

Exploring the Marketing Mix of Taliouine Saffron: A Qualitative Study of a Moroccan Terroir Product

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Abstract

Taliouine saffron, a symbolic Moroccan terroir product, is renowned for its exceptional quality and deeply rooted cultural heritage. Protected by the AOP label, it benefits from legal and geographical recognition aimed at promoting and preserving its authenticity. However, despite these efforts, the product continues to face persistent marketing and commercialization challenges that limit its full market potential. This paper aims to explore the marketing mix strategies applied to Taliouine saffron, with a focus on how the product is positioned, priced, distributed, and promoted. Drawing on a qualitative study involving interviews with producers, cooperatives, and institutional actors, the research identifies critical gaps in distribution infrastructure, concerns over consumer perceptions of pricing and affordability, and limited promotional activities. The paper is structured in two main parts : A theoretical section that outlines key concepts related to terroir products and marketing mix frameworks, and an empirical section that presents and analyzes the field data collected from the saffron value chain. The findings highlight the need for a more coherent and context-sensitive marketing approach to enhance the competitiveness of Taliouine saffron, both locally and internationally.

Keywords: marketing mix, saffron, taliouine, terroir, AOP label