

A SZENTKIRÁLYI ÁSVÁNYVÍZ REKLÁMJAINAK HATÁSVIZSGÁLATA

VINCZE-LENDVAI EDINA

Szegedi Tudományegyetem Mérnöki Kar,
Ökonómiai és Vidékfejlesztési Intézet
6724 Szeged, Mars tér 7.
lendvai@mk.u-szeged.hu

ABSTRACT - Analysis of the Advertisement Effect of the “Szentkirályi” Mineral Water

If I say: Hungarian world-famous mineral water, everybody think about the “Szentkirályi”. The producing factory asks two famous people, to ad their mineral water, they are: Zséda (singer) and Figo (footballer). I made a questionnaire to know the advertisement-effect of “Szentkirályi” mineral water. It was filled by 200 people with different age, sex, family-status, etc. People generally know this brand of mineral water; they have got their information from the TV, the newspaper and the posters. The most of them associated to Figo, the others said this mineral water is “naturally”, “clear”, “healthy”. For the most part of the costumers is not important if a famous man/woman ads some product. People usually listen to the advertisements; they often go and shop something, because of its ad.

Keywords: mineral water, advertisement-effect, questionnaire-survey

Kulcsszavak: ásványvíz, reklámhatás, kérdőíves felmérés