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Cultural Codes and The Effects of Globalization in Terms of Marketing Research in Organizational Management¹

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Abstract: With the Industrial Revolution, both the economic structures and the factors of production in the world changed rapidly. Especially with the discovery of steam power, production is carried out using more technological methods than before, speeding up production and increasing the number of products, leading to the world becoming a village and globalising. This rapid change and globalisation lead to increased competition between companies and a change in people's expectations. This competition and these expectations lead both business owners and managers to strive to sell more of the goods and services they produce and to make a profit. At first, it was all about sales and profit, but later sales and profit were replaced by marketing and customer satisfaction. Globalisation allows all companies to explore new methods for both customer satisfaction and marketing. Although many factors affect marketing research and customer satisfaction around the world, it can be said that the rapid change and globalisation of the world as well as the cultures of nations greatly affect marketing research and customer satisfaction as well as organisational management. This study aims to discuss the impact of cultural codes and globalisation on marketing research in organisational management. Research shows that culture and cultural codes have a great impact on the marketing of a product. It is believed that this study will contribute to the literature, organisational management and marketing staff. Furthermore, to generalise the findings of this study, it would be appropriate to explore the issues of cultural codes, marketing research and globalisation in different fields in an applied manner.

Key Words: Organization Management, Marketing Research, Cultural Codes, Globalization

Introduction

The world is undergoing constant change in all areas and the speed of this change is increasing day by day. The effects of this rapid change are evident in the economic sphere as in many other areas (Adams et al, 2006, pp. 23-25). Especially with the advent of globalisation, the loss of importance of the concept of the frontier in the world is forcing companies to innovate and

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innovate. The marketing activities, which are the basis of the activities to reach the target groups related to the sale and distribution of the produced goods or services, are also affected by this change and the understanding of selling the product, satisfying the customer and continuing the customer service is adopted (Altunbaş, 2007, p. 156).

The economic as well as political and social changes in international structures have led to various tendencies in the new world order. These tendencies are called globalisation, integration, globalisation or a single world order (Erdoğan, 1999, p. 112). Globalisation, which is referred to by many terms such as integration and globalisation, is a multidimensional concept and is expressed with different definitions. Globalisation is a word used to explain innovations in almost all areas of the world, from economics to politics, from social policy to culture (Jacoby & Meunier, 2010, pp. 303-305). Globalisation refers to the integration of the world in political, economic, social and cultural spheres, in that distances and time become less important in each sphere, as past and future meet (Çalık & Sezgin, 2005, p. 56). In short, globalisation can be defined as the economic, social and political integration of countries (Doğan & Can, 2016, p. 198).

Although globalisation is seen as an important factor in the new economic understanding, many researchers have argued otherwise. Lash and Robertson (1997) argue that it is problematic to see globalisation as homogenisation or integration and that such claims fall short of reality. In the case that the concept of culture seems to be insignificant in the contents of the concept of globalisation, it has been recognised that it is impossible to ensure the integration of culture with globalisation in economic markets and to see all local values as one, and the purpose of marketing changes direction and turns to the side that gives more importance to "culture" and "local values" that are aware of social values (Arslan, 2016, p. 65). Although the phenomenon of globalisation has achieved breakthroughs in many areas, it has not been able to influence some basic understandings in the traditional structures of societies. For this reason, culture, which effectively distinguishes societies from one another, continues to have an impact. Culture is a phenomenon that encompasses the language, religion, social life, traditions and customs, and spiritual values of the people living in a society. Culture is also the integration of concepts such as language, morality, law, religion, economics and science with a society and the life of that society (Coşgun, 2012, p. 839). Therefore, culture expresses the way of life of a society and therefore differs from one society to another. Although it is known that culture is the concept that distinguishes societies from each other in many ways, once cultural codes are created, they become independent entities that people neither change nor try to change. And

since these cultural codes have a compelling influence on people's behaviour in society, it is extremely difficult for people to abandon their cultural codes immediately (Kayaoglu, 2015, p. 1). Therefore, it can be said that cultural codes are effective in marketing activities. In this context, the aim of this study is to discuss cultural codes and their effects in marketing research. For this purpose, the concept of culture will be evaluated together with the concepts of marketing and marketing research and the impact of cultural codes on marketing will be examined in a theoretical framework.

