

Young Consumer's Perception of Brand Personality for Ice Tea Brands in Turkey

Seda Yıldırım*

Recep Tayyip Erdoğan (RTE) University, Department of International Trade and Logistics
Rize, Turkey

*Corresponding author: E-mail: sedayil1@gmail.com

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Abstract

Business which determine the perception of its brand by consumers, will get the advantage in the competition. Today's difference and competitive advantage is determined by brands. With brand personality studies, businesses can find out their market position, brand perception and market share. In this context, it is aimed to determine university students' perception of brand personality for ice tea brands in Turkey. As being alternative and healthy drink, ice tea market is growing greatly. Global and national brands compete with each other and try to get large proportion of the market. The survey method was used to collect data from university students and then these data were analysed in SPSS 16. Accordingly, results of frequency, mean, chi-square and correlation analyses were concluded. This study determined the brand personality perception of young consumers and Lipton ice tea, Fuse tea and Didi which are the top ice tea brands in Turkey, were evaluated for brand personality. Also this study provides some useful information about drinking ice tea and buying behaviour of ice tea.

Key words: Brand, brand personality, ice tea market, consumer behaviour, young consumer

Jel codes: M30, M31

1. Introduction

The basic differentiation instrument is brand for businesses in nowadays' competition world. Brand is a combination of all kinds of name, symbol, design, word etc. to differentiate company's products from others (Kotler, 2000). Most of marketers use brands to make difference and catch the attention in the market (Keller, 2008). Not only businesses get benefits from brands, but also consumers have some benefits from them. Today's consumer consistently meets lots of alternative products in markets, TVs, webs etc. and sometimes they don't know which one is the best to buy. In this point, brands bring guarantee and quality standard for consumers and consumers generally buy same brands when they trust these brands (Chaudhuri and Holbrook, 2001; Sidershmukh et al., 2002; Delgado-Ballester and Munuera-Aleman, 2001; Lau and Lee, 1999). With brand loyalty, businesses achieve to set

efficient brand management. Brand personality has an important role in brand trust and brand management. Brand personality symbolizes a human personality for goods or services and so consumers can see products as human with the personality(Aaker,1997). Buying brand is a way that consumers can express themselves based on brand personality which is consistent with their personality(Belk,1988).

Like every sector, brands fight to get consumer's trust in soft drink sector, too. There is a great big market for soft drinks in the world's economy. This market has been growing with new brands both in local and global economies. According to 2010 statistics, Canada, France, Germany, Italy, Japan, Russia, the UK and the US had \$291 billion in soft drinks sales(<http://www.reportlinker.com/ci02018/Soft-Drink.html>). In Turkey, soft drink sector is in a growth trend and ice tea market's growth is higher than \$200 million(<http://www.pazarlamasyon.com/2013/08/soguk-cay-pazari/>). Healthy drink trend is growing all around the world, especially in Turkey (<http://www.euromonitor.com/soft-drinks-in-turkey/report>) and ice tea market is a new star for soft drink sector . It is expected that ice tea market will be the fastest-growing soft-drink sector until 2020(Durak,2013). For being an important market ice tea brands were selected to determine brand personality. There were three ice tea brands to find out brand personality perception. In Turkey, Fuse tea, Lipton ice tea and Didi were the top brands for ice tea market so these top brands were selected for the study. The big competition between PepsiCo and The Coca-Cola company is take part in ice tea market and in Turkey there is a big national tea brand which is called Caykur has joined the ice tea market. Being national brand Caykur can have an advantage but global brands have great strategies. PepsiCo competes with Lipton ice tea, The Coca Cola competes with Fuse tea and Caykur company competes with Didi.

2. Brand and Brand Personality

Branding is getting so vital for every kinds of businesses in today's intense competition conditions(Bouhleb et.al.,2009). In last decade pointed to brand's importance and brought businesses an alternative way to make difference in the market. Because brand is not only colourful design, funny symbol or logo, it is also a tool for differentiation strategy. There are lots of brand definition but every definition reached the same point. Brand is a combination of some design, colour, word or symbol that makes one producer's product different from others' products in the market(Kotler,2000). Thus consumers can see the source of products and they can separate products based on their brands(Aaker,1991). At consumer side, brands provide consumers great guarantee and quality for products and consumers can decrease buying risk and searching-costs(Keller,2008). The literature has showed that consumers found branded products safer than non-branded products. Brand loyalty appears when consumers trust specific brands and try to buy same brands (Aaker,1984; Keller,1993; Moisescu and Bertonecelj, 2010). Building strong brand is needed to make brand loyalty and building strong brand is based on strategical brand planning, building brand identity and brand personality(Kapferer,1997). According to Keller(2008), strategical brand planning begins with the definition of brand's meaning and brand's position. Brand positioning is an image of brands in consumer's mind(Keller,2008) and marketers try to make a balance between brand image and brand personality(Bhat and Reddy,1998). In general, businesses make a relationship between brand and product's attribution and characteristic for brand positioning strategy(Aaker,1991). Also brand personality is one of the most useful positioning

