plot presented in 2017 reduced here and now monetary strains and is expected to stay in compel in the coming two years. In any case, to expand flexibility, the ecosystem for value cooperation by household and global speculators in firms of all sizes ought to be redesigned.

On the other hand with respecting the young labor force, the ratio of unemployment is considerably high 10.794% . According to Market Research Reports analysis; Turkey's genuine gross domestic product (GDP) was TRY 1571.25 billions of every 2016 while the ostensible GDP was TRY 2590.52 billion. This brought about GDP deflator 164.87. GDP per capita was at USD 10742.70 while purchasing power parity (PPP) based per capita GDP was assessed to be at USD 24911.75.

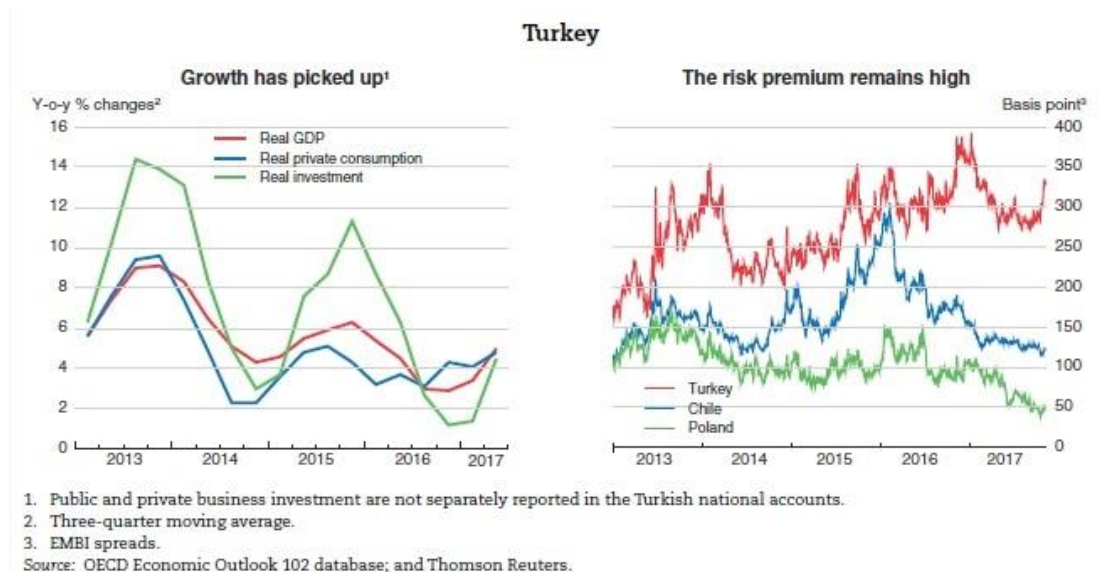


Figure 6: Turkish Economical Situation

Source: www.oecd.org

In 2016, Turkey government's income was TRY 808.819 (1\$ was around 3.017 TRY in 2016) billion while the use was TRY 867.358 billion. This outcome has been referring that Turkish government's net loaning/obtaining negative at TRY 58.539 billion of every 2016 showing that enough budgetary assets were not made accessible by the administration to support financial development. The reports of OECD presents (2017) account balance for Turkey was negative at USD 32.602 billion for the year 2016 and is relied upon to decrease at a Compound Annual Growth Rate (CAGR) of 1.59% and achieve USD 35.879 by 2022. This negative current account balance shows the Turkey is a net borrower from the entire world.

As United States Central Intelligence Agency's last reports has been indicating that; The development of Turkish GDP since 2016 has uncovered the persevering fundamental irregular characteristics in the Turkish economy. Specifically, Turkey's vast current account deficit implies it must depend on outside speculation inflows to back development, leaving

the economy defenseless against destabilizing shifts in investor confidence. Other troublesome patterns incorporate rising unemployment and inflation, which expanded in 2017, given the Turkish lira's proceeding with deterioration against the dollar. Despite the fact that government debt stays low at around 30% of GDP, bank and corporate borrowing has nearly tripled as a percent of GDP amid the previous decade, outpacing its developing business sector associates and inciting investor concerns about its long-term maintainability. (OECD, 2017)

6.5 Technological Analysis

As per aim about 2023, the Turkish National Technology Foresight Program, Turkey has created systems on environmental technologies principally renewable energy, waste management, hydrogen technologies and water treatment. Turkey is a dynamic accomplice of Agenda 21 which gives an activity want to a global partnership in the field of maintainable advancement. The new motivator administration presented by Turkey incorporates premium help for environmental ventures. Turkey has a significant measure of streams and lakes that offer perfect open doors for little and additionally huge scale vitality organizations. Expanding the offer of renewable in vitality age to 30 percent. Full use of hydropower, radically increasing the current limit of hydropower. Expanding wind power to 20,000 MW (up from 1,694 MW in 2010). Power plants with a limit of 600 MW geothermal, 3,000 MW sun oriented vitality (Claire - Erensal, Öncan, Demican, 2006).

Turkey has been slower in receiving technological advances than the EU nations, in spite of the fact that strategy measures have been attempted to facilitate this. Add up to use on R&D in 2006 as a level of GDP was 0.6%, contrasted with 2.3% in the OECD nations. By the by, finished the previous decade, Turkey's broadcast communications industry has been blasting because of the liberalization of the market. The quantity of cell phone endorsers expanded at a CAGR of 22%, from around 23 million of every 2002 to 62 million out of 2007. Be that as it may, the levels of licensing remain to a great degree low, in spite of a fast increment as of late. The R&D atmosphere is relied upon to enhance, as the legislature has been taking a few activities towards building up the technological landscape of the nation by empowering foreign entities, conspicuous colleges and research associations to cultivate a culture of innovation.

Turkey saw twofold digit development in the ICT market amid 2001– 07. Turkey's ICT market came to roughly \$24 billion out of 2007, contrasted with \$21 billion out of 2006.

The ICT sector contributed roughly 4% of GNP in 2006, and the development rate of this market was around 11% toward the finish of that year. The quantity of internet users in Turkey expanded from around 10 million out of 2004 to 19 million users in 2007, at a CAGR of 23%. The quantity of mobile telephone subscribers additionally expanded at a CAGR of 22%, from around 23 million of every 2002 to 62 million of every 2007. The expansion in the ICT sector has been because of the privatization of the Turkish telecommunications sector by the administration, which has given more extension to work and pulled in new outside speculation activities to Turkey. (UKEssay, 2013)

6.6 Legal Analysis

Turkey has an autonomous judicial framework in charge of the upkeep of law and order. The Constitutional Court, the most noteworthy established body in Turkey concerning legislation, decides the lawfulness of legislation preceding the order of new laws. The judicial framework is isolated into the judicial and administrative orders of courts, and a reasonable hierarchy of courts at various levels of states and focus exists.

The administration has been attempting to make Turkey an alluring goal for venture by empowering more foundation speculation, which contributes fundamentally to the economical growth of the nation's economy through dissemination of innovation, positive externalities and capital inflows. Alongside this, the legislature has diminished the fundamental rate of corporation tax, with the goal of attracting FDI Turkey. Be that as it may, there exist a ton of provisos accessible for those hoping to dodge the tax framework, which is prompting immense income misfortunes for the administration.

An entrepreneur in Turkey does not confront any long business registration processes for starting a business. The general flexibility to begin, work, and close a business is secured by Turkey's regulatory environment. Beginning a business in Turkey takes a normal of six days, contrasted with the world normal of 43 days. Picking up a business license requires more than the world normal of 19 procedures yet not as much as the world normal of 234 days, with costs moderately low. The strong structure for business elements henceforth makes a fruitful business environment and drives business development in Turkey.

In order to summarizing PESTLE analysis and for getting closer look to Turkey situation in those analysis, following statements are key concepts for making business in Turkey.

For political struggles and advantages about Turkey is, the EU compatibility that started from 1996 helps to make Turkish mentality more productive as advantage. Since that time, Turkish firms are started to take more place in global arena. Although political instability and minorities confliction tries to Turkey down, Turkey taking position for getting more productive in global arena.

However the problem about Syrian refugees that occur for last 4 years also decrease the wealth of labor force and they are trying to take a place on small businesses either ruling their own business or working as low labor in production sector. However the aim and passion of Turkish people about productivity helps country to developing faster.

On the other hand environmental strength of Turkey in the sector of agriculture is breathtaking. 9 place about variety in agricultural products and production of those variable goods helps to improve country. The cotton production over the country is significant amount of employment opportunity over the country however the overpopulation situation and is forcing to Turkey to find a solution as soon as possible.

Another struggles on Turkey is highly polluted air and environmental contamination, if a company wants to make a business in Turkey it can create some event related those situations in order to get in society's good side. It also would be useful for brand connection over consumers.

As we said before about high amount of unemployment rate, if a company wants to make a profit over Turkey it can establish a business for both avoiding themselves from the expenses of distribution and connect those helps to brand loyalty with employ citizens in Turkey. Also the women right and perception about this lack of gender equivalent is still occur a problem. In order to create some nongovernmental organizations businesses helps a company with some events or commercial spots as well. If this equivalent is higher we should also research if there is bad influence about point to purchase as well.

On the other hand gender struggles revealing as common problem in Turkey the importance of family and the wealth of the meaning of family is very high. Commercial adverts would be useful if it emphasize on campaigns as well.

The last importance about Turkey is religious affairs. Obviously the importance of Islam and followers rate is very high in Turkey. However Turkey is a country western effected Islamic cultured country. This situation is also helps to positivity, co operation, collabora-

tion and tolerance on making a business. Good behaviors and positivity are key concepts for making business.

Economical collaboration between governmental power and private invests are working as a plus in turkey. Although the financial development is very low (%6) but provoking for foreign investors and collaboration with them so high.

The importance for renewable energy is significantly high in Turkey also waste management and environmental technologies investment is getting more and more importance over the country. The establishment for partnerships in wind power and hydro energy is getting more importance as well. As the OECD explanation about Turkey is supporting with this outcomes, Turkey is a developing country.

However, the usage of cell phones and the sector for telecommunication is gigantic. 23 million of cell phone usage in 2007 is up to reach 62 million over the country in lately times. Also the usage of social networks is getting remarkably expanding as well. ICT is one of the most successful sector in Turkey. Parallel compounds are taking same importance too.

Legal orders in Turkey indicates to investors that Turkey is the one of the most attractive place for FDI. Autonomous judicial framework and based on law and order systems also control the respectful hierarchy on courts. However the administration is provoking the ventures for economical growth by positive externalities , capital inflows and many others. For foreign investments registration process is to short and too easy. This helps companies to rule a business more easier than EU. Also the support of government for FDI's is significantly securing to making a business over the country. (Singh, 2017)

6.7 Understanding Turkey with Porter's Diamond

Turkey's political strength that links to the Porter's diamond would be the means by which the Turkish government are making new legislation to help the industry and diverse companies to develop and foreign investment to enhance and improve it for Turkey as a national favorable position. On the other hand Turkish economical power is also have strong connection with Porter's diamond would be the means by which they are making the market all the more requesting by stimulating foreign investment to make them more competitive for various industries and companies so it will profit Turkey as a national favorable position.

For socio-cultural power of Turkey has got connection with Porter's diamond in the sense of the Turkish have a developing extent of youthful populace which the Turkish government can use to make new employment by empowering and preparing them up to have new skills and met all requirements to work in various sectors and this will be a national preferred standpoint for having an exceptionally skillful workforce.

In the terms of Technology Turkey can explain by Porter's diamond with how the Turkish government are enhancing the ICT sector so in addition to the fact that it is current its structure would profit Turkey and bolster distinctive ventures to empower them to accomplish their ideal with the goal that will be a national preferred standpoint that advantage Turkey.

Turkey's legal value that connects to the Porter's diamond would be the means by which they have made a strict system for the courts which is there to keep companies and individuals inside the law that Turkey have embarked to enable them to develop so that would be a national favorable position.

Turkey's environmental value that connects to the Porter's diamond would be the means by which they have a decent biodiversity and have a rich resource to various material utilized for different industries and the Turkish government are endeavoring to keep up this biodiversity and making job in the process with the goal that it can supply to various countries and for Turkey this will be a national favorable position.

After all those findings and analysis the organization ought to indisputably consider moving the plant into Turkey as it is as yet an emerging nation that has flaws however has numerous points of interest and after some time the flaws will be dealt with an advantage the organization over the long term.

7 THE ANALYZE OF KOFOLA

Kofola S.A Kofola is a non-alcoholic refreshment or beverage organization working in Central Europe. The organization's item portfolio incorporates carbonated refreshments, normal water, non carbonated refreshments, 100% natural product juices and nectars, syrups and concentrates, kids' beverages, ice tea, caffeinated beverages and low liquor drinks. The products which illustrated in market can be name with Kofola, RC Cola, Citrocola, Vinea, Jupi Fruit Drink, and many other examples. The organization is likewise associated with wholesales alcoholic and non-alcoholic beverages, and offers administrations including arrangement of street load transport. (Vrana, P. 2016)

The soft-drink Kofola is a standout amongst the most popular Czech brands. Its adapted logo is as much a piece of the nearby business scene as Škoda, Baťa, or Pilsner Urquell. However every one of these organizations began before communism, even before Czechoslovakia was framed. Kofola, then again, developed amid the previous administration and in spite of a few misfortunes has stayed one of the nation's best adored items. (Scott, R. 2012)

7.1 Background of Kofola

In 1959, scientific expert Zdeněk Blažek was entrusted by the organization Galena with figuring out how to utilize surplus caffeine and build up a contrasting option to 'West imperialistic Coca-Cola'. Blažek's item was the syrup Kofo, produced using 14 different herbal ingredients, organic product concentrates and caffeine. Kofo was added to carbonated water, making Kofola, which sold for a large portion of the cost of remote colas and was all the more generally appropriated. This without a doubt gave the drink a tremendous preferred standpoint in the once firmly controlled market. The mind boggling post-war circumstance with a few influxes of nationalization and the year 1948 rearranged the cards of the proprietors of the first firm. In the mid 1950s, the Galena Opava National Enterprise with an attention on the generation of prescriptions and tinctures or the development of plant societies was built up. Regardless of the absence of a market economy, Kofola occupied with some straightforward showcasing amid communism, for example, this New Year's Greeting card. Kofola began her way through their history in stores. The name of the main fortunate individual, who became hopelessly enamored with Kofola, tragically

vanished irreversibly ever. Nonetheless, unmistakably the tenth, and in addition the few hundreds, continuously fell into the spell of Kofola. Its consumption rate for the sixties has developed so much that Czechoslovakia has left the nation and needs to movement abroad for them. By the beginning of 70's Kofola reached 180 million of liters for yearly production. Either going to elder's house or to a pub you can reach to Kofola in everywhere. (Jakl, M. L. ; Kraus, S. 2011)

In the year of 1989 was the hardest time for Kofola, after The Velvet Revolution Czechs and Slovaks started to tend for forbidden products which was in era of Iron Curtain. Kofola was effected with this situation horribly and they had to get changed the owners couple of times.

To begin with advancement of the customary drink Kofola was made 40 years after the fact, the variation "Kofola Citrus" was presented. The year 2006 spoke to a critical development in the situation available, Kofola turned into the Czech and Slovak smash hit cola savor a two-liter bottle. The primary Christmas flavor have been created in 2007, limited edition of "Kofola Cinnamon" was propelled available. The offer of Christmas release flavors proceeds with "Kofola Barborková" and "Kofola Hvězdičková". Toward the start of the year 2008 the sugar free Kofola was presented. The historical backdrop of the brand is additionally conceivable to exhibit with various logo varieties, which were utilized as a part of the previous 50 years. (Kofola, 2017)

In the year 2009 Kofola reached the highest consumption rate then the last highest one was in 1970's. That was the record for the history of Brand. In the second half of 2013 Kofola re-launch the slogan "If you love her, there is no needs." which was the original slogan of TV advertising in the year 2001. This slogan and campaign made Kofola more popular. (Příby M., Veselá J., 2011)



Figure 6: Kofola logo used since the end of 60's until 1998 with the coffee bean theme.

Source: www.kofola.cz



Source: www.kofola.cz

Figure 7: Kofola logo used from the year 2006, instead of the coffee bean theme is used liquorices leaf.

Source: www.kofola.cz

7.2 Kofola Products

Kofola offers non-alcoholic beverages (soft drinks, juices, soda, refreshments...) on the Czech and Slovak Market. Operations in the Czech Republic, Slovakia, Poland, Slovenia; a production associate in Russia. Kofola serves 5 different taste of Kofola to the market. Those are

- Kofola Original.
That was is the traditional one which comes reveal from the first time of Kofola to current times. As the company says Kofola consist of fourteen different herbs combination and fruit juices on inside. Compare to other cola brands it contains 30% less sugar on inside and the most important part it does not contain any phosphoric acid in it. (John, 2015)
- Kofola Višnova : The same Kofola with Cherry flavor. (As known as Kofola Barborková)
- Kofola Citrus : Kofola with Lemon.
- Kofola Bez Cukru : Sugar-free Kofola
- Kofola Extra Blyinkova : Kofola with gentian herb, dandelion herb, peppermint and regular herbs. (firma.kofola.sk)
- Kofola Hvězdičková: The traditional taste of Kofola is spiced with vanilla and pomegranate. (Kofola S.A. group, 2015)

Kofola servers herbal based and containing fruit juices combination carbonated soft drink the main purpose of this research to receive how do Turkish people will consider those ingredients and will they tend to purchase those findings.

8 SWOT ANALYSIS OF TURKISH FOOD & BEVERAGE SECTOR

Although PESTLE analysis showing detailed situation about Turkey, it does not represent the taste of consumers on behavior. SWOT analysis is the method for examine the internal and external bad sides and good sides over a company or a market.

SWOT analysis is working in this point in order to detail daily life situation more transparent. Moreover it can helps any company to examine the daily situation over the country. SWOT is the method for showing the past events and results also lightening the path of new brands in which cases should they aware while enter to the market.

