

Digital Marketing Opportunities in Cooperatives and Consumers' Preference*


Kooperatiflerde Dijital Pazarlama Olanakları ve Tüketicilerin Tercihi

Gülen ÖZDEMİR^{1*}, Yaren KOCA²**Abstract**

Cooperatives and other businesses to e-commerce, beginning with the phenomenon of consumption has gained a new dimension to the concept of consumption and traditional coming to the breaking point, the size of online consumption has been exceeded. Cooperatives and consumers, branding and e-commerce to prefer cooperative economic development is important for their brand. Electronic trade, one of the key pillars of the new economy and its reflection on the commercial space; can be defined as electronically processing and transmitting numbered data of individuals and institutions in the form of text, audio, and images over on or off networks. With the development of technology, information technologies have also shown rapid development. It has taken its share of this development in E-commerce after the internet came into our lives and has grown rapidly. The e-commerce market continues to grow rapidly in our country as it does in the world. The most important factor in the rise of the e-commerce market in our country is the Covid-19 pandemic. Increased online spending through the Covid-19 pandemic has also impacted on e-commerce and digital ad investments. Due to changing consumer behavior, cooperatives' digital marketing opportunities and consumers' perspective on cooperative branded products constitute the main purpose of this study. Agricultural Credit Cooperatives from cooperative enterprises have made progress in marketing their products on digital platforms and their products are more affordable on most used digital platforms in Turkey compared to other products in the same segment, becoming more preferred by consumers and the awareness of Agricultural Credit Cooperative branded products has increased with digitalization. Women's cooperatives in digital marketing have recently begun to be supported by the Ministry of Commerce and digital sales platforms, and women's cooperative products have been offered for sale on e-commerce sites, enabling women to participate in social life and increase their economic power. In this study, the consumers in the province of Edirne, e-commerce, Cooperatives, Consumer Preferences, their products were investigated. In this context, the findings from the center of Edirne province were obtained from consumer surveys 130. In the study, t-test by conducting Cooperative Consumers prefer branded products to condition and tested the relationship between demographic variables from digital platforms. Using Anova analysis, the cooperative to prefer branded products with cases for age, education level, income, definition of the relationship between the cooperative and the status of knowledge tested.

Key Words: Digitization, E-commerce, Cooperative, Brand, Consumer preferences

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Öz

Kooperatiflerin ve diğer işletmelerin e-ticaret yapmaya başlamasıyla birlikte tüketim kavramı yeni bir boyut kazanmış ve geleneksel tüketim olgusu kırılma noktasına gelerek, online tüketim boyutuna geçilmiştir. Kooperatiflerin markalaşması ve tüketicilerin e-ticaret yapan kooperatif markalarını tercih etmeleri ekonomik kalkınma açısından önem arz etmektedir. Yeni ekonominin temel direklerinden biri olan ve ticari alana yansması olan elektronik ticaret; bireylerin ve kurumların metin, ses ve görüntü şeklinde numaralandırılmış verilerinin elektronik ortamda ağlar üzerinden veya ağlar dışında işlenmesi ve iletilmesi olarak tanımlanabilir. Teknolojinin gelişmesiyle birlikte bilişim teknolojileri de hızlı bir gelişim göstermiştir. İnternetin hayatımıza girmesiyle E-ticarette bu gelişimden nasibini almış ve hızla büyümüştür. E-ticaret pazarı dünyada olduğu gibi ülkemizde de hızla büyümeye devam etmektedir. Ülkemizde e-ticaret pazarının yükselişindeki en önemli etken Covid-19 pandemisi. Covid-19 pandemisi ile birlikte artan online harcamalar e-ticareti ve dijital reklam yatırımlarını da etkilemiştir. Değişen tüketici davranışları nedeniyle kooperatiflerin dijital pazarlama olanakları ve tüketicilerin kooperatif markalı ürünlere bakışı bu çalışmanın ana amacını oluşturmaktadır. Kooperatif işletmelerinden Tarım Kredi Kooperatifleri ürünlerini dijital platformlarda pazarlamada ilerleme kaydetmiş ve Türkiye'de en çok kullanılan dijital platformlarda aynı segmentteki diğer ürünlere göre ürünleri daha uygun fiyatlı hale gelmiş, tüketiciler tarafından daha çok tercih edilir hale gelmiş ve dijitalleşmeyle birlikte Tarım Kredi Kooperatifi markalı ürünlerinin bilinirliği artmıştır. Dijital pazarlamada kadın kooperatifleri son zamanlarda Ticaret Bakanlığı ve dijital satış platformları tarafından desteklenmeye başlanmış olup, kadın kooperatif ürünleri e-ticaret sitelerinde satışa sunulurken kadınların sosyal hayata katılımı ve ekonomik güçlerinin artması sağlanmıştır. Bu çalışmada Edirne il merkezindeki tüketicilerin, e-ticaret yapan kooperatif ürünlerini tüketim tercihleri incelenmiştir. Bu bağlamda bulgular, Edirne il merkezinden 130 tüketici ile yapılan anketlerden elde edilmiştir. Araştırmada t-testi yapılarak tüketicilerin dijital platformlardan kooperatif markalı ürün tercih etme durumları ile demografik değişkenler arasındaki ilişki test edilmiştir. Anova analizi kullanılarak ise, kooperatif markalı ürünleri tercih etme durumları ile yaş, eğitim düzeyi, gelir ve kooperatif tanımını bilme durumları arasındaki ilişki test edilmiştir.

