

# THESIS

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PAGE

FOR REFERENCE

NOT TO BE KEPT IN THIS ROOM

## CONSUMER BEHAVIOUR FOR THE CANNED FRUITS AND VEGETABLES

by

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THESIS

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## I. INTRODUCTION

### WHY CONSUMER BEHAVIOUR?

Analysis of many marketing problems begins with consumers. Marketing is based on substantial analytical and insightful attempts to learn the material wants and needs, motivations, habits, and actions of consumers. Therefore consumers are the focal point of all marketing activities.

The consumer behaviour is a multidimensional variable, where psychological, sociological factors are of primary importance, since it is dealing with different aspects of human behaviour.

Berelson and Steiner point out this complexity as follows:

" Human behaviour itself is so enormously varied, so delicately complex, so obscurely motivated that many people despair of finding valid generalizations to explain and predict the actions, thoughts, and feelings of human beings-despair, that is, of the very possibility of constructing a science of human behaviour."<sup>1</sup>

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<sup>1</sup>Bernard Berelson and Gary A. Steiner, Human Behaviour: An Inventory of Scientific Findings, (New York: Harcourt, Brace and World Inc., 1957), p.3.

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No discipline can give a theory which can explain all human behaviour. The major task is to combine these findings and look out for the implications they may have for marketing management.

This complexity arises from the fact that the marketing man faces the controllable and uncontrollable variables. He should know how and what influences the consumer when he changes the controllable variables. The proper marketing mix is the main problem which influences the consumer.

The primary objective of the marketer is to sell his goods and/or services to the ultimate consumer. To succeed in this task, he has to determine the dimensions of a constantly changing variable -Consumer behaviour. Only after this difficult step is overcome, can he establish an appropriate marketing strategy.

## WHY CANNED FRUITS AND VEGETABLES?

Canned products industry is a newly developing industry in Turkey. Like any other developing industry it has many problems. Especially in Turkey, where being a good housewife is a very important source of social pride, canned products industry has greater problems than any other industry in Turkey and even greater difficulties than any other canned products industry in a foreign country.

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In developed countries, canned products industry plays an important role in daily life as far as the consumer and their consumption habits are concerned. Some reasons may be stated as follows:

1. Everyday more and more women enter the labour force limiting the available time for housework and especially for cooking.
2. Even if the housewives are not working, they are beginning to demand more leisure.
3. Simply not liking to do housework and cooking.

Today, it seems there are many drawbacks for the buying of canned products in Turkey, because in less developed countries, canned products consumption faces complex problems and strong resistance in several aspects.

The subject is limited only to fruits and vegetables. Since fresh fruits and vegetables are consumed almost in every home, the question comes to mind "Why not also canned fruits and vegetables?" To include all sorts of canned products into the analysis will be impossible because of limitations in time and financial resources.

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## OBJECTIVES OF THIS STUDY<sup>1</sup>

General objectives.- This study aims at determining consumer behaviour for the canned fruits and vegetables. General objectives of the study may be pointed out as follows:

1. Attitudes- The first general objective is to study the attitudes of the consumers for the canned fruits and vegetables. Attitudes represent a predisposition to respond to given stimuli. They indicate the extent to which people accept or reject some marketing factors.

Also the study tries to reveal positive and negative attitudes of consumers, since it is quite possible that in any given case both positive and negative attitudes exist.

2. Sensations- Sensations represent the reaction of the mind to either a mental or aphysical stimulus. Sensations are commonly produced by stimuli which affect a person's sight, smell, hearing, taste, and touch. In this study taste is the main sensation that we are concerned with. Taste plays an important role in the consumption of canned

<sup>1</sup>This section is mainly prepared from Harper W. Boyd and Ralph Westfall, Marketing Research, (Homewood, Ill.: Richard D. Irwin, Inc., 1966), chapter 14, Motivation Research.

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products as it was revealed at the first stage of the study and therefore included in the questionnaire.

3. Images- Images are tied closely to sensations. They are mental pictures that are formed as a result of stimuli. They are closely connected with symbols and associations. Therefore, in this study an effort has been made to find out whether the housewife is self-concept and has an association of not being a good housewife since she uses a ready meal, namely canned products. The first stage of the study revealed that some housewives think that a woman who uses canned fruits and vegetables is not a proper housewife.

4. Assumptions- Throughout life each person stores items of information which are used constantly as reference points for accepting and rejecting some products. Many of these reference points are subconscious because they are placed in the subconscious mind. Many products are accepted or rejected because they "fit" or "don't fit" the assumptions and beliefs which act as the consumer's "frame of reference".

A knowledge of the assumptions and beliefs held by consumers is very important for effective marketing.

Assumptions and beliefs are hard to measure because of the difficulty involved in the measurement of rationalizations. Therefore, in this study -as explained later- a two

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stage system has been used. In the first stage the "rationalizations" the consumers make for the canned fruits and vegetables are determined. They are formed into questions after careful analysis. So it will be easy to measure whether these "rationalizations" are sound or not. For example if a consumer does not use canned products since she thinks that they are not germ-free, study will reveal whether this assumption plays an important role for the buying decision of canned products.

Specific objectives.- The main part of the specific objectives has been prepared under the light of the first stage results of the survey. The results of the first stage are reflected in the questionnaire.

The specific objectives are as follows:

1. Whether housewives use canned products or not?
2. How often they use canned products?
3. Which sorts of canned fruits and vegetables they use?
4. How much they use canned fruits and vegetables?
5. Whether consumers find the canned products, fresh fruits, and fresh vegetables delicious or not?
6. Whether consumers find the canned products, fresh

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fruits, and fresh vegetables easy to handle or not?

7. Whether consumers find the canned products, fresh fruits, and fresh vegetables easy to carry or not?

8. Whether consumers find the canned products, fresh fruits, and fresh vegetables perishable or not?

9. Whether consumers find the canned products, fresh fruits, and fresh vegetables expensive or cheap?

10. Whether canned products are bought to reduce time spent for preparing food?

11. Whether canned products are bought because of impossibility to find fresh fruits and fresh vegetables all the time?

12. Whether consumers think that canned products are ~~germ-free~~ or not?

13. Whether consumers prefer those canned products which are difficult to prepare and cook in fresh form?

14. Whether housewives think that a woman who uses canned products is not a proper housewife?

15. Whether consumers are brand conscious?

16. Who is the purchasing agent of the family?

17. Whether there is planned or unplanned buying behaviour as far as canned products are concerned?

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## THEORETICAL BACKGROUND

Although some theoretical aspects of the problem were ~~discussed~~ in preceding sections, here we will survey some theoretical concepts which helped to build the model used for the survey. Therefore, although this section is titled "Theoretical Background", it shouldn't be assumed to be the only theoretical section. The theoretical sections of preceding sections should not be forgotten to complete the whole theoretical picture.

The main model followed in this study is the one described by Philip Kotler.<sup>1</sup> Before describing the model it will be interesting to see what Philip Kotler thinks and says about consumer behaviour:<sup>2</sup>

"Of the dozens of categories of human action- working, sleeping, voting, eating, breathing, arguing, buying, and so forth- the ONE OF PRIMARY interest to the marketer is buying. As an act, buying is typically more complicated than breathing or sleeping

<sup>1</sup>Philip Kotler, Marketing Management: Analysis, Planning, and Control (Englewood Cliffs, New Jersey: Prentice Hall Inc., 1967) pp. 66-82

<sup>2</sup>Ibid., p. 67

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but probably less complicated than choosing a job or wife."

Philip Kotler states the difficulty of the problem in an ironic but shocking way. To simplify the problem, he suggests the following model.

The buying process is composed of different stages. The consumer is going from a "felt need" to "prepurchase activity" to a "purchase decision" to "use behaviour" to "postpurchase feelings". Each step has its own problems. Therefore each stage should be studied very carefully to prepare an effective marketing strategy.

"Felt need" is the starting point of the buying process. The consumer should first realize the need he feels for something. A need is something that a person seeks to satisfy or reduce, and presumably some object or activity will do this.

Marketers should consider it their responsibility to satisfy the needs. They should even go beyond this and stimulate new, specific wants. In case of canned products "felt need" stage is already over. Because consumers are aware of their needs and know what to buy in case they couldn't find fresh fruits and fresh vegetables.

Then comes the "prepurchase activity". In this stage

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the consumer will try to learn how to satisfy his needs. He will read the advertisements, he will ask friends to find out some details of the product which will satisfy his needs.

In the "purchase decision" stage the consumer will not make only one decision, rather he will go through a set of decisions. These decisions involve a product, a brand, a style, a quantity, a place, a dealer, a time, a price, and a way to pay.

Marketer's interest in the buying process should not end with the sale of the product. The product was purchased not for its own sake, but for its ability to satisfy a "felt need". Therefore in the "use behaviour" stage such questions as, who uses the product, how is it used, where is it used, with what other products is it used, should be studied.

In the "postpurchase feelings" stage it should be studied whether the buyer was satisfied with the product or has the product provoked some postpurchase uncertainty.

E. Jerome McCarthy makes an interesting classification of buying motives, which are helpful also for the survey.<sup>1</sup> E.

<sup>1</sup>E. Jerome McCarthy, Basic Marketing: A Managerial Approach, (Homewood, Ill.: Richard D. Irwin Inc., 1964) pp. 241-44.

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Jerome McCarthy classifies motives as such:

A- Emotional Motives

- 1- Satisfaction of senses
- 2- Preservation of species
- 3- Fear
- 4- Rest and recreation
- 5- Sociability
- 6- Curiosity or mystery
- 7- Pride
- 8- Striving

B- Economic Motives

- 1- Handiness
- 2- Depedability in use
- 3- Reliability of auxiliary service
- 4- Efficiency in operation or use
- 5- Durability
- 6- Enhancement of earnings
- 7- Enhancing productivity of property
- 8- Economy of purchase or use

The results of the first step (pilot study) revealed that some of the above listed motives were relavant. These motives are "sociability", "striving", "handiness", "satisfaction of senses", "efficiency in operation or use", "durability", and "economy of purchase or use". These motives have been used to prepare the questionnaire.

