



## Investigation of Marketing Strategies of Ornamental Plants in Konya Province

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### ABSTRACT

The aim of this study is to examine the marketing strategies of ornamental plants in Konya province, to determine the target markets that the sector can best serve, and to evaluate all the components that can contribute to the development of the sector on a provincial basis. In this context, the sales and marketing strategies of the companies producing and selling in Konya province were identified, suggestions for improvement were presented and the potential of ornamental plants in the region was determined. It is believed that the study will make an important contribution to the literature in this area. The main body of the research consists of ornamental plant companies selling in Konya province. In order to answer the questions of the study, a face-to-face survey was conducted with 32 operators representing the main mass. Porter's Diamond model was used to evaluate the competitiveness. As a result of the analysis of the data, it was observed that the competitiveness of the companies is low and they are not looking for alternative markets. The lack of legislation defining the sector, the problem of organisation, the fact that they consider their income to be sufficient and the lack of information at the point of sale are the main obstacles to competitiveness. In fact, the main priority for a company is to gain a competitive position in order to increase profit margins. For this reason, companies need to evaluate the opportunities that may present themselves, develop strategies to add value to customers in the long term, and determine strategies to be close to the market in order to create new markets.

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## Introduction

With globalisation and crises, the concept of welfare, which covers issues such as poverty, economic inequality, gender inequality, security, justice, health and quality education, has become increasingly important. It has been frequently emphasised by researchers in the literature that only income components are insufficient in measuring the welfare level and that social indicators should also be taken into account (Dasgupta and Weale, 1992; Clarke and Islam 2003; Jackson, 2005; Fleurbaey, 2009).

Welfare, when considered with all its components, determines the living standards of people. When people's income increases, they become more sensitive to the environment and their awareness of protection against the environment they live in increases and their sensitivity develops.

People with increasing incomes create different areas for themselves to escape from the chaos and noise of the city. They transform their balconies and houses into small botanical gardens to feel at one with nature. As in the pandemic period, they turn their faces to the environment, nature and plants.

Although people want to escape from the chaos and noise of the city, they find it difficult not to give up their comfort zones. Cities where job opportunities are high and socialisation is intense have become a centre of attraction for people. This process has developed with the emergence of problems brought about by the economic and social structure based on agriculture in rural areas where villages are located. While these factors constitute the push factors, the economic vitality in urban areas constitutes the attractive factors (Çelik, 2006; Şimşek and Gürlü, 1994).

According to the first census conducted by TurkStat in 1927, the population of Turkey was 13,648,270, 75.8% of the population lived in towns and villages and 24.2% in provincial and district centres, while the population started to gather in urban areas after 1950s. According to the results of the Address Based Population Registration System 2023 announced by TÜİK, 93% of the population (including the metropolitan borders determined in the Law No. 6260) is given as urban population (TÜİK, 2023).

The increase in migration from rural to urban areas has brought many negative effects. The increase in unplanned urbanisation and environmental pollution has affected the living conditions of people living in the city, while noise and lack of aesthetics have had a negative impact on their psychology (Arslan, 2024).

These developments in cities after migrations have changed people's relations with nature and once again brought to the fore the fact that nature is a very important element for human life. Developed countries have started to restructure their living spaces and social structures by considering the consequences of the damage they have caused to the environment and have developed policies accordingly. According to researches, it has been determined that residents of neighbourhoods with more green areas have stronger social ties than those living in concrete-dominated environments (Sherer, 2003).

The unifying power of nature dates back to ancient times. The ancient Greek and Roman civilisations had an extensive floral culture and it is known that plants were placed at the forefront of all ceremonies. In Turkey, this culture started after the adoption of Islam and in 1940, ornamental plants became a sector and a production region was established. Today, Turkey has become an important market and with the visibility of the sector, appropriate legislation has been developed for the sector and important steps have been taken for the future of the sector.

Ornamental plants are defined as plants that are produced, propagated and cultivated using various methods for aesthetic, functional and economic purposes (Anonymous, 2016). The supply of ornamental plants includes both production and collection from nature.

Ornamental plants vary according to their intended use: cut flowers, indoor ornamentals (potted ornamentals), outdoor ornamentals (trees, shrubs, perennials, ground covers and seasonal flowers) and bulbs (bulbous, rhizomatous, tuberous plants = geophytes) and the production and marketing processes of these groups are different (Anonymous, 2001).

