

## AN INTEGRATED MARKETING COMMUNICATION MODEL TOWARDS CHILDREN IN TURKEY: AN EMPIRICAL STUDY ON MILK DRINKING HABITS\*

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### ABSTRACT

*The milk consumption in Turkey is far behind of that of the EU states. Taking this as a starting point, our study explored the underlying reasons why in our country and how this gap could be bridged. Parent-child communication, the communication technics of milk firms, competitive communication strategies employed by substitute drinks, have been found as important factors with effect on the issue. In-deep interviews with experts of the field and focus group studies with children revealed important results. At the focus interviews, it's been found that children were perceiving milk as a duty to please parents and get a preferred entertainment as reward. The main reason for this perception amongst children is the insufficiency of parents as positive role models. The milk firms also have established a communication similar to parents which causes to the perception of the "duty drink". "Duty drink" communication without insight to the children is thus not able to reach sufficient motivation on them. At this point, a model communication campaign to carry the milk perception towards a positive approach has been designed and tested. This aspect of the study suggest a model for integrated marketing communication towards children.*

*Keywords: Integrated marketing communication, milk consumption attitudes, insights, parent-child communication*

### TÜRKİYEDE ÇOCUKLARA YÖNELİK BÜTÜNLEŞİK PAZARLAMA İLETİŞİMİ ÖRNEĞİ: SÜT İÇME ALIŞKANLIĞI ÜZERİNE UYGULAMALI BİR ÇALIŞMA

### ÖZET

*Nüfusunun çoğunluğu çocuklar ve gençlerden oluşan ülkemizde süt tüketiminin Avrupa Birliği ülkelerinin çok gerisinde olduğu gözlenmektedir. Çalışma, sağlıklı bir yaşam için uzmanların bir yaşam boyu içilmesini önerdikleri sütün, nüfusunun çoğunluğu çocuklar ve gençlerden oluşan ülkemizde, Avrupa Birliği ülkelerine oranla neden çok daha az tüketildiğini ve bu sorunun nasıl aşılabileceğini konu etmektedir. Ebeveyn-çocuk iletişimi, süt pazarlayan firmaların iletişim yöntemleri ve süte ikame edilen diğer içeceklerin rekabetçi iletişim stratejileri gibi faktörlerin bu konuda önemli etkenler olduğu tespit edilmiştir. Bu etkenler göz önünde bulundurularak örnek bir iletişim kampanyası geliştirilmiş ve sonuçları test edilmiştir. Çalışma kapsamında gerçekleştirilen odak grup görüşmelerinde çocukların sütü, ebeveynlerini mutlu etmek ve sonucunda diledikleri eğlenceye ulaşmak için içtikleri bir görev içeceği olarak algıladıkları görülmüştür. Bu algının en temel sebeplerinden biri ebeveynlerinin olumlu yönde rol model olmamasıdır. Süt pazarlayan firmaların iletişimlerini incelendiğinde de ebeveynlerin çocukla kurduğu iletişimin bir benzerini uyguladıkları ve görev içeceği algısına hizmet ettikleri görülmektedir. Çocuğun içgörülerine erişmeyen dolayısıyla onun dilinden olmayan "görev içeceği" iletişimi çocukta yeterli motivasyonu oluşturamamaktadır. Bu faktörlerden yola çıkarak çocukta süt algısını olumlu yöne taşıyacak örnek bir iletişim kampanyası tasarlanmış ve test edilmiştir. Çalışma bu yönüyle çocuklara yönelik bütünleşik pazarlama iletişiminde bir model önerisi sunmaktadır.*

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*Anahtar sözcükler: Bütünleşik pazarlama iletişimi, süt içme alışkanlığı, içgörü, ebeveyn çocuk iletişimi*

## INTRODUCTION

With incorporation of technological opportunities to every aspect of human life, significant changes have occurred in people's life styles. When each generation is compared with the previous generation, these differences become more apparent. Especially, overall review of the life styles of children today suggest that they are a generation who are vitally open to the world and dynamic and who live 7/24. Naturally, such a generation highly interacts with today's marketing and communication world. It was such that children who are hedged around on all sides with intensive marketing messages are exposed to these messages in every aspect of life. Children are frequently exposed to communication messages in communications messages especially in such channels as television and the internet and these messages penetrates to all areas of social life.

