

## Why Producers Use Different Varieties In Production? Red Pepper (I sot) Sampling Of GAP-Sanlıurfa, Turkey.

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**Abstract :** In this study, it is aimed to reveal the factors that are effective for the producers to use different varieties of red pepper in their production. Turkey, in red pepper agriculture, is ranked third in the World and its 78% of the production is in the GAP region. Approximately 60% of the production of the GAP region is in Sanliurfa. Another reason that makes this vegetable a critical agricultural product for Sanliurfa is isot pepper that is a kind of a spice. Isot pepper production is an important source of income and employment for low-income family groups, especially for women. Recently, consumers have begun to show a tendency towards traditional products with more natural feature. This positively affects both production and consumption and has increased the market share. The main material of the study is the producers of isot pepper in Sanliurfa. Surveys through face-to-face interviews were conducted in 2017 with a simple random sampling method with 95% confidence level. According to the results obtained; Among the most important reasons for using different red peppers in production are the difficulty of finding one and the same variety continuously and the aim of providing sensory differentiation such as taste, smell, bitterness and color. Product diversification, can also be effective on the production quantity and price. This research is one of the first studies on this subject for GAP-Sanlıurfa. The results could be guide to sector representatives and decision-makers on this subject.

**Keywords** – Agricultural Production, Different Varieties, GAP-Sanlıurfa, Isot Pepper, Turkey

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### I. INTRODUCTION

Red pepper (*Capsicum annum* L.), which can be grown in many parts of the world and in climatic conditions, is very beneficial to health with rich nutritional values. In other words, red pepper is a high value product both in economics and vitamins aspects and has a quite wide range of usage areas [1]. Red pepper has the second place among the vegetables in terms of production and consumption amounts which is coming after tomato in the world, due to impart flavor and color to foods [2]. Turkey red pepper cultivation in agriculture has significant potential, production is constantly increasing. Therefore, Turkey ranks third in the world after China and Mexico in red pepper agriculture [3]. In Turkey, 204.131 tons of red pepper is produced in 2015 and approximately 78% of which is grown in the border of the provinces located in the GAP region [4]. GAP is the biggest regional development projects based on water and land resources in Turkey. Within this scope 1.8 million hectares of agricultural land are intended to be irrigated [5]. Approximately 60% of the red peppers grown in the GAP region are produced in Sanliurfa. Another reason that makes this vegetable a critical product for Sanliurfa is isot pepper, which is a kind of spice. Isot pepper, which was formerly used only for personal private consumption and isot pepper become an important source of income for family groups with low economic levels, especially for women for time being. Recently, consumers have begun to show a tendency towards traditional products with more natural feature. This trend has made it possible for Sanliurfa isot pepper to become a product that can be marketable in national and/or international markets.

Sanliurfa, in terms of crop production values are produced depending on the size of agricultural land is one of the provinces located at the forefront in Turkey. Sanliurfa is located within the GAP project. Sanliurfa, together with the GAP project, shows increases in crop production values. One of these herbal products is fresh red pepper. Indeed, the production of red pepper (spicy and raw), which was 23.321 tons in Sanliurfa in 2005 and is reached to 101.401 tons in 2016 [6]. Red pepper has been consumed as fresh and spice for a long time, but nowadays it is used more as a spice. Because of its unique properties, isot peppers have recently begun to be accepted in domestic and international markets. Isot pepper continues to increase its market share every year. In this case, traditional isot pepper production is an important source of income and employment. In this respect, traditional products are accelerating rural development. In this regard, it has become important to reveal the branding of regional local products with its speciality and features. Increasing the value added of such products

contributes to the creation of income-generating new business areas. Therefore, such projects and studies are supported.

Among the most important reasons for the use of different fresh red peppers in production is the inability to find one and the same variety continuously, to differentiate sensory matters such as taste, smell, bitterness and color. This situation, which is caused by product diversification, can affect both quantity and price in a positive way. As a result, this situation constitutes a positive impact on both production and consumption as well as the amount. In this study, it is aimed to reveal the factors that are effective for the producers to use different kinds of red pepper in production.

