



TOPLUMUN PAZARLAMAYA BAKIŞ AÇISI VE BUNUN GERİSİNDE YATAN NEDENLER: NEVŞEHİR ÖRNEĞİ

Marketing Viewpoint of Society and Underlying Reasons: Nevşehir Sample

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ÖZ

Günümüzde tüketicilerin daha bilinçli ve seçici hale gelmeleri ile müşteri isteklerinin ön plana çıkması, ikame malların sayıca çoğalması, bilgi işleme, iletişim ve üretim teknolojilerinin hızla gelişmesi, küreselleşme sürecinin hız kazanması ve kapsama alanının genişlemesi vb. değişim ve gelişimler sonucunda rekabetin şiddetlenmesiyle birlikte üretilenin satılabilmesi daha bir önem kazanmış ve bunu sağlayabilmek için, istisnasız tüm işletmeler çeşitli pazarlama uygulamalarına yönelmek durumunda kalmışlardır. Böylesi bir ortamda, bir yandan toplumu oluşturan bireyler çok sayıda ve sürekli bir biçimde pazarlama iletişim mesajlarına maruz kalırken, diğer yandan da işletmeler ellerindeki pazar paylarını rakiplerine kaptırmamak, mümkünse genişletmek ve böylece daha fazla satış yaparak amaçlarına ulaşabilmek adına her geçen gün daha fazla pazarlama iletişim mesajına başvurumaktadırlar. Bu ifadeler gelecek dönemlerde de, genel olarak toplumun bireysel olarak tüketicilerin daha fazla pazarlama iletişim mesajlarına maruz kalacaklarını göstermektedir.

Toplum hayatında yaşanan sosyal, siyasal, kültürel, ekonomik, teknolojik, demografik vb. gelişmeler; toplumu oluşturan ve pazarlama bilimi tarafından tüketici olarak ifade edilen bireylerin, genel anlamda yaşam ve davranış biçimlerinde köklü değişimlere yol açmış, onları tanımlamayı ve onlara etkili mesajlarla ulaşabilmeyi güçleştirmiştir. Bununla beraber teknolojik alanda yaşanan gelişim sonucu tüketicilerin ürünler ile ilgili bilgileri satıcıların verdiği bilgilerin dışında diğer kaynaklardan da elde edebilmelerini sağlamıştır. Özetle söylemek gerekirse; günümüzde tüketiciler, geçmişe nazaran daha akılcı kararlar alıp uygulamakta ve kendilerini hedef alan reklam ve diğer pazarlama iletişimi çalışmalarında ürün veya hizmetin kendisine sunacağı faydanın yanında, işletmenin topluma katkısı ve çevreye olan duyarlılığını da görmek istemektedirler. Kısaca, günümüzde tüketiciler tutundurma mesajlarından yola çıkarak satın alma kararı vermemekte, bunun yerine bir bütün olarak işletmenin tüm pazarlama stratejilerini ve hatta işletmenin tüm eylemlerini değerlendirerek satın alma kararı vermektedirler. Böylesi bir ortamda başarılı olmak isteyen işletmelerin, her şeyden önce toplumun pazarlama eylemlerine bakış açısını belirlemeleri ve bu verilerden hareketle tüketicileri ikna edebilmek adına tüm işletme ve pazarlama eylemlerini sinerji etkisi oluşturacak şekilde organize etmeleri gerekmektedir.

ABSTRACT

By deepening competition in consequence of some changes and developments such as come into prominence of demand of consumers by becoming more conscious and selective, increasing substitute goods in number, information processing, development of communication and manufacturing technologies, expanding cover area and acceleration of globalization process, etc. marketing of products gained importance and unexceptionally all companies verged several marketing strategies in order to provide it. In such an environment while individuals consisting society are exposed to continuous marketing communication messages on the other hand companies apply marketing messages in order to keep their markets and enlarge if possible and to make more sales to achieve their objectives. These expressions show that generally society and individually consumers will

exposure to marketing communication messages in the next periods.

Social, political, cultural, economic, technological, demographical, etc. developments in community life caused fundamental changes in course of action of society and individuals who are expressed as consumers by marketing science and complicated to define and deliver effective messages to them. Additionally rapid change and development in computer and communication field enabled consumers to obtain information about products from different independent sources except manufacturers. If to say in brief; consumers in our day take more rationalist decisions and apply them also want to see the benefits of company for environment and society besides the benefits they will gain. Shortly, consumers in our day don't take decision with the promotional messages only also observe the advantages, marketing facilities and actions of company completely then take purchase decision. In such an environment companies should determine their marketing strategies as constituting a synergy on behalf of company and they should organize their marketing facilities according to marketing viewpoint of society above all.

