

A Consumer Behavior Study in New Yogurts for Children of Preschool Age. The Case Of the Kri-Kri S. A. Dairy Industry

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ABSTRACT: This article attempts to study of factors that form and specify the behavior and buying motives of consumers. In an era that the economic crisis has limited the available resources of consumers they appear to turn to the purchase of new products. In this project we examine the case of the company Kri-Kri S. A. which belongs to the branch of dairy industry with an important presentation in Greece and Balkans. The research was conducted in the city of Serres with the filling of 98 questionnaires by consumers and concerned the purchase of new yogurts which aimed at children of preschool age. The target of this article is to examine what motivates the consumer to go shopping and also to find from what and how the buyer behavior of consumers is influenced, regarding the purchase of new yogurts for children of preschool age. From the conclusions, it came up that the consumers consume yogurts that aim at children of preschool age, which are mainly advertised and first launched in the market.

KEYWORDS: adhesion, consumer, expectations, preferences, theory of consumer behavior

I. INTRODUCTION

Scientists continually search for ways to inform or improve the nutrition habits of the population. A reason for which the consumers do not have a correct nutrition might be that they do not know or cannot choose the suitable foods out of the many choices that there are on the shelves of shops that sale foods. So, it is natural for them to buy and consume products making decisions and choices about which product they will consume depending on the needs that everyone desires to satisfy.

A lot of researches have been conducted about the consumer behavior while the initial motive of research was created by the marketing managers who wanted to learn how the responsible sciences could contribute to and help in finding specific causes of consumer action and compulsory decisions. Firstly, they were based on interpretations of other sciences, such as sociology, economics and psychology. However, with the completion of Marketing as science, they created their own models of interpretation of consumer behavior, mainly due to the need to explain the consumer behavior, in specific ways that concern only the consumer and the buyer action.

According to the economists, the income plays an important role in consumer behavior, who tries to maximize the benefit from the purchase of a product.

In this article, we will try to examine and understand the parameters that may influence the consumer behavior according to which the consumer behaves, taking into consideration the factor of human interaction but also the way in which it influences the byer decisions about the buy of new yogurts which aim at children of preschool age. Also, in this project, the preferences of consumers as they have been formed after the appearance of the economic crisis were studied.

1.1 The importance of the topic

The trend towards a healthy diet that is observed in recent years has directed the preferences of consumers to new, fresh and less processed products, such as the new yogurts that aim at children of preschool age.

Moreover, a modern family, due to the lack of satisfying time for shopping, has turned to standardized products such as yogurt.

Thus, we need to research the importance of purchasing yogurt that aims at children of preschool age and mention the main factors that influence the buyer behavior and the processes that are followed for the making a purchase decision.

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1.2 The target of research

The target of research in the present project is to show the situation in the Greek foods market, as for the buyer behavior of consumers regarding the buy of yogurt that aims at children of preschool age. More specifically, the procedure of making decision about the purchase of this specific yogurt, but also which the categories of consumers are and which the degree of their acceptance to buy new yogurts that aim at children of preschool age is, were measured. Also, the basic purpose of research is to measure the degree of influence of the consumer from the five stages of the procedure of making a decision, that are: the recognition of need, the search of information, the evaluation of alternative possibilities, the decision of purchase and the evaluation of benefits.

1.3 Targets of research

The targets of this research are the following:

- i. The collection of information from the bibliography that are related to the relation between behavior and procedure of making decisions about the purchase.
- ii. The creation of an actual image of today's situation, about the choice and purchase of new yogurts that aim at children of preschool age.
- iii. The finding of deviations between the five stages of the procedure of making decisions.
- iv. The understanding of procedures through which the consumers search and evaluate the available choices and form their preferences.
- v. Whether the consumer behavior is formed not according to the actual characteristics of a product, but based on their personal perceptions about them.

1.4 A summary report of methodology of research

The research procedure that was conducted for the needs of article has a purpose the imprint of situation in Greek market foods.

Two researches were conducted for the achievement of the target of the project:

1. The secondary research, which was based on the collection of data from libraries, books, online sources and data of companies.
2. The primary research, which was implemented with a *quantitative research* with the use of a questionnaire and a *qualitative research* with the realization of interviews so that we can draw conclusions regarding the consumer behavior, but also the form of personal perceptions about making a decision of buy, specifically about the the buy of yogurt that aims at children of preschool age.