The Regulation on the Production and Marketing of Ornamental Plants and Propagating Material, published in the Official Gazette on 30 April 2015 and numbered 29342, is the first legislation that legally defines the ornamental plant sector in Turkey. The European Landscape Convention, signed in 2000 and signed by 38 countries, is the first convention in Europe that deals with landscapes with all their characteristics (Sönmez, 2014).

Some national and international legislation related to the sector are as follows 1- Seed Law No. 5553; SÜSBİR was established in 2008 under the organisation of TÜRKTOB, which was established under this law. 2- Law No. 5042 on the Breeder's Right of New Plant Varieties. 3- Regulation on the Collection, Production and Export of Natural Flower Bulbs from Nature dated 21.3.2017. 4- UPOV Convention on the Protection of Plant Varieties: Turkey is a signatory. The only official standard for the production of ornamental plants in this sector was established by TSE in 2017. Apart from these standards, "Recommended Quality Standards" have been prepared by SÜSBİR in 2008 in order to provide a model in marketing and production and to increase the success in exports.

The ornamental horticulture sector is a sector that adds value to the economy, has export potential and can produce on different scales in different areas. The most important need to develop the sector and increase sales is to find new markets and enter these markets with new products. Finding buyers in new markets and preparing products according to market demand are among the important issues that will contribute to the sector. Finding new markets and buyers is very important for those who produce and sell ornamental plants. Finding the right market and knowing the customer portfolio requires much more effort, knowledge and experience than growing plants. Companies that want to find new markets, survive in the markets they are in and increase their competitiveness are constantly trying to show a superior business performance compared to their competitors. To this end, companies incorporate the various paths they have identified into their business plans. Whichever way a company chooses to do business, if it can create value for the product it sells to its customers, it will be competitive in the marketplace. This value creation process is realised through successfully planned and implemented marketing strategies (Aghazadeh, 2015).

According to global data, in 2022 the total area under cultivation for cut flowers and potted plants worldwide will be 735,500 ha. 77% of the world's ornamental plant production area (570,000 ha.) is located in the Asia-Pacific region. The largest producers in this region are India and China. The main centres of consumption of ornamental plants in the world are the USA, the European Union and Japan. The total estimated market value of ornamental plant consumption is €39 billion in the USA, €10 billion in Germany, €9 billion in the United Kingdom, €6.2 billion in France and €4.7 billion in Japan (Table 1.).

According to world data, exports of ornamental plants, which amounted to \$11 billion 743 million in 2003, increased to \$25 billion 531 million in 2022. Although fluctuations in export value are observed over the period, a decrease of 8% is observed in 2022 compared to the previous year. The first countries in the ranking of ornamental plant export value are the Netherlands, Colombia and Italy.

According to world data, the import value, which was \$11 billion 454 million in 2003, will increase to \$24 billion 895 million in 2022. Although there will be fluctuations over the period, there will be a 2% decrease in 2022 compared to the previous year. The United States, Germany and the Netherlands rank first in terms of import value (Table 2.).

Konya is one of the fastest developing provinces due to its geographical location and natural resources. In addition, its proximity to the newly developing countries of the Middle East is advantageous in terms of access to ornamental markets. In a study, it was found that the production of outdoor ornamental plants and flower bulbs is rational due to the ecological and geographical structure of Konya province (Eşitken, Pırlak ve ark., 2012). In Konya, there are small and medium-sized enterprises that mainly produce outdoor ornamental plants. However, the rules that will provide competitive advantage in the ornamental plant sector have not yet been fully established.

Table 1. Ornamental Plants Exports by Countries (Thousand \$)