INTRODUCTION

The "change" in other words "exchange" which is an action between buyer and seller lies the bottom of the marketing activities (Bovee, Houston and Thill, 1995: 5). Exchange refers to buying products and / or services from people who will respond the needs in order to meet needs of other people by delivering them a value in return. There are some conditions that must be available in order to perform the exchange. One of the most important of these conditions in terms of marketing is that both parties of this exchange are aware of each other's asset (seller and buyer) and act voluntarily (persuaded) to exchange the values they have.. It is a fact that to achieve their goals, sellers or businesses involved in an activity for the purpose of maximum profit have to identify the needs of buyers having many alternatives before them and report their assets to them. This reality can be perceived at different levels for different businesses included in different market and sector structures in parallel with the developments experienced in a temporal process and with the effects of these developments on markets and consumers. In the simplest term, while the main factors of production could gain achievement with a superficial marketing strategy and expressed their philosophy as "***I sell whatever I produce***" in that period of time in which goods and services were scarce and total demand was more than total supply; this understanding has been ineffective in the course of time depending on developing and changing factors (such as beginning the mass production, increasing the competition, globalization trends in the world, becoming more conscious and selective consumers, having technological developments etc.) and a period was entered in which they could achieve success to accomplish their goals for purchasing goods and services produced by being preferred by consumers and by being applied intensive marketing strategies through businesses and in which they adopted the philosophy of "***making long term profit by satisfying the consumer***". That is to say, in every exchange transaction (shopping) from past to present, marketing activities are fulfilled in a way, but its level and form of fulfilment may differ according to the conditions of present moment.

The exchanges experienced as a result of the developments mentioned above have also differentiated the understandings which prevail the marketing practices of the businesses. Although these understandings, which are expressed as production -oriented understanding, product-oriented understanding, understanding of sales, understanding of modern marketing and understanding of social marketing, follow a hierarchical course in terms of development and emergence, there is no hierarchical relationship between them in terms of withdrawal from practice.

Because it would not be so, the only understanding of marketing applied today had to be the understanding of social marketing. However, depending on some factors such as the structure of the market (monopoly, oligopoly, perfect competition), the competition capacity of businesses, the number of substitute goods, the consciousness level of consumers etc., all the understandings of marketing listed can find a field of application at the present time.

Today, as a result of changes and developments such as becoming more conscious and selective consumers and bringing consumer demands into the forefront, increase of number of substitute goods, more rapidly development of data processing, communication and production technologies, acceleration of globalization process and extension of coverage area etc., it became more of an issue to sell whatever produced together with the intensification of competition, and in order to be able to achieve this, all businesses had to tend towards various marketing applications without any exception. In such an environment, while the individuals constituting the society are exposed to marketing communication messages in a large number and on a continuous basis on the one hand, they refer to more marketing communication messages day by day in order not to lose their market shares in possession, if possible, to enlarge their market and thus to achieve their goals by selling much more.

Social, political, cultural, economic, technological, demographic and similar developments in community life caused a radical change in life style and behavioural pattern of individuals constituting the society and expressed to be consumer by marketing science and have made it difficult to identify and reach them with effective messages. In addition to all these, rapid change and development in the field of computers and communication have made it possible for consumers to obtain information about products and services from neutral resources excepting the producers.

With the rapid improvement in information technologies, now the use of computers and the Internet has become an integral part of life. Internet that removes the geographical borders changed the lives of individuals and also many of their habits. Consumers' purchasing habits were deeply affected by this change. Consumers have now begun to shop on virtual stores instead of going to physical stores. As the virtual stores do not close at certain times like physical stores, they enabled consumers to shop at the time they want without any time limit (Çiçek and Mürütsoy, 2014: 294).

As a result of all these changes and developments we mentioned above, Philip Kotler has made a quite accepted definition in recent years. According to Kotler; " Marketing is a social process in which people and groups obtain their own needs and requirements by creating products and values and by exchanging them with each other '(Kotler, 2015: 12).

Another definition that includes all of the interaction process of marketing was made by the American Marketing Association in 2007. According to this definition; 'Marketing is an activity carried out by organizations and individuals, arising from a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Hunt, 2007: 281)

Today, consumers make and implement more rational decisions than they did in the past and want to see business's contribution to society and environmental awareness as well as advantages to be offered them by products and services in advertising and other studies of marketing communication which targets themselves. In short, today consumers do not make purchasing decisions on the basis of their promotional messages, but alternatively they make purchasing decision by evaluating all the marketing strategies of the business as a whole, and even all the actions of the business. First of all, businesses who want to succeed in such an environment must determine their perspectives to the marketing activities of society and organize these marketing activities in such a manner that they will bring synergy effect.

The study consists of three main parts. In the first part, the conceptual framework related to the topic is summarized, and in the second part, detailed information about the research methodology is provided. And in the last part, the data collected from the field through the questionnaire application is evaluated.

1. CONCEPTUAL FRAMEWORK

Businesses which get some inputs from the outside world (from factor markets) and offer them as useful outputs to society (from factor markets) after going through a production process and which are open systems in this sense; will be able to achieve their main goals expressed in a way of surviving by making maximum profit at that level, how they can perform their functions successfully.

In can be said that with this point of view, the fundamental condition for businesses to succeed depends on the harmony which can be developed between micro environmental conditions, that is, external environment influencing the decisions of marketing and micro environmental conditions. External environmental factors consist of some elements such as demographic, economic, socio-cultural, political-legal, technology and competition. Internal environmental factors consist of elements under the control of the business such as site of establishment, firm image, financing, production, human resources, research and development and marketing. Because changes in the external environment offer opportunities and threats to businesses, they should try to control this dynamic environment to the extent of its possibilities and incline to adaptation at the point in which it cannot handle. While the goods and/or services offered by the businesses to consumers are the marketing variable that comply with uncontrolled external environmental factors, the most important marketing variable influencing the uncontrollable variables is promotion.