Anahtar Kelimeler: Dijitalleşme, E-ticaret, Kooperatif, Marka, Tüketici tercihleri

1. Introduction

The involvement of cooperatives in marketing protects the interests of both producers and consumers. Cooperatives, community development, to increase employment, although it has contributed to the rise in incomes of small producers, it also one of the important activities from the partners are marketing the products. Creating branding and marketing cooperatives in the price to take the role of the channel is shortened. Increases the incomes of producers and consumers through marketing contracts pay less to buy the product. Thus, it contributes to the development of the local economy. Therefore, branding is important to their brand and consumers prefer cooperative of cooperatives (Everest et al., 2018).

The use of trademark comprehensive cooperative brands and emerging retail brands that are evaluated in the most appropriate way consumers' purchasing decisions and those decisions and to know the factors that influence their strategic moves in this direction should throw (Baş and Göral, 2017). However, in today's world, the rapid expansion of computers and the internet, has led to the birth of electronic commerce, understanding that surpasses the traditional trade. Unlike traditional consumption of the day, at any time, any place products available online while in (Akçi and Annaç Göv, 2015).

Nowadays technology with the development together, digitization, every area penetrates to begin. Smart agricultural practices with agricultural productivity increase and Agriculture of the digitalization provide to cooperatives of the digitalization large degree of importance. The digitalization of agricultural cooperatives and unions increases their international competitiveness and turns their opportunities into advantages. Digitalization increases efficiency for companies of all sizes and makes businesses more competitive. (Yılmaz Altuntaş, 2018). Cooperatives in the digital transformation of a part to be Joint Information Systems (OBS) and resource planning, such as with applications, the manufacturer with its partners communication establish, facilitate and traditional boundaries break down to business processes re - shape will be required to (Sarstedt, et al., 2014). The production and use of technology when it comes to women's entrepreneurship, digital literacy, digital economy, such as the main themes come to mind. Digital literacy, especially in terms of women's cooperatives in the use of technology is one of the most important areas that need to be improved because digital marketing, marketing communication and sales channels is also important for consumers cooperatives and very strong player (Koçak Alan et al., 2018). Digital innovations undertaken by cooperatives; painting highlights the importance of consumer perception. Economic life in different spheres of the growing digital-to-use, increase the quality of social life on the one hand, on the other hand, consumer behavior, preferences and attitudes revealed differences in (Kayapınar, et al., 2017). Synthesis and subsequent purchase behavior of consumers with the study of emerging market divided into sections, revealed the importance of gender differences, and Sunday has become the target female consumers. Accordingly, businesses, arose the need to have more information about female consumers, and the studies in the direction of the direction being given to the identified strategies (Özdemir, 2005). Model to be utilized in the development of the economy of women, it is concluded that the most important (Özdemir et al., 2018).

Thanks to the developing technology, the global market size can reach consumers and manufacturers. In addition, with the internet, is changing the habits of consumers. In Turkey, especially Covid-19 pandemic period in recent years, with an important contribution to economic growth and employment cooperatives in order to provide the level of e-commerce, we are working to increase the volume. E - commerce and the continuous expansion of the network in the future will have a much bigger place, considering it is becoming important awareness on the situation of entrepreneurs and cooperatives in Turkey (Özdemir, 2019).

Literature review conducted numerous studies that have pointed out the importance of cooperatives in the branding of consumers, despite a limited number of branded products were found in the study investigating the cooperative approach (Baş and Göral, 2017; Güler and Bozacı, 2015). In this study, the factors affecting consumers' purchasing of cooperative branded products in digital marketplaces, access tools and perspectives on cooperative products were determined.