EC	2003	2009	2014	2015	2016	2017	2019	2020	2021	2022
Netherlands	5.960	8.296.638	10.966.825	9.167.897	9.523.721	10.017.721	10.651.093	10.950.998	14.086.937	12.124.987
Colombia	684.465	1.055.752	1.386.108	1.308.583	1.328.138	1.417.127	1.495.636	1.431.333	1.756.097	2.082.840
Italy	579.522	825.337	882.001	772.899	837.904	942.484	1.007.066	1.071.102	1.437.249	1.355.359
Germany	368.378	859.125	1.113.341	938.395	1.019.858	1.023.631	1.074.862	1.074.898	1.214.665	1.062.885
Ecuador	298.042	549.050	922.210	824.453	806.932	825.343	887.030	845.741	964.599	1.045.417
Canada	346.052	264.767	333.455	346.543	366.331	392.479	477.094	498.363	682.127	740.053
Kenya	221.328	479.395	620.851	526.709	555.964	595.590	643.973	635.352	805.242	694.174
Spain	239.295	281.881	411.452	321.352	362.849	404.393	480.991	505.493	663.683	626.308
Belgium	531.255	789.784	896.811	592.840	602.925	605.723	693.707	635.548	816.758	618.809
China	49.303	188.265	409.950	299.635	331.766	336.340	432.163	472.626	569.049	573.510
U.S.A. D.	289.308	405.437	421.387	411.240	427.109	447.219	457.315	429.310	520.814	535.762
Denmark	563.861	656.938	585.150	464.315	473.339	485.424	456.392	484.602	552.391	505.093
Ethiopia	1.801	147.333	198.701	217.502	216.156	221.928	226.397	216.718	290.181	255.180
TC	66.833	113.031	206.172	195.756	194.221	203.849	225.067	196.753	226.669	225.998
Poland	60.959	145.416	148.325	136.093	135.115	141.191	254.954	259.520	281.531	212.468
France	217.321	207.383	181.977	148.453	153.712	165.198	181.235	184.737	217.884	208.429
Costa Rica	150.582	136.168	150.721	147.548	138.882	132.019	132.974	119.716	160.359	153.733
Portugal	25.001	75.533	72.329	72.063	85.030	89.392	109.897	124.218	149.614	138.255
19.Turkey	31.486	48.613	83.498	77.429	81.613	85.512	107.440	106.768	148.890	138.250
World	11.743.557	17.622.825	22.036.286	18.857.583	19.605.245	20.682.367	22.348.171	22.439.404	27.959.623	25.531.647

EC: Exporting Countries; TC: Taipei, China; Source: TRADE MAP 2023

Table 2. Ornamental Plants Imports by Countries (Thousand \$)

IC	2003	2009	2014	2015	2016	2017	2019	2020	2021	2022
USA	1.454.346	1.578.544	1.967.406	2.011.792	2.164.139	2.277.650	2.583.272	2.558.231	3.559.434	3.950.209
Germany	2.008.801	3.417.158	3.511.354	2.946.793	3.087.814	3.143.055	3.249.154	3.282.801	4.030.824	3.489.229
Netherlands	1.053.058	1.523.262	2.119.226	2.151.538	2.218.488	2.366.137	2.423.556	2.565.280	3.124.737	2.486.592
UK	1.423.147	1.475.846	1.839.178	1.631.478	1.591.902	1.544.204	1.496.696	1.511.459	1.803.765	1.907.732
France	1.119.218	1.533.556	1.316.456	1.111.975	1.166.746	1.220.922	1.276.145	1.217.493	1.606.854	1.425.501
Italy	454.662	661.817	662.922	592.637	600.387	636.054	444.680	616.773	775.277	972.775
Switzerland	426.179	530.488	633.510	544.784	553.425	560.623	571.234	588.092	730.756	656.874
Poland	101.634	294.910	315.172	262.805	262.146	300.924	427.146	429.400	558.749	584.294
Japan	408.743	542.933	605.622	553.073	583.936	585.710	600.794	553.781	596.219	569.423
Canada	248.925	341.948	403.177	383.166	376.323	409.467	427.768	408.609	546.036	565.652
RF	112.191	662.606	850.405	698.270	577.756	567.911	562.779	524.836	794.881	507.702
Belgium	373.659	650.180	677.837	397.195	444.193	440.430	542.849	553.204	654.686	484.941
Austria	314.292	433.267	477.313	399.113	359.675	380.567	431.341	409.361	492.115	465.713
Denmark	239.740	331.863	335.550	314.194	304.801	329.451	354.204	392.158	474.196	426.388
Spain	218.517	239.954	222.542	206.225	233.428	246.252	278.883	255.747	354.776	360.512
Sweden	237.080	283.081	346.965	262.159	279.209	290.140	303.128	317.510	356.174	319.896
CR	83.449	169.909	189.453	177.784	183.237	194.788	241.747	238.490	296.647	295.498
Norway	122.292	220.275	293.292	243.292	243.160	252.887	247.550	254.543	280.960	249.819
Romania	11.993	99.863	125.857	107.144	127.687	145.432	169.548	171.283	234.970	244.393
China	45.269	90.297	189.271	217.672	226.260	280.860	269.970	243.751	244.304	238.338
46.Turkey	15.699	37.019	93.255	81.385	87.253	83.019	43.034	41.499	53.222	47.535
World	11.454.972	17.101.150	19.747.134	17.663.371	18.258.644	19.220.894	20.447.728	20.492.563	25.316.764	24.095.985