1.5 Reasons for the choice of this topic

The reasons for the choice of this topic are the following:

1. The enrichment of knowledge of the researcher regarding consumer behavior of buying foods.
2. The evaluation of the degree in which a product can positively influence the consumer.
3. In this case, it is especially important for the researcher to focus on the way in which an enterprise will positively influence the consumer so that he prefers one of its new products.
4. Another reason for the choice of this topic is to research the degree of the utilization of the available means such as the image, the atmosphere of a shop, the process of the production of a new product, the advertisement to interest and attract consumers.

1.6 Structure of the project

The structure of this project includes six chapters in which the following are included:

In the **first** chapter, the introduction is included. In the **second** chapter, the theoretical framework about consumer behavior, characteristics, motives, roles of behavior, is cited, with the models of personal choice and generally with the procedure of making decisions about the purchase of a product. In the **third** chapter the yogurt and company Kri-Kri are shortly presented. In the **fourth** chapter, some researches that are related to consumer behavior are cited. In the **fifth** chapter, there is the market research and its analysis. Finishing, in the **sixth** chapter the conclusions which result from the analysis of the data as well as the submission of corresponding proposals, are developed.

II. LITERATURE REVIEW

2.1 Meaning and definition of a consumer

According to microeconomic analysis, a rational consumer is the one who, given his income and the prices of goods, will choose those combinations of goods that, maximize its utility. In economics and marketing of free market consumers dictate which goods are produced and generally considered as the center of economic

activity. The personal consumption of goods and services is mainly connected with the level of the available income of the consumer.

2.2 Definition of consumer behavior

The official definition of consumer behavior is given by the American Marketing Association [1] which defines it as “the dynamic interaction of affect and cognition, behavior and environment through which the people make transactions in their life”.

The term consumer behavior generally includes the buyers, the clients of specific goods, as well as the people that use the goods. It is usually used about any human purchase and use of products and services behavior. Various definitions have been occasionally formulated and presented. According to Siomkos [2], consumer behavior is defined as: “All the activities about the purchase of the product, thoughts, and influences that happen before, during and after the purchase of the product, as they are done by buyers and consumers of products and services as well as from those that influence the purchase”.

Meanings such as urge of consumer, perception and learning personality, values, consumers’ way of life, procedure of making buy decisions, intervention of the consumer, analysis distinct choices in buyer behavior, theories of segmentation of consumer markets, evolutionary psychology and consumer behavior are included in the topic of consumer behavior.

2.3 The basic characteristics of consumer behavior

The basic characteristics of consumer behavior are seven and they are the following [3]:

1. The motives
2. The activities of consumer behavior
3. The procedure of consumer behavior
4. The differentiation of consumer behavior
5. The roles and the consumer behavior
6. The external factors that influence it
7. The differentiation of the individual’s personality

In this project, there will be one as short as possible report of the most basic, in our view, factors that maybe influence the consumer behavior.

2.3.1. The motives of consumer behavior

The motives of consumer behavior come from the needs of the individuals that express a general situation of lack and are those that urge the individual to action in a specific direction. For example, when a person is thirsty, feels the need to drink a liquid to quench their thirst.

However, a person can drink water, drink or beer for the satisfaction of the need at a specific time. The specific choice that the person will do depends on their motives [4].

The motives of people are distinguished in **logical** and **emotional**.

- **Logical** motives are those that direct the actions of people based on logic. For example, the lower price of a product in comparison to its competitive ones is a logical motive for its purchase.
- **Emotional motives** are those that direct the behavior of a person based on the emotion, for example, the friendly or long lasting relation of a person with the seller of a product.

2.3.2 The activities of consumer behavior

The buyer behavior of people is practically manifested with specific decisions that they make about the time in which they do their purchases, the points of sale that they choose, if they are accompanied by others during their visit to shops, if they do planned or spontaneous purchases etc. Those buyer decisions of persons are not stable during time. They changed, depending on the influences that they accept from various forces of the environment and the general conditions that are formed, for example the development of new sales networks, the change of the opening hours of shops etc. The study of buyer behavior of people has a fundamental importance for marketing because it feeds the executives excellently useful information that helps them programming their actions better [5].

