PhD THESIS

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CONSUMERS JUDGMENT OF MARKETING COMMUNICATION ON MILK AND DAIRY PRODUCTS MARKET

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KAPOSVÁR
2012

1. BACKGROUND AND OBJECTIVES OF THE RESEARCH

One of the most important features of the challenges of marketing communication is the constant changes of consuming habits and the consumers themselves. These changes have been proven by many researches (BERKE, 2004; DERNÓCZY et al., 2006; HORVÁTH, 1996; LEHOTA, 2004, PRÓNAY, 2011, SZAKÁLY et al., 2008; TÖRŐCSIK, 2011); all have concluded that the nutritional awareness of consumers are increasing. Trends and anti-trends continue to come and go very fast; the demand moved from simple consumption to health-conscious consumption; more and more people developed the eco-conscious consumer behavior; the sustainability became important in both company and the consumer.

The dynamic change of technical and infrastructural environment of marketing communication is also tinges the image. The basic one-way mediums (radio, television and print media) are replaced by interactivity and mobile communication. The new competitors like the internet and mobile communication devices (smart phones, notebooks, tablets) are gaining ground faster than ever before, competing for the consumer's attention and eventually for their money.

The serious changes of dairy industry and the marketing of milk and dairy products had been reacting mainly for the strengthening of health-conscious consumption. According to this the marketing researches were focus on consumer behavior. But they paid less attention to commercials, despite the fact that they are influencing consumer behavior primarily.

Based on these facts, I defined the following objectives:

- Find the consumption frequency of milk and dairy products and their likeliness.
- Define the consumers' attitudes and preferences about advertisements, especially in case of milk and dairy product advertisements. My unfounded hypothesis (H1) in this case is that consumers demand advertisements affecting their emotions.
- Find the changes within advertisement attitudes generated by the changing media consumption habits. My unfounded hypothesis (H2) is that the consumers spending more of their time on internet, and because of it the traditional media consumption is decreasing.

- Examine the consumers' knowledge about guerilla marketing tools and their attitudes about them. My third hypothesis (H3) is that the guerilla marketing tools are much liked because of their creativity.

To answer these questions the following tasks were defined:

- Discover the relevant national and international findings.
- Carry out professional deep interviews with Hungarian marketing specialists to discover more in-depth connections.
- Primary data collection and analysis in two steps: consumer behavior analysis with personal questionnaire at first; and advertisement attitude analysis with an online questionnaire.
- Cognitive Response Analysis to measure effectiveness of modern marketing communication tools.

The results of this guideline research could be used by professionals of the food industry, especially in the area of dairy products. The results could be useful to discover consumers' needs, to isolate consumer segments, to develop a *proper, modern marketing communication strategy* and to select the optimal tools.

The results could serve as guidelines for community marketing organizations, eventually to improve the society's long term interests of healthy nutrition.

2. RESEARCH MATERIALS AND METHODS

During my research I applied both worldwide acknowledged primary and secondary data collection.

2.1. Applied methods of secondary research

During the secondary research we surveyed the consumer behaviors, the newest marketing communication trends and milk and dairy product consumption data with the help of national and international literatures. The primary databases were provided by the EUROSTAT, the Hungarian Central Statistics Office, Hungarian Milk Board, the Agricultural Marketing Center and the Gfk Hungary.

We tried to get data relevant to specific marketing communication activity of national dairy product sector but there were no references regarding this topic.

2.2. Applied methods of primary research

I used both quantitative and qualitative research methods. In *Table 1* the applied research methods are presented.

Table 1

Methods applied during primary research

Method	Method	Surveyed people	Sample	Method of sampling
Qualitative	*Professional deep interviews*	*Advertising and marketing communication experts*	*4 person*	*Judgment sampling*
	Focus group interviews	*Consumers*	*4x8-10 person*	*Judgment sampling; Cognitive response analysis*
Quantitative	*Questionnaire*	*Consumers*	*500 person*	*Systematic sampling*
	Online questionnaire	*Active online users*	*220 person*	*Quota sampling*

2.2.1. Qualitative research

Within the qualitative research I conducted professional deep interviews and I also conducted focus group interviews. These focus group examinations were made four times in 2011, in Kaposvár and in Budapest. So the attitudes toward advertisements were examined in the Capitol city of Hungary and in their suburb areas.

