



## THE INVESTIGATION OF MASTER AND DOCTORAL THESES WRITTEN FIELD OF CURRENT MARKETING APPROACHES IN TURKEY (2007-2016)

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### Abstract

Key factors such as globalization, intense competition and changing customer needs can be considered as the main reasons for transition from traditional marketing approach to current (modern) marketing approaches. Realizing that they can not attract customers using traditional marketing approaches, businesses have begun to take advantage of the power of modern marketing approaches. The purpose of this study is to examine the master and doctoral theses written on current marketing approaches by content analysis method. For this purpose, 258 theses written related with this topic between 2007-2016 years were accessed through the Council of Higher Education Theses Database. These theses are categorized in terms of marketing issue, year of publication, thesis type, university type, institute type, academic advisor title, student gender, sampling volume average, sampling techniques and statistical analysis types. Microsoft Excel 2010 office program was used in analysis of the data. The findings are presented using frequencies, percentages, averages and graphs and summarized in Table 2.

**Keywords:** Marketing, Marketing Approaches, Thesis Profile, Master, PhD, Student

### TÜRKİYE'DE GÜNCEL PAZARLAMA YAKLAŞIMLARI ALANINDA YAZILMIŞ YÜKSEK LİSANS VE DOKTORA TEZLERİNİN İNCELENMESİ (2007-2016)

### Öz

Küreselleşme, yoğun rekabet ve değişen müşteri ihtiyaçları gibi başlıca faktörler, geleneksel pazarlama anlayışından güncel (modern) pazarlama yaklaşımlarına geçişin temel nedenleri olarak değerlendirilebilmektedir. Geleneksel pazarlama yaklaşımlarını kullanarak müşterilerini cezbedemeyeceğini farkeden işletmeler, güncel pazarlama yaklaşımlarının etkili gücünden faydalanmaya başlamışlardır. Bu çalışmanın amacı güncel pazarlama yaklaşımları konusunda yazılmış yüksek lisans ve doktora tezlerinin içerik analizi yöntemiyle incelenmesidir. Bu amaç doğrultusunda 2007-2016 yılları arasında konuyla ilgili yazılmış 258 teze YÖK Tez Veritabanı vasıtasıyla erişilmiştir. Bu tezler; pazarlama konusu, yayın yılı, tez türü, üniversite türü, enstitü türü, akademik danışman unvanı, öğrenci cinsiyeti, örneklem hacim ortalaması, örnekleme teknikleri ve istatistiksel analiz türleri açısından kategorize edilmiştir. Verilerin analizinde Microsoft Excel 2010 ofis programı kullanılmıştır. Elde edilen bulgular frekans, yüzde, ortalama ve grafiklerden faydalanılarak sunulmuş ve Tablo 2'de özetlenmiştir.

**Anahtar kelimeler:** Pazarlama, Pazarlama Yaklaşımları, Tez Profili, Yüksek Lisans, Doktora, Öğrenci

## 1. INTRODUCTION

Marketing is defined as a social and managerial process in which individuals and groups obtain what they need through creating and exchanging products and value with other (Kotler, Bowen & Makens, 1999: 12). According to the American Marketing Association marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy customer (Burnett, 2008: 4).

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Parallel to economic, political, technological and cultural changes and developments in the global competitive environment, marketing has been achieved in some stages and reached to today's level as it is in every area. Rapidly changing competition and environmental conditions due to globalization make it necessary for enterprises to make changes in their marketing insights and follow current approaches in order to gain advantages over their competitors (Tekin et al, 2014: 227). Therefore, businesses that do not want to come back from competition have to adopt current (modern) marketing approaches, unlike traditional marketing approaches. When the literature is examined, it is concluded that do not have a definite information about which marketing topics are derive from modern marketing approaches. According to the Kılıc and Oter (2015) these current marketing approaches are word of mouth marketing, direct marketing, e-marketing, de-marketing, database marketing, internal marketing, mobile marketing, complaint management, niche marketing, green marketing, mystery shopper, customer relationship management, value based marketing, postmodern marketing, experiential marketing, guerilla marketing, social media marketing, avoid service disruption, and neuro marketing.

In this study, master and doctoral dissertations written in the last 10 years have been examined. As a result, 19 different marketing approaches have been determined. These marketing approaches have been briefly described the below.

**City marketing** is a relatively new scientific field. Many think of it just as a group of tools and methods in order to sell the product of a city. But city marketing is more than that (Deffner and Liouris, 2005: 3). City marketing is a process in which includes a wide set of activities. It starts with a careful analysis of the city's current situation through extensive research on the city's assets, opportunities and audiences (Kavaratzis, 2009: 42).

**Destination marketing** can be defined as a proactive, visitor-centred approach to the economic and cultural development of a destination that balances and integrates the interests of visitors, service providers and the community (Adeyinka-Ojo et al, 2014: 153). Destination marketing is now acknowledged as a pillar of the future growth and sustainability of tourism destinations in an increasingly globalised and competitive market for tourists (Pike and Page, 2014: 1).

**Educational marketing** is the educational services offered by educational institutions at all levels who adopt creation to meet the social and personal needs, the market management process in order to achieve the purpose of education, maintain the survival and development of educational institutions (Yang, 2016: 1182).

**Electronic Marketing** can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the internet and other electronic tools (El-Gohary, 2010: 216).

**Experiential marketing** is one of the most effective communication instruments to engage consumers, employees, suppliers, sales teams and business partners in authentic experiential activities that impact their hearts and minds (Nigam, 2011: 200). Experiential marketing



according to Schmitt focuses on customer experiences which occur as a result of encounter (Srivastava, 2008: 70).

**Green marketing** refers to the planning, development and promotion of products or services that satisfy the needs of consumers for quality, output, accessible prices and service, without however a negative affect on the environment, with regard to the use of raw material, the consumption of energy etc (Papadopoulos et al, 2010: 167). Environmentalism in the twentieth century is one of the most important issues that constitute the common agenda of mankind (Hosgor et al, 2015: 199). Especially successful companies will need to learn prospective green management techniques to provide quality service to their customers (Hosgor, 2014: 76).

**Guerrilla marketing** is as an alternative, holistic marketing approach. The concept designates the selection of atypical and non-dogmatic marketing activities that aim to achieve the greatest possible impact with a minimum investment (Nufer, 2013: 1). According to Hutter and Hoffmann (2011: 3) guerrilla marketing is described as being fancy, atypical, unusual, original, provoking, flexible, dynamic, innovative and creative.

**Health marketing** is creating, communicating, and delivering health information and interventions using consumer-centered and science-based strategies to protect and promote the health of diverse populations (Bernhardt, 2006).

**Internal marketing** is efforts by a service provider to effectively train and motivate its customer-contact employees and all the supporting service people to work as a team to generate customer satisfaction (Thomas, 2005: 448).

**International marketing** is the performance of business activities that direct the flow of a company's goods and services to consumers or users in more than one nation for a profit (Ghauri and Cateora, 2009: 7).

**Mobile marketing** is a set of practices that enables organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network (Smutkupt et al, 2010: 127).

**Neuromarketing** can be defined as a marketing branch using neuroscientific methods and it benefit from techniques for analysing and understanding human behaviour with regard to market and important marketing issues (Krajnović et al, 2012: 1148). Ale Smidts defined neuromarketing as the study of the cerebral mechanism to understand the consumer's behaviour in order to improve the marketing strategies (Ćosić, 2016: 140).

**Political marketing** is not just about political advertising, party political broadcasts and electoral speeches but it covers the whole area of party positioning in the electoral market (Menon, 2008).

**Relationship marketing** is a continuation of the mutual relationship between a service provider and a customer who will lead to formation of profitability (Rizan et al, 2014: 3).



Grönroos (1997: 407) defines relationship marketing as a process in which identifying and establishing, maintaining, enhancing, and when necessary terminating relationships with customers and other stakeholders, at a profit, so that the objectives of all parties involved are met, where this is done by a mutual giving and fulfillment of promises.

**Social marketing** is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research (Andreasen, 1994: 109).

**Social media marketing** is a marketing genre using online communities, social networks, blog marketing and more. It's the latest buzz in marketing (Neti, 2011: 1). According to Skoumpopoulou et al (2014) social media marketing can be defined as any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product or person using website.

**Sport marketing** is the specific application of theoretical marketing principles and processes to sport products and services; the marketing of non-sport and sport-related products and services through an association - such as a sponsorship - with sport; and the marketing of sport bodies and codes, their personalities, their events, their activities, their actions, their strategies and their image (Bühler and Nufer, 2006: 2).

**Tourism marketing** is generally concerned with the selling of dreams, since expectations of an intangible tourism service can only be realised after travel (Ana, 2008: 921).

**Word of mouth marketing** refers to the use of informal communications among networks of consumers to promote products, brands, or services (Chao et al, 2009: 1). Word of mouth marketing is also called as a free advertising (Buttle, 1998: 243).

