Pazarlama ve Toplum Arasindaki Müşterek İlişki

The Mutual Relationship between Marketing and Society

Mesut ÇİÇEK

Dr. Öğretim Üyesi   Yalova Üniversitesi İktisadi ve İdari Bilimler Fak.

Asst Prof., Yalova University Faculty of Economics and Administrative Sciences

mesutcicek82@gmail.com

Orcid ID: 0000-0001-8046-1293

Makale Bilgisi / Article Information

The Mutual Relationship between Marketing and Society

Abstract

After the emergence of marketing as a discipline in the early 1900's, the scope of marketing experienced a constant change and development. However, the researchers have not yet arrived at a conclusion about the scope of marketing. When the debates on the scope of marketing is analyzed, it may be seen that the relationship between the social issues and marketing is one of the issues at the core. In this context, the present study aims to analyze the relationship between society and marketing from different perspectives such as macromarketing, social marketing, social exchange and consumer behavior. Based on the evaluation of the relevant literature, it is suggested that the definition of marketing should be made from the social perspective, for the concepts of marketing and society are indispensable for each other. Thus, society is crucial for the marketing and vice versa. The relationship between the two is essential for enhancing the quality of life and making the world more liveable.

Key terms: Social Marketing, Macro Marketing, Social Exchange, Marketing, Society.

Pazarlama ve Toplum Arasindaki Müşterek İlişki

Öz

1900'lü yılların başında pazarlama disiplinin ortaya çıkmasından itibaren pazarlamanın kapsamı sürekli bir değişim ve gelişim içinde olmuştur. Fakat pazarlama ile ilgili bilim adamları henüz pazarlamanın kapsamı ile ilgili bir sonuca varamamışlardır. Pazarlamanın kapsamı ile ilgili tartışma incelendiğinde, bu tartışmanın özünün pazarlama ve sosyal konular arasındaki ilişkiler olduğu görülmüştür. Bu bağlamda, bu çalışmanın amacı Pazarlama ve toplum arasındaki ilişkiyi makro-pazarlama, sosyal pazarlama, sosyal alışveriş ve tüketici davranışları perspektiflerinden incelemektir. Konu ile ilgili literatür incelendiğinde, pazarlamanın mutlaka sosyal yönleri de içine alması gerektiği ortaya çıkartılmıştır. Çünkü hayat kalitesini arttırabilmek ve dünyayı daha yaşanılabilir bir yer kılabilmek için hem toplum pazarlama için hayati önem taşımaktadır, hem de pazarlama toplum için çok önemlidir.

Anahtar Kelimeler: Sosyal Pazarlama, Makro Pazarlama, Sosyal Alışveriş, Pazarlama, Toplum

1. Introduction

After the emergence of marketing as a discipline in the early 1900's, the scope of marketing has changed and developed (Harris, 1996). However, the authors have not come up with a conclusion whether the scope of marketing must be broadened by including not for profit organizations (Kotler and Levy, 1969), and societal dimensions (Lazer, 1969) or it must be limited to the business processes and activities that ultimately result in market transactions (Luck, 1969). When the debate on the scope of marketing is analyzed, it can be revealed that the relationship between the social issues and marketing is one of the issues at the core. For instance, Hunt (1976) in his popular article, The Nature and Scope of Marketing, categorized all marketing phenomena, topics and issues using three categorical dichotomies of Profit – Non-Profit sector, micro - macro and positive – normative to indicate the scope of marketing in a general perspective. Two of the three dichotomies which are profit – non-profit and micro - macro are directly related to the relationship between the social issues and marketing. On the other hand, Sheth, Gardner and Garrett (1988) conducted an elaborative literature review of marketing and defined twelve schools of thought. Four of the twelve schools of marketing thoughts which are Macro marketing, Activist, Social Exchange and Buyer Behavior are somehow related to nexus between society and marketing. Analyzing the relationship between society and marketing from a single perspective is not so easy and researchers are conflicting to emphasize this relationship. Some have defined the relationship to state the use of marketing skills in social causes, whereas others have meant it to refer also to the study of markets and marketing activities within a total social system (Lazer and Kelley, 1973). On the other hand, Wilkie and Moore (2006) claimed that instead of a single unified presence, there are some subgroups at work on research dealing with marketing and society issues. These subgroups can be summarized as follows: *social marketing* which focuses on social change and help those managing these efforts; *marketing ethics* which focuses on helping corporate marketers make more ethical decisions; *public policy and marketing* which helps government decision makers and marketers devise more efficient and effective regulatory policies or legislation, or on broader issues involving the roles for government, marketers, and the legal system; *macromarketing* which deals with the aggregate marketing system and its impacts on economic development, quality of life, and other related issues; *consumer interest economists*; and *international consumer policy*. In addition, Marketing and Society Special Interest Group (SIG) of the AMA tried to integrate the subgroups into a larger area of focus, but the aimed integration has not occurred (Wilkie and Moore, 2006).

