TÜRK
TARIM ve DOĞA BİLİMLERİ
DERGİSİ

TTDB

TURKISH
JOURNAL of AGRICULTURAL
and NATURAL SCIENCES

www.dergipark.gov.tr/turkjans

Original Article

Marketing Strategies of Food and Beverage Companies in the ISO 500 List: A Study on Their Websites

Berkay Keskin [1]✉

[1]Ankara University, Faculty of Agriculture, Department of Agricultural Economics, Ankara, Türkiye

[1] https://orcid.org/0000-0003-2686-6171

✉: bkeskin@ankara.edu.tr

ABSTRACT

The widespread use of the internet has led to profound changes in business marketing strategies and has strengthened the importance of digital marketing. Websites have evolved beyond being mere informational platforms and have become critical tools for building brand identity, enabling customer engagement, and managing sales processes. Effective and strategic use of websites plays a significant role in achieving key marketing goals such as brand awareness, customer loyalty, and sales growth. Therefore, websites are indispensable tools for the successful implementation of modern marketing strategies. This study aims to analyze the websites of the largest food and beverage companies in Turkey from a marketing strategy perspective, presenting a comprehensive profile of the marketing strategies used on these websites and identifying the strengths, weaknesses, and areas with potential for improvement. The research findings indicate that while companies generally apply an effective strategy in terms of product mix on their websites, the information regarding distribution and pricing strategies is rather limited. In terms of promotional activities, some areas provide detailed information, whereas others fall significantly short. In the study, the effectiveness of companies in utilizing their websites from a marketing strategy perspective was evaluated based on their inclusion of specific marketing criteria, and classified according to a 19-point scoring system. As a result, it was found that 32.4% of the companies demonstrated a moderate level of effectiveness, 52.9% a high level, and 14.7% a very high level. Accordingly, it is evident that the analyzed companies use their websites at a level above average in terms of marketing strategies. However, significant areas for improvement were also identified in their digital marketing efforts. Notably, there is a considerable development potential in areas such as online sales, newsletter subscriptions, annual reports, and frequently asked questions.

Key words: Food, beverage, company, marketing, website

ISO 500 Listesindeki Gıda ve İçecek İşletmelerinin Pazarlama Stratejileri: Web Siteleri Üzerine Bir Araştırma

ÖZ

İnternetin yaygınlaşması, işletmelerin pazarlama stratejilerinde köklü değişimlere yol açmış ve dijital pazarlamanın önemini güçlendirmiştir. Web siteleri, yalnızca bilgilendirme platformu olmanın ötesine geçerek marka kimliği oluşturma, müşteri etkileşimi sağlama ve satış süreçlerini yönetme açısından kritik bir araç haline gelmiştir. Etkili ve stratejik web sitesi kullanımı, marka bilinirliği, müşteri sadakati ve satış artışı gibi temel pazarlama hedeflerine ulaşmada önemli bir rol oynamaktadır. Bu nedenle, web siteleri, modern pazarlama stratejilerinin başarılı bir şekilde uygulanabilmesi için vazgeçilmez bir araçtır. Bu çalışma, Türkiye'de yer alan en büyük gıda ve içecek işletmelerinin web sitelerini pazarlama stratejileri açısından araştırarak, işletmelerin web sitelerinde kullandıkları pazarlama stratejilerinin kapsamlı bir profilini ortaya koymayı, başarılı olan, yetersiz olan ve gelişime açık olan alanları belirlemeyi amaçlamaktadır. Araştırma bulguları, işletmelerin web sitelerinde ürün karması açısından etkili bir strateji uyguladığını, ancak dağıtım ve fiyat karmasına dair kriterler açısından web

sitelerinin genel anlamda daha sınırlı bilgi içerdiğini göstermiştir. Promosyon açısından ise bazı alanlarda daha kapsamlı bilgi sunulurken, diğer bazı alanlarda sunulan bilgilerin oldukça yetersiz kaldığı görülmektedir. Çalışmada işletmelerin pazarlama stratejileri açısından web sitesini etkin kullanım durumları, belirlenmiş olan pazarlama kriterlerine yer verme durumu baz alınarak, 19 kriter üzerinden yapılan puanlamayla sınıflandırılmıştır. Sonuç olarak, işletmelerin %32.4'ünün orta düzey, %52.9'unun yüksek düzey ve %14.7'sinin çok yüksek düzey etkinlik gösterdiği belirlenmiştir. Bu doğrultuda, incelenen işletmelerin web sitelerini pazarlama stratejileri açısından belirli bir etkinlik düzeyinin üstünde kullanabildikleri görülmüştür. Ancak yine de gıda işletmelerinin web sitelerindeki pazarlama stratejilerine ilişkin önemli gelişim alanları tespit edilmiştir. Online satış, bülten aboneliği, faaliyet raporları ve sıkça sorulan sorular alanlarına ilişkin verilerin ve stratejilerin yetersiz olduğu ve bu alanda önemli bir gelişim potansiyeli bulunduğu belirlenmiştir.

