

# Yucelt Studies Generic Products

By Thalia Cook

Dr. Uger Yucelt, associate professor of marketing, has written a paper entitled, "Consumer Perceptions of Generic Grocery Products: Users vs. Non-Users," which has been accepted for publication in "Marketing Intelligence and Planning."

Yucelt said that he did a study to understand purchasing of generic products. The study showed generic products are 40 percent less than national brands in price and 20 percent less in price than store brands. These

differences are due to simple packaging, producing and advertising. The savings are passed on to the consumer.

Generic products were first introduced in France. They were introduced in the United States in 1977 by the Jewel-T chain of Chicago.

The actual manufacturers are virtually anonymous. Also, the quality of materials used cannot be revealed. Yucelt found that some generic products were excellent quality while others appeared to just meet minimal Food and Drug Administration standards.

More women than men use generic prod-

ucts. Women are usually more concerned with price while men care more about availability of a certain product.

Generic products often come in only one size. This sometimes tends to be a deterrent to the use of the products by both men and women. Also, coupons usually cannot be used for generic products, so coupons tend to encourage the use of brand name products. Finally, since the identity of the manufacturer of a generic product is usually not known, the consumer does not have anyone to write to about problems with the product.



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A satellite dish, donated by TCS Network, which broadcasts Penn State Football games, has been erected outside of the continuing education building. Even though it has only been in use for about two months, the local community has been able to take advantage of some hi-tech programs, according to Ron Melchiorre, director of continuing education. Included in these programs has been a hook-up with the National Teleconference on World Food Day, medical programs which benefit Hershey Medical Center personnel, and technological programs to benefit our engineers.

The satellite receiver is connected to the two conference rooms in the continuing education building. "The only problems we've run into so far has been the scheduling of the rooms. Seminars that were planned prior to the satellite's installation have priority right now," said Melchiorre. However, this is being worked around by getting permission from the sender to tape the programs for a one time showing at a later date, he said.

In addition, Melchiorre said he is in the process of trying to find out what sources available to the school offer quality programs which can be utilized.

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