When marketing concept in this context is discussed as a complement of activities that starts working to determine needs, to measure the dimension and intensity of these needs and to find whether or not there is a profitable opportunity and that continues its task by directing production process and that completes its cycle with sales of products to the existing customers, trying to find potential customers, lessening from sales results and directing repetitive sales (Kotler, 2015: 26-27); it will be seen that a

business is the key to marketing activities for the adaptation between macro environmental factors and micro environmental factors and thus for succeeding. To be able to use the marketing key effectively and efficiently, the synergy must be aimed by attaching importance to each elements of marketing mix. While at the beginning of the 1960s, Jerome McCarty expressed the elements of marketing mix as product, price, distribution and promotion, today it is expressed that political environment and public opinion should be added to these elements.

It is also emphasized that in the marketing of services, the physical environment, participants and process elements should be added to the elements of marketing mix conceptualized as 4P. Because it is directly related to the following topic, only the elements of the product, price, distribution and promotion will be briefly explained.

The product, which you can define as anything having satiation feature for a requirement and desire and which is the subject of change (Çiçek, 2001: 65) forms the basis of marketing activities and can play an active role on the success of the business by being differentiated in an intensive competition environment (Kotler, 2015: 137-141).

The price expressed as a monetary value paid by consumers against benefits resulting from having or using a good or service (Pride and Ferrell, 2000: 310); effects the level of demand for the product, convey impressions about the quality level of the product for consumers who do not use the product, and consumers can be psychologically affected by the price through various techniques during the sales phase. In addition to this, the price is also important in terms of being a means of exchange in realizing the business activities and the cycle of economic system (Cemalcılar, 2001: 171, Morden, 1993: 114). Distribution (Mucuk, 2014: 249) including all activities related to the delivery of goods and services to consumers is performed around the purpose of having the right product at the right time, in the right place and in the right conditions (Etzel, Walker and Stanton, 1997: 418) and if it can be succeeded, it could be gained advantage over the competitors. While marketing creates a good product or service, determines pricing, and distribution channels that will reach the target market, and makes profit aimed by companies, it is not enough study alone. Consumers want to be informed about the existence of the product, the advantages and benefits it provides and they need to be persuaded to try the product and to remind them that they exist on the market.. They require the seller to communicate efficiently, and this reveals necessity for understanding the communication process. This communication process between the seller and the buyer is called as promotion.

Promotion that is expressed mainly as increasing the sales of the entire marketing mix, that turns into a marketing tool which is advertising the existence of goods and services to the consumers and providing survival of business (Mucuk, 2014: 169) or that becomes visual in the form of a product or service; and as developing, disseminating communication with buyers and gathering information which enhance marketing efforts from environment by using direct and/or indirect strategies to achieve various marketing goals; includes all the terms used for sales for a product and all kinds of activities performed and even those that the business enterprise performed as well not performed. (Tek, 1999: 708). In this case, the promotion would include all advertisements, announcements, sales promotions, sales literature, public relations, personal sales, media relations, etc. (Rogers, 1996). In fact, the element defined as experience transfer of satisfied or dissatisfied customer around (Odabaşı, 2015: 96) and conceptualized as oral communication, must be considered within the scope of promotion mix and businesses must develop strategies to activate both their existing customers and their opinion leaders to recommend their products. Soysal (2003: 43) says that oral communication is one of the most effective means of publicity communication and clarifies that effects on our beliefs and behaviors due to personal interactions are much stronger than those through messages coming from the media or other sources.

2. RESEARCH METHODOLOGY

In this part, the purpose and importance of the study, the scope and limits of the study, the model and assumptions of the study, the population of the study and sampling method, the data collection and analysis techniques and the evaluation of the study findings are/will be provided.

2.1. The purpose and importance of the study

Today, as a result of changes and developments such as becoming more conscious and selective consumers and bringing consumer demands into the forefront, increase of number of substitute goods, more rapidly development of data processing, communication and production technologies, acceleration of globalization process and extension of coverage area etc., it became more of an issue to sell whatever produced together with the intensification of competition, and in order to be able to

achieve this, all businesses had to tend towards various marketing applications without any exception. In such an environment, the individuals constituting the society are exposed to marketing communication messages in a large number and on a continuous basis.

In this context, the **main purpose** of our study is to determine the perspective of the society revealed for the marketing concept that is the target mass of marketing practices of the businesses based on these applications. While this basic objective is achieved, research results will help to shape some sub-goals. These **sub-goals** are as follows:

- To determine the main determinants shaping society's perspective towards marketing practices,
- To determine whether or not there are significant differences in the individual's marketing perspective, based on a number of independent variables (demographic and socio-economic characteristics of the individual).

Within the framework of these goals, such a study based on empirical results can be significant, because it can provide guiding information to various organizations that direct the businesses and their marketing practices, and because results of study shall cause implementers to see the perspective of society to marketing and underlying reasons for this and, if any, the problems, and to take necessary measures and thus to transfer more modern and more social marketing practices to society.