2. Materials and Methods

2.1. Material

The main material of the study, located in the Central District of Edirne province, were obtained from collected

from the consumers. The universe of this study, located in the Central District of Edirne province, constitute the consumers. Online selected with random sampling method the sample of this study using a questionnaire, data collected with different demographic characteristics constitute consumer 130. It is assumed that the sample will represent the universe. A total of 130 have been made to the consumer survey in June 2022. In the form of that survey; demographic information on consumers, consumers shopping online, reasons to prefer branded products cooperatives.

The purpose of the study questionnaire, in the Central District of Edirne province, located in the Consumers ' Cooperative of reason to prefer branded products, the importance is to reveal whether there is a significant difference between gender and marital status.

2.2. Method

Agricultural economics research populations are often limited in the populations examined (Çiçek and Erkan, 1996). A particular feature of known or estimated carrier rate (p) for sampling situations according to the proportional from the formula for calculating the volume of sample available (Miran, 2010). Therefore, the proportional sampling method was used in the sampling phase of the study.

$$n = \frac{n p(1-p)}{(N-1)\sigma_p^2 + p(1-p)} \quad (\text{Eq. 1})$$

The Central District of Edirne province in Turkish Statistical Institute (TurkStat) according to 45.225,25 based on data from households (TUIK, 2021). The formula for 95% confidence interval brought with 8.5% margin of error and the sample in order to achieve maximum volume, p=q=0.5 was taken to be. Analysis SPSS (version 25.0) was used. The difference between the groups was examined by using the Mann Whitney U test.

3. Research Results

In this section, we survey the statistical package SPSS analysis and interpretation of data obtained from consumers program reviewed. When we conduct a survey with consumers who are actively shopping from the digital souks were interviewed. The results were evaluated and the results of research presented in the form of tables.

3.1 Demographic characteristics of consumers

The scope of the research discussed in the consumer mainstream (*Table 1*) demographic findings presented. Accordingly, the respondents 56.9% women, 43.1% were male, 61.5% married, 38.5% percent are single. 40.0% of the respondents have no children, 25.4% have one child, and 24.6% have two children. Participants in the age group of 28-37% to 30.8 constitute the largest part with. Respondents in the age group of 38-47 %29.2 then follow it with. When looking at the state of education, the highest part 46.9% with participants constitute a bachelor degree. 73.9% of the survey participants know what a cooperative is.

(*Table 2*) 40% of the participants, work in the private sector, 19.2% working in the public sector of 15.4% percent is functioning, if not %and 13.8% working in free of profession, 6.9 percent as a student, %4.6% retired. 40 % of the participants stated that they earned a monthly income of 3000-5000 TL, 33.8% 8001 and above and 26.2% 5001-8000 TL.

Reasons to prefer branded products from the souks of the Consumers Cooperative in (*Table 3*) digital severity levels according to gender and marital status of statistically 95% confidence level it could be argued that this did not show a significant difference (p=0.133, p=0.614 >0,05 p). Therefore, participants' perspectives on cooperative branded products in digital markets did not differ according to gender (4.09 women's 3.93 men) and marital status (3.99 singles 4.04 married).

Reasons to prefer branded products from the souks in (*Table 4*) of the Consumers Cooperative of severity of the digital age, education level, income level and statistically knew cooperatives according to the situation to know what 95% confidence level it could be argued that this did not show a significant difference (p=0.870, p=0.202, p=0.512, p=0.217 > 0.05 p). Knowing their status on cooperatives "yes," he responds structures 4.05 the importance level of an average of, "partially" 4.07 it is observed that the average importance level of participants

who have replied. Therefore, participants' perspectives on cooperative branded products in digital markets did not differ according to the age, level of education, income and knew cooperatives according to the situation to know.

Table 1. The distributions of demographic characteristics of the participants

Demographic variables	For the groups in the	Frequency (F)	Percent (%)
Gender	Female	74	56.9
	Male	56	43.1
Marital Status	Married	80	61.5
	Single	50	38.5
The Number of Children	No	52	40.0
	1	33	2.54
	2	32	24.6
	3	11	8.5
	4 and above	2	1.5
The Ages of	18-27	29	22.3
	28-37	40	30.8
	38-47	38	29.2
	48 and above	23	17.7
Education Level	Primary	13	10.0
	Secondary/High School	25	19.2
	Associate	21	16.2
	License	61	46.9
	MSc/PhD	10	7.7
Knowledge of the Cooperative	Yes	50	38.5
	No	21	16.2
	Partially	59	45.4