In this context, the objective of this study is to analyze the relationship between society and marketing from different perspectives. First, the relationship will be examined from a Macromarketing perspective which addresses the big picture questions, such as how does the marketing system impact society; how does society impact the marketing system; how productive is the aggregate marketing system (Shaw and Jones, 2005). Then, the relationship will be analyzed from a social marketing and social exchange perspective, and in the final part from a sociological perspective which emphasizes the effects of others in buyer behavior such as reference groups, social classes, and word of mouth.

2. Macro-Marketing Perspective

In the context of the social systems paradigm, macromarketing requires an understanding of marketing from a social system perspective (Dixon, 1984). One of the most widely accepted definition of macromarketing is "the study of marketing systems, their impact on society, and society's impact on marketing systems" (Hunt, 1981, p.8). Although understanding the role of marketing in society began in the 1960's (Sheth, Gardner and Garrett, 1988), the history of macromarketing is rooted in prior to the academic study of marketing (Shaw and Jones, 2005). Shaw (1995) claimed that first macromarketing issues were stated by ancient Greek Socratic philosophers, Plato and Aristotle; they discussed how marketing was integrated into society. In addition, to Plato, "the marketing system is part of the social system, and society expresses approval or censure of its institutions by laws" (Shaw, 1995, p.15).

Before the popularity of the macromarketing during 1960's, some authors such as Shaw (1912); Alderson (1937), and Breyer (1934) had considered marketing as societal system which was similar to standpoint of macromarketing (Wilkie and Moore, 2006). For example, Breyer (1934, p. 192) stated as follows:

> *Marketing is not primarily a means for garnering profits for individuals. It is, in the larger, more vital sense, an economic instrument used to accomplish indispensable social ends. A marketing system designed solely for its social effectiveness would move goods with a minimum of time and effort to deficit points . . . [and] provide a fair compensation, and no more, for the efforts of those engaged in the activity. At the same time, it would provide the incentive needed to stimulate constant improvements in its methods. These are the prime requisites of social effectiveness.*

Furthermore, Vaile, Grether and Cox (1952) expressed that marketing systems perform two different tasks for their societies: (1) delivering the standard of living for the citizens and (2) creating marketplace dynamism

to foster continual innovation to enhance the society's standard of living over time (cited in Wilkie and Moore, 2006).

During the 1960's the role of the business institutions through society started to increase. The reason for this was the emergence of some issues such as price fixing, industrial military complex, monopoly powers. Thus, people began to criticize the business activities and in parallel with the growing role of businesses in society, macromarketing has emerged. The main objective of the macromarketing was to examine and comprehend societal needs and concerns and their effects on marketing as a social institution (Sheth, Gardner and Garrett, 1988).

Fisk was one of the most important pioneers on macromarketing perspective. He inspired by the thoughts of Alderson, Breyer, and Cox, used a general system perspective to analyse the relationship between the marketing and society (Sheth, Gardner and Garrett, 1988). Fisk also differentiated the micro and macro marketing, and regarded macromarketing as an aggregation of individual firms and households (Shaw and Jones, 2005). He was also the first editor of the Journal of Macromarketing. On the other hand, Holloway and Hancock (1964) conducted a comprehensive literature review about the sociological, political, economic, legal, ethical, competitive and technological environment. They also revealed that marketing has an impact on society, or vice versa. Bucklin (1970) reviewed a collection of articles on marketing systems, which included work on the classification of channel structures, power and conflict in channels, distribution system relevance and efficiency in American society, and channel coordination and economic development. In 1972, Moyer published a book called "Introduction to Macromarketing" that addressed the rising concern of the consumers about the social impact of trends in marketing practice and also he claimed that marketing must be at an aggregate level and should be used to achieve social objectives (Layton and Grossbart, 2006).