Marketing and Marketing Research

Nowadays, the pace of change is very high and competition is increasing at this rate, driving organisations to innovate in many aspects of their approaches. In particular, all organisations that produce goods or services or provide a service want these products to be popular, to be delivered to the target customer and to make a profit. In this regard, the importance of the marketing concept and methods is increasing day by day. Historically, the definition of marketing has undergone certain changes, but the same word regularly has different connotations. Marketing, which bridges the gap between the market and organisations and establishes relationships among them, has gone through different stages in terms of production, product, distribution, society and modernity (Gomes and Cantú, 2021, p. 472; Kavak, 2013, p. 2). In this respect, many definitions of the concept of marketing can be made. If a general definition is made, the following definition can be made about marketing: Marketing; It refers to the management process and system of actions that realise the creation, production, pricing, distribution and promotion of products, ideas and solutions that provide the necessary change for individuals or organisations to achieve their goals (Islamoglu, 2011, p. 15).

In times when production was low and people did not have the purchasing power even when production was high, the impact of marketing was ignored. However, with the Industrial Revolution, not only did production increase, but with the rise of the working class, the potential customers who wanted to buy the goods produced were also formed. Marketing, which has entered almost every aspect of human life with the changing production methods, is now an important concept that goes beyond the sale of goods and services to include the marketing of exceptional ideas, people, institutions, events and places (Ekmekçi & Ekmekçi, 2010, p. 23). Marketing is much more than advertising and public relations, it is a business technique and culture that begins with a potential customer and ends with profit (Spalton, 2010, p. 11).

While competition is at the heart of marketing, there are also ways to distinguish oneself from the competition. Today, with the emergence of new competitive markets, the expansion of financing, accounting, management and marketing methods, the change in consumer habits, the transition to the information society, especially at a time when the use of technology is very effective, the emergence of competition is evident in all organisations and in every field (Tahir et al, 2003, p. 302). In competitive strategies, strategic studies such as accounting and financial games, relying on price and standard products, imitation, seeking foreign partners and turning to a wide range of fields of activity can be effective in achieving a competitive advantage (Islamoglu, 2011, p. 219).

Despite the increasing number of living beings in the world, the world is losing its naturalness and the habitats it provides for living beings. People who want more luxuries and more satisfaction are blamed for this (Cooper, 1998, pp. 4-5). Despite these unfavourable environmental conditions, green marketing can be defined as customers choosing environmentally conscious companies when purchasing services or products and adopting a philosophy that is environmentally friendly in all aspects from production to sales and expressing this to the customer (Peattie & Charter, 2003, pp. 727-735). With the emergence of new marketing approaches, it has been understood that marketing is not just about selling a good or service that is produced and ready for use. Often marketing and selling were confused with each other. Over time, as marketing concepts have been updated, this confusion has been clarified and the distinction between sales and marketing has become clearer. The marketing of halal food, which is considered one of the new marketing approaches, can be cited as an example in this context. Halal food means that food products are produced in accordance with the faith of Muslims and meet the expectations of Muslims. The current value of the global halal food market is around \$ 850 million. The fact that not only Muslim consumers but also other consumers prefer halal food products because they find them more hygienic and reliable is leading to the gradual growth of this market (Torlak, 2012, p. 2). Today, digital marketing is also very important in the information age, which is another marketing approach. Kotler (2017) lists marketing 4.0 as product-centric marketing 1.0, consumer-centric marketing 2.0, people-centric marketing 3.0 and finally digital marketing 4.0. Marketing 4.0 is about connecting style with substance and making machine-to-machine and human-to-human connections. According to the Organisation for Economic Co-operation and Development OECD, digital innovations can move countries forward and bring them closer to greater happiness.