2.2. The Scope, Limits and Assumption of the study

Because the population of the study consists of the consumers living in Nevşehir city center, the scope of the study is limited to here. Therefore, the evaluations to be made will only be valid in the Nevşehir scale. It should not be neglected that it is needed some studies in different dimensions in order to be able to see the point of view developed by society towards the marketing practices at large. However, a general framework can be revealed by putting such studies together at the local scale.

Cost and time factors are the main limiting factors to confine our study to the consumers in Nevşehir city center. Another limit is the fact that the results of these studies performed in Nevşehir area will not be suitable for their generalization, because marketing practices of the businesses operating in the Nevşehir scale as well as their marketing activities may have been affected nationally and internationally.

- The assumptions of the study can be grouped under the following headings:
- The sample selected represents the population,
- The responses to be given by the sampling group to the questionnaire reflect the reality,
- The survey method used as data collection technique is suitable for this study
- The research method followed is suitable for the study

2.3. Model and Basic Hypothesis of the Study

Because the individuals living in Nevşehir attempt to determine the degree of influence that are descriptive factors due to attempting to reveal perspectives of individual living in Nevşehir and determinant factors lying behind this perspective, a screening model was used in our study that is characterized as heuristic research. The screening model, which has been described as a research approach describing a situation existed in the past or still exists, tries to explain the events or phenomena of the study in researches as is (Karasar, 1995: 77).

The basic assumption of the research is as follows:

H1: There is a significant difference between the demographic and socio-economic characteristics of individuals and their perspective on marketing.

2.4. Determination of the Population and Sampling Scale of the Study

The population of the study consists of the consumers living in Nevşehir city center. Marketing science defines the consumer concept to be "people and organizations that have the will and desire to be met, who can afford to meet this desire and need, and who are willing to spend their financial power to meet their desires and needs.

According to the results of the population census in 2015 at Nevşehir 292.365 people, Nevşehir City center 68.382 people live in there (www.tuik.gov.tr/UstMenu.do?metod=temelist, Population, 2017).

Because we aimed to determine the perspectives of society in general and of consumers in particular the marketing activities, it would be appropriate to exclude individuals under the age of 15 who are considered as workable age from the population of study. Based on the assumption that the ratio of the population under the age of 15 in total population (Koç and Hancıoğlu, 2004: 18), which is 29.1% throughout the country, is also valid in Nevşehir, we can say that the study population was consisted of 48,116 people.

A simple random sampling method was used to determine the sample volume, and the sample size was found to be 382 in the range of 95% confidence level and ± 0.05 deviation. In the study, using qualitative and quantitative research methods and descriptive research design and then the subjects were determined by sampling method easily (Kurtuluş, 1998).

After the sample size was determined in the study, it was decided to make 400 surveys to apply them on the basis of district by considering population distribution for the surveys in order to have research results reflect the opinion of all the consumers in Nevşehir city center and by thinking that some survey forms would not be evaluated. For this purpose, the number of districts within the municipal boundaries and the approximate population density in each district have been learned from the relevant organizations. From this data, the quota sampling method was used to determine the number of surveys per districts and then the subjects were determined by sampling method easily.

2.5. Data Collection and Analysis Techniques

For data collection, a survey form was used developed as a result of the review of the relevant literature, observing the marketing activities applied by the businesses, and bilateral discussions with people from different parts of the society.

The questionnaire form is based on completely closed-end questions and consists of two parts. The first part consists of the following questions; in which consumer type, the participants are included in terms of behaviors they exhibit during their shopping, the levels of participation of the participants in various marketing descriptions, and the degree of influence of the main determinants shaping the participants' judgments about marketing; and the second part consists of questions to determine the demographic and socio-economic characteristics of the participant. Participants were required to determine the level of influence of determinant factors shaping up their judgements about marketing and their level of participation in marketing definitions (expressions) through five point Likert scale (1 = Very ineffective, 2 = not effective, 3 =neither effective nor ineffective, 4 = effective, 5 = Very effective)

Before beginning to apply survey forms were applied, 12 people with different educational levels completed the survey forms in order to make the questions in the survey comprehensible, so as to increase the validity of the questions in survey, and pre- test of the survey was performed in a sense and some changes were made to the survey.

The surveys were conducted by face-to-face interview technique through interviewers in June, The survey was conducted after hours, considering that being at the place of residence and having a chance to participate in survey for working population might increase the validity of the survey results. As a result, 13 survey forms were not included in the evaluation, because they did not meet the necessary conditions, and the evaluations were made by considering 387 survey forms.

The obtained data were analysed using (SPSS 9.0 for Windows) 'Statistical Package Program for the Social Sciences'. In this study, descriptive analysis techniques were generally used while analysing the data. When the analyzes are carried out, firstly the measure s of central tendency such as arithmetic mean, median, peak value (mode) of the data were surveyed. Because the Likert type scale used for data collection provide non-parametric data and because it is understood that data showed non-symmetric distribution when examining the measures of central tendency, non-parametric tests were applied to the data obtained in this study (Burns, 2000).