When it is considered that child consumers are the "consumers of tomorrow", the establishment of certain consumption habits at early ages is regarded to be one of the fundamental principles of marketing to children. In this sense, integrated application of effort for marketing to children is necessary to achieve long-lasting consumption habits.

Another important issue in marketing to children is to apply communication models by considering children's insights. In other words, it is necessary to use children's language to communicate with them.

In this study, it was determined that children, i.e. the parents of future, in our country, which has a high rates of young population do not consume milk at adequate rates is a problem. Following from this problem, this study was undertaken to investigate the reasons why children do not drink milk and the effects of communication factors.

## 1. CHILD BEHAVIOR

Human beings learn to walk, eat, speak, read and write, communicate with their

environment, behave according to social and cultural structure with experiences throughout their life. People's consumption habits are shaped with the family, environment, factors etc. and communications they are exposed to. Therefore, behaviors are related with psychological factors like learning, motivation etc. The concept of learning is influential in the shaping and explanation of human behavior as a psychological factor. Gaining insights into learning process paves the way for the understanding of how communication affects people's perception (Elden et al. 2005: 119).

Learning is defined as change in behavior based on experience. Human mentality, feelings, behavioral patterns, beliefs, value judgment and aims are shaped by learning to a large extent. The ways individual needs satisfied are generally determined learning and it is also influential in the solution of controversies (Gökçe et al. 2001: 3). In terms of consumer behavior, learning is defined as behaviors which come into being as a result of consumption knowledge, experiences and purchasing in line with individual needs (Belch and Belch 2004: 123). Learning is realized in two ways in terms of development and shaping attitudes and habits. The first learning way is learning through symbolic forms like words, pictures etc. The second way to learn is learning through having experiences with an object (Lutz 1978: 276).

There are two fundamental approaches with regard to learning. One of them is behavioral learning theory and the other is cognitive learning theory (Solomon 2004: 82-93; Fill 1999: 80; Belch and Belch 2004: 123). Behavioral learning theories points out to the role of external stimuli which leads to behavior in learning process. According to these theories, individuals internal psychological processes are of great importance for behavioral learning. Behavioral learning is divided into two as classical conditioning and operant conditioning (Solomon 2004: 83; Fill 1999: 80; Belch and Belch 2004: 123).

Classical conditioning theory argues that learning is an associative process which occurs

between a stimulant and reaction n (Tellis 1998: 101; Belch and Belch 2004: 123). Stimuli are inputs that appeal to our senses. Family, friend and behavioral patterns in the environment, products, brands, advertisements, advertisement characteristics etc. many entities serve as a stimulant. There are two types of stimulants. One of them includes the physical stimuli from the environment; the other type includes stimuli from within the individual like expectations, motives and experiences (Odabaşı and Barış 2002: 129). In classical conditioning, learning occurs as a result of reactions to external stimuli.

In classical conditioning process, individual that is exposed to stimulant is in a passive condition. However, in operant conditioning individual is to be active for learning to be realized. In this type of conditioning which is also called instrumental conditioning, individual's learning reaction is shaped according to positive reinforcement (reward) or negative reinforcement (punishment). In other words, positive reinforcement increases the possibility of occurrence of behavior and when negative reinforce is removed or not given the possibility of occurrence of behavior increases (Belch and Belch 2004: 125; Fill 1999: 81; Tellis 1998: 101-102).

Another main approach about learning is cognitive learning. This change in opinion, attitude and behavior is called as cognitive learning (Tellis 1998: 101). Contrary to behavioral learning theories, cognitive learning theories lay emphasize on individuals' inner mental processes. Cognitive processes like development and change in perception, beliefs and attitude are important in purchasing and decision making process (Belch and Belch 2004: 127).

