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TOKAT GAZİOSMANPAŞA UNIVERSITY

GRADUATE EDUCATION INSTITUTE

DEPARTMENT OF BUSINESS ADMINISTRATION

**A COMPARATIVE ANALYSIS ON THE
PERCEPTION OF CONSUMERS ABOUT MARKETING
AND MARKETERS: THE CASE OF TÜRKİYE AND
GUINEA**

MASTER THESIS

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Advisor: Assoc. Prof. Dr. Elif BOYRAZ

TOKAT - 2022

SCIENTIFIC ETHICS PAGE

According to the thesis writing guide of Tokat Gaziosmanpaşa University Institute of Graduate Education My Master's thesis named “A Comparative Analysis on The Perception of Consumers About Marketing and Marketers: The Case of Türkiye and Guinea ” that I have prepared under the supervision of “Assoc. Prof. Dr. Elif BOYRAZ” is based on scientific ethical values and rules. I hereby declare that it is an appropriate, original work, and I will accept any legal sanctions if it is determined otherwise.



Jean Claude LAMAH

JURY ACCEPTANCE AND APPROVAL PAGES

Defense exam of the thesis study titled “**A Comparative Analysis on the Perception of Consumers about Marketing and Marketers: The Case of Türkiye and Guinea**” prepared by Jean Claude LAMAH was held on it was accepted as a Master's Thesis in Tokat Gaziosmanpaşa University Graduate Education Institute, Department of Business Administration, by the Jury given below.

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ACKNOWLEDGEMENT

I would like to thank all the people, who from near or far have contributed by assisting me financially, socially and spiritually; I am grateful to you.

My sincere thanks to my supervisor of thesis that I would like to name DR ELIF BOYRAZ who spared no effort for this success, I am grateful.

I also want to specify the bravery of the one who gave me the love of work and to love this subject, which is nothing other than "Marketing" allow me dear teachers to name the famous one: DR TUĞBA KILIÇER; DR ADEM TUZEMEN; and DR EMRE ARSLAN thanks everything you had to do for me and all the teachers in my department.

I want to thank my family who made me what I am today.

I solemnly declare the dedication of my thesis to my late father, MR FASSOU HENRY LAMAH, whom I lost 8 years ago, thank you also to friends for coming. Thank you.

ABSTRACT

A COMPARATIVE ANALYSIS ON THE PERCEPTION OF CONSUMERS ABOUT MARKETING AND MARKETERS: THE CASE OF TÜRKİYE AND GUINEA

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Master's Thesis Degree

Advisor: Assoc. Prof. Dr. Elif BOYRAZ

December, 2022, xii + 80 pages

This study will allow us to detect the major problems in which marketing is confronted in both countries; series of solutions will be developed according to current realities that will allow interlocutors to have an in-depth idea of the application of marketing while basing themselves on concrete data, it is aimed to determine the perceptions of consumers about the concept of marketing and marketer in two different country samples (Türkiye and Guinea).

The work methodology will be centred on two (2) main chapters which will be the focus of our explanation and tables which will allow us to be clear and precise, namely: **MARKETING CONCEPT AND ITS HISTORICAL DEVELOPMENT** and **THE RESEARCH ON THE PERCEPTIONS OF CONSUMERS IN GUINEA AND TÜRKİYE ON THE CONCEPT OF MARKETING AND MARKETERS**.

With the help of 47 5-point Likert-type expressions developed by scanning the literature, it was tried to measure the perceptions of the respondents, who were selected by easy sampling from two countries, about the concept of marketing and marketer. . Explanatory factor analysis was applied to the scale used for two samples separately. A structure with eight factors was obtained in the sample of Türkiye and with seven factors in the sample of Guinea.

The tendency of the participants in Türkiye to adopt the social marketing approach is also higher than the participants from Guinea, that's why marketing is an academic discipline not one that is based just on the sale of products.