In order to evaluate whether or not individuals' level of participation in a number of marketing expressions, that is to say, their perspective of marketing (dependent variable) shows a meaningful difference in terms of demographic characteristics (independent variables), test to be applied would be *Mann-Whitney U* difference test when it is desired to see whether or not dependant variables show any significant difference among two-choice independent variable and would be non-parametric *Kruskal-Wallis* difference test when it is desired to see whether or not it show any significant difference among more than two-choice independent variable, because the independent variables have the characteristic of nominal (categorical) data and dependent variables of ordinal (sorted) data and because central tendency measures of *ordinal* data have the characteristic of non-symmetric distribution, when dependant variables. These two tests were applied.

3. RESEARCH FINDINGS AND EVALUATION

In this part, there are findings related to the data collected from the field by the questionnaire method. In transmitting the findings; the general information related to the participants will be given first and then the findings of the participants about the various marketing expressions and the reasons lying behind these aspects will be conveyed.

3.1. General information related to the participants

Table 1. General Information on Participants

Gender	N	%	Your Educational Level?	n	%
Male	263	68,0	Elementary-High School	260	67,2
Female	124	32,0	Associate-Undergraduate	100	25,8
Total	387	100,0	Master-Ph.D	27	7,0
Total	387	100,0	Total	387	100,0
Age Range	N	%	Higher Education Field	n	%
25 years old and below	67	17,3	Economics and Administrative Sciences	30	23,6
Between 26-35 years old	134	34,6	Other social sciences	29	22,8
36-45 years old	98	25,3	Science	18	14,2
46-55 years old	61	15,8	Health sciences	26	20,5
56 years old and above	27	7,0	Technical sciences	24	18,9
Total	387	100,0	Total	127	100,0
Employment Status	N	%	Periodical Follow-up	n	%
not working	77	19,9	Yes, I follow	138	35,9
working in the public sector	119	30,7	No, I don't follow	246	64,1
Self-employed	32	8,3	Total	384	100,0
working in the private sector	159	41,1	Daily internet usage time	n	%
Total	387	100,0	2 hours and less	90	23,4
Average Monthly Income	N	%	Between 3-4 hours	145	37,8
TL 1500 and less	20	5,2	Between 5-6 hours	113	29,4
Between TL 1501-2000	152	39,3	7 hours and more	36	9,4
Between TL 2001-3000	88	22,7	Total	384	100,0
Between TL 3001-4.000	88	22,7			
More than TL 4.000	39	10,1			
Total	387	100,0			

When the data in Table 1 are examined, (68.0%) were male, it is understood that a large proportion of individuals (68,0%) responding to our survey were male, that 51,9% of them were in the age group of 35 years old and below that can be considered as young population, that 41,1% of them were in the age group between 36 and 55 years old that can be considered as middle age and that 7,0% of them were in the age group of 56 years old and above that can be considered as elderly population. Again from Table 1, it is understood that only 32.8% of the participants have higher education and that the higher education is predominantly in the field of social sciences (46.4%). While only 5,2% from 80,1% working participants have income level of TL 1500 and lower, the percentage of the participants whose income is TL 4,000 is just 10,1. While the most weighted income bracket was between TL 1501 and TL 2000 with 39,3%, the level of participants with income level between TL 2001-3000 and TL 3001-4000 were determined at the level of 22,7%. While from 64,1% of participants who did not follow up periodicals, 61,1% of them said that they use the internet for 4 hours a day, 38,8% of them use internet more than 4 hours a day.

3.2. The Findings on Perspective of Society to Marketing and Underlying Causes for this

Table 2. Significance Level of Behaviours perceived by Participants in Shopping Activities

Behavioural Properties	N	Median Value (median)	Peak Value (Mode)	Standard Deviation	Arithmetic mean	AMS*
Being sensitive to price	387	4	5	1,2159	3,9070	2
Attaching importance to friendship and confidence	387	4	5	0,9639	4,2403	1
Needing excessive attention	387	3	4	1,2069	2,9561	5
Looking for an easy and quick shopping environment	387	3	4	1,1456	3,1860	3
Paying attention to adhere to traditional values	387	3	3	1,3027	3,0879	4

Response scaled by rating scale 1 = not very important, 2 = not important, 3 = neither important nor unimportant 4 = were coded as important, 5 = very important, and the means were calculated based on these score values.

* AMS: Arithmetic Mean Sequence

When examining table 2 in which the degree of prominence of possible behaviors that could be revealed by participants in their shopping activities, it is seen that seeking for friendship and confidence takes place on the top and that it is followed by sensitivity to price. It can be said that individuals are acting in seeking for friendship and confidence in order to feel safe and not to be deceived and to receive post-purchase services whenever they need, during the purchasing process and after the purchase. Because people have to meet all their family needs with a limited income level, it can be explained that they are sensitive to the price.

