

Coursework Header Sheet

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Understanding the Buying Behavior Habits of Turkish Customers: A Study on Herbs and Spices

Contents

Executive Summary 4

Introduction, Context, Industry Info, Problem Definition 4

Aims and Objectives 5

Method..... 5

Ethical Considerations..... 5

Secondary Research 6

Primary Research 6

Respondents (Sample)..... 6

Analysis and Findings 7

Discussion of Findings 7

Recommendations 15

Conclusions..... 15

References..... 16

Executive Summary

This report will explore and understand the buying behavior and habits of Turkish consumers; study based on herbs and spices, due to lack of literature on this topic. The previous literature highlights the demand for flavoring is rising, and the shift, including the changing market shift towards packaging. The research draws attention towards the consumer purchase motivation, preferences of branded spices, important factors that affect purchase decision, and customer profiles based on motivations. Through a qualitative approach, 10 interviews were taken from Turkish mature women who are involved in buying household accessories in turkey. These respondents identify themselves as more health conscious, quality focused and etc when they buy herbs and spices. Including brand, price and promotional activity was identified key elements that affect purchase decision. In the end recommendations and conclusions are made from the identified problem and suggested better approach for the brand.

Introduction, Context, Industry Info, Problem Definition

Turkey has become handsome, a cutthroat, and a rapid growing market for companies from across the globe. Additionally it is ranked among the leading countries in GNP growth having the 20th largest economy in the world. Moreover, Kaynak & Kara , (2002) cited Garten (2000) that turkey is one of the the most meaningful markets in the world. On the other hand Akbay, Boz, & Chern, (2007) mentioned the population of turkey, citing census data (2000) that in 1965 the population was 31.4 million and reached 70.2 million in 2003. The findings from his work suggest that the average house hold size in turkey is about 4.45 persons', most importantly the average Turkish household spends 28.5% of their total budget on food. Additionally, Paulson, Atalaysun, & Assistant, (2012) mentions that Istanbul, Izmir and Ankara being the largest cities of turkey, account for the largest portions of consumptions. According to a food consumption study in turkey the author Akbay et al., (2007) found that in protein diet, the annual consumption of poultry meat is on the rise by 426.1 kg per capita. In relation to this, Asia et al. (2012) mentioned that meat and spices are correlated as most of the McCormick Spices are used on the meat products, and as meat consumption increases the consumption of spices should increase as well. To confirm, Paulson et al., (2012) stated spices an important element of Turkish cuisine, and the demand for the consumption of these herbs and spices is expected to increase as calculated by (Mutlu 2007) (see attachment. 3)

McCormick was founded by McCormick family in Maryland in 1989 that produce, market and distribute spices and seasoning in the food industry. The organization has a huge brand portfolio worldwide and Ulker Ducros is a part of it and was introduced in july 2011 by MKC Yildiz JV. in Turkey (Fund 2012). McCormick, (2012) stated in its investor conference held in april 17 2012 they mentioned that the consumer demand for flavoring is increasing and the consumption of spices has rose nearly 3 times as fast as the population growth, additionally one of their findings is 69% like to try new flavors, from which they have concluded that there is a growing preference for spicy foods. Moreover, the organization claims to have second largest share in the EMEA countries (see attachment 2 for global

distribution). And they mentioned that the industry is relocating towards packaging in the growing market sector and turkey is one of it. In Contrast, Roitner-schobesberger et al. (2010) identified high prices are one of the factor for low consumption of organic food. Similar problems has also identified by Mutlu (2007) in addition to the aforementioned problems he added “variety” could be a problem for Turkish consumers to buy products and herbs and spices was from one of the category.

The major portion of the previous studies had primarily focused to identify the consumption patterns of Turkish people which includes the overall spending patterns in different food categories within the different age groups, moreover they also indicated high pricing as a factor for low consumption, but none of the previous studies have come up with a focused conclusion through which a clear identification can be made for the purchasing factors, motivations of herbs and spices, thus it has been identified a gap in the literature specifically to investigate for the purchase motivations for herbs and spices, including to understand the factors that can affect their purchase i.e (price, packaging or promotions)

Aims and Objectives

As a gap has been identified above from the previous research, that from till now, none of the study presents a focused research that establish results and reasons for consumer purchase motivations and factor that can affect their buying choice. Therefore, this research is based on to explore the understanding the buying behavior habits of Turkish consumers on herbs and spices, with aims to identify and explore the purchase motivations for Herbs and spices in turkey, Including the factors that affect the shopping behavior of H&S that is (Price, Packaging, Promotion). Lastly to identify the customer profiles for this market based on the motivations

Method

As we have tried to explore in a problem which is fresh and not being explored previously, therefore, we have chosen to use Qualitative research approach through interviews of 10 respondents. As explained by Flick (2007, P.23) that this approach help make participants reflect on their life which may result in providing new insights about the situation they are asked for. Additionally, the questionnaire were designed keeping the research objectives in perspective to find out the buying preferences towards H&S, Usage of H&S, preferences between branded and unbranded spices, choices for packaging, Including the factors that affect purchase behavior and etc. All of the questions were aimed to ask from women ranging from 25 – 35 years old from Turkey.

Ethical Considerations

An ethical compliance approval form was filled as a compulsory requirement from the University of Greenwich Ethics Committee which primarily aim to minimize the ethical issues, such as confidentiality and privacy of the respondents (Mooi & Sarstedt 2011). On the contrary, Dawson (2007) highlighted the data protection act 1998 which emphasize the taken information should not be kept longer than necessary and ensuring the data is kept secure. In addition, regarding the confidentiality, he further

added that the research information must not share with the third parties, and their privacy should not be used in any manner that reflects against their own statements. Hence, the data which has been collected will remain secure and the personal information of the respondents such as name are replaced by 'interviewer.

