



THE EFFECT OF SOCIO-DEMOGRAPHIC VARIABLES ON ENTREPRENEURIAL MARKETING AMONG POTENTIAL SME OWNERS: A CASE STUDY IN TURKEY

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ABSTRACT

Marketing and entrepreneurship are two different disciplines. The concept of entrepreneurial marketing which serves as the interface of marketing and entrepreneurship is proportionally more significant for SMEs than for large businesses. SMEs which constitute 99.9% of all businesses in Turkey are the focal points for economic expansion. In this sense, the study defines the relationship between the entrepreneurial marketing aspects and socio-demographic features of potential entrepreneurs in Turkey. In the fieldwork done in line with this aim, a relationship between gender and innovation-orientation, one of the aspects of entrepreneurial marketing, has been found. Educational status makes a significant difference in the aspects of risk taking-orientation, innovation-orientation, resource leveraging, proactive-orientation, customer intensity and opportunity-driven.

1. INTRODUCTION

Today, businesses operate in an uncertain market which is increasingly competitive and full of risks due to the removal of borders. From a qualitative point of view, the difference between domestic and foreign markets has already lost its meaning and the ever-changing market affects marketing as well. In this changing and competitive environment businesses which become successful and maintain that success are those that can meet customer demands quickly and offer even more than customers' expectations and have the flexibility to quickly adapt themselves to dynamic market conditions. However traditional marketing is more suitable for larger businesses which have extensive distribution and operate in high competitive atmospheres.

Small and medium-sized enterprises (SMEs), which are given great importance and encouraged in all countries of the world, provide a significant contribution to the national economy and play a key role in this sense. SMEs, which are faced with large businesses, their opponents and global actors may encounter difficulties from time to time in the capacity of marketing.

SMEs can provide efficiency by emphasizing certain features, despite their own weaknesses and the constraints they may experience. In this sense, the concept of entrepreneurial marketing which resulted from the interactions of entrepreneurship and marketing is much more useful, especially for SMEs.

For businesses, there are differences in many aspects between the more efficient traditional marketing and entrepreneurial marketing. Entrepreneurial marketing which possess a different understanding of perspective in regards to method used, focal point, content, approach, etc. can be used to achieve competitive advantage in particular for SMEs. Consequently, first marketing and entrepreneurship and later entrepreneurial marketing concepts and its dimensions will be dealt with. Finally, the results of the fieldwork done towards examining the purpose of the study are presented.

2. MARKETING AND ENTREPRENEURSHIP

As a consequence of the increasing importance of concepts such as employment creation, social development and economic development, entrepreneurship, which is almost as old as human history, has developed a greater importance. Entrepreneurship, which is one of the critical determinants of social welfare and balanced development between regions, is constantly directed by systems, policies and strategies. Thus, it is important to comprehend the meaning of the concepts of entrepreneurship and entrepreneur in the information age and also, in this context, the role of marketing in entrepreneurship. The idea of venture and entrepreneurship has been defined in different ways by different researchers.

The concept of entrepreneurship is a sum of seizing an opportunity, identifying a business idea, finding the required resources, putting these activities into operation and getting the results (Müftüoğlu *et al.*, 2005). According to Lounsbury (1998), entrepreneurship is analyzing alternative production processes and ensuring their optimization. On the other hand, Low and MacMillan (1988) suggest that entrepreneurship be defined as the 'creation of new enterprise' and the purpose of entrepreneurship research should be to 'explain and facilitate the role of new enterprise in furthering economic progress'. Mueller and Thomas (2000) reached the conclusion that some cultures are much more creative than other in terms of entrepreneurship. That there is different entrepreneurship perspectives in different cultures are hence can be considered. In this context, information, which is one of the needs of entrepreneurship, is affected by innovation and creativity.

An entrepreneur is the person who supplies goods in order to meet the needs of others, produce services and combine factors of production such as labor, capital and natural resources appropriately (Mucuk, 1998). It is indicative of the entrepreneur's personality that he or she makes decisions and identifies current and future needs of society based on his or her intuition and experience (Muftuoglu *et al.*, 2005). Entrepreneurs of the information age, operate with the benefit of the information they possess and can quickly offer to the market.