strategy(Aaker,1991;Aaker 1997;Keller,2008). Brand personality is a popular term in today's marketing approach. Brand personality which is one of brand identity's main component, probably is the closest concept to consumers in the market(Ouwersloot ve Tudorica,2001). Brand personality makes one brand different and attractive and get consumer's demand greatly to have brand loyalty(Florence et. al.;2009). Aaker (1997) defined brand personality as "a set of human characteristics and personality dimension" that is associated to brand and product(Aaker,1997:347). When describing one brand, words which are used to describe people, can be used, too(Aaker,1991). Brand personality can be some characteristics that appears with the perspective of marketers or consumers(Torlak and Uz Kurt, 2005). Brand personality help consumers to express themselves(Lin,2010). Also a great brand personality can help to strengthen brand loyalty and relationship between consumers(Chang,2009:953). Most of empirical studies determined that personality can be used to find out the relationship between brand perception and consumer behaviour(Aaker and Fournier,1995; van Mesdag,1997; Caprara et.al.,2001; Freling and Forbes,2005; Torlak and Uz Kurt, 2005; Hayes et.al.,2006; Wang and Yang,2008).

Aaker(1997) developed brand personality scale based on psychology science and this scale is now used frequently(Mi-Young and, Keun-Young,2006). Aaker(1997) used and adapted the scale of human personality that was called as "Big Five Factor" for brand personality(Azaoulay and Kapferer,2003). Aaker(1997) studied on 37 specific brand with 114 specific personality traits to find out the best suitable brand personality traits for products and brands(Aaker,1997). Lastly, Aaker(1997) determined five basic personality traits for brands that are classified as "sincerity, excitement, competence, sophistication and ruggedness"(Guthrie et.al.,2008:166) from her study. Although J. Aaker's study can be used in every kinds of brand or products, some researches has pointed out that culture effect can change brand personality perceptions and personality traits(Sung and Tinkham,2005). Geuens et.al.(2009) also criticized J. Aaker's scale and developed a new brand personality scale which has dimensions of "activity, aggressiveness, responsibility, simplicity and emotionality"(Geuens et.al.,2009). Aksoy and Özsoymer(2007) studied on brand personality scale in Turkey and developed a new scale for Turkish culture which includes dimensions of "competence, excitement, conventionalism and androgenic"(Aksoy and Özsoymer,2007). In this study culture effect was taken into consideration and both of J. Aaker's brand personality scale and Aksoy and Özsoymer's brand personality scale were used to determine brand personality perception for ice tea brands in Turkey.

3. Research Methodology

This study was conducted based on descriptive research method and used survey method to collect data. Survey was formed of two basic parts. First part of the survey included questions about buying and using behaviour of ice tea. To measure young consumer's ice tea buying behaviour, 10 statements(variables) were developed based on focus group interview. Selected variables were developed after interview with 8 university students. Participants evaluated their opinion for every statement(variable) based on likert scale as (1) strongly disagree to (5) strongly agree. Also 6 factors were developed to determine buying behaviour of ice tea. "Brand name, price, promotion, taste, diet-flavour, fruit flavour" were used to determine buying ice tea behaviour. Second part included brand personality scale which was developed and adapted from studies of J. Aaker(1997); Aksoy and Özsoymer(2007).

“Competence, excitement, conventionalism and androgenic” dimensions were used to determine brand personality in this study. There were 34 variables that presented five basic dimensions. Participants evaluated ice tea brands based on these personality traits and likert scale was selected for evaluating process in brand personality scale. According to likert scale, participants chose one answer from “(1)not at all descriptive to (5)extremely descriptive”. This study selected “Fuse tea, Lipton ice tea and Didi” brands to evaluate brand personality perception. In the survey form, there were also some demographics about young consumers such as gender, age and income.