Secondary Research

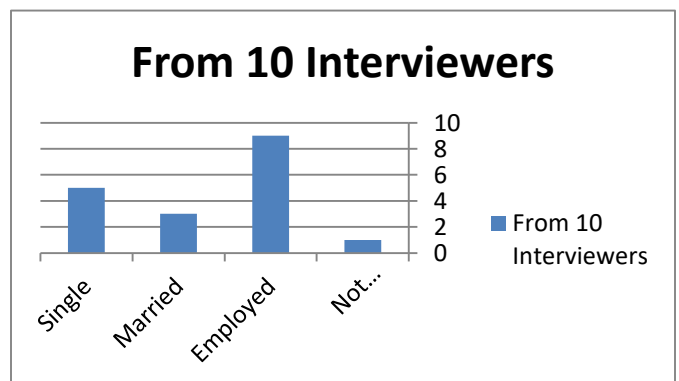
From the little amount of available literature, some key points have been highlighted from the MCGormick Investor conference and it has been identified that the demand for flavorings among the consumer group is rising, with increasing preference towards new flavors. However, a shift towards packaging in the growing market including turkey. However, high prices have been identified to link with low consumption patterns (Roitner-schobesberger et al. 2010). Including lack of variety could be a problem for Turkish consumers to buy products and herbs. (Mutlu 2007). The limited available studies were focused primarily on the consumption habits and the spending patterns of the Turkish people but motivations and the factors for purchase were not yet studied in detail, which gave the opportunity to explore and fill the gap about this problem.

Primary Research

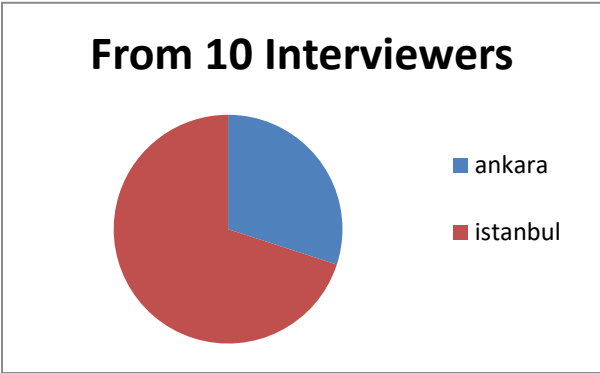
Mooi & Sarstedt (2011) mentioned that those interviews that have series of different questions that are required to be answered in which it is expected from the respondents to ask for additional information like “please explain, why, how come” to dig deeper and get most of the insights are known as semi-structured interviews. Where Dawson (2007) added that this is the most common method used for interviews, when the analysis need to be compare and contrasted with each other. Similarly, our questionnaire were based on semi-structured approach get as much insights as possible. Overall, we end up having 21 questions, we ensured people answered all of our questions without getting bored additionally, to get most insights, all the interviews were first taken in Turkish language and then later transcribed in English. Our questionnaire was structured in 5 different sections. The questions in the first section were created to decipher the consumer patterns for H&S which have 4 questions. Secondly, the section 2 was to know the shopping preferences of the consumer that consist of 2 questions. The third one was to understand their preferences for branded spices and it consists of 4 questions. Fourthly, to know the preferences for packaging which have 3 questions. Fifthly, will be about variety questions to find out the type of varieties they are using the most, and which one, after this about the factors that affect their buying decisions, and lastly generic additional questions such as (H&S usage, storage, store display and etc.) to get more additional information.

Respondents (Sample)

As anticipated in previous section that we design our research questions keeping the women who are 25 – 35 years old either married or single. The reason for choosing this age group for this research is because



this is most dominant group who do most of the shopping and cooking by themselves, including also deciding what to buy for when they are on shopping. This is also confirmed by Roitnerschobesberger et al. (2010) who found that 84% of women are involved in buying organic food in turkey. Including Mutlu (2007) who found that 42% of people have expressed that they are in charge of the shopping.



Analysis and Findings

We have analyzed the data using the comparative analysis technique, as per Dawson (2007, P. 121) who mentioned that using this process the collected data is compared and contrasted until the researcher is satisfied and notice no other issues are arising. Similarly, to analyze the data, we first organized all our transcribed interviews side by side and start searching for the most common words that all respondents came up with and then start highlighting the common keywords and at the same time structuring those keywords within a category. Including the above method, I also used the word frequency cloud, to visualize the most used words from the interviewers.

In the process, I then organize the answers of all the respondents based on the question category. For example, in our questionnaire we used variety of interrogative questions such as “who, how, when, which, where, what and etc.” and surprisingly for some of the questions, all 10 respondents have the same preference to which we interpreted as “All of them”. In contrast, we also come to conclude our findings with the words like “most of them, and half of them” including with a minor proportion of these individuals in some questions where their opinions does not match with other.

The reason for organizing the data in this manner is to ensure that the collected data is properly constructed and gathered in one place by categories, by making sure to eliminate similar variations which eventually help to minimize problems between the analyses. (Dawson 2007, P.127). Moreover, (Flick 2007, P.41) also states that the comparison approach helps to minimize generalized answers but also establish an organized and systematic comprehension of the material required for analyses and the structures within it.

Discussion of Findings

As we had discussed about the word cloud frequency map and through that it can be seen those words that are larger in proportion has been used more frequently by the respondents, with the words that are medium and smaller in size. To briefly outline the word cloud, it can be seen that respondents have expressed reasons, place, their brand preference , including the factors they encounter when they



buy H&S. Including above, regarding the protection of the H&S after the have bought, they like to keep them in *glass* container. However, we also found respondents preference for hypermarket to be more than others such as aktar or bagdat.

Above some of the examples are mentioned to give a pre-visualization of the cloud and its interpretation of the data.

Detail discussions:

Consumer Patterns for Herbs and Spices

- **Who is cooking in your home?**

From our analysis for the above questions we identified that half of them are cooking by themselves and some are cooking with their partners. To further elaborate, people who are living alone or either to have dine in with friends, usually do the cooking themselves. However, Married couples used to help each other in the hard work. In contrast, respondents who expressed to be employee or have their own business, they emphasized of having a strict schedule which is why they hardly cook but often prefer to eat from outside.