One of the basic processes in cognitive learning is learning through modeling, the other is learning through reasoning (Fill 1999: 82). Learning through modeling approach is based on observation. Children's learning behavior develops in this way as well. The reward offers advertisers use in the advertisements sets an example for the use of this learning approach (Fill 1999: 82). For example, symbols like growing and increasing

height of the child who drinks milk in advertisements are aimed at using learning through modeling. At this point, the subject to be modeled in communication is to be based on the insights from target mass. Following from the same example, the point to be modeled in milk advertisements is children's desire to grow and increase in height quickly. However, it is necessary to discuss whether children want to grow up quickly for correct communication language to be used. Understanding whether children's real perception, expectation and desires are in this direction (Do children want to grow up quickly?) or not and psychological process related to milk drinking behaviors is determinative for the success of communication in modeling to be set up.

Learning through reasoning which another sophisticated structure in cognitive learning process represents the restructuring of individual needs (Fill 1999: 82). This type of learning has an important place in child behavior and communication with him/her because children in adolescence tend to learn new information all the time and transform their knowledge into behaviors through reasoning. For instance, child who was constantly exposed to the messages like "drink milk and grow" through reasoning could learn that "I grew up and I will no longer drink milk". The child is exposed to communications form many aspects. Parents' presentation of milk as a duty drink, children's perception and observation of their adults not drinking milk as they are "grown up", the widespread perception among friends at school and in the neighborhood that "drinking milk= childhood" and children who drink milk are despised, the beverages replacing milk give place to children's real insights in their communications to attract children are multiple communication factors and each is an important variable for milk drinking behavior.

Motivation is another psychological factor that underlies human behavior. Motivation is process of realizing behaviors in meeting people's needs or reaching their aims. Starting to move is called as motivation and the thing that makes one move is called as motive. During motivation process, on the one hand needs continuously change and on the other

side changes happen in individuals change. This continuous change forms the dynamic of motivation. It explains the status of behavioral change with the effect of a stimulus and wish (İnceoğlu 1985: 2-7; Silah 2000: 45). Need is the condition of tension caused by the lack of something. The more the missing thing is important for individual, the more the tension caused by its lack is felt. The most basic motive that prompts consumer purchasing behavior is explained with the concept of need. Needs prompts consumers, in other words motives them (Odabaşı and Barış 2002: 21).

When motivation is considered from this point of view child behavior, it is concluded that children tend to behave according to their needs. When the need is removed, child does not have any motivation. When milk drinking habit case is formulized, it can be concluded that there must be motivation to direct the child to behavior. When the main theme is based on "growing" which is used in family, environment and marketing communications, the child will show milk drinking behavior only when they feel the need to grow. If the child does not feel this need, there are two results. Child drinks milk with the parents' pressure or the child does not drink milk. In the adolescence, child who relates drinking milk with the motive to grow does not drink milk does not drink milk when s/he no longer needs it.

## **2. COMMUNICATION WITH CHILDREN**

Communication with children is handled as two dimensions. One of them is the communication children establish with parents and their environment, the other is the communication with companies which are in marketing communication with children. Following from this, the issue of communication will be discussed under two headings: parent-child communication and communication established for marketing to child.

### **2.1. Parent-child Communication**

For each social system to sustain its existence can only be via primary and secondary groups it includes. Family is undoubtedly one of the

leading primary groups that play role in socialization process. In adolescence, children establish communication with family members, and get information about political and social environment from them (Merelman 1980: 462).

In fact, there are two reasons why family is so important in child's socialization process. First is that family is the only source of information that can direct him/her at an age when the child is most open to learning. The second reason is the environment of confidence caused by profound emotional relation between parents and the child. This environment of confidence is highly important because children can sometimes acquire the values of their parents without being aware of it (Turam 1994: 28).

According to Kalaycıoğlu, family has two different types of influences, direct and indirect, on the child. In direct influence, family can deliberately and actively teach the child political values, moral values, beliefs and rules. In indirect influence, the child observes relations in families, authority and norms and exhibit learning behaviors (Kalaycıoğlu 1984: 150-159).