Anahtar kelimeler: Gıda, içecek, işletme, pazarlama, web sitesi

INTRODUCTION

With the widespread use of the internet, digital marketing has gained significant importance alongside traditional marketing channels and has become a critical marketing tool for companies. Having an internet marketing strategy enables companies to target the market more effectively by making their products easily accessible to those searching for them, thereby facilitating the delivery of the right product to the right consumer (Obednikovska et al., 2019). While traditional marketing is characterized by one-way communication from producer to consumer, technological advancements and the opportunities provided by the internet have enabled a two-way and continuously evolving communication process (Bulunmaz, 2016). Digital marketing has gained even more importance, especially during the COVID-19 pandemic, and companies have increasingly prioritized digital marketing efforts (Erdoğan, 2020; Alankuş, 2021; Rustamov, 2022).

Websites are among the most important components of digital marketing for companies (Çubukcu, 2010; Duygun and Alnıpak, 2017; Gedik, 2020; Widagdo and Roz, 2021; Sharma, 2023). Numerous studies in the literature indicate that well-designed, high-quality, and professional websites play a significant role in enabling companies to effectively communicate their activities to consumers and enhance their marketing success (Lee and Kozar, 2006; Mithas et al., 2006; Hernandez et al., 2009; Rahimnia and Hassanzadeh, 2013; Thongmak, 2022). Websites offer a valuable platform for companies to reflect their brand image, establish effective communication with their target audiences, and present the features of the products and services they offer. Furthermore, compared to traditional marketing tools, websites have several advantages from a marketing perspective (Kurtoğlu, 2016). Traditional marketing communication is often more costly compared to online communication. Additionally, printed materials such as brochures and posters, which hold an important place in traditional marketing, lose their effectiveness after being distributed or displayed, whereas websites can be continuously updated, enriched with new content, and thus create a long-term impact (Usta, 2007). Through this channel, companies can promote their products to large audiences at lower costs, provide after-sales services, and offer platforms where consumers can express their opinions and easily reach the company (Alan et al., 2018).

Along with these developments, studies in the field of digital marketing have increased, and research analyzing the websites of companies from a marketing perspective across various sectors has become more prominent in the literature. A review of the literature reveals several studies examining the marketing strategies of websites of companies operating in various sectors across Turkey. When evaluated on a sectoral basis, studies related to this topic have been conducted in the hospitality sector (Karamustafa et al., 2002; Bayram and Yaylı, 2009; Pamukçu and Arpacı 2016; Ceylan, 2018, Gönül and Erciş, 2023; Uçar, 2023; Eren et al. 2023), the textile sector (Özdemir-Öztürk 2022), the freight transportation sector (Duygun and Alnıpak 2017) and even in the fields of political marketing and political communication (Evren, 2015). Regarding the food sector, although there are various studies examining the websites of restaurants (Uygur et al., 2018), companies in the dairy sector (Basar and Deniz, 2019), and family-owned food and beverage businesses (Atik, 2016) from a marketing perspective, these studies generally focus on businesses in specific regions or particular sub-sectors. However, no study has been found that examines the websites of the largest food companies in Turkey from a marketing strategy perspective, considering the food sector as a whole across the country. Therefore, there is a significant gap in the literature in this area. In this context, researching the websites of the largest food companies in Turkey in terms of marketing strategies is crucial for identifying current practices and trends, as well as analyzing sectoral competition more closely. Organizing the websites of food companies in a way that meets consumer expectations and provides the information consumers need is also critical for consumer trust and brand loyalty. In this regard, this study aims to investigate the websites of the largest food companies in Turkey from a marketing strategy perspective, providing a comprehensive profile of the marketing strategies used on these websites, and identifying areas that are insufficient, successful, or open to development.

MATERIALS AND METHODS

The material for this study consists of the websites of food and beverage companies listed in the "ISO 500 Türkiye's Top 500 Industrial Enterprises" list, prepared by the Istanbul Chamber of Industry. The companies and, consequently, the websites to be analyzed were determined based on this list. From all the companies in this list, those falling under the "10 - Manufacture of Food Products" and "11 - Manufacture of Beverages" categories according to the NACE classification were selected, forming the sample for the study (Istanbul Chamber of Industry, 2024). In this context, a total of 106 companies are listed under the categories "10 - Manufacture of Food Products" and "11 - Manufacture of Beverages." However, due to three companies requesting not to have their names disclosed despite being listed, they appeared anonymously in the list, and two different companies operating under the same parent company using the same website, a total of 102 distinct websites were analyzed in the study. The analysis of the websites was conducted during the period of November and December 2024.