- **Who is shopping for cooking?**

We found nearly an equal balance of the women with the previous findings who shop themselves and those who do shopping with their partners. 6 of them are shopping themselves while 4 shop with their partners

In relation to the above questions Paulson et al. (2012) mentioned that the share of working women has raised by 30% in turkey which as a result cooking at home has decreased. However, when it comes to shopping Roitner-schobesberger et al. (2010) also confirms that 84% of the women tend to buy more organic food than men. Moreover, by the work of Mutlu (2007) it can also be confirmed that there is a balance between individual shoppers and those who tend to shop with their house mates (husband, brother, sister)

Figure 7.8: Shopping responsibility in the Turkish household



(Mutlu 2007)

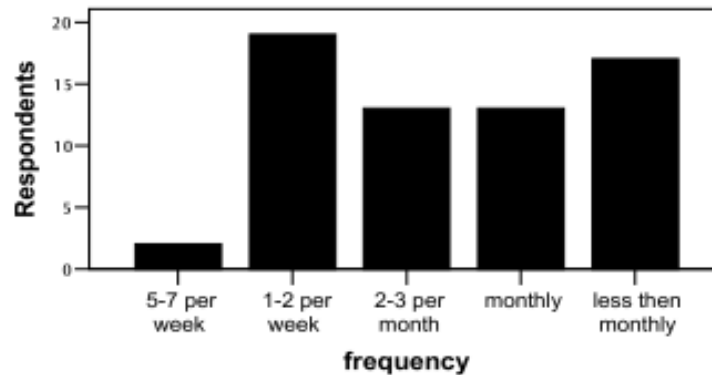
- **How often do you use and buy Herbs and spices?**

Our respondents shared that they use herbs and spices nearly every day, and in every meal and expressed it to be a necessary ingredient in the Turkish meals, As far as the buying frequency, nearly all of the told that they buy it on a monthly basis, however, there were two respondents who weren't buying them on a monthly basis, but one of them use to buy once a week and the other expressed that there is a system that works for her and always go for shopping on the 15th of every month.

To confirm, Akbay et al.(2007) stated meat such as lamb and beef have been categorized as the main ingredients of the Turkish cuisine. Similarly, Fund (2012) mentioned that condiments such as spices and herbs are very much correlated with meat. This indeed confirms it to be an essential ingredient of their daily lives. As far as their buying frequency, Mutlu (2007) found in his study that 20% of Turkish consumers purchase once per month.

7 Results of the Questionnaires

Figure 7.9: Frequency of organic food purchase in Turkey



(Mutlu 2007)

Knowing the Shopping Preferences

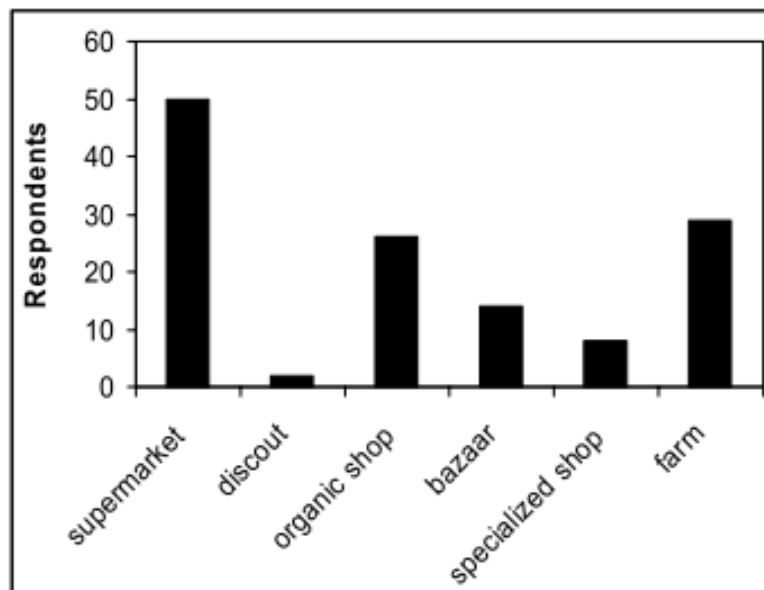
- **When you are buying herbs and spices do you prefer Hypermarket or Aktar?**

We found most of them purchase H&S from Supermarket because they don't have enough time to go to Aktar, however they still preferred Aktar over supermarket. The perception people have for Aktar is they think they can get healthier and organic, including in a flexible quantity with cheaper price. Including

two of the respondents mentioned that at aktar they are able to smell them and see the true colors, and receive better customer service.

Similarly, from the previous findings done by Mutlu (2007) also suggested that major proportion of the Turkish consumer (78%) prefer to purchase from hypermarket. However, Paulson et al. (2012) stated that the accelerated urbanization in major cities of turkey positively changing the processed food market and as a result the shopping habits transform from the processed food to packaged food sold in supermarkets.

Figure 7.12: Turkish consumers' shopping place choice of today



(Mutlu 2007)

- **While you are shopping do you have a specific route in the market?**

We found that all of them have a specific route in the market when they are shopping. Including with a list prepared before coming to the supermarket. The respondents believe shopping from a learned patterned help them save time which turns out to be beneficial as they work, and don't have much time to spend for shopping.

Mutlu (2007) cited Solomon 2006; Armstrong and Kotler, (2007) stated that in most cases search takes short time and the desired action by consumers depends on their memories that is remembering the brand, price or repeating the old purchase.

In relation to above, Sorensen (2009, P.125) mentioned that only 45% of shoppers use shopping list and they are making decisions as they are walking in the super market.