Table 3. Participation Levels of Participants in some Marketing Expressions

Marketing Expressions	N	Median Value (median)	Peak Value (Mode)	Standard Deviation	Arithmetic mean	AMS*
Marketing is an effort to sell goods and services produced and sold at any cost	387	4	4	1,3188	3,1499	11
Marketing is the effective distribution of goods and services to sales points.	387	4	4	1,1000	3,8992	2
Marketing is the whole of activities beginning after production and ending with sales.	387	3	2	1,1502	2,6253	13
Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction.	387	4	4	1,1931	3,5917	7
Marketing is an effort to increase the quality of life and social welfare of the society.	387	3	3	1,2412	3,2506	9
Marketing is the art of persuading consumers to achieve business goals.	387	4	5	1,0980	4,1809	1
Marketing is the whole of activities to satisfy consumers.	384	3	4	0,8996	3,4271	8
Marketing is the action that result in favor of the consumers in terms of price, quality and service by creating the competition between the businesses	387	4	4	1,0226	3,6977	3
Marketing is a function that drives people over-consumption	387	4	4	1,1694	3,6124	6
Marketing is an action that increases the prices of goods and services due to its own expenditures and obligates people to pay	387	3	4	1,1632	3,2016	10

more.						
Marketing is the whole of activities that enable people to compare the products they need in terms of quality and price.	384	4	4	0,9328	3,6510	4
Marketing is an activity that is performed only for making profit.	387	4	4	1,1650	3,6124	5
Marketing is a tool that enables businesses to fulfill their social responsibilities.	375	3	4	1,1909	2,7387	12

Response scaled by rating scale 1 = not very important, 2 = not important, 3 = neither important nor unimportant 4 = were coded as important, 5 = very important, and the means were calculated based on these score values.

* AMS: Arithmetic Mean Sequence

When the data in Table 3 are examined, it would be seen that the elements expressed as follows are prioritized;

- i- Marketing is the art of persuading consumers to achieve business goals,
- ii- Marketing is the effective distribution of goods and services to the sales points, and
- iii- Marketing is the action that result in favor of the consumers in terms of price, quality and service by creating the competition between the businesses.

From this point of view, we can say that the society is aware of the purpose (in terms of distribution) and the way of marketing and its advantages to be transmitted to consumers. Developments such as increase in means of communication, easy access to these means by individuals in society, dissemination of information exchange and businesses' beginning the customer-orientation in activities can be listed as those bringing society to such a point of view.

When the data in table 3 are examined again; it would be seen that they did not adopt marketing definitions expressed as follows so much;

- i- Marketing is the whole of activities beginning after production and ending with sales,
- ii- Marketing is a tool that enables businesses to fulfil their social responsibilities and
- iii- Marketing is an effort to sell goods and services produced and sold at any cost.

Today, many businesses offer services such as after-sale transportation, installation and warranty to customers, which may have caused such a result. Participants did not participate in the expressions "Marketing is a tool that enables businesses to fulfil their social responsibilities, because businesses operating on the Nevşehir scale could not or did not give place or give insufficient place to social marketing applications in transferring either their own products and services or those for whom they are intermediary.

Table 4. The Effect Level of Basic Determinants Shaping Judgments Toward Marketing Expressions on Participants

Basic Determinants	N	Median Value (median)	Peak Value (Mode)	Standard Deviation	Arithmetic mean	AMS*
The education I received / am receiving	384	2	1	1,2742	2,4766	20
The publications I read (books, journals, newspapers, etc.)	387	3	4	1,2593	2,6305	19
Experiences I heard from others and events I observed	387	4	4	0,5851	4,3695	5
News from printed media and mass media about businesses and products	387	4	3	1,2895	3,4522	17
The image of the business owner	384	4	4	1,2187	3,6849	14
Effect of business activities on ecological structure	378	4	4	1,2144	3,4630	16
Effect of product wastes (such as packaging) on ecological structure	387	4	4	1,1468	3,5891	15
The effects of the substances used in manufacturing products on human health	381	4	4	1,0915	4,0577	12

Relationship between emphasized items and product specifications in advertising and in other promotional messages	384	5	5	0,9811	4,3438	6
The value and specifications had by promotional products	384	4	4	1,4421	3,2865	18
The relationship between product quality level and price	384	5	5	0,6556	4,6563	1
The relationship between the judgments I have about the product before using it and the experience I have gained after using the product	387	5	5	0,6366	4,6279	2
Physical appearance of the sales environment	387	4	4	0,7256	4,1886	10
Way of exhibition and presentation of products	387	4	4	0,6521	4,2584	7
The appearance and packaging of the products	387	4	4	0,7772	4,2429	8
Physical appearance of sales personnel	387	4	4	0,8476	4,1499	11
Clothing and personal care of sales personnel	387	4	4	0,8145	4,2093	9
Attitudes of sales personnel towards customers	387	5	5	0,6451	4,5736	3
My experience of transportation and setting up after purchasing the product	387	4	4	1,1526	3,9767	13
The level of fulfilment of the promises made during the sales process after purchasing the product	387	5	5	0,7282	4,4884	4
Door-to-door sales activities	369	3	4	1,7050	2,3902	21

Response scaled by rating scale 1 = not very important, 2 = not important, 3 = neither important nor unimportant 4 = were coded as important, 5 = very important, and the means were calculated based on these score values.