2.3.3 The procedure of consumer behavior

The buyer procedure is not so simple and a purchase decision is not made so incidentally. There are specific steps that the most consumers follow before completing a purchase. They are steps based on the six stages of the buyer cycle and they are:

- A. **Recognition of problem:** The first stage of a possible buyer is to recognize and realize that he has a need or a problem. The consumer acquires a motive to satisfy a need of his and give a solution to a problem of his by doing a purchase.

B. **Searching for information:** The solution of problems by the consumers becomes via the process of available information that comes both from internal and external sources. He searches for pre-existing information, views, and attitudes to similar problems that he encountered in the past.

C. **Evaluation of alternative solutions:** Firstly, the consumer has to choose a product among all the products of the market (total set). After the previous stage of information, the number of those products decreases (awareness set). Those products are appreciated based on the consumer's initial criteria of the purchase and some of them, which are the totality of the products under consideration, are preferred (consideration set).

D. **Purchase decision:** Here the consumer goes from the phase where he manifests his intention to buy a specific product to the purchase decision. Between those two phases, various imponderable factors, as well as also the attitude of the others towards his manifested intention to buy a specific product can intervene and influence the final decision of a buyer.

E. **Market:** A need was created, the research has finished and the consumer has decided to move on to the purchase. All stages that lead to the purchase have finished. However, nothing is still sure.

F. **After-buyer behavior:** After the purchase of product the phase where the consumer uses the product and acquires experience from it follows. The consumer compares the benefit that he gets from the product with the expected benefit from its purchase. So he is led to evaluate if he is satisfied from his purchase or not and to which degree.

2.3.4 The differentiation of consumer behavior

Two elements usually differentiate the consumer behavior: time and complexity of making a decision. The time is about when the decision is made whereas the complexity is about the number of activities that get involved in making a decision but also about its difficulty.

It is understandable that the more complex a decision is the more the activities of pre-purchase that will concern a consumer will be.

A lot of times, it is observed that the consumer behavior is differentiated depending on the form of place and the incentives that he accepts. According to this acceptance, the marketers proceed in the creation of innovative techniques but also suggestions for the production of new products [6].

As researchers characteristically claim, every person is unique and, as a result, he has "unique" needs. One way to better realize and understand the consumer behavior is to try to understand the reason for which people adopt different behaviors.

2.3.5. The roles and the consumer behavior

Every consumer performs different roles depending on the purchase that he is going to do, the products, as well as the conditions that predominate every time.

A lot of byer decisions of consumers have possibly greater exactness and are influenced by many other sectors, such as the family and the members of a team. The roles which a person can play as a consumer are mentioned below [7]:

The one that *first suggests* buying a product.

The one that *decides*: That is the consumer, who will make the final decision for the purchase of a product.

The one that *influences*: The decision which the consumer will make influences all the process of buyer procedure.

The *buyer*: He is the one that does the purchase.

The *user*: He is the consumer that uses the product and informs all the involved.

So, the responsible marketers should be able to know from whom or from what the consumer is influenced to form a buyer role every time, as the formation of each buyer role is influenced by a lot of factors during the whole life of a consumer.

2.3.6 The external factors that influence the consumer behavior

It is proven that the consumer is influenced by his environment, always according to the needs that he desires to satisfy. This exogenous affect has also an impact on the procedure of making a consumer decision. Further down, the most important external factors that can influence consumer behavior are mentioned and they are:

The culture, which is the basic and determinant factor of desires of a consumer. It mainly refers to views of the society where we live, putting "limits" in the perception of a consumer about which products he should buy. The culture consists of smaller sub-cultures, which are related to sex, nationality, race, age, and religion [8].

Another factor that can influence is the social class which reflects not only the income but also other indicators, such as the profession, the level of education, the area of abidance, the way of speaking and many other characteristics.

Furthermore, the family is one of the most basic factors that influence, especially in a society such as the Greek one, where the institution of family is still strong.

The social surroundings and groups of reference to which the consumer belongs are an equally important factor of influence. The external situations, such as inflation, unemployment, and diseases are also some factors that influence the consumer behavior. The environment of marketing in combination to the media is a field with an enormous power of influence in today's consumer.

Psychology studies how consumers think and respond to stimuli and how they develop behaviors that influence the goods that they buy and their use.