For data evaluation and for structuring the focus group interviews the Cognitive Response Analysis provided a significant leverage. This method is based on the assumption that people not just passive acceptors of stimuli. On the contrary, they process them actively and subjectively, and those stimuli are persuasive which encourage processing the information actively (WRIGHT, 1973; FALUS, 2004).

2.2.2. Quantitative research

During the sampling methods 500 person were selected. This amount provides reliable quantitative measurement data, according to the profile of the special area of marketing communication. Our aim with this sample was to provide data about consumer habits and attitudes toward advertisements. The questionnaire was carried out between March and October in 2009. It contained both opened and closed questions. In both case we tried to provide unequivocal answers. That is why the 5 and 7 point Linker scale was used. The questionnaire examined two different fields: consuming habits and media-consuming habits.

Beyond this personal questionnaire a representative online questionnaire was carried out with 220 persons as a sampling frame. To ensure representatively in online environment *quota sampling* was carried out. As relevant control feature I selected the gender rate, and after that I selected the sample members by judgment sampling. In this case the sample members were matched with the relevant control features. The online questionnaire was carried out in the third quarter of 2011. It contained 30 questions in 3 blocks about media-consuming habits, attitudes toward advertisements and guerilla marketing.

Data analysis

The data were evaluated by SPSS for Windows 17.0 and Microsoft Excel software. From the unvaried statistical analysis methods I used *frequency distribution*, *arithmetic average and statistical dispersion* (SAJTOS and MITEV, 2007). Significant correlations were calculated (Pearson's Chi^2 test) for the background variables with *crosstabs* (significance level: $p<0,05$). To decide the strength of correlation *Cramer's V* was used, which value must be between 0 and 1.

In the case of the online survey *factor- and cluster analysis* were also carried out. The factor analysis belongs to data reduction methods; the data were examined by *Bartlett test*, which is sensitive to departures from

normality. Besides that Kaiser-Meyer-Olkin (KMO) value was also calculated which shows the suitability of variables for factor analysis (SAJTOS and MITEV, 2007).

3. RESULTS

3.1. Results of deep interviews

One of the main conclusions by the deep interviews is that the consumers trying to avoid advertisements more consciously. The advertisers' reaction to it is to publish more advertisement on every available platform. The positive side of it is pushing the advertisements toward creativity. The result also verifies that the different age groups cannot be convinced with the same ideas. The younger people are more open-minded to new ideas, but because of the huge mass of stimuli it is much harder to cross their stimulus threshold.

3.2. Milk and dairy products consumption habits

The examination of milk and dairy product's consumption habits was a necessary step to confirm that their average consumption rate is too low. With these examinations I attempted to confirm that there is a need for effective and quality advertisements which could help to turn these negative trends into positive ones.

The examinations confirm that the most popular products are the butter, liquid milk and milk powder, the consumption of the last one assumingly belongs to coffee drinking. On the other end we can find the ice cream, cottage cheese and pudding. The low rate of ice cream consumption comes from its seasonal feature; the survey was carried out in early spring months. This rate is perhaps higher in summertime. The margin between butter and margarine is also questionable.

My opinion is the stressing of unique selling proposition is possible in case of butter and liquid milk, so *the increase of domestic consumption rate is the easiest with these products*.

Besides the consumption rate of different products in general, I was curious about the consumption rate of branded products. In *Table 2* the presented averages shows the rate of consumption. Based on this table, the DANONE, Mizo and Montice have the most popular products.