Entrepreneurs usually move with the main aim of making a profit and from this perspective bear the risk they may face. As a result, they are a factor of production themselves (Mucuk, 1998). As a factor of production, the decisions about marketing faced by entrepreneurs, play an important role in their own success. The American Marketing Association (AMA) defined marketing in 2007 as 'the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large' (www.marketingpower.com). In this sense, it can be thought that, in the information age, entrepreneurs who are engaged in activities appropriate to the changing nature of consumers, have the ability to adapt rapidly to changing markets and create values can from the perspective of marketing obtain a competitive advantage.

3. ENTREPRENEURIAL MARKETING

Marketing and entrepreneurship are two different disciplines. The concept of entrepreneurial marketing which serves as the interface of marketing and entrepreneurship is a concept which has been developing for almost 30 years (Hills and Hultman, 2013). The concept of entrepreneurial marketing was first used in a conference at the University of Illinois in Chicago which was sponsored by Council for Small Business and AMA in 1982 (Marangoz and Erboy, 2013). Although entrepreneurial marketing is a concept developed all over the world, there are still numerous and exciting opportunities for new discoveries.

When it is considered that entrepreneurship and marketing conceived together increase the chance of success of businesses, the importance of this issue can be understood more easily (Kocak and Ozer, 2005). Definitions for entrepreneurial marketing have been developed in the literature. The concept of entrepreneurial marketing is an approach which focuses on the intuitive perception of market requirements and the development of ideas (Stokes, 2000). Entrepreneurial marketing is defined prospectively as using opportunities in risk management, resource development and value creation, through innovative approaches in order to retain profitable customers. Entrepreneurial marketing is a set of processes and an organizational function which is applied in contributing to the organization and to the stakeholders, creating value, transferring that value and distribution of the value. This concept is characterized by innovativeness, risk-taking, proactivity and only be achieved resources which are not presently controlled (Kraus *et al.*, 2010). When the definitions of entrepreneurial marketing are examined, four different tendencies are seen: marketing-orientation, complete integration of marketing and entrepreneurship, associating traditional marketing with innovative marketing techniques and focusing on the point where the company stands in the life curve (Ionita, 2012). In brief, entrepreneur marketing, which combines two different disciplines, presents an alternative approach in marketing.

In entrepreneurial marketing, the components of the marketing mix are adapted to the market where the entrepreneurs operate. Where entrepreneurial marketing is different is where there is a high level of uncertainty in the market. Traditional marketing management encompasses market research conducted to select the target market followed by a meticulous planning and the combination of elements of the marketing mix in order to differentiate it. Entrepreneurial marketing necessitates informal and fast decision making (Collinson and Shaw, 2001). The point in which these two disciplines intersect is a change-oriented, opportunist and management-innovative approach (Marangoz and Erboy, 2013).

Determining the opportunities in the market and producing new, products, innovativeness in the whole marketing process and being open and quickly adaptable to the changes can be considered as the requirements which connect these two disciplines. An important point not to be forgotten is that opportunities are a result of the combination of the abilities of enterprises and a market's needs.

The seven basic dimensions of entrepreneurial marketing are proposed as proactive-orientation, opportunity-driven, risk taking-orientation, innovation-focused, customer intensity, resource leveraging and value creation (Morris *et al.* 2002). These dimensions are the main features which differentiate entrepreneurial marketing from the traditional marketing. Proactive-orientation, opportunity-driven, risk taking-orientation and innovation-focused dimensions are more related to entrepreneurship, while the dimensions of customer intensity, value creation and resource leveraging are more related to marketing. The dimensions of entrepreneurial marketing interact each other and cannot be considered independent from each other.

