PACKAGING PROBLEMS AS TO FOOD MARKETING IN TURKEY AND SOME SUGGESTIONS FOR THE SOLUTION(*)

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SUMMARY

The role and share of agricultre and industrial food products in our economy will increase. Therefore, development of industrial food goods based agricultre need to be more emphasis. In this process, changing of consumer buying habits and behavior and marketing of food products have a significant role as well as development of agricultre and food products. Distribution, pricing, standardization, storage and packaging areshe main problem areas from the marketing standpoint in Turkey. In this study, packaging problems as to food marketing in the country are being considered and tried to find out some solutions for a progression.

PACKAGING AND POSITION OF TURKEY

The food products are the most important device for satisfying the basic needs of human life. Except for the tobacco, high spirits and domps, all the things that men eat and drink are called food. Food industry is in a position that it is a manufacturing branch which supplies the eloboration of agricultural, animal and sea products in order to produce the basic foods, necessary for human life. Evaluating the nourishment products, the food industry, which makes them usable and, storable, has taken the duty of resource transferring between the industrial segments.

Being on the way of development and industrilization, Turkey is an agricultural country. Due to this attribute, agricultre and agricultre - based

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industry have spesific importance for Turkey. This importance is closely connected with the structure of the population, national income and the percentage of agricultre and the industry based upon agricultre in development and export. As a result of this, developing the food industry has a vital importance for our country. Development of food industry whose raw material depends on agricultre will give great opportunities especially in increasing the food production, preventing the nourishment losses, and creating added-value. The development of packaging has a big and important role in developing the food industry.

The manifactured food products need a packing operation in some certain steps of production process and distribution system. Packing industry has important function such that it protects the products from internal and external effects during the production and marketing process; faciliates the transportation and storage; motifies the consumers to buy them; and increases the quality of the product. All along the distribution channel, from manufacturer to the consumer, packace supplies to the product great uses in maximum hygicnic protection from chemical, light, heat and envoirmental effects during the whole and retail selling.

The most important feature of food is its being spoiled. Whit this reason, packace has an important role in manufacturing and marketing process, and packing is an important element and sector in development of food industry.

In Turkey, the packing industry has not yet reached to the level that was desired. Many of the factors that had improved the packing industry in developed countries have not existied at a sufficient level in our country. The factors, such as undevelopment strores; inefficieny of consumers in the market; the women's unsufficient contribution to the working life; and the neglectment of the time concept have been affecting this development. Additionally, half of our population is still living in the rural areas and their habits hinder the increase of consumption of packed-foods. Despite this fact, this situation has efficiently begun to be changing in recent years.

Beside the special care given to the packing industry in development plans, an increase in packing-material production has been aimed in the programs prepared. The investments, toward compeleting the infrastructure, such as frigorific transportation, packing, storing have been promoted in order to nourishement losses occured during the marketing process; to increase the quality to raise the competetion chance in foreign markets(DPT, 1985; 56).1989s forecasted production and demand figures of packing materials are as follows(DPT, 1987; 116-117):

Type -	Production (1000 tones)	Demand Consumption (1000 tones)	
Paper for wrapping	83	78	
Corrugated cardboard crafted socks	170	170	
Corton	84	54	
Glass	140	135	
Woodbox	231	131	
Tin	152.3 (mil.üni	t) 145,8 (mil.ünit)	
Polyvnyl clorure Polyethyl	100	140	
Polystiren	100	95	
Polypropylene	84	54	

Free competetion economy after 1980, the spread of imported goods in the internal market as a result of export and liberalization policies have made the concept and application of packing rearch to a contemporary level. The number of packing concerns and the amount of production have rapidly increased. Especially the packing program for exporting raised the number and the quality of packed foods. A packing laboratory of Turkish Standarts Instition has been established in order to assist the problems of packing concerns; and, a standard and an official declaration relating to food packing and lebelling have been issuied by the Ministery of Industry and Tecnology in order to protect the consumers and to creata a competetive market mean.