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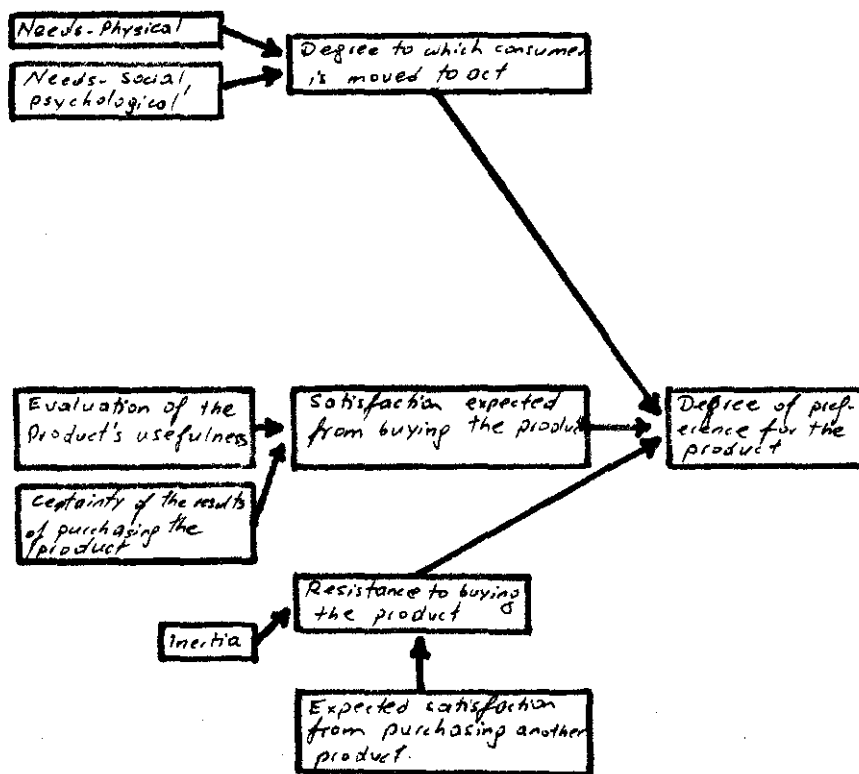
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It is also important to know the interaction of these motives.  
This interaction is illustrated in the following figure.

FIGURE 1

## HOW AN INDIVIDUAL DECIDES HE PREFERS A PRODUCT<sup>1</sup>



<sup>1</sup>Ibid., p. 245

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The system discribed in Figure 1 have been almost precisely followed at the constructing of the questionnaire.

## LIMITATIONS

All social institutions face the threat of obsolescence in a period of rapid change. For example as styles of living in a society change, the distribution media and the products and services marketed also change. Lifestyle changes are a key factor influencing consumer behaviour. These changes influencing consumer behaviour are described by Eugene J. Kelly as follows:<sup>1</sup>

A movement toward upper-income groups that will give millions of people greater discretionary spending power.

An increase in educetion levels that will upgrade earning power and social concepts and goals.

A change in way of life with a trend to family and home life.

A continuous growth of population and number of households.

<sup>1</sup>Eugene J. Kelly, Marketing: Strategy and Functions, ("Foundation of Marketing Series", Englewood Cliff New Jersey: Prentice Hall Inc., 1967), p. 34

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A change in age distribution and family composition with an increase of adolescents and young adults.

A change in labor-force composition, with increased numbers of skilled and educated workers, and more and more married female workers.

A movement to the suburbs and a decline in farm population.

A greater variety of items offered due to self-service supermarkets, discount outlets, and shopping centers.

An increase in competitive efforts to upgrade consumer concepts of living standards and way of life.

But to include life-style changes into our analysis would be impossible. Because this analysis is made at a given time. The consumer behaviour is surveyed at a definite and certain point of time. If the changes would have been included a series of surveys with definite time intervals should have been made. Of course this is at the time being impossible because of limitations in time and financial resources. However, it is hoped that this study will be a starting point for longitudinal comparisons.

Another limiting factor is to consider only the consumer as an individual. But also the individual and family

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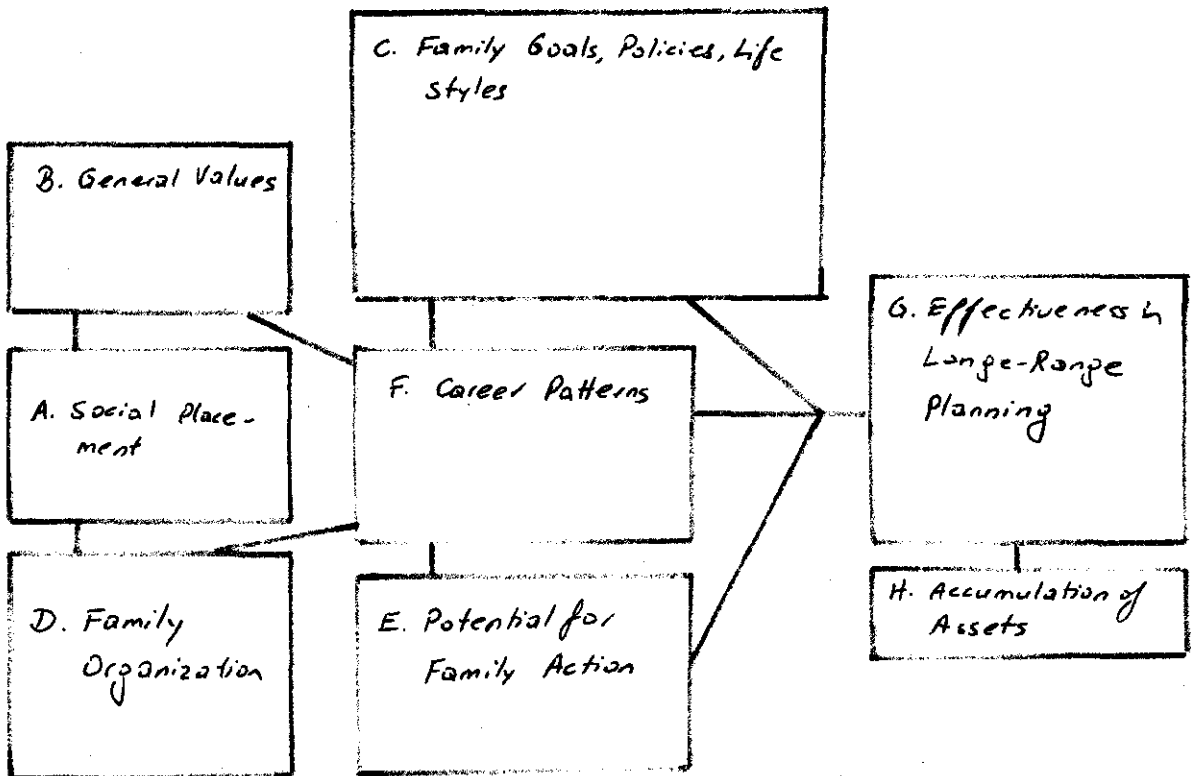
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interaction is a very important factor to determine the buying behaviour. A family's character has six basic parts which, together, determine how it buys. This is shown in Figure 2:

FIGURE 2

## SIX PARTS OF A FAMILY'S CHARACTER THAT DETERMINES HOW IT BUYS<sup>1</sup>



<sup>1</sup>E. Jerome McCarthy, Basic Marketing: A Managerial Approach (Homewood, Illinois: Richard D. Irwin, Inc., 1964), p. 259

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The boxes contain the following specifications:

- A. Social Placement
  - 1. Education
  - 2. Occupation
  - 3. Residence
  - 4. Financial status
  
- B. General Values
  - 1. Traditional, modern
  - 2. Conception of parenthood
  - 3. Attitude toward time
  
- C. Family Goals, Policies, Life Styles
  - 1. Tendency to invest in present consumption or future rewards
  - 2. Investment in time savers and leisure-time products
  - 3. Stress on social advance, conformity or education
  - 4. Buying done with cash or credit
  - 5. Services vs. tangible products
  - 6. Degree of family solvency
  
- D. Family Organization
  - 1. Size
  - 2. Age

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3. Stage in life cycle
4. Power structure
5. How various roles are allocated
6. Marital integration

## E. Potential For Family Action

1. Adequacy of husband-wife communication
2. Marital concensus
3. Marital empathy
4. General ability to make decisions and solve

problems

## F. Career Patterns (Family History)

1. Occupations held
2. Changes in residence
3. Financial changes
4. Educational background
5. Class changes

## G. Effectiveness In Long Range Planning

1. Proportion of purchases preceded by discussions
2. Discrepancy between number of purchase-plans

made and fulfilled

3. Satisfaction with items purchased

## H. Accumulation of Assets

Durable goods and money

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Figure 2 is a very interesting figure. But especially parts C, E, F, and G are very difficult to determine. To determine them long and continuous depth interviews and consumer diaries are necessary. Because of limitations of time and financial resources, only a static consumer behaviour is analyzed in this survey. For example at the moment it is not possible to determine the "adequacy of husband-wife communication", but the result of this communication is analyzed, namely WHEN and HOW did they decide after a communication.

Anything concerning the TIME element, i.e. CHANGE in the consumption behaviour is excluded from the same reason.

A further limitation is the sample units selection. Because of limitation in financial resources, a consumer panel has been derived from the address catalogue of Büro P.A.R.S.<sup>1</sup> This is explained in "Research Methodology" part in detail. Only the most representative families of each "Kaza" are selected. But the extreme values of the family size and income distribution are neglected. For example if the mode is at "4 persons" for the family size definition in a definite "Kaza", such a family is selected and although sum of other classes in the distribution are greater than "4 persons",

<sup>1</sup>A marketing research firm in Istanbul owned by the author of this thesis.

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they are not interviewed. This limitation prevented any cross tabulation with income and family size. Since there are only very few interviews at a definite income range and family size, it is not possible to make any analyses and generalizations by family size and income.

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## II. RESEARCH METHODOLOGY

The major research technique used in this study is the interview. Interviews were conducted by trained professional interviewers. (Appendix I). These interviewers were supplied with a questionnaire including all of the questions to be asked the interviewees.