3.1. Proactive Orientation

Proactive-orientation is behavior aimed towards satisfying previously unnoticed potential needs, taking action by using initiative and creating a new market or a competition environment (Bulut *et al.*, 2013). As a response to opportunities, proactive-orientation is a viable approach especially in developing industries or dynamic environment. Proactive-orientation is a future focused perspective which researches opportunities by anticipating future demands in order to change the operating environment and present new services and products before competition even occurs. (Lumpkin and Dess, 2001). As an important dimension of entrepreneurship, proactive behavior can be explained, in the context of entering into markets or sector development opportunities, as decision-makers' tendency to see opportunities in advance and taking action to seize opportunities. In summary, proactive-orientation can mean the mobilization by a company to influence its environment in an entrepreneurial way. It is inevitable that an entrepreneur who takes future into account becomes forward thinking, can see the results of the occurring changes and moreover becomes a part of that change.

3.2. Opportunity-driven

Opportunity expresses unnoticed market positions which are the source of a potential sustainable profit (Morris *et al.*, 2002). Businesses which focus too much on the changing demands and needs of their customers in the market and adapt their continuous change efforts accordingly, become vulnerable to new fields and opportunities.

In this context, companies should, on the one hand, engage in market-oriented activities, and on the other hand should engage in the process of obtaining and evaluating entrepreneurial information. Therefore, detecting the opportunities can mean a number of research processes and foresight can be the first stage of innovatively defining opportunities. However, it must be accepted that as part of the nature of entrepreneurship, every opportunity brings along with it a risk.

3.3. Risk-taking orientation

With the goal of an obtaining economic or social benefit while taking into account potential losses, the thoughts and feelings related to the adoption of a course of action express a risk taking tendency and from this perspective taking action is a risk taking behavior (Bulut *et al.*, 2013). Risk is present in all the distribution channel decisions made by a company in regard to selecting a product, service and market (Hacioglu *et al.*, 2012). Entrepreneurial marketing focuses on the redefinition of the environmental factors and continuous collection of information so as to reduce the uncertainty which is seen as the source of risk (Marangoz and Erboy, 2013). Marketers, redefine the elements of the external environment of a company to reduce the company's commitment and sensitivity, in addition to market uncertainty, and also to narrow the external environment in which it operates (Morris *et al.*, 2002). In this context, to be controlled can mean that the risk undertaken is significant and the risk is lower than the foreseen result.

3.4. Innovation-focused

Innovation is a priority in companies' achieving a competition advantage and in their survival in the market (Hacioglu *et al.*, 2013). Innovation-focused is not only a phenomenon about new products, it is a comprehensive concept encapsulating all the resources and processes of a company. This concept includes the creation and re-shaping of goods and services to meet the demands; designing new processes to improve efficiency; use of new marketing techniques to promote sales opportunities and use of management systems and techniques to increase operational efficiency (Atik, 2013). Accordingly, entrepreneurship is not only a process which reveals new ideas, products and implements them, but it also should be considered as a process which implements innovative marketing (Kocak and Ozer, 2005). Therefore, a company can be expected to remain within the borders of innovativeness in its future plans and every decision that it will encounter while operating including human resources, information, marketing tactics and product development.

3.5. Customer-Intensity

Entrepreneurial marketing comprises finding customers, keeping them and the need for creative approaches for customer development (Morris *et al.* 2002). Customer intensity means being sensitive to the conditions in the market and creating innovation and company defining characteristics according to conditions (Marangoz and Erboy, 2013). Customer intensity of entrepreneurial marketing can be thought to be associated with market-centeredness. Customer intensity allows new and innovative opportunities in meeting the demands and needs of the customers (Bulut *et al.*, 2013).

It is emphasized that especially small business entrepreneurs should adopt and use the internet in developing and sustaining of customer care (McGowan and Durkin, 2002). Today, it is inevitable from this perspective that consumers' easily identifiable or hidden needs must be met through innovative ways.

3.6. Resource Leveraging

Resource Leveraging is an issue present in both marketing and entrepreneurship literature and needs to be focused most of all (Morris *et al.* 2002).