THE ROLE AND THE IMPORTANCE OF PACKAGING IN MARKETING

Packace, in brief is the name given to the protective cover, the cup of envelope which contains a product (Çakıcı, 1988; 56). The process of choosing a suitable material and forming it to wrap a product in the least expensive and the best way to answer the consumer needs, with due respective paid to storage and transportation charecteristics of the products (Nikbay, 1988; 45). The multiplication of self-service stores; the groving importance of distrubition and publicity of products have increased the importance of packing. It is acceptable that the amount of package per head is an important economical and social indicator; and a measure of life standart in a country.

The package has some basic and secondery functions both in itself and in regard to the other systems. Protection is the most important function in packing the food products. The aim is offering the product to the consumer with the qualifications when it was taken from the production line. It involves both the physical protection consisting the elements such as getting soaked, striked, contused and the chemical protection such as getting rotted, so as to prevent the quality spoilt. The protection level of the package varies in different foods, because of the features of packaging materials. Regarding chemical reaction between the package and its content, it is important that the material must not spoil the food (Ulgiray, 1978; 340). The food packaging, with its protection function, makes possible to minimize the nourishmentlosses, helping a great economy in the usage and the physical distrubition of the product. For this reason, packaging has a vital necessity for transportation and storage of the food product. The adequate packaging suplies spead, economy and facilty in storage and transportation.

In Turkey, as in other countries, the packaging activites have taken place widely in food industry; and play an important role in making the foods evaluated, storable and usable. As astudy made shows, the durability with %35, price appropriation with%14,5, appreance and sanitation with %12, and vapor-prooveness with%10,5 have been noticed in packaging attributes which are appreciated and important for food products (Akkan, 1988; 119).

In our country the function of protection is the biggest benefit expected from the package. Advertising and motivation are secondaryly important from the marketing point of view. The durability factor, which enables the product to be used for a long time without being spoilt, is paid a great attention by the consumers from the point of hindering the nourish losses and being economic. But, the price conviency is also expected in choosing the appropriate packaging material beside the durability. This factor is an important element affecting especialy to the consumer's buying process of food.

The other functions of package are promotion and introduction. As a sales promotion device with attracting consumer's attention, the packaging is perceived as color, size, apperance and avaibility; and, consumer's conveniency of difficulty in using the package.

Package is the unique and permanent advertising device which completely reachs to the consumer during the interaction (Gomez, 1980; Gök, 1989; 20). Thanks to the packaging, it is possible to raise the attractivity of the product and to incite the consumers to purchase them by supplying avaibility.

Equipped with colour, writings, figures and brand, label which help

the selling; the packaging performs the advertising function in order to faciliate the marketing by attracting the consumers. Additionally, the facilities such as putting sufficient and proper amount of product into the package; carrying; opening and closing; using, have a great importance for post-sale service and consumer satisfaction (Tarhan, 1985; 16).

THE PROBLEMS

Packaging carries the duty and the responsibility in the industry because of the product's spoilable feature, that can be hazardous for human health, and of having economic and social content. But, as for the packaging industry in Turkey, it is noticed that this sector has not been sufficienty adopted, and daveloped; has not been making regular production and has been too costly. Consequently; there exist some big problems during the physical distrubition in the marketing process of food product.

Here are some main problems related with packaging of food product in our country:

- -Unsufficiency in quality, and
- -High costs of packaging; mark up the prices and harden the purchase.
- -There exist some supplementary difficulties in being on time; having the desired dimension, quality and quantity.
- -The food product and packace standards have not highly developed yet.
- -The production as of variety and amount is not enaugh to serve the sector's demand.

The basic materials of packaging industry, such as glass, paper, tin sheet, aliminium and petro-chemical products have been produced by public concerns; so the high prices, unsufficient quality and low production level unable the growth in this sector (Yiğit, 1986; 84) It is a fact that in packaging the food products in our country face with many problems in raw material supplement, cost and standards. This situation evidently shows that our packaging industry has been newly developing. On the other hand, the need toward packaging is gradually increasing and its problems have been becoming more evident because of our country's rapidly improving economic and demografic structure.