In 1976, the first annual macromarketing seminar was held at the University of Colorado in Boulder to "bring together scholars who shared an interest in studying marketing from a societal perspective" (White and Slater 1978, p.1). The focus of the seminar was on distributive processes from a societal perspective. Although this was a priority, the first order of business was to clarify and identify the boundaries of macromarketing (Layton and Grossbart, 2006). One of the most relevant definition of macromarketing was stated by Hunt in 1977 (p.56) as "macromarketing refers to the study of (a) marketing systems, (b) the impact and consequences of marketing systems on society, and (c) the impact and consequences of society on marketing systems." Hunt (1981) restated his

"İnsan ve Toplum Bilimleri Araştırmaları Dergisi"
"Journal of the Human and Social Sciences Researches"
[itobiad / 2147-1185]

Cilt: 7,   Sayı: 5
Volume: 7,   Issue: 5
2018

[121]

definition and claimed that macromarketing allows for varying levels of aggregation, includes work on social responsibility and economic development, and picks up the impact of differing legal, political, and social value systems. On the other hand, Fisk (1981, p.3) listed four areas of macromarketing as following: (a) marketing as a life supply support provisioning technology, (b) the quality and quantity of life goods served by marketing, (c) marketing as a technology for mobilizing and allocating economic resources, (d) societal consequences of marketing in learning societies.

During the 1980's several subjects emerged related to macro marketing. Layton and Grossbart (2006) summarized these areas as following: public policy considerations (Carman, 1982), integrated theory of consumer regulation (Venkatesh and Burger, 1984), review of market failures, regulatory responses, and implications for marketing and public policy (Harris and Carman, 1983, 1984, 1986), market alienation (Bearden and Mason, 1983), equity considerations in the workings of public policy (Crompton and Lamb, 1983; Dixon, 1983). From an environmental perspective, Barnes (1982) focused on recycling, and Antil (1984) and Leigh et al. (1988) focused on socially responsible consumption. In addition, one of the most important topic emerged in 1980's is the ethical issues in terms of marketing systems. Several authors such as Dixon (1982), Laczniak (1983), Hunt and Vitell (1986) Ferrell et al. (1989) stated the importance of ethical issues. For example, Dixon (1982, p. 45) claimed that "the market system operates in conjunction with an ethical system, each derived from inherent motives".

Despite the importance of macromarketing, the proportion of research devoted attention to societal concerns dropped sharply (Wilkie and Moore, 2006). In addition, there was a growing concern that macromarketing failed to be in the center of the stage of marketing thought (Layton and Grossbart, 2006). Sheth (1992, p. 154) suggested several possible explanations for the failure of macromarketing as following: (1) competing conceptualizations had taken the attention of scholars; (2) macromarketing was seen as "the conscience of marketing practice" and had less appeal in an environment where objectivity and scientific enquiry were seen as desirable, (3) macromarketing was too broad and too institutional (echoes of the marketing past), (4) possible methodological deficiencies existed, and (5) "lack of a well-accepted conceptual framework or theory."

3. Social Marketing Perspective

3.1. Evolution of Social Marketing

Social marketing is a subset of the generic concept of marketing in that it deals with the creation and resolution of exchanges in social relationships

(Bagozzi, 1975). Although the origins of the term "social marketing" can be traced to Kotler and Zaltman's classic 1971 article entitled "Social Marketing: An Approach to Planned Social Change", some authors published and conducted research on topics which could be considered as social marketing. Andreasen, 1994). When the history of social marketing is analyzed, most of the authors agreed on Wiebe (1951), who is a sociologist, and considered as one of the pioneers in this field. He stated that marketing might be adapted to challenges other than promoting goods and services for the profit of commercial corporations, and also he asked questions as "Can brotherhood be sold like soap?" (Andreasen, 2003). In addition, Harvey claimed that social marketing was originated in India in 1964 by promoting the family planning (Harvey, 1999). On the other hand, MacFadyen, Stead and Hastings (1999) claimed that in practice, social marketing was being explored by a number of people at the same time, including Paul Bloom, Karen Fox, Dick Manoff, and Bill Novelli. MacFadyen, Stead and Hastings (year, date, page # for each of them) also gave several examples which were important both for the social communications and social marketing. The examples were "family planning programs in Sri Lanka moved away from clinical approaches and examined the distribution of contraceptives through pharmacists and small shops"; "oral rehydration projects in Africa began to take a more consumer oriented approach to programme development", and "Important initiatives in the developed world included the Stanford Heart Disease Prevention Program, the National High Blood Pressure Prevention Program, and the Pawtucket Heart Health Program".

However, with a few exceptions, until the end of 1960s marketing was regarded as strictly a business activity and it was unimaginable that marketing could be considered as anything but a business activity (Kindra and Stapenhurst, 1998). Two of the main reasons of the emergence of social marketing were Vietnam War and social unrest which lead many sectors of the US society to rethink their social obligations (Andreasen, 2003). On the other hand, Brown (1986) claimed that the following developments lead to growth and enhancement of social marketing.