In general, it can be considered that SMEs develop their competitive advantage through the efficient use of scarce resources efficiently and by creating value by developing innovative products or applications. According to Morris *et al.* (2002), resource leveraging in marketing can be achieved by realizing the resources others businesses have not noticed, benefiting from the sources of other businesses, using resources together, using the resources at hand to find other resources and using the past resources of other businesses in different ways. In this perspective, the important method of using the resources of other businesses can be achieved via methods such as using resources together, renting a resource or benefiting from external sources and in so doing scale economy can be utilized.

3.7. Value Creation

While customer intensity is a customer-focused approach which includes emotional components, creation is worldwide recognized dimension (Morris *et al.*, 2002). When consumers buy a product, they compare total cost with the total benefit they obtain. According to Kotler (2001) value is a ratio between what the customer gets (benefits) and what he or she gives (costs). Kotler suggest that the marketer can increase the value of the customer offering by raising benefits, reducing costs, raising benefits and costs, raising benefits by more than the raise in costs, or lowering benefits by less than the reduction in costs. For this reason, taking into account both existing customers and potential customers' demands and needs can be considered important.

4. RESEARCH METHODOLOGY

On the one hand, there are small businesses which have failed to produce appropriate solutions towards their customers, while on the other hand there are businesses which because of their size have lost their dynamism and failed (Muftuoglu, 2002). Whether it is a SME or a large business, all businesses operate on the basis of sustainable profit. However, it can be suggested that because the structure and features of large businesses and SMEs differ, the latter of which being components of the economy with the potential to create leverage, their activities also differ.

Kocak and Ozer (2005) claim that the reason why small businesses' marketing applications are insufficient is the incongruity of structure of a small business with the traditional marketing and because the use of techniques used in traditional marketing serve a different purpose. In this respect, it can be offered that entrepreneurial marketing has the qualifications to remove this incompatibility. Most SMEs do not have a separate marketing department where marketing experts are normally employed.

Due to this insufficiency in monetary terms, marketing tools are underutilized. This aspect is one of the main features which differentiate SMEs from large businesses. In general, SMEs experience problems such as the high cost of entry into foreign markets, language issues and lack of information on the laws and regulations of other countries (Muftuoglu, 2002). However, due to the scarcity of customers, the cordiality as a result of the face to face relationship can positively affect customer loyalty. On the other hand, SMEs can utilize the advantages offered by internet and in so doing can make up the difference between them and large business. In this respect SMEs can make use of their flexible structure as an advantage factor in marketing.

4.1. Purpose and Importance of the Research

Businesses face an external environment where a large number of interacting components operate together. Above all, being able to compete in external environment where they are involved is made harder every passing day because of global actors. The changes and developments in the environment, even if they offer threats, also offer opportunities. Events that SMEs may presently encounter, such as uncontrollable environmental variables, the speed of technological developments, quick changes in customer desires and needs, time constraints, limited resources and limited market experience, establish the necessity for entrepreneurial marketing. In this context, entrepreneurial marketing can be thought of as fitting especially for small scale businesses.