To prepare the questionnaire, a pilot study was conducted with ten families. These ten families were interviewed about their experience with canned products. With the information obtained from this study the main questionnaire form was prepared (Appendix II). The result of interviews were recorded in these questionnaire forms.

At the end of the interview period, the collected data were tabulated on tally sheets.

### QUESTIONNAIRE DESIGN

Donald Snygg and Arthur W. Combs make the following observation:

"However capricious, irrelevant, and irrational the consumer's behaviour may appear to an outsider, from

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his point of view at that instant his behaviour is purposeful, relevant, and pertinent to the situation as he understands it. What it looks like to others has no bearing upon the causes of his behaviour."<sup>1</sup>

So one of the main attributes of a good research for consumer acceptance is to be sure not to stop short with what seems to be the logical, the surface explanation of consumer behaviour.

In accordance with these, it did not seem right to prepare a questionnaire for measuring consumer behaviour without knowing the real problems that consumers face as far as canned fruits and vegetables are concerned. All the questions, except personal ones have been prepared under the light of this information.

The point in such a research is that people with all sorts of different and conflicting motives do not always know themselves what their motives are, and even if they do, they don't reveal their thoughts under direct questioning.

Another difficulty in finding out what people feel or want in relation to products is that when surveyed or questioned,

<sup>1</sup>Snygg D. and Combs A., Individual Behaviour (New York: Harper and Brothers, 1949), p. 12.

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they immediately become self-conscious or try to give the answer that they think is expected from them. Therefore in this research structured indirect questions and some tools of motivational research have been applied.

The main techniques which have been used are:

1. The Guttman's scaling technique<sup>1</sup>- The Guttman's scaling procedure is an illustration of a response procedure in which the analyst's intention is to scale both stimuli and subjects. In this study Questions 5, 6, 7, and 8 have been prepared by this method.

2. Semantic differential<sup>2</sup>- It is essentially a large scale application of rating scales, the semantic differential seeks to evaluate the different components of an attitude. This is accomplished by asking respondents to rate different dimensions of a subject. The dimensions are found by the pilot test. Respondents rate different dimensions of a subject in terms of polar adjectives on a marked continuum containing seven divisions. In this research Question 4 has been prepared by this method. Thus it is possible to rate vegetables and fruits versus canned fruits and vegetables.

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<sup>1</sup>p. Green and R. Frank, A Manager's Guide to Marketing Research (New York: John Wiley and Sons, Inc., 1967), p. 47.

<sup>2</sup>R. Ferber, D. Blankertz, S. Hollander, Marketing Research, (New York: The Ronald Press Co., 1964), pp. 96-98.

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## SAMPLING

The first step. - In the first stage ten families have been visited for a pilot study. These families have been selected according to the distribution of family incomes and family sizes in Istanbul.

The average family size in Istanbul is around four persons and the average income is around 1000-2000 TL.<sup>1</sup> The distribution of test samples is given in Table 1.

TABLE 1  
DISTRIBUTION OF TEST SAMPLES

<u>Income/Month</u>	<u>Number of families</u>
600-1000	1
1001-1500	3
1501-2000	2
2001-3000	2
3001-4000	1
4001 and more	<u>1</u>
	10

<u>Family size</u>	<u>Number of households</u>
2	1
3	2
4	3
5	2
5 and more	2

<sup>1</sup>Web Ofset Yayınları Demografik Profil Araştırması, a research covering 1000 families in Istanbul.

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The second step. - The research was conducted in Istanbul alone. This is due to time and financial resources limitations. Istanbul population has different classes or strata and representativeness can be secured by dividing the population into more homogenous segments.

Fortunately, administrative division of Istanbul represents such homogeneous segments. For example, Şişli's population is different from Fatih's and from Zeytinburnu's. They are not mixed.

Items have been selected randomly from each stratum and then have been combined to form one total sample. This is called "Proportionately Stratified Sampling". A proportionately stratified sample has been used, which means that each sample stratum has the same proportion of that stratum in the population.

To determine the distribution of the sample size, it is necessary to know the distribution of Istanbul population by family size and income. Such a study has been made by the author of this thesis while conducting some other marketing researches and will be used here, also.

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The distribution of Istanbul population by family size and income is given in Appendix III.

Usually the purchasing agent for grocery items is the woman herself. Therefore it has been decided to interview women only. In some houses there may be one woman residing, in some other house there may be two, three or more women residing. This has been taken care of by taking women population to distribute the sample whose size is determined by the judgement sampling method, since a more scientific sample size determination would at least require about 600 interviews and this is not possible because of financial and time limitations.

TABLE 2

DISTRIBUTION OF WOMEN POPULATION OF ISTANBUL<sup>1</sup>

<u>Kaza</u>	<u>Population</u>
Bakırköy	67136
Beykoz	25798
Beyoğlu	85304
Eminönü	45690
Eyüp	64245
Fatih	145466

<sup>1</sup>"Genel Nüfus Sayımı, 1964" prepared by the State Statistical Institute.

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<u>Kaza</u>	<u>Population</u>
Gazi Osman Paşa	35498
Kadıköy	74162
Sarıyer	20875
Şişli	117198
Üsküdar	55392
Zeytinburnu	39077

The women population has been taken into consideration because woman is the person among the household who usually decides what to buy and cook.

Each Kaza represents a stratum. Kazas has been accepted within municipal administrative boundaries. Two of the Istanbul Kazas have been omitted. They are Yalova and Şile. Although administratively they are bound to Istanbul, from marketing point of view Yalova is within Bursa's trade area and Yalova is even closer to Bursa than to Istanbul. Şile, on the other hand trades within the Kaza and neighbour regions.

The panel has been prepared from the files of Büro P.A.R.S.<sup>1</sup> which contain about 2000 families classified according to family size and income. The most representative families are selected and visited for interviews. These families

<sup>1</sup>A private research company owned by the author.

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are the most representative families of each Kaza and therefore families which represent extreme values in Table 3 are missed.

Table 4 shows the sample size distributed among the strata proportionate to the women population.

TABLE 4

## SAMPLE SIZE DISTRIBUTION

<u>Kaza</u>	<u>Number of interviews</u>
Bakırköy	5
Beykoz	2
Beyoğlu	6
Eminönü	3
Eyüp	5
Fatih	10
Gazi Osman Paşa	2
Kadıköy	5
Sarıyer	1
Şişli Üsküdar	8
Üsküdar	4
Zeytinburnu	<u>3</u>
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## III. FINDINGS

### CONSUMPTION

The result of the survey revealed that consumption of canned products is not as small as it was thought. Quite to the contrary, in Istanbul, almost all of the houses interviewed were consuming one kind of canned product.

The per cent distribution of the production of canned products in Turkey is shown in Table 5.

TABLE 5

#### PER CENT DISTRIBUTION OF CANNED PRODUCTS PRODUCTION<sup>1</sup>

<u>Kinds</u>	(1966)	<u>Per cent</u>
Vegetable		36.3
Fish		23.3
Ready meal		14.5
Tomato paste		9.1
Fruit		7.1
Jam		3.7

<sup>1</sup>Milli Prodüktivite Merkezi, Türkiye'de Konserve ve Soğuk Hava Deposu İşletmeciliğinin Mevcut Durumu ve Ekonomik Önemi (Ankara: Devlet Basımevi, 1967), p. 54

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<u>Kinds</u>	<u>Per cent</u>
Marmelade	3.7
Pickled vegetables	1.6
Tomato juice	<u>.7</u>
	100.0

As shown in Table 5, the most highly produced canned products are vegetables and fish. My survey also contains some of the "ready meal" which are vegetables. It is not wrong to conclude that Table 5 also reflects the consumption of canned products. Because almost all of the canned production is at the disposal of domestic consumption. Only a very small amount is exported. In 1967, 230,000 kg. canned vegetables and 500,000 kg. canned fish was exported. And no other export was made. But in 1967, overall canned production was 12,500,000 kg.<sup>1</sup>

Thus, it will not be wrong to conclude that canned production is almost for the domestic consumption.

The canned products industry in Turkey utilizes only 20 % of its capacity.<sup>2</sup> That may be an indicator of small potential demand.

<sup>1</sup>İGEME, Konserve İhracatımız (Ankara: Devlet Basım-  
evi, 1968), p.11.

<sup>2</sup>Konserve Sanayii Özel İhtisas Komisyonu, Sebze ve Meyve Konserveleri Raporu, A Report Prepared by the Devlet Planlama Teşkilatı, 1966, p. 86 (mimeographed).

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The reasons for that have been stated by the State Planning Organization as follows:<sup>1</sup>

1. Wrong selection of plant location.
2. Low quality of raw material.
3. Not enough working capital.
4. Lack of managerial ability.
5. High cost of production.

TABLE 6

## CANNED PRODUCTS CONSUMPTION

<u>Consumption</u>	<u>Per cent</u>
Many times	10
Sometimes	50
Very few	37
Never	<u>3</u>
	100

As it was stated in the beginning of this chapter, this result reveals that almost all of the houses interviewed consume canned products. 60 % of the households use canned products very often. Comparing this result with Turkey's canned products consumption figures shows

<sup>1</sup>Ibid. p. 87.

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interesting results and leads to fruitful conclusions.

In 1966, canned products consumption per capita is 746.5 gr.<sup>1</sup> The figures for different countries are shown in the following table

TABLE 7

PER CAPITA CONSUMPTION OF  
CANNED PRODUCTS<sup>2</sup>

<u>Country</u>	<u>Kg-Per capita</u>
U.S.A.	26.2
England	21.1
Belgium	12.6
France	9.0
West Germany	7.5
Holland	6.6
Switzerland	4.8
Danemark	4.2
Turkey	<u>0.7</u>
	100.0

Comparing Table 6 and Table 7 seems contradicting at

<sup>1</sup>Milli Prodüktivite Merkezi, Türkiye'de Konserve ve Soğuk Hava Deposu İşletmeciliğinin Mevcut Durumu ve Ekonomik Önemi (Ankara: Devlet Basımevi, 1967), p. 82

<sup>2</sup>Ibid. p. 83

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at the first glance. Interview results show that 60 % of households consume canned products "many times" and "sometimes". But official data reveals that consumption of canned products are low. At this moment the survey was stopped and 20 of the interviewed households were selected at random. A revisit has been made to find out their frequency of purchase, since "many times" and "sometimes" are relative terms, they should be somewhat qualified.