Table 2. The participants ' socio-economic status in relation to distributions

Socio-economic variables	For the groups in the	Frequency (F)	Percent (%)
In the Work Sector	I don't work for	20	15.4
	I work in public	25	19.2
	I work in the private sector	52	40.0
	Self-employment	18	13.8
	I am a student	9	6.9
	I'm retired	6	4.6
Monthly Income (June 2022)	3000 to 5000 TL	52	40.0
	5001-8000 TL	34	26.2
	above 8001 TL	44	33.8

Table 3. Digital consumers prefer branded products in the marketplace cooperative, relating to the test results, showing differences according to gender and marital status of the reasons

	Digital-to-Cooperative Importance Level of reasons to prefer branded products	
	Average \bar{X} and	Standard Deviation
Gender		
Female (n=74)	4.09	0.63
Male (n=56)	3.93	0.61
<i>p</i> - value		0.133
Marital Status		
Married (N=80)	4.04	0.60
Single (N=50)	3.99	0.67
<i>p</i> - value		0.614

* $p < 0.05$

Table 4. Cooperative Consumers prefer branded products of reason to the age, level of education, income Anova test results showed differences according to their status and cooperatives to know what you knew

	Digital-to-Cooperative Importance Level of reasons to prefer branded products	
	Average \bar{X} and	Standard Deviation
Age		
aged 18-27 years (n=29)	3.98	0.61
aged 28-37 years (n=40)	3.98	0.64
aged 38-47 years (n=38)	4.09	0.61
48 years and older (N=23)	4.03	0.66
<i>p</i> - value		0.870
Education Level		
Primary (N=13)	4.06	0.58
Secondary Education-High School (N=25)	4.20	0.65
undergraduate (N=21)	4.09	0.60
undergraduate (n=61)	3.98	0.56 to
graduate-PhD (N=10),	3.66	- 0.93
<i>p</i> - value		0.202
Monthly Income (June 2022)		
of 3000 to 5000 TL (N=52)	4.10	0.54
5001-8000 TL (n=34)	4.00	0.56
8001 TL and above (N=44)	3.95	0.75
<i>p</i> - value		0.512
Know My Status Cooperatives		
Yes (N=50)	4.05	0.58
No (N=21)	3.80	0.74
Partially (n=59)	4.07	0.61
<i>p</i> - value		0.217

* $p < 0.05$

4. Conclusion

A total of 130 living in the Central District of Edirne province conducted a survey with consumers. In the study, in Turkey, the two most widely used e-commerce platform, which is its own menu, and consumers of their products

Trendyol cooperative focus you on the choice. Giving individuals starting a nuclear family cooperative awareness is very important. Consumers ' demographic, social and economic characteristics is seen as one of the most important factors in the importance of purchasing behavior. The demographic characteristics are investigated for the participants in this study first surveyed the consumers ' Cooperatives of the status of knowledge are examined. In this case, the respondents 45.4% of the cooperatives partly knew, 38.5% is knows the cooperatives and 16.2% knew it was determined that the cooperatives. The great majority know and you know partly it is observed that the view that cooperatives. Giving individuals starting a nuclear family cooperative awareness is very important. Analyzed demographic data from participants, 56.9% women, 43.1% were male, %61.5% married, 38.5% percent are single, the numbers of participants are examined, 40% of the child, the absence of 25.4% he is a child of %and 24.6 percent have two children, the participants in the group above 30 years of age with 77.7 %constitute the largest part of. In the group of participants under the age of 30% and 22.3% constitutes the portion. When we examine the state of Education, 70.8% higher than most high school (university) that have the level of Education, 29.2% part of has been found to have an education level below high school. The monthly household income of the consumers surveyed the level of 40% is concentrated between £ 4000-12999 (June 2022). When considering the poverty line and the poverty line between hunger and starvation were found to have a monthly income consumers. Consumers ' demographic, social and economic characteristics is seen as one of the most important factors in the importance of purchasing behavior. In general, consumers in digital platforms is aware of the fact that is affordable and of higher quality branded products cooperative. More product choice cooperative brands, advertising and promotional activities can be supported by. The cooperative research units of demand for the product that appears to be so cooperative with more attention given to the promotion of branded products to be producing the advertisements may be recommended. Also, cooperative commercials for increasing awareness in the community about the manufacturing process of products can be made.

Ethical Statement

There is no need to obtain permission from the ethics committee for this study.

Conflicts of Interest

We declare that there is no conflict of interest between us as the article authors.

Authorship Contribution Statement

Concept: Özdemir, G., Koca Y.; Design: Özdemir, G., Koca Y.; Data Collection or Processing: Özdemir, G., Koca Y.; X.; Statistical Analyses: Özdemir, G., Koca Y.; Literature Search: Özdemir, G., Koca Y.; Writing, Review and Editing: Özdemir, G., Koca Y.

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