2.3.7 The differentiation of personality of a person

As researchers characteristically claim, every person is unique and, as a result, he has "unique needs". However, this fact has an impact on consumer habits of all of us and makes the work of marketers to determine which consumers will consume which products difficult.

A way to understand better the consumer behavior is to try to understand the reason for which people adopt different behaviors. For this reason, marketing managers invented the departmentalization of market, a procedure that aims at the determination of "groups" of consumers in the market.

2.4. Models of personal choice of new products

Fishbein (1967) and Lancaster (1966) although they come from the fields of psychology and economics respectively, agree that the consumers connect a product with a series of characteristics (attributes). Thus, in every category of products corresponds a series of characteristics that are important for it. Every consumer gives the characteristics of a group of products different importance. Exploiting this event, we could separate a market (segmentation) in departments that will consist of consumers with similar behavior [9].

Hauser and Urban (1978) showed that the theory of uses by Von Neumann-Morgenstern (1947) is according to descriptive models that refer to the making decisions by the consumers. In these models the preferences and the final choice result from the comparison of products of a "market" based on a family of criteria and for this reason the modeling of their relationships based on the utility function of Von-Neumann-Morgenstern (1947) is possible.

That means that the descriptive theory of utilities can be applied to the study of consumer behavior.

According to the theory of utility, an A product will be preferred from another B one and will be chosen by the consumer only if the utility that he expects from A is bigger than the one of B: $U(A) > U(B)$.

According to Jisana (2014) the traditional models of consumer behavior are categorized as following [10]:

1. **The economic model**, which focuses on the idea that the buyer behavior of a consumer is based on the maximum benefits that he can get with the least possible cost. In this way, someone could forecast the consumer behavior according to the buyer force and price of competitive products.
2. **The learning model**, which is based on the idea that the consumer behavior is guided by the need of satisfaction of basic needs of learning. Food, clothes, and refuge are included in the basic needs, while the needs of fear and guilt are included in the needs of learning.
3. **The psychoanalytical model**, which takes into account the fact that the consumer behavior is influenced both by the conscious and the unconscious area of the brain. The three levels of consciousness that were discussed by Freud (id, ego, and superego) work to influence the decisions of purchase and behavior of the consumer.
4. **The social model**, which embraces the idea that the prototype of a purchase of a consumer is based on its role and influence in society. The consumer behavior can also be influenced by the people with who he cooperates and by the culture of the society.

2.5 The procedure of making a decision for the purchase new products

A new product is a good or service which is perceived by some possible clients as a new one. A procedure of acceptance of new products is the "mental procedure" via which a person passes from the first information related to some innovation until the phase of final acceptance, that is, to be a regular user of the product. The phases of the procedure of acceptance are the following: a) The information about the product, b) His interest in searching for information, c) The relative evaluation about whether it is worthwhile to try the new product, d) The small-scale trying and e) The final decision for the use of the new product.

2.6 Attachment of consumers to a brand of new products

2.6.1. Meaning and definition of the attachment

The attachment to a brand of a new product is defined as a strong and timeless trend for the purchase of a specific brand inside a category of products [11]. A consumer that buys the same brand without choosing some from the alternative ones that exist in the specific category of products is committed. Indicatively, some groups of committed consumers are presented below [12]:

1. The captured consumers buy a product only because they do not have another choice.
2. The consumers who easily search buy products connecting to routine and custom.
3. The competing consumers judge and evaluate carefully the products, forming a positive attitude towards the brand.
4. The committed consumers are those that would hardly choose another brand than that to which they are committed.

2.6.2 Categories of attachment

There are three categories of attachment according to the attitude that the consumers form, as well as the trend that they show for repeated markets [13]

The case of *attachment* shows that the consumers observe that there are big differences between competitive brands.

The case of *fake attachment* shows that the consumer observes that there are small differences between the competitive brands that he intends to buy.

And the *latent attachment* shows that there are objective rules that influence the consumer behavior as for the choice of some product.

2.6.3 Characteristics of the committed-to-a-brand consumers

The methods that are used for the measure of the degree of attachment to a brand are based on the Panel Data study, i.e. data that result from it, reports of purchase that the consumers themselves give when they record the purchases that they did. There are three types of committed consumers:

The *actually committed* are those consumers who are characterized from stability in the positive attitude that they manifest for the brand, but also their actual behavioral attachment to it.