TABLE 8

## FREQUENCY OF PURCHASE

<u>Frequency</u>	<u>Number of households</u>
Once a week	2
Once in two weeks	5
Once in a month	<u>13</u>
	20

Table 8 shows what "many times" and "sometimes" mean for the housewives. The frequency of purchase of canned products are low, but increasing rather rapidly. For example the housewives who are buying once a month, were buying only once in two months in the past. Since the housewife increases her frequency of purchase as the time passes, she considers herself to be consuming "very much" and "sometimes". Thus, she is talking relative to her past consumption.

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The following table confirms our conclusion about this affair.

TABLE 9

PRODUCTION OF CANNED FRUITS AND  
VEGETABLES<sup>1</sup>

<u>Years</u>	<u>Canned vegetables (Number of tins)</u>	<u>Canned fruits (Number of tins)</u>
1960	4,000,000 <sup>a</sup>	800,000
1961	5,000,000	1,000,000
1962	5,800,000	1,200,000
1963	6,500,000	1,300,000
1964	7,200,000	1,500,000
1965	8,000,000	1,600,000

<sup>a</sup>Figures are approximated.

Namely, from 1960 to 1965 production of canned fruits and vegetables increased 100 %. And parallel to the increase of production was the increase in consumption. This was caused by a higher frequency of purchase of the housewives. And the contradicting aspect of the fact of consumption per capita

<sup>1</sup>Konserve Sanayii Özel İhtisas Komisyonu, Sebze ve Meyve Konserveleri Raporu, A Report Prepared by the Devlet Planlama Teşkilatı, 1966, pp. 261-62.

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figures and of the answers of housewives as to their consumption of canned products reveal that the housewives consider themselves relatively heavy consumers than they were in the past.

Consumption of canned vegetables.- The interview results showed that 73 % of the canned products consumer use canned vegetables. 73 % reflects the real situation, since Table 5 shows that canned vegetables are the most largely produced canned products.

Consumption of different kinds of canned vegetables are shown in the following table.

TABLE 10

## CONSUMPTION OF CANNED VEGETABLES

<u>Vegetables</u>	<u>Per cent</u>
Gumbo	14
Peas	21
Artichoke	9
String beans	15
"Türlü"	20
Others	<u>21</u>
	100

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Dividing the interviews into two parts, we may call those families with a monthly income of 1500 TL or less low-income families, and those which have a monthly income above 1500 TL high-income families.

Low-income families mostly buy "türlü". They consists of mixed vegetables. Low-income families usually do not try any other sorts of canned products. In the analysis of the high-income families, on the contrary expensive items such as artichokes and mushrooms are consumed.

Consumption of canned fruits.- Only 23 % of the interviewed households reported that they use canned fruits. Among the people canned fruits are called "komposto", since almost all of the houses interviewed who use cenned fruits said that they use it to prepare "komposto".

Consumption of different kinds of canned fruits are shown in Table 11.

TABLE 11

## CONSUMPTION OF CANNED FRUITS

<u>Fruits</u>	<u>Per cent</u>
Apricot	23
Peach	35
Morello cherry	10
Quince	8

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<u>Fruits</u>	<u>Per cent</u>
Pear	8
Others	<u>16</u>
	100

## CONSUMERS ATTITUDE

In this section the points which have been derived at the first stage are analyzed. The first stage was designed to obtain information about the attitudes of consumers which will be helpful to prepare the questionnaire.

These points or opinions are the followings:

1. Canned products are used "to prepare food easily and to reduce time spent for preparing food".
2. Canned products are used since "it is not possible to find fresh fruits and vegetables everytime of the year".
3. Canned products are "not produced in sanitary conditions".
4. To clean and to prepare some types of fresh vegetables (artichoke, mushroom) is really difficult. Therefore, these types of vegetables are mostly consumed in can form.
5. A good and proper housewife should not use canned products.

These five basic points were the results of the first stage. The questionnaire was prepared under the light of

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points. Now in this section results of the survey on these points will be analyzed.

TABLE 12

"CANNED PRODUCTS ARE USED TO PREPARE  
FOOD EASILY AND TO REDUCE TIME  
SPENT TO PREPARE FOOD"

<u>Opinion</u>	<u>Per cent</u>
Strongly agree	68
Agree	29
Undecided	3
Disagree	-
Strongly disagree	-
	<hr/>
	100

Nobody disagrees with the statement. Only 3 % of the answers is undecided whereas 97 % is agree. Therefore, it will not be wrong to conclude that one of the main reasons for canned products consumption is "to prepare food easily and to reduce time spent on preparing food".

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TABLE 13

"IT IS NOT POSSIBLE TO FIND FRESH FRUITS  
AND VEGETABLES EVERYTIME"

<u>Opinion</u>	<u>Per cent</u>
Strongly agree	73
Agree	21
Undecided	4
Disagree	2
Strongly disagree	<u>10-</u>
	100

A quite high percentage of people strongly agree with the statement, but they are not absolutely correct. A small survey among the groceries revealed that almost all kind of fruits and vegetables are sold throughout the year. Only a very small percentage of fruits and vegetables are not at the disposal of consumers for a very short time interval. But they are very expensive during the off-season. Actually what the respondent means is that she could not find the desired fruits and vegetables at the convenient and suitable price. Since she could not afford to pay the price, the fruits and vegetables she looks for is not at her disposal. Namely, 4 % "undecided" and 2 % "disagree" responses came from high-income group. And this confirms that fruits and vegetables are at the market any time of the year, but at very high

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prices. For example, in April, the early egg plants were sold 100 TL per kilogram.<sup>1</sup>

TABLE 14

"CANNED PRODUCTS ARE NOT GERM-FREE"

<u>Opinion</u>	<u>Per cent</u>
Strongly agree	11
Agree	24
Undecided	35
Disagree	19
Strongly disagree	<u>11</u>
	100

Various opinions appear for that statement. If remembered that the turkish housewife is very sensitive to elaborate and clean cooking, Table 14 acquires a specific meaning. Respondents did not believe that the canned products are not germ free. Only 35 % agree with the statement whereas 30 % disagree and 35 % are undecided.

Analysis of the Table 14 reveals that there is not a strong unfavourable opinion for the canned products.

<sup>1</sup>Cumhuriyet Gazetesi, April 22, 1969, p. 1.

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Almost all of the opinions derived at the first stage were strongly agreed. But this statement was not.

TABLE 15

"THOSE CANNED PRODUCTS WHICH ARE DIFFICULT  
TO PREPARE AND COOK IN FRESH FORM  
ARE CONSUMED MORE THAN  
ANY OTHER SORT"

<u>Opinion</u>	<u>Per cent</u>
Strongly agree	20
Agree	36
Undecided	28
Disagree	13
Strongly disagree	<u>3</u>
	100

This is especially true for artichoke and mushroom. The main reason of artichoke- and mushroom-cans consumption is the difficulty to cook fresh artichoke and mushroom.

More than half of the respondents agree with the statement. In a sense that shows that one of the main reasons of can consumption is its simplicity, since it is a ready meal. Thus, people prefer it to reduce or eliminate work and to obtain greater leisure time.

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The critical question of the interview was to ask a housewife "whether a good housewife may use canned products or not". 63 % of the respondents answered that a good housewife will use it and concluded being a good housewife has no relation with using canned products. 37 % give a negative answer;. Then the respondents were asked whether they will buy a canned product if "they have no time to prepare a proper meal". (See Question 10 on the questionnaire). 29 % of those who said that a good housewife should not use canned products, said that they will not buy a canned product.

But 71 % of those who said that a good housewife should not use canned products, changed their minds under this new situation and acknowledged that in such a case they will buy and eat a canned product.

79 % of the respondents are brand conscious whereas 21 % are not. This is another point of interest since canned products are not advertised heavily. People know the brands from their groceries, and sales representatives of canned products companies force retailers to impose their brands to the consumers. Sales representatives do that by offering higher profit margins for the retailers.<sup>1</sup>

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<sup>1</sup>Interview with Asım Sengör, Marketing Manager of Tamek Kohserveçilik, March 27, 1969

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## COMPARISON OF CANNED PRODUCTS WITH FRESH FRUITS AND VEGETABLES

Fruits and vegetables are the most outstanding kitchen goods of the Turkish housewife. Turkish housewife is very peevish as far as cooking is concerned. To prepare delicious food is the most prominent factor that a housewife aims at and endeavours for. Therefore, the Turkish housewife is not afraid of spending most of her time in the kitchen to prepare "delicious" food.

At this point it will be interesting to know the opinion of the Turkish woman, when she compares fruits and vegetables with ready meals, i.e., canned products.

Canned products. - The finding that the Turkish women have very favourable attitudes toward canned products is somewhat astonishing. This favourable attitude compared with her frequency of purchase may seem at the first glance contradictory. But I would like to point out that having favourable opinion and using a product are two different things. A person may have a favourable opinion, but may not use that specific product at the moment. This may result because of some psychological effects. People may have some favourable opinion toward a product, but the alternatives or substitutes of this product may be also attractive for that person.

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The occurrence of such a conflict is related to what Leon Festinger calls "cognitive dissonance".<sup>1</sup> Festinger states that "The magnitude of post-decision dissonance is an increasing function of the general importance of the decision and and of the relative attractiveness of the unchosen alternatives".<sup>2</sup> The tension introduced by dissonance leads the consumer to seek its reduction. Consumer may try to give up buying canned products, since fresh fruits and vegetables may be relatively more attractive. Therefore canned products' firms should try to persuade consumers so that they may perceive it relatively more attractive than fresh fruits and vegetables.