Within the strategies set by companies, one-to-one communication with customers and personal sales practises by approaching each customer and providing communication opportunities (Peattie & Charter, 2003, pp. 727-735), as well as differentiating competitive strategy, showing differences and innovations in companies' basic and supporting activities, and recognising the importance of information through the use of technology are very important to achieve competitive advantages (Onurlu & Yazıcı, 2015, p. 64). Nowadays, there is more or less competition in every field. For this reason, companies should conduct marketing research to stay one step ahead of their competitors. Marketing research is defined as analysing the situation, identifying the problem and setting a strategy for the future (Kavak, 2013, p. 5). Marketing research is the systematic and impartial collection, recording and analysis of knowledge to be gained about the problems associated with the marketing of goods and services, a by-product or output (Guenther et al., 2023, pp. 128-130; Küçük, 2011, p. 206). In its simplest form, marketing research consists of 4 phases. These can be listed as follows (Mucuk, 2014, p. 235):

- Definition of the problem
- Making a research plan
- Implementation of the plan: data collection and analysis
- Interpretation and reporting of the research findings

Marketing research is a set of procedures developed to continuously and regularly collect, maintain, analyse and disseminate the information and experience necessary for organisations to make marketing decisions. In this context, marketing research is also a function that connects consumers and societies to marketers or organisations through information gathering methods and uses the information gathered to facilitate the identification of problems and opportunities in marketing, the implementation, improvement and evaluation of marketing activities, the monitoring of marketing performance and the understanding of marketing (Guenther et al., 2023, pp. 128-130). Although marketing and marketing research is a subject that should be considered in all institutions or organisations, whether they are public institutions or the private sector, it should be carried out in all organisations to ensure continuity and competitive advantage.

Culture and Its Types

Humanity is made up of communities with some physical and mental differences. These differences constitute the phenomenon of culture that separates societies over time. Cultural differences are the source of different personality, self and character structures of individuals

in societies, and each culture may attach a different meaning to many issues compared to other cultures. In this case, differences can occur between individuals with different cultures. While some cultures may have a more open and entrepreneurial structure, other cultures may have a more conservative and closed structure (Aytaç, 2006, p. 149). In many empirical and theoretical definitions, the concept of culture revolves around notions such as wealth, values, race and ethnicity (Lamont & Small, 2008, p. 76). Although the concept of culture is linked to some phenomena, culture can change and evolve depending on time and conditions.

Culture is a phenomenon that many researchers and scholars have studied with curiosity, and many theories have emerged on the concept. In the 19th century, Marx and Durkheim studied the phenomenon of culture in classical social theory. Karl Marx, a philosopher, political scientist and economist, argues that the economic infrastructure of society forms the forces of production and relations of production, while culture and ideology serve to secure the rule of the ruling groups. According to the Marxian approach to culture, cultural elements always emerge in certain important historical situations and the resulting cultural activities serve the interests of the ruling class (Tezcan, 2016, p. 134). Sociologist Emile Durkheim explains that concepts such as division of labour, solidarity, morality, religion, sacred, ritual, consciousness, symbol, emotion, ceremony, celebration, sacrifice, mourning are effective in analysing a cultural structure. Anthropologist Bronisław Kasper Malinowski (2016), on the other hand, explains that culture is a tool and helps to satisfy needs and solve specific, concrete problems, and that culture consists of a system of objects, actions and mentalities and is organised in institutions (Alver, 2010, p. 203). According to Ozankaya (1990, p. 218), culture is the totality of tangible and intangible values produced by a community of individuals in the process of interaction with their natural and social environment.

The phenomenon of culture, which cannot be fully defined, is a concept that can vary from society to society, that can guide the behaviour of individuals in society, and that can vary according to the nature and level of perception of the individual. Although culture exists in many fields of science, it manifests itself primarily in the social sciences, but also in science. The fundamental concept that brings culture together in many fields such as science, technology and business is productivity (Özdemir, 2009, p. 78; Lamont & Small, 2008, p. 76). Culture is a phenomenon that individuals create in their minds and make society accept. Although the concept of culture has some characteristics and types, the types of culture can be listed as follows:

General culture-subculture: the culture accepted in a community (nation, country, etc.) is called general culture, while the culture accepted by a part of a nation or certain regions of a country is called subculture (Norman et al., 1998, pp. 332-335; Tosun, 1990, p. 142).