The surveys were implemented on university students who studied in RTE University so the population included only this students and the sample was formed from RTE University students. At total 311 survey forms were collected by convenience sampling method. Regardingly, the results of brand personality perception, it may be determined which ice tea brand is perceived better and bought mostly. This study can be pioneer for this area. Limits of finance and time effected this study. This study can not be generalized and the results and findings can be valid only for this research.

4. The Results

For data analyse, SPSS 16 packet programme was used and both of descriptive and inferential statistics were used to determine data analyses. The survey was implemented to university students who usually buy and drink ice tea.

Table 1. Demographic Characteristics of Respondents

Demographic Characteristics		Frequency	Percentage
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Gender	Female	196	0,64
	Male	115	0,36
Total		311	100
Income	Up to 250TL	25	0,08
	251-500TL	52	0,16
	501-750TL	170	0,54
	751-1000TL	43	0,13
	1001TL and over	21	0,06
Total		311	100
Age	18-20	98	0,31
	21-23	192	0,61
	24-26	12	0,03
	27 and over	9	0,02
Total		311	100
Brand preference	Lipton ice tea	149	0,47
	Fuse tea	67	0,21
	Didi	95	0,30
Total		311	100
Frequency of drinking ice tea	Everyday	67	0,21
	Often	142	0,45
	Sometimes	79	0,25
	Rarely	23	0,07
Total		311	100
Efficient Factors on buying ice tea	Brand name	74	0,23
	Price	14	0,04
	Promotion	7	0,02
	Taste	168	0,54
	Diet-flavor	32	0,10
	Fruit-flavor	16	0,05
Total		311	100

Table 1 shows the demographics and some habitudes of drinking ice tea of respondents. % 64 of respondents were female and %36 of them were male. Most of respondents (%61) were in between 21 and 23 years of age. Also %31 of them were in between 18 and 20 years of age. Most of respondents(%54) had monthly income between 501-750TL. According to table 1, it can be said that respondents often buy and drink ice tea. It was determined that respondents mostly bought Lipton ice tea(%47) for first preference

and when they could not find it, then they preferred to drink Didi(%30) as second preference and lastly Fuse tea(%21). %54 of respondents preference was mostly effected by taste and %23 of them said that their buying preference was effected by brand name. %10 of respondents said that their buying preference was effected by diet-flavour options.

Table 2. Promotion/Information Preferences

	Mean	Rank
Promotion/Information Sources		

Experiences	1,45	1
Advertisements in newspaper of magazines	3,89	4
TV commercials	3,18	3
Family or friend suggestions	2,67	2
Web commercials	4,77	5

Table 2 shows respondents' preferences of their promotion/information source and place. Respondents mostly preferred ice tea brands based on their experiences(mean:1,45) and family of friend suggestions(mean:2,67). Then respondents trusted on TV commercials(mean:3,18), advertisements in newspaper of magazines(mean:3,89) and web commercials(mean:4,77) when they made buying decision of ice tea.

Table 3. Place Preferences

	Frequency	Percentage
Place Preferences		
Places such as restaurant or fast food, cafes etc.	154	0,49
Corner market	75	0,24
Hypermarket	23	0,07
Supermarket	67	0,21

Table 3 shows respondents' preferences of place to buy ice tea. Respondents(%49) mostly buy ice tea in places such as restaurants, fast food restaurants or cafes. Also they prefer to buy ice tea from corner markets(%24) and supermarkets(%21). So it can be said that university students prefer ice tea when they have snacks/lunch/dinner etc. and also they want to buy ice tea from the nearest place such as corner markets and supermarkets.

Table 4. Average and Standard Deviation Values regarding the Respondents' Attitudes of Buying and Drinking Ice Tea

	Mean	Std. deviation
I always prefer the cheapest ice tea brand	2,44	1,19
I always prefer the most qualified ice tea brand	3,68	1,22
I always drink ice tea with my lunch/diner/etc.	3,90	0,89
I drink ice tea even if not I don't eat anything	3,56	1,46
I only buy and drink ice tea in summer	2,33	1,99

I buy and drink ice tea in every season	4,20	1,21
I think that ice tea is healthier than other drinks	4,18	1,24
I prefer ice tea because I care about my health	3,63	0,88
I prefer ice tea because ice tea is gasless drink	4,66	1,91
I prefer ice tea because it has less calorie	4,47	1,92