## 2. LITERATURE REVIEW

The theses and articles written in marketing field which analyzed by means of content analysis in terms of various variables were summarized in Table 1. When Table 1, which includes 11 different studies is examined, it has been seen that related with articles of 46% of studies, theses of 36%, and declarations presented in national marketing congress of 18%. But in this study, master and PhD theses which have been written in the last 10 years, have been examined on the axis of various parameters in terms of current marketing approaches. When the literature was examined, any research carried out for this purpose was not found. It is therefore possible to say that our research is the first in its field and has an original character. In this regard, our aim is to give an idea for the students and researchers who plan to write a thesis on modern marketing approaches and to guide them in this scope.



**Table 1.** Literature review about content analysis studies done related to the topic

| Author/<br>Year            | Study<br>Field            | Range of<br>Coverage | Research<br>Subject  | Sample<br>Size | Important<br>Results   |
|----------------------------|---------------------------|----------------------|--|----------------|--|
| Sekreter & Akyuz (2003)    | Marketing                 | 1995-2002            | Foreign articles   | 50             | * The most used scale type is Likert<br>* The most used research technique is quantitative   |
| Ari et al. (2009)          | Marketing and management  | 1990-2005            | Graduate theses in Turkey                                      | 106            | * The most used data collecting tool is survey<br>* The most used statistical analysis type is descriptive analysis  |
| Tektas (2010)              | International marketing   | 1995-2010            | Domestic and foreign articles                                  | 469            | * The most used statistical analysis type is factor analysis<br>* The most used scale type is Likert   |
| A. Inan et al. (2010)      | Marketing thought schools | 1999-2009            | Declarations presented at national marketing congresses        | 263            | * The most studied subject is consumer behaviors   |
| Tektas (2011)              | Industrial marketing      | 2000-2010            | Domestic and foreign articles                                  | 412            | * The most used scale type is Likert<br>* The most used statistical analysis types are structural equation model and confirmatory factor analysis  |
| Bozyigit & Yasa (2012)     | Marketing                 | 2000-2012            | Graduate theses in Turkey                                      | 243            | * The most used scale type is Likert<br>* The most used statistical analysis type is factor<br>* The most used sampling method is simple random  |
| Bakir (2013)               | Marketing                 | 1994-2012            | PhD theses in Turkey   | 184            | * Type of the university which most thesis written is public<br>* The most used data collecting tool is survey<br>* The most used statistical analysis types are factor and variance analysis<br>* The most used sampling technique is convenience |
| D. Sakar & G. Cerit (2013) | Marketing                 | 1980-2012            | Turkish origin articles which scanned in international indexes | 173            | * The most studied article subject are tourism marketing<br>* The most thesis written university is Bilkent University,<br>* The journal which most article published is the European Journal of Marketing   |





|                          |   |           |   |     |   |
|--------------------------|---|-----------|---|-----|---|
| Tektas et al. (2014)     | Marketing                               | 1999-2013 | Declarations presented at national marketing congresses | 637 | * The most studied article subject are consumer behaviors, international marketing and e-marketing, relatively<br>*The most used scale type is Likert<br>* The most used research technique is quantitative<br>* The most used sampling technique is convenience<br>* The year which most thesis written is 2008 year                         |
| Tayfun et al. (2016)     | Tourism                                 | 1985-2016 | Graduate theses in Turkey                               | 367 | * The most studied subject are tourism marketing<br>* The number of master theses more than PhD theses<br>* The most of theses is written in 2012 year<br>* Academic title that conducted most thesis is assistant professor<br>* Institute which most thesis written is educational sciences   |
| Bozbay & Huseynli (2016) | Mobile customer relationship management | 2007-2016 | Published articles in international academic journals   | 20  | * 60% of articles are quantitative<br>* The sampling average of quantitative articles are 315<br>* The most used statistical analysis type is factor analysis   |
| Hosgor G & Hosgor (2017) | Relationship marketing                  | 2000-2016 | Master and PhD Theses in Turkey                         | 37  | * The most of the theses related with tourism and banking sectors<br>* The most used research technique is quantitative<br>* The most used data collecting tool is survey<br>* The most used statistical analysis types are correlation and factor analysis<br>* The most used variables are trust, loyalty, satisfaction and service quality |

### 3. RESEARCH METHODOLOGY

#### 3.1. Purpose of Research

The purpose of this study is to examine the master and doctoral theses written on current marketing approaches by content analysis method. In line with this aim, 258 theses conducted about marketing approaches between 2007-2016 years and they obtained from the Higher Education Council's Theses Database. Within the scope of the research, answers to the following questions have been sought:

- How are the distribution rate of theses written on current marketing approaches according to relevant topics?
- How are the distribution rate of theses written on current marketing approaches according to published years?



- How are the distribution rate of theses written on current marketing approaches according to genres of theses?
- How are the distribution rate of theses written on current marketing approaches according to characteristics of universities?
- How are the distribution rate of theses written on current marketing approaches according to institutes?
- How are the distribution rate of theses written on current marketing approaches according to titles of advisors?
- How are the distribution rate of theses written on current marketing approaches according to genders of students?
- How are the distribution rate of theses written on current marketing approaches according to averages of sampling volumes?
- How are the distribution rate of theses written on current marketing approaches according to sampling techniques?
- How are the distribution rate of theses written on current marketing approaches according to statistical analyses?

### 3.2. Pattern of Research

This study is a qualitative research based on document analysis. Qualitative researches allow for an in-depth investigated of the existing situation. Also this study, which is done with the technique of document review, is in the form of bibliometric research (Coskun et al., 2014: 381).

### 3.3. Universe and Sampling

In document reviews, in order to determine to universe-sampling framework can benefit from classical approaches often using social sciences. Universe of this study consists of master and PhD theses written using quantitative techniques about current marketing approaches between 2007-2016 years in Turkey's universities. In this study which unselected of a certain sampling method, we aimed that reaching to the whole of the universe. In this end, total 258 theses related to marketing approaches was carried out.

### 3.4. Data Source

In this research, data which belong to document analysis of theses on current marketing approaches obtained as full text from the Higher Education Council's Theses Database. As key word on the Higher Education Council's Theses Database was written "marketing" in order to reach large number of thesis about marketing approaches. Theses that obtained from this database were investigated by categorise in terms of each marketing approaches which included in fundamental topics of marketing such as *city, guerilla, neuro, educational, health, sports, social media, destination, experiential, social, tourism, internal, international, mobile, political, electronical, word of mouth, relationship, green*. In conclusion of this categorisation, it was determined that there are 258 master and doctoral theses in which 19 different subtitles.

### 3.5. Data Collecting Tool

In order to examine to exist theses which written related to issue was developed a thesis evaluation scale by researchers (Table 2). This scale covers following topic titles:



## AKADEMİK BAKIŞ DERGİSİ

Sayı: 63 Eylül – Ekim 2017

Uluslararası Hakemli Sosyal Bilimler E-Dergisi  
ISSN:1694-528X Calal-Abad Uluslararası Üniversitesi,  
Türk Dünyası Kırgız – Türk Sosyal Bilimler Enstitüsü  
Calal-Abad – KIRGIZİSTAN  
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- Year of theses
- Topic of theses
- Genre of theses
- Characteristic of universities where theses are written
- Institutes of universities where theses are written
- Academic titles of advisors who theses are conducted
- Gender of students who written theses
- Average of sampling volumes of theses
- Sampling methods of theses
- Statistical analyses of theses

### 3.6. Analysis of Data

Related theses were examined one by one according to thesis evaluation scale and data were obtained via content analysis method. Content analysis, which is one of the qualitative research methods, is one of the most frequently used methods of qualitative data analysis and is mainly used in analyzing written and visual data (Özsarı et al., 2016, 211-212). Qualitative data which obtained through this scale from theses written about marketing approaches are converted into numerical values and interpreted by using descriptive statistics as frequency, percentage and graphic. Microsoft Excel 2010 from office package programs was used for descriptive statistics. All these transactions performed between 2-19 April 2017.