TABLE 16

## RATING SCALE OF CANNED PRODUCTS

	<u>-3</u>	<u>-2</u>	<u>-1</u>	<u>0</u>	<u>+1</u>	<u>+2</u>	<u>+3</u>	
Not delicious	-	5%	4%	3%	33%	30%	25%	Delicious
Difficult to handle (use)	-	-	-	3	5	27	65	Easy to handle (use)
Difficult to carry	-	3	3	5	8	19	62	Easy to carry
Perishable	3	3	13	22	30	24	5	Not perishable
Expensive	27	22	22	8	11	10	-	Cheap

<sup>1</sup>Philip Kotler, Marketing Management: Analysis, Planning, and Control (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1967), p. 74.

<sup>2</sup>Ibid.

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Taste is one of the most important decision criterion of the housewife. As shown in Table 16, only 9 % of the respondents showed unfavourable attitudes and 3 % were undecided about the tastes of the canned products. But 88 % have favourable attitudes.

"Difficult to handle" or "difficult to use" does not clearly reflect the Turkish meaning of "kullanması kolay" as it stands on the questionnaire. This term simply implies the state of preparing a meal, whether it is easy to prepare or not. Housewives usually find canned products easy to handle and easy to prepare a meal.

The canned products are also found to be easy to carry from the grocery store to the home. In some interviews, the respondents said that carrying does not create problem at all, since the grocer himself delivers the orders.

But things are not so bright when the perishability of the canned products is analyzed. 19 % of the respondents have unfavourable attitudes and 22 % could give neither favourable nor unfavourable opinions. Only 59 % have favourable opinions. "+3" has a percentage of 5 only, whereas it was 25 % in the case of taste, 65 % for to handle the canned products and 62 % for carrying them. Indeed some respondents mentioned that if they don't use the canned products immediately after opening it, they become stale soon, even if they

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are kept in the refrigerators.

Things become worse when prices are concerned. Respondents clearly stated that the canned products' prices are too high and this seems to be one of the main reasons for the low consumption of canned products.

A short survey of the distribution channels of canned products will reveal that each channel member has a high profit margin as far as canned products are concerned.

TABLE 17

PRICES OF SOME CANNED PRODUCTS<sup>1</sup>  
(per box)

<u>Kinds</u>	<u>Manufacturer's price</u>	<u>Wholesalers' price</u>	<u>Retail price</u>
Peach	320.5 krş.	420.0 krş.	725.0
String beans	213.8	330.0	425.0

Table 17 shows that wholesalers' and retailers' profit margins are enormous and result at high prices for consumers. On the other hand the manufacturers' profit from each box is about 5 kuruş.<sup>2</sup>

<sup>1</sup>Milli Prodüktivite Merkezi, Türkiye'de Konserve ve Soğuk Hava Deposu İşletmeciliğinin Mevcut Durumu ve Ekonomik Önemi (Ankara: Devlet Basımevi, 1967), p. 87.

<sup>2</sup>Konserve Sanayii Özel İhtisas Komisyonu, Sebze ve Meyve Konserveleri Raporu, A Report Prepared by the Devlet Planlama Teşkilatı, 1966, p. 137.

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Manufacturers who are complaining of low sales, should first try to reduce the profit margin they allow to each member of the distribution channel. Thus they may accomplish lower prices and may achieve more consumer acceptance.

In Turkey, prices of canned fruits and vegetables are almost three times higher than the corresponding fruits and vegetables in fresh form. It is just the reverse in the developed countries.<sup>1</sup>

Since prices of canned products are too high, it will be interesting to analyze the consumption of canned products versus income. It is dangerous to make some generalizations by analyzing and making cross tabulations of consumption and income because of the reasons explained in the "Limitations" section. But again dividing the interviews into low-income and high-income groups, we may make following observations.

Low income group buys and consumes a little bit less than the high income group. This is maybe an indicator of the effect of high prices. I said "maybe", because the research is a panel survey and contains only the most representative families of each "Kaza". And there do not constitute a sufficient number of interviews of each income bracket to derive

<sup>1</sup>Ibid., p. 138

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some conclusions from.

Fresh vegetables. - Rating scale of fresh vegetables show different results than the rating scale of canned products.

TABLE 18

## RATING SCALE OF FRESH VEGETABLES

	<u>-3</u>	<u>-2</u>	<u>-1</u>	<u>0</u>	<u>+1</u>	<u>+2</u>	<u>+3</u>	
Not delicious	-%	-%	-%	-%	5%	27%	68%	Delicious
Difficult to handle	5	11	13	22	19	22	13	Easy to handle
Difficult to carry	13	14	16	11	11	16	19	Easy to carry
Perishable	13	15	18	21	21	10	2	Not perishable
Expensive	24	16	16	18	13	13	-	Cheap

Except the "delicious" dimension, all other opinions show a smoother and wider range of distribution. This is due to the fact that the respondents think that some vegetables are easy to handle and some are not. Similarly, some are difficult to carry and some are not. They are not standardized like the canned products. Turkish vegetables are usually found delicious.

The case is interesting when we consider whether vegetables are difficult or easy to carry. Those who

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carry vegetables from the market place to home themselves, usually consider vegetables difficult to carry. But those who send porters and servants to the market, do not mention any problem. Therefore, the mid-values on the rating scale have lower values than the extreme ones.

46% of the respondents find vegetables perishable.

It is unfortunate that this survey has been made in March 1969. Because of flood and very strong winter, this year's vegetable and fruit production is low, causing the prices to be very high compared with other years' prices. Therefore vegetable and fruit prices are claimed to be very high at the survey. But it is a stationary case and therefore to make a generalization will not be right.

Fresh fruits. - Rating scale of fresh fruits look similar to the rating scale of fresh vegetables.

TABLE 19

## RATING SCALE OF FRESH FRUITS

	<u>-3</u>	<u>-2</u>	<u>-1</u>	<u>0</u>	<u>+1</u>	<u>+2</u>	<u>+3</u>	
Not delicious	-	-	-	5%	5%	16%	74%	Delicious
Difficult to handle	-	-	-	-	9	29	62	Easy to handle
Difficult to carry	16	13	6	5	13	21	26	Easy to carry

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	<u>-3</u>	<u>-2</u>	<u>-1</u>	<u>0</u>	<u>+1</u>	<u>+2</u>	<u>+3</u>	
Perishable	5	6	13	22	22	16	16	Not perishable
Expensive	28	22	17	12	12	9	-	Cheap

90% of the respondents have very favorable attitude as far as the taste of fruits are concerned. Of course, "handling" of fruits create no problem. The only handling problem is peeling the fruits(!) Again, like vegetables, the lower values are located at the mid-points for carrying problem. This is because of the same reason as it was for vegetables. Those who make their shopping themselves consider it difficult, but those who do not do their shopping do not mention any difficulty.

As far as the perishability is considered, people are almost indifferant but inclined a little bit towards the side of "not perishable". 24% of the answers indicate negative opinions, whereas 54% have positive attitudes.

67% of the people find the fruits expensive. 28% of the respondents, which is the highest percentage among the distribution find fruits "very expensive" (-3).

Comparison- Having analyzed canned products, fresh fruits and fresh vegetables seperately, it will be interesting to make comparisons among them. Comparisons will be made on the following bases:

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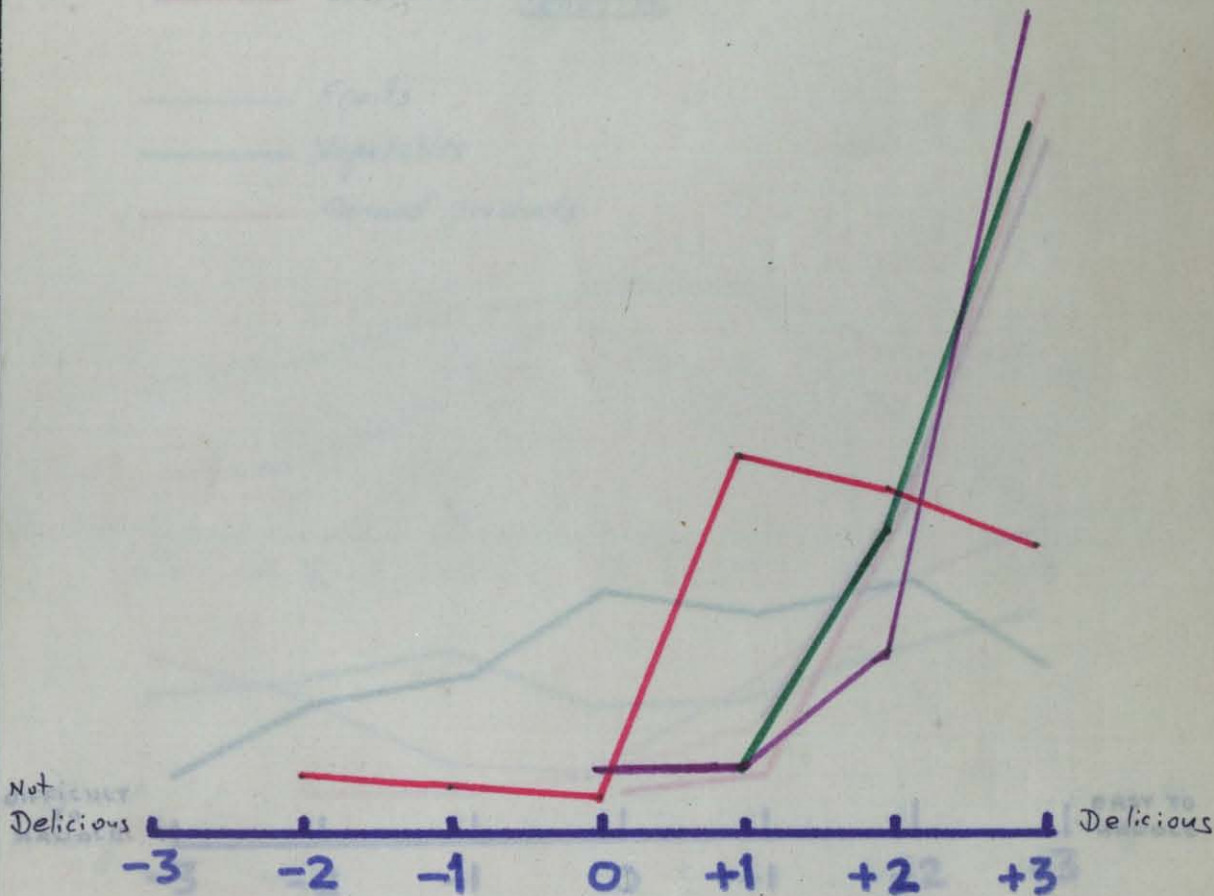
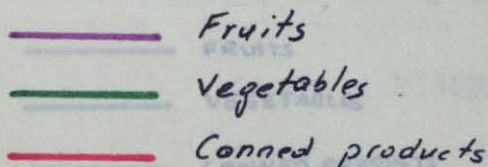
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1. Taste
2. Handling
3. Carrying
4. Perishability
5. Price

FIGURE 3

TASTE



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Fruits and vegetables are superior than canned products. There is no negative attitude for vegetables whereas for canned products it reaches up to "-2". The peak for canned products is at the "-1" point, where fresh fruits and fresh vegetables are found less delicious.