Table 2

Consumption of different brand products (n=472)

Brands	Average	Dispersion
DANONE	*2,65*	*1,18*
Mizo	*2,37*	*1,29*
Montice	*2,25*	*1,82*
Fino Food	*2,13*	*1,40*
Milli	*1,93*	*1,05*
Parmalat	*1,91*	*1,25*
Drávatej	*1,88*	*1,22*
Sole	*1,78*	*1,18*
Zott	*1,77*	*1,24*
Farmer	*1,67*	*1,26*

Unfortunately most of the brands are badly positioned; the respondents consume their products very rarely or not at all.

Persistent appeal to the consciousness should be important in case of milk and dairy products. The local producers could manage by local marketing communication activity. They will benefit from their personal connections, since the consumers will never get it from a multinational company. In this case the consumers get the information about the health benefits of dairy products from a trustworthy source.

3.3. General examination of advertisements

3.3.1. Advertisement attitudes of consumers and their judgment toward advertisement consumption habits

Results of personal survey

The personal survey contained questions about dairy product commercials and attitudes toward them. As a spontaneous recall the repliers had to name a dairy product brand in an open question. Most of them could recall the DANONE advertisements, which were followed by Tolle and Mizo. *Figure 1* contains the named brands.

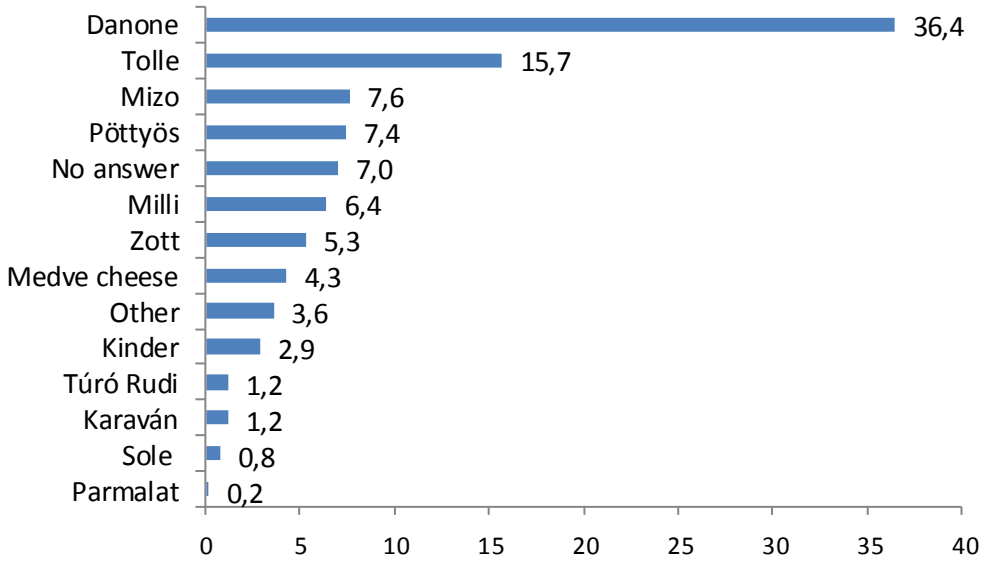

Fig.1 Spontaneous recall of dairy product brands (%) n=472

Results of online survey

In case of the online survey the respondents agree that their life without advertisements would be more boring. Although basically there are negative attitudes toward advertisements, 59 percent of respondents tell that it would be boring without them. I conclude it is because of the quality improvement of advertisements in the last few years.

For the question 'Do you feel motivated by the advertisements on internet?' 69, 2 percent of the respondents answered yes. On top of that, 92.3 percent of them directly ban the pop-up ads. For the satisfaction of the users, all of the browsers offer this option now. Thus the advertisers should reconsider, for example the guerilla marketing could be a tool of a reasonable budget.

3.3.2. Examination of milk and dairy product advertisement elements

In the personal survey the respondents gave lot of feedbacks about the basic elements and functions of the advertisements. Accordingly, most of them thought that milk is the most important (52, 2%); it is informative (50, 7%); it speaks to all age groups at the same time (49, 3%); instead of boring

clichés it is colorful and lively (45, 1%); it contains many information about health protection effects (40, 2%). Besides these, the ideal advertisement is short (29, 4%), it has a popular background music (23, 8%) and it has modern style (15, 5%). The average of the different statements can be found in *Table 3*.