IC: Importing Countries; UK: United Kingdom; RF: Russian Federation; CR: Czech Republic; Source: TRADE MAP 2023

Identifying and analysing the current situation of the ornamental plant sector will contribute to the development of the sector. Similar studies have been found in the regions of Turkey where the ornamental plants sector is developed, but no study has been conducted in Konya province to measure the competitiveness of the ornamental plants sector (Özen, Kılınc and Uz 1998; Taşçıoğlu, 2003; Sayın and Sayın, 2004; AY, 2009; Yılmaz, 2009; Zencirkiran and Gürbüz, 2009; Karagüzel and Korkut et al., 2010; Temel, 2011; Subaşı et al., 2012). The aim of this study is to analyse competition in ornamental plant production in Konya province.

## Material and Method

The fast growing structure of Konya Province, which is open to urbanisation and development, has different ecological regions, and is geographically close to different

provinces and countries to which ornamental plants are exported, have been decisive in its selection as a research area. The population of the study consists of enterprises selling ornamental plants. The main material of the study consists of primary data obtained from the results of face-to-face questionnaires conducted with full census with 32 operators selling in Konya province and secondary data compiled from studies on the subject.

Porter's Diamond model was used to evaluate competitiveness. Competitiveness is defined as the ability of a sector to generate higher income and employment compared to the same sectors in other countries. Porter noted that competitiveness at the national level can be equated with productivity. In this study, Porter evaluated four factors that contribute to the development of a firm's competitive advantage. The four corners of the diamond are "factor conditions", "demand conditions", "firm

strategy and competitive structure” and “existence of related and supporting industries”. Porter used this diamond model to determine which firms and industries have competitive advantage (Porter 1990).

In this study, the competitive potential of ornamental plant companies was analysed. For this purpose, Porter’s diamond model was used to analyse the data. The diamond model consists of 5 components: input factor, demand factor, firm strategy, related and supporting organisations and government factor. These factors are divided into sub-components and their importance for competition and the current situation is analysed.

### Research Findings

The ornamental plants sector is a high value-added, labour-intensive plant production sector. The sector is divided into four main product groups: cut flowers, indoor (potted) ornamental plants, outdoor ornamental plants and natural flower bulbs. The importance of the ornamental plant sector began to increase worldwide at the beginning of the 20th century and showed significant developments in Turkey. The production of ornamental plants in Turkey started in the 1940s in Istanbul and its neighbouring provinces, and over time the production areas have expanded and exports have increased significantly. According to 2022 data, the Turkish ornamental plant sector has become a high value-added sector with a production area of 5,687 hectares and an export value of USD 138 million 250 thousand. Turkey’s geographical location and climatic diversity, together with its rich flora of plants suitable for ornamental plant production, offer many advantages to the sector. If Turkey successfully exploits these advantages, it is likely to gain an important position in the ornamental plant sector. The agricultural potential and developed industrial infrastructure of Konya province can provide a suitable base for the ornamental plant sector. Konya, which is rapidly developing and growing due to its geographical location, is a strategic advantage for the sector both due to its location within the country and its proximity to Middle Eastern

markets. In addition, the fact that Konya province has different agro-ecological regions allows for the cultivation of products with many different ecological requirements. This is a major competitive advantage.

As a result of the face-to-face interviews with 32 enterprises, the average age of the entrepreneurs was found to be 42 years. It was found that 44% of the business owners had completed high school, 38% had completed a bachelor’s degree, 9% had completed primary school, 3% had completed secondary school, 3% had completed an associate degree and 3% had completed a master’s degree. According to the information provided by the entrepreneurs, the changes in turnover over the last 5 years were 53% increased, 25% decreased and 22% remained the same. The companies that reported a decrease in turnover stated that they were unable to use the Covid-19 pandemic period effectively and that the reason for the decrease was the pandemic.

