

Is There a Market or Marketing Problem for Traditional Products? Isot Sampling of Şanlıurfa-GAP Region of Turkey

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Abstract: It is aimed to evaluate for Şanlıurfa isot pepper that is a traditional product in terms of market or marketing which is more important at sector, in GAP Region of Turkey by this research. The data come from three groups which are the producers, the sellers and the consumers by simple random sampling methods and interviewed by face to face with a given questionnaire and 2,070 surveys were conducted. Likert attitudes scales and SPSS were used for the analyses together with classification tree model, Levene and T-tests. The result indicate that existing of marketing problem, rather than market by 79.1%. The price is important by 77.5% and followed by the production place and food safety certificate for consumption among the groups. The taste is the most important effecting factors for buying of isot pepper by 88.9% and followed by the hygiene conditions. The most significant factors are promotion and branding for marketing. This study is the one of first of its type for Şanlıurfa isot pepper in this regard and the results are helpful for the decision and policy makers of the sector.

Keywords: Şanlıurfa isot pepper, red pepper, local and traditional product, marketing, Turkey

I. Introduction

The each region has its own special local products that are mainly produced with traditional ways by small family enterprises. They are mostly sold in the regions where they are produced. These products are very important for regional development in terms of employment and income in other words social welfare of the region peoples [1]. Regional processed agricultural food products are used as a tool of development in the market they have gained importance in recent years [2]. Because these products are healthier, tasty and more reliable than other products and are preferred by the consumers. While these products have high market values, local producers are unable to earn as much revenue from these products based on many reasons such as lack of producers' union, not be able to reach far markets, marketing, branding, counterfeit products etc.

Red pepper has a wide range of usage areas as fresh and dried with a high value product both in economics and vitamins aspects, both largely produced in Turkey and the world. Red pepper is a commonly consumed vegetable in different forms such as fresh, dried, paste and sauce varieties. Many studies were conducted on living things for testing affect of pepper. The results shown that adds flavorful to meals and loaded with vitamins, its useful on nutraceutical, metabolic, diet and cardiovascular function and also contribute to a higher antioxidant protection due to having capsaicin [3 to 6]. Turkey is located in the front rows, after China and Mexico, both in terms of the production amount of red pepper as well as the consumption as a spice in the world [7 to 10]. Red pepper is an alternative agricultural crop with a share of 81.1% of cultivation areas and 77.9% of fresh red pepper production amount of Turkey in GAP (The Southeastern Anatolia Project) Region where agriculture is leading sector for development [9, 11 to 14]. Şanlıurfa is located at GAP Region with a significant potential in terms of agricultural production areas, due to having the fertile plains, such as Harran plain [15] where almost half of Turkey's red pepper production takes place [16]. Traditional red pepper spice production which is known as isot that is a cultural product and certified by Geographical Indication [17]. The isot pepper is produced as a spice either by fabrication or traditionally from fresh red pepper under the sun with some special natural treatments, either in red or black colors in Şanlıurfa. The isot pepper is mostly serving to sell at open bags and also closed bag, packaging, is available, too. Traditional isot pepper production is an important source of income for low income family groups, especially for women in Şanlıurfa [18]. Traditional and organic food marketing is growing for all over the world and in Turkey, too. Consumers have shown interest to traditional and organic foods due to being tasty, healthy, safety and also concerns about the natural resources [19]. Şanlıurfa isot pepper is a product with the local property, because of many reasons it was not obtained the expected added value and branding yet [20]. There are usually three groups from the production of a good or service to the consumption at market and marketing which are producer, seller and the consumer. It is aimed to determine the problems of isot pepper sector in terms of market and marketing with this research. This study is the one of the first of its type in Şanlıurfa for isot pepper.

II. Materials and Methods

The main materials of this research is obtained from three groups which are consumers, producers and the sellers by simple random sampling methods and interviewed by face to face with a given questionnaire and 2,070 surveys were conducted. The consumers were selected from eight provinces of Turkey that represents 43% of whole population and 1,594 surveys were done with this regard. The sellers were also selected from eight provinces and 351 questionnaires were conducted. The producers' survey is done at Şanlıurfa where the traditional isot pepper produced and 125 surveys were carried out. The Likert attitude scale and SPSS (Statistical Package for the Social Sciences) used in analysis [21 to 26] that has wide range of usage at measuring of attitudes, expectations and behaviors of a certain groups to researched subject, here is isot pepper. The classification tree model, Levene and T-test were used at analysis and statistically significant ones were interpreted. The reliability statistics were measured by Cronbach alpha coefficient if that is greater than 0.60, indicate that results are reliable. The Cronbach alpha of this study was measured as 0.73 means that this research was reliable.