Preference for Branded spices

- **Do you prefer branded or unbranded spices?**

All of them preferred branded herbs and spices because they perceive it to be more healthy and reliable, However as mentioned before that these respondents prefer aktar for quality

, and healthy herbs prefer to shop from here if they have enough time. This question, worked as a brand recall activity for the respondents and nearly all of them recalled bagdat and arifoglu. And most of them prefer bagdat. Through the word cloud, we can have also analyzed that bagdat has high awareness and strong associations over other brands and recalled most number of times.

- **Is the brand important for you? Do you buy unfamiliar brand products?**

Almost all everyone expressed brand is important for them, with a reason that brand establish a promise and maintain a trust of delivering reliability, quality, freshness and ensuring healthiness. However, two of them stated that they will try any unfamiliar brand because of their openness to explore new taste.

- **If you cannot find a variety from your preferable brand, do you continue to search that variety in adjacent brand?**

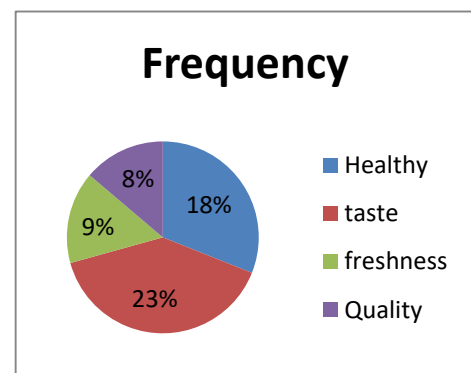
Most of them desire to stick with the H&S brand that they are using; however, they will use another brand only in some urgent situations, and consider to buy small packet for such situations. But only if they are unable to find their preferred brand at supermarket. In contrast only 2 respondents said they will never purchase another brand in any case. Additionally as previous mentioned that the people who are not open to new taste have mentioned here to stay with the same brand.

- **In cases of not having another option, do you buy from a non-preferable brand?**

Most of them said they will try the new brand in such urgent situation, however, they also added that they can wait to buy the brand for few days if it's not important, or try to search it at another hypermarket, or ask the seller about the availability of the product at other places. Among these, few of those who rejected to buy these non-preferable brands are the one, who are loyal to their brands, and both of them stated trustworthiness and reliability as an important part.

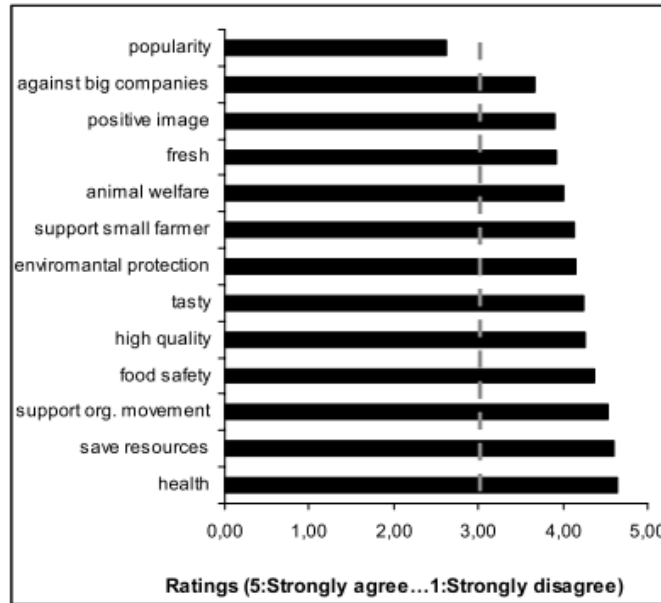
Motivations for H&S Purchase

Throughout the above section and some further parts, we have explored some of the key words that motivate these respondents when making purchase and choosing a brand from its competition.



The words they have used to describe their motivation are stated with the frequency count i.e, Healthy (18%), taste (23%), freshness (9%), and quality (8%). Which matters the most to their personal health and having a trustworthy relationship between each other, however, nearly similar results with little fluctuations have been found by Mutlu (2007) as well in his works.

Figure 7.19: Motivations of Turkish organic consumers



(Mutlu 2007)

Packaging Questions

- **Which kind of package do you prefer (glass or plastic)? Why/Why not?**

All of them preferred for glass, because they perceive glass to be a more hygienic and healthier choice. They also added that the spices contained in the glass jars are expensive, so they buy the plastic packages and later transfer them to their own glass jars at home.

- **Which size do you prefer? (large/small/medium) – Why / why not?**

Most of them prefer small size, and tend to finish it in a shorter time frame, because they wanted to use fresh H&S and think keeping it longer will affect the quality of H&S. Within this, the people who live have shorter families or either live alone, tend to use this smaller size. However, only two of them didn't prefer buying the small pack but large and medium.

- **Where do you keep your herbs and spices?**

All of them keep their H&S in a glass jar, because as previously mentioned that people perceive glass as sign of healthiness, and helps the herbs and spices to remain in good condition for long time, and they

are associating it with a more secure form of packaging that will preserve the quality of the H&S for longer.

Marsh & Bugusu (2007) mentioned that packaging design a critical role for the comprehension of shelf life of any food product. He further emphasized that right selection of packaging material and technologies preserve product quality and freshness during distribution and storage. On the contrary, Paulson et al. (2012) stated that a reduced household size is expected in future in turkey, hence it is now evident that the reason our respondents made for buying short sizes of spices because of shorter families.

Variety Questions

- **Which spices do you use more frequently?**

All of them use black pepper, red chilli and salt every day and sometimes they use mint and thyme additionally.

- **What varieties of herbs and spices do you use the most?**

Most of them prefer to use red chilli pepper, black pepper, and salt every day, while sometimes they used mint and thyme additionally.

- **What is the most important herb for you and what qualities do you look for in it?**

All of them came up with different choices, however red chilli pepper is the most demanding. For qualities, everyone has their own sense to identify the best spices as per they speak, such as the size of the spice, freshness, taste. Sometimes it could be smell and the density of the colour as well.