The reason is very obvious. Paring and washing the fresh vegetables are very laborous tasks for the housewives.

Therefore fresh vegetables have very low positive attitudes as well as negative attitudes whereas canned products rating scale is highly positively skewed.

FIGURE 4

HANDLING

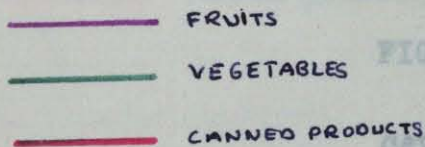
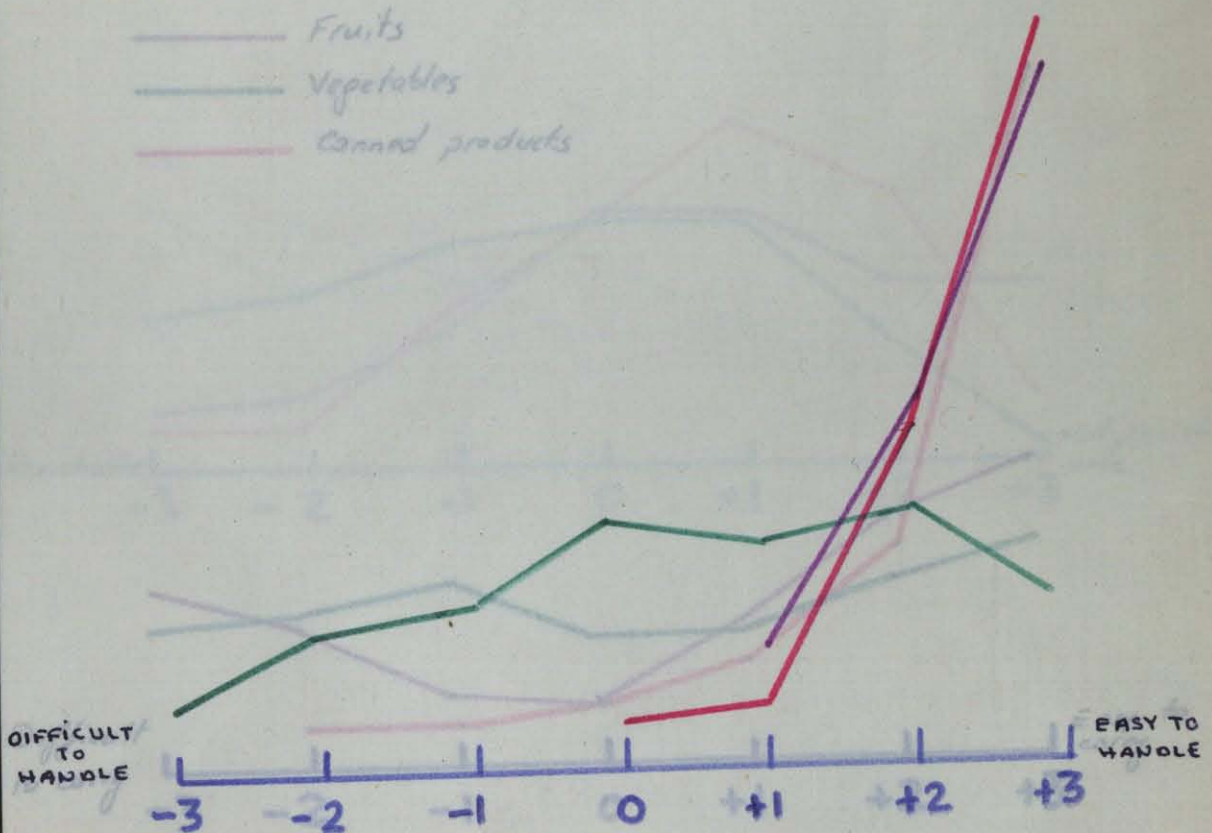


FIGURE 5

CARRYING



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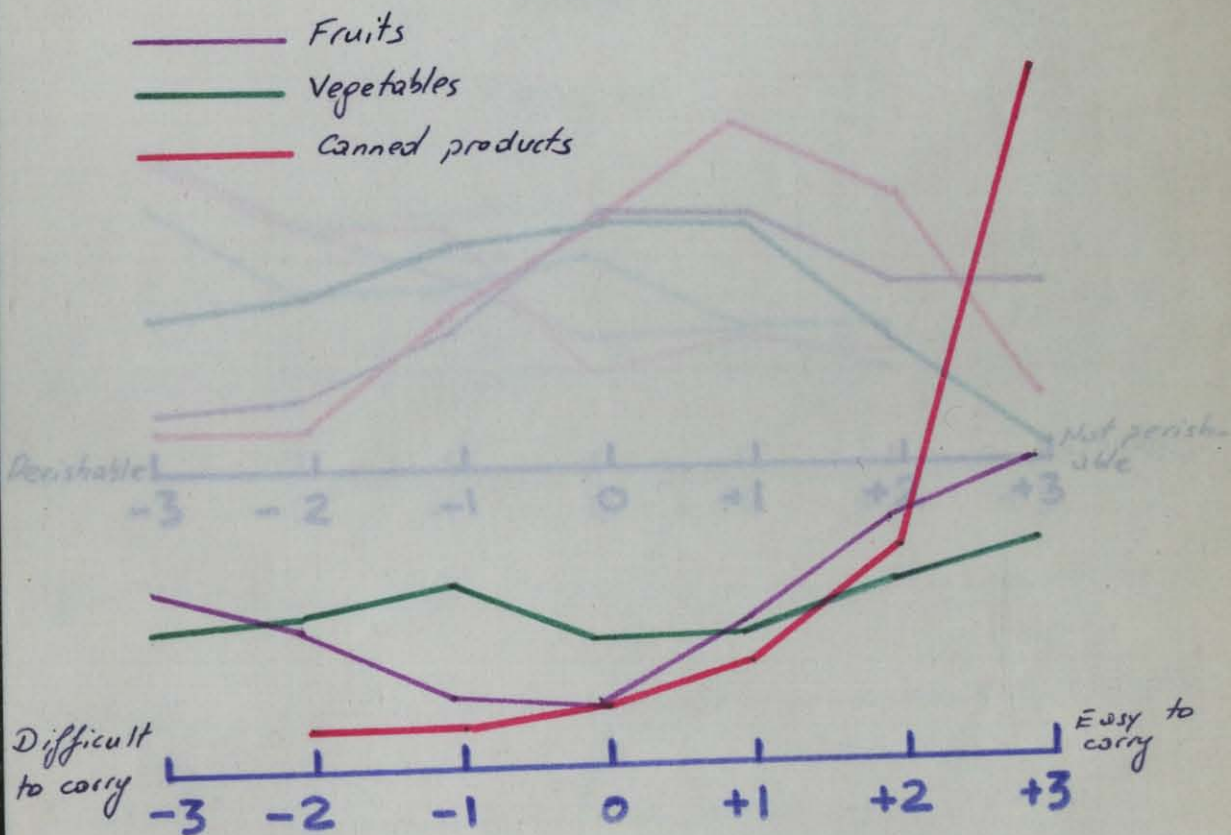
Canned products are very superior to fresh vegetables and fresh fruits as shown in the figure. On the other hand fresh vegetables show a very smooth distribution. (Namely 65% for canned products and 62% fresh fruits).

FIGURE 6

The reason is very obvious. Paring and washing the fresh vegetables are very laborous tasks for the housewives. Therefore fresh vegetables have very low positive attitudes as well as negative attitude, whereas canned products rating scale is highly positively skewed.

FIGURE 5

## CARRYING



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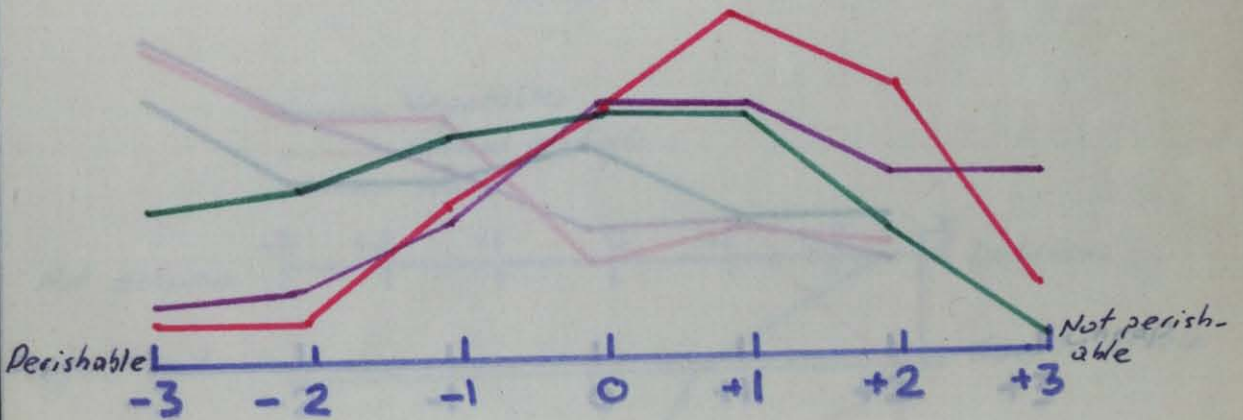
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Canned products are very superior to fresh vegetables and fresh fruits as shown in the figure. On the other hand fresh vegetables show a very smooth distribution. Interesting to note is that fresh

FIGURE 6

fruits and vegetables have their peaks around mid-point which shows people are indifferent as perishability of fresh fruits and vegetables are concerned.