Table 3

Consumers judgment toward statements about milk and dairy product advertisements (n=220)

Statements	Average	Dispersion
It should contain much information about the product.	*4,20*	*1,05*
It should be colorful and lively.	*4,12*	*1,04*
It should speak to every age group.	*4,06*	*1,18*
Milk must be presented in it.	*4,04*	*1,25*
It should provide information about health protection effects.	*3,97*	*1,10*
It must be short.	*3,60*	*1,16*
The background music should be popular.	*3,39*	*1,32*
The text should be modern, youthful and slangy.	*3,21*	*1,21*
The production, the environment or the character should be unusual.	*3,01*	*1,20*
It should contain animation or other CGI.	*2,59*	*1,16*
The presenter in the advertisement should be a well-known public person.	*2,48*	*1,21*

These statements were collated with background variables by crosstabs. In case of genders a significant result (p=0,001) was found with “It should contain much information about the product”: 47, 5 percent of men and 53, 1 percent of women consider it very important.

The information considered most important, was information about health protection effects is highlighted in every age. Even 64, 4 percent of the younger generation (18-29) considers it as a very important issue, not to mention the older age group (50-59) where this rate is 83, 3 percent.

In case of the online survey I used the same statements about milk and dairy products as in the personal survey. The respondents had to rate them on a 5 point Liker scale, where 1: strongly disagree, 5: strongly agree. The strongest agreement was in the cases of “Milk must be presented in it” and “It should provide information about health benefit effects”. As it can be seen in the case of milk and dairy products health still has its importance. Likewise, most of them agreed that it should speak to every age group, it should be colorful and lively and it should contain much information about the product.

3.4. Qualitative analysis of advertisements with focus group method

There are very few successful milk and dairy product advertisement campaigns in Hungary. The domestic small and middle sized companies cannot compete with the ad-force activity of multinational companies. In the background there is not just the enormous difference between the marketing budgets, but the basic knowledge about advertising (BERKE and MOLNÁR, 2006). The great economic crisis of 2008 still has its effect (SOROS, 2009), thus the companies cannot afford unsuccessful ad messages and unresponsive selected media mix. Besides that, the importance of the increase of milk and dairy products consumption rate has its own social responsibility, thus its success is a common social interest.

Six milk advertisement spots were examined during the focus group examinations. Their most important data is presented in *Table 4*.

Table 4

Main data of the examined TV spots

Slogan	Date	Producer/Advertiser
Genuine domestic flavors!	*2008*	*Sole-Mizo*
Cannot get bored with it!	*1976*	*István Sas*
Drink milk!	*2005*	*Milk Board of Canada*
As natural as caring!	*2007*	*Milli*
Divine creamy!	*2011*	*DANONE*
Do you want the drink of champions?	*2009*	*Milk Board of Hungary*

These six ads were grouped as community marketing spots or product ad spots. Their qualitative analysis showed that their effectiveness was different. The expectations of the advertisers and the real cognitive and emotional reactions of the consumers were very different. The effectiveness of certain advertisement elements was also different: a single animation is not enough, it must have proper content. The present community marketing spot (Do you want the drink of champions?) was not recognized; furthermore the unsuccessful state of the current Hungarian football team generated a negative attitude.

The most common elements evoking emotional reactions were the slogans, the music and the plot of the advertisements. The participants missed the information about the certain products and their health benefits.

It is important to mention that none of the segments could achieve its objectives alone; in order to convey an effective message, it is important to

put them into proper order. But it is not good to go too far in your delivery. An accelerated segment is divertive.

To summarize, in case of advertisements, the information dissemination is in the consumers' focus, every emotional feature is just following this. The groups agreed that the ideal advertisement is short, it contains all information about the product and its health benefit functions and all of it is presented in a harmonic, understandable and acceptable format for every age group. Furthermore it has music which is capable of evoking positive emotional reactions. It confirms that the successful advertisements are working with tools of central route to persuasion, which means they provide information and argumentation to consumers. Thus I reject the H1 hypothesis (consumers demand advertisements affecting their emotions).