1. Increased needs of no business organizations for marketing services,

2. Attacks on marketing's negative impact on society,

3. The emergence of exchange theory,

4. The coalescence of social marketing oriented theory, and

5. The decline of consensus-oriented perceptions of social reality.

"İnsan ve Toplum Bilimleri Araştırmaları Dergisi"
"Journal of the Human and Social Sciences Researches"
[itobiad / 2147-1185]

Cilt: 7,   Sayı: 5
Volume: 7,   Issue: 5

2018

[123]

In the late 1960's, Kelley as the editor of the Journal of Marketing, called for papers on marketing's role in modern society. the result was two classic articles which appeared in the January 1969 issue of the Journal of Marketing (Kindra and Stapenhurst, 1998). The first article is the Kotler and Levy's (1969) article named "Broadening the Concept of Marketing". Kotler and Levy (1969, p.10) claimed that "marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel. The authors interpret the meaning of marketing for non-business organizations and the nature of marketing functions such as product improvement, pricing, distribution, and communication in such organizations". The authors also claimed that the scope of marketing must be broadened to include non-business organizations such as police departments, churches, hospitals and public schools which can use the marketing mix tools.

In the same issue of Journal of Marketing, Lazer (1969, p.9) pointed out that "there need be no wide chasm between the profit motive and social responsibility, between corporate marketing objectives and social goals, between marketing actions and public welfare". What is required is a broader perception and definition of marketing than has hitherto been the case—one that recognizes marketing's societal dimensions and perceives of marketing as more than just a technology of the firm. For the multiple contributions of marketing that are so necessary to meet business challenges, here and abroad, are also necessary to meet the nation's social and cultural problems". After Kotler and Levy's and Lazer's call for broadening the notion of marketing, the debate on the scope of marketing reached a peak, and even a study on whether the scope of marketing should be broadened to include non-business organizations or not was conducted by Nickels (1974). The results indicated that 95 % of the academics agreed to broaden the scope of marketing, and 93 % of the academics agreed marketing should go beyond just economic goods and services (Hunt, 2002). However, 1971 was the most important breakthrough in terms of social marketing. It was the first time that the term "Social Marketing" was formally used by Kotler and Zaltman (1971) in their article named as "Social Marketing: An Approach to Planned Social Change". In addition, at the same year several studies such as health services (Zaltman and Vertinsky 1971), population problems (Farley and Leavitt 1971), and the recycling of solid waste (Zikmund and Stanton 1971) related to the social aspects of marketing were conducted. Further, Dawson criticized marketers for ignoring many fundamental issues pertaining to the social relevance of marketing activities.

3.2. Definition of Social Marketing

Definition of social marketing is very grueling. In the marketing literature there are conflicting definitions of social marketing. Some have defined the term to signify the use of marketing skills in social causes, while others

have meant it to refer also to the study of markets and marketing activities within a total social system (Bagozzi, 1975). By drawing from bodies of knowledge such as psychology, sociology, anthropology, political science, communication theory, advertising, public relations, and market research (Serrat, 2010); Kotler and Zaltman (1971, p.5) defined social marketing as "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.". Kotler and Zaltman (p.12) also claimed that "social marketing appears to represent a bridging mechanism, which links the behavioral sciences knowledge of human behavior with socially useful implementation of what that knowledge allows. It offers a useful framework for effective social planning at a time when social issues have become more relevant and critical".

Two years after the emergence of social marketing, in 1973, Lazer and Kelley defined social marketing as the Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities. Since most scholars would categorize this approach as societal marketing or macromarketing, Lazer and Kelley's definition was criticized by some other marketing scholars. (Kindra and Stapenhurst, 1998). In 1989, Kotler and Roberto modified the definition of social marketing as "Social marketing has come to mean a social change technology involving the design, implementation, and control of programs aimed at increasing the acceptability of a social idea or practice in one or more groups of target adopters (p.24).

However, Andreasen (1994, 2003) criticized Kotler and Levy's, Lazer and Kelley's and Kotler and Roberto's social marketing definitions. Andreasen (2003, p. 110) claimed that in order to define social marketing the following issues were very important: "(1) keep practicing social marketers focused on the outcomes they are best suited to influence, (2) keep the discipline of social marketing distinguishable from its academic "competitors," and (3) keep social marketing programs out of areas in which their likelihood of failure is high". He also proposed a new definition of social marketing is the "adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences to

"İnsan ve Toplum Bilimleri Araştırmaları Dergisi"
"Journal of the Human and Social Sciences Researches"
[itobiad / 2147-1185]

Cilt: 7,   Sayı: 5
Volume: 7,   Issue: 5

2018

[125]

improve their personal welfare and that of the society of which they are a part. Key elements of this definition merit further elaboration".