Strengths	Weaknesses
• Young and growing population in Turkey is observed with an increase in both production and consumption areas. • Considering the diversity of existing agricultural products in the country, Turkey has an important opportunity for the food and beverage industry exports. • In the category of developing country, which will be a positive impact on consumers spending per capita in Turkey is expecting to increase in the coming years gross domestic revenue.	• The volatile economical environment affected by global economic crisis can effect consumer spending negatively. • Claims for alcoholic beverages are lower than those of European countries due to religious traditions and high Special Consumption Tax. • Dr. Pepper and RC Cola as the world- famous cola brands could not hold in Turkish market. Even Dr. Pepper could not even try to enter to the market. • 74% of market sharing rate of Coca Cola and 15% of Pepsi's market sharing rate in Turkish Market. (Nielsen, 2011)
Opportunities	Threats
• The young population with a high	• Unstable legislation in agriculture

level of interest and open attitudes for new brands and products. • Growth in tourism sector will lead to increase consumption in the food and beverage sector. • The market yet to reach maturity, which is due to new products, have the opportunity to enter Turkish market. • Increasing consumer trend of Turkish people towards healthier and more natural soft drinks. • 53% of the soft soda beverages sector is consisting of with cola drinks.	also effects the food industry. • High energy and raw materials costs affects food and beverage manufacturers' performance negatively. • Monarchial tendency of current government. • Coca Cola has been showing presence in Turkey since 1964 and company has got 10 manufacturing factory in Turkey.
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Source: Own research

Although there are some struggles about the regulation about governmental policy on the market. Also the pioneering leaders and their cult consumption on the market making such kind of struggles on Turkish market. The potential of youth community of Turkey and lack of place on the new taste about healthy soft drinks and the new trend about consuming more healthy products on society Turkey has got a lot of potential.

9 SWOT ANALYSIS OF KOFOLA

Although there are huge gap between Coca-Cola and other soft drinks, Kofola still contains some niches with brand and qualities on itself. This analysis can show what could it be emphasizes for Kofola on Turkish Market.

In order to identify internal and external factors which influence the position on the market it is necessary to develop SWOT analysis. SWOT analysis helps to evaluate the position of the company. Based on our research findings we have distinguished external and internal factors of the Kofola brand.

<u>Strengths</u>	<u>Weaknesses</u>
• Foreign Brand • More healthy • Containing 14 different herbs • Containing Fruit Juice • 0% of Phosphoric Acid • Containing 30% Less Sugar	• Containing More Caffeine • Coca Cola Hegemony • New Brand • Brand Awareness • Lack of Production factory/ies in Turkey • Distribution channels in Turkey
<u>Opportunities</u>	<u>Threats</u>
• Different taste • Different bottling • Different Logo • Interest for new taste • Building a new interaction • Consumer oriented	• Well-known competitors which present in market in many years. • Unknown name of Brand • Political Relations between Turkey & Czech Republic. • Unclear Pricing

• Creating an interest with ingredients • Potential for perception in both Warm and Elegancy aspect • Variable flavor options (such as; Cherry, Lemon, Vanilla tastes)	• Bad perception for Cola segment due to Coca-Cola's bad US-Israeli reputation. • Increase competition in soft-drinks • Shifting of user demands
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Source: Own research

As the interpretation of SWOT analysis in Kofola, Kofola has got significant power with herbal preparation and healthy ingredients. As the outcome of these strengths Kofola can emphasize these features over Turkish consumers and can receives positive feedback the quantitative primary research will helps to understand more clearly how Turkish people will react on those parameters. On the other hand being foreign brand is also becomes interesting for Turkish society. People tends to rely foreign brands more than domestic ones.

However highly caffeine contamination can perceive as negatively among Turkish consumers. The other negative situation about Turkish market is the hegemony of Coca-Cola brand there were some sad examples about variable brand that they defeated by Coca-Cola but on those brands there were no healthy components on their ingredients and by this ingredients it will also parallels with Turkish peoples new trend for consuming more healthy products. This can also named as shifted part of the weakness to opportunity.

New taste, new name, new product, new bottling new label is an opportunity for Kofola.

However distribution prices, lack of local production facilities and unclearness price and brand can be threat and it can vanish from the market suddenly. Nevertheless it also can becomes as opportunity from threat shifting.

10 QUANTITATIVE PRIMARY RESEARCH

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population (DeFranzo, S. 2011). In this part we are searching the main perception of Turkish society's for new soft drink brand Kofola.

10.1 The Purpose of Quantitative Primary Research

The main purpose of this research is; how Turkish people will perceive those healthy ingredients and the component of differentiation from other soft drink brand according to their socio demographical differences and will there be a positive tendency for purchase this brand if it will be in Turkish Market? Socio demographical outcomes consist on ages, gender and frequency of consumption rate. Also in order to create more accurate campaign for Kofola if there will be positive tendency on this research.

10.2 The Organization of Research

From the outcome the number of internet usage in Turkey we put our on-line survey on internet. Usually our respondents are spending remarkable time on the internet. However the preparation of questions was very easy to understand and it helps to people respond with simplified question and answers. In this survey we used both likert-scale and semantic-scale methods in order to receive more accurate answers.

The questionnaire is presented in Turkish language in order to implement it more accurately by respondents. The translation and original form of it are shown in the appendix. The questionnaire was downloaded in online Google forms

10.3 The Organization of Questionnaire

The purpose of first question is to see which group of age in the people are most responsive and ready to reply for those kind of new product from foreign places to Turkey.

We divided peoples age according to their income process and ability. 15- 24 is the age which they are mostly student which means, mostly they are not able to earn their money from a work or a work which they implement on the market. That's why those group of people are depending on their parents or people who feeling responsible for their caring. Those people mostly live with pocket money. That is why I would like to see their consuming potential as separate part.

Second group of people are consisting of following ages between 25- 34. Those group of people can also be shown as the core ages of Y Generation. Those group of people were the most responsive group of my survey. They collaborate with questions most honestly and precisely. Those group of people earning their money for the work which they getting busy with. Which means they are not so depending on someone else for making their decision.

Third group of people are consisting of following ages between 35-44. The differences between this group and core age of Y Generation. Those group are caring more about healthy foods because of middle age crisis aspect and those people are mostly having child either in toddle ages or right before teenage.

That is why they have most tendency in order to avoid themselves for unhealthy food if they concerning it. The main purpose for differentiate this group from above one. In order to break their prejudices and to teach there there are variable soda drinks which they can drink it more easily.

Forth group of people are either the member of X generation or the people who are in the elderly ages. Those people are mostly afraid from new product and they have strong connection from past routines. The aim of choosing this part of people in order to aware them from a product which will be useful for connection with their old routines and to combine it with new taste of products.

The aim of second question to understand the frequency of consumption about carbonated soft drinks, we separated options according to quantity of a person who attended this survey in daily, weekly, fortnight, once in a month and never. Because of highly oily and heavy gusto of Turkish cuisine forcing people to consume any carbonated drink in order to help them for digestion.

The purpose of third question to understand in which places are consumers consuming soft drinks, consuming is not just drinking but also buying. The aim of this question to

understand the routine of consumption about soft drinks. The options which we serve to consumers was Shopping centers, restaurants, grocery stores, wholesale shops, bars and cafes.

The spending time in malls have significant time for people in Turkey. 33% of young people between 15-35 are spending their time in shopping center. In those kind of over populated countries, big cities are uniting people in shopping centers for spending leisure times over there. The quantity of malls have been raise 161% in past nine years. By the end of 2017 there are approximately 380 shopping center in Turkey. Also the estimated figure of this this quantity will reach to 453 by the end of 2019 (Tokay,U. 2017).

The meaning of restaurants are because of spending highly time in work or schools/courses, new partners or families are complaining about the lack of time. For this reason, many people in Turkey does not want to spend their times for cooking and cleaning, people either finding a person for housekeeping (cleaning, laundry, dishwashing, ironing and so on) as a maid or tending to going a restaurant for socializing and time saving. For this reason this is the place which we put in survey because of their soft drink consumption area.

The third options grocery stores are focusing on middle income families which does have small or no chance for finding a supporter for house works due to economical stuffs. Those people are purchasing soft drinks in grocery stores. Due to this reason this option is placed in survey.

Forth reason is wholesale sellers. This is targeting small income families, which going for shopping according to their incomes.

The fifth option was bars and cafes. No matter people are consuming alcohol or not due to religious purpose, people are going cafes for socializing with friends. Those people either drinking tea or coffee in Turkey but, especially when the weather gets warmer - and it is reaching around 60 degrees especially in southern regions, or 45 to 50 in west coast side - people looking for some refreshments in some places due to their breaks or leisure times. In those times peoples are consuming soft drinks for energy and refreshments.

The purpose of fourth question was the distinguish of consumer's behavior for consumption. For which purpose are consumers drink soft drinks in their daily time. The

options were totally specified under the understanding of Turkish consumer behavior for daily life. Options were specified like refreshment, caffeine, taste/gusto, brand loyalty and no interest for carbonated soft drink.

The fifth and following questions for understanding the consumer's perception about the essential utilities of Kofola than other carbonated soft drinks and how consumers perceive those elements and how do they react according to those beneficial elements. As all the peoples know the ingredients of Kofola consisting it with fourteen different herbs, fruit juices.

Also when we compare Kofola with other carbonated soft drinks it contains 30% less sugar than other equal shareholders and containing more caffeine on inside. Finally the most significant difference of Kofola that it does not containing any phosphoric acid on inside which other one containing. In this fifth question I asked to participants like 'Would you like to drink same type of soft drink that contains 14 different herbs and fruit juice? Will it positively motivates you?'

The sixth question was also related with positive motivation of sugar containing. We asked this question to participants like; ' Would you like to drink same type of soft drink that contains 30% LESS sugar? Will it motivates you positively?'

The seventh question was also about positive motivation of caffeine. We know that Kofola containing 15mg of caffeine in 100 ml when other ones containing 9.6 mg in 100 ml.

The eighth questions was about phosphoric acid. Are those participants was caring about phosphoric acid containing of their soft drinks or not. Otherwise will there be any positive tendency on their habits regarding to acid issues.

Ninth question was about brand awareness, as Turkish people has got a bit problem about the origin of those soft drinks (Coca-Cola and Pepsi) both of them originally are from United States. Moreover Turkish people with lately raising of nationalistic understanding wanted to stand against American and Israeli product due to political progress. We thought that this will be opportunity for Kofola when it enter to the market as Czech brand. However we realized that we should firstly ask those participant will there any brand awareness of Kofola?

Tenth questions was about to scale the point to purchase or getting interested for buying Kofola with all those substitutes?

The results of those questions of survey will be in the following part as the named Questionnaire Results and Interpretation.

11 QUALITATIVE PRIMARY RESEARCH

Many brand which trying to take a part in the sector of Food and Beverages are applying this method while they establish their organizations or launching their brand to the new market.

11.1 The Purpose of Qualitative Primary Research

Blind taste test also being useful for companies in order to realize of gusto in this particular market and they can implement according to those results and interpretation. For this reason we created basic test to understand of participants taste preferences. This test implemented on 12 different volunteer randomly.

11.2 The Organization of Qualitative Primary Research

This test held in Turkish, and filmed. The survey method on this qualitative research was semantic-scale method. According to receive most accurate result questions were answered by participants in Turkish. However for filming this test and in order to reach it for more people around to world participants have spoken in English. The videos will be in a CD as a component of thesis. Also the paper of questions will be in appendix part of thesis.

12 QUESTIONNAIRE RESULTS AND INTERPRETATION

In the aspect of survey there were 350 participant who answered those question in the questionnaire. The results were not very surprising. 50.3% of participants were in the age between 25-35 years old. In the age between 15-24 and 45+ participants had the same percentage with 19.4%. Also 10.9% of participants were in the age between 36-44 years old. This figure are not so surprising and does not contain any specific explanation on itself.

When we look at the second question about consumption frequency the options were divided in five parts and very often to never. 8 % of our participants are consuming very often which is daily basis. Those people are drinking soft drink once or twice in a day. With 19% people are consuming soft drink couple of times in a week (Like 5 or 6 times in a week) 22.2% of participants are consuming those carbonated drinks 1 or 2 times in a week. 37.3 % which is the most crowded percentage of our participants are consuming cola type of products once of a week or once in 10 - 14 days. And 13.5% people are not consuming cola drinks at all. Also in blind taste test there is one participant which does not drink cola drinks at all for five years. With those results there are some huge amount of people 59.5 % of people are drinking cola drinks in normal frequency or rare. Which means this is a niche for Kofola in order to provoke those people for consuming more. Those people are trying to avoiding themselves because of the ingredients of leader brand in this sector. In our participants of blind taste also mentioned about Kofola with different and new taste. We believe that Kofola can provoke those people for purchasing with its own unique flavor.

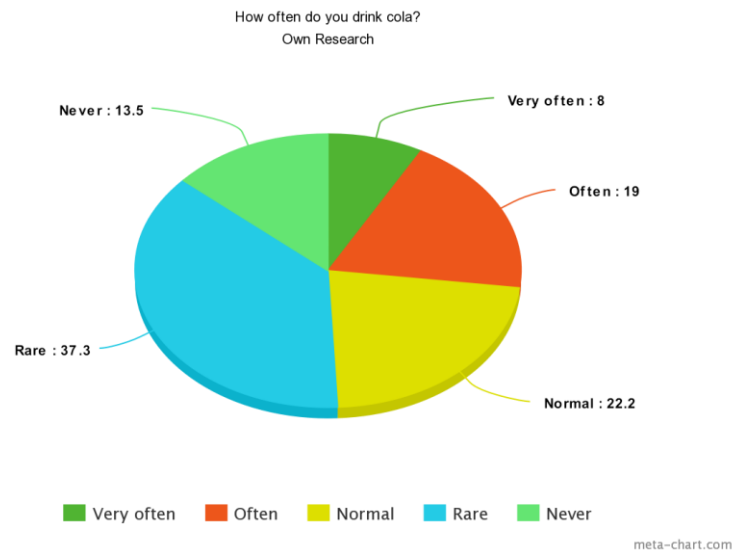


Figure 8: The outcome of the frequency in Cola consumption in Turkey?

Source: Own research (%)

With the outcome of third questions guides are not just of preference of participants consuming place but also lightening and giving some clue about their income. 10% of participants are consuming those cola drinks from shopping mall. 26.6% of participants from restaurants, 42.6% of participants are buying those products from grocery stores, 10.3% of people from wholesales shops and 10.6% of people in bars and cafes when we look at the outcome of those source 3 of places result are similar to each other. However the total percentage of grocery stores and restaurants are consisting 69.2% of consuming place. When we looking at this outcome our target audience is looking like A and A+ type of income people. Kofola should target those group in order to successful launching. And the first launching place should be stylish grocery stores or new generation of stylish restaurants. It will be useful for Kofola to take a place in that signed places.

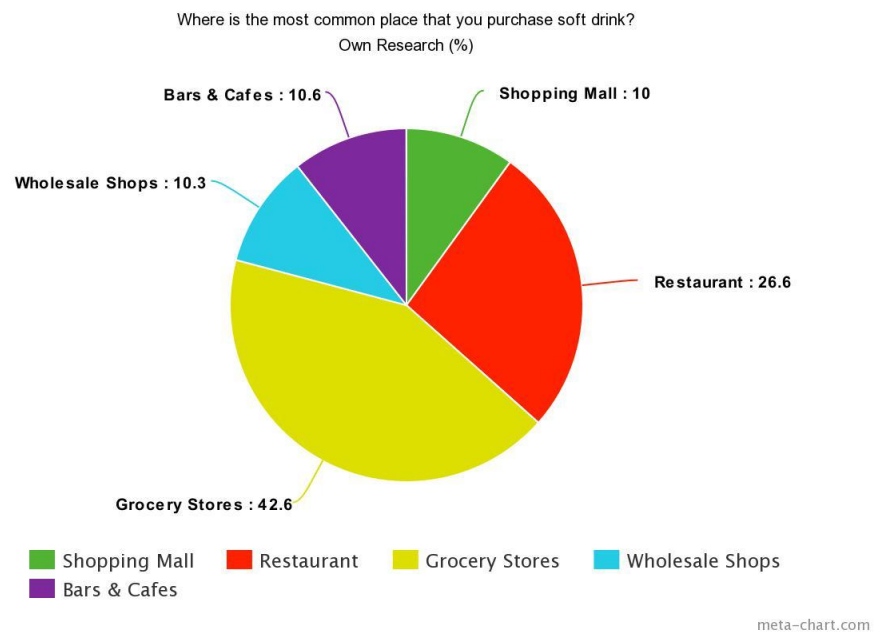


Figure 9: The outcome of Turkish people's purchasing location about soft drinks.

Source: Own research (%)

The fourth question was about to understanding the main purpose of consumption of our participants when they consume soft drinks, 49.7% nearly half of people are consuming those drinks because of refreshment. 4% of our participants are consuming those cola drinks for caffeine desire. This percentage is not enough for a brand that if wants to emphasize caffeine ratio on their product. 26.6% of participants are consuming those drinks because of taste. This can be tricky for Kofola because this number of percentage can be interpreted as brand loyalty however when we looking at brand loyalty only 1.1% of participants are consuming with the awareness of brand. In that sense this can be interpreted as the taste of cola drinks is already become stereotype however when we looking at consumption frequency this number of taste followers are not covering remarkable place on society. Nevertheless if Kofola wants to be successful it should not exhibit itself like just a cola drink. Because it also addressing in other category which ice teas, juices and soda waters were in. There are also 18.6% of people which does not consuming cola drinks at all. As we mentioned in previous pages, around 15 to 20 percentage of people are not drinking cola drinks due to variable reasons (such as; bad components on its ingredients like acid and other chemical products. Or because of origin country of those brands in order to protesting it.)

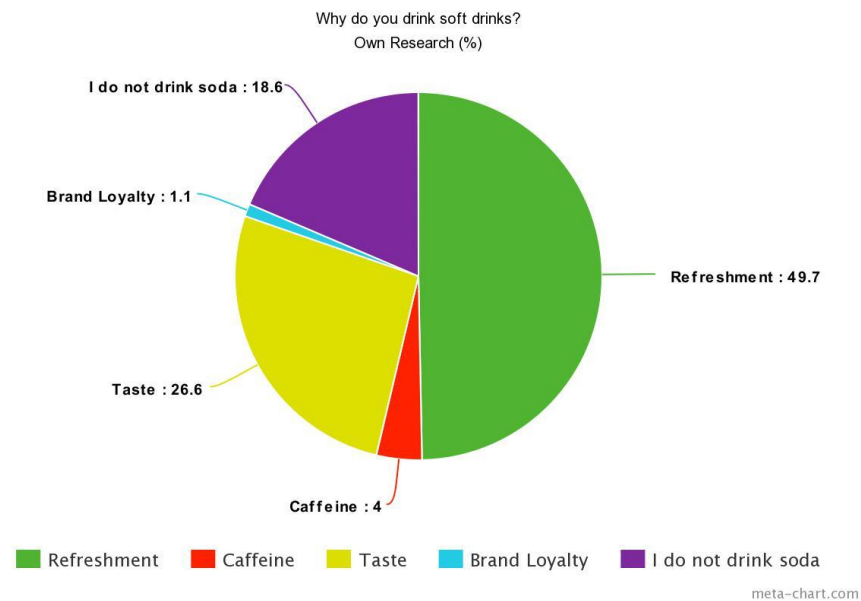


Figure 10 : The motivation of Turkish People's soft drink consumption.