Table 1. Marketing Mix (4Ps) Analysis Criteria for Food Companies' Websites

4P Category	Criteria Sought on the Website	Description of the Criteria
Product	Product Categories	Does the website specify the categories or types of products that the company manufactures or sells?
	Product Features	Does the website provide information about the product content, nutritional values, or areas of use?
	Product Images	Are there photos of the products or images of their packaging?
	Certificates and Certifications	Are quality certificates, compliance standards, or other certifications related to the products shared?
Price	Discounts and Campaigns	Is information about discounts or promotional campaigns for the products provided?
	Payment Options	Are payment options such as cash, installments, credit card, bank transfer/EFT, or cash on delivery available? (Applicable only for companies with online sales)
	Product Prices	Are product price details provided on the website or on the platform where sales are conducted?
Place	Dealers / Distributors / Sales Points / Business Partners	Is information provided about dealers, distributors, sales points, or business partners where consumers can access the products?
	Online Sales / Platform Redirection	Does the website offer direct online sales, or, if not, does it redirect users to another sales platform owned by the company?
Promotion	Announcements/News	Does the company share various announcements or news to inform customers, business partners, and the public?
	Annual Reports	Are the company's annual activity reports shared on the website?
	Contact Information	Does the website provide communication channels such as a customer service number, email address, contact form, or live support for consumers to reach out to the company?
	Frequently Asked Questions (FAQ)/What You May Wonder	Is there a section where frequently asked questions about products or the company are answered?
	History/About	Is there a section providing information about the company, including its history and areas of activity?
	Language Options	Is there an option to select a language other than Turkish on the website?
	Newsletter Subscription	Does the company provide an option for users to subscribe to an e-newsletter?
	Social Media Redirects	Does the website provide links to the company's social media accounts? (e.g., Twitter, Instagram, Facebook)
	Social Responsibility / Sustainability Projects	Does the company share information or reports about its social responsibility or sustainability projects?
	Vision, Mission, Values	Does the company clearly express its vision, mission, and values?

In this study, the content analysis method was used to analyze the marketing strategies on the websites of Turkey's largest food companies. Content analysis is a research method that systematically examines various

types of data, such as visual and verbal content, and is widely used across many disciplines. This method enables a deeper analysis and interpretation of events or phenomena by classifying them under specific categories (Harwood and Garry, 2003). The content analysis method is also one of the most commonly used approaches for examining and researching websites for various purposes (Perry and Bodkin, 2000; Weber et al., 2006; Hurwitz et al., 2017; Sparacino et al., 2024).

In the study, the analysis of the companies' website marketing strategies was based on the marketing mix (4Ps: Product, Price, Place, Promotion), and the websites were subjected to content analysis according to various predefined criteria. In determining these criteria, several factors were taken into account: the marketing strategies that a food company might consider when designing its website, marketing trends in the food sector, consumer expectations, sectoral competition dynamics, and previous studies that examined websites of companies in different industries using the content analysis method. In this context, while the number of criteria under each component of the marketing mix was generally balanced, more sub-criteria were included under the "Promotion" component. This was because the promotional tools and corporate communication practices observable on websites tend to be more diverse and multifaceted than the other mix elements in the context of online environments.

As a result, a total of 19 criteria were identified, and these criteria along with their descriptions are presented in Table 1.

A two-step method has been applied in this study.

In the first phase, the official websites of the food companies that constitute the sample of the study, as listed in the ISO 500 list, were thoroughly examined. The information and downloadable documents on these websites were systematically evaluated according to the determined criteria. The presence or absence of these criteria on the websites of the companies was analyzed using a coding method.

In the second phase, a control analysis was performed. Criteria that were found to be absent on the websites in the first phase were re-examined for each site using the internal search function of Google. Thus, each website was analyzed twice according to the established criteria, ensuring that no criteria were overlooked and enabling a comprehensive investigation.

RESULTS AND DISCUSSION

When the criteria related to the product mix were examined, it was found that all companies except one included product categories on their websites. Companies that provided information on product features such as ingredients, nutritional values, and areas of use accounted for 83.3% of all companies. In this context, it can be seen that the vast majority of companies present various features of the products they sell on their websites. The proportion of companies that featured photographs of their products or images of their packaging on their websites was 90.2%. This indicates that most companies include product visuals as a marketing strategy. Similarly, 90.2% of the companies included various quality certificates, standards, or certifications related to their production processes or products. This strategy enables companies to build consumer trust by emphasizing that their products comply with certain quality standards. Thus, it is evident that the vast majority of companies value and include all four criteria related to the product mix on their websites, adopting a strategy of presenting them to consumers (Table 2).

Table 2. Product-Related Criteria

Product-Related Criteria	Yes	No	Total
Product Categories	101 (%99.0)	1 (%1.0)	102
Product Features	85 (%83.3)	17 (%16.7)	102
Product Images	92 (%90.2)	10 (%9.8)	102
Certificates and Certifications	92 (%90.2)	10 (%9.8)	102

When the criteria related to the price mix were examined, it was observed that the current situation differs significantly from the product mix. The proportion of websites that provided information about discounts and campaigns related to their products remained low at 19.6%. Among companies with an online sales platform, only 17.6% offered various types of payment options, allowing consumers to choose from different methods. Lastly, only 21.6% of the companies provided price information for their products on their websites, indicating that the vast majority prefer not to share this information online. In this regard, unlike the product category, the proportion of companies including price mix criteria on their websites remains considerably low (Table 3).