Although many authors like Wiebe (1951-1952), Kotler & Levy (1969a, 1969b), Lazer (1969), Lavidge (1971), Kotler & Zaltman (1971), Hunt (1976), Andreasen (1978, 1993, 1997, 2002), Rothschild (1979), Bloom and Novelli (1981), Foxall (1989), MacFayden, Stead and Hasting (1999, 2000), Brenkert (2002), and Wilkie and Moore (1999, 2003) advocated that marketing should include societal issues and the well-being of people (Khan, 2005); some other authors strictly against the idea of broadening the concept of marketing and they advocated marketing should limited in the economic perspective (Luck, 1969, 1974; Laczniak and Michie; 1979; Sheth and Garrett, 1986. For instance, Luck (1969) stated that the scope of marketing must not be broadened, it must only involve markets and this meant buying and selling. Additionally, Sheth and Garrett (1986, p. 773) stated that marketing must "limit itself to exchanges of economic values, or it is likely to be blurred with other disciplines, such as social psychology and group dynamics". Furthermore, Luck (1974) objected that replacing a tangible product with an idea or bundle of values would threaten the economic exchange concept.

In time, social marketing concept has grown and widely accepted both theoretically and practically. Andreasen, (2003, p. 297) provided some examples regarding to the development of social marketing as following:

- Several general textbooks have been published along with several specialized social behavior marketing books and workbooks

- Chapters devoted to social marketing are now included in non-profit marketing textbooks and health communications readers

- A journal entirely devoted to the area, the Social Marketing Quarterly, was founded in 1994.

- There are now three annual social marketing conferences, one of which is now in its eleventh year. One of these conferences produced a frequently cited collection of papers

- Social marketing centres have been established in Scotland, Canada, and Poland as well as at several sites in the US and social marketing training programs have been held in several parts of the world.

- The Social Marketing Institute was established in 1999

- Several summaries of best practices are now finding their way into the scholarly and practitioner literature

On the other hand, social marketing has been used for social events practically. Kindra and Stapenhurst (1998) provided a list of causes that have used social marketing:

- Public health campaigns such as to reduce smoking, reduce alcoholism, encourage physical fitness, discourage use of hard drugs, control overeating, encourage proper nutrition, encourage immunization, encourage sanitation practices, encourage safe sex, eliminate birth defects

- Education campaigns such as to encourage literacy, be better prepared for the work force, retrain for different types of jobs, encourage culture (music, art, etc.)

- Image campaigns for cities, nations, fundraisers, and non-business organizations that market causes (museums, universities, unions, police departments, churches, etc.)

- Environmental campaigns to encourage clean air and water, energy and water conservation, recycling, protect plants and animals

- Other issues: family planning, abortions (pro-life and pro-choice), prison reform, gun control, drinking and driving intervention, fair play in sports, auto driver safety.

3.3. Social Exchange

In addition to social marketing, a new concept, social exchange, emerged in the 1970's under the leadership of Richard Bagozzi (Sheth, Gardner and Garrett, 1988). Bagozzi (1974, p.78) defined exchange system as "a set of social actors, their relationship to each other, and the endogenous and exogenous variables affecting the behavior of the social actors in those relationship". Bagozzi also claimed that prior conceptualization of exchange cannot identify the causal relationship (Sheth, Gardner and Garrett, 1988). However, Bagozzi's article, "Marketing as Exchange: A Theory of Transactions in the Marketplace" in 1978 was a breakthrough for the exchange concept. In his article Bagozzi (1978, p.536) emphasized on three points regarding to the development of marketing thought. The first one was the evolution of the meaning of marketing can best be described as a social construction where historical and political processes have shaped. The second point was a new of looking at marketing behavior as no longer are buyers and sellers treated solely as isolated actors emitting or responding to stimuli. Rather, marketing behavior is now regarded as an inherently social activity where the outcomes of exchanges depend on bargaining, negotiation, power, conflict, and the shared meanings existing between

"İnsan ve Toplum Bilimleri Araştırmaları Dergisi"
"Journal of the Human and Social Sciences Researches"
[itobiad / 2147-1185]

Cilt: 7,   Sayı: 5
Volume: 7,   Issue: 5

2018

[127]

buyer and seller. And the last point was proposal of a formal theory of exchange which represents exchange as a dynamic social process functioning under economic and psychological constraints. In addition, Bagozzi (1978, p. 538) stated that "exchange relationships are hypothesized to be a function of three broad determinants: (1) the characteristics of the social actors, (2) the social influence exercised by the actors, and (3) the situation constraining the exchange. Each of these can independently or jointly affect the emergence, course, and outcomes of any exchange".