## **II. The Materials and Method**

In GAP-Sanlıurfa, the number of enterprises producing industrial isot pepper was 16 and the number of establishments producing traditional isot was 3 in 2016. One of the products that try to make a market in the spice sector is the isot pepper, which is traditionally produced in domestic conditions. In Sanliurfa, the number of family businesses that produce traditional isot pepper is around 600. Sanliurfa's total production of isot pepper is around 4 thousand tons [7]. Small family enterprises, mostly run by women, mostly operate in the Sirrin region of Sanliurfa-Haliliye district. Moreover, small scale productions are being made in Eyyubiye and Baglarbasi districts where the lower income group of the city lives predominantly. It is not possible to determine the exact number of these small family enterprises. In this sense, the number of producers of isot pepper was accepted as 620. The sample volume was achieved using Yamane's formula [8], which is sufficient to conduct 149 questionnaires with a 95% confidence level and 7% error margin. In this study, 150 questionnaires were conducted. Field surveys were conducted by simple random sampling method through face-to-face interviews with isot-pepper producers in 2017. Reliability statistics of this research is measured by Cronbach's Alpha coefficient. Cronbach's Alpha measures internal consistency, which provides information about the reliability of a multi-item scale. Values exceeding 0.6 indicate internal consistent scales, in other words, all items incorporated in the scale measure the same underlying construct [9, 10, 11, 12]. The Cronbach's Alpha coefficient from data set found as 0.78 and interclass correlation coefficient significance of F test with true value was measured as  $p < 0.01$  that indicates this study is reliable.

## **III. Research Findings and Discussion**

The producers of isot pepper surveyed produce and sell isot pepper for at least 1 year, at most 35 years and for an average of 12.1 years. Isot pepper production quantities varies between 4 kg. to 25.000 kg, and the production average is 2.385,14 kg. The distributions of producers of isot pepper producers for whom are given in Table 1. According to the results, 70,1% of producers are producing directly for consumers. The distributions of producers' productions and where they do are listed in Table 2. According to the results, the most production of isot pepper is made to meet the provincial demands by 57,3%. The producers produce the most isot in black (purple) color, which is 56% of the production of isot pepper. There are many factors that affect consumer preferences [13, 14]. The production color depends on the demand of the consumers. The distributions of producers' colors of the production of isot pepper are given in Table 3. The type of sales is shown in Table 4. Accordingly, the sale of isot peppers is mostly at 86% with open bags. Since the sales made with open bags provide the opportunity to shop in different quantities and weights, it is also widely preferred in the region and the province. The producers behave in the production and marketing of goods, depending on the demands and profitability [15]. The distribution of the types of peppers produced by the producers is given in Table 5. According to this, producers prefer to produce by 68.7% with most of Urfa isot variety. The types of isot used in production can be sourced from many reasons. The most important of these is the difficulty of finding one and the same variety continuously. On the other hand, different varieties can also be used to form the flavor, aroma and smell of the isot pepper. The values related to the single type of usage that are asked to producers are given in Table 6.

Developing new products is crucial for new entrants to take part in the market, as well as for companies in the market to sustain their assets, grow their growths and profits [16]. Usage rates of producers vary in the production of different varieties of isot pepper. The usage rate of different isot-pepper varieties in production of isot is between minimum of 10% to maximum of 50%. The average usage rate of different kinds at production of the producers is calculated as 28,75%. The question was asked with options to determine why producers use different types. The distributions of the answers are given in Table 7. Accordingly, the most important reason to usage of different varieties is variety confidence in the isot pepper by 27.3%. This is followed by options to adjust the taste of the isot, due to bitterness, price, and not always possible to find same variety, respectively. Price is the rate at which goods are exchanged for a given amount of money, in order to obtain an item or service. Based on the resources used in production, the producer undertakes a number of costs [17]. These costs are the costs of procuring, processing and making ready for sale of isot pepper. These are simply the production costs. The unit cost is calculated by dividing the total cost of production by the amount of goods produced. Price