III. Results and Discussion

The most decisive group of this research is the consumers. Because the demand of isot pepper has created by this group. Consumers are directing the supply, the producer and the seller group, with their purchases. The 54% of the respondents are female and 46% are male. Their average age was determined as 35 years. Their yearly consumptions were calculated as 10.7 kg. Here, the classification tree model test was applied to the factors that the consumers pay attention to during purchasing. The dependent variable was the province and the attention factors were the independent variables. According to the obtained results, color, smell, hygiene and taste were found as statistical significant and significance levels were measured as $p < 10\%$. Model of consistency between the results of these provinces have measured by 68.7% accuracy. A T-test was conducted on 16 factors that affecting the purchases of consumers that is the most commonly used method in hypothesis testing. By comparing the two groups' mean with the T test, it is decided whether the difference is coincidental or not statistically significant. The consumer group created here is female and male consumers, depending on gender. In general, based on gender, there is a great deal of coherence among the groups in the perception of isot. So the perception and attitude in both groups are almost the same. This result shows that gender is not determinant in consumer preferences and it is meaningful.

It is often necessary to make comparisons between groups obtained from different main sampling groups in a research. So, is there a meaningful difference between male and female opinions about the factors? In general, ANOVA, T test, one way variance analysis are used in parametric tests, and Levene test is used to test the homogeneity of the group variances. The Levene test at 95% confidence interval and the T independence test were conducted. According to the obtained results in the Levene test, color is important at level of $p < 5\%$; brand is important at level of $p < 1\%$; the buying place where the isot is sold by $p < 5\%$, and the price is important by $p < 1\%$ which are found as statistically significant at decision of purchasing. The results obtained with the Levene test were also obtained by the T-test and by the bi-directional asymptotic significance level, too. In this test, in addition to the Levene test, isot is the most commonly used at traditional meals by $p < 10\%$; the closeness of significance exist to packaging and appearance of isot is an effective factor at decision of purchasing and low priced isot, in other word, cheap isot is not at good quality; the qualified isot is expensive by $p < 5\%$ of results were obtained. These results are statistically significant and important aspects for purchasing behaviors. According to the results, the consumers' believe that there is marketing problem, rather than market in isot pepper consumption by $p < 5\%$.

The sellers were mainly chosen from places who selling spicy foods and dry food consumption goods. The sellers have stated that they have been doing this for an average of 22.32 years. The declared average annual sales amounts are calculated as 800.3 kg. The most sales are made directly to consumers, while the least sales are made to markets. The color, black and red, preferences on sales may vary depending on the circumstances and provinces. Isot is often preferred as a spice in crowded cities. Therefore, depending on the amounts used, the number of households and the amount of consumption determine the purchased weight. The most important factors in sales were asked by multiple factors and the highest participation to taste of isot while the lowest participation is in the packing of isot by the sellers. According to the sellers the most important problem is marketing at isot pepper by $p < 1\%$. The producers are have an average of 13.5 years in production, with a minimum of one year and a maximum of 30 years. The average annual production amount is calculated as 3,057 kg. According to the producers, the most important problem is price, the least important one is packaging at productions and the most important problem is marketing by $p < 1\%$. In order to make a sectoral analysis of isot, factor-based questions were asked with an options to the groups that are the consumers, the sellers and the producers. The results were given at Table 1. According to the results, the most participation was to the price with 77.5% by the groups and followed by the production place and food safety certificate. The least participation was weight and quantity of serving. Because isot pepper is mostly selling in open bags and the

consumers are buying according to their consumption amounts. The factors that effecting purchasing were asked to the groups based on factors with a multiple choices and the results were given at Table 2. Accordingly, the most participation was to the taste of isot and followed by the hygiene conditions and the colors. In fact, taste is sensory and can vary from person to person, but very important factor at consumptions. Since, the isot pepper is a traditional product, the hygiene condition is important and mostly take care during the processing. The least participation was determined to the appearance and it is also known that appearance is not very important at local, traditional and organic foods at purchasing decisions.