Key words: Marketing, Marketer, Perceptions of Marketing, Türkiye, Guinea

ÖZET

TÜKETİCİLERİN PAZARLAMA VE PAZARLAMACI KAVRAMI ALGILARINA İLİŞKİN KARŞILAŞTIRMALI BİR ANALİZ: TÜRKİYE VE GİNE ÖRNEĞİ

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Yüksek Lisans

Tez Danışmanı: **Doc. Dr. Elif BOYRAZ**

Aralık, 2022, xii + 80 sayfa

Bu çalışma, her iki ülkede de pazarlamanın karşı karşıya olduğu başlıca sorunları tespit etmemizi sağlayacak; muhatapların somut verilere dayanarak pazarlamanın uygulanması hakkında derinlemesine fikir sahibi olmalarını sağlayacak güncel gerçeklere göre bir dizi çözüm geliştirilecek, tüketicilerin pazarlama kavramına ve pazarlamacıya ilişkin algılarının belirlenmesi amaçlanmaktadır. İki farklı ülke örneği (Türkiye ve Gine).

Çalışma metodolojisi, açıklamamızın odak noktası olacak iki (2) ana bölüme ve net ve kesin olmamızı sağlayacak tablolara odaklanacaktır: PAZARLAMA KAVRAMI VE TARİHSEL GELİŞİMİ ve TÜKETİCİLERİNİN ALGILARINA İLİŞKİN ARAŞTIRMA PAZARLAMA VE PAZARCILAR KAVRAMINDA GİNE VE TÜRKİYE.

Literatür taranarak geliştirilen 47 adet 5'li Likert tipi ifade yardımıyla iki ülkeden kolay örnekleme yoluyla seçilen katılımcıların pazarlama ve pazarlamacı kavramına ilişkin algıları ölçülmeye çalışılmıştır. Kullanılan ölçeğe iki örneklem için ayrı ayrı açıklayıcı faktör analizi uygulanmıştır. Türkiye örneğinde sekiz, Gine örneğinde yedi faktörlü bir yapı elde edilmiştir.

Türkiye'deki katılımcıların sosyal pazarlama yaklaşımını benimseme eğilimi de Gine'deki katılımcılara göre daha yüksektir, bu nedenle pazarlama sadece ürün satışına dayalı değil, akademik bir disiplindir. Araştırma bulguları ışığında uygulayıcılara ve gelecek araştırmalara öneriler geliştirilmiştir.

Anahtar Kelimeler: Pazarlama, Pazarlamacı, Pazarlama Algısı, Türkiye, Gine

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INTRODUCTION

The innovation of international trade (IT), after the great crisis of the '30s', left humanity thinking as a whole. The measures of scientific rapprochement for the revival of international trade were a major concern of the actors concerned and humanity in general because it was not only economic, but also about human. The destruction of Japan which constituted the first bases of technology were destroyed during the Second World War had left a great void which caused the repositioning of the great victors of this War, the world through international trade which will be the new target of the victorious in the Second World War with a view to conquering the international market. This took on another dimension through the creation of academic institutions of commerce all over the world, from which the concept of marketing was born in 1950 in the United States, making it possible to acquire scientific knowledge at first then the application of marketing in its entirety with all these concepts.

The international market remains the target of multinationals with the experimentation of new academic disciplines of marketing and we will witness a new image of marketing where productivity is done more in quantity but in quality. This new image puts the consumer at the center of all marketing activities and listening the consumer voice is vital. Because of that this study will allow us to understand marketing from another dimension, not that of sales, but as an activity in which consumers and suppliers participate in joint decision-making.

This study will give a focus on the impact of marketing in our environment in its totality and try to understand the need that all commercial actors are involved in the decision-making process in a direct or indirect way.

Marketing is a state of mind, largely on intuition and imagination, which mobilizes all possible means to communicate with the consumer, it is the fact of detecting the needs of the consumers to make the right product, which facilitates the sale. At the beginning of the development stages, marketing was seen as an activity that delivers goods and services to consumers and whose success is measured by sales performance. However, significant changes in market dynamics have also led to the evolution of marketing science. With the increasing supply, the marketing

understanding of the early periods lost its validity and an understanding centered on consumer needs began to dominate.