3.5. Examination of media consumption habits

It is not enough to examine advertisements just on their own; their platforms also have a very important role. The effectiveness of the certain advertisement is different due to the different capabilities of media and other platforms. Because of these findings, in this chapter I tried to discover the media consumption habits.

3.5.1. Results of personal survey about media consumption habits

The different media consumption rates are presented in *Table 5*. The internet and the TV reached the highest rate: 27, 6 percent of the repliers spend 2-4 hours on internet and 26 percent of them watching television the same amount. The print media reached the lowest rate, only 2, 9 percent of the respondents spend 2-4 hours reading newspapers or magazine. As for the radio, only 10, 4 percent of the respondents listen to it more than 2 hours.

Table 5

Consumption rate of different mediums (%) n=472

	Consumption (%)				
Medium	**<30 minutes**	**<1 hour**	**1-2 hour**	**2-4 hour**	**>4 hour**
Television	*11,0*	*15,4*	*37,7*	*26,0*	*10,0*
Internet	*8,2*	*18,6*	*30,3*	*27,6*	*15,3*
Print media	*43,1*	*38,3*	*14,7*	*2,9*	*1,0*
Radio	*35,3*	*24,1*	*20,3*	*10,4*	*9,9*

The different age groups have different media consumption rates. The internet took an important place in my research, and I measured very close significant correlation (p= 0, 000) with age, degree, income and judgment of income variables. Their rate is shown in *Table 6*.

Table 6

Rate of internet usage by different variables (%) n=472

Variables	**<30 min**	**<1 hour**	**1-2 hours**	**2-4 hours**	**>4 hours**
Age group (p=0,000)					
18-29	*4,9*	*11,5*	*31,8*	*32,8*	*19,0*
30-39	*13,6*	*34,8*	*28,8*	*16,7*	*6,1*
40-49	*19,0*	*47,6*	*23,8*	*9,5*	*0,0*
50-59	*17,6*	*47,1*	*23,5*	*5,9*	*5,9*
above 60	*75,0*	*25,0*	*0,0*	*0,0*	*0,0*
Degree (p=0,000)					
Primary ed.	*6,3*	*6,3*	*28,1*	*31,3*	*28,1*
Skilled laborer	*20,5*	*23,1*	*41,0*	*12,8*	*2,6*
High school	*5,7*	*14,1*	*30,7*	*32,2*	*17,3*
College	*16,3*	*44,9*	*20,4*	*12,2*	*6,1*
University	*0,0*	*40,0*	*30,0*	*20,0*	*10,0*
Income (p=0,002)					
Under 65 000 Ft	*9,0*	*14,9*	*20,9*	*32,8*	*22,4*
65-100 00 Ft	*16,1*	*24,2*	*33,9*	*17,7*	*8,1*
100-130 000 Ft	*10,9*	*43,8*	*23,4*	*14,1*	*7,8*
130-160 000 Ft	*7,1*	*14,3*	*35,7*	*35,7*	*7,1*
160-200 000 Ft	*20,0*	*0,0*	*20,0*	*0,0*	*60,0*
Above 200 000 Ft	*0,0*	*0,0*	*50,0*	*50,0*	*0,0*
Judgment of income (p=0,000)					
Far under the average	*13,8*	*13,8*	*17,2*	*37,9*	*17,2*
Under the average	*13,3*	*38,3*	*26,7*	*16,7*	*5,0*
Average	*13,0*	*26,1*	*35,9*	*18,5*	*6,5*
Above the average	*7,7*	*23,1*	*15,4*	*23,1*	*30,8*
Far above the average	*0,0*	*0,0*	*100,0*	*0,0*	*0,0*

3.5.2. Results of online survey about media consumption habits

In the first block of the online survey the respondents were asked about their media consumption habits and attitudes toward advertisements. The first question was about the daily media consumption, the results are shown in *Table 7*.