The market experience of all the companies interviewed was limited to the local market, one company stated that it had tried to export but decided to stop exporting because of the procedural difficulties.

### Input Factor

The ability of each economic unit, especially countries, to increase its competitiveness in international markets differs according to the inputs used. The input factor is divided into five factors such as human resources, physical resources, information resources, capital resources and infrastructure resources (Gürpınar and Sandıkçı 2008).

The inputs used in the competitive analysis of the ornamental plant sector include factors such as labour, technical personnel, capital and technology. It can be seen that all these factors are of high importance for international competition, but the current situation for Turkey is at a medium level. Therefore, in order to gain an advantage in international competition, the level of technology should be improved, the amount of raw material production and the quality of materials used in production should be increased. (Table 3.)

Table 3. Input Factors in the Competitive Analysis of the Ornamental Plants Sector

Input Factors	CS	IC
Climatic conditions for ornamental production	Middle	High
Variety of raw materials	Middle	High
Production quantity of raw materials	Low	High
Quality of raw materials suitable for production	Low	High
Raw material prices for ornamentals	Middle	High
Raw material quality	Middle	High
Raw material supply conditions	Middle	High
Raw material prices	Middle	High
Status of fulfilment of labour requirements for	Middle	High
Labour qualification	Middle	High
Production quantity	Middle	High
Staffing opportunities	Middle	High
Quality of the workforce	Middle	High
Level of technology used	Low	High
Quality of technical staff	Middle	High
Storage and space	Middle	High
Infrastructure conditions	Middle	High
Infrastructure cost prices	Middle	High
Amount of production achieved according to production facilities (efficiency level)	Middle	High
Capital structure	Middle	High

CS: Current Situation; IC: Importance for International Competition

Table 4. Demand Factors in the Competitive Analysis of the Ornamental Plants Sector

Demand Factors	CS	IC
Level of demand in the province	Middle	High
Ornamental plant exchanges	Low	High
Level of demand outside the province	Low	High
Transport facilities	Middle	High
Foreign demand level	Middle	High
Proximity of Konya Province to major cities (Adana, Antalya, Kayseri, Ankara)	Middle	High
Distance to ports	Low	High
Demand for ornamental plants	Middle	High
Development rate of intra-provincial markets	Middle	High
Development rate of markets outside the province	Middle	High
Growth rate of foreign markets	Low	High
Development rate of nearby markets	Middle	High
Knowledge of the ornamental plant sector	Low	High

CS: Current Situation; IC: Importance for International Competition

Table 5. Firm Strategy and Competitive Structure Factors in the Competitive Analysis of the Ornamental Plants Sector

Company Strategy And Competitive Structure Factors	CS	IC
Studies to improve the quality of ornamental plant material	Middle	High
To be able to use effective management techniques of ornamental plant enterprises	Low	High
Number of ornamental plant enterprises in Konya Province	Low	High
Size of ornamental plant companies in Konya Province	Middle	High
Type of products produced by the establishments in Konya province	Middle	High
Technology Utilisation Level of Ornamental Plants Enterprises in Konya Province	Low	High
Relationships between ornamental plants farms	Middle	High
Utilisation of contract farming in the sector in Konya province	Low	High
Organisations related to the ornamental plants sector in Konya province	Low	High
Productivity Level of Ornamental Plants Enterprises	Middle	High
Management style of enterprises International competitiveness level	Low	High
Competitiveness of Ornamental Plants Sector in Konya Province	Low	High

CS: Current Situation; IC: Importance for International Competition

### **Demand Factor**

In the competitive analysis of the ornamental plants sector, the demand factor explains the change in demand for the product produced. The most important factor in the demand factor is the demand of the local market. The study found that demand within the province is at a medium level, while demand outside the province is low. On the other hand, the development rate of the market within and outside the province was found to be at a medium level. The low level of stock exchange facilities for ornamental plants is an important factor that negatively affects competition, and this practice should be made more widespread. In addition, the low level of knowledge is seen as a major obstacle to increasing competitiveness in the sector. (Table 4.)