Source: Own research (%)

In the outcome of question five shows us that 14 different herbs, fruit juices and seasoned liquorices is working as beneficial for Kofola in the understanding of participants that means that Turkish society do like those components and caring about those ingredients while they are consumption the rate of people who said 'Yes' for this question is 37.1% however there are 42.6% of people said 'Maybe' for this questions. Which means; Turkish people are curious about this ingredients and how will affect them after they taste it. 20.3% percentage of people are also answered as 'No' for this question. As those results Kofola should care about 'Maybe' people and introduce itself very sensitively. This results can also be interpreted as participants on this survey did not show importance as it deserves. Nevertheless Kofola should grab those people with some promotion which can bind them to it-self.

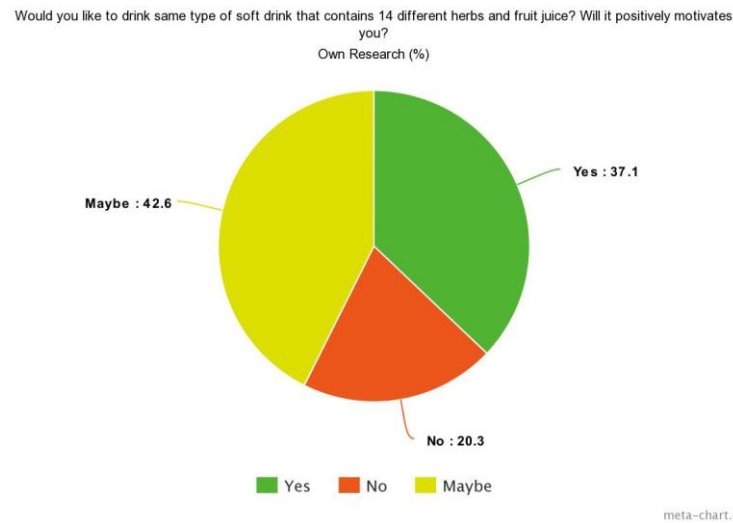


Figure 11: The perception of Turkish people about 14 herbs and fruit juices in Kofola.

Source: Own research (%)

The following answer was related about the perception of Turkish people sugar containing on their soft drinks. As we all know that Kofola containing 30% less sugar then other original cola brands. In this question participants answered with affirmative results also outcome shaped with this positive answers. 72.3% of participants said that they can change their purchasing habit according to this ingredients. There were also 10.% negative respond and 17.1% unclear respond. However this remarkable differences shows us that Kofola should emphasize this issue to Turkish people while they entering to the market. This can be the most accurate marketing method for Kofola when entering to the Turkish market.

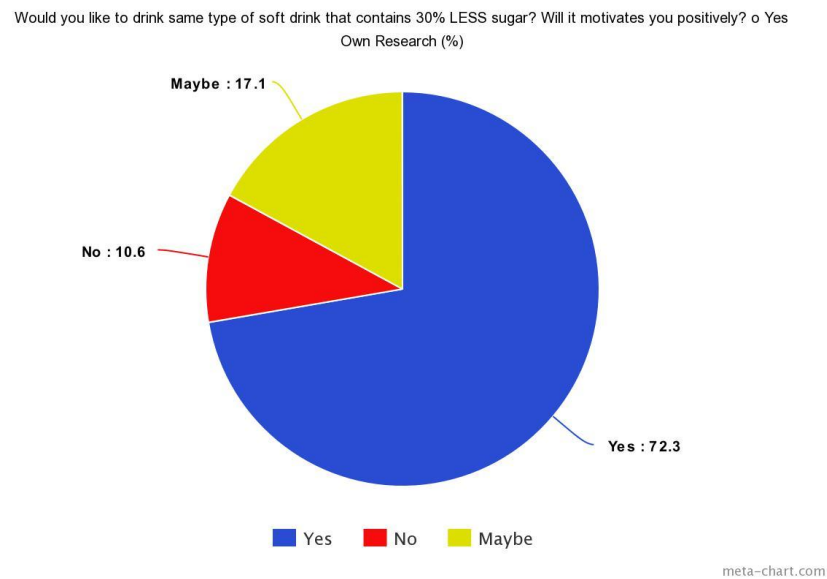
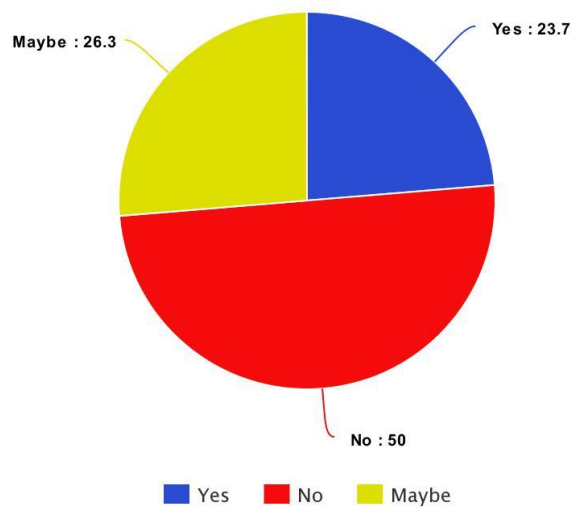


Figure 12: The perception of Turkish people about 30% less sugar contamination in Kofola.

Source: Own research (%)

On the contrary of sugar perception of Turkish people there were negative understanding about caffeine in Turkish people understanding. People are afraid for caffeine consumption while they are drinking cola drink. However when we looking at cola consumption in Turkey. Turkey is the most frequent country for cola drinking over 180 countries. Kofola can follow either better explanation of caffeine consumption to Turkish people or will follow the way of Coca-Cola and it will never mention about the perception of caffeine on their product. There were 50% of people said 'No' for this question and 23.7% of people said 'Yes' and 26.3% of people said 'Maybe' for this question. This figure shows us that Kofola should be careful about this quantity of caffeine or while entering to Turkish market they might consider to decrease the volume of caffeine.

Would you like to drink same type of soft drink that contains more caffeine? Will it motivates you positively?(This: 15 mg/100ml, other: 9.6 mg/ 100 ml)
Own Research (%)



meta-chart.com

Figure 13: The perception of Turkish people about caffeine contamination in Kofola.

Source: Own research (%)

Another positive perception of Turkish society about Kofola was about the phosphoric acid. When we asked them the question 'Would you like to drink same type of soft drink that does NOT contain any Phosphoric Acid? Will it motivates you positively?' 51.7% of participants answered this question with positive response. However there were also 22.9% of people marked this question with 'No' answer and the percentage of 'Maybe' answer was about 25.4%. This figure shows us that after less containing of sugar in Kofola, also can emphasize that there is no phosphoric acid in our product. Also Kofola can guide people and create a perception on their understanding as 'Natural Cola' or 'Healthy Cola' in this point of view Kofola might be more accurate and successful on Turkish market. If they wanted to play more harder in this market they can even use this kind of perception that 'We are not poisoning you, like the others'.

Would you like to drink same type of soft drink that does NOT contain any Phosphoric Acid? Will it motivates you positively?
Own Research (%)

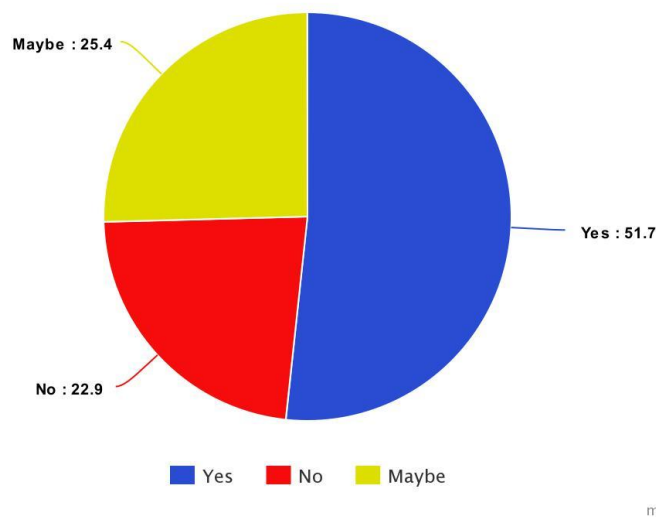


Figure 14: The perception of Turkish people about not contain of phosphoric acid in Kofola.

Source: Own research (%)

In question nine, we check the brand awareness of Kofola in Turkish market. Only 11.4% of participants said 'Yes' to this question and 88.6% of people said 'No' for this question. In that sense, people are not aware about this brand which means there are good and bad consequences of this result. Bad one is there might be a prejudice about Kofola as new brand in to the market. But also this situation can guide people to taste and try it after receive those answers. The point of this questions is when there are huge non-identifying of understanding of Kofola, company can launch a remarkable entrance to the market with remarkable launching.

Although the lack of awareness about Kofola 63.4% of participants said yes to the question of 'Would you like to buy Kofola after seeing this complementary ingredients?' Also 27.1% of people said 'Maybe' which guides us that there are totally 90.5% of people are ready to try, taste and purchase to Kofola.

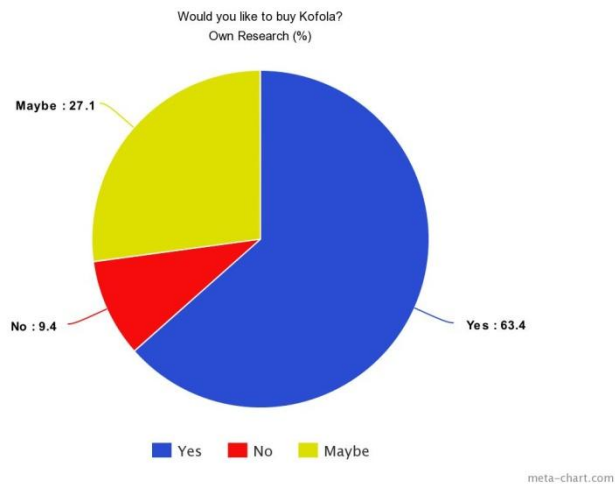


Figure 15: The potential purchasing rate of Kofola among Turkish People.

Source: Own Research (%)

13 CROSS ANALYSIS AND INTERPRETATION

13.1 Quantitative Interpretation and Cross Analysis

On the other hand, the cross analysis method is the resolution of outcomes when gets the information from either primary or secondary data. Basically on this research cross analysis is held for the significant unique components of Kofola and the perception about the respondents and analyzing them according to socio demographical outcomes.

1/4	Refreshment		Taste		I don't drink		Caffeine		Brand Loyalty	
15-24	38	56%	20	29%	8	12%	2	3%	0	0%
25-35	87	49%	55	31%	21	12%	10	6%	3	2%
36-44	16	42%	12	32%	9	24%	1	3%	0	0%
45+	33	49%	6	9%	27	40%	1	1%	1	1%

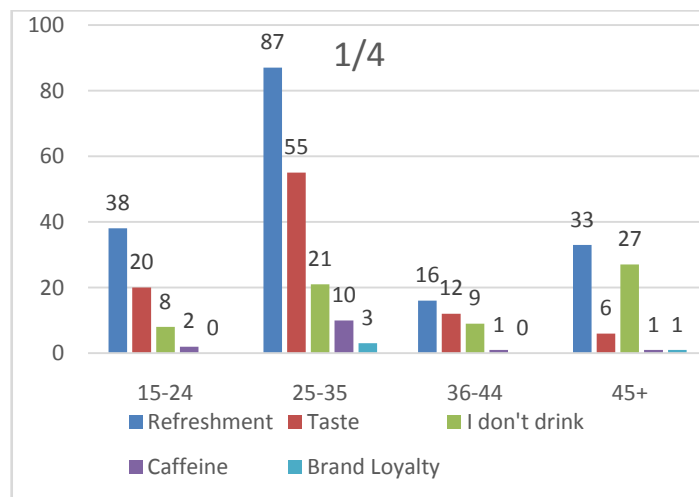


Table and Chart 1: The number of people in which reason that they consume soft-drinks according to their ages?

Source: Own research

The number of respondent for which reason that they are consuming soft drinks according to their age gap. As the result of charts nearly all groups of ages mostly consuming soft drinks for refreshments. The older respondents in survey has more tendency to not to consume carbonated soft drinks.

1/5	Yes		No		Maybe	
15-24	30	44%	14	21%	24	35%
25-35	65	37%	37	21%	74	42%
36-44	12	32%	10	26%	16	42%
45+	23	34%	10	15%	35	51%

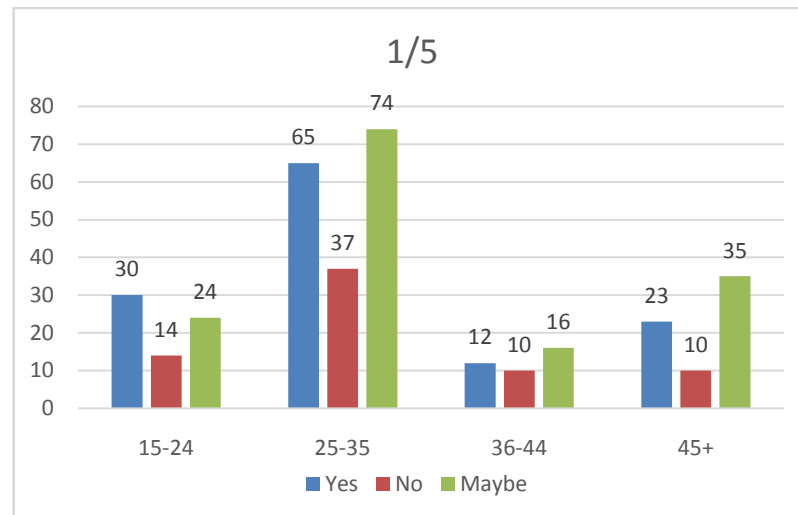


Table and chart 2: : The number of respondents that how will they perceive special ingredients of Kofola according to their ages?

Source: Own research

The number of respondents who caring about 14 different herbs and fruit juices ingredients of Kofola according to their age gap. As the implementation of the results of those outcome 15-24 age is the most open minded and welcome about those healthy ingredients of Kofola. On the other hand other ages are suspicious of those ingredients. When Kofola decide to enter Turkish market, also convince those people with unique taste in it.

1/6	Yes		No		Maybe	
15-24	53	78%	4	6%	11	16%
25-35	136	77%	16	9%	24	14%
36-44	27	71%	5	13%	6	16%
45+	37	54%	12	18%	19	28%

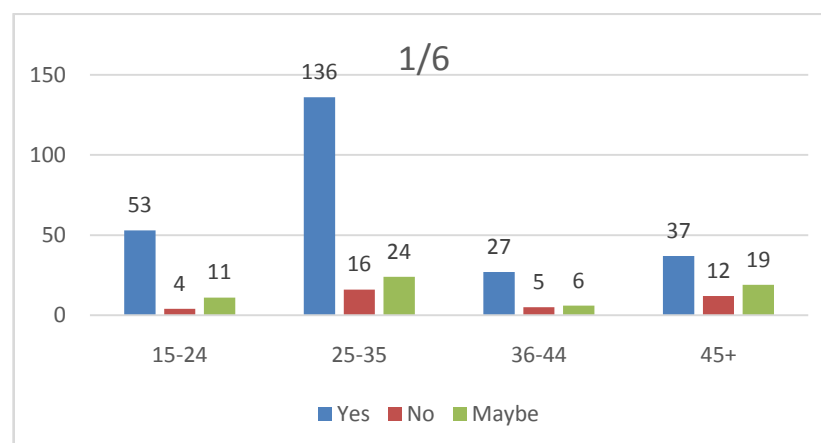


Table and chart 3: The number of respondents that how will they perceive the less sugar contamination of Kofola according to their ages?

Source: Own research

The number of respondents who caring about 30% less sugar contamination of Kofola according to age gap. In both figures and charts the outcome is obviously indicates that in each segment of age is caring about this components of Kofola.

1/7	Yes		No		Maybe	
15-24	23	34%	29	43%	16	24%
25-35	41	23%	86	49%	49	28%
36-44	9	24%	20	53%	9	24%
45+	10	15%	40	59%	18	26%

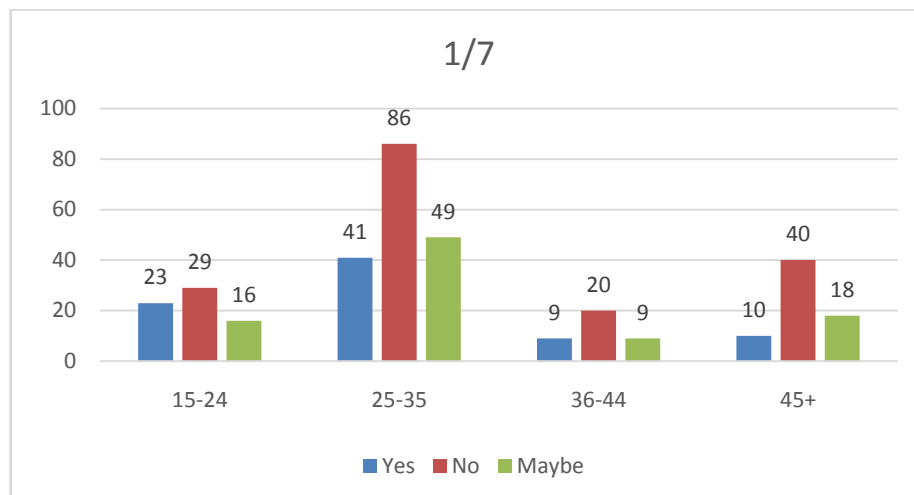


Table and chart 4: The number of respondents that how will they perceived the caffeine contamination of Kofola according to their ages?

Source: Own research

The number of people who respond in larger amounts of caffeine containing of Kofola when they compare with other cola drink brands amount. As the figure shows us that in each segment of ages are majorly staying against on larger amounts of caffeine on their soft drinks. However when Kofola contains 15 milligram on 100 ml, typical Turkish cup of coffee is containing 57 mg in 150 ml. For this reason, Turkish people should educated about the quantity of caffeine on their daily drinks also they should get learned about what are the beneficial factors of caffeine on human body when they do not get much in daily life.

