

DORAPULSE



WHAT IS THE GENDER OF YOUR BRAND?

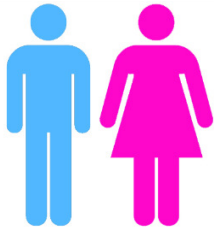
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What is the **GENDER** of your brand?



Brands may leave a feminine or masculine impression through their communication efforts and in every contact with the target group nowadays. This process may occur consciously or unconsciously. Dora Research made an extensive research on genders of brands by analyzing the perceptions on minds of consumers. In order to bring these perceptions to light, Dora Research performed a study that involves 81 companies of Turkey operating in 13 different sectors namely mobile, GSM operator, white appliances, household goods, carbonated beverage, fast food, supermarket, TV channel, newspaper, bank, credit card, airlines, automotive.

Process of the Research



Dora Research utilized online surveys in this study. The survey was conducted on Turkish representative sample of **1.044 participants** who reflect the socioeconomic, age and gender distribution of Turkey in 12 cities including Istanbul, Ankara, Izmir, Bursa, Adana, Malatya, Gaziantep,

Tekirdağ, Kayseri, Trabzon, Samsun and Erzurum between the 2nd and 9th of January 2012. 52% of participants were male and 48% of them were female. The participants' ages were between 15 and 55. Their average age was 34. The ratio of the participants' segments included in the research were determined in accordance with the socioeconomic distribution of Turkey ("16%" AB, "25%" C1, "26%" C2, "33%" D).

Brand Gender

"Brand Personality" concept is one of the most popular topics of literature in marketing communication. According to this concept, every brand has a personality and human-like characteristics that may be identified with. One of the most important component that builds a brand's personality is its gender. Consumers attribute femininity or masculinity to every brand. Brands in certain sectors are perceived as male or female by nature. These categories were left out of the research. For example the category of razor blades is male, whereas the category of make-up products is female. For a brand that has a gender by definition, marketing communication approaches are developed regarding the targeted gender's codes and brand's personality is built according to these codes.

Brand Gender in Turkey

According to the survey results, **the most**

**masculine
brands in
order** are

Tuborg, Efes
Pilsen,
Mercedes
Benz, Ford,



BMW, Volkswagen, Türkiye İş Bankası, Audi,
Habertürk, Ziraat Bankası, Renault, Toyota,
Zaman, Honda and Fiat.

In case of femininity, the most powerful

brands in order are Şok, BİM, Migros, Kipa,
Tansaş, Burger King, Fanta, Profilo, Carrefour,
Siemens, FOX, Kanal D, Real, Mc Donalds, and
Dominos.

When the results were analyzed by the
participants' gender; male participants consider
Opel and Audi as more masculine compared to
the female participants.

Sector Genders



Among the 13
categories
included in the
research, beer
and
automotive

dominate as the most masculine sectors. In
addition to these sectors that can be easily
associated with men in social platforms, banking
and media step forward as masculine
categories.

**Supermarkets are perceived as the most
feminine category** which indicates the fact that
FMCG shopping is mainly identified with women.
Additionally, TV channels, white appliances &
electronics, and fast food categories have also
high scores in terms of femininity.

When we go into specific brands, **Nokia** is the
most masculine brand among mobile phone
companies.

Another interesting finding is that **I-phone has a
unisex gender** with the scores of 41%
femininity and 42 % masculinity. Among beer
brands **Tuborg** is the most masculine one
whereas the market leader Efes has a close
score to Tuborg. In another drink category,
'carbonated beverages', the most masculine
beverage is Coca-Cola which is also the market
leader. Cola Turka follows Coca-Cola in terms of
masculinity and the third masculine beverage
brand is Pepsi.

Female participants differ from the male
participants in the choices they made for female
category. They perceive Fox, Kanal D and Show
TV as feminine. Also, they think that Sony
Ericsson belongs to the male category which
differs from male participants.

In comparison, Carrefour, Real and Siemens
were perceived more feminine by men.

Focusing on brand gender concept and building
the company's personality according to a certain
gender may be an effective positioning strategy
in order to differentiate from the other brands.

ABOUT DORAPULSE AND DORA RESEARCH
Starting from June 2009, Dora Research publishes syndicated reports quarterly on different topics. Please visit www.doraresearch.com or contact info@doraresearch.com to have the full and detailed report of this research.
Being a full service research agency, Dora Research renders value added research services to many clients with its experienced and dedicated team.

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