The *possible committed* are those consumers whose the attitude towards the brand is stronger than their behavior.

The *vulnerable* are those consumers whose attitude towards the brand is weaker than their behavior.

III. YOGURTS AND YOGURT DESSERTS

3.1 Definition of yogurt

As yogurt, according to the Greek legislation (law of 2003), is characterized the product “which occurs after the coagulation of exclusively fresh milk with the influence of yeast cultivation that a special fermentation causes. The yogurt should contain fat and solid residue without fat which are more than 10% at least, compared to the limits that are determined in the article 80 (paragraph 3) of the corresponding types of milk from which it was produced”.

The main **characteristics of yogurt** are: low PH (approximately 4.2), high acidity 90-100 D degrees or 0.9 -1% in lactic acid and characteristic taste and aroma that change from the products of metabolism of the acetic milk bacteria (lactic acid, acetaldehyde and diacetyl), the characteristic type of coagulation with various degrees of liquidity and the presentation of alive bacteria in populations lower than $10^7/g$, according to FAQ/WHO (1977a).

3.2 Types of yogurt

According to FAQ/WHO (1977a) the main types of yogurt are:

Traditional yogurt: The traditional yogurt with a skin is made from boiled milk without previous standardization and homogenization.

Strained yogurt: Strained yogurt is the product which is received from full yogurt after the removal of a part of its water along with the ingredients that are dissolved in it.

The compact yogurt: It is the industrial yogurt that has prevailed in our country today and it is produced as natural yogurt or with fruits (yogurt dessert).

The churned yogurt differs from the compact one because the milk is incubated in tanks and the coagulated product is fragmented, chilled, mixed with fruits and packed in cups.

Yogurt desserts: According to the Greek legislation, as a dessert is characterized a product ready to be eaten and it is a milk product which contains at least 75% of milk in comparison to the heaviness of the final product,

which consists of fresh milk, lactic acid cultivations, sugars substances, and natural aromatic substances, Such as fruits, fruit juices, cocoa, chocolate powder and other natural substances that give taste and aroma [14].

3.3 Kri-Kri S. A.

The activity of Kri-Kri dairy industry started in the year 1954. Georgios Tsinavos, the establisher of the company, opened a small patisserie in Serres, which produced and sold ice-creams and confectionary types in the city. Today Kri-Kri S.A. activates in a wider branch of dairy products and especially in the production and trade of ice-cream, in the production and trade of yogurt and in production and trade of fresh, pasteurized milk. The seat of company and its main productive unit is in Serres. Also, a main productive unit operates in North Macedonia (subsidiary 71.15%) for the service of Balkan markets. Moreover, Kri-Kri has its own center of delivery in Aspropyrgos, Attica, for the service of the market of Southern Greece. The site is www.kri-kri.gr and it entered the Financial Exchange of Athens in August 2003.

One of the targets of the company is its entrance in children's dairy products, which are different in relation to the classic ones of the category, enriched with added natural ingredients, such as calcium, iron, metallic salts, and proteins and are premium products of high added value. The target is to stably gain the preference of parents as consumers and, within this framework, their drawing card is their high nutrition value in combination to the guarantee of quality that the dairy industry of Kri-Kri offers.

3.4 New children's yogurt by Kri-Kri for the children of preschool age

The new children's yogurt "**Peppa Pig**" has apple, pear, and banana taste (some of the most familiar tastes to the children of preschool age) and, as all the children's yogurts of Kri-Kri, it is enriched with calcium and vitamin D, essential elements for the normal developing of bones and teeth. It is produced from 100% Greek fresh milk; it contributes to the stable growth of children and it has the warranty of the Kri-Kri quality, that is a valuable guide and ally of mothers. The cooperation with the popular heroine Peppa lays emphasis in the values of family and friendship and makes the yogurt more loved by children.

The Kri-Kri children's yogurts family carries all the heritage and nutritional characteristics that distinguish the brand for the creation of products of excellently high quality. With the adding of the new product, the category aims at children of preschool age.