4. Consumer Behavior Perspective

Macromarketing, social marketing and social exchange are not the only fields that are related to the interaction of marketing and society. There is also relationship between the society and marketing in terms of consumer behavior. Consumers are considered not only as individuals, but also in terms of the groups in which they exist while taking into account their status, lifestyle, culture and such as families, social classes, and indeed the wider society around them (Grønhaug and Kleppe, 2010). Since the marketing area became popular, authors from other pure disciplines began to apply their ideas on marketing field (Sheth, Gardner and Garrett, 1988). Marketing showed more extensive borrowing from sociology rather than other disciplines (Grønhaug and Kleppe, 2010).

In the decade of 1950's, research regarding to buyer behavior focused on social determinants of consumer behavior (Sheth, Gardner and Garrett, 1988). In this period, one of the most important specific area was the effect of reference group which was first coined by Hyman in 1942. Afterwards, the reference group effect has been researched by many authors. The results indicated that individuals are influenced by reference groups on both product and brand choice behaviour (Bearden and Etzel, 1982). On the other hand, Fishbein model which was proposed by Fishbein and Ajzen was also related to the reference groups. According to the model "person's personal beliefs about the consequences arising from performing that act and /or the person's beliefs about his reference group's norms whether he should or should not perform that act" (Sheth, Gardner and Garrett, 1988, p.122). Another important term emerged in 1950's was the word-of-mouth. It was first used by the Katz and Lazarsfeld (1955) and word of mouth has been shown to have a more significant effect on consumer choice rather than other commercial communication tools (Godes and Mayzlin 2004). At the present time, the term, word of mouth, still very popular among the marketing authors especially with the effect of social media (Mangold and Faulds, 2007).

The buyer behavior of an individual may also be influenced by person's role and status in a society, norms, community, social class and lifestyle, culture

and subculture of a society (Grønhaug and Kleppe, 2010). These environmental influences also included in the Theory of Buyer Behavior proposed by Howard and Sheth in 1969. In addition to the significant and symbolic inputs, Howard and Sheth also considered the information that the buyer's social environment, consisting of his family, friends, reference groups, and social class, provides for a purchase decision as the third stimulus input variable. In addition, Howard and Sheth (1969) claimed that information from the social resources, mostly in terms of word of mouth, is more effective than the commercial resources.

5. Conclusion

To sum up, there is a close relationship between the marketing and society. However, to explain the relationship by a general concept is not that easy. Therefore, the relationship is evaluated from different perspectives in this study. The first perspective is macromarketing which includes topics such as the quality and quantity of life goods served by marketing, ethical issues, socially responsible consumption, environmental aspects, review of market failures, regulatory responses, and implications for marketing and public policy, recycling, consumer regulation, legal aspects and political and social values systems. The second perspective is the social marketing including the application of marketing tools to the non-business organizations and social events such as public health campaigns (ex: reduce smoking), Education campaigns (ex: encourage literacy), image Campaigns (ex: museums, churches), environmental campaigns (ex: recycling), family planning and so on. The last perspective ıs the consumer behavior perspective which shows the effect of society on consumer behavior in terms of social environment such as reference groups, social classes, family, friends, and culture.

All of the perspectives above indicated the importance of the interaction between marketing and society. Unfortunately, American Marketing Associations (AMA) seemed to ignore this aspect that they exclude the societal perspectives from the definitions. In 1985, the AMA defined marketing as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" and definition of marketing is modified in 2004 as "Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders". Wilkie and Moore (2006) claimed that in both two definitions of marketing the focus was on the individual organization and the definitions exclude the aggregate marketing perspective and societal issues. In parallel with the Wilkie and Moore's concerns, Hunt (2002) criticized AMA's 1985 definition as it was just

"İnsan ve Toplum Bilimleri Araştırmaları Dergisi"
"Journal of the Human and Social Sciences Researches"
[itobiad / 2147-1185]

Cilt: 7,   Sayı: 5
Volume: 7,   Issue: 5

2018

[129]

organizational focus. Hunt suggested that both organization and society must be included in the definition of marketing. Because both society is crucial for the marketing and marketing is very crucial for the society in order the increase the quality of life and make the world more liveable place.