The objective is to bring together the necessary tools to clearly deepen our knowledge of this academic marketing discipline. Our analysis methodology will be based on documents from the course materials in order to elucidate our study in marketing. In this document, the main sections that will be detailed will allow us to know the ins and the out on the place that marketing occupies nowadays in our everyday life because marketing is not limited to commercial activity but also to life in its generality because whatever we do, there is marketing in it.

The feature of marketing in this life and in every activity causes everyone to have an idea about the definition of marketing. However, the way the word marketing is used in everyday language and the connotations it creates are not closely related to the current definition of marketing science. Marketing is mostly defined by sales, distribution and promotional activities. However, in the modern post-marketing development stages, marketing has turned into a discipline that considers all stakeholders as customers and focuses on establishing and managing long-term relationships with all of these stakeholders. The fact that these functions of marketing are not known enough causes the concept of marketing to be perceived as a dirty word from time to time and to be seen as equivalent to repressive sales efforts.

In this research, it is aimed to determine the perceptions of consumers about the concept of marketing and marketer in two different country samples. It is aimed to measure the differences in perceptions caused by the differences between business practices and consumer typologies in the two selected countries, Türkiye and Guinea

CHAPTER 1: MARKETING CONCEPT AND ITS HISTORICAL DEVELOPMENT

The existence of any business with aims to make a profit, this is the fundamental reason for the creation of companies. However, marketing as to who does it for profit focuses not only not to make profit but service after Bachelor sale remains the key fundamental for marketing. The objective of entrepreneurs is to have a stranglehold on the market in all its totality; by making a marketing retrospection of products or articles was centered on sale without explained consumers with important or product performance as the products have been sent to the market just to their flow without knowing s' they meet the expectations of consumers. Production was made in quantity either in quality, distribution channels were not segmented; poor communication about the product led to misuse of the product by consumers. That is why potential solutions will be listed in the second part of our document.

These days with the system set up by international trade (IT), import and export become an undeniable phenomenon in international trade as exporters such as third country worldwide that provide 90 % of raw material (the uranium, gold, diamonds, aluminum, Manganese, Cobalt etc.) Raw material is not immune to marketing and develop countries not having his first resources, but with the possession of technology they manage to transform them into a finished product.

The goal of any activity whether commercial, service, service is the search of the necessary tools adequate for the realization of this project said finally reach the goal which is the finality. The objective of the request preliminary inquiries about the product to sink on the go, for the price and the need for the customer constitutes the studies and important for the existence of firms for their proper functioning. The goal can in no way be based on talking and selling, to create a very good relationship with consumers while making a profit. Firms must undoubtedly be closer to the general public to know the periodic evolution of the consumers while investigating the behavior of consumers on the perceptions of the products available on the market in order to know the prerogatives of the clientele with a very good communication at the base, because it is the essence of the proper functioning of commercial activity.

Promoting good communication with the public on products helps to capture consumers but makes profit, communication in commercial activities or services

constitute the pivot to have control over the general public, information makes it possible to facilitate the understanding and commercial application of products in the simplest way; communication on a product is to give commercial value to the production of products, it is the image that firms represent in front of consumers.

Regarding the importance of work, these different sections which will be detailed in the simplest way will be able to allow the interlocutors to profit on the advantage and the necessity of marketing in our current life. In this regard, the important capital of our main theme ‘‘marketing’’ it’s nothing but the opening of the world of a system of commercial modernization by highlighting the essential concerns of consumers.

The importance of marketing does not aim only to produce and sell, the major exercise that after these two stages remains and remains the service. The beginning of any work is the positive result allowing to satisfy the need (physical or moral). The result of a job constitutes the effort concentrated with all the necessary abilities or to give a major meaning to this result allowing consumers to gain profit. In this term the central word is marketing by basing on our purpose like:

The extradition of productions must be done in real time in order to maintain friendly ties between consumers. The distribution channels must work 7/7. The pricing of goods must be done upstream with consumers, taking into account turnover.