The statements developed in order to identify the attitudes of buying and drinking ice tea have been evaluated with 5-point likert scale varying from “1= absolutely agree”, to 5= absolutely disagree”. The mean and standard deviation figures obtained as a result are shown on Table 4. Accordingly, respondents agreed that ice tea is healthier drink(mean:4,18) and it has less calorie(mean:4,47). Respondents preferred to drink ice tea because it is gasless drink(mean:4,66). Respondents mostly buy and drink ice tea in every season(mean:4,20) and they drink ice tea with snacks/lunch/dinner etc.(mean:3,90). Respondents also drink ice tea even if not they don’t eat anything(mean:3,56) and respondents agreed that they prefer the most qualified ice tea brand generally(mean:3,68). Respondents preferred to drink ice tea because they care about their health(mean:3,63). Respondents disagreed buying the cheapest brand(mean:2,44) and buying ice tea only in summer(mean:2,33).

Table 5. The Perceptions of Brand Personality

Brand personality dimensions	Lipton Ice Tea		Fuse Tea		Didi	
	Mean	Std. deviation	Mean	Std. deviation	Mean	Std. deviation
Competence	4,41	1,11	3,39	1,47	3,71	1,22
Qualified	4,11	1,12	3,40	1,66	3,56	0,98
Professional	4,56	0,65	3,66	1,92	3,77	1,02
Successful	4,78	0,87	3,22	1,73	3,45	1,26
Skilled	4,33	1,11	3,45	1,05	4,01	1,66
Reliable	4,55	1,45	3,66	1,89	4,11	0,98
Prestigious	4,01	1,22	3,32	1,02	3,65	1,98
Self-assured	4,18	1,21	3,65	1,23	4,02	1,46
Assertive	3,87	0,67	3,32	1,55	3,45	1,11
Familiar	4,66	0,88	4,11	1,11	4,19	0,79

Tough	4,32	1,22	3,55	1,04	4,15	1,26
Global	4,88	1,23	3,77	1,89	2,11	0,94
Self-consistent	4,66	1,11	3,23	1,04	3,23	1,01
Good	4,78	1,15	4,11	0,88	4,09	1,21
Original	4,11	0,89	4,01	1,54	4,20	1,76
Excitement	4,01	1,41	3,36	1,11	3,14	1,79
Enjoyable	4,10	1,65	3,54	1,11	3,56	1,90
Cheerful	4,43	1,12	3,52	1,21	3,44	1,11
Lively	3,66	1,07	3,21	1,26	3,78	1,98
Sympathetic	3,76	1,88	3,55	0,89	3,67	1,18
Independent	3,77	1,02	2,51	1,34	2,69	1,21
Nimble	4,34	1,73	3,62	1,88	3,06	1,98
Young	4,17	1,92	3,44	0,65	3,11	1,26
Ambitious	3,78	1,11	3,78	1,26	2,66	1,16
Sporty	4,46	1,75	3,17	1,95	2,78	1,66
Abusive	3,67	1,22	3,34	0,91	2,66	1,90
Conventionalism	3,36	1,66	3,22	1,12	4,18	1,26
Moderate	2,78	1,21	3,22	0,85	4,37	1,91
Modest	3,18	1,88	3,01	1,67	4,20	0,98
Traditional	3,17	1,09	3,39	1,26	4,09	1,90
Classic	4,48	1,07	4,01	0,86	4,23	0,98
Conservative	3,11	1,07	3,11	1,03	4,13	1,16
Family-oriented	3,44	1,01	3,21	1,98	4,09	1,30
Androgenic	3,40	0,97	3,06	1,22	2,75	0,96
Masculine	3,12	0,97	3,11	1,98	3,20	1,07
Rebellious	3,20	0,98	2,44	1,43	2,77	1,75
Feminine	3,75	1,02	3,42	1,14	2,89	1,19
Luxurious	3,56	1,21	3,29	0,97	2,17	1,26

In table 5, the perception of brand personality dimensions for ice tea brands was presented. As seen in table 5, competence dimension of brand personality is most applied to Lipton Ice Tea(mean:4,41) and Didi(mean:3,71). Excitement dimension of brand personality is most applied to Lipton Ice Tea(mean:4,01) and then Fuse Tea(mean:3,36). Conventionalism dimension of brand personality is most applied to Didi(mean:4,18) and then Lipton Ice Tea(mean:3,36). Lastly, androgenic dimension of brand personality is most applied to Lipton Ice Tea(mean:3,40) and then Fuse Tea(mean:3,06). Respondents are more likely to think of Lipton Ice Tea as global, familiar, successful, self-consistent and good brand. On the other hand, respondents are more likely to think of Didi as moderate, modest, conservative and family-oriented brand. Also Lipton Ice tea was perceived as the most feminine brand and Didi was perceived as the most masculine brand. For excitement dimension, respondents mostly perceived Lipton Ice tea as enjoyable, cheerful, nimble, young and sporty brand.