References

Andreasen AR. (2003). The life trajectory of social marketing. Marketing Theory Vol: 3: pp. 293–303

Andreasen, Alan R. (1994) 'Social Marketing: Definition and Domain', Journal of Public Policy & Marketing Vol: 13(1): pp. 108–114.

Bagozzi, R.P. (1974): Marketing as Organized Behavioural System of Exchange. Journal of Marketing, vol. 38 -4 (October), pp. 77-81.

Bagozzi, Richard (1975), "Marketing as Exchange," Journal of Marketing, Vol: 39 (October), pp. 32-39.

Bagozzi, Richard P. (1978), "Marketing As Exchange," American Behavioral Scientist, Vol: 21 (March-April), pp. 535-36.

Bearden, William O. and Michael Etzel (1982), "Reference Group Influence on Product and Brand Decisions," Journal of Consumer Research, 9 (April), 183–194.

Breyer, R. F. (1934), The marketing institution, New York: McGraw-Hill.

Brown, B. (1986), "Social Marketing and the Construction of a New Policy Domain: An Understanding ofthe Convergence Which Made Social Marketing Possible." doctoral thesis. Virginia Commonwealth University (quoted in Andreasen, 1994).

Bucklin, Louis P. (1970). Vertical marketing systems. Glenview, Illinois: Scott, Foresman and Company

Dixon, D.F. and Wilkinson, I.F. (1982) The Marketing System. Sydney, Australia: Longman Cheshire.

Dixon, Donald F. (1984). Macromarketing: A social systems perspective. Journal of Macromarketing, vol: 4(2), pp. 4–17
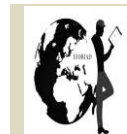
Farley, John U., Leavitt, Harold J., (1971), Marketing and population problems. Journal of Marketing Vol: 35 (3), pp. 28–33.

Fisk, George (1981), "An Invitation to Participate in Affairs of the Journal of Macromarketing," Journal of Macromarketing, Vol: 1(Spring), pp. 3–6.

Godes, D. and Mayzlin, D. (2003) "Using Online Conversations to Study Word of mouth Communication," Yale SOM working paper.

Grønhaug, Kjell and I.A. Kleppe (2010), The sociological basis of marketing, in Marketing Theory, Eds: Baker, M.J and M. Saren, Sage: LA

Harris, Sharon (1996), "Are we teaching the 'science of transactions'? In: Stuart, Ortinau, Moore, editors. Marketing: Moving Toward the 21st Century (SMA Conference Proceedings). Rock Hills, SC: Southern Marketing Association, pp.365-368.

Harvey, Philip D. (1999) Let Every Child Be Wanted: How Social Marketing Is Revolutionizing Contraceptive Use Around the World, Westport, CT: Auburn House

Holloway R. J, R.S. Hancock (1964), The Environment of Marketing Behaviour: Selections from the Literature, New York : John Wiley and Sons Inc.

Howard J. and J. Sheth (1969), The Theory of Buyer Behavior. New York: John Wiley and Sons.

Hunt, Shelby (1981). Macromarketing as a multidimensional concept. Journal of Macromarketing, Vol: 1 (1): pp. 7-8.

Hunt, Shelby D (1977), The three dichotomies model of marketing: An evaluation of issues. In Distributive processes from a societal perspective: The proceedings of the macro-marketing seminar, ed. Charles C. Slater, pp. 52-56. Boulder, CO: Business Research Division, Graduate School of Business Administration, University of Colorado at Boulder.

Hunt, Shelby D., (1976), "The Nature and Scope of Marketing", Journal of Marketing, Vol. 40, July pp. 17-28

Hunt, Shelby, D (2002), Foundations of Marketing Theory, M.E. Sharpe: New York

Hunt, Shelby, Scott J. Vitell (1986), "A General Theory of Marketing Ethics," Journal of Macromarketing, Vol: 6 (Spring), pp. 5-16.

	"İnsan ve Toplum Bilimleri Araştırmaları Dergisi" **"Journal of the Human and Social Sciences Researches"** **[itobiad / 2147-1185]**	Cilt: 7, Volume: 7,	Sayı: 5 Issue: 5 2018

[131]

Kahn, Kamran Naqi (2005), Social Marketing: Group Dynamics as a Strategic Tool for Social Marketing, PhD Dissertation, H am dard University Karachi

Katz, E., P. F. Lazarsfeld (1955). Personal Influence. Glencoe, IL: Free Press.