Table 3. Price-Related Criteria

Price-Related Criteria	Yes	No	Total
Discounts and Campaigns	20 (%19.6)	82 (%80.4)	102
Payment Options	18 (%17.6)	84 (%82.4)	102
Product Prices	22 (%21.6)	80 (%78.4)	102

When examining the place mix criteria, it was found that only 26.5% of companies provided information on dealers, distributors, sales points, or business partners through which consumers could access their products. In this respect, it was determined that only about one-quarter of the companies offer such information to consumers. The proportion of companies that sell products directly through their websites or redirect consumers to another company-owned sales platform was 20.6%. Based on these findings, it was concluded that the proportion of companies that include criteria related to the place mix on their websites also remains quite low (Table 4).

Table 4. Place-Related Criteria

Place-Related Criteria	Yes	No	Total
Dealers / Distributors / Sales Points / Business Partners	27 (%26.5)	75 (%73.5)	102
Online Sales / Platform Redirection	21 (%20.6)	81 (%79.4)	102

When the criteria related to the promotion mix were examined, it was observed that 84.3% of the companies shared announcements or news on their websites intended for customers, business partners, and the general public. A total of 31.4% of the companies published annual reports or similar detailed documents. It was identified that 100.0% of the companies provided contact information on their websites. Additionally, 47.1% of the companies included FAQ (Frequently Asked Questions) or similar informative sections to address consumer inquiries. All companies (100.0%) shared history or about information such as the company's history or profile. Regarding language options, 87.3% of the companies offered support in foreign languages in addition to Turkish. However, only 22.5% provided a newsletter subscription feature to inform customers about the company and its products. It was also found that 88.2% of the companies included social media redirects on their websites. Moreover, 60.8% shared information about their social responsibility or sustainability projects. Finally, 76.5% of the companies presented their vision, mission, and values, reflecting their institutional identity (Table 5).

Table 5. Promotion-Related Criteria

Promotion-Related Criteria	Yes	No	Total
Announcements/News	86 (%84.3)	16 (%15.7)	102
Annual Reports	32 (%31.4)	70 (%68.6)	102
Contact Information	102 (%100.0)	0 (%0.0)	102
Frequently Asked Questions (FAQ)/What You May Wonder	48 (%47.1)	54 (%52.9)	102
History/About	102 (%100.0)	0 (%0.0)	102
Language Options	89 (%87.3)	13 (%12.7)	102
Newsletter Subscription	23 (%22.5)	79 (%77.5)	102
Social Media Redirects	90 (%88.2)	12 (%11.8)	102
Social Responsibility / Sustainability Projects	62 (%60.8)	40 (%39.2)	102
Vision, Mission, Values	78 (%76.5)	24 (%23.5)	102

In this section, a classification was made for each company based on whether they included the aforementioned criteria on their websites, and the effectiveness of website usage in terms of marketing strategies was determined. In this classification, companies were awarded 1 point for each criterion they included on their websites. Thus, with a total of 19 criteria, the maximum score a company could achieve was 19. This scoring system enabled an objective evaluation of the companies' inclusion of the identified marketing criteria and allowed for a comparison of their performance.

Accordingly, companies were classified based on their total scores as follows: 0–3 points as "Very Low Effectiveness," 4–6 points as "Low Effectiveness," 7–10 points as "Moderate Effectiveness," 11–14 points as "High Effectiveness," and 15–19 points as "Very High Effectiveness." Based on this classification, no company was found to have very low or low effectiveness. It was determined that 32.4% of the companies demonstrated moderate effectiveness, 52.9% showed high effectiveness, and 14.7% exhibited very high effectiveness.

Therefore, it can be concluded that the companies utilized their websites with at least a certain level of effectiveness in terms of marketing strategies. This result is to be expected considering that the companies analyzed are among the largest in Turkey (Table 6).

Table 6. Marketing Effectiveness Results

Marketing Effectiveness Results	Frequency	%
0–3 points: Very Low Effectiveness	0	0.0
4–6 points: Low Effectiveness	0	0.0
7–10 points: Moderate Effectiveness	33	32.4
11–14 points: High Effectiveness	54	52.9
15–19 points: Very High Effectiveness	15	14.7
Total	102	100.0

The findings obtained indicate that companies focus on different elements of the marketing mix to varying degrees in their website development strategies. Considering all these findings, it is possible to discuss the potential reasons, disadvantages, and current areas for development in more detail.

In this context, the research findings show that the vast majority of companies include product categories (99.0%), product features (83.3%), product images (90.2%), and various quality certificates and certifications (90.2%) on their websites. This suggests that companies have largely adopted the criteria of product mix and developed strategies to present their products in detail to consumers. The significant presence of these criteria on the websites indicates that companies emphasize promoting their products, highlighting product quality, and informing consumers about the products. Information regarding product categories and features is generally presented in a manner that can be easily seen on the websites of the companies examined. However, it was found that some companies prefer to provide this information not directly on the website, but via downloadable product catalogs accessed through links. From a consumer experience perspective, this approach may make it more difficult for some users to access product information and limit direct interaction opportunities with the products. A more user-centered approach could be adopted, where product categories are both directly accessible on the websites and also available in downloadable formats on demand, which could be an important strategy for enhancing consumer satisfaction.