Drinking milk behavior is, as in the case of other behaviors developments, one of the habits children acquire through observing their parents. When milk drinking habits in Turkey are considered, it is seen that this rate is low in adults. As drinking milk is not observed in parents by the child, the child gives up milk drinking behavior at an early age as results of "growth& duty drink= milk" imposition by the family and it does not become a permanent behavior. As the children of today will be the adults of tomorrow, this case turns into a vicious circle.

### **2.2. Marketing Communication towards Children**

Marketing especially marketing to children has increased significantly in recent years. In an atmosphere of marketing where kind of battle of brands is seen, firms spend huge budgets to gain children who are the consumers of today and tomorrow. Advertisement and marketing on television and press, promotion, school area adverts and product layouts in cinemas all of

which target children cost billions of dollars (Lauro, 2006).

Why are the children exposed to such marketing battles? According to Professor James U. McNeal, firms have explored that this is a profitable business. McNeal explains there different strategies represented by children as follows: (1) children's their own expenses, (2) family's effect on spending decision and (3) their openness for advert campaigns designed to become consumers of future (Zoll 2006).

When psychographic characteristics of children of today are reviewed, it is stated that every generation grows faster than previous generation. In this generation, there are many children of divorced, children who are pleased to belong to a group and children who have never studied world map in geography classes but who can chat 7/24 online with their friends from countries where they have never been to. As Martin Lindstrom writes 'it is a generation who were born with a mouse and computer screen in their hands which are windows opening to the world (McDougall and Chantrey 2004: 1). With developing technological opportunities, this liveliness and openness to the world increases the chances that they come across with messages send by marketers. This generation under the bombardment of information adapts to this communication culture and perceives meaning of brands at early ages.

Children who are targeted by advertising and marketing because of the amount of money they spent, their influences on family expenses and the amount of money they will spend when they grow up have already shaped the images of firm logos and mascots before they are 1 year old. When they turn 3, they specially want products with brand names (Johnson and Gannon 2006).

Children's strong perception of brands and the meanings they represent are doubtlessly are products of effective communication studies. In this communication activities make use of public relation studies in which cartoon characters visits shopping centers and schools, coupons, free gifts and the internet (Beder 1998: 7). With integrated marketing activities

and advertising studies, brands can reach everywhere children are and they enable children to establish communication with brands in every area of their lives.

Like other marketing communication efforts, advertisements are directly related with purchasing behavior in the children world. Adverts are important directors of the effects of both parent-child consumer communication and parents on children's purchasing behaviors (Buijzen and Valkenburg 2003: 483-484).

While it is stated that the most important 5 factors in children lives are parents, school, friends, other members of the family and television (Jackson 2003: 5), according to some views persuading power of the "perfect world" of television is more dominant than other factors in children's first socialization period (Johnson and Gannon 2006). The things they have to see on the television are important in school and friend groups (Nathanson 2001: 255) because the images seen on the television are everywhere. The child who gets up in his/her pajamas with Disney character from his/her Barney sticker sees these images repeatedly on his/her friends Action Man T-shirts, on their lunch-boxes with Transformer logos, in children stores s/he goes with his/her parents and on television.

Another important issue in marketing efforts to children is visual quality. Within the framework of marketing communication, packages, promotion materials and adverts are to be prepared by focusing on visual attractiveness because exciting, surprising and entertaining components in adverts attract children's attention and raise their interest to the products (Odabaşı and Barış 2002: 264). When children are asked what attracts them in adverts, their answers included movement, music/dance and humor as the most important feature (Collins and Tonnessen 1992: 255).

### 3. METHODOLOGY

In this study, the low amount of milk children in Turkey drink was determined as a problem. Following from this problem, qualitative studies and document-based studies were used to reveal the reasons why children consume so

little amount of milk. In this section of the study, study model study model, sample and data collection methods are explained in detail.