### 3.7. Limitations of Study

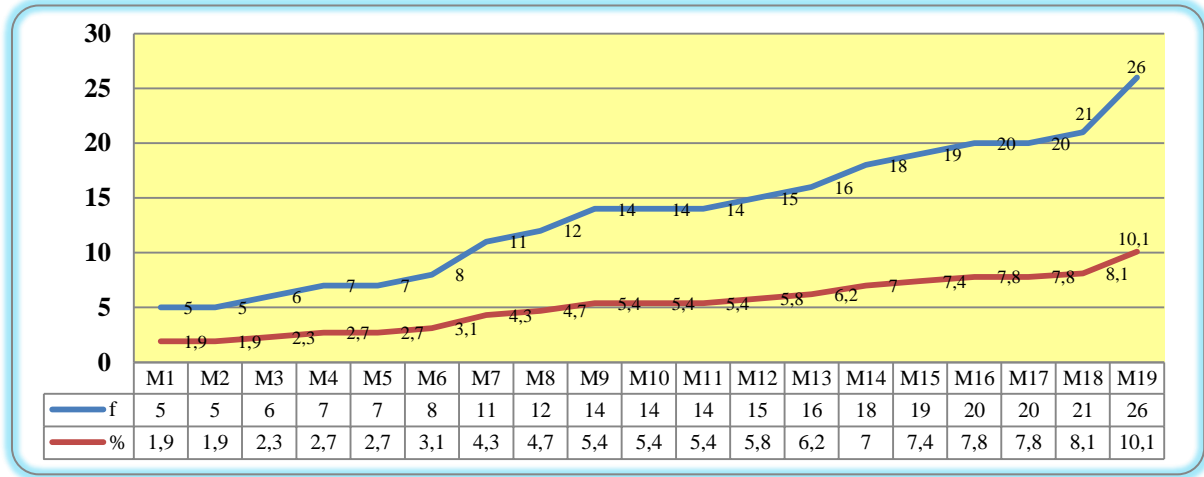
As in most researches, this study has limitations. So, the limitations of the study are as follows:

- There must be at least 5 theses written about each marketing approach.
- Exist theses must be covering last 10 years (2007-2016)
- Relevant theses must be quantitative type
- Available theses must be open to access



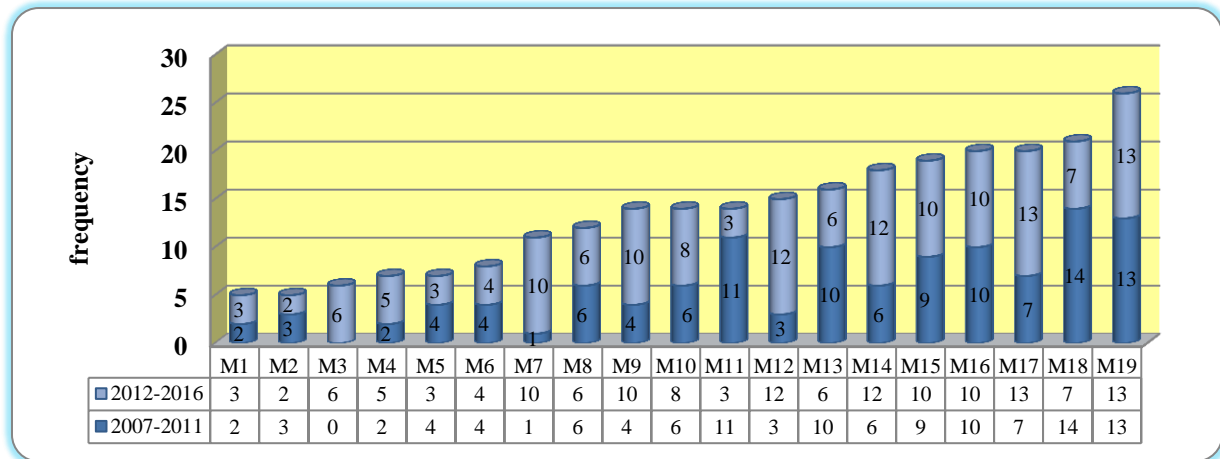


#### 4. RESULTS



**Graph 1.** Distribution of marketing approaches by topics<sup>1</sup>

Frequencies and percentages belong to kinds of the marketing approaches are given in the Graph 1. According to Graph 2, it was founded that first five theses which most wrote are green marketing (f: 26), relationship marketing (f: 21), word of mouth marketing (f:20), e-marketing (f: 20), political marketing (f: 19), while last five theses which least wrote are city marketing (f:5), guerilla marketing (f:5), neuromarketing (f:6), educational marketing (f:7) and health marketing (f:7).

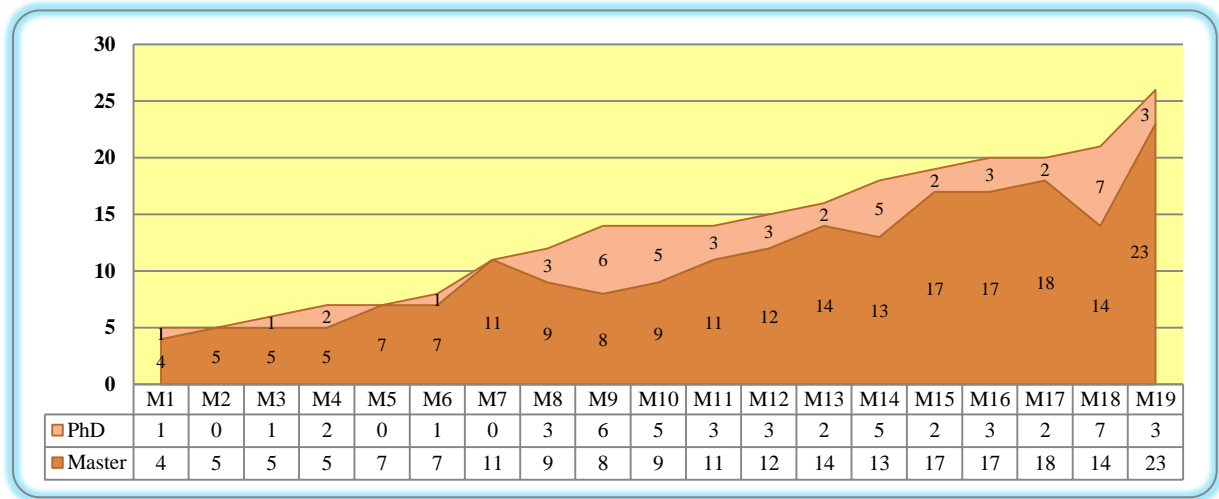


**Graph 2.** Distribution of marketing approaches by years

<sup>1</sup> **M1:** City marketing, **M2:** Guerilla marketing, **M3:** Neuro marketing, **M4:** Educational marketing, **M5:** Health marketing, **M6:** Sports marketing, **M7:** Social media marketing,, **M8:** Destination marketing, **M9:** Experiential marketing, **M10:** Social marketing, **M11:** Tourism marketing, **M12:** Internal marketing, **M13:** International marketing, **M14:** Mobile marketing, **M15:** Political marketing, **M16:** Electronical marketing, **M17:** Word of mouth marketing, **M18:** Relationship marketing, **M19:** Green marketing

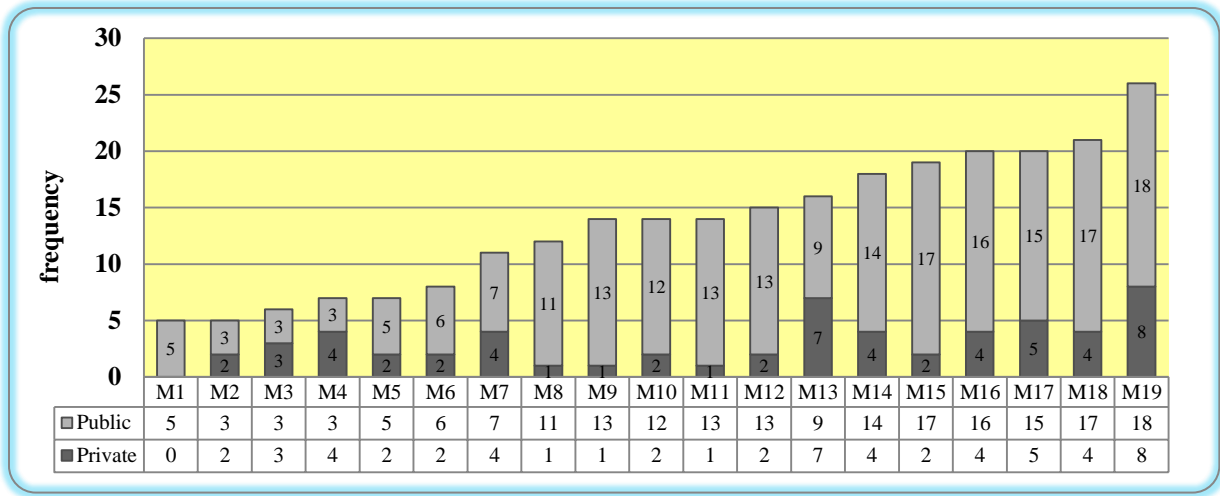


Graphic 2 shows distribution of theses which wrote about marketing approaches in Turkey between first five-years (2007-2011) and last five-years (2012-2016). When this distribution was examined, it was found that relationship marketing (f: 14), green marketing (f: 13), and tourism marketing (f: 11) have maximum number of theses among other marketing approaches over the first five-year period, respectively. On the other hand, it was illustrated that there is not thesis which wrote on neuromarketing over the same period. In addition, it was determined that word of mouth marketing (f: 13), green marketing (f: 13), internal marketing (f: 12), and mobile marketing (f: 12) have maximum number of thesis among other marketing approaches over the last five-year period, while guerrilla marketing (f: 2), city marketing (f: 2), health marketing (f: 2), and tourism marketing (f: 2) have minimum number of thesis.