1/9	Yes		No	
15-24	14	21%	54	79%
25-35	22	13%	154	88%
36-44	2	5%	36	95%
45+	2	3%	66	97%

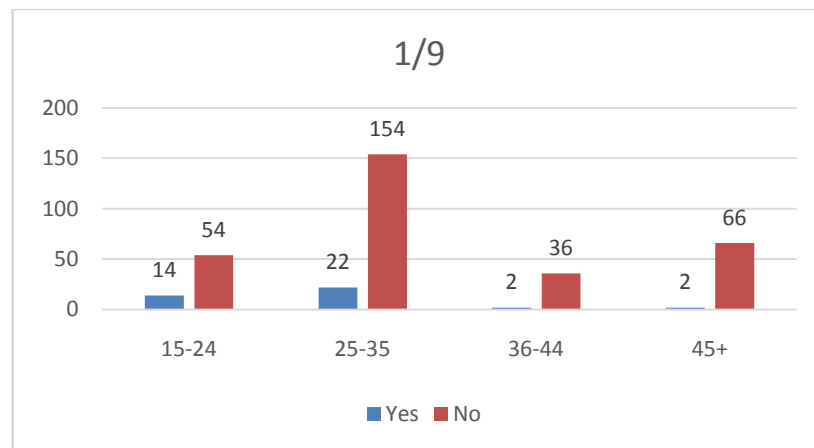


Table and chart 5: The number of respondents who is there any awareness about Kofola brand according to their ages?

Source: Own research

The number of people in the ages who aware about Kofola. As the results shows that the highest number of recognition in Kofola is in the age between 25-35. We determined that after this student exchange programs on universities who attended by any Turkish university student get aware about Kofola brand.

1/10	Yes		No		Maybe	
15-24	54	79%	3	4%	11	16%
25-35	124	70%	15	9%	37	21%
36-44	18	47%	5	13%	15	39%
45+	26	38%	10	15%	32	47%

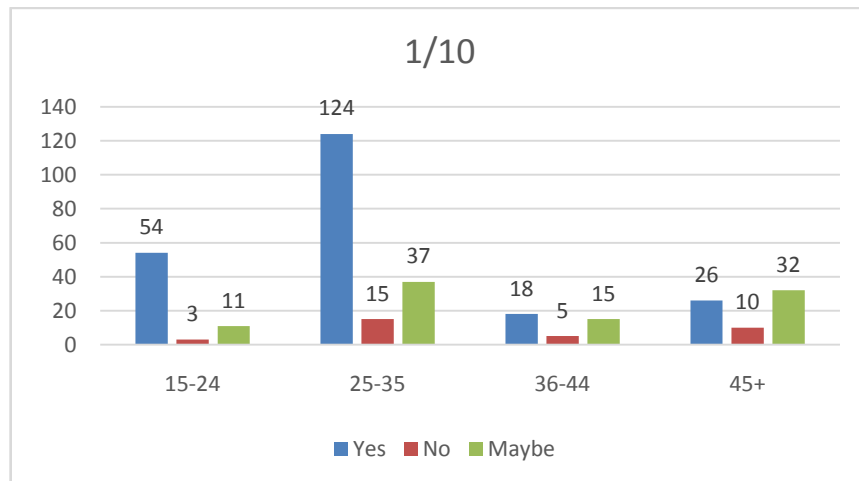


Table and chart 6 : The number of people that the tendency of purchasing Kofola according to their ages?

Source: Own research

The last cross analysis result according to age groups is the tendency of purchasing Kofola has got significant differences between 15-24 and 25-35 groups. The results shows that when Kofola decide to launch on Turkish market campaigns should design on the market that according to getting interest of teenage and young adult communities.

2/3	Shopping Malls		Bars & Cafes		Grocery Stores		Wholesale Shops		Restaurant	
Very Often	1	4%	4	14%	15	54%	2	7%	6	21%
Often	5	7%	6	9%	35	51%	6	9%	16	24%
Normal	6	8%	7	9%	35	45%	6	8%	23	30%
Rare	19	15%	13	10%	46	35%	13	10%	39	30%
None	4	9%	7	15%	18	38%	9	19%	9	19%

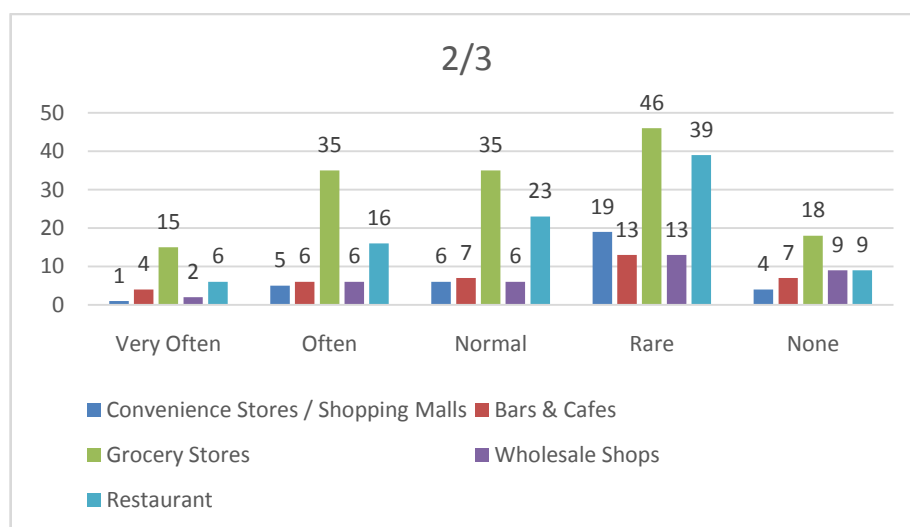


Table and chart 7: The number of people that in which place are they consuming soft drinks according to their frequency of consumption

Source: Own research

According to outcome of this results in every frequency of consumption people firstly preferring to purchasing soft drinks from grocery stores. On the other hand when the frequency of cola drink consumption decrease, people increasing to consume it on restaurants more and more. That is why, both restaurants and grocery shops can consider the main placement point for Kofola brand.

2/5	Yes		No		Maybe	
Very Often	8	29%	8	29%	12	43%
Often	29	43%	15	22%	24	35%
Normal	38	49%	11	14%	28	36%
Rare	44	34%	19	15%	67	52%
None	11	23%	18	38%	18	38%

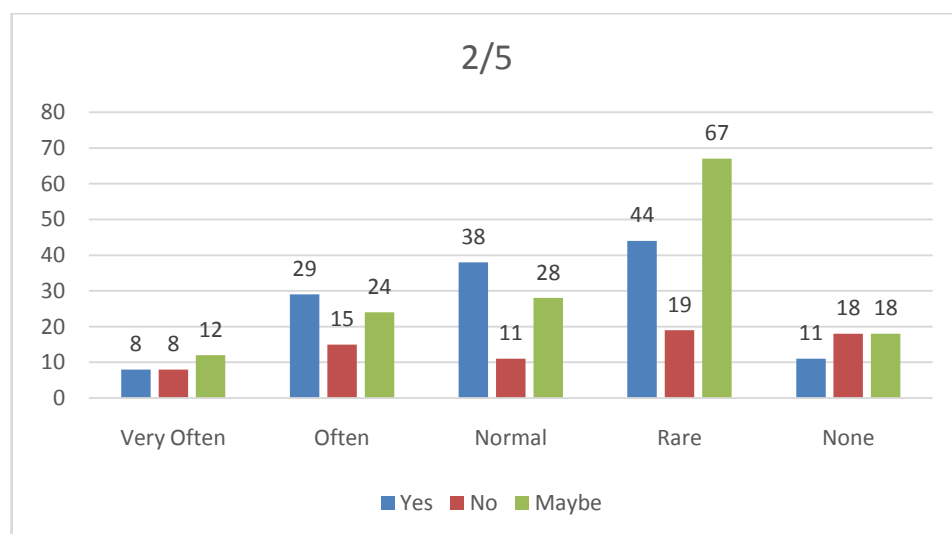


Table and chart 8: The number of people that how will they consider if there will be a soft drink which prepared by herbal ingredients and fruit juices according to their frequency of consumption?

Source: Own research

The reaction of 14 different herbs and fruit juice ingredients of Kofola on the people who has got different frequency on the society. For the people who consume very often gives feedback on us that they do not care so much about those components because those

people are generally stick to the taste of one particular brand and it is slightly hard to exhibit new products and tastes. However when we look out the outcome of often-normal and rare respondents there are huge potential about serving Kofola taste. Because we already grab their attention and liking with those healthy components.

2/6	Yes		No		Maybe	
Very Often	21	75%	2	7%	5	18%
Often	55	81%	4	6%	9	13%
Normal	61	79%	7	9%	9	12%
Rare	98	75%	10	8%	22	17%
None	18	38%	14	30%	15	32%

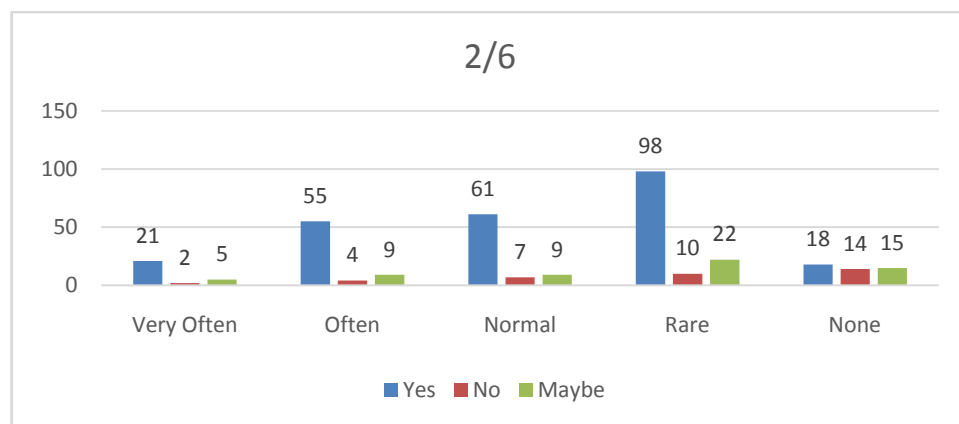


Table and chart 9 : The number of people that how will they consider if there will be a soft drink which prepared by 30 % less sugar according to their frequency of consumption?

Source: Own research

This results shows us the in each frequency of consumption on the respondents are aware and caring about less sugar contamination. Also it shows that when the frequency getting decrease the caring and desire about less sugar containing is getting more interesting on those people.

2/7	Yes		No		Maybe	
Very Often	12	43%	11	39%	5	18%
Often	18	26%	30	44%	20	29%
Normal	17	22%	38	49%	22	29%
Rare	31	24%	65	50%	34	26%
None	5	11%	31	66%	11	23%

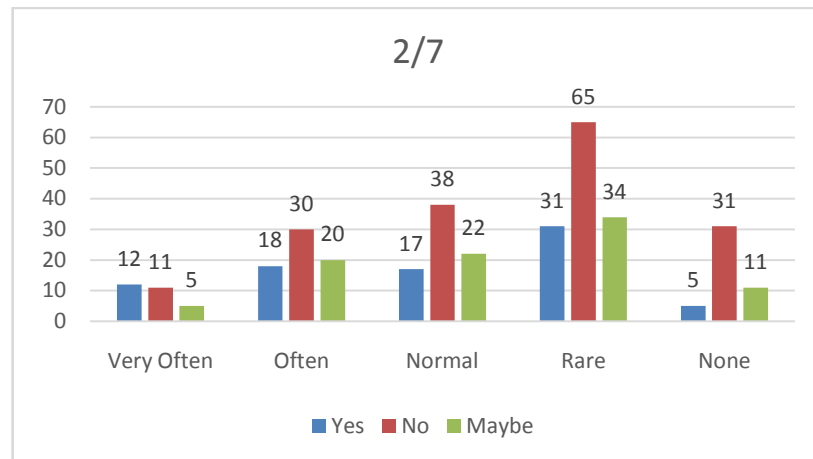


Table and chart 10: The number of people that how will they consider if there will be a soft drink which prepared by slightly more caffeine than others according to their frequency of consumption?

Source: Own research

On the other hand the caffeine amount of Kofola is negatively perceive on each on the groups of each frequency consumption. However also in this outcome when the consumption rate is decrease also the negative responds about caffeine amount is getting higher.

2/8

	Yes		No		Maybe	
Very Often	10	36%	8	29%	10	36%
Often	36	53%	18	26%	14	21%
Normal	47	61%	9	12%	21	27%
Rare	71	55%	23	18%	36	28%
None	17	36%	22	47%	8	17%

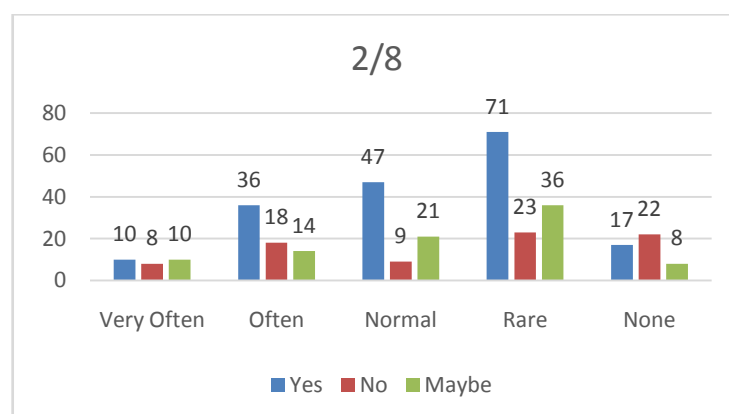


Table and chart 11: The number of people that how will they consider if there will be a soft drink which non phosphoric acid contain according to their frequency of consumption?

Source: Own research

In those two scale phosphoric acid-free ingredients of Kofola is very well receive in each frequency. Also in these charts affirmative answers in often-normal and rare consumption has got significantly distance from any others.

2/9	Yes		No	
Very Often	5	18%	23	82%
Often	8	12%	60	88%
Normal	13	17%	64	83%
Rare	13	10%	117	90%
None	1	2%	46	98%

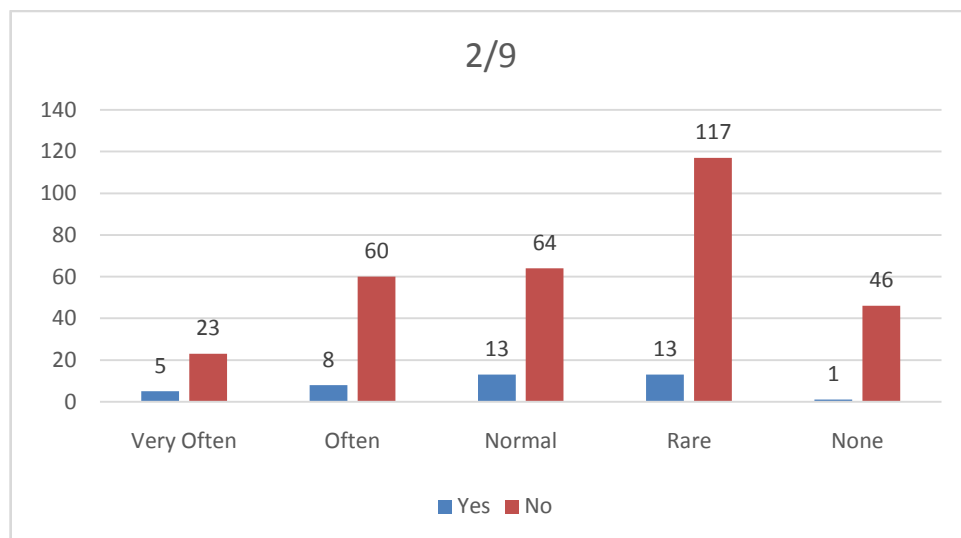


Table and chart 12: The number of people who has brand awareness about Kofola according to their frequency of consumption?

Source: Own research

The awareness on Kofola among those frequencies are not so much this outcome allows to Kofola a create new mentality on the market about soft drink segments if it can market itself sensitively.

2/10	Yes		Hayır		Maybe	
Very Often	18	64%	2	7%	8	29%
Often	53	78%	5	7%	10	15%
Normal	61	79%	6	8%	10	13%
Rare	80	62%	7	5%	43	33%
None	10	21%	13	28%	24	51%

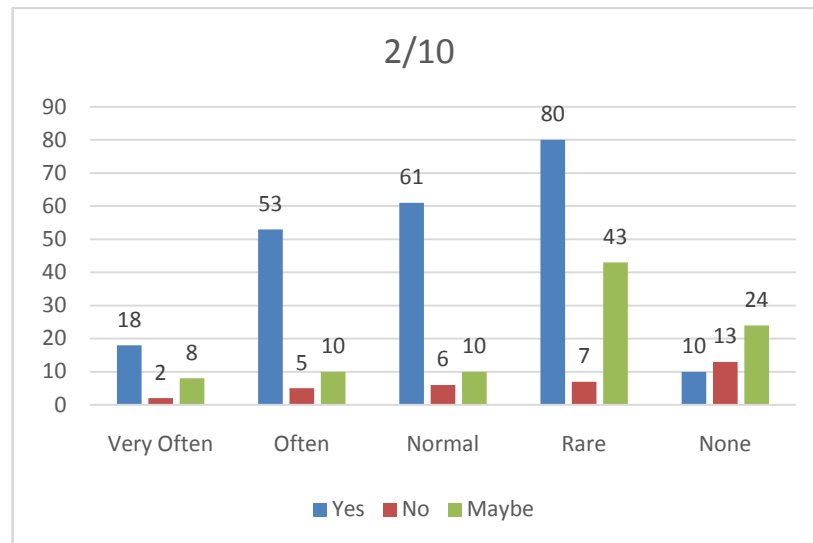


Table and chart 13: The number of people has got tendency about Kofola purchasing or not according to their frequency of consumption?

Source: Own research

For the point to purchase aspect among those respondents from very often to rare positive answers of possibility for buying Kofola is getting increase. It can allow for those people to segment themselves even in more frequent place after consumption of Kofola. This results shows us that there are huge potential of consumption about Kofola drink on Turkish market.