### 3.1. Study Model

In this study, the research model is based on qualitative studies. Qualitative studies are studies used to determine a problem, develop theories, determine important issues and design quantitative study. These studies contribute to the understanding of consumer experiences about a product, brand or advert (Briggs 2007: 353). In qualitative studies, rather than yes/no questions, open-ended questions and profound information collection methods are used to find out what people think and feel. In marketing literature, these studies are also called as motivation researches. One of the methods used in qualitative studies include in-depth techniques (Arens 2000: 212-213).

In-depth techniques are techniques like interview which requires a great attention on the part of the research conductor. In-depth interview technique includes relax and loose structured questions which are carefully planned and which directs interview to reveal profound feelings of participants. One of the most common in-depth research techniques is focus group studies. In focus group research which is generally used in marketing studies, group discussions are conducted about a product, service or marketing situation with a group of six or more people who represent the target mass. Subjects reactions to products or adverts are spontaneously saved (Arens 2000: 213; Russell and Lane 1996: 500; Briggs 2007: 354-355).

In this study as well the research was designed to include focus group interviews to understand their insights about milk and to reveal the reasons why they drink low amount of milk.

In this study, various examinations were given place to confirm children's insights. One of the studies on this issue is interviews with experts. In these interviews, experts' views about milk drinking behaviors of children were saved. Another examination that is given place to support this study is qualitative examination of milk adverts designed for children in Turkey.

After children's insights about milk are determined, a sample communication was designed to reveal the effects of these determinations on communication with children. In order to determine possible effect of this campaign designed based on children's insights, the pre-test was administrated to the same children who were interviewed in focus group.

Pretesting measures subjects' liking and understanding levels using various qualitative techniques. Before completing advert application, these tests enables to get information about possible effects of adverts and attitude changes thereby contributes to the development of advert application. One of the techniques used in pre-testing is focus group interviews (Russell and Lane 1996: 501; Belch and Belch 2004: 626; Arens 2000: 215-216). In this study, pre-testing application was used to reveal how and to what extent participants understand sample communication campaign and to determine their perception of communication message and how much they like the campaign.

### 3.2. Subjects (sample)

In this study, judgment sample in which the sample is chosen in line with an aim was used. Subject variables were determined as gender, age and socio-economic status.

Ten girls and ten boys who attend to primary school and whose ages ranged between 7 and 10 were included in the subject group. These children were chosen from two different primary schools which represent low and high socio-economic levels.

### 3.3. Means of Data Collection and Process

In this study, data collection is based on three basic stages. One of them is expert views which reveal psychological reasons of children's milk drinking/not drinking. The second is the qualitative examination of milk adverts designed for children. The third data collection stage includes focus group interviews which are made to determine children's insights about milk and pre-testing focus group interviewing which was

administrated to determine possible effects of sample communication campaign based on these data.

Data collection from experts on this issue was preferred to reveal psychological reasons behind children's milk drinking or not drinking. These experts are chosen among experts on psychology, pedagogy and nutrition who work in university hospitals in Central Anatolia and Aegean Region. In interviews with experts, we got opinions of experts about children's communication with parents and views of experts which explain the reasons why children drink or not drink milk based on psychological behaviors. Interviews with experts were realized based on three main research questions. These questions are: what are the factors for children's milk drinking behaviors? How can drinking milk be a permanent habit? How milk is to be represented to children? Based on the data, psychological reasons for milk drinking behaviors of children which is the first stage of the study is revealed scientifically.

In the second stage of the study, milk adverts broadcasted between the years 1999 and 2010 in Turkey were determined to collect data for qualitative analysis of milks adverts addressing to children. These adverts are the television and press adverts of four leader milk brands (Pinar, Ülker; Sek, Süttaş) which spend the highest amounts of money for adverts. The analysis of adverts was made following from these questions: What is the strategic approach in the adverts and what promise do they give to the target mass? Who do milk adverts address to? In analysis of adverts within the framework of the research questions, "what firms say" to children about milk was revealed.

