A Study on the Knowledge, Attitude and Behavior of University Students’ Towards the Well Known Branded Products

Azize HASSAN  Özgür YAYLA  İsa BAYHAN
Gazi University  ozgur_yayla1987@hotmail.com  isa.bayhan@hotmail.com

Introduction

Nowadays branding, marketing literature appears to be an important concept. Because it is seen as indicator and guarantee of the quality, the brand creates a commitment for the consumers to the enterprise. As a result of such commitment, enterprise can perform cross-sales and it may also help the promotional activities. Brand which is important in terms of enterprise and in terms of consumer, so much so over time it can identify the product, so during the demand of a product, not the product but the brand is mentioned directly.

Therefore it can be said that brand is important in terms of consumers but it can be also said that brand awareness is very important in terms of the enterprises to reach their primary targets of making profits. Especially after consumers’ attitudes towards goods and services have become more sensitive together with the increased levels of education. In addition the young people are the actual mass for a lot of brands. At this point it is of importance to determine the young people's attitudes, information and behaviors towards brands. On the other hand when Turkey’s young population is considered, it can be said it is important in terms of enterprises to determine the impact of brand awareness’ factor especially brand preferences among the young people.

At this point, determination and learning of the young people's attitudes, information and behaviors towards brands will be important, heading from this importance; it was tried to measure knowledge, attitude and behavior of high brand awareness for products among 384 learning students in Gölbaşı Campus of Gazi University.

As a result of this survey it was seen that participating students preferred the high brand awareness products. Accordingly, high brand awareness products are considered by students mostly, as reliable products, which provides possibility of protection to consumers, that can be easily found on the shelves and have more promotions but they are thinking that their prices are not the same everywhere.
Also, the attitudes of students participated in the survey towards high brand awareness products show a statistically significant difference according to their monthly income and their ages.