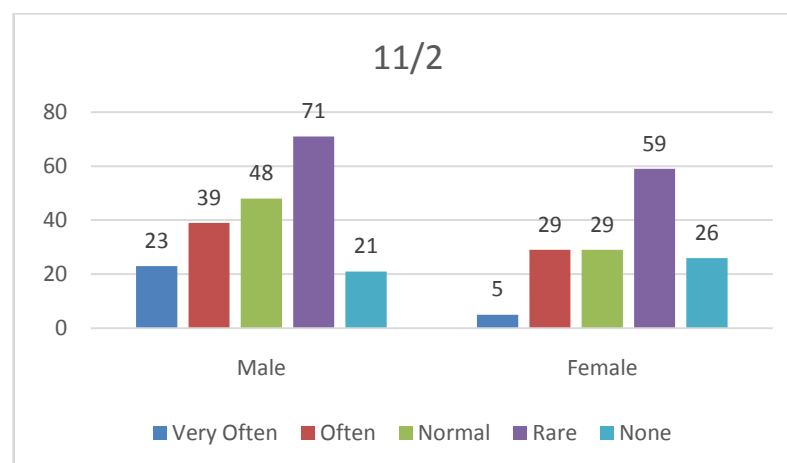


Chart 14 : The number of people that in which frequency are they consuming soft drinks according to their gender.

Source: Own research

In this graphs we saw that male respondents are consuming more than female. Both of them are mostly occasionally.



Chart 15: The number of people that in which place are they consuming soft drinks according to their gender.

Source: Own research

In this table both female and male consumers firstly preparing to buy their soft drinks on grocery stores.

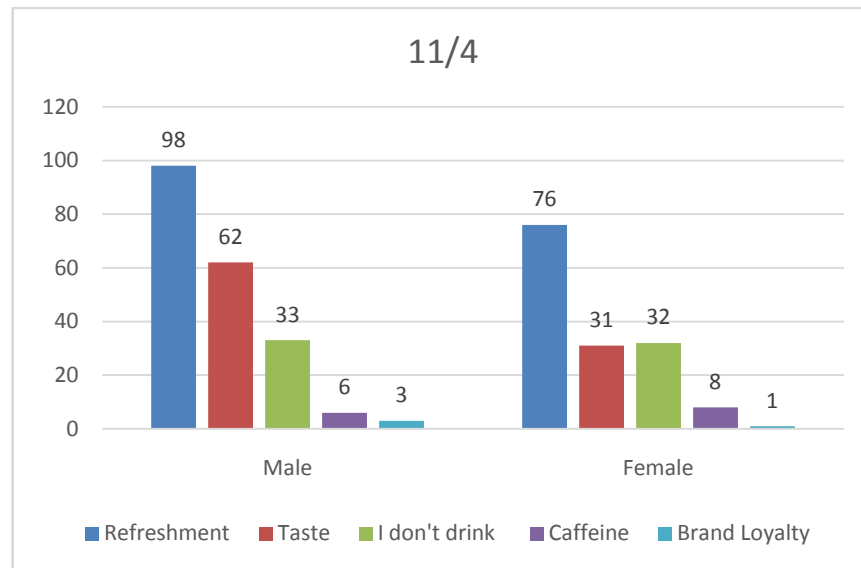


Chart 16: The number of people that in which reason are they consuming /or not cola drinks according to their gender.

Source: Own research

Both of the genders are firstly consuming for refreshment. On female respondents avoiding themselves from cola drink rate is higher than taste as the men respondents second option.

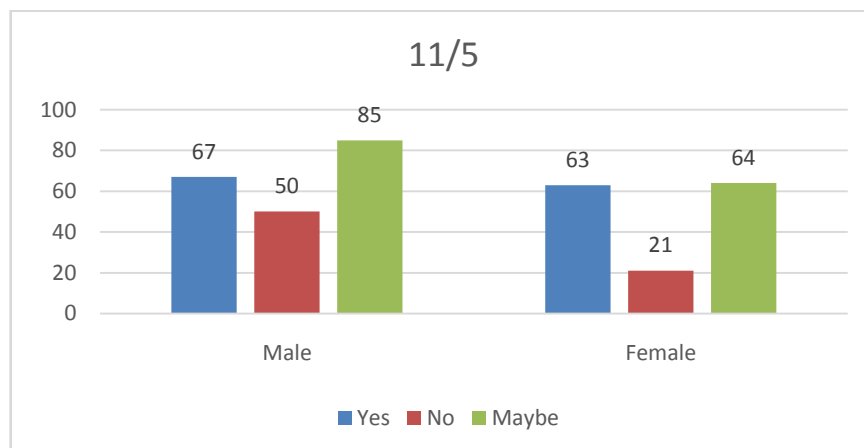


Chart 17: The number of people that how will they consider if there will be a cola drinks with herbal ingredients and fruit juice preparation according to their gender.

Source: Own research

In both gender respondents could not decide properly of those components I think they could not decide either unknown taste of Kofola or could not imagine the taste. For this result blind test result would be more appropriate for Kofola brand.

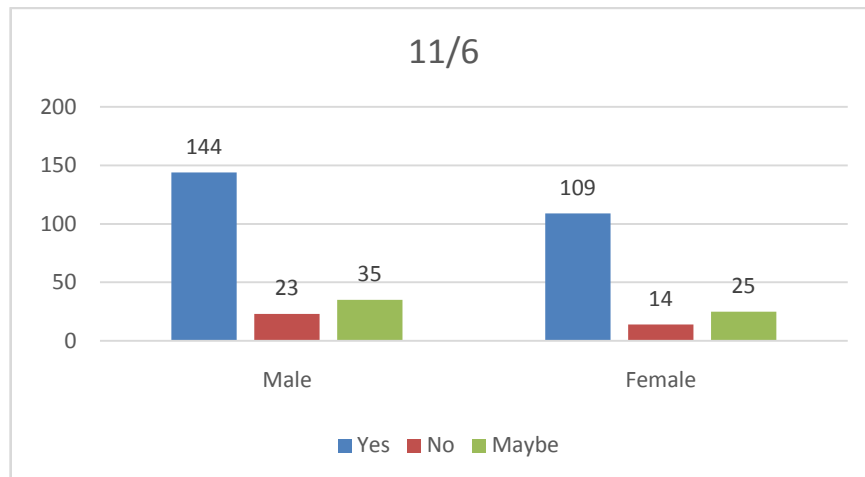


Chart 18: The number of people that how will they perceive if there will be 30% less sugar on their soft drinks according to their gender.

Source: Own research

In both gender are considering positively of Kofola's less sugar formula. Especially female respondents are more certain of their positive respond.

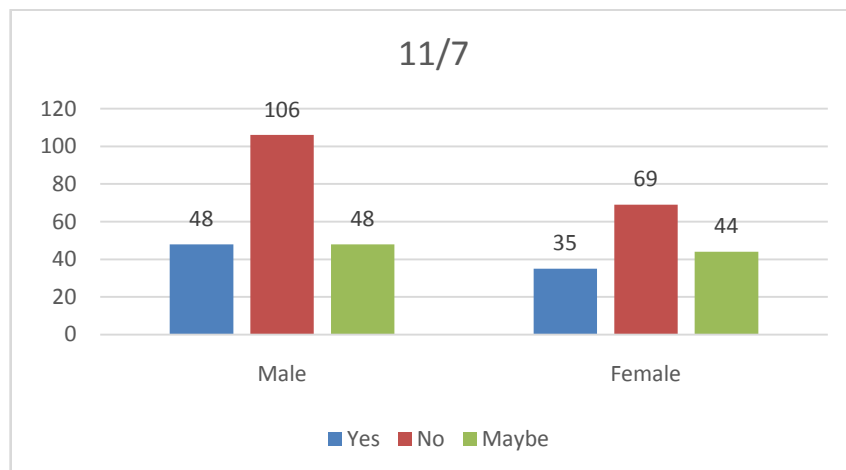


Chart 19: The number of people that if there will be more caffeine on their soft drinks according to their gender.

Source: Own research

Male respondents are more sharp about negative consideration for more caffeine contamination of Kofola. Both gender are not welcoming this ingredients at all. But ladies are more flexible than guys.

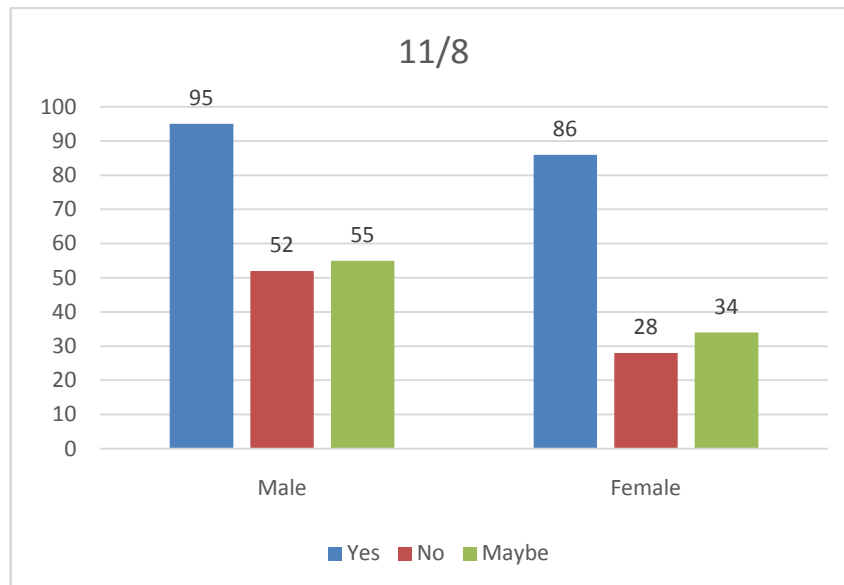


Chart 20: The number of people that there will be no phosphoric acid on their soft drinks according to their gender.

Source: Own research

Both of the gender has got positive attitude for this feature of Kofola. However the female respondent are more certain that this feature is more accurate due to their preference.

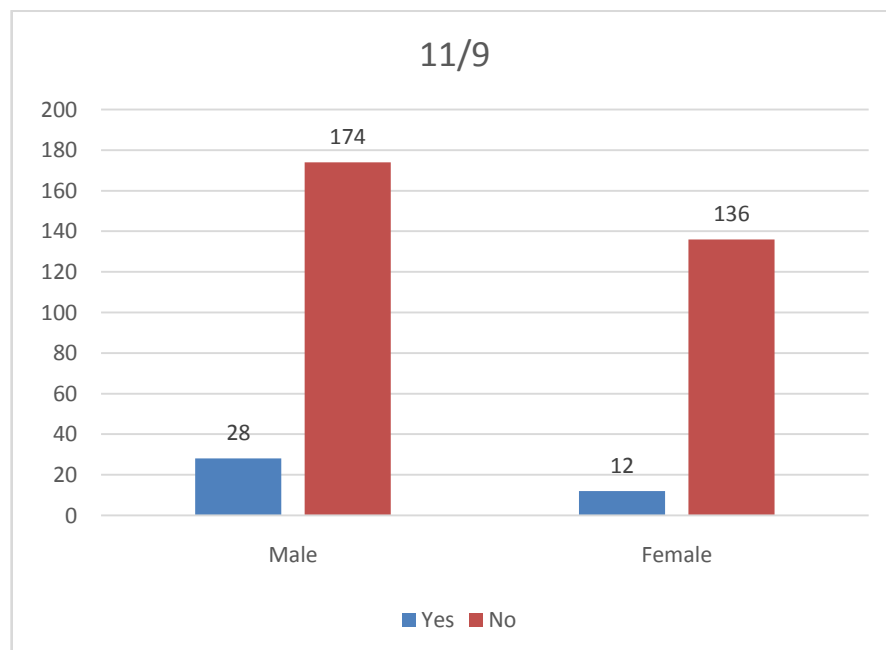


Chart 21: The number of people who has know Kofola brand according to their gender.

Source: Own research

Both gender are little aware about Kofola brand if Kofola can manage to enter in Turkish market it will start for brand communication as the beginning. Good part is there is no good or bad reputation. Bad part is it will start everything by the beginning how did they managed around 55 years ago in Czech Republic.

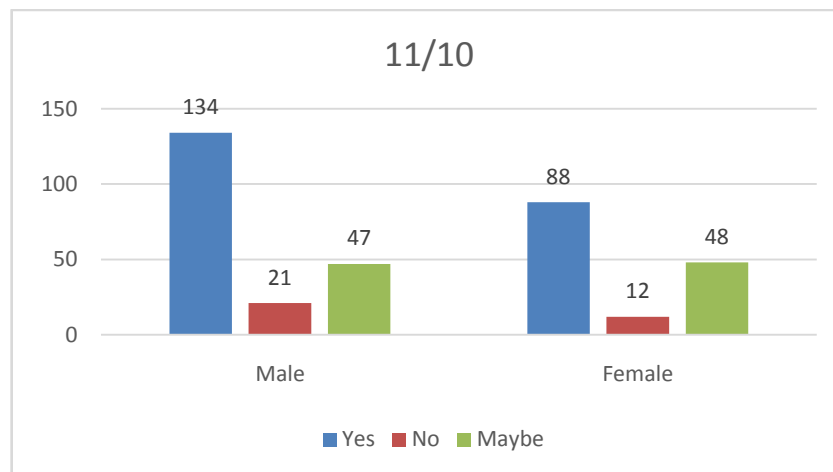


Chart 22: The number of people who they got tendency for buying Kofola according to their gender.

Source: Own research

Even though they have small awareness about Kofola brand, we thought that the healthy ingredients of Kofola has got charming affect for point to purchase in both gender.

On the other hand with the outcome of cross analysis we examine that we reach more close connection with the decision of consumer taste and perception of both new brand on the market for Cola drink sector and also how would they perceive with new taste. Cross analysis is held in English. The outcomes have been investigated according to qualifications of Kofola and ingredients with socio-demographical outcome. Those charts will be placed in appendix part as well.

First outcome is in every age gap of people -if drinks soft drink- they are generally drinks for refreshment around half percentage of participants are consuming it for refreshing, on the other hand except 45+ people around 30% of them also choosing for taste. Another outcome is when the age is getting older people trying to avoid themselves for consuming

cola drinks. Also when we looking at for age outcome, 14 different herbs and fruit juices are perceived by those people as positive. We found that for this ingredient of Kofola welcomed by young people more certainly. Also when the age is getting older people started to express their thoughts more unclearly. As we found in pie charts as well contamination of 30% less sugar perceived by participants significantly positive. Also in here there are some unclearness of thought among 45+ people as well. As the first outcome of perception on caffeine upon Turkish people has negative understanding. In every segment of age nearly half percentage also expressed their thoughts about more caffeine with negative respond. Moreover for brand awareness of Kofola among those ages also negative the highest percentage of Kofola recognition is 21% on 350 respondent. We found that people who studying in university are more aware about Kofola because of Erasmus activity. Finally on those group of ages in the age between 15-35 has been responded positively for point to purchase Kofola. The average positive respond among those two groups is about 75%.

On the other hand when we looking at about frequency of soft drink consumption results are also interesting. The half percentage of participants are purchasing their soft drinks from grocery shops. Also this number is consisting of by the people who consuming those drinks very often and often. There were only balance of rare consuming people for places between grocery shops and restaurants. Also for those participants perception about the ingredients of Kofola was also interesting. People who consume often and normal frequency was interested slightly more than others about herbal and fruit juice ingredients and again for 30% less sugar contamination perceived positively for every group of people. Even people who avoiding themselves for consuming cola drink perceived positively with the scale of 38%. However the most interesting outcome on this results is the people who consuming cola drinks very often have also warm welcomed for more caffeine. The ratio of this answer among very often consumers are 43%. Also non containing of phosphoric acid is also welcomed between all those frequencies. Around half percentage of our participants does not want to see phosphoric acid on their drinks. However surely there were negative answer for the people who does not drinks cola drink. And those people who consuming variable frequency has got little awareness about Kofola brand. The highest percentage about Kofola brand awareness on those people was 18%. That outcome is also proving us that there is a niche for Turkish people between Kofola. Finally the point to purchase understanding of those people for Kofola is around 70% positive. As we under-

stand from those responses of the frequency of consumption, Kofola might have a place on the market especially people who drink soft drinks often and normally both results were above 78 - 79%.

Finally when we looking at the outcomes about gender results were also interesting to emphasizing. Women are consuming soft drinks more than men in Turkey. Both males and females are caring about the frequency of consumption and trying to consuming less. 40% of ladies and 38 % of males are responded as rare consumption too. Also those both genders are consuming soft drinks firstly from grocery shops then in the restaurants ladies are more consuming in restaurants than grocery stores and the gentlemen are more buying from grocery stores. Both gender are consuming firstly for refreshment. And ladies are caring more about herbal ingredients of Kofola than guys. Less sugar contamination has been perceived more positive in the eyes of ladies than guys. Also with 6% differences guys are looking positive about more caffeine on their soft drinks than ladies. Ladies are also caring more about their health that they do not want to consume phosphoric acid than gentlemen. However the rate of this result is a bit lower than expectation it is 47% for male and 58% for females are responded positive. Gentlemen are more aware about Kofola than ladies. But even in that case the awareness of Kofola is low in Turkey. However another interesting result is when the ladies are caring more about healthy ingredients of Kofola, males are more interested to consuming Kofola.

13.2 Qualitative Interpretation

On the other hand when we look at the people who volunteered to blind taste experiment. There are also positive responds about Kofola after tasting it. The questions consist on the manner of four aspect, sweetness, fizzy, whether they like the taste of Kofola while they taste it other cola brands and their willing to point to purchase.

On the sweetness of Kofola four participant marked 'Sweet' and six of them marked as 'Normal'. However there were also two people which found Kofola less sweet than normal. On the other hand Coca-Cola found like very sweet according to majority and Pepsi found like sweet according to majority.

On the aspect of fizzy 9 of 12 participant considered Kofola as normal fizzy however there were 3 respondent consider Kofola less fizzy than their expectance. Other brands found either fizzy or very fizzy there were no answer normal or less or non-fizzy on those brands.

For the question about their gusto 5 participant answered 'Definitely Yes' to Kofola also there were 4 respond for 'Yes' and 3 respond for 'Normal'. On the other hand for Pepsi there were 12 respond for 'Yes' and only 1 respond for 'Definitely Yes'. For Coca-Cola 8 answer was 'Yes' and 4 respond for 'Normal'

For point to purchase Kofola received only one negative answer which other ones had 3 'No' for each. Kofola received 3 'Normal', 5 'Yes' and 4 'Definitely Yes' while Pepsi receive only one and Coca-Cola receive 2 'Definitely Yes' answer.

9 of our participants were in the age between 25-34 years old and two of them was between 15-24. Only one participant was in the age between 35-44

13.3 Summarizing The Research Outcomes

With using our outcome from both quantitative and qualitative research and from PESTLE and SWOT analysis we should answer our research questions for this reason;

RQ1: Is there a space for launching Kofola on Turkish Market?