It is possible to classify these problems as follows:

1. Packaging industry-rooted problems:

The problems of our packaging industry has been directly affecting to the food industry from the point of structure, capacity and product quality (Yigit, 1987; 30). High cost of packaging materials is another problem. As the manufacturers of food packaging material reflect themark-ups in their costs to the price of the product, the food manufacturers fall in a dilemma. Especially, the price increases of iron sheet, paper and carton, plastics, printing and labelling increase the packaging costs. The packaging costs of many food products has climbed to a level of %30. The cost of packaging the food products is high in Turkey. In the tomato-paste industry, for instance, the cost of the container covers more than %20 of the content. This rate is below %8 in EC countries, however, (Çetinöz, 1985). It was indicated by the calculation made in our country that the consumer pay a fee of %30 for the tood with plastic-package (Aydın, 1980; 49). Also the high costs of credits cause financial difficulties. The trans portation expenditure is also another factor increasing the costs.

Low and non-qualified package material leads to losses in food products. Especially, the industry of tin and wooden packaging faces the the quality problems.

2. The problems resoured from the package material

In our country, qualitative and quantitative unsufficiency of package material borne great problems. The problemgains importance because of the fact that the basic raw materials (tin,paper-carton, plastic) are produced by monopole public concerns and the private packaging sector is formed by small corporations

Raw material supplement can not be made on time and in sufficient quality and quantity because there are monopoles in tin, paper and plastic industry and only two integrated establishments in wooden-packing. As a natural result of this situation, the delay in the production causes increasement in costs and food losses.

The nourishment losses in our country are very high because of the unsufficiency of packing industry. As the probable limit of losses, resourced from packing material in fruit and vegetable processing industry in developed countries is %0.1, this rate is accepted to be %1-4 in Turkey.Its economic value is ratherly high (İktisadi Rapor, 1985; 22).

3. The problems caused by regulation, disposition and packing standards relating with package:

It is necessary to produce the package, containing the food products, suitably for the biological and chemical charasteristics of food in order to supply sanitory conditions. With this respect, the existence and improving the application of regulations, disposition and standards relating with food package is very important. The present regulation and laws have remained ratherly behind the contemporary food technology (Yiğit, 1987; 30). The aging values and measures are far away from responding today's needs.

The legal arrangements prepared for food packing are not edequate. Especially, the arrangements in usage of plastics as package of food products are incomplete. The problem of increasing the number and the assorment of the standards has been still going on, although it is very evident that the package standards, involving the package dimensions and weight, package materials, labelling, the package performance, contribute to rationalizating the production and the distribution; faciliating the manipulation in transportation and storage; creating free competetion condition; helping the consumers to make a good decision among competing goods (Ülgiray, 1980; 200).

4. The problems resourced from consumer's unconsciousness:

Because the consumers do not pay the necessary attention to the package in their purchases; do not have adequate information; they can not get the maximum benefit and they have economic losses. Consequently; there occurs the problem of consumer protection. Not evaluating and using the information on the package label hinder the consumer protection.

Packaging gives consumers the opportunity of buying the foods with a trademark and the name of the manufacturer or seller. The deceptive selling, inflated prices, aggresiveness are almost eliminated by this way; so the consumer can have opportunity of shopping in a reliable medium. The consumer must be trained and informated in order to realize this. The education activities in developed countries are held by different organizations and the consumer can choose the product most suitably packed. But in our country, there exist no organization education the consumer. The manufacturers haven't put on so many responsibilities. Making the consumer conscious, from the point of view of protecting them and creating a competetive market structure, forms an important problem.

CONCLUSION AND SUGGESTIONS

The role and the importance of packaging in marketing the food products is evident. The growth of packaging industry which offers the food products to the consumption by evaluating and marketing them storable, and usable will solve many problems in food product marketing. Therole of packaging in minimizing the rotting and in hindering the losses during the storage and distribution is very important; and these are real problems.