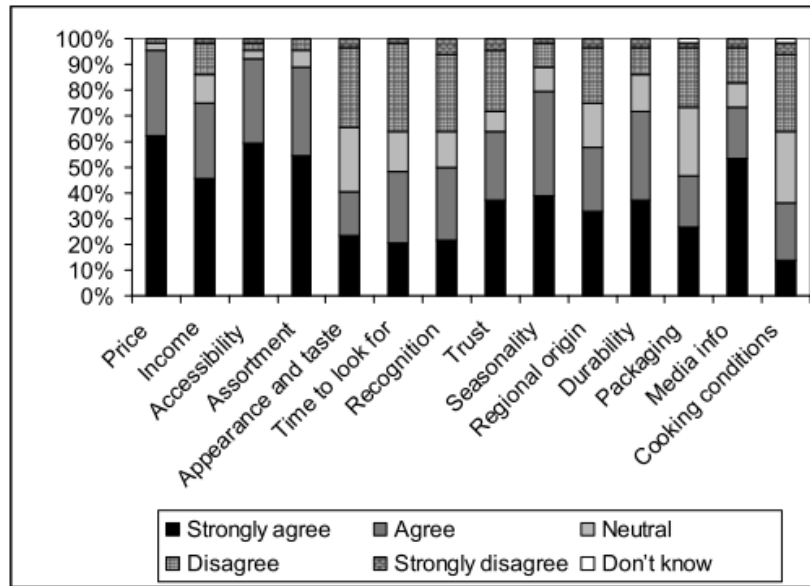
- **What is the most important factor that affects your buying decision (brand, price, package, promotion)?**

Half of them think brand is the most important factor that affects their shopping behaviour, also. Price was considered the least important factor by only one person. In addition to this, Roitner-schobesberger et al. (2010) also added the price and lack of promotional activity to be the major barrier for purchase decisions.

Important Factors affect purchase decision

From the works of Mutlu (2007)_it is clear that in his findings above factors that is price, packaging, or taste are the important factors that have an effect on buying decisions. Whereas trustworthiness have a great contribution between the buyer seller relationship.

Figure 7.20: Percentages of barrier rating in Turkey



(Mutlu 2007)

Generic Additional Questions

- **What do you think about grinders? Do you use it?**

All of them used grinders to grind rock salt and pepper, and they think grinded spices are healthy, tasty fresh and hygienic.

- **Does shelf display has significance on your buying intentions?**

Half of them think that shelf display at supermarkets is important; they mentioned that shelf tidiness, help them easy to find the product and affects their buying intentions, however, the rest mentioned that they don't care about the decoration because their priority is the brand.

- **Think about impressive displays in stores, do they have your attention?**

All of them did not have any impression on the displays in the store

- **Do you buy different kinds of herbs and spices for special occasions? If so, what are they?**

All of them said some time they bought different kinds of H&S for special occasions including cinnamon ginger, and sesame

- **There are some extraordinary variants for Turkish people, the ones that they do not really use such as blue poppy seeds. How often do you use these extraordinary variants?**

Half of the respondents have not shown any interest to use any extra variants, whereas those risk takers who like to taste new variants are open to buy extra variants as well.

Customer Profiles based on motivations

Park & Chang (2009) stated that customer profile created from individual behaviour information, additionally, Crawford-browne (2013) added that customer segmentation is often required to comprehend key customer profiles. Therefore to have a clear picture of them, it is necessary to breakdown in each distribution.

Mutlu (2007) has identified in his study the age, gender, education level, employment and income distribution of these organic consumers. (see attachment 4 onwards for illustrations) and detail pictures. He found that major portion of the organic consumption range from consumers who age 35 – 50, with 52% consumed by female and in major proportion all of them have University degree awarded. With 68% of them having full-time work.

Recommendations

Throughout the research we have identified that our consumers are more health, quality and taste conscious and these motivations play a big role within the chosen age group when they decide to make a purchase. In contrast, a minor portion of respondents highlighted an opportunity for the management of hypermarket to focus on their in-store quality. These consumers preferred to shop from aktar over hypermarket because they believe H&S at aktar are fresher than hypermarket.

“I believe h&s of aktars are fresher than the ones in hypermarkets”

“I would go buy from aktars because I believe they have fresher herbs and spices.”

Therefore, our first recommendation for hypermarket is to focus on this problem and improve their quality of the products, so consumers have positive brand associations for the hypermarket.

As far as the factors affecting buying decisions, we have identified that a major portion of our respondents only buying because the quality and freshness means to them, however they are not brand loyal as compare to some other respondents who don't consider preferring other brand even in emergency situations. Therefore, we recommend the brand focus these customers and convert them into loyal customers. As if by any chance or emergency they try competition product and may find that better and turn towards them.

Conclusions

In this research we explored three objectives to explore purchase motivations of Turkish consumers for herbs and spices shopping, factors that affect shopping behavior such as (price, packaging, promotions) and customer profiles based on their motivations. For motivations, our results tell us that taste, freshness, quality and health are the main aspects consumers looking for when buying H&S. However, for the factors affecting when buying, brand is considered the most important among respondents, while price was the least important factor that affect buying decision. Therefore, keeping the above results in mind we provided recommendations for the best future outcomes of the business.

