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Marka Cinsiyeti ve Bir Uygulama/Brand Gender & An Emprical Study on Brand Gender

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ABSTRACT

Brand is a very important conception in our daily marketing understanding. Beyond the conceptions that constitute Brand and competitive advantage like Brand Equity, Brand Identity and Brand Personality, there has been added a new conception named Brand Gender. Lots of researches had been done about all the Brand conceptions but there is no academical work based on Brand Gender. In our country as it is a new conception. Therefore our study is an unique study and has an aim to provide contribution to the literature. The study is prepared to determine the gender (Masculin/Feminen) of the Brands from the consumers point of view. Due to this aim ; the Brand categories and Brand has been specified and a survey is applied to the consumers in order to reveal the Brand perception of them. Also, the effect of the demographic factors like age, gender, and marital status on Brand has been examined. A survey has been applied to 152 person face to face. The datas achieved according to the results of the survey has been analysed by IBM SPSS 20 (Statistical Package for Social Sciences). Also the descriptitve statistical methods are used while obtaining the datas. Besides Chi-Square has been used in analysing the hypothesis tests. Conclusion of this study, we advise the firms how to use perception of brand gender in their marketing strategies.

KEYWORDS Brand; Brand Equity; Brand Personality; Brand Identity; Brand Gender