Inefficieny and unsufficieny of marketing system in Turkey cause unadequancy in evaluating the foods. Due to scarcity in possibilities of storage-air-condited storing-, unadequancy of distribition system- especially the transportation vehicles with air-conditioning-; neglecting the importance of packaging, the %25 of the products has been wasted. In the developing countries, half, even two-thirt of the basic nourishment goods and semi-luxiours products has been spoilt because the products cannot be protected suitablely, rationally and efficiently (Schimit, 1986; 12-19). Low cost and even a beter packaging is urgently needed where the supplement of basic roducts of human life, such as food, is inconvenient. In this way, less product will be destroyed or spoilt and less product will rearch to the consumer unusable or spoilt.

Unedequancy of necessary technology, such as packaging and storage, in all stages between production and consumption has been showed as one of five important problems of Turkey (Dinçer, 1988; 14). For this reason, big economic losses and the public health issue must be paid attention because of the unability in hindering the putrefaction and spoilt of these food products.

The fact that packaging is not a luxury should be accepted.

Our suggestions for the solution of the packaging problems in marketing the food products in our country and for the development of packaging industry are as follows:

- 1. The consumer must have been educated about food packages. Inciting the consumer to buy the packed-foods, the competition in the market must be increased by the application of informating labels.
 - 2. The corporations, manufacturing package material and packing the food, must firstly choose the must suitable material for characterictics of product and the habits and the options of the consumer.

Choosing suitable package will bring benefits on behalf of manufacturer, consumer and the society.

- 3. The number and assorment of standarts on food products package is unsufficient, the regulation and adapted to present conditions. Improving the legal disposition for preventing the perceptive and misleading information on the package of food product, the consumer must be protected.
- 4. The package must be brought to a situation that it sells itself rather then its content. The functional and simle packages must be progressed instead of the expensive ones with their charm, deceiving and disappointing the consumer.
- 5. The optimization of the benefits expected from the package must be realized, noting the demografic structure and socio-economic charecteristics of the population. In other words, packaging must supply vell-protections of the products and promote the purchase.
- 6. Professional schools of packaging must be opened in order to the improvement of packaging industry. These schools will supply employment of qualified labor in packaging industry, development in technology and progression of packages that are suitable for the market.

The importance of package for our country is preventing losses of basic nourishment goods. For this reason the necessary care must be given to the packaging costs. A rational and effective packaging will promote especially the purchasement of basic food, like milk, fruit juice and canned-food. The development of package which is neither excessive nor inefficient and responding the needs will be the solution for Turkey. The solution of packaging problems will help increasing the effectiveness of the marketing system. What the natural result of this is the reconciliation of long-term interests of manufacturer, consumer and society.

TÜRKİYE'DE GIDA ÜRÜNLERİ PAZARLAMASINDA AM-BALAJLAMA, SORUNLAR VE ÇÖZÜM ÖNERİLERİ

Ülkemiz ekonomisinin gelişiminde tarımın ve tarıma dayalı sanayi ürülerinin payı gelecekte çok daha önemli olacaktır. Bu bakımdan, tarımda prodüktiviteyi arttırmak ve asıl olarak, tarıma dayalı sanayi ürünlerinin gelişimine ağırlık vermek gerekmektedir.

Ülkemizde gıda ürünleri sanayi giderek gelişmekte ve dış satımda büyük bir potansiyele sahip bulunmaktadır. Ne var ki bu sektörde kaliteli üretim ve özellikle pazar sorun olmaktadır. Gıda ürünleri pazarlamasında ülkemiz büyük bir düzensizlik içerisinde bulunmakta ve ülke ekonomişi bundan zarar görmektedir. Bu şekilde tarım ürünleri de değerlendirilememekte ve büyük israf olmaktadır.

Gıda ürünkeri pazarlamasında dağıtım, fiyat, standardizasyon, depolama ve özellikle ambalajlama sorunlar olarak karşımıza çıkmaktadır. Bu bildiride, Türkiye de gıda ürünleri pazarlamasında en önemli sorunlardan biri olarak ambalajlama, ambalajlama sanayinin durumu ve ambalajlama sorunları tartışılacak ve çözüm yolları aranmaya çalışılacaktır.

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