According to political circumstances and economical difficulties Turkey is huge market because of huge population as well. There might be some difficulties as well due to unemployment. However if Kofola company wants to open a branches over Turkey in order to avoid from distribution expenses and binding society more to Brand it will be useful. Moreover it will be useful for brand awareness as well. Also because of herbal ingredients and fruit juices ingredient Kofola can take up to 8% from overall non-alcoholic beverages on the market by the first 6 months of launching.

RQ2: Would Turkish consumers drink Kofola? If so, which groups are best to target (*segmentation*)?

According to result of both qualitative and quantitative research Turkish people welcoming of Kofola on the market. 15-24 ages on the market are the most open segment and first place that Kofola can enter on market is elegant grocery stores and restaurants.

The most obvious threat about Kofola is Coca-Cola's pioneering on the market. However new taste and a few recognition of Brand can create a niche on the market.

Moreover for segmentation on the market when we look at past situations with another cola brands that tired to enter in Turkish market, they segmented on the market as the competitor with Coca-Cola and Pepsi. However in order to create more reliable brand and emphasize the healthy ingredients of Kofola we should segment it on the market in higher place than other competitors. This will firstly help to raise the demand by high-middle or high income consumers. Second it will help to create natural Word of Mouth (WOM) affect by the audiences on the market.

RQ 3: Which tools of marketing communications would work best when launching Kofola on the Turkish market?

The internet usage, the importance of ICT and mobile phones consumption in Turkey firstly guides us to using social media tools, also the place where people can consume cola drinks on Turkey gets reason on us to deal with traditional media works as well. For guiding audiences to purchase firstly from grocery stores and restaurant we can both design billboards and printed adverts or shopping centers aisle design as well. On the other hand in order to design events for struggles about pollution in Turkey and common situation for global warming problems, Kofola can design some events on the market in order to raise brand awareness and receive interaction on the market.

According to those quantitative and qualitative research Kofola has got a chance to entering to the market there is a great gap about Kofola because of the perception of brand did not considered only for cola brand but also can grab a market share from other soft drinks category. Brand positioning of Kofola should be higher than the other ones on the aspect of pricing. Because RC Cola and Cola-Turka tried to enter market with same price of Coca-Cola and Pepsi for this reason they could not reach to market share as they aimed on the market. Kofola should position itself in more higher even noble place with pricing and distributing places in order to prevent itself from the mistakes which RC Cola and Cola-Turka did.

New generation of healthy or organic groceries, third generation of coffee shops and fancy and new style of restaurants, local homemade pizza shops and burger stores or new generation of bars which importing variable foreign drinks from famous on its own county would be more accurate for Kofola. Kofola should serve itself on market while receiving word of mouth (WOM) and people should be curious about this Kofola. Kofola should be a demanding brand and people should consider this brand as hard to reach and more to demand. In Turkish people's mentality if a product is sold out and when they are waiting a small of time for reloading on the shelves or restaurants or at the bars they will tend to purchase more securely and relevant.

In order to design successful campaign for launching Kofola in Turkish market, first we should examine the situation of market. After that the outcome which we gathered in this analyzing part will helps to create the objectives of campaign. After that we should determine the target audience more detailed. Further step after those outcome which we gathered from analyzing part, creative strategy should occur. Following part marketing communication tools and media strategies.

The following parts marketing communication tools should consist of printed advertising, social media, radio spot and event marketing. On the other hand public relations tools will be the essential part in order to create our campaigns more integrated.

III. PROJECT

14 MARKETING STRATEGY

Marketing strategy is creating a successful path for companies or organizations in order to present their idea or product for particular groups of people in to the market. Marketing strategy is creating by the information which gathered form researches on the market. In this chapter we determined a strategy for proper marketing of Kofola brand and how can be evaluated successful launching company of Kofola on Turkish market.

14.1 Potential Consumers

Our potential consumers that we received from our quantitative research are people who spending their life on outside due to the obligation of their occupation. In order to specify outside is people who are either working between 8 to 10 hours daily basis or people who are going to school which they consume appetites on outside of their home. Because of our finding about people who they consume soft drinks they are mostly consume on restaurants or buying in markets with them. We do not have specific target group because in each segment for ages are the potential consumers for Kofola. However we can stress on the group between 15 - 35 ages that they have more tendency for consuming soft drink products. Also people who going to restaurants and grocery shop for shopping often.

14.2 Segmentation

All potential consumers can be divided according to their unique characteristic. First of all we can focus on their daily routines.

- 1) Potential consumers who work in office. (White Collar)
- 2) Potential consumers who work on outside. (Blue Collar)
- 3) Potential consumers who working with morning- afternoon-night shifts.

According to consume places of their meals

- 1) People who consume their meals on restaurants or in food court of malls.
- 2) People who consume their meals on their houses.

According to their life habits

- 1) People who consume mostly healthy foods and drinks.
- 2) People who consume mostly daily routine foods and drinks.

For each marketing segment can contain unique part of communication in order to link those people with brand while hitting them on their soft part. Those kind of connections can upraise brand loyalty more easy.

14.3 Marketing Objectives

- Increase the awareness and interest about Kofola Brand which coming from Czech Republic with unique taste.
- Increase the number of enquiries in consumers about the benefits of Kofola.
- Develop the presence of Kofola in market and push them to consume Kofola.
- Develop awareness about ingredients of Kofola and how much would it save their heaths while consuming soft drinks instead of consuming other brands soft drinks.
- Increase interest of potential customers and make them familiar with possibilities which can Kofola offers.
-

14.4 Competitive Analysis

In the global market there are only 2 brand of Cola segment which is Coca-Cola and Pepsi on the figure of favorite brands .

Having said that we do see Pepsi's presence in some Turkish stores and supermarkets, so it is not just a matter of Pepsi not having any desire to win the hearts of Turks but rather they are not focusing on it truly. Despite the fact that it is obvious that generally speaking in 2013 Pepsi has been spending more in advertising than Coke everywhere throughout the world the circumstance is entirely unique here in Turkey.

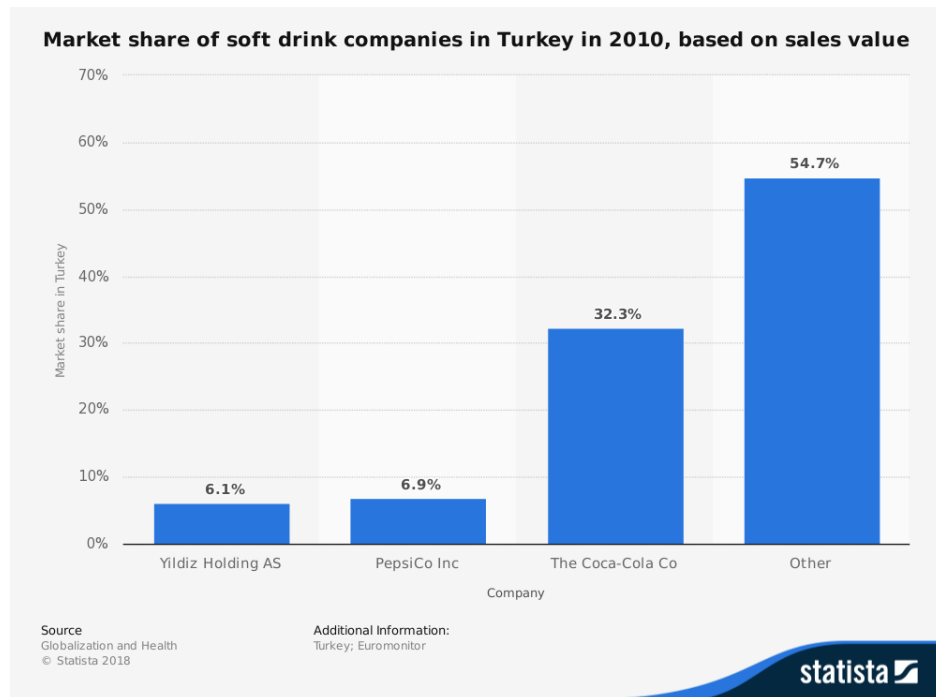


Figure 16: Market share of soft drink companies in Turkey in 2010, based on sales value.

Source: Statista

In this figure we can see overall market sharing rate of soft drinks, in the naming year Coca Cola is leading to the market for in 3 soft drink companies. However those sharing rates of 3 companies are consisting of 45.3 percentage on the market.

However when we focusing on specific Cola sector we can see the leading of Coca Cola.



Figure 17: Market share rate of Cola brands on Turkish Market.

Source: Nielsen.

On this figure we also see that the Coca - Cola is pioneering brand on Turkish market with significant gap on sharing rate among other brands.

15 BRAND POSITIONING FOR KOFOLA

After the outcome of our qualitative and quantitative research, we design an unique path for brand positioning of Kofola.

In the past times both RC Cola and DR. Pepper brands tried to take a place in market. However they could not be successful for competing with Coca-Cola and Pepsi because of offering same taste and ingredients that also consisting of those two main soft-drink brands on the market. Also the pricing strategy of those brands were also the same with Coca-Cola and Pepsi, for this reason Kofola should place itself in higher place than those two brands.

We consider for Kofola brand this place also because of neutral ingredients on inside with 14 different herbs and fruit juices. Zero phosphoric acid contamination and 30% less sugar consisting on inside. Lately in Turkish people's preferences, health food and beverages start to take more place than previous times. However due to economical circumstances of Turkey and decreasing of wealth and income among to Turkish society, groups of people who has highly income and economical independence tending to consume more healthier foods and beverages than middle class people. A and B socio - economical status groups are in Kofola's essential target audiences.

ABC1	Total	A	B	C1	C2	D	E
34%	Basic	4%	9%	22%	29%	28%	9%
39%	Kent	5%	10%	24%	31%	22%	8%
14%	Rural	1%	2%	11%	22%	52%	12%

Figure 18: S.E.S. groups of Turkey

Source: Ali Eyüboğlu - Milliyet Newspaper

According to Mr. Eyüboğlu's research more than 30% of Turkish citizens can classify as target audiences. With another explanation there are 24 million people in Turkey which aimed as target audiences for Kofola brand.

16 LAUNCHING CAMPAIGN OF KOFOLA

In this part we suggest expanded main marketing tools which can be used in the project for Kofola brand launching in Turkish Market. During the selection of the instruments we took into consideration research results, objectives of project, competitive analysis, the SWOT analysis of both Turkey and Kofola brand, the results of both quantitative and qualitative researches.

16.1 The Goals of Kofola Campaign

After receive the significant outcome from Turkish society and about the consumer behavior for Kofola campaign campaign goals become more accurate.

First of all according the outcome of lack of brand awareness and unique ingredients of Kofola, become charming in Turkish consumers point of view. According to this outcome we aim for Kofola in order to receive 5% in first 6 months and additional 3% more market sharing rate on soft drinks sector.

Create brand awareness, acquire new consumers for the Kofola brand, and get involved in the market.

Without losing youngsters and young adults, the gate-keeper's (who are the person doing shopping for family) will be interested and gain the confidence to participate launching campaign by willingly purchasing Kofola product.

Getting aware the society about healthy ingredients of Kofola and promote this qualification with unique taste.

16.2 Target Audiences

Kofola's main target in the Czech Republic market is a younger and more fun image, with consumers in the socio-economic family and individual structure of the income class A and B class which will give importance to the resultant natural content of our quantitative and qualitative analyzes.

The target audience we talked about; because of the length of work and school days in his daily life, he cannot spend as much time as he wants with his family but it is the one that values the importance of Turkish family structure.

On the other hand, the target audience is the middle and upper income level, both family and individual consumers who make weekly market purchases from shopping centers selling natural products. Also target is often consumers who have the income level of food to eat at the restaurant.

16.3 Creative Strategy for Launching Kofola on the Turkish Market

For the launching we designed a brand image with combination of intimate, passionate and elegant feelings representation. Although Kofola in Czech Republic and Slovakia has got more funny and colorful image, in Turkey the perception of this neutral taste should be more noble. Because the health of human nature is a serious business and Kofola is the brand which cares of those people health more than competitors.

Moreover with the outcome of PESTLE analysis Turkish peoples family values should consider sensitively in order to promote a launching campaign on Turkish market. Family life and larger amount of families is the main structure of Turkish peoples family understanding.

Kofola design should be the reference those items. In this perspective the launching printed works of Kofola represents variable messages under this triangle. The slogan of Kofola is;

" New taste of old routines. / Eski alışkanlıkların, yeni tadı."

In this creative strategy first six months of campaign we should focus on brand awareness, brand reputation and brand position on the market. For this reason launching should be examine in two different part.

Pre - launching; as the outcome of our quantitative research, 11.4% of our participants were recognized Kofola brand. This outcome refers to there is a niche on the market for Kofola in order to promote Kofola name on the market. Plus the positive tendency of Turkish people can be big plus while entering on the market.

Launching; After get proper amount of interaction with word of mouth by the consumer, launching Kofola in Macro Center's, third generation coffee places, elegant bars and restaurants, local homemade burger shops and pizza shops will create significant demand on our target audiences. In order to design a promotion on those places; printed works and traditional marketing tools will work on this places.

16.4 Tools of Marketing Communication

In this part we will marketing communication tool will be more proper for our launching in Turkish market. As the outcome of PESTLE; Turkish people spend so much time in technological devices and the number of internet usage is so high, for this reason social and digital media marketing tools have significant importance for our campaign. On the other hand, the struggles in gender equines and pollution problems has significant problem on the market. The event marketing will be the most proper marketing tool in order to create interaction by target audience and Kofola on the market.

As the outcome of the daily life in our target audience the consumers in our segment has remarkable time on traffic especially in rush hours of cities. The radio commercial also will be useful as communication.

16.4.1 Advertising

Advertising is promotion medium which making a bridge with a company or organizations product, service or ideas to the particular consumers in order to provoke them for purchasing. In Kofola topic printed and digital advertising products have significant importance for creating brand image and brand awareness among to Turkish consumers.

Printed Advertising Works

The launching of Kofola on the campaign is consists of two different steps. Those steps can be name as pre launching and launching process.

For the pre-launching part, we aimed to create an interest among the Turkish People about the name of the brand. For this aim we are creating billboards with shadowing the bottle of Kofola with huge size of placement of bottle in order to grab an attention for logo and slogan. Those billboards will remain in open air spaces with following design. This design follows the corporate color of Kofola which consisting of brown - yellow - white colors. In

the middle of shadowed bottle there will be a question mark that created by natural figures in order to represents the herbal and natural ingredients of Kofola.

In the stage of launching after creating an interest on the Turkish people, Kofola creates a serious, warm and passionate image with printed adverts. With staying loyal to brand image creative works will be in the places of open air as billboards and racquet.

In order to raise the awareness of brand, Kofola company should launch those printed adverts in big squares, meeting places, metro stations and bus stops. The message of advertising should be focus on this new taste with the sense of brand positioning.

Another printed work for promotion of Kofola brand is Macro Center's aisle decoration. Why especially Macro Center shopping places? Because Macro Center in Turkey has got higher level for perception with the products which they sell on the market. By the meaning of higher level, Macro Center is famous in Turkey which selling healthy goods on their places. Price are also slightly higher than other super market brands. With brand positioning of Kofola and the aiming of placement on the perception of Turkish consumers as we determined like demanding and higher places Macro Center is the most suitable place on Turkish shopping malls. However with design of decoration an aisle on the market, Kofola will receive charming place on the market with higher attraction level there.



Figure 19: Pre-launching billboards. (Are you ready for the newest form of naturality?)

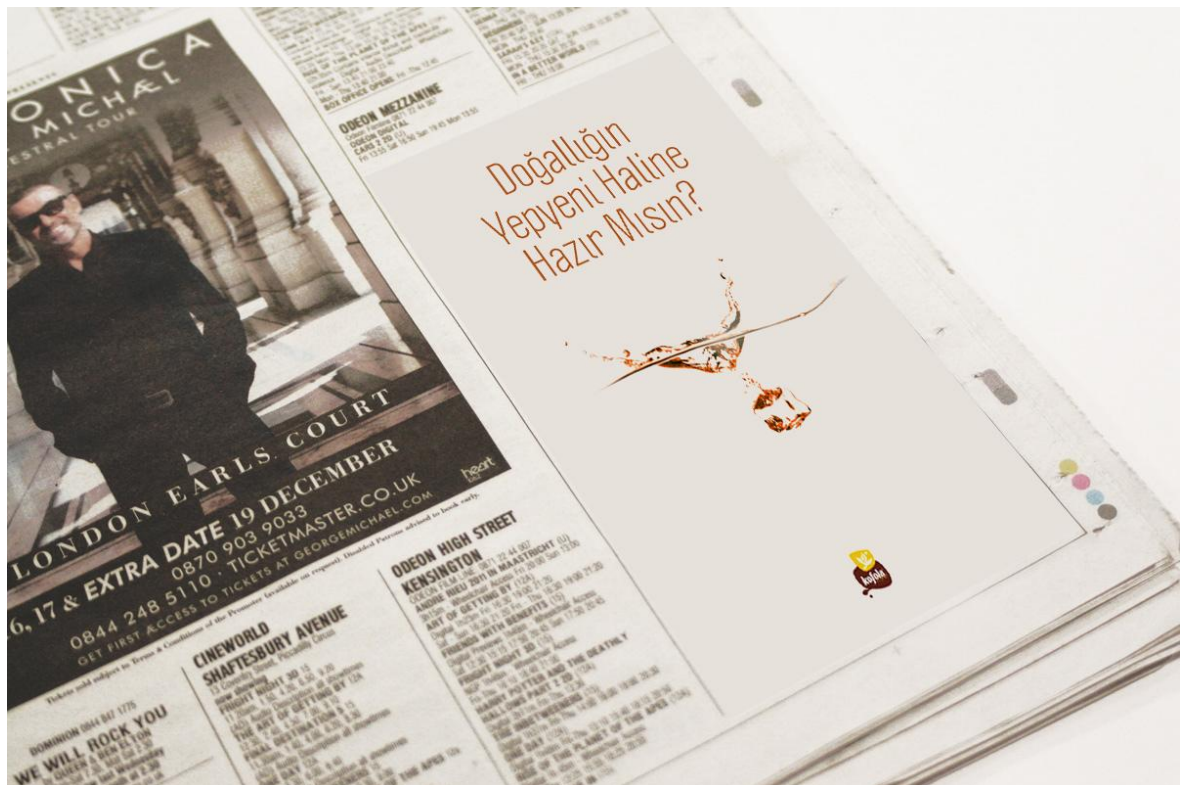


Figure 20: Pre-launching printed advertising on newspaper. (Are you ready for the newest form of naturality?)