directly affects the quantity that can be sold in the marketplace [18]. When product pricing is done, the unit cost and the producer's profit expectation are taken as the base measure. If the producer does not make profits in accordance with the goods and services he has produced, either reduce the amount of production or abandon production altogether [19]. In both cases, the amount of production will decrease and the price of that good or service tends to increase depending on the demand. There are many factors that affect the price [20]. These are producers, consumers and the state. As producers form the supply side, consumers make demands and the state is in the market as a regulator. According to isot pepper producers, the lowest price in the market should be 20 TL/kg and the highest price should be 45 TL/kg for a good quality variety, the average isot pepper price of expectation of the producers' is 36.04 TL/kg (TL=Turkish Liras). On the other hand, the producers also stated that they expect a normal quality variety of isot should be at least 10 TL/kg and at the most 35 TL/kg in the market. The average expected price of normal quality isot is calculated as 21,38 TL/kg.

The manufacturer was asked to select the option to measure the effect of the price on the production of isot, which was obtained from different red peppers. Accordingly, the price is 51% of effective in different types of usage in the production of isot pepper. While, food security is 98% and confidence is 67% in effective in the selection of the different varieties. The location is found by 65% insignificant in usage of different isot varieties in production. This result does not coincide with expectations before the survey. Because isot pepper is a traditional and local product, it has geographical marking. This result is interpreted as the fact that the producers perceive this question as only the place of production and the place where the production is made. Traditional marketing understanding is based on the superiority of the concepts of production, product and sales [21]. This includes local products, too. Packaging and appearance have not been identified as effective factors in different varieties of usage. When the answers given to this factor are evaluated together with the sales type results, this result is consistent with the pre-survey expectations. Isot pepper producers are usually selling at outdoors with open bags. Generally, consumers are buying from known and familiar places based on trust, and packaging is not important in this case.

The most important problem related to the production of isot, which is obtained from different fresh red peppers, was asked to the producers as a factor question with options. In the question with options, the producers were asked to score by giving the most important problem five and the least important one. Market and marketing are very important in terms of producers [22]. Table 8 shows the distribution of opinions of producers regarding problems related to production, which are related to market insufficiencies. Where, 64% of producers' regard this as a problem, while 10% is not considered as it is a problem. The distribution of the results that producers consider marketing as a problem is given in Table 9. According to the results obtained; 18% of the producers regard the marketing as a problem, while 68,7% do not regard it as the problem. Average production quantities of those who see marketing as a problem are 1.285 kg, while average production quantities of those who do not regard it as problem are 2.469 kg. Conclusions drawn here are that small and medium enterprises are engaged in market and marketing problems in their productions, while large-scale producers are located better situation in terms of market and marketing. These results are consistent with the overall economy rules. The producers do not regard branding as a problem by 53%. This situation is explained by trust based on trade and the amount of production. The isot pepper producers are often directly delivering their products to consumers based on trust. Often trade is among familiar people. In today's consumer preference, brand, trust and satisfaction have an important place in sectoral marketing and that affect sales [23].

Branding is a plus that adds value to production because of the trust it gives to the consumers. The average production amount of those who regard branding as a problem is 801 kg, while the average production amount of those who do not regard it as a problem is 3.179 kg. This result is consistent with the results from the marketing problem. It is often seen as a problem by small-scale producers. While the ratio of those who see the promotion as a problem is 19%, the percentage of those who do not regard it as a problem is 66%. The average production amounts of those who see promotion as the problem is 3.127 kg, while the average production quantities of those who cannot see it as a problem are 1.910 kg. These results are consistent with expectations. It is expected that the degree of promotion significance will be higher for the enterprises with more production amounts. Without promotion, it is not possible to be a shareholder in the market, unless the product produced is only in a limited place and quantity with high demands. Manufacturers perceive counterfeit products as a problem. The rate of those who see this as a problem is 73%.