Material culture - spiritual culture: While material culture is referred to as "civilisation", spiritual culture is referred to as "national culture" (Yılmaz & Eroğlu, 2013, p. 94). While material culture refers to all objects produced by human labour, the science of application, tools and devices, spiritual culture refers to the harmonious integrity consisting of thoughts, values, rules of conduct, traditions, customs, religious, political and philosophical beliefs formed in interaction with this material culture (Ozankaya, 1990, pp. 218-219).

Popular culture - mass culture: While popular culture is the culture that is accepted by the general public from the past to the future, mass culture is the culture that is oriented towards large-scale ideologies, social movements and materialistic doctrines, leaving the thought systems of earlier ages in the fields of art, aesthetics, religion, philosophy and sociology in the background (Türkdoğan, 1992, pp. 101-103).

High culture - popular culture: While high culture is the culture of an elite group in a particular society with a special lifestyle, taste and habits, popular culture is the culture that is accepted by the whole society and consists of traditional views (Edensor, 2002, p. 7).

Culture refers to a society's way of life from history. Culture arises spontaneously from the interaction of people within societies and continues its life by being passed on from the old to the young through teaching (Norman et al., 1998, pp. 332-335). The concept of culture, which has continuity, can change according to time, conditions and situation. One of the most important features of culture is that it varies from society to society and is therefore an important factor that distinguishes one society from other societies. Culture also provides some orientation in the lives of individuals in societies, and society adopts this situation. Although the transmission of culture from generation to generation is through language, culture differs not only from society to society, but also from region to region and even from region to region. For this reason, each society adopts and protects its own culture, even if this leads to some conflicts.

Cultural Codes

Culture is an important factor that distinguishes a society from other societies in material and spiritual terms. The influence of culture on economic, political and social relations between societies is quite strong and this influence leads to the formation of cultural codes (Mead, 1998, pp. 17-288). Cultural codes are all the symbols used in transforming the message to be

transmitted to the other party into a sign, as well as the rules that govern the relationships between these symbols. Cultural codes are a way of communicating and the characteristics that distinguish one culture from another. If a company wants to communicate effectively with other cultures that are different from its own, it must properly decode the message to be conveyed in other cultures. If this decoding is not done, problems can arise because people from two different cultures may perceive the same message differently (Karaçor, 2007, p. 196). Understanding cultural codes can not only minimise such problems but also eliminate them completely. Burton (1995) describes cultural codes as cornerstones of communication and shows certain forms such as language, writing and images as indicators of cultural codes. Looking at Turkish society in this context and considering the impact of fasting during Ramadan, which is part of Turkish society's beliefs, companies' advertising and sales efforts show the importance of cultural codes in selecting target customers and communicating.

Culture and cultural codes are now attracting the attention of all organisations that want to open up to the world and grow with globalisation, and are making their presence felt in new marketing strategies and marketing research (Lamont & Small, 2008, pp. 76-78). Considering that culture is passed on from generation to generation orally, from word to word, from person to person, it can be said that the people who are producers and carriers are at least as important as the material produced (Kekeç, 2012, p. 51).

Rapaille (2009) defines the cultural code as the unconscious meanings that society ascribes to things such as cars, food and many similar things through its culture. Like the concept of culture, which may differ from society to society, the cultural code also differs from society to society. For example, while in Eastern societies marriage is considered quite normal when someone introduces the couple to each other, which is called an arranged marriage, in Western societies this situation is not welcomed and it is observed that almost no such marriage takes place (Rapaille, 2009, p. 18).

Recently, as the speed of competition has become unstoppable in all sectors, organisations have begun to attach importance to cultural values in order to make a difference in both communication practise and marketing research and strategy (Norman et al., 1998, pp. 332-335). Especially in international markets, cultural values and concepts such as religion, language, beliefs, habits, customs and traditions are taken into account to increase market share and gain competitive advantage, and communication messages and marketing strategies are planned accordingly (Aktuğlu & Eğinli, 2010, p. 168).