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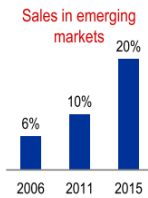
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Appendices

McCormick 2015

Larger geographic footprint

- ❖ Strengthen flavor leadership in developed markets
- ❖ Accelerate growth in emerging markets



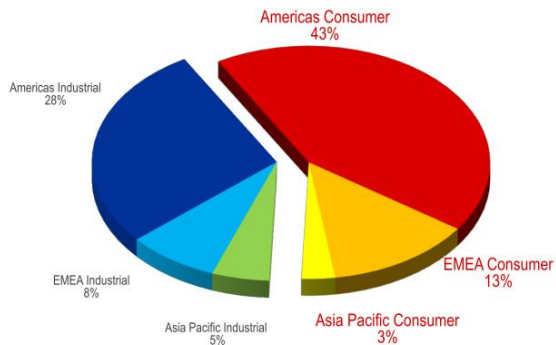
Broader flavor portfolio

Globalized organization and resources

(attachment 1)

Global Consumer Business

\$2.2 billion sales in 2011



(attachment 2)

Table 8.2: List of product choices and demands

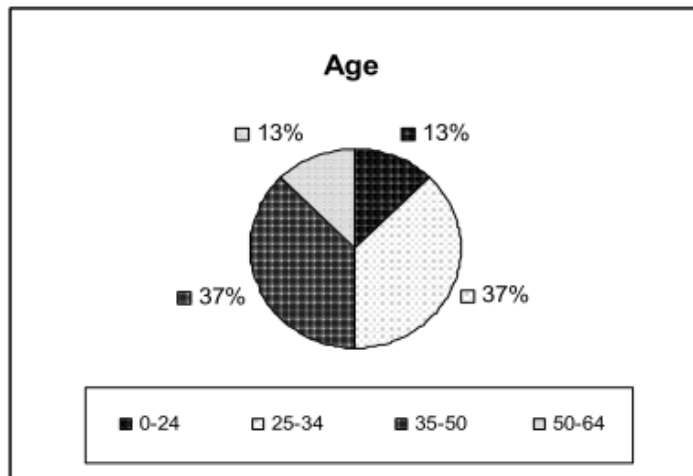
PRODUCTS	Turkey		Germany	
	Today	Future	Today	Future
Fresh vegetables	1*, 78%**	1*, 81%**	1*, 94%**	1*, 98%**
Fresh fruits	1*, 78%**	2*, 80%**	1*, 94%**	2*, 94%**
Meat and meat products	10*, 17%**	3*, 75%**	7*, 52%**	6*, 66%**
Milk and milk products	4*, 48%**	3*, 75%**	2*, 78%**	3*, 84%**
Cereals	3*, 56%**	5*, 70%**	4*, 68%**	3*, 84%**
Bakery products	8*, 30%**	5*, 70%**	6*, 62%**	7*, 64%**
Pulses	6*, 41%**	4*, 72%**	9*, 42%**	8*, 56%**
Baby products	12*, 13%**	10*, 53%**	12*, 16%**	12, 20%**
Dried fruits and nuts	3*, 61%**	8*, 64%**	8*, 44%**	9*, 50%**
Beverages	7*, 34%**	5*, 70%**	6*, 62%**	7*, 64%**
Oil	5*, 45%**	9*, 63%**	5*, 66%**	5*, 72%**
Sugar products	9*, 27%**	6*, 67%**	10*, 38%**	10*, 44%**
Herbs and Spices	4*, 48%**	4*, 72%**	3*, 70%**	4*, 78%**
Textile products	11*, 16%**	7*, 66%**	11*, 22%**	11*, 34%**

* Ranking on the list, ** Percentage of demand

Source: Own Calculations

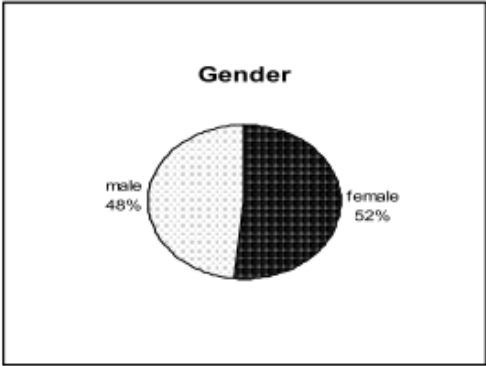
(attachment. 3)

Figure 7.1: Age distribution of Turkish organic consumers



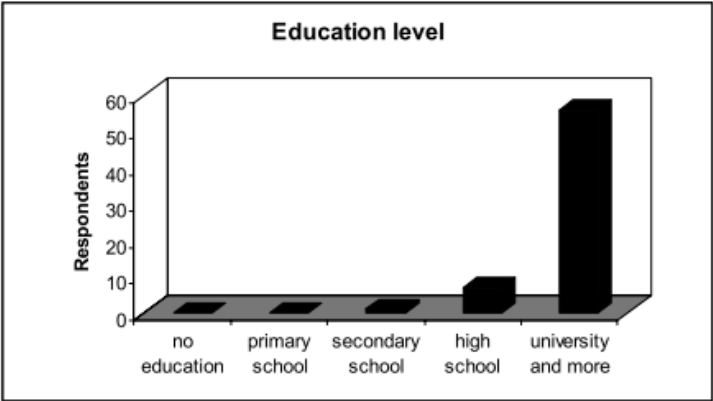
(attachment. 4)

Figure 7.2: Gender distribution of Turkish organic consumers



(attachment. 5)

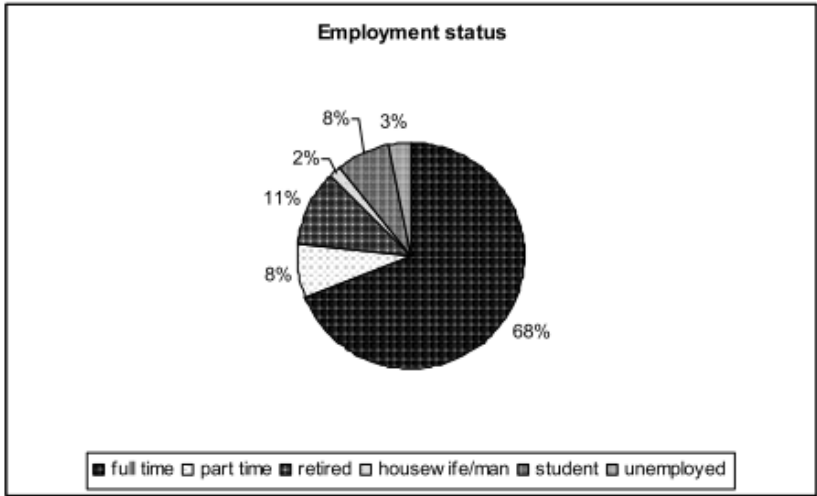
Figure 7.5: Education level distribution of Turkish organic consumers