When evaluating the criteria related to the price mix, it was observed that a very low proportion of companies include information on discounts and campaigns (19.6%), payment options (17.6%), and product prices (21.6%) on their websites. The low inclusion of price-related criteria on websites could have various reasons. First, it is likely that companies prefer to keep their pricing strategies confidential to protect themselves from competition or gain a competitive advantage. Moreover, the variability and dynamic nature of pricing policies could make it difficult for companies to continuously share and update up-to-date pricing information on their websites. Therefore, companies may prefer not to share such information on their websites. Similarly, the lack of sufficient information on discounts and campaigns on websites could stem from various reasons. Some companies may find it challenging to continuously update this information due to the fact that campaigns and discounts are not permanent or are limited to specific periods, and they may prefer not to include them on their websites. Another possibility is that large companies, which sell their products through different retailers, may allow the prices, discounts, and campaign information to be determined and managed by these retailers rather than publishing this information on their own websites. This approach could be aimed at preventing confusion on the company's website by considering the dynamic nature of pricing and inter-store variability.

However, businesses may still benefit from being more transparent about price-related information. Sharing such information could increase customer trust and strengthen the brand's reliability. Additionally, regular announcements of campaigns and discounts could directly influence sales by meeting the expectations of the target audience. This could contribute to increased customer satisfaction and offer an opportunity for effective campaign management through websites. As a result, companies could reach a potential customer base more effectively and gain a competitive advantage by sharing such information.

When evaluating the criteria related to the place mix, it was observed that companies include information on dealers, distributors, sales points, and business partners (26.5%) and online sales (20.6%) to a low extent. This indicates that companies adopt a limited approach to sharing their place strategies and conducting online sales on their websites. Various reasons for this can be considered. Since the examined companies are among the largest food and beverage companies in Turkey, it is possible that they do not include this information on their websites because they can easily reach consumers through other means. However, the absence of distribution strategy information on websites may lead to various disadvantages for companies. Consumers who are looking for a product but cannot access information about sales points may lose the opportunity to purchase the product

and may turn to alternative products. This could negatively impact customer satisfaction and potentially lead to sales losses and a loss of competitive advantage for companies.

Similarly, the fact that only a limited portion of companies conduct online sales through their websites is an important factor that could lead to significant losses for companies. As e-commerce becomes more widespread, consumers expect to have easy and fast access to products and services. However, the limited availability of online sales options may fail to meet these expectations and reduce the competitive strength of companies in the digital market. When online sales are limited, especially consumers who do not have physical access to certain areas may experience difficulty accessing relevant products and may tend to switch to alternative brands. This is another significant disadvantage for companies. On the other hand, online sales platforms provide valuable data for analyzing customer behavior and preferences. The lack of access to this data could make it difficult for companies to make strategic decisions in their marketing and product development processes. Therefore, providing information about distribution strategies on websites is considered an important strategic opportunity for enhancing consumer satisfaction and increasing companies' competitive advantage.

When evaluating the criteria related to the promotion mix, it was observed that some criteria were prominently included on websites, while others were represented to a very low extent.

84.3% of companies include various announcements or news that they wish to share on their websites. These are often found under headings like "Announcements" or "News," but some websites also feature sections titled "Blog" or "Press Room." In these sections, current news and announcements about the business or its activities can be found, and some businesses also regularly share monthly press releases in these sections.

A limited portion of companies (31.4%) have shared their annual activity reports on their websites. However, since annual activity reports are important documents that provide a detailed summary of a company's performance, strategic goals, and financial status throughout the year, sharing these reports with the public can enhance the perception of reliability and professionalism, especially among investors, business partners, and informed consumers. In this regard, this area is considered to have room for improvement.

It was determined that all companies included their contact information (address, phone number, email, etc.) on their websites. This indicates that companies adopt a customer-focused approach and aim to establish easy and accessible communication with consumers.

It has been determined that nearly half of the companies (47.1%) include a section on their websites under titles such as "Frequently Asked Questions" or "What You May Wonder" where they address commonly asked questions from consumers regarding the products or the company. It was also observed that similar sections appear under different titles on some business websites, such as "Useful Information," "Information for Consumers," or "Did You Know?". Including such sections on company websites facilitates consumers' access to various types of information about the products and the company. Providing detailed information in these sections about food storage conditions, consumption guidelines, allergen information, product ingredients, additives, and production processes not only informs consumers about critical issues but also serves as a factor that enhances the perceived reliability of the brand, benefiting the company.

It has also been identified that all companies include a section on their websites—titled "History" or "About Us"—that provides information about the company, such as its background and areas of activity. These sections serve as a valuable source for new consumers to get to know the brand and function as a tool to strengthen brand loyalty among existing consumers. Such content is important because it contributes to a more effective digital presence for companies and forms a significant part of their corporate communication strategies.