- Fruits
- Vegetables
- Canned products



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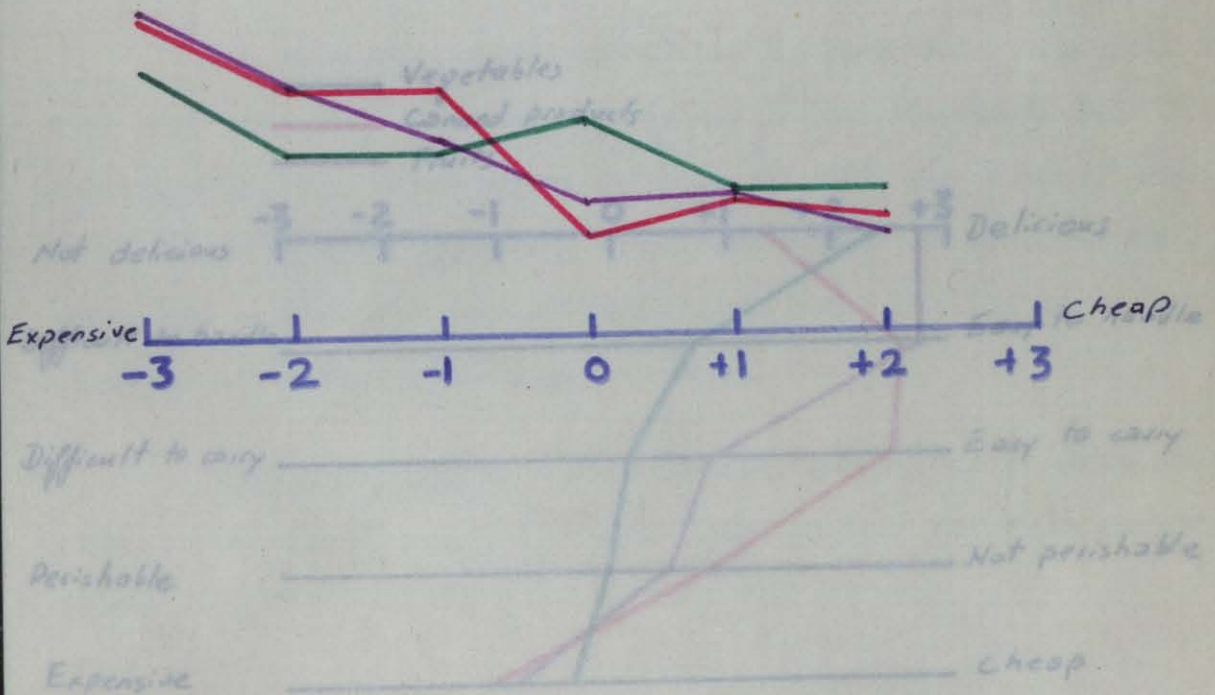
The canned products have greater values at the "not-perishable" side of the scale and lower values at the "perishable" side. Therefore, canned products are superior to fresh fruits and fresh vegetables. Interesting to note is that fresh fruits and vegetables have their peaks around mid-point which shows people are indifferent as far as perishability of fresh fruits and vegetables are concerned.

To conclude **FIGURE 7**, it will be useful to introduce another figure **PRICE** comparing all the dimensions discussed earlier at same time for canned products, fresh fruits, and fresh vegetables.

- Fruits
- Vegetables
- Canned products

**FIGURE 8**

## COMPARISON



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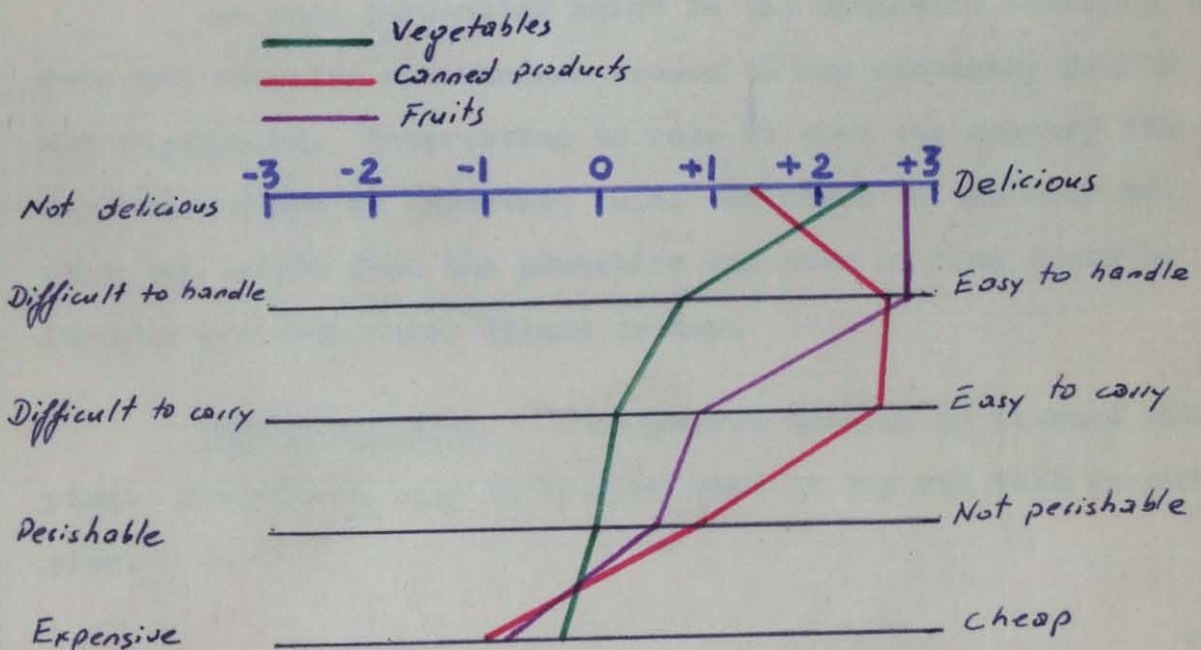
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The situation is not in the favour of canned products when prices are analyzed. Canned products' prices are found to be higher than fresh fruits and fresh vegetables. Namely, canned products have higher values on the "expensive" side of the scale and lower values on the "cheap" side. That shows, when compared, canned products are more expensive than the vegetables and fruits.

To conclude this section, it will be useful to introduce another figure comparing all the dimensions discussed by earlier, at the same time for canned products, fresh fruits, and fresh vegetables.

FIGURE 8

## COMPARISON



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Generally people perceive canned product entirely different from fresh fruits and vegetables. Somewhat fresh fruits and vegetables show parallel similarities when Figure 8 is analyzed. Both of them follow almost a parallel route in the figure. But canned products have a distinctive character.

There is a very favourable opinion for canned products as far as "handling" and "carrying" dimensions are considered. Canned products are not found delicious compared with fresh fruits and vegetables. Prices of canned products are claimed by the consumers higher than fresh vegetables.

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## PURCHASING AGENT AND BUYING DECISION

Purchasing agent. - Purchasing agent of the family for grocery items is shown in the following table.

TABLE 20  
PURCHASING AGENT

<u>Agent</u>	<u>Per cent</u>
Housewoman	64
Grocery	13
Husband	13
Maid and/or porter	4
Children	6
Others	-
	100

The main purchasing agent is the housewife herself. She goes out shopping and wanders around to buy necessary fruits and vegetables. Interesting to note is that the grocery himself also plays an important role. He comes to the door and take the orders from the housewife and even in some cases he imposes her some other things to buy.

Buying decision. - Housewives usually do planned shopping. Housewives plan beforehand what to buy and then go shopping.

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Table 21 summarizes buying decisions.

TABLE 21

## SHOPPING BEHAVIOUR

<u>Shopping behaviour</u>	<u>Per cent</u>
Planned before	58
Usually planned before but sometimes unplanned	28
Usually unplanned but but sometimes planned	9
Unplanned	<u>5</u>
	100

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## IV. CONCLUSION

It will not be wrong to come to the conclusion that there is a potential market for the canned products. People usually have favourable attitudes toward the canned products.

The main problem of the canned products are their prices. There is no price stability for the fresh fruits and fresh vegetables in Turkey. It fluctuates from year to year . The raisers of fruits and vegetables could not make money from raising fruits and vegetables. Therefore they are not stimulated. The crops are usually gathered by so called speculative "Kabzımal" who are mainly responsible for high prices.<sup>1</sup>

There is no marketing know-how. Lack of communication and cooperation between raisers of fresh fruits and fresh vegetables and producers of canned fruits and vegetables causes and results in very poor planning, since the producers could not know beforehand the coming year's crop.<sup>2</sup>

Lack of scientific research is another drawback.

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<sup>1</sup>Konserve Sanayii Özel İhtisas Komisyonu, Sebze ve Meyve Konserveleri Raporu, A Report Prepared by the Devlet Planlama Teşkilatı, 1966, p. 235.

<sup>2</sup>Ibid.

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Canned products industry needs standard production of vegetables and fruits. But unfortunately there is no standard raising of fruits and vegetables.

Analysis of the figures in the Findings section reveals that except the taste people find canned products superior to fruits and vegetables and people have favourable attitudes toward the canned products. To produce them more delicious at lower prices will create for canned products greater market opportunities. But producing them more delicious at lower prices is a production problem.

It seems the canned products industry is operating at sellers' market. The industry is applying pushing policy. The firms sell to possible channel members with the aid of normal promotional effort- personal salesmen and little advertising. To maintain this policy, they offer retailers higher profit margin. so that the retailers may impose their brands to customers.

One of the firms in the industry, which will first apply pulling policy, will exploit the market. This specific firm should entail highly aggressive promotion to final consumers or users, temporarily bypassing the middlemen. During their aggressive promotion policy, the firm should emphasize the superior characteristics of the canned products.