Kelly, E.J. and Lazer, W.(1973), Managerial Marketing, Irwin, Homewood, IL

Kindra, G S and Rick Stapenhurst (1998), Social Marketing Strategies to Fight Corruption. EDI Working Papers World Bank Economic Development Institute. (Washington, DC: World Bank.

Kotler, p., E.L. Roberto (1989), Social Marketing Strategies for Changing Public Behavior. New York: The Free Press

Kotler, Philip and Sidney J. Levy (1969), Broadening the Concept of Marketing, Journal o f Marketing, Vol. 33, No. 1. (Jan), pp. 10-15.

Kotler, S. J., & Zaltman, G. (1971). Social marketing: An approach to planned social change. Journal of Marketing, Vol: 35(3), pp. 3–12.

Laczniak, G.R. and Michie, D.A. (1979) 'The Social Disorder of the Broadened Concept of Marketing', Journal of the Academy of Marketing Science Vol: 7(3): pp. 214–232.

Laczniak, Gene R. (1983), "Framework for Analyzing Marketing Ethics," Journal of Macromarketing, Vol: 1 (Spring), pp. 7-18.

Layton, R. A., and S. Grossbart (2006), Macromarketing: Past, present, and possible future. Journal of Macromarketing 26 (2): 193–213.

Lazer, W. (1969), Marketing's Changing social relationships, Journal o f Marketing, Vol. 33, No. 1. (Jan), pp. 3-9.

Luck, David J. (1974), "Social Marketing: Confusion Compounded," Journal of Marketing. Vol: 38 (October). pp. 70-72.

Luck, David J. (1969), "Broadening the Concept of Marketing: Too Far," Journal of Marketing, 33 (July), pp. 53–55.

MacFadyen, L, Stead, M, and Hastings, G. (1999) Synopsis of Social Marketing, University of Strathclyde, Centre for Social Marketing available at http://www.marketing.strath.ac.uk/csm/about/social_market.htm (reach date: 15.01.2013)

Mangold, W.G., Faulds, D.J. (2009) Social media: the new hybrid element of the promotion mix. Business Horizons, 52(4), pp. 357–365.

Moyer, R. (1972), Macro-Marketing: A Social Perspective. New York: John Wiley & Sons.

Nickels, W. G. (1974) Conceptual conflicts in marketing, Journal of Economics and Business, Vol: 27(1), pp. 140–143.

Serrat, O.,(2010), "The Future of Social Marketing", Avalibale at http://www.adb.org /documents /information/knowledgesolutions/future-of-social-marketing.pdf

Shaw, E. H., and Jones, D. G. B. (2005). A History of Schools of Marketing Thought. Marketing Theory, Vol: 5(3),pp. 239-281.

Shaw, Eric H. (1995), "The First Dialogue on Macromarketing," Journal of Macromarketing, Vol. 15 (Spring), pp. 7–20.

Sheth, J. (1992), Toward a theory of macromarketing. Canadian Journal of Administrative Sciences Vol. 9, pp. 154-161.

Sheth, J.N. y Garrett, D.E. (1986): Marketing Theory. Classic and Contemporary Readings. Ohio: SouthWestern Publishing Co.

Sheth, J.N., Gardner, D.M. and Garrett, D.E., (1988), Marketing Theory: Evolution and Evaluation, Wiley: New York.

Vaile, R. S., E. T. Grether, and R. Cox. (1952), Marketing in the American economy. New York: Ronald Press.

White, P. D., and C. C. Slater, (1978), Macro-marketing: Distributive processes from a societal perspective, an elaboration of issues. Boulder, CO: Business Research Division, Graduate School of Business Administration, University of Colorado

Wiebe, G.D. (1951), 'Merchandising Commodities and Citizenship on Television', Public Opinion Quarterly Vol: 15: pp. 679–91.

Wilkie, W. L., and E. S. Moore (2006). Macromarketing as a pillar of marketing thought. Journal of Macromarketing Vol:26 (2) pp. 224-232

Zaltman, Gerald and Vertinsky, Ilan (1971), Health Service Marketing: A Suggested Model, Journal of Marketing, Vol.35, July, pp.19-27.

	"İnsan ve Toplum Bilimleri Araştırmaları Dergisi" "Journal of the Human and Social Sciences Researches" [itobiad / 2147-1185]	Cilt: 7, Volume: 7,	Sayı: 5 Issue: 5 2018

[133]