A large portion of companies (87.3%) offer at least one foreign language option on their websites. The provision of foreign language options is particularly important for companies engaged in export activities. This not only makes it easier to reach potential foreign customers but also increases the accessibility of the business on an international level. At the same time, multilingual websites can strengthen the brand's professional image and help it gain a stronger position in the global competitive environment. Therefore, it is clear that the companies examined place significant importance on these strategies. However, in some websites, although there are buttons leading to foreign language options, these buttons do not work, and foreign language pages are not available. This is a notable deficiency for the companies.

A limited portion of companies (22.5%) offers visitors the option to subscribe to a newsletter. The low number of companies offering this option indicates that they do not adequately utilize e-newsletters in their digital marketing and customer relationship management strategies. One reason for this could be that companies prefer to focus more on social media platforms or consider e-newsletters to be less effective. However, e-newsletter subscriptions are a valuable tool for maintaining direct communication with consumers and regularly informing them about products, campaigns, and updates. Given this, companies' low participation in this area suggests they have not fully utilized the opportunity to establish a regular and effective connection with their target audience.

It was found that a large majority of companies (88.2%) include links to their various social media accounts (Twitter, Instagram, Facebook, etc.) on their websites. However, some companies, despite having social media accounts, did not include links to these accounts on their websites. Additionally, some companies did include links to social media accounts, but these links did not work. These two situations are significant deficiencies.

It was determined that 60.8% of companies provide information on their websites about social responsibility and sustainability projects they have carried out or completed. Some companies, despite conducting various social responsibility projects, do not announce them on their websites, which is a significant deficiency. Other companies, although they state their social responsibility or sustainability policies or principles on their websites, do not share the projects or activities they have carried out under these principles. Addressing these deficiencies by effectively announcing social responsibility and sustainability projects and transparently sharing their practices could strengthen their corporate reputation and positively impact consumer preferences.

A large majority of the companies (76.5%) have shared information on their websites regarding their vision, mission, and values. It was observed that these statements appear on the homepage of some companies, in a separate section on others, and within published activity reports in some cases. It is important that these vision, mission, and value statements are positioned in a way that is easily accessible to consumers. Nevertheless, this situation indicates that a significant portion of businesses have taken a strategic step toward introducing themselves to their target audiences and establishing their brand identity.

CONCLUSION

In general, it has been observed that companies implement a more comprehensive and effective strategy on their websites in terms of product mix criteria. However, the websites contain limited information regarding price and place mix criteria. As for promotion-related criteria, while some areas provide more detailed information, in other areas the information offered on company websites remains quite insufficient.

In this regard, although the inadequacy of some criteria in terms of content and strategy could partly be attributed to company preferences, strategic choices, or the challenges of continuously updating dynamic data, it is clear that the significant lack of certain critical elements poses a disadvantage for the companies from a marketing strategy perspective. Among these, the most important areas were online sales (20.6%), newsletter subscriptions (22.5%), annual reports (31.4%), and frequently asked questions (47.1%). These figures highlight a clear potential for improvement in the websites of food companies.

Online sales have become an integral part of companies' marketing strategies in today's increasingly digital world. However, the research findings indicate that a large majority of company websites (79.4%) do not offer online sales options. Yet, enabling online sales through their websites or redirecting visitors to their own e-commerce platforms not only provides companies with an opportunity to generate revenue, but also plays a critical role in enhancing brand awareness and fostering a stronger connection with consumers. In this context, companies that lack an online sales option on their websites miss the chance to present their products directly to potential customers and complete sales. This situation may prevent website visitors from fulfilling their immediate purchasing intentions and could potentially redirect them to other sales platforms or competing companies. Considering that these businesses are among the largest food companies in Turkey, it would be feasible for them to establish such infrastructure. Therefore, offering online sales through corporate websites emerges as a factor that companies should seriously consider.

Newsletter subscription is a highly valuable tool that can be featured on the websites of food companies. It provides companies with the opportunity to communicate directly and regularly with their target audience. This tool is an effective way to build brand awareness, foster customer loyalty, and engage with potential customers. Moreover, through these subscriptions, companies can quickly share updates about product or service innovations, promotional campaigns, or industry developments. However, the analysis reveals that only 22.5% of the companies offer users the option to subscribe to an e-newsletter. This shortcoming indicates that many businesses are missing the opportunity to maintain regular contact with their potential customer base, making it a clearly visible area for improvement and growth.

The fact that only a limited portion of companies (31.4%) include annual reports on their websites prevents consumers who wish to gain more detailed information about the company from accessing such data. These reports are important not only for investors but also for consumers. When consumers seek to trust a company and build long-term relationships with it, they expect to learn more about its operations. In this regard, publishing activity reports on the websites of Turkey's largest food companies appears to be an important necessity.

