A research on consumers' preferences for cooperative marked products: A case of Çanakkale Province

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One of the important activities of co-operatives, along with community development, increased employment, contribution to the increase of incomes of small producers, is the role of the marketing. Expected from cooperatives, marketing products with cooperative brand. Role of cooperatives in branding and price formation shorten marketing channel. Manufacturers revenue increase and consumers buy less for products by shortened marketing channel. Thus contributing to the development of local economies. So it is important branding of cooperatives and consumers prefer cooperative brands. Consumer preferences cooperative brands according to other brands means support rural area. Consumers attitudes and approaches against of cooperative branded products in Canakkale will be examined in this study. For this purpose a survey will do with 120 consumer in the center of Canakkale city. The level of consciousness of consumers about co-branded products, the frequency of use these products and the tendency to purchase cooperative branded products Will be revealed in the research.

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