While each society perceives that cultures differ according to society, what societies do not realise is that these differences interpret similar information in different ways. The first principle of the cultural code states that the way to understand what societies really mean is to ignore what they say. This is not to say that societies deliberately lie or misrepresent themselves. In fact, when asked about their interests and preferences, societies are willing to give the answers they think the questioner wants to hear (Rapaille, 2009, pp. 18-20). Cultural codes are not an instantaneous phenomenon, but one that develops over a period of time and experience. These codes exist when all people living in most societies react to the same event and feel the same emotions in the face of the event. For these general feelings and reactions to occur, it is necessary for the society living together to go through a similar cultural tendency in the perception of these feelings, perhaps over years. The diversification of cultural codes, which may vary depending on the society as a result of many studies, can be listed as follows (Saraç, 2019, p. 164):

- Human Culture Codes
- Animal (zoomorph) culture codes
- Plant culture codes
- Nature culture codes
- Home Furnishings cultural codes
- Cultural codes of clothing and goods
- Food (food/beverage) culture codes
- Building (architectural) culture codes
- Spiritual culture codes
- Color culture codes
- Body culture codes

Zygmunt Baumann (2010), a renowned sociologist and philosopher, defines a cultural code as "an original, given order (i.e. culture) is now commonly perceived as synonymous with order. The mechanism that ensures this surprising "overlap", the equivalence of the structures of social reality and the structures of culturally conditioned behaviour, is called the cultural code (Baumann, 2010, pp. 25-29). The person who "knows" the code receives a message from two directions simultaneously. The traffic light at an intersection is a good example of this two-directional function. The red light informs the driver that the road ahead is closed. It also asks drivers to stop their vehicles so that the road ahead is indeed closed to traffic from that direction,

which confirms the information from the green light that clears the intersection. Of course, the code only works if all the people in a given formation have undergone similar cultural training.

Cultural Codes and the Effects of Globalisation with Regard to Marketing Research in Organisational Management

The fact that today there are unstoppable technological developments in the factors of production and no longer the universal tradition of production, and the possibility of producing all kinds of products in a short time and in the desired way, has led to the formation of a competitive environment. For this reason, in addition to traditional sales techniques, it is necessary to study sales not only with its economic dimension, but with all aspects, and to look at a sales situation in this way. With the realisation that traditional sales techniques are not enough, marketing research has emerged as the next stage and is constantly being renewed and developed.

Philip Kotler brought a different perspective to the field of marketing and introduced the concept of Marketing 4.0. Kotler et al. (2017) state that with the industrial revolution, product-oriented marketing 1.0 was replaced by marketing 2.0, which years later focused on the consumer (customer-oriented), and with the computer age and the internet, the focus shifted to people and marketing 3.0 emerged.

Concepts such as social commerce, location-based marketing, large databases have created the phenomenon of marketing 4.0 and that human senses are at the centre of the phenomenon of marketing 4.0 (Kotler et al., 2017, pp. 34-45). With the help of market research, organisations should know the needs and expectations of their target audience better than their competitors and determine the characteristics of the products that will satisfy them better than their competitors and convince them of the price they will pay for these products. Marketing research provides companies with information about both the set (or target) selling price and the characteristics that products should have (Aksoylu & Dursun, 2001, pp. 366-367).

Marketing and marketing research in its broadest sense are related to many issues and concepts. In order to conduct successful marketing research and to guide this process, the cultural values and cultural elements of the country, region or place where the research is conducted should also be studied (Rapaille, 2009, p. 18). Culture is the most important identity-forming factor that distinguishes societies from one another. Considering that the concept of culture, which is passed on orally from generation to generation, from word to word, from person to person, it

becomes clear that the societies that are producers and carriers are at least as important as the material produced (Baumann, 2010, pp. 25-29).