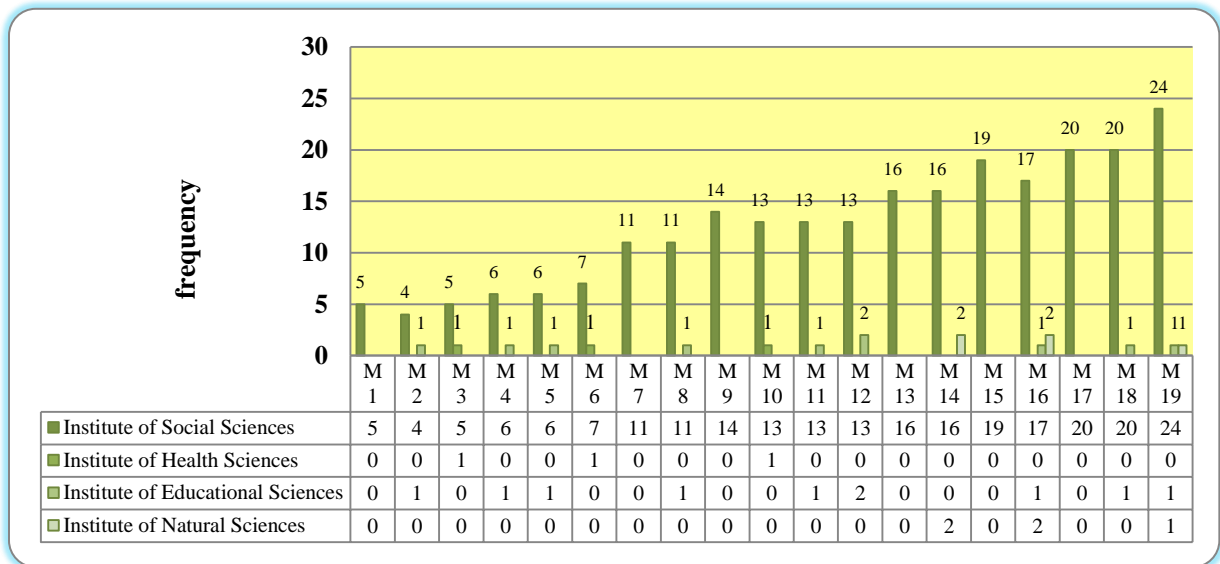
**Graph 3.** Distribution of marketing approaches by thesis types

Graph 3 reflects that distribution of marketing approaches according to kinds of the thesis. When the data in Graph 3 is investigated, it is seen that number of master theses are more than PhD theses. The results showed that minimum one thesis is existed related to all marketing approaches in master degree, but there are not wrote theses which related to guerilla marketing, health marketing and social media marketing in PhD degree. In addition to this results, it can be said that most preferred marketing approach in terms of students in level of master is green marketing, while for doctoral level is relationship marketing.



**Graph 4.** Distribution of marketing approaches by university status

In Graph 4 is presented that distribution of these topics published in terms of university status. When the frequencies belong to public and private universities in Graph 4 is examined, it is determined that number of these which wrote in public universities more than in private universities. In other words, the number of these written in public universities are 3.44 times higher than the number of these written in private universities. Also it is seen that there is not any thesis written in private universities in about city marketing. Maximum gap between public and private universities in the context of number of these written related to marketing approaches belong to city marketing. On the other hand, these results showed that one of the most preferred topics for public (f: 18) and private (f:8) university students are green marketing.

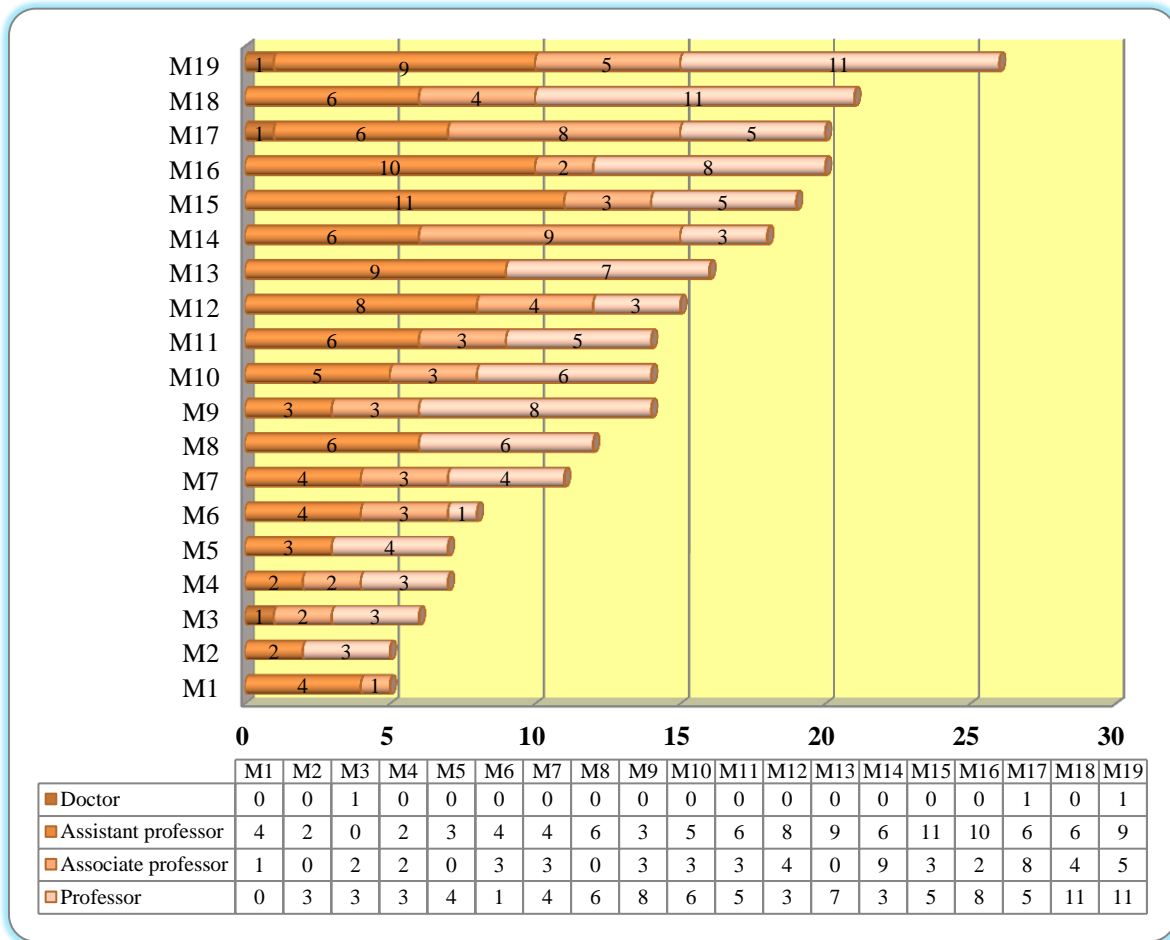


**Graph 5.** Distribution of marketing approaches by institutes

Graph 5 includes distribution of marketing approaches by institutes which published of these. When the Graph 5 is investigation, it has been revealed that number of these written in the



institute of social sciences (f: 240) are dominantly higher than institute of educational sciences (f: 10), institute of natural sciences (f: 5), and institute of health sciences (f: 3). In addition to these findings, it has been found that there are not any theses which written related to marketing approaches as city marketing, social media marketing, experiential marketing, international marketing, political marketing and word of mouth marketing among the institutes of health sciences, educational sciences, natural sciences.

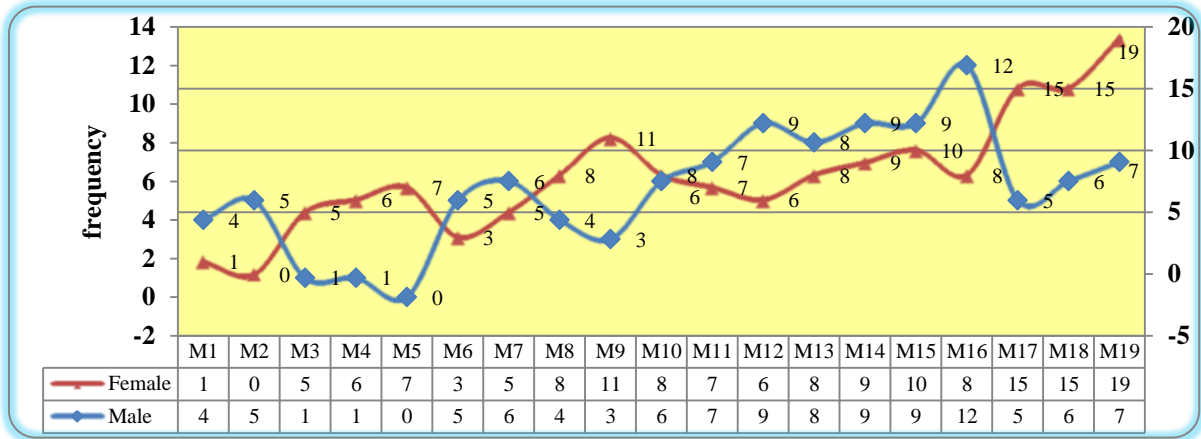


**Graph 6.** Distribution of marketing approaches by advisor titles

The distribution of conducted theses by academic titles of training staff are given in Graph 6. According to this, it has been seen that number of conducted theses on marketing approaches by academicians with professor (f: 96) title are much more than conducted theses by advisors with other academic title such as 338olitical professor (f: 95), associate professor (f: 55), and doctor (f: 3), respectively. While the theses written in concepts of green marketing (f: 11) and relationship marketing (f: 11) are mostly directed by academicians with professor titles, theses written in mobile marketing (f: 9) and word of 338olit marketing (f: 8) are managed by the associate professors. As parallel to this, it has been found that managed by 338olitical professor of most of the theses written about 338olitical marketing (f: 11). When topics of theses managed by the academicians with doctor title are examined in terms of marketing