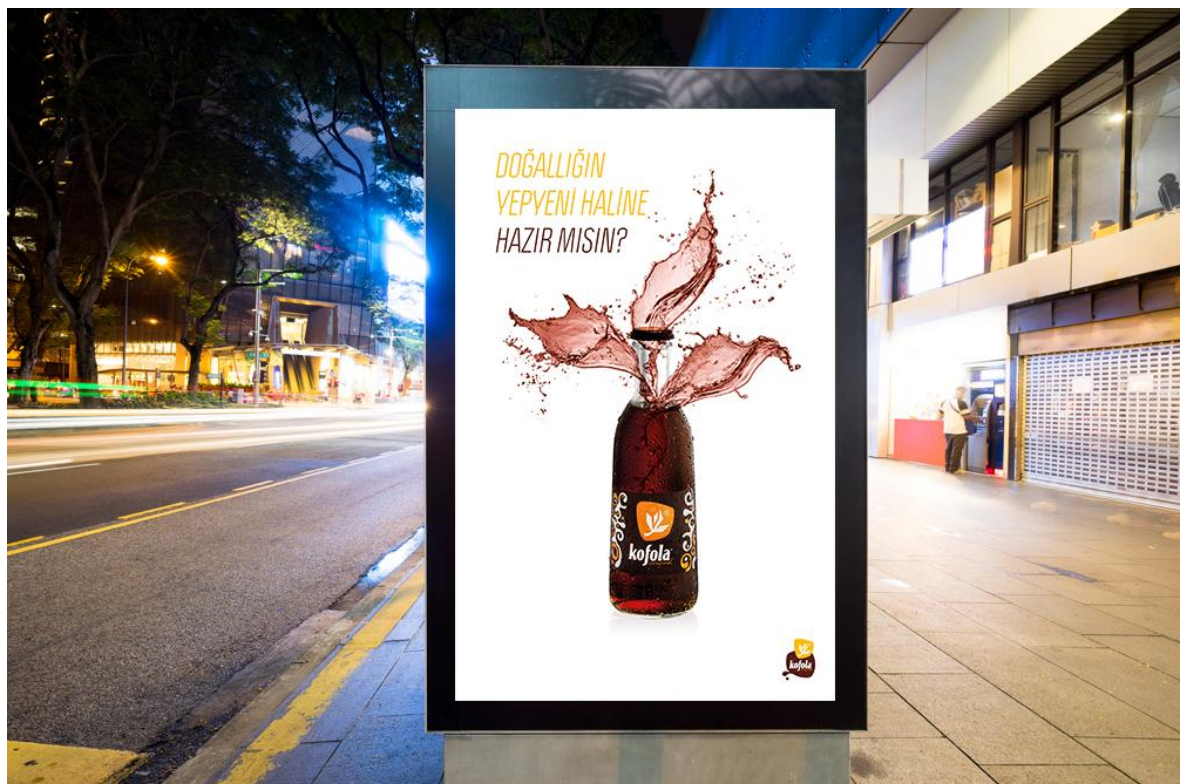


Figure 21: Kofola launching racquets.



Figure 22: Kofola launching racquets - 2 (New taste for old routines...)



Figure 23: Kofola launching printed advertising on newspaper.(New taste for old routines.)

16.4.2 Public Relations

In order to create close connection and follow the new trend of interactive communication between brands and consumers Public Relations tools has got significant place in marketing communication tools. The path of public relations regarding to brand positioning triangle the tone of voice and interaction of Kofola brand should have close connection, warm and semi-serious language. Those interactions and comments also generates the feedback of consumers. With this method company will understand the interest and needs of society precisely. On the other hand sponsorships will take a wide range place in different places.

First sponsorship is establishing League of Legends team in Turkey. As the outcome of quantitative analysis 15-24 has the group of people that the most open minded for new taste on the market. League of Legends is the most well known and most playing game in Turkey. According to Riot Games public release there are 3 million people who playing actively. For this reason especially those kind of sponsorships will be useful for company. On the other hand with the sense of energetic point of view we assumed that Kofola Dynamics team will be the most proper name for this team.

Another sponsorship we considered like becoming a sponsor to a football team in Turkish Super League. In most common sports that watching by Turkish people is football with this direction, Kofola company can decide a co-operation with one of those teams. That will enhance the brand awareness in all over the country. Also with the understanding of emphasizing of healthy drink, Kofola should take a place on those kind of actions.

16.4.3 Radio Commercial

As the results of our research we determined a target audience. This group of people as we said in above pages spending their life in transportation (cars, buses, school buses, metros, trains, in some cities boats as well) in the time gap people mostly listening radio channels either in their devices or in transportation vehicles radios. For this reason also the radio commercials would be appropriate for audiences.

The lyrics of radio commercial in English is;

Ah! Where are those old natural flavors, is not it?

It's fresh, everything we have grown, and how beautiful it is when we consume healthfully
...

Admit it, you miss it, do not you?

Then, I have some news that you might like.

Kofola!

Kofola, which contains 30% less sugar, is a natural and fresh brand of 14 different plant extracts and fruit juices.

Moreover, there is no phosphoric acid in the content of Kofola.

(Music break)

Kofola. The taste is wonderful!

Kofola. New taste for old routines...

16.4.4 Event Marketing

Event marketing is one of the elements of public relations and promotion. Also event marketing is known as the channel of marketing communication tools. In this tool creating and organization with gather the people with brand or organization is the main goal. In this organizations press releases, public events or the particular format of event will implemented according to one topic or aim.

For our case, Kofola is the brand which wants to take a place on Turkish market in soft drinks segment. However when the competitors are deal with world - wide sport event and matches it would be non-sense if we would not create an event which combining the social problems which occur in Turkey and sport event.

For this reason, there are three main topic that we learn from our PESTLE analysis. Those are briefly equality problem about women rights, pollution, global warming awareness on the society.

For women right according to create awareness about women rights, we suggest a marathon in Turkey that only ladies can apply. This race will be steeplechase and the main emphasizing on this marathon is all the ladies are as equal strong as men and all the ladies can to exact things as men do.



Figure 24 : Kofola Ladies Marathon -1



Figure 25: Kofola Ladies Marathon - 2

Second event we suggest for Kofola as integrated marketing communication is, according to PESTLE analysis outcome is pollution problem, we as Kofola can create an event with co-operation of Greenpeace for cleaning the garbage on coastline of Turkey. Kofola is a soft drink company and quantitative analysis result people are drinking soft drinks for refreshment firstly and especially in summer times, while people went for swimming on the

coast, they can go Kofola beaches which is cleaned by brand and spent their leisure time. We will open a buffet and provide sunbed and umbrellas on the cost with fair prices.



Figure 26: Printed promotion design for 'Kofola Beaches' event.

The last event against to global warming is for young people. We know that the future of one country is on the hand of young generation. Also with the outcome of our quantitative research 15-24 age gap is the most suitable generation with the high tendency of consuming new and healthy taste of soft drink. That is why we will design symposiums in order to raise brand awareness about global warming in high schools and universities.

16.5 Digital Media Marketing

With recent inventions and development on the digital tools also promoters started to give more importance to this digital marketing tool. With the outcome of PESTLE, digital marketing and taking a place on this field also important for Kofola in order to become more compatible in the sector.

16.5.1 Social Media Marketing

Social media marketing - the process of attracting traffic or attention to a brand or product through social networks.

In the meantime, the primary consideration is paid to the formation of substance that clients will convey through social networks as of now autonomously without support of the gathering heads and public pages of universities. It is imperative since all messages that are transmitted through social networks look like proposals because of the social associations of the members. Individuals tend to trust what their companions and furthermore the individuals who are specialist to them say.

Promotion in social media permits most successfully impact the intended interest group. Social networks are the biggest locales where a wide range of gatherings of people are spoken to, with which instructive foundations can impart specifically, picking the most appropriate methods for communication. Moreover the outcome of our PESTLE analysis indicates that the consumption of social media both in computers and mobile phones takes significant place and usage on Turkish consumers the number of Turkish consumers who spent time in both social media and internet is written by the following information.



Figure 27: The social media consumption rate in Turkey.

Source: Hootsuite

48 million of people who have penetrating on both internet and social media channels shows us there is significant importance of digital marketing especially in social media channels on Turkish society.

The most popular social networks for people in Turkey are Youtube, Facebook, Twitter and Instagram. Facebook is a leader and has more than 48 million user in Turkey. Also Youtube has got more than 25 million individual usage in a month at Turkey. Those social networks are generally prefers by young audiences actively. However the ages between 15-24 are spending their time mostly in Instagram. After that Twitter taking the fourth place with 44% rate.

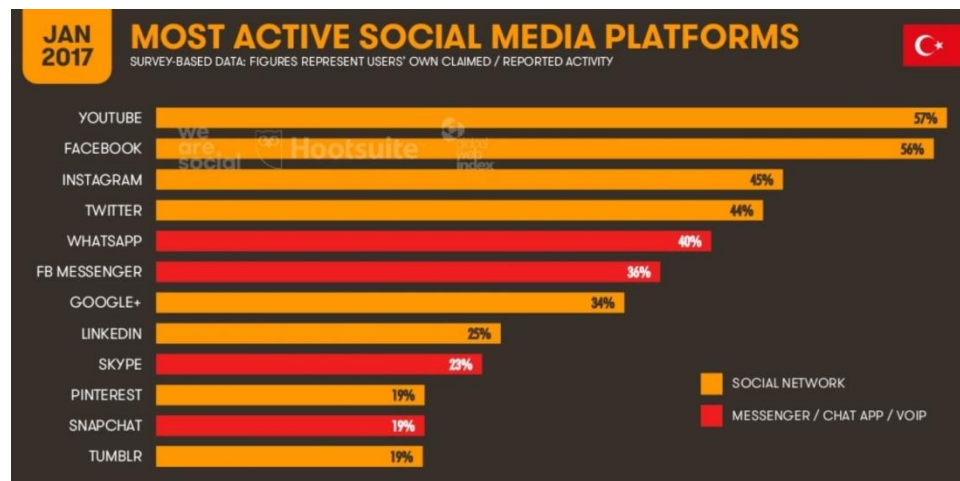


Figure 28: The rate of social media channels which using by Turkish people.

Source: Hootsuite

With respect of those results, it is necessary to create online community in Youtube, Facebook, Instagram and also Twitter. The first motivate why potential customers will join to this community is that they want get information about brand and product after our pre launching printed works. The second motivation is the communication between users and with company managers. Our traditional marketing tools will also take a place on social media channels by simultaneous promotion.

The Kofola company should create and interaction and create an interactive conversation where consumers can share their experiences on social media channels. The next level is enhance the attraction of people with creating a community on social media. After this creation there can even be event for collection those audiences with entertaining events.

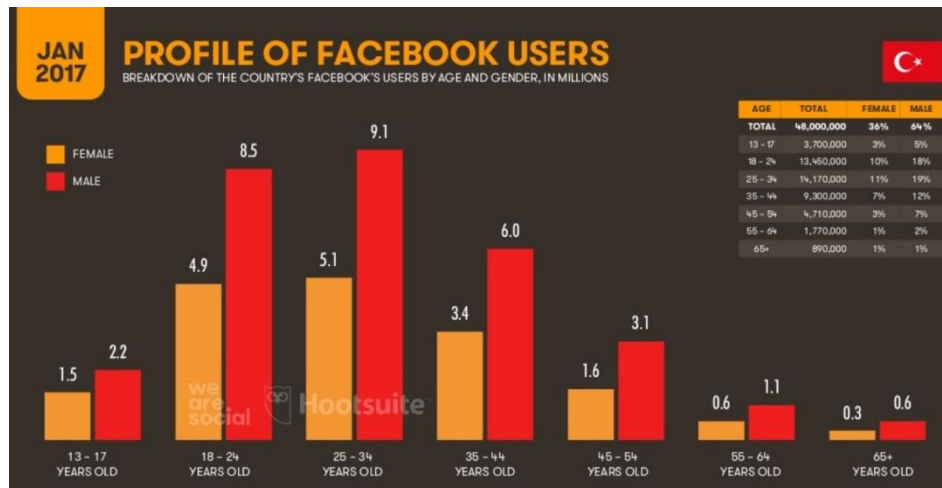


Figure 29: The profile of Facebook users in Turkey

Source: Hootsuite

According to outcome of this surveys, figures shows the the essential social media channel on Turkish market is Facebook channel also this number in the figure is matching with our quantitative survey about Kofola. This matching on socio demographic information helps us how sufficient promotion through Facebook can helps us for brand recognition and interaction by the brand to target audiences. Moreover the following digital works is represents the tone of voice of Kofola while entering to the Turkish market.



Figure 30: Facebook ads for Kofola. - 1

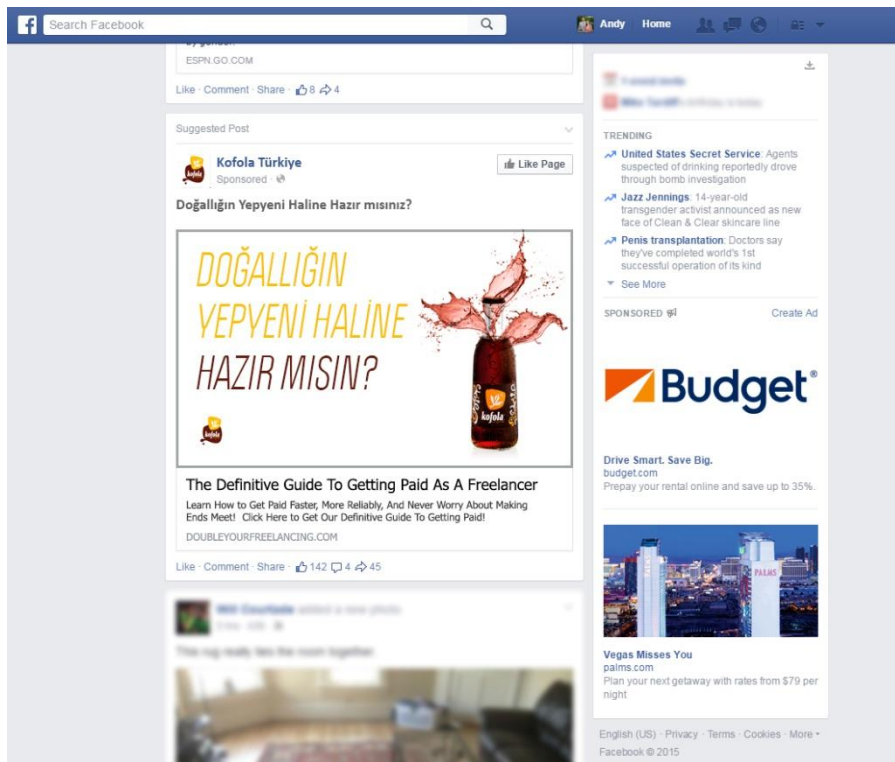


Figure 31 : Facebook ads for Kofola - 2



Figure 32: Facebook advertising for Kofola (Mobile format)

16.5.2 Web Design

A website is an accumulation of related web pages, including multimedia content, ordinarily related to a typical domain name, and distributed on no less than one web server. A website might be available by means of an open Internet Protocol (IP) network, for example, the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that distinguishes the site.

Websites are regularly devoted to a specific theme or reason, running from diversion and long range interpersonal communication to giving news and education. All freely open websites on the whole constitute the World Wide Web, while private websites, for example, an organization's website for its representatives, are normally a piece of an intranet.

During the examination of Czech version of Kofola although it filled with lots of features in Czech Republic the positioning of brand if will implemented on the same brand culture it will not be successful because coca cola is already has got those components on the perception of Turkish people.

While we entering to Turkish market, according to PESTLE outcomes about religious aspect and following the rules of Islam takes noteworthy importance on the market.

For this reason Kofola can hit the audiences with using the motifs from Turkish history and designing the web site with elegant content will be more successful. Under this discipline following web site example, also emphasizing the natural components will take more precise for grabbing attention of Turkish people.

16.5.3 E-mail Marketing

E-mail marketing is one of the most common marketing channel of our era. Nowadays, with economical developments and the consequences of those electronic inventions people also communication with each other via their e-mails.

For Kofola e-mailing. We are aiming to reach people who ordering also their meal from yemeksepeti.com. This equal application or internet site of this program in Czech Republic is damejidlo.cz. The members of this program are also our potential consumers as well.

17 BUDGETING AND TIMING ON MARKET

17.1 Budgeting on Marketing

First of all for pre launching of our campaign we will buy at the requirement amount billboards and bus station racquets in 5 biggest city in Turkey for 6 weeks.

Pre-Launching Outdoor Printed Works In 5 Biggest City In Turkey (For 6 Weeks)			
	Billboards (Number)	Racquets (Number)	Prices (TRY = ₺)
İstanbul	500	300	50.000₺ + 27.000₺: 77.000₺
Ankara	400	225	42.000₺ + 21.000₺: 63.000₺
İzmir	300	150	35.000₺ + 15.000₺ : 50.000₺
Bursa	200	100	20.000₺ + 11.000₺: 31.000₺
Antalya	200	100	23.000₺ + 10.000₺: 33.000₺

Source: Own research

For pre-launching printed works in order raise the curiosity and awareness about the brand it will cost 264.000 TRY will cost us.

Moreover, additionally 12 weeks more for launching billboards and printed works will take as action while launching Kofola on Turkish Market. 528.000 TRY. And with both pre launching and launching campaign cost for printed works on open air space will cost us 792.000 TRY (1 € = 5.05 TRY)

Our newspaper ads will reach 2 million people on average through 7 newspapers. The size of newspaper ads will take 134 column/cm for 5 big cities pressing it will take 75.000TRY 2 times in weekends it will take 150.000 and 8 weekends price will take (2 weekends pre-launching and 6 for launching) will cost 1.200.000 TRY.

On magazines we will take a place on youth and gastronomy magazines for 6 times in 6 months. It will cost about 30.000 TRY x 6 months = 180.000 TRY

Radio commercial for 40 seconds will cost around 20.000 for 3 times. For morning and evening it will cost 40.000 TRY in 5 week days. 4 months means 20 weeks will cost us 800.000 TRY.