The Frequently Asked Questions (FAQ) section is a vital tool that enhances customer satisfaction by addressing the most common inquiries consumers have about a product or company. Given that food products are directly related to consumer health, it is crucial for consumers to have easy access to accurate and

comprehensive information about them. When purchasing food items, consumers not only consider price and quality but also seek essential details such as how to consume, cook, or store the product. However, it has been identified that 52.9% of the examined companies do not provide such a section on their websites. This indicates a significant shortcoming. For consumers, the absence of this section means losing the opportunity to easily access fundamental product information. In the food industry, especially for conscious consumers, not being able to obtain critical information such as cooking methods, storage instructions, and allergen content may result in a negative experience, potentially affecting their purchasing decisions. Such a situation can lead to customer dissatisfaction, undermine trust in the brand, and ultimately cause customer loss. Therefore, the FAQ section should go beyond merely offering basic product information; it should serve as a resource that enables consumers to enjoy a healthy and safe consumption experience. From the companies' perspective, the absence of this section may leave website visitors with unmet informational needs. This can drive potential customers away, as users who cannot easily find the information they are looking for may seek alternative products. Furthermore, the lack of such information may create an impression that the brand lacks professionalism. This shortcoming could damage brand reputation and lead to decreased sales in the long term. Additionally, this deficiency may increase the workload of customer service departments due to more frequent inquiries. In conclusion, developing these sections thoroughly would not only improve the consumer experience but also help companies deliver faster and more effective services to their customers.

In conclusion, an overall assessment reveals that food companies generally demonstrate a comprehensive strategy in terms of product assortment on their websites, while certain shortcomings and areas for improvement have been identified in the criteria related to price, place, and promotion. Considering the increasing competition in the food sector, the growing importance of digital marketing, and the evolving consumer expectations, restructuring company websites to address these deficiencies could provide significant advantages for companies.

Declaration of interests

The author declares that there is no conflict of interest.

Author Contributions

The author is solely responsible for the conception, design, data curation, formal analysis, investigation, methodology, software, and writing of this manuscript, including both the original draft and subsequent revisions.

ORCID

Berkay KESKİN http://orcid.org/0000-0003-2686-6171

REFERENCES

Alan, A. K., Kabadayı, E. T., Erişke, T. (2018). İletişimin yeni yüzü: dijital pazarlama ve sosyal medya pazarlaması. Elektronik Sosyal Bilimler Dergisi, 17(66), 493-504.

Alankuş, Z. (2021). Covid-19'un gölgesinde dijital pazarlama ve yeni yaklaşımlar. Uluslararası Halkla İlişkiler ve Reklam Çalışmaları Dergisi, 4(1), 94-125.

Atik, E. (2016). İstanbul'da Yiyecek İçecek Hizmeti Veren Kıdemli Aile İşletmelerinin İnternet Sitesi Kullanımlarına Yönelik Bir Araştırma. İstanbul Kültür Üniversitesi, Aile İşletmeleri ve Girişimcilik Uygulama ve Araştırma Merkezi 7. Aile İşletmeleri Kongresi, 14-15 Nisan, s. 156-167, İstanbul.

Basar, P., Deniz, R. B. (2019). Türkiye'de Organik Süt ve Süt Ürünleri Üreticileri ve Satıcılarının Web Sitelerinin İçerik Analizi ve Satış/Pazarlama Faaliyetlerinin Yönetiminde Uygulanan Stratejilerin İrdelenmesi. The Journal of Social Sciences, 37(37), 98-115.

Bayram, M., Yaylı, A. (2009). Otel web sitelerinin içerik analizi yöntemiyle değerlendirilmesi. Elektronik Sosyal Bilimler Dergisi, 8(27), 347-379.

Bulunmaz, B. (2016). Gelişen teknolojiyle birlikte değişen pazarlama yöntemleri ve dijital pazarlama. Trt Akademi, 1(2), 348-365.

Ceylan, S. (2018). Termal otellerin web siteleri içerik analizi. 2nd International Symposium on Innovative Approaches in Scientific Studies, 30 Kasım- 2 Aralık, Cilt 3, s. 124-128, Samsun.

Çubukcu, M. İ. (2010). Konaklama işletmeleri web site içeriklerinin değerlendirilmesi. İnternet Uygulamaları ve Yönetimi Dergisi, 1(1), 39-59.

Duygun, A., Alnıpak, S. (2017). Web sitelerinin pazarlama iletişim aracı olarak içerik analizi ile değerlendirilmesi: Yük taşımacılığı yapan firmalar üzerine bir araştırma. Turkish Online Journal of Design Art and Communication, 7(3), 409-417.

Erdoğan, M. G. (2020). COVID-19 döneminde e-ticaret ve dijital reklam yatırımları. Selçuk İletişim, 13(3), 1296-1318.

Eren, İ. S., Düzgün, M., Olcay, A. (2023). Çocuk Dostu Uygulamalar Bakımından Otel Web Sitelerinin Değerlendirilmesi. Iğdır Üniversitesi Sosyal Bilimler Dergisi, (33), 15-30.

Evren, F. (2015). Bir Siyasal İletişim Aracı Olarak İnternet Sitesi Kullanımı: 2014 Cumhurbaşkanı Seçimi. Yaşar Üniversitesi E-Dergisi, 10(39), 6555-6565.