III. RECENT RESEARCHERS THAT ARE RELATED TO CONSUMER BEHAVIOR

Formerly, researches that are related to consumer behavior were conducted, such as: **Research for the consumer behavior and consciousness** [15]. This research was conducted within the framework of consumer behavior and consciousness by the company Stratego on behalf of the General Secretariat of the Ministry of Development and it mainly aimed at the collection of information about consumer behavior and consciousness of Greek consumers. According to the above research, the consumers of all ages as it was found, are not so interested in the comparison of prices and information about the quality of products, so, it was found that in these cases the consumer cynicism predominates. Finally, in the above research, it is pointed out that the media and specifically the television are catalytic for the consumers and play a big role in the formation of prototypes.

Another research that concerned consumer behavior was conducted by the associate professor Georgios Baltas [16] of the Department of Marketing of the Economic University of Athens and it aimed to draw conclusions about consumer behavior. In the question that was asked to the consumers about the way in which they choose products, they answered that the basic criteria for them are the price, quality and origin of products.

One more research that concerned the **change of consumer behavior due to the economic crisis** was conducted by the Institute of Research of Consumer Goods Retail showed that the consumers were compelled to change behavior due to the crisis, which caused the decrease of their incomes and, as a result, be more backward in their purchases. Moreover, the consumers, according to the above research, resort more and more to the purchase a product which is in promotion. As a general conclusion of the research, it was drawn that the Greek consumer acquires new customs and becomes more energetic, intelligent and proactive in his purchases.

V. MARKET RESEARCH

5.1 Process of the research

During the planning and conduction of research various research questions were asked. They are the following:

- How often do the consumers buy yogurt?
- Have the consumers predetermined the brand of yogurt that they will buy?
- Do they choose products of private label and, if so, in which categories of products?
- Do the various types of advertisement influence consumers in the choice of a yogurt suitable for children of preschool age?
- Which brand of yogurt leaves you most satisfied?

The answer in the above questions would be able to give a first and qualitative appreciation about which the consumer behavior in the purchase of yogurt is and specifically in the yogurt that aims at children of preschool age and it also could be a first material for the drawing of conclusions related to the qualitative upgrade of children's yogurts by Kri-Kri S. A. dairy industry.

5.2 Planning of the questionnaire

The means which was chosen for the collection of primary data in this project was the questionnaire. The questionnaire is considered the basic means of communication between the interviewer and respondent in market researches. As a method and technique for the collection of information, it has, as all the methods, its limits and can provide certain types of information. The respondent should answer the questions so that information related to what he thinks, criticizes, doubts, expects, hopes and to what point is collected.

In the questionnaire, the vast majority of questions were chosen to be questions of closed type, purposing to accelerate the procedure of collection and not to cause fatigue to the respondents during the filling in. The preselected answers followed the logic of scale, with very positive to very negative answers (for example "not at all", "little", "very much").

The questionnaire consists of three units. The first unit included questions that generally concern demographic data of the people that participated in the research (age, educational level, etc.). The second unit included questions about the frequency and choice of a yogurt and specifically a kids yogurt by the consumers and finally the third unit included questions that concerned the satisfaction that the consumers feel from the purchase of yogurt for children of preschool age.

The delivery and reception of questionnaires took place from 10 February until 10 March 2020.

A sample of easiness was chosen and specifically the finding of people for the filling in of the questionnaires was done in central places of the areas of Serres and Thessaloniki and specifically in the surrounding area of Super-Markets.

Concerning the size of the sample, the target was the collection of 90 questionnaires. Finally, 98 questionnaires, of which 92 were filled in successfully, were delivered. So the rhythm of response was formed in 94%.

5.3 Results

Demographic data 92 people, of whom 68% were women and 32% men, participated in the research. As for age, the sample consists of people from all age groups. Specifically, 15% of the respondents were aged 18-25, 24% were 36-45, 29% belonged to the age group of 26-35 and finally 32% of respondents were over 46.

Regarding the marital status of the participants, 72% respondents are married and 28% are unmarried.

The yearly family income of the majority of respondents was until 24,000 euros. Regarding the yearly family income, 6% of the respondents have a yearly income bigger or equal to 29,000 euros, 19% declared an income 25.000-28.000 euros, 39% have a yearly family income from 13.000-24.000 euros and finally 36% of the respondents have a yearly family income less than or equal to 12,000 euros.