We want to design for Kofola on digital marketing, with Facebook sponsorship on pre-launching stage for 2 months and 2 months launching. Those paid advertising on Facebook will be aim to reach people firstly between 15-24 years old and 25-35 years old user who likes our competitors, elegant restaurants on 5 biggest cities and Macro Center on Facebook. After that we will design natural growing with snowball effect of Word of Mouth. The cost for first 4 months for daily basis 7.500 TRY expenses. Total cost of Facebook will cost for 4 months with 900.000 TRY. On the other hand Twitter will not be sponsored advertisement. We will try to count our snowball effect on there. And Instagram with same frequency will cost 680.000 TRY.

E-mail marketing prices will cost around 600.000 for 6 months. And it will reach around 3.7 million people in 5 big cities

Kofola Beaches project that we design is classifying as NGO (non-governmental organizations) for cleaning. According to arrangement in 3 different cities (İzmir - Muğla - Antalya) we are aiming to establish 8 different beaches in those 3 cities. The prices of this event will cost around 800.000 TRY to 1.200.000TRY for each cities.

The marathon will held once in a year in either May or September. The organization prices is around 180.000 TRY.

Global Warming classes in particular high schools on 5 biggest city in Turkey will held around 150 times in the months between September to November. The cost of this event cannot be classify in this moment.

For summarizing the total budget of this campaign will cost us 5.532.000 to 5.992.000 TRY in 8 months. (1.185.000 €)

On the other hand, timing is designing the right action for your brand or product while penetrating the market. Market timing has significant importance in order to create interaction and provoke them to action over the society.

For Kofola launching we are creating 8 months plan which place the summer time in the middle of planning season. Campaign will start from 1st of March till 31st October.

17.2 Timing

Channels	Pre-launching	Launching
Newspaper	6 weeks (1March - 15 April)	12 weeks (15 April - 15 July)
Magazine	2 months (March - April)	4 months (May - June - July -August)
Radio	2 months (March - April)	2 months (May - June)
Digital advertising (Facebook - Instagram)	2 months (March - April)	2 months (May - June)
E-mail	2 months (March - April)	4 Months (May - June - July -August)
Kofola Beaches		3 months (June - July - August)
School events		2 months (September - October)
Marathon		One time (May or September)

Source: Own research

17.3 The Measurement of Campaign Results

In order to evaluate the efficiency of the campaign it is necessary to analyze either we successes the goal of campaign or not. One of the main goal of campaign is to create brand awareness of Kofola while we launched on market. It is possible to evaluate the progress once the campaign will be launch in Turkey and the following March will start.

First of all the brand positioning of Kofola should be examine sensitively according to our suggestions. However even if the awareness of brand is took a form by target audiences,

that does not mean that the consequences of this project. Therefore, the best way to distinguish that is to conduct wider range of interviews among Turkish people with named socio-demographic outcomes and additional income questions.

Second of all, the interest of Kofola can be measured through the interaction between number of people to company in social media and websites and also with attendance of events. Also the preference rate in restaurants and grocery shops can sign as measurement for the brand.

Therefore, the campaign process can be measured only when the Kofola decides to launch in Turkish market. On the other hand, some of campaign results can be reflected in more than a year, because of the new and different taste of Kofola can take a time through Turkish people got use to this.

17.4 Summarizing The Launching Campaign

To conclude. The importance of this campaign, strong and in a matured where the well-established competitors in the market, aimed a successful market share in a group of products is quite high brand loyalty entering a brand markets as well as a small amount in Turkey Kofola beverage to be obtained. The campaign has a structure that can successfully overcome a very strong marketing competition. Printed and digital advertisements, events, radio spots and highly interactive marketing structures used within the scope of the creative strategy will have a successful market share for this campaign.

As a result, a campaign performance with a product awareness rate of over 15% and an 86% tryout rate in the target group was revealed at the end of 8 months following the launch. All marketing communications tools implemented in the campaign are designed to ensure the right communication with the target audience at the highest level in the direction of data received from PESTLE and SWOT analysis, quantitative and qualitative research results.

CONCLUSION

In theoretical background international marketing, market entry strategies and entering to Turkish market were analyzed. Based on analysis we defined main features of product and marketing adaptation also international marketing were analyzed as well. Then the description of marketing communications, elements of marketing communication and marketing mix elements have been described in the end of theoretical part.

After the author describes methodology of research questions, have also been conducted in order to collect data about particular market's situation in variable aspects. In this chapter, PESTLE and SWOT analysis of Turkish Market and SWOT analysis of Kofola are presented. After that in order to receive more information about consumer behavior and dynamics of market, author conducted primary quantitative research by using survey. In this survey the main ingredients of Kofola product have been questioned among 350 Turkish respondent on the market. The questions designed according to receive data for perception of consumers about Kofola ingredients with their buying habits and places with other socio-demographic data as well.

In the next part primary qualitative research have been conducted for 12 respondent in order to receive their perception as information about Kofola after they taste, the main concern of Blind Taste Test was understand the differentiations on the aspect of sweetness, fizzy, taste, first impression about Kofola and their tendency in order to buying Kofola product if it would be in Turkish Market. In the end of analytical part the author answered research questions outcome by cross analysis of survey questions and the respond which gathered from blind taste test question. Moreover after the critical outcomes, author also implemented outcomes and gives information about how can it be successful if Kofola enters to Turkish Market.

The research shown that people in variable age gaps are consuming soft drinks either in restaurants or buying themselves from grocery stores. According to the result of 350 respondent, mostly they are drinking soft drinks firstly for refreshments. The formula of Kofola was welcomed by respondents in many aspects, however the caffeine contamination ratio could not well perceived by Turkish people. Herbal ingredients, fruit juices, 30 % less sugar contamination and non phosphoric acid contamination was considered totally positive participants. However the brand recognition among Turkish people was so low. For

this reason Kofola should positioned itself in different place than competitors while it have unique ingredients compared to others .

On the other hand according to results of blind taste test, majority of participants are considering positively of Kofola if they would be in Turkish market after the tasting results. General understanding about Kofola is unique taste and easily recognizing the differences about sweetness (sugar aspect) and fizzy because of non phosphoric acid containing.

Based on analysis the author suggests a launching campaign plan for Kofola if they would be in Turkish market. The campaign has been designed in two phases; pre-launching promotion in order to gather Word of Mouth (WOM) affect by potential consumers. Second step was launching to market after activates the market. The main concern about Kofola when there is brand positioning, with the current tendency of consuming more healthy food and taking care about the life and consuming according to caring their life, Kofola can get position itself in a bit higher position than competitors. Also the designing of launching campaign has been conducted according to this discipline. The main tools of marketing communications are, using printed works on big squares and monumental places, also in the place which people use in their daily life - such as; bus stations, metro stations - as a routine. Radio commercial and social media channels have been organized suitably according to the results of PESTLE and SWOT analysis as well. Furthermore, events and organization suggestions have been design according to PESTLE and SWOT analysis as well. In the last part of designed campaign author emphasizes timing suitability and budgeting concerns as well. The last part of project is summarizing the whole launching campaign and analyzing the potential of Kofola on Turkish market.

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LIST OF ABBREVIATIONS

EU	European Union
CAGR	Compound Annual Growth Rate
GDP	Gross Domestic Product
MW	Megawatt
GDI	Graphics Device Interface
TRY	Turkish Lira
PESTLE	Political, Economical, Social, Technological, Legal, Environmental Analysis
ICT	Information and Communications Technology
GNP	Gross National Product
FDI	Foreign Direct Investment
WOM	Word of Mouth
PR	Public Relations
NGO	Non Governmental Organization
4P	Product, Price, Place, Promotion

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APPENDICES

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APPENDIX P I: ORIGINAL QUSTIONNAIRE

Bu anket TOMAS BATA ÜNİVERSİTESİ, Multimedya İletişimi Bölümü Yüksek Lisans öğrencisi BATUHAN CANÖZLER tarafından hazırlanmaktadır. Bu anketin herhangi bir ticari amaç ya da kaygısı yoktur. Bulgular yukarıda ismi geçen kişinin Yüksek Lisans tezi için kullanılacaktır. Bu tez Çek Cumhuriyeti'nin (eski Çekoslovakya) ulusal kola markası olan Kofola'nın Türkiye pazarı ve alakalı tüketicilerine ulaşması ve lansman olasılığını araştırmaktadır.

ANKET

Soru 1: Aşağıdaki yaş gruplarından hangisi sizi en iyi tanımlar?

- ☐ 15-24
- ☐ 25-35
- ☐ 36-44
- ☐ 45+

Soru 2: Ne sıklıkta gazlı içecek tüketiyorsunuz?

- ☐ Çok sık
- ☐ Sık sık
- ☐ Normal
- ☐ Nadir
- ☐ Hiç

Soru 3: Gazlı içecekleri en sık satın aldığınız/tükettiğiniz alan neresidir?

- ☐ Alışveriş Merkezleri (AVM)
- ☐ Restoran
- ☐ Marketler
- ☐ Perakende satış noktaları
- ☐ Bar & Kafe

Soru 4: Gazlı içecekleri en çok ne amaçla tüketiyorsunuz?

- ☐ Ferahlamak
- ☐ Kafein
- ☐ Tadı
- ☐ Marka sadakati
- ☐ Gazlı içecek tüketmiyorum.

Soru 5: Aynı tarzdaki bir gazlı içeceğin hazırlanışında 14 farklı bitkisel öz ve meyve sularının kullanılması tüketim tercihinizi olumlu yönde etkiler mi?

- ☐ Evet
- ☐ Hayır

- ☐ Belki

Soru 6: Aynı tarzdaki bir gazlı ieeėin %30 DAHA AZ řeker oranına sahip olması tercihinizi olumlu ynde etkiler mi?

- ☐ Evet
- ☐ Hayır
- ☐ Belki

Soru 7: Aynı tarza bir gazlı ieeėin DAHA FAZLA kafein oranına sahip olması tercihinizi olumlu ynde etkiler mi? (bu rn: 15 miligram / 100 ml, diėerleri: 9.6 miligram /100 ml)

- ☐ Evet
- ☐ Hayır
- ☐ Belki

Soru 8: Aynı tarza gazlı ieeėin ierisinde fosforik asit BARINDIRMAMASI tercihinizi olumlu ynde etkiler mi?

- ☐ Evet
- ☐ Hayır
- ☐ Belki

Soru 9: KOFOLA markasını daha nce duydunuz mu?

- ☐ Evet
- ☐ Hayır

Soru 10: Cinsiyetiniz?

- ☐ Erkek
- ☐ Kadın

Katılımınız iin teřekkrlr!

APPENDIX P II: TRANSLATION OF THE QUESTIONNAIRE

This test prepared by BATUHAN CANÖZLER who is the Master Student of Tomas Bata University in the faculty of Multimedia Communication. This test does not concerning any commercial aspect. The findings of this test will use in thesis of aforesaid person. This thesis is related about a Czech National Cola Brand Kofola's launching possibilities on Turkish Market and related consumers.

SURVEY

Question 1: Which of the following the best describes your age?

- ☐ 15-24
- ☐ 25-35
- ☐ 36-44
- ☐ 45+

Question 2: How often do you consume soft drink?

- ☐ Very Often
- ☐ Often
- ☐ Normal
- ☐ Rare
- ☐ None

Question 3: Where is the most common place that you purchase soft drink?

- ☐ Convenience Stores / Shopping malls
- ☐ Restaurants
- ☐ Grocery Stores
- ☐ Wholesale Shops
- ☐ Bars & Cafes

Question 4: Why do you drink soft drinks?

- ☐ Refreshment
- ☐ Caffeine
- ☐ Taste
- ☐ Brand Loyalty
- ☐ I do not drink soda

Question 5: Would you like to drink same type of soft drink that contains 14 different herbs and fruit juice? Will it positively motivates you?

- ☐ Yes
- ☐ No
- ☐ Maybe

Question 6: Would you like to drink same type of soft drink that contains 30% LESS sugar? Will it motivates you positively?

- ☐ Yes
- ☐ No
- ☐ Maybe

Question 7: Would you like to drink same type of soft drink that contains more caffeine? Will it motivates you positively?

- ☐ Yes
- ☐ No
- ☐ Maybe

Questions 8: Would you like to drink same type of soft drink that does NOT contain any Phosphoric Acid? Will it motivates you positively?

- ☐ Yes
- ☐ No
- ☐ Maybe

Questions 9: Have you ever heard Kofola brand?

- ☐ Yes
- ☐ No
- ☐ I do not know

Question 10: Your Gender?

- ☐ Male
- ☐ Female

Thank you for your participation!

APPENDIX P III: ORIGINAL BLIND TASTE TEST QUESTIONS

Bu anket TOMAS BATA ÜNİVERSİTESİ, Multimedya İletişimi Bölümü Yüksek Lisans öğrencisi BATUHAN CANÖZLER tarafından hazırlanmaktadır. Bu anketin herhangi bir ticari amaç ya da kaygısı yoktur. Bulgular yukarıda ismi geçen kişinin Yüksek Lisans tezi için kullanılacaktır. Bu tez Çek Cumhuriyeti'nin (eski Çekoslovakya) ulusal kola markası olan Kofola'nın Türkiye pazarı ve alakalı tüketicilerine ulaşması ve lansman olasılığını araştırmaktadır.

Aşağıdaki sorularda (eğer gönüllü katılımcı olmayı kabul ettiyseniz.) 3 şeffaf bardakta hazırlanmış 3 farklı kola markasının ürününü tadacaksınız. Devamındaki sorular damak tadınızı anlamaya yöneliktir.

BLIND TASTE TEST

Soru 1: İçtiğiniz içeceğin tatlılık oranını nasıl değerlendirirsiniz?

İçecek - 1	Çok Tatlı ☐	Tatlı ☐	Normal ☐	Çok Tatlı Değil ☐	Tatlı Değil ☐
İçecek - 2	Çok Tatlı ☐	Tatlı ☐	Normal ☐	Çok Tatlı Değil ☐	Tatlı Değil ☐
İçecek - 3	Çok Tatlı ☐	Tatlı ☐	Normal ☐	Çok Tatlı Değil ☐	Tatlı Değil ☐

Soru 2: İçtiğiniz içeceğin gazlılık oranını nasıl değerlendirirsiniz?

İçecek - 1	Çok Gazlı ☐	Gazlı ☐	Normal ☐	Az Gazlı ☐	Gazsız ☐
İçecek - 2	Çok Gazlı ☐	Gazlı ☐	Normal ☐	Az Gazlı ☐	Gazsız ☐
İçecek - 3	Çok Gazlı ☐	Gazlı ☐	Normal ☐	Az Gazlı ☐	Gazsız ☐

Soru 3: İçeceğin tadını beğendiniz mi?

İçecek - 1	Kesinlikle evet ☐	Evet ☐	Normal ☐	Hayır. Pek Değil ☐	Kesinlikle Hayır ☐
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İçecek - 2	Kesinlikle evet ☐	Evet ☐	Normal ☐	Hayır. Pek Değil ☐	Kesinlikle Hayır ☐
İçecek - 3	Kesinlikle evet ☐	Evet ☐	Normal ☐	Hayır. Pek Değil ☐	Kesinlikle Hayır ☐

Soru 4: Aşağıda numaralandırılmış içecekleri alma eğiliminiz nasıl olur? (İçecek 1/2/3.)

İçecek - 1	Kesinlikle Evet ☐	Evet ☐	Muhtemelen ☐	Hayır ☐	Kesinlikle Hayır ☐
İçecek - 2	Kesinlikle Evet ☐	Evet ☐	Muhtemelen ☐	Hayır ☐	Kesinlikle Hayır ☐
İçecek - 3	Kesinlikle Evet ☐	Evet ☐	Muhtemelen ☐	Hayır ☐	Kesinlikle Hayır ☐

Soru 5: Aşağıdaki yaş aralıklarından hangisi sizi en iyi şekilde tanımlıyor?

- ☐ 15-24
- ☐ 25-35
- ☐ 36-44
- ☐ 45+

Soru 6: Cinsiyetiniz?

- ☐ Erkek
- ☐ Kadın

Katılımınız için teşekkürler!

APPENDIX P IV:TRANSLATION OF THE BLIND TASTE TEST QUESTIONS

This test prepared by BATUHAN CANÖZLER who is the Master Student of Tomas Bata University at the Faculty of Multimedia Communications. This test does not concern any commercial aspects. The findings of this test will be used in the thesis of the aforesaid person. This thesis deals with the Czech National Cola Brand Kofola and with the launching possibilities of this drink on the Turkish Market.

In following stages (If you accepted to become a volunteer) you will see 3 unnamed Cola in transparent glasses which contain 3 different brands of Cola. Following questions are only about your palatal delight.

BLIND TASTE TEST

Question1: How sweet is the drink?

Drink-1	Very Sweet ☐	Sweet ☐	OK ☐	Not Sweet ☐	Very Sweet ☐	Not Sweet ☐
Drink-2	Very Sweet ☐	Sweet ☐	OK ☐	Not Sweet ☐	Very Sweet ☐	Not Sweet ☐
Drink-3	Very Sweet ☐	Sweet ☐	OK ☐	Not Sweet ☐	Very Sweet ☐	Not Sweet ☐

Question2: How fizzy is the drink?

Drink-1	Very Fizzy ☐	Fizzy ☐	OK ☐	Not Fizzy ☐	Very Fizzy ☐	Not Fizzy ☐
Drink-2	Very Fizzy ☐	Fizzy ☐	OK ☐	Not Fizzy ☐	Very Fizzy ☐	Not Fizzy ☐
Drink-3	Very Fizzy ☐	Fizzy ☐	OK ☐	Not Fizzy ☐	Very Fizzy ☐	Not Fizzy ☐

Question3: Do you like the taste of the drink?

Drink-1	Definitely ☐	Like ☐	OK ☐	Not Really ☐	Not At All ☐
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Drink-2	Definitely ☐	Like ☐	OK ☐	Not Really ☐	Not At All ☐
Drink-3	Definitely ☐	Like ☐	OK ☐	Not Really ☐	Not At All ☐

Question4: Would you like to buy this drink after you taste it?

Drink-1	Definitely Yes ☐	I Think So ☐	Probably ☐	Not Sure ☐	No ☐
Drink-2	Definitely Yes ☐	I Think So ☐	Probably ☐	Not Sure ☐	No ☐
Drink-3	Definitely Yes ☐	I Think So ☐	Probably ☐	Not Sure ☐	No ☐

Question 5: Which of the following the best describes your age?

- ☐ 15-24
- ☐ 25-35
- ☐ 36-44
- ☐ 45+

Question6: Your gender?

- ☐ Male
- ☐ Female

Thank you very much for your participation!