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such as "easy to carry", "easy to handle", and "not perishable". If this aggressive promotion policy is successful, the middlemen are forced to carry the product in order to satisfy their customers. Thus, by this policy an intensive distribution of the canned products can be secured, which will open the possibility of market potential in Anatolia. Usually, canned products are consumed in big cities. But there is a big market potential in Anatolia and this potential demand can be satisfied by the above-mentioned policies.

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## APPENDIX I

The interviewers were selected among the Büro P.A.R.S. trained professional interviewers. They are:

Kayhan Akduman

Nadide Durul

Çınar Kılıç

Nesrin Ürgün

1. Konserve kullanıyormusunuz?

- Çok kullanıyorum  
 Bazan kullanıyorum  
 Çok az kullanıyorum  
 Hiç kullanmıyorum

2. Eğer kullanıyorsanız, aşağıdakilerden hangilerini kullanıyorsunuz?

SEBZEMEYVE

- Bamyacı  
 Barbunya  
 Bezelye  
 Biber (Dolmalık)  
 Domates (Dolmalık)  
 Enginar  
 Fasulye  
 İç bakla  
 Kabak (Dolmalık)  
 Mantar  
 Patlıcan (Dolmalık)  
 Taze bakla  
 Türlü  
 Yalancı dolma  
 Diğer

- Armut  
 Ayva  
 Çilek  
 Elma  
 Erik  
 Kayısı  
 Kızılcık  
 Kiraz  
 Şeftali  
 Vişne  
 Diğer

Diğer'i yazınız .....

Diğer'i yazınız .....

.....

.....



MEYVE İÇİN

	-3	-2	-1	0	1	2	3	
Lezzetsiz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lezzetli
Kullanması zor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kullanması kolay
Taşıması zor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Taşıması kolay
Çabuk bozuluyor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Çabuk bozulmuyor
Pahalı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ucuza

5. Konservenin "çabuk yemek hazırlamak, yemek hazırlanmasına harcanan vakti azaltmak" için kullanıldığı söylenir. Siz bu fikre ne dersiniz?

- Çok doğru bir fikir
- Doğru olabilir
- Karar veremeyeceğim
- Doğru değil
- Çok yanlış bir fikir

6. Konservenin "her zaman taze sebze ve meyve bulunmadığı" için kullanıldığı söylenir. Siz bu fikre ne dersiniz?

- Çok doğru bir fikir
- Doğru olabilir
- Karar veremeyeceğim
- Doğru değil
- Çok yanlış bir fikir

7. Konservenin "sihhate faydalı olmadığı ve temiz olmadığı" söylenir. Siz bu fikre ne dersiniz?

- Çok doğru bir fikir  
 Doğru olabilir  
 Karar veremeyeceğim  
 Doğru değil  
 Çok yanlış bir fikir

8. Bazı sebze çeşitlerinden hazırlanan yemekler (mesela enginar, mantar) çok güç ve külfetli olmaktadır. Bunun içinde bu tip sebzelerin daha çok konservesinin kullanıldığı söylenir. Siz bu fikre ne dersiniz?

- Çok doğru bir fikir  
 Doğru olabilir  
 Karar veremeyeceğim  
 Doğru değil  
 Çok yanlış bir fikir

9. Sizin görüşünüze göre hamarat iyi bir ev kadını konserve kullanır mı, kullanmaz mı?

- Kullanır  
 Kullanmaz

10. (Kullanmaz diyenlere sorulacak)

İşiniz başınızdan aşkın, nefes almaya vaktiniz yok, çok acele ev işlerinizi bitirip hemen bir yere yetişmeniz lazım. Bu durumda hemen bir konserve alıp yermisiniz?

- Evet yerim  
 Hayır yemem

11. Konserve alırken üzerinde durduğunuz markalar var mı?

12. (Evet diyenlere sorulacak)

Hangi markalar? (Lütfen yazınız)

13. Evinizde, bilhassa sebze ve meyve gibi şeyler için alış veriş kim yapıyor?

- Kendim (ev kadını) çarşıya çıkıyorum
- Bakkalın çırağı kapıya geliyor
- Evin beyi alış veriş yapıyor
- Hizmetçi (kapıcı) yapıyor
- Çocuklarıma siparişi veriyorum, onlar yapıyor
- Diğer

DIĞER'İ YAZINIZ .....

14. Dükkana girdiğinizde konserve almaya karar vermiş olarak mı giriyorsunuz, yoksa orada gözünüze ilişip mi alıyorsunuz?

- Önceden karar vermiş oluyorum
- Çoğunlukla önceden karar veriyorum, bazanda gözümü ilişiyor
- Çoğunlukla gözümü ilişiyor, bazanda önceden karar verip alıyorum
- Gözümü ilişiyor

15. Evinizin net aylık geliri nedir?

Anketörün görüşü

- |  |                          |
|--|--------------------------|
| <input type="checkbox"/> 600 den aşağı | <input type="checkbox"/> |
| <input type="checkbox"/> 601-1000      | <input type="checkbox"/> |
| <input type="checkbox"/> 1001-1500     | <input type="checkbox"/> |
| <input type="checkbox"/> 1501-2000     | <input type="checkbox"/> |
| <input type="checkbox"/> 2001-3000     | <input type="checkbox"/> |
| <input type="checkbox"/> 3001-4000     | <input type="checkbox"/> |

arketörün ismi:.....

örüşmenin yapıldığı tarih:.....

örüşme yapılan yerin adresi:.....

.....

6. Evinizin alış verişine karar veren ve yapan ve evinizin gelirini temin eden aile fertlerinin tahsil derecelerini söylermisiniz?

	Tahsilsiz Okur Yazar	İlk	Orta	Lise	Yüksek
Evin beyi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evin Hanımı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Erkek çocuk 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Erkek çocuk2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kız çocuk 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kız çocuk 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diğer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DiĞER'İ YAZINIZ .....

17. Evinizde kaç kişi var (kaç kişi kalıyor) ?

- 1 kişi
- 2 kişi
- 3 kişi
- 4 kişi
- 5 kişi
- 6 kişi
- 6 kişiden fazla

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## APPENDIX III

### DISTRIBUTION OF İSTANBUL POPULATION BY FAMILY SIZE AND INCOME

#### Bakırköy

<u>Family size</u>	<u>Per cent</u>
1	4
2	13
3	17
4	40
5	20
6 and more	<u>6</u>
	100

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<u>Income</u>	<u>Per cent</u>
Less than 600	5
601-1000	11
1001-1500	22
1501-2000	26
2001-3000	18
3001-4000	12
4001 and more	<u>6</u>
	100

## Beykoz

<u>Family size</u>	<u>Per cent</u>
1	7
2	13
3	22
4	30
5	18
6 and more	<u>10</u>
	100

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<u>Income</u>	<u>Per cent</u>
Less than 600	12
601-1000	38
1001-1500	27
1501-2000	10
2001-3000	7
3001-4000	3
4000 and more	<u>3</u>
	100

## Beyoğlu

<u>Family size</u>	<u>Per cent</u>
1	-
2	23
3	23
4	32
5	22
6 and more	<u>-</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	-
601-1000	2
1001-1500	4
1501-2000	15
2001-3000	19

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<u>Income</u>	<u>Per cent</u>
3001-4000	32
4001 and more	<u>28</u>
	100

## Eminönlü

<u>Family size</u>	<u>Per cent</u>
1	3
2	15
3	17
4	32
5	17
6 and more	<u>16</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	5
601-1000	9
1001-1500	33
1501-2000	25
2001-3000	19
3001-4000	7
4001 and more	<u>2</u>
	100

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## Eyüp

<u>Family size</u>	<u>Per cent</u>
1	2
2	14
3	14
4	35
5	25
6 and more	<u>10</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	3
601-1000	23
1001-1500	40
1501-2000	14
2001-3000	12
3001-4000	6
4001 and more	<u>2</u>
	100

## Fatih

<u>Family size</u>	<u>Per cent</u>
1	7
2	36
3	26
4	24

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<u>Family size</u>	<u>Per cent</u>
5	5
6 and more	<u>2</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	3
601-1000	7
1001-1500	10
1501-2000	33
2001-3000	22
3001-4000	14
4000 and more	<u>11</u>
	100

## Gazi Osman Paşa

<u>Family size</u>	<u>Per cent</u>
1	3
2	20
3	34
4	25
5	12
6 and more	<u>6</u>
	100

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<u>Income</u>	<u>Per cent</u>
Less than 600	18
601-1000	67
1001-1500	7
1501-2000	5
2001-3000	3
3001-4000	-
4001 and more	-
	<hr/>
	100

## Kadiköy

<u>Family size</u>	<u>Per cent</u>
1	2
2	14
3	32
4	25
5	20
6 and more	7
	<hr/>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	5
601-1000	18
1001-1500	35
1501-2000	21
2001-3000	13

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<u>Income</u>	<u>Per cent</u>
3001-4000	5
4001 and more	<u>3</u>
	100

## Sarıyer

<u>Family size</u>	<u>Per cent</u>
1	2
2	28
3	28
4	20
5	17
6 and more	<u>12</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	2
601-1000	12
1001-1500	31
1501-2000	22
2001-3000	20
3001-4000	7
4001 and more	<u>6</u>
	100

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## Sisli

<u>Family size</u>	<u>Per cent</u>
1	2
2	20
3	38
4	27
5	8
6 and more	<u>5</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	-
601-1000	7
1001-1500	16
1501-2000	18
2001-3000	22
3001-4000	19
4001 and more	<u>18</u>
	100

## Üsküdar

<u>Family size</u>	<u>Per cent</u>
1	-
2	9
3	16
4	48

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<u>Family size</u>	<u>Per cent</u>
5	16
6 and more	<u>11</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	9
601-1000	22
1001-1500	35
1501-2000	27
2001-3000	5
3001-4000	2
4001 and more	<u>-</u>
	100

## Zeytinburnu

<u>Family size</u>	<u>Per cent</u>
1	-
2	14
3	19
4	24
5	27
6 and more	<u>16</u>
	100

<u>Income</u>	<u>Per cent</u>
Less than 600	20

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<u>Income</u>	<u>Per cent</u>
601-1000	41
1001-1500	29
1501-2000	7
2001-3000	3
3001-4000	-
4001 and more	-
	<hr/>
	100

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