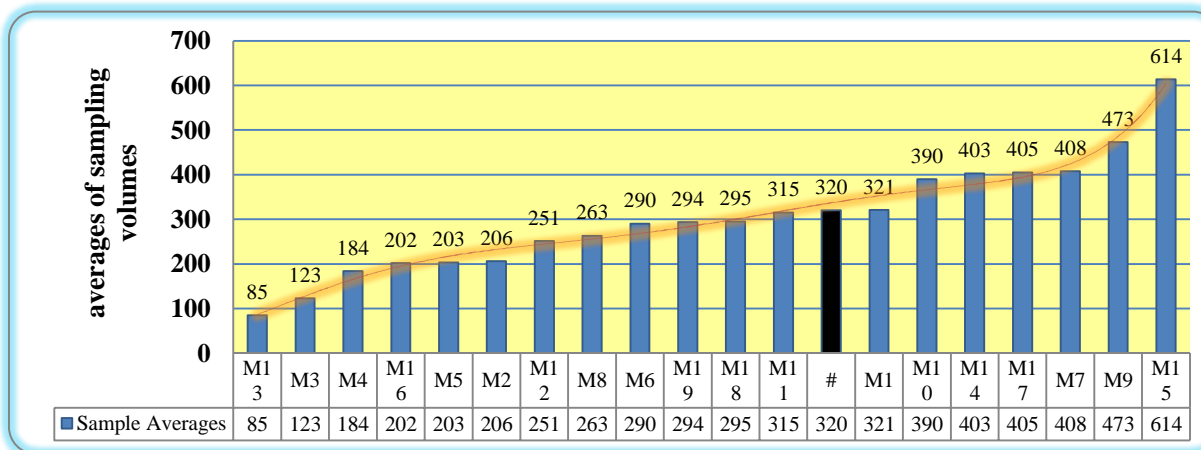


approaches, it has been determined that related to neuromarketing (f: 1), word of 339olit marketing (f: 1), green marketing (f: 1).



**Graph 7.** Distribution of thesis studies related with marketing approaches by student's gender

Graph 7 shows that how to change of thesis topics of which written on marketing approaches by 339olitica gender. When the relevant data in Graph 7 is investigation, it has been found that the number of female (f: 151) who written thesis related with marketing approaches is much more than male (f: 107). As seen in the Graph 7, while female 339olitica are preferred to write thesis in issue of green marketing (f: 19) of which one of the marketing approaches, male 339olitica are mostly selected to concept of electronic marketing (f: 12). On the other hand, it determined that there are not any thesis written related with 339oliti marketing by male 339olitica. Also as similar to this, there are not any thesis written on guerilla marketing by female 339olitica.



**Graph 8.** Distribution of thesis studies related with marketing approaches by sampling volumes<sup>2</sup>

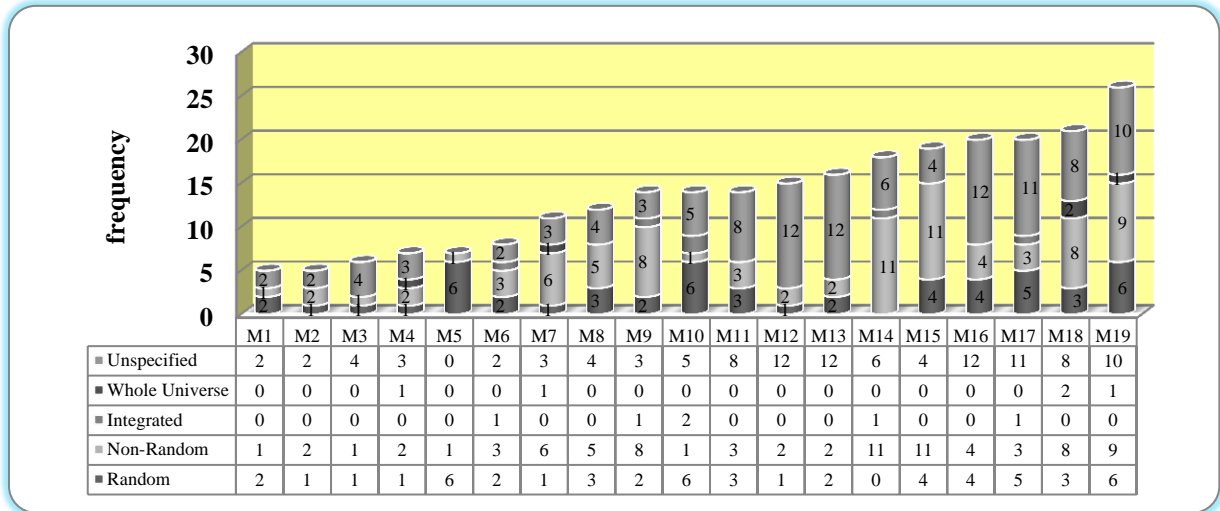
Graph 8 illustrates that how to distribute of sampling volumes of thesis of which written on marketing approaches. That is why, it can be said that that the average of the general sampling belong to all theses are 320. In this context, it has been determined that the 339olitical

<sup>2</sup> #: Overall average of sampling volumes



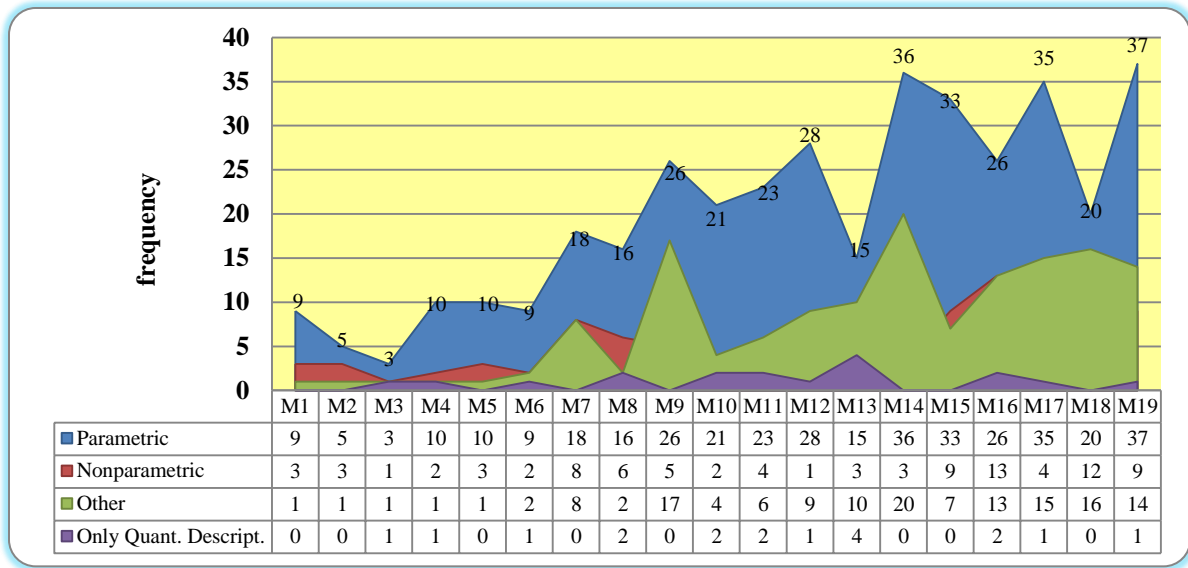


marketing (n: 614) have highest average of sampling 340oliti. In contrast to these findings, it has been reached that international marketing (n:85) have lowest average of sampling 340oliti. While averages of marketing approaches such as city marketing, social marketing, mobile marketing, word of 340olit marketing, social media marketing, experiential marketing, 340olitical marketing are more than average of all theses studies, averages of theses studies of which written on other relevant topics more lowest than general sampling level.