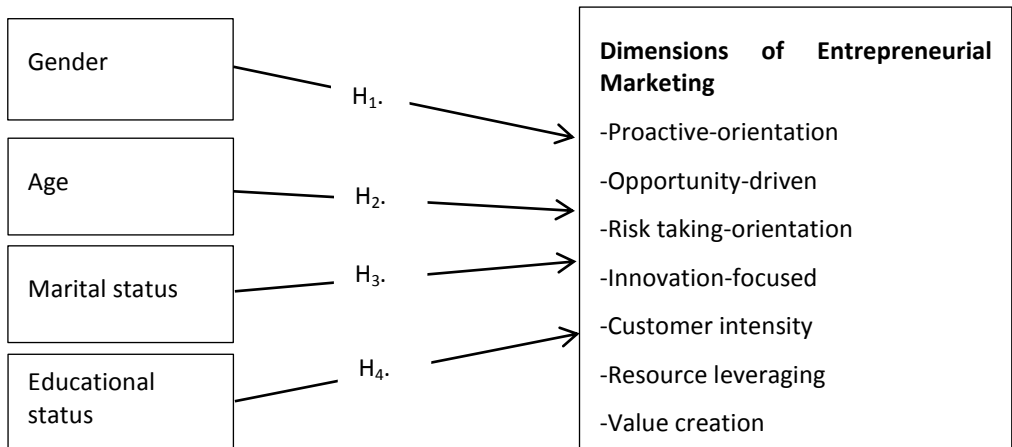
SMEs, which comprise a 99.9% share of the total number of businesses in Turkey, provide 78% of the employment in the country (www.sanayi.gov.tr). Despite limited resources, sector experience and influence, SMEs carry a big importance from the perspective of development, both in Turkey and all developed and developing economies. In Turkey, KOSGEB (A Small and Medium Enterprises Development Organization) was established to meet the resource needs and the other problems of SMEs. SMEs will certainly contribute to the revitalization of the nation's economy, but this is only possible with the entrepreneurial marketing approach. As a result, this work is important in respect to increasing the activity of the important dynamics of the economy.

Being sufficient in the dimensions of entrepreneurial marketing for the owners of future SMEs in Turkey will provide for their expectations for sustainable profitability and growth, and also for the sector's development, and along with it, economic progress. In this context, the purpose of this research is to identify the relationship between the entrepreneurial marketing dimensions of potential entrepreneurs and their socio-demographic characteristics.

4.2. Research Model and Hypotheses

The research model can be seen in Figure 1.

Figure.1. Research Model



The hypotheses created in the context of the research model are as follows:

H₁. There is a significant relationship in regards to gender and the dimensions of entrepreneurial marketing.

H₂. There is a significant relationship in regards to age and the dimensions of entrepreneurial marketing.

H₃. There is a significant relationship in regards to marital status and the dimensions of entrepreneurial marketing.

H₄. There is a significant relationship in regards to educational status and the dimensions of entrepreneurial marketing.

4.3. Data Collection and Criteria Used in Research

As a method of data collection in the research, the “survey questionnaire” was selected, using a face-to-face interview technique with a total of two interviewers. The survey consists of two parts. In the first part, 42 questions were designed to determine the dimensions of entrepreneurial marketing possessed by the participants. The questions which were designed utilized the work of Becherer *et al.* (2008); there were 7 items for proactive-orientation, there were 5 items for opportunity-driven, there were three 3 items for risk taking-orientation, there were 4 items for innovation-focused, there were 9 items for customer intensity, there were 7 items for resource leveraging and there were seven statements for value creation, making a total of 42 questions. In the questions developed, participants were asked to measure their agreement with the statement, using the five-point Likert scale. In regards to the measurements, 1 means “I strongly disagree”, 2 means “I disagree”, 3 means “I am neutral”, 4 means “I agree” and 5 means “I strongly agree”.

In the second part of the survey, questions directed towards determining the demographic characteristics of the participants were administered. After conversions of the criteria were made to fit the original expressions, a pre-test was done on 30 individuals who would represent the research sample, using the convenience sample method. The pre-test

was administered as a face-to-face interview and using the recommendations of the participants, the survey took its final form, incorporating any necessary changes.

4.4. Population and Sampling

The KOSGEB was established in Turkey in order to increase SMEs' share and activity in meeting the economic and social needs of the country, raise their competitive power and level, and to advance integration in industry in a way which is suitable to economic development (www.kosgeb.gov.tr). Within this scope, it organizes 'Applied Entrepreneurship Trainings' and as such contributes in society to creating an entrepreneurial culture and developing new entrepreneur's basic skills. In this context, the research universe is comprised of participants at the 'Applied Entrepreneurship Trainings' organized by the KOSGEB in Turkey. It was hypothesized that all of those who attended a training session would potentially found a SME, because participants in Turkey are offered incentive opportunities for their new business upon completing the training sessions.