Table 7

Daily usage of different mediums (%) n=220

Medium	<30 perc	<1 óra	1-2 óra	2-4 óra	>4 óra
Internet	*2,7*	*6,3*	*30,9*	*36,0*	*24,0*
Television	*18,2*	*15,4*	*41,4*	*21,4*	*3,6*
Print media	*49,5*	*41,0*	*7,7*	*1,4*	*0,5*
Radio	*56,9*	*17,3*	*15,9*	*4,5*	*5,4*
Internet (mobile phone)	*65,0*	*19,8*	*12,5*	*1,4*	*1,4*

Based on the results the respondents spend most of their time on internet, 24 percent of them spend more than 4 hours a day. This research could be extended later by the qualitative analysis of this data. Comparing to the personal survey the time spent on internet has grown significantly.

As for the TV, 41 percent of the respondents spend at least 1 or 2 hours watching TV. 21, 4 percent of them spend even more, 2-4 hours per day. Comparing this result to the personal survey, the time spent watching television has decreased (instead of 36 percent it is only 25 percent the rate of those who spend 2 or more hours watching television).

As for the further comparison to the personal survey, I added the mobile phone internet as an option. It is because within the technological development the smart phones are going to shape our media consumption, and thus affecting our advertisement consumption habits.

Therefore, I confirmed the H2 hypothesis (the consumers spending more of their time on internet, and because of it the traditional media consumption is decreasing).

3.6. Examination of the awareness of guerilla marketing and attitudes toward it

The examination of guerilla marketing has an important role in my research since it provides cost effective alternative to the domestic small and middle sized companies, thus they could compete with the multinational enterprises using ad-force. By the rapid increase of advertisement impulses the ad-avoidance is also increased, so it is in the advertisers' interest to use alternative tools like guerilla marketing. Of course by the usage of it the ethical behavior could not be forgotten, in the last few years its hiatus generated many conflicts (SIKLÓSI, 2010).

In the online survey the second block of questions focused on guerilla marketing. As for the awareness of its tools, the blog had the highest rate: 57 percent of the respondents already experienced them (*Table 8*). Although it was possible for the respondents to select the spam (87 percent of them actually did it), this is not entirely a guerilla marketing tool. It is true that it could be a part of it because of its spreading and sometimes creative form, but from its beginning great aversions were generated against this approach, while the guerilla marketing has its aim to convince the consumers and gain their attention in an alternative way.

Table 8

Awareness rate of guerilla marketing tools (%) n=220

Tool	Rate of awareness
Spam	*86,8*
Blog (storm)	*56,5*
Permission marketing	*46,3*
Flashmob	*45,1*
Word of Mouth	*41,4*
Ambient marketing	*41,3*
Viral marketing	*38,2*
Urban legends	*33,6*

Most of the respondents are aware at least one of the guerilla marketing tools and 69 percent of them has already experienced a campaign like this.

The industrial sectors behind the campaigns are diversified. As for the research, the food industries are important, but it reached only 5 percent which shows a very powerless activity in the field of innovation. There is no excuse for this; these tools are much cheaper than the regular advertisements.

3.6.1. Consumers judgment of guerilla marketing

The respondents basically recognized and accept its positive features. Creativity and its imaginative feature come first; they agree with its innovative feature and its difference from the average, thus it is effective in grabbing the attention. The cost effectiveness is also a significant feature: 22, 3 percent of the respondents strongly agree, 41, 9 percent of them mostly agree. 57, 2 percent of them have a positive opinion about the statement which says the guerilla marketing uses the personal relationship network of people. They agree with the ‘difference from average’ and ‘excel from the mass’ (80, 6 percent). It is very important that the respondents think it is *effective* and *genuine*. It strengthens my assumption that the application of these tools is needed for the domestic dairy industry.

The respondents do not agree with the negative statements about guerilla marketing: 64, 8 percent of them reject that it is an unnecessary technique; a company should spend on TV spots. The parallel in this statement is not a coincidence: the online advertisements draw expenditures mainly from the television. 60, 2 percent disagree that guerilla marketing has no future or it is just a short term trend.