**Graph 9.** Distribution of marketing approaches by sampling techniques

Graph 9 expresses that how to change of thesis topics of which written on marketing approaches by sampling techniques. These techniques consist of especially four different genres such as random, non-random, integrated, whole space. In contrast to them, “unspecified” is not any sampling techniques and, it refers to unexpressed part of sampling methods. In this context, it is clear from the relevant graph that there are not any information on sampling methods in 102 theses. Moreover, when the thesis distributions are examined in terms of sampling methods, it was reached that the number of thesis which used non-random technique even higher than others (random: 53, whole space: 14, integrated: 6). These which the most used of random sampling technique belong to topics such as 340oliti (f: 6), social (f: 6), and green marketing (f: 6). On the other hand, marketing approaches which the most frequently used of non-random sampling technique are mobile (f: 11) and 340olitical marketing (f: 11), while this situation in terms of whole space sampling technique is favoured of green marketing (f: 14). Finally, it is determined that integrated technique is most frequently used in social marketing (f: 2).



**Graph 10.** Distribution of marketing approaches by statistical analyses

Distribution of marketing approaches according to the genre of statistical analyses are given in Graph 10. In general, when the theses are taken into consideration, it is determined that the most used statistical technique is integrated method. When the other techniques are investigated, it is seen that the most used second technique is parametric, third is nonparametric, fourth is only descriptive. When the in terms of all marketing approaches are evaluated, it is concluded that parametric tests are used in green marketing. On the other hand, nonparametric tests is selected for the realms of 341 political, electronic, relationship marketing. Integrated tests is selected for the relationship marketing while only descriptive tests are used for the international marketing.

## 5. DISCUSSION and CONCLUSION

A total of 258 master and PhD thesis completed between 2007-2016, which were accessed through the the Higher Education Council's Theses Database, were examined through a thesis evaluation scale (as shown in the appendices in Table 2) developed by the researchers in this study. In this scope, thesis which written on marketing approaches were investigated on the axis of 10 different research questionnaires. In this assessment, which may be answering research questions, the following conclusions have been reached:

- ✓ The most thesis written in the field of marketing approaches is green marketing (f: 26; %: 10,1), the least of which is city marketing (f: 5; %: 1,9). Also, considering that a total of 258 theses come from 19 different types of marketing, it was calculated that the average number of theses per topic is 13,6. In this context, it is possible to say that 8 theses (city, guerilla, neuro, educational, health, sports, social media, destination marketing,) are below the average and 11 theses (experiential, social, tourism, internal, international, mobile, political, electronical, word of mouth, relationship, green marketing) are above the average (Graph 1). Bakir's research (2013) was found to



include only electronic marketing (f: 2) and tourism marketing (f: 4) topics in current marketing approaches. Although his work has not been done in the field of current marketing approaches, it can be said that at this point the two study are not similar by their results. Sakar and Cetin (2013) conducted a content analysis of the articles published in the Journal of Marketing and than they reported that there are marketing approaches related with field of social marketing (f: 8), internal marketing (f: 8) and international marketing (f: 8).

- ✓ The theses written in the field of current marketing approaches in the last 10 years are divided into two the first five years (2007-2011) and the last five five years (2012-2016). The results show that the number of theses completed in the last 5 years (f: 143) is more than the first 5 years (f: 115). In the first 5 years period, the most thesis was written about relationship marketing (f: 14) but there is not thesis written on neuromarketing. On the other hand, when the numbers and topics of theses written in the last 5 years period are investigated, it is seen that the most thesis is written in word of mouth marketing (f: 13) and green marketing (f: 13), and least number of theses is related to about guerrilla marketing (f: 12) (Graph 2). In the study conducted by Tayfun and others (2016), it was emphasized that the number of theses between 2007-2016 is more than that of 1985-2006 period.
- ✓ In this research, a total of 258 dissertations related to the subject were examined, it was concluded that the number of master thesis (f: 209) was higher than the number of PhD thesis (f: 49). At the master's level, green marketing (f: 23) was the most studied subject, but least number of theses was written about city marketing. At the doctoral's level, it was determined that there was not thesis related to guerrilla marketing, health marketing and social media marketing, while the most thesis was written on the relationship marketing (f: 7) (Graph 3). Our study findings and Bozyigit and Yasa (2012) are in the same direction. In their study, the number of master's theses (f: 190) was higher than that of doctoral theses (f: 53).
- ✓ When relevant theses are evaluated in terms of the status of universities, the number of completed theses in public universities (f: 200) was found to be higher than in private universities (f: 58). In other words, the number of theses completed in public universities is 3 times that of private universities. In terms of students who have completed their undergraduate education in public universities, it has been determined that the most preferred subject is green marketing (f: 18). On the other side, it was learned that there are not theses related to guerrilla marketing, neuromarketing and education marketing. When this distribution is considered in terms of private universities, it was determined that green marketing (f: 8) was the most popular topic among students similar to public universities. It was also found that not thesis about city marketing was written (Graph 4). In the study conducted by Özel and Kozak (2012) to examine the articles written on tourism marketing, it was determined that most of the article authors work in public universities. When we consider that most of the theses belong to public universities in our study, it is parallel to the findings of Özel and Kozak (2012).



- ✓ When the number of the thesis and subjects are evaluated in terms of institutes to which the universities are affiliated; a large part of the theses were completed under the social sciences institute (f: 240, 93%) and 24 of them were written about green marketing. It was determined that 3.9% of the theses (f: 10) were written under the roof of the Institute of Educational Sciences and 2 of these included internal marketing. It was found that 1.9% of the theses (f: 5) were conducted in accordance with the Institute of Natural Sciences and 2 of them were written in mobile marketing and 2 in electronic marketing. On the other hand, it was determined that the institute with the least number of theses is the institute of health sciences (f: 3, 1.2%) and that 1 of them is related to neuro marketing, 1 is sports marketing and 1 is social marketing (Graph 5). In the study of Sahin and Topal (2016) in which doctoral theses on the supply chain topic were addressed, it was determined that most theses were written at institute of social sciences. It is parallel to our findings in this context.
- ✓ When examining the theses related to the subject and the titles of the academicians conducted these theses; it was concluded that managed to 40% of theses (f: 104) by assistant professors, 37.2% (f: 96) of theses by professors, 21.3% (f: 55) of theses by associate professors, 1.2% (f: 3) of theses by doctor. Moreover, it has been determined that the most theses directed by assistant professors are about politics marketing (f: 11). The most dominated thesis topics by professors are relational marketing (f: 11) and green marketing (f: 11). Unlike these, it was determined that the most theses carried out by associate professors are related to mobile marketing (f: 9). On the other hand, it has been determined that the three theses managed to by doctoral scholars are related to neuromarketing (f: 1), word of mouth marketing (f: 1) and green marketing (f: 1), respectively (Graph 6). In the study conducted by Cicek and Kozak (2012) in order to determine the bibliometric profile of the articles published in Anatolia: Tourism Research Journal, it was determined that most articles were written by assistant professors. The same result was obtained in the study by Evren and Kocak (2012). Therefore, this finding is parallel to our results.
- ✓ When the written theses are examined in terms of the sex of the students, the superiority of the female students (f: 151, 58,5%) is more remarkable than the males (f: 107, 41,5%). In other words, the number of female students who wrote theses in current marketing approaches is 1.4 times higher than male students. Also, while the most preferred topic for female students was green marketing (f: 19), electronic marketing (f: 12) was the most preferred current marketing approach by male students (Graph 7). In the study conducted on strategic planning by Aktan (2014), it was highlighted that male authors published more theses. So in this case, it does not coincide with our findings.
- ✓ When the theses written in the field of 19 different current marketing approaches are evaluated according to sampling volumes; It is calculated that a total of 258 theses has 320 sample volumes. The approach with the highest sampling volume has been concluded to be the political marketing (614) topic, while the lowest has been found to be international marketing (85). Therefore, it is possible to say that 12 marketing approaches (M13<M3<M4<M16<M15<M2<M12<M8<M6<M19<M18<M11) have



a value below the average, while the rest of theses (M1<M10<M14<M17<M7<M9<M15) are above the average (Graph 8). According to the article written by Tektas (2010) on international marketing, it was determined that the vast majority of the studies examined have sample volumes between 1-100 (31.6%). In the same way, in the study of Bakir (2013), it was determined that the maximum sample volume was accumulated between 0-100. Therefore, it can be said that this study differs from our findings.