### **Company Strategy**

Increasing the performance, brand recognition and productivity of businesses is an important factor for competitive strategies. In addition, continuous innovation is a part of the firm strategy in achieving international leadership (Porter, Warner and Sachs 2000). Within the scope of the study, it was determined that the ability of enterprises to benefit from effective management techniques, the number of enterprises, the level of technology use in enterprises, the issue of contract farming and organisations related to the sector are of great importance for competition, but they benefit from existing strategies at a low level. (Table 5.)

### **Relevant and Supporting Organizations**

When related and supporting organisations are competitive, they contribute significantly to the development of the sector. This effect is enhanced when suppliers compete globally. Related and supporting industries represent the most important fundamental change in a competitive and exporting industry. In other words, the existence and activities of such institutions and organisations have a significant impact on the competitiveness of the sector(s) and thus on their export capacity (Barca, Döven and Taşkın 2006).

As in all other sectors, relevant and supporting organisations in the agricultural sector carry out various activities to ensure continuity of production and competitiveness. These institutions and organisations play an important role in providing cheap inputs and technical information, as well as supporting producers in the form of subsidies and incentives. These policies carried out by institutions and organisations come to the fore as a supportive factor in ensuring competition. According to Porter, government should play a supportive role in national competitiveness, encouraging change, supporting local competition and promoting innovation (Porter 2010). On the other hand, the study found that the relationship of institutions and organisations with the sector is at a low level (Table 6.).

Table 6. Relevant and Supporting Institution Factors in the Competitive Analysis of the Ornamental Plants Sector

Relevant And Supportive Organisational Factors	CS	IC
Relations of Ornamental Plants Sector with Non-Governmental Organisations in Konya Province	Low	High
Relations of Ornamental Plants Sector with Public Institutions and Organisations in Konya Province	Low	High
Relations of the Ornamental Plants Sector with Local Administrations in Konya Province;	Low	High
Communication and cooperation between agriculture and industry in Konya province;	Low	High
Status of the sector in Konya Province;	Middle	High
Relationship of Ornamental Plants Sector with University in Konya Province;	Low	High
Relationship of the ornamental plant sector with suppliers in Konya Province;	Middle	High

CS: Current Situation; IC: Importance for International Competition

Table 7. Government Factor in the Competitive Analysis of the Ornamental Plants Sector

State Factor	CS	IC
Government incentives given to the sector in Konya Province (market research, participation in domestic and international fairs, investment and production support)	Low	High
Taxes imposed on the sector in Konya Province	Middle	High
Inspections and Controls Implemented on the Ornamental Plants Sector in Konya Province	Low	High
Infrastructure Status of Ornamental Plants Sector in Konya Province	Middle	High

CS: Current Situation; IC: Importance for International Competition

### State Factor

A country's policies on sectors affect competition indirectly, if not directly. The state itself does not intervene in the market many times as a result of free market conditions and therefore only comes into play as a market orientator. Therefore, it is important that the state factor is in a position to support the sector (Bayramoğlu 2019). In the study, it was determined that government incentives, inspections and controls are at a low level. In particular, it was stated that incentives are of great importance in increasing the competitiveness of the sector, and the importance of the studies to be carried out on this subject was once again emphasised. (Table 7.)

### Results and Discussion

According to the results of the study, the operators selling ornamental plants are mostly male, their average age is between 35 and 45, and their educational level is 44% high school and 38% undergraduate.

When examining the problems faced by the enterprises, issues such as lack of organisation, high informality in the sector and cheap plant sales in chain markets come to the fore. It has been observed that the competitiveness of the enterprises is low due to their small size, their reluctance to develop themselves, their reluctance to acquire technical knowledge and the lack of standardisation in the sector. Within the framework of these problems identified as a result of the study, some solutions have been developed to make them competitive and sustainable.

- The sector's cooperation with institutions and organisations can be strengthened and technical assistance can be provided to enterprises.
- The active role of chambers, trade unions and associations can be one of the contributions that will have a positive impact on the sector, so that companies act together and prevent informality.
- Given that most companies are unaware of government support, holding focus group meetings on investments that can be made in ornamental plants can contribute to their sustainability.

- Instead of traditional marketing methods, they can reach more consumers through social media and internet marketing.
- Training can be organised to help them determine their marketing strategies and raise awareness of the issue.

### Declarations

This study is the output of the thesis titled "Investigation of Marketing Strategies of Ornamental Plants in Konya Province" by Beyza Kapıcı and has not been published anywhere and has not received any support from any institution or organization.

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