Based on these findings, I confirmed the H3 hypothesis (the guerilla marketing tools are very effective and well liked because of their creativity).

3.7. Examination of the connections between lifestyle features and attitudes toward advertisements

In case of the online survey the results of the descriptive statistical analysis may be concluded that the respondents could be divided into different segments based on their attitudes toward advertisements. This type of segmentation was carried out by factor- and cluster analysis. With the aid of these methods I attempted to define different groups which could serve as a starting point for small and middle sized companies to identify their target audience and to create an effective message.

The final groups created by the factor- and cluster analysis could serve as a basement for target group segmentation in practice. The clusters are the following concerning their rate comparing to the whole sample:

- Conservatives (2, 7%): Their most important feature is their opinions about advertisements are exaggerating the product benefits, but they agree with the statement that if someone advertises more could sell more products. Although they admit that the purpose of advertisements is to cheat consumers, they mostly agree that they could not rid themselves out of their influence; moreover, they are going to buy by the inspiration of a good quality advertisement.
- Sober advertisement consumers (11, 8%): They strongly agree with the “good product also needs advertisement” statement, so they admit the reason for existence of advertisements. They are the most denial group with several statements: they can avoid the influence of advertisements, they can make a quality differential between products and advertisements; their opinion is the strongest when the advertisements are not objective, and they think that advertisers have no clue about the proper amount of advertisement.

- Qualitative advertisement seekers (49, 3%): they know a lot of boring advertisements, the simple commercials annoying them and they think there are a very few quality advertisements.
- Acceptors (36, 2%): They are the least influenced group by the advertisements and comparing to the other clusters they consider mostly the advertisements objective. They think that a good advertisement does not necessarily mean that the product is good.

4. CONCLUSIONS AND PROPOSALS

In this chapter I make my conclusions based on the results of the primary and secondary researches and I draw up useful proposals for the dairy industry.

- Based on the results of the thesis, it is clear that milk and dairy product advertisements, and the advertisement culture in general need significant improvements. Without improvements, the increase of the milk and dairy product consumption rate cannot be achieved, although it must be the utmost objective of the dairy and health industry.
- During the research I examined the consumption rate of some certain milk and dairy products and their likeliness. I found that the most popular products are the butter, the liquid milk and the milk powder. Increase of their consumption rate could be realized by a well-planned marketing communication campaign within a carefully thought-out community marketing strategy, which must be built by first utilizing online communication activity.
- The data shows us that the health benefit effect is an important feature which influences the consumption. Thus the improvement of trust features within food industry, especially milk and dairy products a reliable USP could be developed. This must be the central point of any well-planned advertisement campaign.
- Although the USP of milk and dairy products must focus on healthiness, any marketing communication campaign should be planned by the features of the different clusters. These features must appear during the product development, where significant cost and energy saving could be achieved during the campaigns. *Therefore, the present of marketing experts in product development is inevitable.*
- I propose stronger conscious advertisement planning with the usage of *central route persuasion*, which could evoke *long term attitude change*. The results prove that the consumers demand more information. Based on this finding, I reject the H1 hypothesis (consumers demand advertisements effecting emotions). Here I must note that it does not mean leaving of tools using peripheral route (affecting the emotions), but the stress must be on advertising elements which affect cognitive processes. The usage must mix these

features, but not to forget: the peripheral route elements are for grabbing and keeping the attention and the central route elements are for evoking action. This approach does not mean additional expenses: it means only a more conscious advertisement planning in order to create more effective advertisements which grab the attention more effectively.