In the third stage of data collection, focus group interviews were made to determine children's perceptions and insights about milk. In these interviews, children's perceptions about milk and drinks were determined with free association and image matching. Two methods were used to obtain data. Children were asked to draw pictures milk images in their minds. Later on children were shown pictures which include images like happiness, family, entertainment and game and they were

asked to match these pictures with milk and other drinks replacing milk. Based on this data, children's perception of milk and their insights were determined. Finally, a sample communication campaign was designed based on children's perception and insights and pre-test focus group interviews was administrated to determine possible effects of this campaign. In these interviews, communication campaign sample was shown to children as storyboard and this campaign was told in detail by making a story of it. After that, children were asked questions about this story/campaign. The questions were designed to obtain data about children's liking of campaign and understanding of children's story/campaign content. With these data, possible effects of sample communication campaign and thus their level of success and its consistency with other studies conducted.

## 4. RESULTS

### 4.1. Results of Expert Views

In the interviews conducted, expert views which reveal role and model relation in milk drinking habits as in other behaviors. As Prof.Dr. Sedef Nehir El of Ege University who is a member of Food Engineering of Engineering Faculty points out in her study entitled "Nutrition in Childhood" in 2004 parents play a key role for the development of nutrition habits of children not only by providing food to them but also giving them nutrition knowledge and being role model for them. Prof. Dr. Perihan Arslan of Hacettepe University who is a member of Nutrition and Diabetics department, who says that "Parents are not to offer things they don't do to their children" emphasizes that parents are to provide role models by drinking milk if they want their children to drink milk. Dr. Cihat Kağan Gürkan of Ankara University who is expert on Child Mental Health and Disease Department state that if behaviors children are presented in areas of life are to be permanent, the child is not to be pushed in a defending position and coercing and pressure naturally cause children to take a defending position. Exp. Psychologist Ahu Öztürk of Hacettepe University Psychology Department and Assoc. Prof. Dr. Meltem Energin of Pediatrics

Department at Selçuk University both point out that drinking milk is to be presented as an entertainment as in the case of other drinks replacing it and share the view that drinking milk habit can be acquired if it is presented as a game and using heroes popular among children can be helpful.

#### **4.2. Findings Obtained as a Result of Analysis of Milk Adverts to Children**

The adverts given by Pınar, Ülker, Sek, Sütaş firms marketing milk in Turkey are analyzed in terms of what they say and show and who they address to. As a result of visual and textual examination of adverts, it was revealed that all the firms similarly establish communications using “growing”, “increasing in height”, “short-long”, “naturalness”, “being healthy and strong” promises. Although the adverts seem to be addressing to children, they use a communication language of parents. It is seen that the communications established in these adverts are not based on the insights of children who are the real mass to acquire milk drinking habit and milk is positioned as a duty drink.

#### **4.3. Results Revealing Children’s Insights About Milk**

In focus group study which was carried out in 2 schools from different socio-economic levels, it was determined that subjects who express their perceptions of “milk” with free association pictures emphasize “cow-sheep-barn” drawings and “growing- growing taller and stronger”. Another issue that attracts attention in children’s pictures is that there is a perception that milk is only provided by parents (frequently by mothers) and consumed “only by children”. With their pictures subjects define milk as a drink which is only consumed by children and perceive it as a “duty drink”.

In image matching which followed free association pictures, the subjects were asked to match pictures including images like happiness, family, entertainment, game with milk and other drinks replacing milk. It is interesting to note that all of the subjects matched drinks replacing milk with images of happiness, entertainment and game. This matching is in parallel with marketing

communication efforts used for drinks replace. These findings also reveal that brands of drinks replacing milk establish communication that makes accurate sense of children’s insights. Children associate fun, game, in other words their happiness with these drinks.

All of the subjects also associated milk with family image. Subjects equate milk and drinking milk with making family happy. In image association as well, “drinking milk” is similarly regarded as a “duty” to make family happy. The finding that children define their happiness with replacing drinks, and family happiness with milk suggest that children do not regard drinking milk as a behavior for self.