It is assumed that the word culture is derived from the Latin verb "colere". The verb "colere" means to process, repair, build, maintain, cultivate, improve, educate, etc. The term "cultura", which is derived from this verb, was first used for agricultural activities. This word, first used by the Romans, was used to distinguish plants that grow spontaneously in nature from plants that grow spontaneously in nature and to refer to the work done by man and the plants that are cultivated and grown by hand in the field (Oğuz, 2011, p. 125). The concept of culture is defined differently by many researchers. In general, culture is a phenomenon in which material and spiritual values are passed on from generation to generation in societies. In this regard, culture can be defined as the set of tangible and intangible values created by a community in the process of interacting with nature and its environment (Edensor, 2002, p. 7; Ozankaya, 1990, p. 218). The concept of culture is not a simple concept, but includes many sub-components, characteristics and variants. One way to understand the phenomenon of culture is to analyse cultural codes. Culture is not only a feature that distinguishes nations or peoples from each other, but it can also distinguish regions, places and even small family groups from each other. The distinguishing feature of culture is very clear (Robert & Paul, 2004, p. 54). The feature of culture that reveals these differences is due to cultural codes.

Cultural codes are the values that a society attaches to all tangible and intangible events. In some societies it is frowned upon to speak at funerals, while in other societies a speech ceremony may be held specifically at funerals. This shows that societies actually do something in return for the cultural codes they give to funerals. Again, there is a close relationship between entrepreneurship and social/cultural structures (Rapaille, 2009, pp. 42-46). While some societies are quite good at entrepreneurship, other societies do not have the same success. Many researchers emphasise the role of culture in this difference.

Structural conditions, value and norm systems of society can have a direct impact on the emergence of any behaviour (Aytaç, 2006, pp. 139-140). In this respect, marketing research can be influenced by culture and cultural codes. In the marketing understanding of our time, the human element is given priority and the production and marketing techniques are adapted to the individual desires of people.

Marketing research is one of the most effective ways to create products that make people happy. In marketing research, each subject is considered as a problem and the research is completed within the framework of a specific plan. Marketing research consists of diagnosing and defining

the problems, determining the sources of data, determining the main mass from which data should be collected and selecting the appropriate ones from this main mass, selecting the methods to be used in data collection, tabulating, analysing and interpreting the data and preparing the research report (Edensor, 2002, p. 7).

Cultural codes exist in every phase of marketing research. Cultural codes are associated with all stages, from the development of a product to its marketing and even customer service. So much so that these codes, which can vary from country to country, can vary not only from country to country but also from region to region and even from region to region. The fact that companies continue their marketing research and management by taking cultural codes into account can result in the products and services they produce having an advantage over their competitors. While there are differences in food culture from region to region in Turkey, there are also differences in traditions and customs, and Turkey is one of the countries that experience these differences. While the inhabitants of the Black Sea region consume more fish and vegetable products, the inhabitants of the regions in the southeast and eastern Anatolia consume meat and meat products. Again, in the Aegean region there is more family cohesion, while in the Southeast and East Anatolia regions this situation is somewhat different and there is family cohesion. In this context, companies can increase their sales if they are successful in cultural coding by being aware of cultural differences in their marketing research. Indeed, Aktuğlu and Eğinli's (2010) research on cultural codes shows that a global brand values global advertising strategies when targeting audiences with different characteristics in different markets and different characteristics in Mc Donald's advertising, and even in Russia, a state with socialist origins, it can be seen that the American company, which is accepted as a capitalist country, has managed to successfully penetrate and compete in the food sector by addressing cultural codes related to the eating habits of the Russian population in its advertising. Looking at the food culture, Buger King, a fast food brand that dissolves the cultural codes of societies and has focused its marketing management on these codes, has been accepted worldwide as a universally accepted taste and has gained a place in the taste perception of many nations, including Turks, as well as Americans, the country where it was founded. Guenaydın (2006) examined Akbank advertising in a study on the links between advertising and cultural codes. In the advertisement, a Japanese, an American and a Turk meet on a train and the Japanese and the American constantly talk about mobile phones against each other, claiming that the phones made by their countries are better. The Turk intervenes and shows a very simple mobile phone from his pocket and explains that the most important thing is not the phone but the possibility

to reach the desired loan with a message in 20 minutes thanks to Akbank, which shows that the Akbank company benefits from nationalism codes. In their study entitled *Different Approaches to Marketing and the Role of Culture on These Approaches* by Erdoğan and İşlek (2013), it is stated that in Turkish society all members of society and relatives are more important than in other countries and that the USA and Scandinavian countries are considered more individualistic societies compared to Turkey, which has a more uniform structure in interpersonal relations and expectations.