The professional situation of the respondents varies. 40% of the respondents declared that they work, 13% answered that they do not work, 12% that they study, 17% that they are housewives (those are obviously women), 17% are pensioners and 1% of the respondents chose "other".

As for the educational level of respondents, the biggest percent (38%) were senior high school graduates, while an equally big percentage of 37% were university graduates, 10% hold a master's degree and 15% of the respondents chose "other".

Frequency of purchase of yogurt aimed at children of preschool age

Firstly, the consumers were asked how often they buy yogurt and mainly yogurt that is for children of preschool age. 54% of the respondents answered that they buy 3-4 times a week, while 42% of the respondents answered that they buy 2-3 times a week and a percentage of 4% answered that they buy every day.

Regarding the question if they have predetermined the type of yogurt that they will buy, 95% of consumers know what yogurt they will buy before they visit a sales shop, while 5% of consumers declared that they usually have not predetermined what yogurt they will buy.

In the question about the criteria for the choice of yogurt that is for children of preschool age, 38% of the respondents answered due to the excellent taste, 18% answered that they choose it because it has a nice aroma, while a quite big percentage of 17% answered that they choose it because it is a new product, 14% due to its good density and color and 13% due to its good packaging.

After that, the consumers were asked how much they influenced from the TV, internet, and radio advertisements, as well as the promotions brochures for the choice of a yogurt that is for children of preschool age. According to the answers of consumers in "much" and "very much", the most important advertising media that influence consumers are the following in descending order:

- TV ADVERTISEMENTS: 64%
- BROCHURES/PROMOTIONS BROCHURES: 25%
- RADIO ADVERTISEMENTS: 6%
- INTERNET/ INTERNET ADVERTISEMENTS: 5%

Satisfaction from the purchase of yogurt that is for children of preschool age

In this unit of the questionnaire, there was an effort to measure the satisfaction of consumers from the purchase of children's yogurt in aliquot factors. As for the yogurt that is for children of preschool age, the degree of satisfaction in aliquot factors was measured in a five-level Likert scale from "Not at all" to "Very much/Excellently". Adding up the answers "Much" and "Very much", the following factors appear to have the biggest satisfaction in descending order:

- Taste: 78%
- Aroma and color: 69%
- Nutrition: 67%
- Good packaging: 63%
- Satisfying price: 33%

Regarding how much taste influences the reason to prefer a yogurt that is for children of preschool age, 68% of the respondents consider it an excellently important reason, 22% consider it a very important reason, 8% consider the taste a little important reason, and only 2% are not interested in the taste at all.

Regarding the question how much color and aroma influence the reason of preference of a new yogurt, 59% of consumers consider the aroma and color an excellently important reason, 28% consider it a very important reason, 9% consider them a little important reason, and 4% are not interested in them at all.

As for the nutrition as a reason of preference, 70% of consumers consider it an excellently important reason, 21% consider it a very important reason, 7% consider the taste a little important reason, and only 2% are not interested at all in the nutrition of a new yogurt that is for children of preschool age.

In the question how much the packaging influences the purchase of a new children's yogurt, 62% of the respondents answered that they consider the packaging an excellently important reason, 26% consider it a very important reason, 9% consider it a little important reason, and 3% are not interested at all in the packaging. In the question how much the price influences the consumers to buy a new yogurt that is for children of preschool age, 32% of the respondents answered that they consider it an excellently important reason, 16% consider it a very important reason, 28% consider it a little important reason, and 26% are not interested at all in the price.

Afterwards, the consumers were called to declare the brand of yogurt that is for children of preschool age that leaves them most satisfied. The kids yogurt "PEPPA PIG" of the company KRI-KRI S. A. is in the first place in the preferences of consumers with a percentage of 20% and it is followed by JUNIOR VANILLA of the company FAGE S. A. with a percentage of 18%. In the third place, with a percentage of 17%, we can find the PAIDIKO STRAWBERRY YOGURT DESSERT of the company OLYMPOS S. A. In the fourth place, with a percentage of 16%, we can find the FRUTOMANIA KIDS BANANA YOGURT of MEVGAL S. A. In the fifth place, with a percentage of 15%, we can see NOULAC KIDS BISCUIT YOGURT of the company NOUNOU S. A. and in the sixth place, with a percentage of 14%, we can find the SMART KIDS STRAWBERRY YOGURT of the company DELTA S. A.