- ✓ It was concluded that 43% of the theses (f: 111) were not informed about the sampling technique used. Most of the theses written on internal marketing, international marketing and electronic marketing have not been given information about which technique is used. 32.2% of the theses (f: 83) were used non-random sampling technique. Of these, the most preferred method is convenience sampling (f: 57, 22%) and the most used for mobile marketing (f: 8). The random sampling method (f: 53) was used in 20.6% of the theses. Among them, simple random sampling method (f: 40, 15.5%) was used most frequently and it was mostly used for health marketing (f: 16). In 2.3% of the theses (f: 6), more than one sampling method is used together while the usage rate of the whole space sampling technique (f: 5) is only 1.9% (Graph 9). In Bakir's (2013) study, it was found that non-random sampling methods (43.5%) were used the most and 41.3% of the theses were not informed about sampling methods. It is possible to say that these results are similar to our findings. Just as our study, Tektas et al. (2014) also found that most preferred sampling method is convenience.
- ✓ It was concluded that the tests with the highest usage rates in the theses were parametric (59.4%), other (23.2%), non-parametric (14.6%) and only quantitative descriptive (2.8%), respectively. The most commonly used among the parametric tests was t test (f: 140 times) and it was especially preferred in green marketing (f: 14 times). Correlation analysis (f: 76 times), which is found under the category of other tests, is the most used type of statistical analysis and it is frequently used in mobile marketing (f: 9) and word of mouth marketing (f: 9). Although chi-square analysis, which is one of the non-parametric tests, has been used 39 times in total, it has found the most use in thesis related to electronic marketing (f: 5). Finally, the most preferred approach to quantitative descriptive tests such as mean, standard deviation, frequency and percentage is belong to international marketing (f: 4) (Graph 10). Factor analysis (39%) and descriptive statistics (30%) were found to be most frequently used in the study of industrial marketing by Tektas (2011). In the study of Ari et al. (2009), descriptive statistics such as percent, frequency and mean were used more frequently. On the contrary, in our study, it was determined that the t test had the highest usage rate.





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## AKADEMİK BAKIŞ DERGİSİ

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**Table 2.** The frequencies and marketing approaches types of the variables examined according to thesis evaluation scale developed by researchers

| Marketing Approach Codes | Types of Marketing Approach | Annual Periods |           | Total | Thesis Types  |        | University Types |        | Institute Types |                 |                 |                      | Academic Title Types |       |               |              | Genders |       | Averages        |        |
|--------------------------|-----------------------------|----------------|-----------|-------|---------------|--------|------------------|--------|-----------------|-----------------|-----------------|----------------------|----------------------|-------|---------------|--------------|---------|-------|-----------------|--------|
|                          |                             | 2007-2011      | 2012-2016 |       | Thesis Number | Master | PhD              | Public | Private         | Social Sciences | Health Sciences | Educational Sciences | Natural Sciences     | Dr.   | Assist. Prof. | Assoc. Prof. | Prof.   | Male  |                 | Female |
| M1                       | City marketing              | 2              | 3         | 5     | 4             | 1      | 5                | 0      | 5               | 0               | 0               | 0                    | 0                    | 4     | 1             | 0            | 0       | 4     | 1               | 321    |
| M2                       | Guerilla marketing          | 3              | 2         | 5     | 5             | 0      | 3                | 2      | 4               | 0               | 1               | 0                    | 0                    | 2     | 0             | 3            | 5       | 0     | 206             |        |
| M3                       | Neuro marketing             | 0              | 6         | 6     | 5             | 1      | 3                | 3      | 5               | 1               | 0               | 0                    | 1                    | 0     | 2             | 3            | 1       | 5     | 123             |        |
| M4                       | Educational marketing       | 2              | 5         | 7     | 5             | 2      | 3                | 4      | 6               | 0               | 1               | 0                    | 0                    | 2     | 2             | 3            | 1       | 6     | 184             |        |
| M5                       | Health marketing            | 4              | 3         | 7     | 7             | 0      | 5                | 2      | 6               | 0               | 1               | 0                    | 0                    | 3     | 0             | 4            | 0       | 7     | 203             |        |
| M6                       | Sports marketing            | 4              | 4         | 8     | 7             | 1      | 6                | 2      | 7               | 1               | 0               | 0                    | 0                    | 4     | 3             | 1            | 5       | 3     | 290             |        |
| M7                       | Social media marketing      | 1              | 10        | 11    | 11            | 0      | 7                | 4      | 11              | 0               | 0               | 0                    | 0                    | 4     | 3             | 4            | 6       | 5     | 408             |        |
| M8                       | Destination marketing       | 6              | 6         | 12    | 9             | 3      | 11               | 1      | 11              | 0               | 1               | 0                    | 0                    | 6     | 0             | 6            | 4       | 8     | 263             |        |
| M9                       | Experiential marketing      | 4              | 10        | 14    | 8             | 6      | 13               | 1      | 14              | 0               | 0               | 0                    | 0                    | 3     | 3             | 8            | 3       | 11    | 473             |        |
| M10                      | Social marketing            | 6              | 8         | 14    | 9             | 5      | 12               | 2      | 13              | 1               | 0               | 0                    | 0                    | 5     | 3             | 6            | 6       | 8     | 390             |        |
| M11                      | Tourism marketing           | 11             | 3         | 14    | 11            | 3      | 13               | 1      | 13              | 0               | 1               | 0                    | 0                    | 6     | 3             | 5            | 7       | 7     | 315             |        |
| M12                      | Internal marketing          | 3              | 12        | 15    | 12            | 3      | 13               | 2      | 13              | 0               | 2               | 0                    | 0                    | 8     | 4             | 3            | 9       | 6     | 251             |        |
| M13                      | International marketing     | 10             | 6         | 16    | 14            | 2      | 9                | 7      | 16              | 0               | 0               | 0                    | 0                    | 9     | 0             | 7            | 8       | 8     | 85              |        |
| M14                      | Mobile marketing            | 6              | 12        | 18    | 13            | 5      | 14               | 4      | 16              | 0               | 0               | 2                    | 0                    | 6     | 9             | 3            | 9       | 9     | 403             |        |
| M15                      | Political marketing         | 9              | 10        | 19    | 17            | 2      | 17               | 2      | 19              | 0               | 0               | 0                    | 0                    | 11    | 3             | 5            | 9       | 10    | 614             |        |
| M16                      | Electronical marketing      | 10             | 10        | 20    | 17            | 3      | 16               | 4      | 17              | 0               | 1               | 2                    | 0                    | 10    | 2             | 8            | 12      | 8     | 202             |        |
| M17                      | Word of mouth marketing     | 7              | 13        | 20    | 18            | 2      | 15               | 5      | 20              | 0               | 0               | 0                    | 1                    | 6     | 8             | 5            | 5       | 15    | 405             |        |
| M18                      | Relationship marketing      | 14             | 7         | 21    | 14            | 7      | 17               | 4      | 20              | 0               | 1               | 0                    | 0                    | 6     | 4             | 11           | 6       | 15    | 295             |        |
| M19                      | Green marketing             | 13             | 13        | 26    | 23            | 3      | 18               | 8      | 24              | 0               | 1               | 1                    | 1                    | 9     | 5             | 11           | 7       | 19    | 294             |        |
| Sum of Columns           |                             | 115            | 143       | 258   | 209           | 49     | 200              | 58     | 240             | 3               | 10              | 5                    | 3                    | 104   | 55            | 96           | 107     | 151   | Overall Average |        |
| %                        |                             | 44,6           | 55,4      | 100,0 | 81,0          | 19,0   | 77,5             | 22,5   | 93,0            | 1,2             | 3,9             | 1,9                  | 1,2                  | 40,3  | 21,3          | 37,2         | 41,5    | 58,5  | 320             |        |
| Sum of Rows              |                             | 258            | 258       | 258   | 258           | 258    | 258              | 258    | 258             | 258             | 258             | 258                  | 258                  | 258   | 258           | 258          | 258     | 258   |                 | 320    |
| %                        |                             | 100,0          | 100,0     | 100,0 | 100,0         | 100,0  | 100,0            | 100,0  | 100,0           | 100,0           | 100,0           | 100,0                | 100,0                | 100,0 | 100,0         | 100,0        | 100,0   | 100,0 |                 |        |