The price is very important in terms of supply and demand. In fact, price is a flexible marketing tool and a value that is determined by the producers to their products [27]. In other words, price is a revenue for producers and expenditure for the consumers. In this sense, price is a function of income. Supply is a result of agricultural production activities based on some costs. The supply of agricultural products are shaped depending on the production conditions and the given price by the consumers for the goods. Products, in order to be seen in the consumer markets depend on finding buyers to across the cost that is spent by the producers [28] in order to make production. On the other hand, the sellers also have to make money for these intermediary services. The price should be satisfactory to the producers in order to be able to supply of the goods and also should be reasonable for the consumers to buy. The question of what should be the price of isot pepper is asked to the groups. The results are given in Table 3. The lowest price was offered by the consumers and the highest one from the sellers. The results are consistent. There is almost 16% differences between the price expectations of the consumers and the producers.

In order to define the sectoral problem of isot, the multiple-choice question was asked to the groups. The results are given in Table 4. According to the results, the most important problem is marketing and followed by the promotion. The results are consistent. Without promotion, satisfactory marketing cannot be done. Consumer behavior is highly influential on the amount of consumption [19]. Isot pepper has marketing problem. One of the basic elements of marketing problem is branding and promotion. The least participation was to the factor of food safety, diseases and pests. This result can be surprising but since isot pepper is a local traditional product, attentions and care are paid to these issues during production. So, it is meaningful, too.

IV. Tables

Table 1. The importance percentage of the Isot sector on factor basis according to the groups

Groups (%)	Producers	Sellers/Dealers	Consumers	Average
Price	79.0	79.7	73.7	77.5
Food safety certificate	72.6	74.0	78.8	75.1
The trust of brand and brand value	73.6	70.6	76.1	73.4
Production place	78.4	70.1	78.5	75.7
Packing and packaging appearance	59.3	55.9	63.2	59.5
Weight and quantity	56.3	46.0	62.2	54.8
Place of sale	76.9	68.7	74.3	73.3

Table 2. The effecting factors for buying of Isot on factor basis according to the groups

Groups (%)	Producers	Sellers/Dealers	Consumers	Average
Color	85.3	76.5	84.5	82.1
Flavor	80.6	83.0	80.3	81.3
Appearance	73.9	71.5	78.2	74.5
The hygiene conditions	84.1	80.7	86.2	83.7
Taste	89.8	90.1	86.9	88.9
Bitterness	81.4	70.2	81.2	77.6

Table 3. The groups' expectation for price of Isot (TL)

Groups	Producers	Sellers/Dealers	Consumers
Average Minimum Price	25.0	16.1	11.3
Average Maximum Price	70.0	62.5	63.1
Weighted Average Price	32.5	32.9	28.1

Table 4. The Problems of the Isot sector on factor basis according to the groups

Groups (%)	Producers	Sellers/Dealers	Average
Market inadequacy	68.8	68.6	68.7
Marketing	80.9	77.2	79.1
Inability branding	67.4	69.0	68.2
Promotion	79.3	76.0	77.7
Counterfeit goods	67.2	68.7	68.0
Food safety, diseases and pests	65.5	57.7	61.6

V. Conclusion

There is a marketing problem rather than market at isot sector. Among the variables, in the measurements of bilateral correlation with SPSS; There is a significant relationship between education, income and isot brand, province and region where isot is produced, food safety, place of purchase, color, taste and price for consumption amounts and behaviors. Although branding has not been among the first problems of the sector's important problems by this research, it is fact that Şanlıurfa isot pepper has branding problem, too. Branding has benefits such as creating a demand for the product, withdrawing the product to the sellers, providing advantages in the presentation of the marketing, loyalty to the product, facilitating the monitoring and processing of orders and protection from unfair competition [27]. It is necessary to start with the producers before the branding can be achieved. The producer association should be established under a single union and brand. On the other hand, promotion, which is seen as one of the important problems of the sector, is directly related to branding, too. In marketing, creating good and quality products, determining target markets and distribution channels is necessary but not sufficient in terms of profitability. It will only be through promotion. The price differences can be managed by promotion, too. In addition, color, quality and packaging in the production of isot can be different for price differences.

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