Isot pepper shows different physico-chemical properties according to its variety [24]. The starting point of product development is consumer needs [25]. Factor questions were asked to identify why producers made isot production using different varieties, and they were asked to indicate their degree of participation. The ratios of the producers to participate in the factor that usage of different varieties of fresh red peppers are related to the price of isot is given in Table 10. According to the results obtained, isot prices are determinable in different types of use, which is determined as 92%. Only 2% of the participators indicates that there is no effect of price on the use of varieties. It is related to the taste of the reason why the producers use different fresh red peppers in the production of isot. The participation for this factor is given in Table 11. Accordingly, the usage of different

kinds for taste and flavors are significant and decisive with the participation rate is 99%. The usage of different fresh red peppers in the isot-making depends on the quantity available in the market. The percentages of participation of producers for the factor is given in Table 12. The participation to this factor is found as 70%. The producers use different fresh peppers to adjust the degree of bitterness. The ratings for participation in this factor is given in Table 13. The participation rate for this factor by the producers is 95%. The producers use different pepper varieties because the amount of dry isot is different. The participation for this factor is given in Table 14. The rate of this factor is 69%. Table 15 summarizes the mean value of significance of participation rates for the factors that may be effective in usage of different types in production of isot pepper. According to this, while the most important factor is the taste and the least important factor is the amount of dry isot. Taste is a factor having determining effects in local and traditional products. The food taste plays vital role for preferences, choices and demands on the quantity, simply have direct effect on consumers' behaviors.

#### IV. Tables

**Table 1. The producers make isot pepper production for which group**

Who is made for production	Frequency	Percentage	Cumulative Percentage
Wholesalers	6	4,0	4,0
Retailers	2	1,3	5,3
To markets	2	1,3	6,7
Directly to consumers	106	70,7	77,3
A few of them	34	22,7	100,0
Total	150	100,0	

**Table 2. Where do producers make their isot pepper productions**

Where Productions Are Made	Frequency	Percentage	Cumulative Percentage
In the province	86	57,3	57,3
Intra-regional	25	16,7	74,0
Whole country	39	26,0	100,0
Total	150	100,0	

**Table 3. Color preferences of producers in isot pepper production**

Which color isot pepper is preferred	Frequency	Percentage	Cumulative percentage
Black (Purple)	84	56,0	56,0
Red	41	27,3	83,3
Both of them	25	16,7	100,0
Total	150	100,0	

**Table 4. Types of sales of producers' isot pepper production**

Types of sales	Frequency	Percentage	Cumulative percentage
With open bag	129	86,0	86,0
With box packing	6	4,0	90,0
Both of them	15	10,0	100,0
Total	150	100,0	

**Table 5. Varieties used by producers in the production of isot-pepper**

Variety in production	Frequency	Percentage	Cumulative percentage
Urfa isot variety	103	68,7	68,7
Kilis isot variety	1	0,7	69,3
Filfil isot variety	11	7,3	76,7
A few of them	35	23,3	100,0
Total	150	100,0	

**Table 6. One variety usage rates of producers in isot-pepper production**

Is it the only same kind used in production	Frequency	Percentage	Cumulative percentage
Yes	104	69,3	69,3
No	46	30,7	100,0
Total	150	100,0	

**Table 7. Reasons for producers using different isot varieties**

Why producers use different types of isot pepper	Frequency	Percentage	Cumulative percentage
Due to the price	19	12,7	12,7
Because of taste	38	25,3	38,0
Due to the confidence of the pepper variety	41	27,3	65,3
Because of the bitterness	37	24,7	90,0
One and same variety is not always possible to find	15	10,0	100,0
Total	150	100,0	

**Table 8. The importance of market insufficiency problem according to producers**

Market insufficiency problem	Frequency	Percentage	Cumulative percentage
Not important at all	4	2,7	2,7
Unimportant	11	7,3	10,0
Normal-Fair	39	26,0	36,0
Important	39	26,0	62,0
Very important	57	38,0	100,0
Total	150	100,0	

**Table 9. The importance of marketing problem according to the producers**

The importance of marketing problem	Frequency	Percentage	Cumulative percentage
Not important at all	67	44,7	44,7
Unimportant	36	24,0	68,7
Normal-Fair	20	13,3	82,0
Important	15	10,0	92,0
Very important	12	8,0	100,0
Total	150	100,0	