However, because reaching all participants who have participated in all the 'Applied Entrepreneurship Trainings' to date is not feasible from the perspective of time or cost, first a research universe was specified. In this context, the research universe is composed of all participants who attended all of the 'Applied Entrepreneurship Trainings' in 2013. Because the universe carries homogenous characteristics, the convenience sample method was used and a total of 150 surveys were administered and 137 usable surveys were obtained from participants at the six group 'Applied Entrepreneurship Trainings' organized in the context of the memorandum between Adana Science and Technology University-ISKUR and KOSGEB, between December 2 and December 20, 2013.

4.5. Limits of the Research

Constraints were encountered in organizing the field research of the work. Because it was unfeasible from a cost or time perspective in the field work to reach all participants of the 'Applied Entrepreneurship Trainings' ever organized by KOSGEB in Turkey, sampling was preferred. Furthermore, the portion of the total training participants who opened a business was ignored.

4.6. Analysis of Data and Results

Statistical analysis was performed using the SPSS 16. Findings regarding the socio-demographic characteristics of the potential entrepreneurs who participated in the survey are presented in Table.1.

Table.1. Socio-Demographic Variables

Variables		Frequency	Percentage (%)
Gender	Female	79	57.7
	Male	58	42.3
Age	18-25	21	15.3
	26-35	70	51.1
	36-45	33	24.1
	46-55	13	9.5
	56 and above	-	-
Marital Status	Single	65	47.4
	Married	72	52.6
Educational Status	Elementary School	16	11.7
	Middle School	19	13.9
	High School	51	37.2
	Associate	26	19.0
	Bachelor's	23	16.8
	Graduate	2	1.5

57.7% of the participants in the research were women, 51% were between the age of 26 and 35, 52.6% were married and 37.2% were high school graduates. No potential entrepreneurs 56 years or older were encountered.

Before performing multivariate statistical analysis, the reliability of the data was analyzed. Accordingly, the results of the reliability tests can be seen in Table 2.

Table.2. Reliability Analysis Results

Dimensions of Entrepreneurial Marketing	Reliability Analysis Scores
Proactive-orientation	89.9%
Opportunity-driven	77.7%
Risk taking-orientation	70.4%
Innovation-focused	80.2%
Customer intensity	83.3%
Resource leveraging	83.9%
Value creation	75.6%

In the social sciences, 0.70 is accepted as the lower limit for the Alpha coefficient. In order to keep the level of reliability high in the dimensions tested to define the characteristics of entrepreneurial marketing, one variable from the customer intensity dimension and one variable from the value creation dimension, a total of two variables, were removed from the related criteria. The removed variables were not used in any analysis after this stage of the research. As a result, the results of all reliability tests obtained are at an appropriate level. To determine first the relationship between socio-demographic variables and the dimensions of entrepreneurial marketing in the work, ANOVA analysis was performed at a significance level of $\alpha=0.05$ and the significance levels obtained can be seen in Table 3.

Table.3.ANOVA Analysis Results

	Proactive-orientation	Opportunity-driven	Risk taking-orientation	Innovation-focused	Customer Intensity	Resource leveraging	Value creation
Gender	0.851	0.423	0.366	0.003	0.270	0.284	0.707
Age	0.400	0.190	0.920	0.115	0.093	0.823	0.549
Marital status	0.445	0.681	0.412	0.550	0.785	0.828	0.395
Educational status	0.000	0.000	0.011	0.037	0.001	0.000	0.198

As seen in Table 4, there is a significant difference for gender in respect to innovation-focused. In this regard, women possess more innovative characteristics than men. Conversely, it was reached that, in regard to age and marital status, there are no differences within the scope of the dimensions of entrepreneurial marketing. With the exception of value creation, there is a significant difference for educational status among all the dimensions. From the perspective of proactive-orientation, those with only an elementary school education have the lowest level, but the level increases across educational status and those with a Bachelor's degree have the highest level. While those with a middle school educational status have the lowest level in respect to the opportunity-driven and resource leveraging dimensions, this increases across educational level with Bachelor's degree holders having the highest level. While those with a middle school educational status have the lowest level of risk taking-orientation characteristics, those with an Associate's Degree are the highest. The group with the lowest level of innovation-orientation is those with a middle school educational status, while this characteristic increases across educational level and Bachelor's and Graduate degree holders have the highest level of innovativeness.