Gedik, Y. (2020). Pazarlamada yeni bir pencere: Dijital pazarlama. Journal of Business in the Digital Age, 3(1), 63-75.

Gönül, T., Erciş, M. S. (2023). Bir Halkla İlişkiler Aracı Olarak Otel İşletmelerinin Web Sitelerinin İçerik Analizi: Kars Örneği. Kafkas Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, (32), 673-692.

Harwood, T. G., Garry, T. (2003). An overview of content analysis. The marketing review, 3(4), 479-498.

Hernández, B., Jiménez, J., Martín, M. J. (2009). Key website factors in e-business strategy. International Journal of information management, 29(5), 362-371.

Hurwitz, L. B., Montague, H., Wartella, E. (2017). Food marketing to children online: A content analysis of food company websites. Health Communication, 32(3), 366-371.

İstanbul Sanayi Odası (2024). Türkiye'nin 500 Büyük Sanayi Kuruluşu 2023. https://www.iso500.org.tr/ (Accessed 20 October 2024).

Karamustafa, K., Biçkes, D. M., Ulama, Ş. (2002). Türkiye'deki konaklama işletmelerinin internet web sitelerini değerlendirmeye yönelik bir çalışma. Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, (19), 51-92.

Kurtoğlu, R. (2016). Perakendecilerin web sitelerinin pazarlama iletişimi açısından incelenmesi: Türkiye'de perakende 100 üzerine bir uygulama. İşletme Araştırmaları Dergisi, 8(4), 230-252.

Lee, Y., Kozar, K. A. (2006). Investigating the effect of website quality on e-business success: An analytic hierarchy process (AHP) approach. Decision support systems, 42(3), 1383-1401.

Mithas, S., Ramasubbu, N., Krishnan, M. S., Fornell, C. (2006). Designing web sites for customer loyalty across business domains: A multilevel analysis. Journal of management information systems, 23(3), 97-127.

Obednikovska, S., Sotiroski, K., Mateska, E. (2019). Web site–basic internet marketing strategy tool of digital companies. Annals of the „Constantin Brâncuşi" University of Târgu Jiu Economy Series (3/2019), 82-91.

Özdemir-Öztürk, N. (2022). Web Sitelerinin Pazarlama İletişimi ve Lojistik Faaliyetleri Yönünden Değerlendirilmesi: Denizli'de Tekstil Firmaları Üzerine Bir Uygulama. İnternet Uygulamaları ve Yönetimi Dergisi, 13(2), 54-71.

Pamukçu, H., Arpacı, Ö. (2016). Helal konseptli otel işletmelerinin web sitelerinin analizi. Çatalhöyük Uluslararası Turizm ve Sosyal Araştırmalar Dergisi, (1), 147-160.

Perry, M., Bodkin, C. (2000). Content analysis of Fortune 100 company Web sites. Corporate Communications: an international journal, 5(2), 87-97.

Rahimnia, F., Hassanzadeh, J. F. (2013). The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporations. Information & Management, 50(5), 240-247.

Rustamov, E. (2022). Covid-19 Döneminde Dijital Pazarlama. Selçuk Üniversitesi Sosyal ve Teknik Araştırmalar Dergisi, (20), 29-37.

Sharma, H. (2023). The Importance of Website Usability in Digital Marketing: A Review. London Journal of Research In Computer Science and Technology, 23(3), 25-32.

Sparacino, A., Merlino, V. M., Borra, D., Massaglia, S., Blanc, S. (2024). Web content analysis of beekeeping website companies: Communication and marketing strategies in the Italian context. Journal of Marketing Communications, 30(6), 717-738.

Thongmak, M. (2022). Website quality and company's market value: An exploration of SMEs and large firms in the Stock Exchange of Thailand. Measuring Business Excellence, 26(4), 508-523.

Uçar, Ö. (2023). Doğu Karadeniz Bölgesi'nde Yer Alan Beş ve Dört Yıldızlı Otel İşletmelerinin Web Sitelerinin İçerik Analizi Yöntemiyle Değerlendirilmesi. İşletme Araştırmaları Dergisi, 15(3), 2321-2330.

Usta, R. (2007). Türkiye'deki en büyük 100 sanayi işletmesinin web sitelerinin pazarlama iletişimi yönünden incelenmesi. Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi, 21(2), 243-260.

Uygur, S. M., Sürücü, Ç., Sergen, Y. (2018). Yiyecek içecek işletmelerinin dijital pazarlama açısından incelenmesi Ankara ili örneği. Güncel Turizm Araştırmaları Dergisi, 2(Ek1), 157-176.

Weber, K., Story, M., Harnack, L. (2006). Internet food marketing strategies aimed at children and adolescents: a content analysis of food and beverage brand web sites. Journal of the American Dietetic Association, 106(9), 1463-1466.

Widagdo, B., Roz, K. (2021). Hedonic shopping motivation and impulse buying: The effect of website quality on customer satisfaction. The Journal of Asian Finance, Economics and Business, 8(1), 395-405.