**Table 10. Effects of price on usage of different types according to the producers**

Isot production from different fresh red peppers is related to the price	Frequency	Percentage	Cumulative percentage
Disagree	3	2,0	2,0
Normal-Fair	9	6,0	8,0
Agree	67	44,7	52,7
Certainly agree	71	47,3	100,0
Total	150	100,0	

**Table 11. The effects of taste on the usage of different fresh red peppers at isot according to the producers**

The use of isot from different fresh red peppers is related to the taste	Frequency	Percentage	Cumulative percentage
Normal-Fair	2	1,3	1,3
Agree	9	6,0	7,3
Certainly agree	139	92,7	100,0
Total	150	100,0	

**Table 12. The usage of different fresh red peppers in the isot-making depends on the quantity available in the market**

Use of different kinds due to quantity available in the market	Frequency	Percentage	Cumulative percentage
Disagree	2	1,3	1,3
Normal-Fair	43	28,7	30,0
Agree	48	32,0	62,0
Certainly agree	57	38,0	100,0
Total	150	100,0	

**Table 13. Use of different pepper varieties according to producers is related to the degree of bitterness**

The use of different pepper varieties is related to the degree of bitterness	Frequency	Percentage	Cumulative percentage
Disagree	1	0,7	0,7
Normal-Fair	6	4,0	4,7
Agree	27	18,0	22,7
Certainly agree	116	77,3	100,0
Total	150	100,0	

**Table 14. Different peppers are used because of the amount of dry isot is different**

Different peppers are used because of the amount of dry isot is different	Frequency	Percentage	Cumulative percentage
Not agree at all	1	0,7	0,7
Disagree	2	1,3	2,0
Normal-Fair	44	29,3	31,3
Agree	57	38,0	69,3
Certainly agree	46	30,7	100,0
Total	150	100,0	

**Table 15. The mean values of importance of ratings of producers about the given factors**

Factors	The mean values of importance
Isot production from different fresh red peppers is related to the price	4,37
The use of isot from different fresh red peppers is related to the taste	4,91
The use of fresh red peppers in the isot-making depends on the available quantity in the market	4,07
The use of different fresh peppers is to adjust the degree of bitterness	4,72
Different peppers are used because the amount of dry isot is different	3,97

## V. Conclusion

Approximately 45% of red pepper produced in Turkey are produced in Sanliurfa. Isot pepper is an important source of income for families who are economically in the lower income group, especially for women. In recent times, consumers have begun to tend to traditional products with more natural characteristics. Because of this, the market shares of traditionally produced isot pepper is increasing day by day. The most important reason why different fresh red peppers are used in production is the difficulty of finding one and the same variety continuously. Other important reasons are to provide sensory differentiation such as taste, smell, bitterness and color. Product diversification, could also be effective on the production quantity and price.

Mostly, the production of isot pepper is done directly in the consumers and in the province. Depending on consumer demand, black (purple) color is preferred in the production of isot pepper. They are usually sold at outdoors in open bags. The most common variety is the Urfa isot pepper variety among the other varieties. Confidence in isot pepper was detected as an effective factor in the selection of varieties. The average usage rate of different kinds of producers is found as 28.75% for their productions. Manufacturers are also expecting a sales price of good quality isot pepper with an average of 36.04 TL/kg. and that of the normal one is 21.38 TL/kg. The place of production of the different isot pepper is not significant. Packaging and appearance have not been identified as effective factors. Because isot is a traditional and local product, it has geographical marking. Different results have been obtained for market and marketing, which is explained by the production amount. Small and medium-sized producers are more likely to encounter marketing problems, while large scale producers are in better situation in terms of market and marketing. Manufacturers do not see branding as a problem. This situation is explained by the trust based on trade and the amount of production.

Increasing the value added of such local and traditional products contributes to the creation of new revenue generating business areas. Therefore, such projects and studies are supported. This study is one of the first studies on this subject for GAP-Sanlıurfa, Turkey. The results are a guide to sector representatives, policy makers and decision-makers.

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