The participants with the lowest level of customer intensity are those with an elementary school educational status, while the participants with the highest level are those with graduate degrees, with the level increasing across educational status. The individuals with the lowest level of the value creation characteristic are those with a middle school educational status, while the highest are Bachelor's degree holders.

In regards to entrepreneurial marketing dimensions and socio-demographic features, ANOVA analysis was performed at an $\alpha=0.05$ significance level in order to test the $H_{1,}$ $H_{2,}$ $H_{3,}$ and $H_{4,}$ hypotheses by examining whether they show a significant difference. The significance levels obtained can be seen in Table 4.

Table.4. Entrepreneurial Marketing ANOVA Analysis Results

Socio-demographic variables		Average	F	Significance
Gender	Female	3.70	0.799	0.373
	Male	3.60		
Age	18-25	3.76	1.518	0.213
	26-35	3.62		
	36-45	3.54		
	46-55	3.92		
Marital status	Single	3.68	0.137	0.712
	Married	3.64		
Educational status	Elementary school	3.25	6.684	0.000
	Middle school	3.37		
	High school	3.65		
	Associate's Degree	3.77		
	Bachelor's and Graduate Degree	4.04		

In regard to educational status, because the Graduate degree group contained only 2 people, it was combined with the Bachelor's degree group. As can be seen in Table 4, there is a significant difference in respect to educational status and the dimensions of entrepreneurial marketing. From this perspective, $H_{1,}$ $H_{2,}$ and $H_{3,}$ were rejected while $H_{4,}$ was accepted. Accordingly, those with the lowest level of entrepreneurial marketing characteristics are those with an elementary school while Bachelor's and Graduate degree holders have the highest level. As educational level increases, so do the entrepreneurial marketing dimensions possessed by individuals.

5. CONCLUSION

SMEs, which possess an important place and weight in the economy, are confronted with continually changing environmental conditions, inadequate resources and other specific problems. SMEs, which come up against both large businesses, local competitors and global actors, can from time to time encounter difficulties in respect to marketing. At the same time, SMEs' relatively small size provides flexibility and other advantages. From this perspective, SMEs' thorough evaluation of their own potentially advantageous characteristics, will affect their strength. Comprising 99.9% of the businesses in Turkey, SMEs are a key point for economic vitality and they can be strengthened through their managers' orientation towards entrepreneurial marketing.

The differences between traditional marketing and entrepreneurial marketing, from the perspective of the dimensions of entrepreneurial marketing, entail different skills. The seven fundamental dimensions which separate entrepreneurial marketing from traditional marketing are: proactive-orientation, opportunity-driven, risk taking-orientation, innovation-focused, customer intensity, resource leveraging and value creation. In the literature generally and in our country specifically, works dealing with entrepreneurial marketing are limited. In this respect, providing a perspective on entrepreneurial marketing, which could create an advantage factor for SMEs, both carries importance and

contributes to the literature. In this context, the purpose of the research is to determine the relationship between the entrepreneurial marketing characteristics possessed by potential entrepreneurs and their socio-demographic characteristics.

In the field research conducted towards this purpose, it was reached that there is a significant difference between individuals' educational status and the entrepreneurial marketing dimensions which they possess. The seven dimensions of entrepreneurial marketing were examined from the perspective socio-demographic features to see whether they showed separate differences. In this context, a relationship between gender and innovation-focused was seen. Women possess, in relation to men, more of the innovative characteristics. Educational status also showed a significant effect on proactive-orientation, opportunity-driven, risk taking-orientation, innovation-focused, customer intensity and resource leveraging. However, from the perspective of age and marital status, there were no significant differences across the dimensions of entrepreneurial marketing.

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