Source: Own Calculations

(attachment. 6)

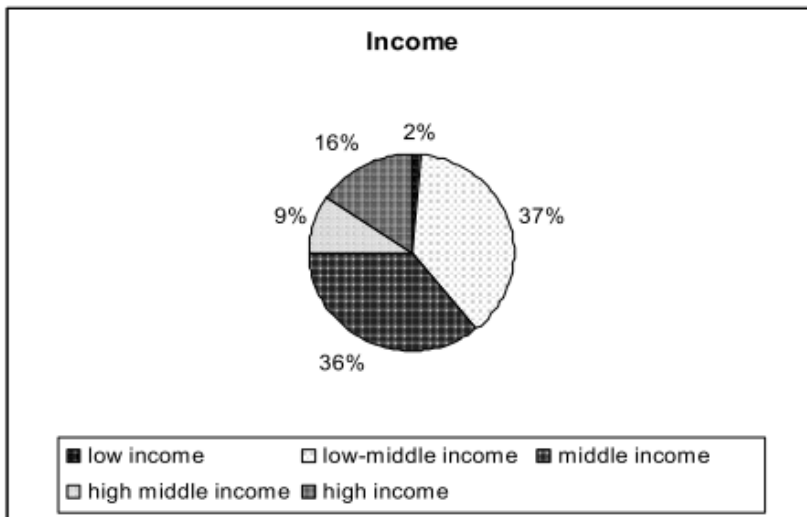
Figure 7.6: Employment distribution of Turkish organic consumers



Source: Own Calculations

(attachment. 7)

Figure 7.7: Income distribution of Turkish organic consumers



Source: Own Calculations

(attachment. 9)

(Mutlu 2007)

Ethical compliance form:

Business School Application for Ethical Approval for Taught Degrees

June 2012

This form should be completed for any research involving primary data collection conducted by students on taught degrees of the Business School. This procedure particularly aims to minimize ethical issues where the primary data involves human data and includes human beings and their records (such as medical, genetic, financial, personnel, criminal and test results including scholastic achievements). **Please note that no research may be conducted in the Business School where participants are children.**

A copy of this application will be retained by the School for up to 6 years. The Business School will provide summary information to University's Research Ethics Committee (UREC) and will provide further information to UREC as requested.

1. Title of project:

Understanding the Buying Behavior Habits of Turkish Customers: A Study on Herbs and Spices

2. **This Project is:**

- UG Research linked to Taught Course* UG Dissertation*
 PG Research linked to a Taught Course* PG Dissertation*

**May require University UREC approval – if this is the case, then a new application using the UREC form will be required.*

PLEASE ENSURE THAT THIS FORM IS APPROVED BEFORE COMMENCING RESEARCH. IF NOT, YOUR RESEARCH MAY BE SUSPENDED WITH IMMEDIATE EFFECT.

3. **Principal Investigator(s):**

Family Name:	Given Name:	Banner ID:	Programme:
Ahmed	Waleed	000846464	MA Strategic Mar. Com
Bökeer	Zeynep	000853023	MA Strategic Mar. Com
Dao	Lam Dung	000861291	MA Strategic Mar. Com
Eren	Gülçin	000799848	MA Strategic Mar. Com

4. **Details of the Project**

Proposed start date:	12.01.2015	Probable duration:	30.03.2015
Brief outline of project <i>(Describe the objectives and methods. Write approx 150 words in everyday language)</i>			
<ul style="list-style-type: none">• Explore the motivations of H&S shoppers in Turkey• Understand the factors that have an effect on H&S shopping behaviors• Identify the customer profiles for the H&S market based on the motivations Method: In-depth interview – with 10 persons aged 25-35 (woman, married, buy every household items by themselves, and they are cooking, and they decide what they buy for themselves)			

5. **Will the research involve primary data collection?**

Yes No *(if 'no' go to Question 10)*

Will the research involve human participants?

Yes No *(if 'no' go to Question 10)*

6. **Could the participants be considered to...**

- a) be vulnerable? (e.g. mentally ill?) Yes No
b) feel obliged to take part? (e.g. employees in organisationally sponsored projects) Yes No

If the answer to either of these is 'yes', please explain how ethical considerations will be minimised

7. If the research generates data relating to individuals (e.g. interview quotes or unique questionnaire responses), describe the arrangements for maintaining anonymity and confidentiality

Under any circumstances name of the interviewees will not be published. In a case of quoting, the participant will maintain their anonymity and confidentiality. For example, they will be referred as "participant #1" or "interviewee #1" and only their age will be given if it is necessary.

8. Describe the arrangements for storing data and maintaining its security as part of the project.

All the data will be upload on a server which is protected by a password that only I and my group members know. The copies will be stored on a different server.

It is a requirement of the Data Protection Act 1998 that individuals are aware of how information about them is managed. Tick to confirm participants will be informed of data access and security arrangements.

9. Describe how will participants be informed of the research project's objectives, purpose and Data Protection Act compliance (per question 8) *Please attach a participant information sheet.*

You can see the participant information sheet below.

10. If the research is going to be conducted within the University or its subsidiaries or partners, which Manager or Officer of the institution has granted access?

The research is not going to be conducted within the University or its subsidiaries or partners.

11. If there are other relevant issues that have not been mentioned in this form please note them below:

12. Declaration of Principal Investigator:

1. The information contained in this application, is, to the best of my knowledge, complete and correct. I/we have read the University of Greenwich's Research Ethics Policy and accept responsibility for the conduct of the procedures set out in this application in accordance with it. I/we have attempted to identify all risks related to the research that may arise in conducting this research and acknowledge my/our obligations and the rights of the participants.
2. I have discussed the project with my proposed academic supervisor or course leader, and she/he indicates they have approves the planned research.