* AMS: Arithmetic Mean Sequence

The judgments of the society about marketing are firstly understood from the data in table 4 shaped by **i-**The relationship between product quality level and price, **ii-** The relationship between the judgments I have about the product before using it and the experience I have gained after using the product, **iii-** Attitudes of sales personnel towards customers, **iv-** The level of fulfilment of the promises made during the sales process after purchasing the product and **v-** Experiences heard from others and events observed. From these information, it we cans say that individuals predicated their perspectives on strong and good basis while shaping them, that they are aware of the fact that marketing activities (especially selling and buying) must be procedural rather than instantaneous, that they desire personal service as much as product quality, and they value personal experiences that develop in the form of communication from mouth to ear.

Again, it is understood from the data in table 4 in determining the perspective of society to market that door-to-door sales activities, training received, publications read, promotional products, and news from printed and mass media (it might be due to not being a reading society) are not very effective.

3.3. Findings related to Significant Differences between Dependent and Independent Variables

Mann Whitney U and Kruskal Wallis tests between independent variables and independent variables showed significant differences in the tabulations under this title. When performing the tests, only the marketing expressions were taken into account as dependent variables.

Table 5. Mann Whitney U Test Results Performed Between Gender as Independent Variables and Dependent Variables

Expressions	Gender	Mean of Sequence Number	Mann Whitney U	Wilcoxon W	Z	P
Marketing is the whole of the activities beginning after production and ending with sales	Male	177,78	12041,000	46757,000	-4,305	0,000
	Female	228,40				
Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction.	Male	204,82	13460,000	21210,000	-2,885	0,004
	Female	171,05				
Marketing is the whole of activities to satisfy consumers.	Male	202,53	13273,500	20654,500	-2,785	0,005
	Female	170,70				
Marketing is the action that result in favor of the consumers in terms of price, quality and service by creating the competition between the businesses	Male	153,38	11269,500	19019,500	-5,162	0,000
	Female	153,38				
Marketing is the whole of activities that enable people to compare the products they need in terms of quality and price.	Male	204,71	12701,000	20082,000	-3,515	0,000
	Female	165,97				
Marketing is a tool that enables businesses to fulfil their social responsibilities	Male	196,45	12990,500	20011,500	-2,297	0,022
	Female	169,59				

As a result of the Mann Whitney U test performed among the Gender as independent variables and the dependent variables mentioned under the title of marketing expressions, significant differences were found between the factors listed in table 5. They could be expressed as differences of these reasons, because the males are more intensively included in economic, social and cultural life than female and businesses could be more discussed and witnessed in field researches and because they have much more relationships with businesses in shopping and following processes.

Table 6. Kruskal Wallis Test Results Performed Between Age Range as Independent Variables and Dependent Variables

Expressions	25 years old or below	26-35 years old	36-45 years old	46-55 years old	56 years old or above	X ²	s.d	P
	Mean of Sequence Number							
Marketing is the effective distribution of goods and services to sales points	174,61	199,47	189,45	186,82	247,67	10,707	4	0,030
Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction.	198,13	215,59	182,59	160,82	193,00	12,427	4	0,014

Marketing is the art of persuading consumers to achieve business goals.	181,3 9	186,8 7	182,8 8	205,6 7	274,6 7	20,272	4	0,000
Marketing is a function that drives people over-consumption	118,4 4	189,0 4	218,7 9	232,7 3	228,6 1	53,092	4	0,000

Significant differences were found between the factors listed in table 6 as a result of the Kruskal Wallis test performed between age range as independent variable and dependent variables under the title of marketing expressions. Followings could be expressed as differences of these reasons; the elderly people want to get the goods and services they need at anywhere they are, they face with a thought that is to persuade and motivate them in relation to purchasing all kinds of marketing messages directed to themselves, they perceive all the expenses, out of basic needs, as waste especially due to the period in which they grew up, and young people continue or just completed their education and could follow up current affairs and accommodate themselves.

Table 7. Kruskal Wallis Test Results Performed Between Education as Independent Variables and Dependent Variables

Expressions	Elementar y-High Sch	Associate- Undergrad uate	Master- PhD	X ²	s.d.	P
	Mean of Sequence Number					
Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction.	173,24	242,46	214,39	31,002	2	0,000
Marketing is the art of persuading consumers to achieve business goals.	211,37	164,19	137,17	24,155	2	0,000
Marketing is an activity that is performed only for making profit.	225,11	121,34	163,50	74,698	2	0,000
Marketing is a tool that enables businesses to fulfil their social responsibilities.	174,20	222,64	197,22	14,781	2	0,001

Significant differences were found between the factors listed in table 7 as a result of the Kruskal Wallis test performed between education as independent variables and dependent variables mentioned under the title of marketing expressions. Reason of these differences can be listed as follows: individuals with higher education levels are able to closely follow up the changes in economic, social, cultural and social structure compared to those with elementary and secondary education and to be able to internalize more easily and follow the expansions made towards consumer rights and defend their rights.