- The stress must be on the strengthening of consumers' consciousness. It could be carried out with a guerilla marketing campaign focusing on the USP of milk and dairy products. It should provide more information about the healthiness of these products. With this the positioning (or re-positioning) of healthy nutrition could be carried out.
- The certain brand profiles (e.g. youngish, it suits me) could serve as a basement for domestic companies to their marketing strategy planning.
- In the domestic advertisement market the guerilla marketing presentations of dairy industry are missing. It means the domestic milk and dairy products miss a serious chance. Thus the usage of guerilla marketing for small and middle sized companies is inevitable. Beyond the cost effectiveness the research data proved the H3 mull hypothesis (the consumers are more opened to these kind of advertising than those in the traditional media platforms). With the usage of guerilla marketing the advertisement avoidance could be reduced and new, positive attitudes could be created not just towards milk and dairy products but towards advertisements as a hole. But attention must be paid for the professional knowledge of advertisement designing: the thrift should be somewhere else.
- The role of guerilla marketing has many levels. In my opinion it has the strongest effect at the market introduction stage either individual or supplementary campaign strategy. For products already in maturity stage it could be useful for re-positioning and target group extension.
- It is inevitable for the domestic community marketing organizations to influence positively, the consumption related risk-avoiding habit. The results show the present hiatus of a conscious, long term marketing communication strategy focusing on objective information.

- By the usage of a strategy like this the increase of the image and eventually the income of small and middle sized companies could be achieved, which would generate a significant impact for domestic economics.
- The approach of media buying habits must be changed. The ruling position of television is decreasing, while the importance of the internet is rapidly increasing. The results of my research confirm the H2 hypothesis (the consumers spending more of their time on internet, and because of it the traditional media consumption is decreasing). The data of advertisement spending are following the tendencies of the changing media consumption habits. According to this I propose a targeted online campaign for the dairy industry. During a campaign like this, attention must be given to the segmentation of the online population based on the visit rate of websites.
- The clusters created during the examination provide trustful basics for this segmentation. Thus it is possible to reach every target group with campaigns directly formed to their needs. These approaches must appear during the product development, thus significant cost and energy saving could be achieved during the campaigns.
- The further analysis of the clusters proved for the advertisers that media buying habits must be changed. Since the traditional media is losing its importance and the internet is increasing it, the future campaigns must pay attention to this tendency.
- The four clusters must be approached by different communication tools:
  (1) In case of the *conservatives* traditional ATL tools are efficient: short, targeted carried out TV commercial spots (focusing on information, not on the characters), outdoor advertisement platforms, and advertisements in print media and radio ad spots.
  (2) On the contrary, for the *sober advertisement consumers* prefer BTL tools: point of sale ads, viral marketing tools for sharing (videos, images) or the flash mob from the guerilla marketing tools could work.
  (3) In case of *qualitative advertisement seekers* find pleasure in advertisements, so they are the most opened for any kind of tools:

blog storm, viral marketing, POS and POP tools because the importance of the packaging, ambient marketing, grassroot, astroturfing, influencer marketing, buzz, urban legends – all of them could work.

(4) In case of *acceptors* are skeptic with advertisements, thus the stealth marketing, permission marketing and the short, exacting viral films could work.

To summarize I can state that a conscious marketing communication campaign could help with the repositioning of milk and dairy products in Hungary.

5. NEW SCIENTIFIC RESULTS

1. The consumers' judgment of creative features of advertisements was carried out by a personal survey with 500 persons and by an online survey with 220 persons. The most important involving elements were: product information about health benefit functions, the slogan, the music and the understandable plot. The poles of refuse were the confusing, impossible to follow creative concepts, the inappropriate package, the low information content and the low quality animations. During the examination I used the model of cognitive response analysis, which have never been used before within this area.

2. The guerilla marketing has never been examined within the area of milk and dairy products in Hungary. Based on the results of the online survey with 220 persons about guerilla marketing it is concluded that the consumers are open-minded and susceptible for these kinds of tools.

3. Based on the results of the factor- and cluster analysis of attitudes toward advertisements the defined groups could serve as a basic for target group segmentation in practice. These clusters are the following according to their rate to the whole sample: *conservatives (2, 7%), the sober advertisements consumers (11, 8%), the qualitative advertisements seekers (49, 3%) and the acceptors (36, 2%).*

4. For the analysis of the effectiveness of domestic milk and dairy product advertisements I used first time in Hungary the *central* (cognitive, long term attitude change) and *peripheral* (emotional, short term attitude change) *route to persuasion* method.

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