Tablo 6. The Relationship between Respondents' Gender and Brand Preference

Brand preferences	Gender		Total
	Female	Male	
Lipton Ice Tea	119	30	149

Fuse Tea	18	49	67
Didi	12	83	95
Total	149	115	311
Chi-square: 28,974 df:3 p:0,00			

As seen in table 6, chi-square analyse result showed that there is a significant relationship between gender and brand preferences. Women mostly preferred Lipton Ice Tea and men mostly preferred Didi. Also Fuse Tea brand was preferred by men

Tablo 7. The Relationship between Respondents' Gender and Efficient Factors On Buying Ice Tea

Efficient Factors On Buying Ice Tea	Gender		Total
	Female	Male	
Brand name	39	35	74
Price	6	8	14
Promotion	5	2	7
Taste	124	44	168
Diet-flavor	20	12	32
Fruit-flavor	12	4	16
Total	196	115	311
Chi-square: 30,131 df:5 p:0,00			

Table 7 showed that there is a significant relationship between gender and efficient factors on buying ice tea. Both of women and men mostly agreed that taste factor is a very important factor on buying behaviour of ice tea. Women and men also find "brand name" and "diet-flavour" factor as important factors for buying behaviour of ice tea. Factors such as price, promotion, and fruit-flavour were not perceived as an important factors for buying ice tea.

Tablo 8. One-Way ANOVA Test Results for Brand Personality Dimensions

Brand Personality Dimensions	F	Sig.
Competence	17,865	0,000*
Excitement	9,121	0,000*
Conventionalism	12,078	0,000*
Androgenic	9,655	0,001*

In table 8, the results of One-Way ANOVA test was presented. According to this, it can be said that there is significant difference between perception of brand personality dimension. The mean of brands were presented in table 5 and there were some differences between both of three brands. With one-way ANOVA tests, it was determined that these differences were significant.

Tablo 9. The Results of Relationship Between Gender and Attitudes of Buying and Drinking Ice Tea

Attitudes of Buying and Drinking Ice Tea		Gender
I always prefer the cheapest ice tea brand	Correlation coefficient	,317**
	Sig(2-tailed)	,001
I always prefer the most qualified ice tea brand	Correlation coefficient	-,204**
	Sig(2-tailed)	,000
I always drink ice tea with my lunch/diner/etc.	Correlation coefficient	-,378**
	Sig(2-tailed)	,000
I think that ice tea is healthier than other drinks	Correlation coefficient	-,564**
	Sig(2-tailed)	,000
I prefer ice tea because I care about my health	Correlation coefficient	-,417**
	Sig(2-tailed)	,000
I prefer ice tea because it has less calorie	Correlation coefficient	-,597**
	Sig(2-tailed)	,003

The relationship between gender and attitudes of buying and drinking tea was analysed with Kendall tau-b test and it was found out that there were significant relationship between gender and some statements(variables). In table 9, the results of Kendall tau-b analyse was presented. It was found out that there is a positive relationship between gender and preferring the cheapest ice tea brand in 0,01 significance level and negative relationship between gender and preferring the most qualified ice tea brand in 0,00 significance level. Accordingly, it can be said that women mostly prefer to buy the most qualified brand, on the other hand men mostly prefer to buy the cheapest one. Also it was found out that there is a negative relationship between gender and thinking ice tea is a healthier and less calorie drink. Women think that ice tea is healthy drink and it has less calorie. Lastly, women prefer ice tea because they care about their health in general. In other words, women prefer to drink ice much more than men because women care about their health and try to keep it.

5. Conclusion

The knowledge of brand's position in consumer's mind provides brands a great knowledge of market. With brand characteristics, marketers can determine brand's position and also consumer's profile and market. Because consumers prefer brands based on their characteristics and when they trust a brand they get loyal to the brand. Soft drink market is growing and ice tea market is also seen as growing market nowadays. In this context, to provide contribution for ice tea market in Turkey, this study investigated the perception of brand personality of university students.