**Continuation of Table 2**

| Marketing Approach Codes | Types of Marketing Approach | Random Sampling |            |           |            | N-Random Sampling |          |       |          | Integrated             |                  |                         |  | Whole Space Sampling | Unspecified |
|--------------------------|-----------------------------|-----------------|------------|-----------|------------|-------------------|----------|-------|----------|------------------------|------------------|-------------------------|--|----------------------|-------------|
|                          |                             | Simple Random   | Systematic | Clustered | Stratified | Convenience       | Snowball | Quota | Judgment | Snowball + Convenience | Judgment + Quota | Simple Random + Cluster |  |                      |             |
|                          |                             |                 |            |           |            |                   |          |       |          |                        |                  |                         |  |                      |             |





|                |                         |      |     |     |     |      |     |     |     |     |     |     |     |      |
|----------------|-------------------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|
| M1             | City marketing          | 0    | 1   | 0   | 1   | 1    | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 2    |
| M2             | Guerilla marketing      | 1    | 0   | 0   | 0   | 2    | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 2    |
| M3             | Neuro marketing         | 1    | 0   | 0   | 0   | 1    | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 4    |
| M4             | Educational marketing   | 1    | 0   | 0   | 0   | 2    | 0   | 0   | 0   | 0   | 0   | 0   | 1   | 3    |
| M5             | Health marketing        | 6    | 0   | 0   | 0   | 0    | 0   | 0   | 1   | 0   | 0   | 0   | 0   | 0    |
| M6             | Sports marketing        | 2    | 0   | 0   | 0   | 2    | 0   | 1   | 0   | 1   | 0   | 0   | 0   | 2    |
| M7             | Social media marketing  | 1    | 0   | 0   | 0   | 6    | 0   | 0   | 0   | 0   | 0   | 0   | 1   | 3    |
| M8             | Destination marketing   | 2    | 1   | 0   | 0   | 3    | 0   | 0   | 2   | 0   | 0   | 0   | 0   | 4    |
| M9             | Experiential marketing  | 2    | 0   | 0   | 0   | 5    | 0   | 1   | 2   | 1   | 0   | 0   | 0   | 3    |
| M10            | Social marketing        | 4    | 0   | 0   | 2   | 1    | 0   | 0   | 0   | 0   | 1   | 1   | 0   | 5    |
| M11            | Tourism marketing       | 2    | 0   | 0   | 1   | 2    | 0   | 0   | 1   | 0   | 0   | 0   | 0   | 8    |
| M12            | Internal marketing      | 1    | 0   | 0   | 0   | 1    | 1   | 0   | 0   | 0   | 0   | 0   | 0   | 12   |
| M13            | International marketing | 2    | 0   | 0   | 0   | 2    | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 12   |
| M14            | Mobile marketing        | 0    | 0   | 0   | 0   | 8    | 0   | 1   | 2   | 1   | 0   | 0   | 0   | 6    |
| M15            | Political marketing     | 2    | 0   | 2   | 0   | 6    | 0   | 5   | 0   | 0   | 0   | 0   | 0   | 4    |
| M16            | Electronical marketing  | 3    | 0   | 0   | 1   | 3    | 0   | 0   | 1   | 0   | 0   | 0   | 0   | 12   |
| M17            | Word of mouth marketing | 4    | 0   | 1   | 0   | 3    | 0   | 0   | 0   | 1   | 0   | 0   | 0   | 11   |
| M18            | Relationship marketing  | 1    | 2   | 0   | 0   | 4    | 0   | 0   | 4   | 0   | 0   | 0   | 2   | 8    |
| M19            | Green marketing         | 5    | 0   | 1   | 0   | 5    | 1   | 0   | 3   | 0   | 0   | 0   | 1   | 10   |
| Sum of Columns |                         | 40   | 4   | 4   | 5   | 57   | 2   | 8   | 16  | 4   | 1   | 1   | 5   | 111  |
| %              |                         | 15,5 | 1,6 | 1,6 | 1,9 | 22,0 | 0,8 | 3,1 | 6,2 | 1,6 | 0,4 | 0,4 | 1,9 | 43,0 |
| Sum of Rows    |                         | 53   |     |     |     | 83   |     |     |     | 6   |     |     | 5   | 111  |
| %              |                         | 20,6 |     |     |     | 32,2 |     |     |     | 2,3 |     |     | 1,9 | 43,0 |

Continuation of Table 2

| Marketing Approach Codes | Types of Marketing Approach | Parametric Tests |       |        |        |             |         | Nonparametric Tests |                  |            |          |          | Other Tests |            |                              |          |                            | Only Quantitative Descriptives |                |
|--------------------------|-----------------------------|------------------|-------|--------|--------|-------------|---------|---------------------|------------------|------------|----------|----------|-------------|------------|------------------------------|----------|----------------------------|--------------------------------|----------------|
|                          |                             | Factor t         | Anova | Manova | Ancova | Discriminat | Cluster | Mann Whitney U      | Kruskal Wallis H | Chi-Square | Wilcoxon | Friedman | Correlation | Regression | Structural Equation Modeling | Conjoint | Multi Dimensional Scalling |                                | Correspondence |
| M1                       | City marketing              | 2                | 3     | 4      | 0      | 0           | 0       | 0                   | 0                | 3          | 0        | 0        | 0           | 0          | 0                            | 1        | 0                          | 0                              | 0              |
| M2                       | Guerilla marketing          | 0                | 3     | 2      | 0      | 0           | 0       | 0                   | 1                | 1          | 1        | 0        | 0           | 1          | 0                            | 0        | 0                          | 0                              | 0              |
| M3                       | Neuro marketing             | 0                | 0     | 3      | 0      | 0           | 0       | 0                   | 0                | 0          | 1        | 0        | 0           | 1          | 0                            | 0        | 0                          | 0                              | 1              |
| M4                       | Educational marketing       | 3                | 4     | 3      | 0      | 0           | 0       | 0                   | 1                | 1          | 0        | 0        | 0           | 1          | 0                            | 0        | 0                          | 0                              | 1              |
| M5                       | Health marketing            | 1                | 4     | 5      | 0      | 0           | 0       | 0                   | 1                | 1          | 1        | 0        | 0           | 1          | 0                            | 0        | 0                          | 0                              | 0              |
| M6                       | Sports marketing            | 4                | 5     | 0      | 0      | 0           | 0       | 0                   | 1                | 1          | 0        | 0        | 0           | 1          | 1                            | 0        | 0                          | 0                              | 1              |
| M7                       | Social media marketing      | 6                | 5     | 6      | 0      | 0           | 0       | 1                   | 2                | 2          | 4        | 0        | 0           | 3          | 3                            | 2        | 0                          | 0                              | 0              |
| M8                       | Destination marketing       | 4                | 6     | 6      | 0      | 0           | 0       | 0                   | 1                | 1          | 4        | 0        | 0           | 1          | 1                            | 0        | 0                          | 0                              | 2              |
| M9                       | Experiential marketing      | 11               | 6     | 7      | 2      | 0           | 0       | 0                   | 1                | 1          | 3        | 0        | 0           | 8          | 6                            | 2        | 0                          | 0                              | 1              |
| M10                      | Social marketing            | 2                | 11    | 8      | 0      | 0           | 0       | 0                   | 1                | 1          | 0        | 0        | 0           | 3          | 1                            | 0        | 0                          | 0                              | 2              |
| M11                      | Tourism marketing           | 6                | 9     | 8      | 0      | 0           | 0       | 0                   | 0                | 0          | 4        | 0        | 0           | 3          | 1                            | 2        | 0                          | 0                              | 2              |
| M12                      | Internal marketing          | 6                | 12    | 10     | 0      | 0           | 0       | 0                   | 1                | 0          | 0        | 0        | 0           | 4          | 5                            | 0        | 0                          | 0                              | 1              |



|                         |                         |      |    |    |   |   |   |   |      |    |    |   |      |    |    |    |     |   |   |    |
|-------------------------|-------------------------|------|----|----|---|---|---|---|------|----|----|---|------|----|----|----|-----|---|---|----|
| M1<br>3                 | International marketing | 5    | 5  | 5  | 0 | 0 | 0 | 0 | 1    | 0  | 2  | 0 | 0    | 5  | 3  | 2  | 0   | 0 | 0 | 4  |
| M1<br>4                 | Mobile marketing        | 9    | 13 | 11 | 1 | 1 | 0 | 1 | 1    | 1  | 1  | 0 | 0    | 9  | 8  | 3  | 0   | 0 | 0 | 0  |
| M1<br>5                 | Political marketing     | 7    | 12 | 11 | 0 | 0 | 2 | 1 | 4    | 3  | 2  | 0 | 0    | 5  | 1  | 0  | 0   | 1 | 0 | 0  |
| M1<br>6                 | Electronical marketing  | 7    | 9  | 10 | 0 | 0 | 0 | 0 | 4    | 4  | 5  | 0 | 0    | 7  | 4  | 1  | 0   | 1 | 0 | 2  |
| M1<br>7                 | Word of mouth marketing | 7    | 13 | 13 | 0 | 1 | 0 | 1 | 0    | 1  | 2  | 1 | 0    | 9  | 6  | 0  | 0   | 0 | 0 | 1  |
| M1<br>8                 | Relationship marketing  | 9    | 6  | 5  | 0 | 0 | 0 | 0 | 4    | 4  | 3  | 1 | 0    | 8  | 3  | 5  | 0   | 0 | 0 | 0  |
| M1<br>9                 | Green marketing         | 11   | 14 | 10 | 1 | 0 | 1 | 0 | 2    | 3  | 3  | 0 | 1    | 6  | 7  | 1  | 0   | 0 | 0 | 1  |
| Sum of Columns          |                         | 10   | 14 | 12 | 4 | 2 | 3 | 4 | 26   | 25 | 39 | 2 | 1    | 76 | 50 | 18 | 1   | 2 | 1 | 18 |
| Sum of Rows             |                         | 380  |    |    |   |   |   |   | 93   |    |    |   | 148  |    |    |    | 18  |   |   |    |
| Overall Usage Rates (%) |                         | 59,4 |    |    |   |   |   |   | 14,6 |    |    |   | 23,2 |    |    |    | 2,8 |   |   |    |