Finishing, in consumers were given the possibility to write general comments/ observations that concern the research. Five consumers wrote approximately the same view regarding the component 'Satisfaction from children's yogurt': "I am very satisfied with the new children's yogurt of Kri-Kri S. A. Peppa the Pig and I choose to buy new yogurts which are often launched in the market by dairy industries and mainly by Kri-Kri S. A."

VI. CONCLUSIONS

The purpose of the primary research that was conducted within the framework of the present article was to research the consumer behavior in the cities Serres and Thessaloniki. With the method of overview and via structured questionnaires, we collected 98 questionnaires from consumers of both sexes and of various characteristics (level of education, marital status, etc.).

After this short and comprehensive effort of analysis of the behavior of consumers and of the external factors that influence it -using various, already formulated, theories and approaches- we could tell that it is an inexhaustible topic due to its nature, because it refers to the human "logic" being which during its whole course on this planet, continually evolves and, as a result, its customs develop too.

In majority, the total family income of the respondents is less than or equal to 12,000 euros and only 6% of the respondents declared a yearly income which was more than or equal to 29,000 euros. This element is consistent with the economic situation of our era.

As for the frequency of yogurt purchase that aims at children of preschool age, the research showed that a big percentage of 96% buys the yogurt from 2 to 4 times a week.

Most consumers (95%) have predetermined what they will buy before they visit a sales shop and know what yogurts they will buy. Regarding the factors that are related to the criteria of choice of a yogurt for children of preschool age, the biggest percentage of the respondents prefer the kids yogurt of the company Kri-Kri S. A. due to its good taste and aroma, while an important percentage answered that they buy it because it is a new product. Here, it is worth to mention that a product which appears for the first time is especially preferred by the consumers. The advertisement is a basic means of influence for the choice of a kids yogurt. For this reason, the consumers considered that the brand of a yogurt is the basic reason to choose to consume a yogurt that they have seen in an advertisement. Most advertisements about yogurts are shown in TV.

The research showed that the enterprise has really laid emphasis on the creation of new yogurts, mainly for children, based on the needs and preferences of consumers.

As a general conclusion of the above mentioned, we can say that consumers consume yogurts that are for children of preschool age, which are mainly advertised and appear in the market for the first time.

Moreover, it is observed how the purchase of new products of private label is being developed, with an even greater preference of consumers, as long as the good price is accompanied by the good quality of the products.

6.1 Suggestions

Continuing this project and finishing the analysis of the results of the research in the company **Kri-Kri S. A.**, we can suggest specific energies so that the company continues to create new products that are always competitive in the difficult economic conditions that predominate.

- The enterprise should be in continuous vigilance so that it understands in a big degree the needs of clients, because the consumer behavior is formed according to the competitiveness of the product that it creates. That means that the enterprise should always create and promote products that satisfy the consumer in an as less as possible cost.
- Market researches about the finding of needs. There should be a framework of **ad hoc** researches in a specific sample of consumers. The target will be that the enterprise will be able to observe the changes in their behavior in relation to the products of the enterprise but also their reaction in the surroundings generally.
- Regarding the competitive dynamic of the company in comparison with other competitors, we suggest that a detailed analysis of possibilities, weaknesses and expectations for the introduction of a new product become.
- The enterprise should always be informed about the market regarding the degree of satisfaction of the consumers from a product that appears for the first time in points of sale. This is achieved with the preparation of yogurt with as fresh as possible materials, in our case healthy and fresh milk.
- As for the information, it is suggested that the company lay a big emphasis on discussions with the deliverers and consumers but mainly with the people that are responsible for sales centers regarding the point of difference of the new product which has some importance in the mind of a consumer. Besides this is the central point of the effort of marketing.

VII. CONCLUSION

The market researches want the enterprises to be able to be adapted in the needs of consumers. For this purpose, this project analyzed the case of the new children's yogurt with the brand "PEPPA PIG" of the company KRI-KRI S. A.

The research was conducted with the deliverance of questionnaires in consumers of the cities Serres and Thessaloniki. The results show that this yogurt is considered successful and competitive and, as a result, the company lays emphasis on the creation of new yogurts, mainly for children, based on a brand that refers to a children's hero.

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