This study used J. Aaker's(1997), Aksoy and Özsoy's(2007) brand personality dimension to determine perception of ice tea brands. In turkey, three basic ice tea brands operates and competes. So "Lipton Ice Tea, Fuse tea and Didi" were included for this study and the perception of brand personality was determined for these brands. This study was implemented on university students that's why demographics characteristics were limited with gender, income and age. Most of respondents were female and in age of 21 and 23. Also

most of them had income between 501-750TL. Respondents expressed that they drink ice tea frequently. The most preferred ice tea brand was determined as Lipton Ice Tea. Taste, brand name and diet-flavour factors were efficient on ice tea buying behaviour.

University students mostly make decision for ice tea brand based on their own experiences and then family or friend suggestions. This result was found consistent with efficient factors on ice tea buying behaviour. Because taste factor is related with consumer's own experiences. When consumer likes taste of ice tea, he/she buy this brand again and again. University students mostly buy ice tea when they go to a restaurant or fast food, cafes etc. Also they try to buy ice tea from corner market or supermarket where they can buy easily. This kind of markets are always located accessible area in the neighbourhood.

This study developed some statements to understand buying behaviour of ice tea and then these statements were used in correlation analyse with gender factor. Also brand preferences and factors that are efficient on buying ice tea were used to determine the relationship between gender. As a result of these analyses, it was found out that women and men have different motives in buying ice tea. Women prefer to buy Lipton ice tea much more than men and men prefer to buy Didi much more than other brands. Both of women and men buy and prefer ice tea brand based on their own experiences. Then brand name is found as an important factor in preferences. In addition, women and men have different motives such as price, diet-flavour and fruit-flavour. Having diet-flavour or fruit-flavour kinds for ice tea is important for women and price is much more important for men. In this context, developing different promotion implementation for women and men can be suggested for brand managers. Sales promotion, discount or bonus implementation can be developed for men and new kinds of flavour can be added in ice tea for women.

Women see ice tea as a healthy and calorie-free drink generally and especially women who care about their health, buy and drink ice tea frequently. Men look for the cheapest brand in the market and women look for the best brand in the market. Also women prefer to drink ice tea with lunch/diner/etc. much more than men.

The perception of brand personality was investigated for three big ice tea brand in Turkey. It was found out that there are significant differences between brands. Lipton ice tea took higher scores in "competence, excitement, androgenic" dimensions and Didi took higher score in "conventionalism" dimension. Accordingly, it can be said that Didi which is a Turkish brand, is thought to be more traditional, conservative, moderate, modest and family-oriented brand. On the other hand, Lipton ice tea which is preferred mostly by women, is thought to be more rebellious, feminine and luxurious brand. Lipton ice tea is seen enjoyable, cheerful, lively, sympathetic, young, ambitious, sporty and abusive brand by university students. For competence brand dimension, Didi has higher scores than Fuse Tea. Didi is belonged to Caykur corporation and Caykur is a professional and old business in tea sector. That's why Didi is thought to be a good, original, reliable, skilled, tough and familiar brand in Turkey. Fuse tea has higher scores in excitement and androgenic dimensions rather than Didi. Because Fuse tea is seen more feminine and luxurious brand than Didi. Also Fuse tea is found much more enjoyable, cheerful, nimble, young and sporty brand than Didi.

The Coca Cola company entered into ice tea market with Nestea in Turkey at the beginning but then he continue with Fuse Tea in ice tea market. This change may effects consumers and they may turn to Lipton ice tea that is belonged to PepsiCo because Lipton ice tea operates in ice tea market since 1993 and that's why Lipton ice tea is a familiar brand and has a great position in consumer's mind. So this advantage provides him to get the top point in ice tea market. On the other hand, Didi entered into ice tea market in 2013 and he is a new brand in this market. But Didi is a brand of Caykur and the power of his may come from Caykur corporation. Because Caykur is a traditional and familiar brand in Turkey. Didi try to be a traditional and familiar brand in ice tea market and compete with Lipton ice tea and Fuse tea which are global and big brands in the market. Didi can be better brand than Fuse tea in some areas such as being traditional, masculine, professional, familiar and original brand. But Didi has some lack of being young, sporty, enjoyable and feminine brand. If the ice tea market included the large proportion of women, brands should be change to be consistent characteristics and implementations with women.

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