#### **4.4. Findings with Regard to Children’s Sample Communication Campaign**

According to the findings of the study, children regard milk as imposition of parents who cannot be role models as they do not drink milk and as “duty drink” which does not talk their language, which results from similar communication language firms use in marketing milk and their marketing it like a drug which helps growing and makes stronger. Naturally, children do not internalize drinking milk as a self behavior and thus when they grow up they do not keep on drinking milk- which they regard as a “drink of a period”.

Following from the data obtained in our study, a sample communication campaign was designed to positively influence milk perception of children and it was tested. In this campaign which follows from insights of children and which speaks their language, imaginary heroes (spider man, Selena etc.) and Rodaldinho, Grup Hepsi ( a signer group) who children follow with admiration and emulate for were included.

These characters were chosen because children like adults have different fields of interests and have different fancies. Their imaginations are not limited with “growing taller” promise given by parents or milk marketers. The campaign which starts with this idea in mind has an epic language which represents children drinking milk as an interesting and entertaining activity which children do to have various

characteristics (being beautiful, skillful, combating devils etc.) of the heroes chosen. In the advert, the heroes and curious and adventurous children meet in an imaginary milk factory in wonderland which they accidentally explored is given place to substitute a “cow-barn” coding. In this wonderful factory, the beloved heroes who wait to give the milk to children carry all their various features in a carton of milk. The milk is positioned as a “secret in cartoon” and children were invited to explore this secret. The advertisement which is completed with “Great Secret of Real Heroes” slogan was designed to include 10 seconds of teaser and 1 min of advert spot.

In order to determine possible effects of this campaign, pre-testing was administrated to the children who previously participated into focus group interview.

As a result of pre-testing, in video recorded interviews it was revealed that child subjects thought that milk is presented as an interesting drink, the advert served to their imagination, they were happy that their heroes made them like milk and the game theme in it was found interesting.

The second advert spot in the advert campaign (which was not pre-test on the target audience) is towards parents who are to be role models for children to acquire milk drinking habit. In different versions of the adverts which were fictionalized with the statement “Even if you cannot be the hero in his imaginations, you can be real hero in your child’s life” parents’ behaviors to be heroes of children was told with a funny and humorous language and it was emphasized that real hero parents are those who drink milk with their children.

## DISCUSSION

Data based on expert views, communications of milk marketing firms and focus group research reveal that three basic factors are influential on current milk drinking habits of children in our country. These factors are:

- Parent-child communication
- Communications of milk marketing firms
- Competitive communication strategies used for drinks replacing milk.

Behavioral development in childhood plays a key role in increasing milk consumption. The habit of milk consumption primarily develops through role modeling relations in the family. At this point, parents who do not drink milk and thus cannot be role models present milk as “product consumed only by children” and coercing them lead to the perception that milk is only a “duty drink” and falls short for sustaining drinking milk as habit. It is seen that firms marketing milk also make use of a similar communication patterns as parents and reinforce children’s “duty drink” perception. As it is revealed with data obtained in this study, “duty drink” communication which cannot reach children’s insights and does not understand use their language does not lead to adequate amount of motivation for children to drink milk regardless of their different socio-economic levels. Considering inadequate amount of milk consumption, it is obvious that communication studies which cannot explore insights of target audience are inadequate.

Considered from Integrated Marketing Communication point of view, it seems that it is compulsory that parents and milk marketing firms develop a communication in children’s language so that “milk” is accepted to increase milk consumption and make it a lasting behavior in the adulthood starting from childhood. Parents, milk marketing firms, environment and even course books are to analyze children’s insights and develop communications in accordance with them so that milk is accepted by target audience and drinking milk is internalized as pattern of behavior. In terms of marketing communication components, it must be born in mind that each effort of communication from the packaging of milk (product), points of sales, family, adverts plays a significant role in persuading target audience. This problem which is to be discussed within the scope of marketing communication can be solved through correct understanding of factors influencing target audience behaviors and with their integrated management.

It does not seem possible to analyze children’s behaviors as consumers only using advertisement communication.

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