Signature(s):

Greenwich email address: bz406@greenwich.ac.uk

Date: 17.02.2015

Participant Information Sheet

You are invited to participate in an interview which will be conducted by [NAME OF INTERVIEWER], a postgraduate student of the University of Greenwich.

The purpose of this study is to explore the motivations of herbs and spices shoppers in Turkey. Your participation will help us to understand the factors that have an effect on herbs and spices shopping behaviours of Turkish customers.

The participation will consist of a one hour interview, you will provide information on identifying the customer profiles for the H&S market based on the motivations.

As this is a group work, only me [NAME OF INTERVIEWER] and my other group members [NAME OF GROUP MEMBER], [NAME OF GROUP MEMBER], [NAME OF GROUP MEMBER] will have access to the interview script and the recordings. They will be upload on a server which is protected by a password that only I and my group members know. The copies will be stored on a different server. The interview will be used only for our coursework which is creating a market research proposal. It will not be published on anywhere. It will be shown only to our lecturers and if it is necessary, to our course leader.

There are no risks in participating, there will be no monetary costs and you will be able to withdraw from the interview whenever you feel the need to do so.

Participation in this study is voluntary and you are free to give or to ignore questions at your will

Sign below if you are willing to go ahead with the activity.

I [NAME OF PARTICIPANT]..... agree to the terms and conditions and will participant within this research through my own accord ... [PARTICIPANT SIGNATURE].....

Question list

Question 1: Who is cooking in your home?

- 5 cook by themselves.
- 5 cook with a partner (mother, husband, maiden)
- ➔ Most of them are cooking by themselves; some are cooking with their partners.

Question 2: Who is shopping for cooking?

- 6 shop by themselves.
- 4 shop with partners.
- ➔ Most of them are shopping by themselves; some are shopping with partners.

→ Most of them have shopping list and go shopping once a month because they have to work for long hours and they don't have time to go shopping everyday, only 2 go shopping weekly.

Question 3: How often do you use H&S in cooking?

They use H&S almost everyday, in every meal because H&S is necessary in Turkey.

Question 4: How often do you buy H&S? – Why / why not?

All of them buy H&S once a month.

Question 5: When you are buying herbs and spices do you prefer hypermarkets or “Aktar”s?

Most of them buy H&S from supermarket because they don't have enough time to go to Aktar (but they still prefer Aktar than supermarket), 3 people buy from Aktar because they think H&S in Aktar is healthier and organic, and they can buy H&S in flexible quantity with cheaper price.

Question 6: While you are shopping, do you have a specific route in the market?

All of them have a specific route in market while they're shopping. They have their shopping list before they go to supermarket. They think specific route save more time because they work hard and don't have enough time to spend for shopping.

Question 7: Do you prefer branded or unbranded H&S?

All of them prefer branded H&S because they think it is guaranteed, healthy and reliable. However, if they have enough time, they still prefer to go to Aktar.

Question 8: Is the brand important for you? Do you buy unfamiliar brand's products?

All of them think that the brand is important because brands give them guarantee. Nevertheless, some of them said if they buy H&S in Aktar, they can buy unfamiliar products.

Question 9: If you cannot find a variety from your preferable brand, do you continue to search that variety in adjacent brands?

- Most of them want to stick with the H&S brand that they are using. They will use another brand in the urgent case if they cannot find the brand they are using.

- 2 people said they would never buy another brand in any case.

Question 10: In cases of not having another option, do you buy from a non-preferable brand?

All of them said they could buy an unknown brand but only small quantity if it is emergency.

Question 11: Which kind of package do you prefer (glass or plastic)? Why/why not?

All of them think glass is healthier and hygienic; however, the price of glass is expensive so they decide to buy plastic packages because they all have glass jars in their house.

Question 12: Which size do you prefer (large/small/medium)? – Why / why not?

Most of them prefer small size and finish it in a short time because they want to use fresh H&S and they think it would affect the quality of H&S if they keep them for a long time.

Question 13: Where do you keep your herbs and spices?

All of them keep H&S in a glass jar because glass is healthy and helps them to keep the H&S in a good condition for a long time.

Question 14: Which spices do you use more frequently?

All of them use black pepper, red chilli pepper and salt everyday. Sometimes they use mint and thyme additionally.

Question 15: What varieties of herbs and spices do you use the most?

8 respondents prefer red chilli pepper while 2 of them use black pepper everyday.

Question 16: You said, ... is the most important herb for you? What are the qualities that you looking for in ...?

All of them are looking for taste and freshness; sometimes it could be smell or colour.

Question 17: What is the most important factor that affects your buying decision (brand, price, package, size, promotion)?

- 8 of them think that brand is the most important factor that affects their shopping behaviours. To them, the brand represents quality and guarantee.
- Only 2 people chose taste to be the most important factor affecting their buying habits.

Additional Questions

Question 18: What do you think about grinders? Do you use it?

All of them use only 2 kinds of grinders which are salt and black pepper because they are healthy and tasty.

Question 19: Does shelf display has significance on your buying intentions?

- Half of them think that shelf display at supermarkets is important and affects their buying intentions.
- The rest said that they did not care about the decoration because their priority was the brand.

Question 20: Think about impressive displays in stores, do they have your attention?

All of them did not have any impression on the displays in the stores.

Question 21: Do you buy different kinds of herbs and spices for special occasions? If so, what are they?

All of them said sometimes they bought different kinds of H&S for special occasions including cinnamon, coconut and sesame.

Question 22: There are some extraordinary variants for Turkish people, the ones that they do not really use such as blue poppy seeds. How often do you use these extraordinary variants?

They do not use extraordinary variants.