Emir and Avan (2010) state that in addition to the promotional and marketing activities carried out to attract domestic and foreign tourists to the regions that excel in tourism, the historical and cultural values of this region play an active role in the decision-making process of domestic and foreign tourists. Rapaille (2009) notes that American women feel uncomfortable when construction workers whistle at them in New York, while they feel happy when they experience the same situation in Milan. The reason for this is the codes given to these countries. In the Philippines, the cleaning cloth launched by 3M under the name Scotch Brite did not meet with much interest. This cloth is made of a hard fibre material. Filipino housewives, who clean the floor with their feet rather than their hands, initially refused to buy this hard cleaning cloth. After the company made the upper part of the cleaning cloth soft and cottony, sales increased significantly and the product became the market leader in the Philippines (Saydan & Kanbir, 2007, p. 84).

Conclusion and Discussion

The world is in constant change and the pace of this change is increasing day by day. In this context, all organisations that want to continue to exist and grow must keep pace with this change. Especially organisations that are trying to market something should be much more innovative and active in this regard. The oversupply of products that started with the industrial revolution has now become inevitable with the development of technology. This goes so far that productions are not only number-oriented, but also fulfil the desires and expectations of individuals for individuals and products satisfy individuals.

This kind of production is only possible by recognising both the individuals and the society in which the product is produced and marketed, and deciphering the codes in the cultural context. Companies today satisfy both their internal and external stakeholders. To do this, they need to know the societies and individuals well. This is only possible by deciphering the cultural codes of the societies and individuals. This situation highlights the strategy of glocalisation (localisation) in marketing. In order for companies to market their products, they must take into

account the local characteristics of the country, region and place where they operate, as well as the geographical features of that region and many factors in the formation of cultural codes and develop a marketing strategy.

Although there are not many domestic and foreign studies on this topic, there are also studies that support this study. Nesic et al. (2022) claim that managing impression management and perception policies in crisis situations can be easier with the knowledge of socio-cultural codes. Gomes and Cantu (2021) argue that it is culture that mediates the relationship between brand management and the individual's lifestyle. Saraç (2019), in his study titled Codes of a Nation's Cultural Memory: Code Cultures, claims that code cultures are linguistic phenomena that open the cultural door of a nation. Lu et al (2018) state that the ability to read the cultural code in organisational management is important for concurrent behavioural adaptation rather than identification with the code. Bai (2016), in his cross-cultural analysis of advertisements from high-context and low-context cultures, argues that if we have knowledge about cultures, we can understand the specificity of the culture, and this can guide subsequent organisational studies. Tambovtsev (2015) argues that the cultural factor should be included in business research. Leeson (2012) notes that economic analysis of cultural codes helps to predict in which contexts cultural codes can be effective, i.e. in which contexts they can produce the behaviours they predict. These and similar studies shed light on the importance of the topic and draw attention to the importance of cultural codes in marketing studies in organisational management.

In this study, the concept of culture is evaluated along with the concepts of marketing and marketing research, and the impact of cultural codes on marketing that emerges in organisational management is examined in a theoretical framework. Research shows that culture and cultural codes have a major impact on the marketing of a product. It is believed that the study will contribute to the literature, organisational managers and marketing department staff. The major limitation of the study is that there is almost no study in the literature that evaluates cultural codes and marketing research together and this study is not conducted with the scope. Also, in order to generalise the findings of this study, it would be appropriate to explore the issues of cultural codes, marketing research and globalisation in different fields in an applied manner.

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