Table 8. Kruskal Wallis Test Results Performed Between Daily Internet Usage Time as Independent Variables and Dependent Variables

Expressions	2 hours and less	Betwe en 3-4 hours	Betwe en 5-6 hours	7 hours and more	X ²	s.d.	P
	Mean of Sequence Number						
Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction.	235,72	206,04	165,31	115,29	43,271	3	0,000
Marketing is the art of persuading consumers to achieve business goals.	195,70	169,17	212,62	215,33	13,932	3	0,003
Marketing is the action that result in favor of the consumers in terms of price, quality and service by creating the competition between the businesses	204,42	198,94	190,53	142,96	6,661	3	0,022
Marketing is an activity that is performed only for making profit.	150,40	201,50	211,30	202,50	20,316	3	0,000

Significant differences were found between the factors listed in table 8 as a result of the Kruskal Wallis test performed between daily Internet usage and its period as independent variables and dependent variables mentioned under the title of marketing expressions. Based on the assumption that individuals with a long daily internet usage time are generally housewives, students or unemployed people, it can be interpreted that individuals using less Internet can make more rational and economic decisions when considering that they are individuals with a job and status.

Table 9. Mann Whitney U Test Results Performed Between Periodicals as Independent Variables and Dependent Variables.

Expressions	Reading State	Mean of Sequence Number	Mann Whitney U	Wilcoxon W	Z	P
Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction.	Yes	212,25	14248,500	44629,500	-2,716	0,007
	No	181,42				
Marketing is an effort to increase the quality of life and social welfare of the society.	Yes	172,84	14260,500	23851,500	-2,684	0,007
	No	203,53				
Marketing is the art of persuading consumers to achieve business goals.	Yes	156,55	12013,500	21604,500	-5,174	0,000
	No	212,66				
Marketing is an activity that is performed only for making profit.	Yes	145,74	10521,000	20112,000	-6,653	0,000
	No	218,73				

Significant differences were found between the factors listed in table 8 as a result of the Kruskal Wallis test performed between periodical reading as independent variables and dependent variables mentioned under the title of marketing expressions.

Reason of these differences can be considered as follows: individuals regularly following newspapers and/or magazines defined as periodicals can follow the current affairs more closely than those who do not read, they are not unfamiliar with some concepts such as life quality and social welfare, and individual who do not read cannot perceive the social messages included in marketing practice and they shape their judgements with hearsay information and act accordingly.

CONCLUSION

Marketing is only business function that creates the face of businesses towards the external world and provides communication and interaction between the business and the external world. Because of this feature, the marketing function is more quickly affected by the changes in the environmental conditions than other business functions and has to continue its activities in a dynamic environment. Therefore, it is not possible to define marketing with a standard definition and pattern it on certain shapes.

Especially, the changes and developments such as becoming more conscious and selective consumers due to the increase in the level of education and income, differentiation of production techniques with technological developments, needing new products and services together with increase in social roles and complexity of social life, increased the speed of changes in marketing and enlarged its size. In addition to these developments mentioned, it caused starting the experience of competition increasingly with each passing day, making businesses customer-oriented and referring to more and efficient marketing messages in order to make more sales by creating customer loyalty.

The radical transformations in environmental conditions that affect marketing decisions have also caused fundamental transformations in marketing understanding and practices. Marketing activities which were applied only for maximizing business interests in past have converted into activities as a whole in which interests of other interest groups such customers, society and environment are looked out for as well as business and in which a common ground is sought for in the present time. While making purchasing decisions, today's conscious consumers also take into account the activities towards whole the business functions and interest groups of relevant business as well as marketing activities.

Although all the businesses are required to act as mentioned, it is difficult to say that the desired point could be attained in practice, because the level of consciousness has not reached to the desired level in all the individuals and businesses, there were some legal gaps and marketing structure enabled that etc.

Research results; revealed that

- In general sense, the community first looks for friendship and environment of confidence in shopping behaviors, then prefer the reasonable price level,
- The fact that marketing is perceived as an art of persuading consumers to achieve business objectives through effective distribution of goods and services and that marketing results in favor of consumers in terms of price, quality and service by creating competition,
- Behind the perspective of the society to marketing, quality -price and expectation -experience relations, sales personnel's attitude toward the customer and level of after sales service are efficient.

Following expressions to participants within scope of study were not accepted much;

i- Marketing is the whole of activities that start by determining consumer expectations before production, and then fulfilling sales and after sales services to provide consumer satisfaction, **ii-** Marketing is a tool that enables businesses to fulfil their social responsibilities and

iii- Marketing is an effort to increase the quality of life and social welfare of the society.

The main reason not to adopt these expressions related to the understanding of social marketing by the participants might be that this marketing understanding was not generalized in practice. Such a situation that is not in the interest of society, customers and other interest groups will not result in business interests in the long run. In order to get out of this situation in which all interest groups, even future generations, have lost, and to gain an interest in the profitability for all interest groups;

- -If implementers did not adopt the understanding of social marketing, they should turn towards this understanding as immediate as possible and if they act in the direction of this understanding, they should find ways to transfer this to target group.
- If businesses push the interests of other interest groups into the background in marketing activities and if reason to prioritize their own interests is due to a legal gap, then this gap should be filled in by the legislator.

RECOMMENDATIONS FOR FUTURE STUDIES

With such a study to determine society's perspective to marketing and underlying causes for this perspective, it can be suggested that coaxial future study can focus on the following issues:

- Determining whether or not there are any differences in terms of the mission loaded by businesses and customers on marketing activities and in terms of expected results,
- Determining how individuals shape their perspective to marketing based on the which elements of marketing mix they start out,
- Determining from which communication tool / tools individuals are influenced and shape their perspective to marketing,

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