The socio-cultural investigation by based on the environment, constitutes one of the important factors for the revival of the commercial activity because this relates to the quality of the products that will be drained on the market, they must in no way be the subject of a controversial subject, that is to say if the product does not harm health and the prohibitions of morals or culture.

The creation of quality product because consumers always expect good product quality from firms, it contributes to the development of consumers and helps maintain a very good image of these companies.

The goal of any commercial activity is to make profit by focusing on; economic growth, the conquest of the market, the creation of strong relationship between consumers and company etc.

1.1. IDENTIFICATION OF MARKETING CONCEPTS

Marketing is the set of elements characterized by the theoretical phase which brings back the commercial agents has mastered how and when it is necessary to carry out the commercial activity in a first on the ground, this multi plural dimension of the concepts of marketing is a necessity in order to position ourselves in front of consumers and this depends on preliminary investigations to pinpoint the real causes that we must face. The concept is a geostrategic work allowing companies to have control over the market as a whole. These are institutions that can allow companies to hold out as long as possible, these concepts are for marketing the basis of approach between the company and the consumers.

In a second step, the implementation of the knowledge acquired from the academic discipline of marketing is the logical continuation which is part of the reinforcement for the application of marketing. You will understand with me that these concepts are nothing else: the concept of production, product, marketing, societal marketing, sales and the holistic concept etc. These are concepts of complementarity which ensure the guarantee of productivity in sales and after-sales. The aim of these concepts is to maintain consumers in a spirit of comfort by creating confidence through the hope displayed by companies in the eyes of consumers.

The academic discipline of marketing has improved commercial activity, since it has allowed us to understand the foundations of marketing and its application not as the action of selling, but as a theme that highlights the theoretical phase and at the same time practical, characterized by an essential point which is the after-sales service in order to position themselves in front of consumers. The use of marketing tools is a major factor for companies. Marketing being an academic discipline includes two phases: The theory sentence consists of having very thorough knowledge on the concept. Marketing is a process by which products, goods and services or ideas are made available to consumers for the satisfaction of needs. Marketing is indeed a very different academic discipline from selling. It is the set of elements allowing to have a clear communication on the product; this information provided by the marketer are all means to enhance the value with all the information necessary for the use of the products. The total success of businesses these days requires marketing, promoting the marketing of products; however, marketing is only

seen by consumers as the act of selling. Marketing is an undeniable asset for the creation of businesses because the most important thing is not how to create or produce articles, but how to market them. The concept of marketing consists of focusing on the needs and expectations of the public; the desire must be analyzed and investigated to generally detect the major problem of consumers in order to meet their needs.

We must:

- Concentrated on the values and desires of consumers, while the bidders a quality service.
- The integration of any activity commercial and organizational including promotion and productivity qualitative and quantitative.

1.2. IDENTIFICATION OF THE COMPONENTS OF THE CONCEPTS

1.2.1. The Market

The conquest of the market remains the objective of the entrepreneurs, because it is there where everything happens the capture of the consumers and the control of the environment by the companies remain a necessity. It constitutes the place where the operations take place. On the other hand, for profit.

The market is defined according to the environment in which businesses operate, it is the place where an exchange transaction between buyer and seller takes place. It is also the place of distinction between the supply and the demand of a good or a service mainly the competitive target of the companies, it is often international, sectorial, national, regional, and weekly (Kotler and Armstrong, 2012, s. 188).

Long before the industrial revolution in 1760, the market did exist archaic methods have always been the means of production and distribution of goods and services to consumers, at that time the market did not experience segmentation or differentiation, everything was encompassed around of a single system to produce to sell. Nowadays with the great advancement of the internet and the application of marketing in the trading system all automatically changing, we are witnessing different types of market with their segmentation.

Mainly we distinguish three types of market:

The good and service market: It is characterized by the commercialization of goods and services (merchants, idea). The evacuation of the products by the computer system has day seen in the anterior years, however, our day with the practice of marketing and all its accessories it will modernize the trading system through the channels fast and efficient distribution to provide information in the clearest way the products and items supplied by companies to allow consumers to have a clue about the products they use through commercial television, of media like: radio, the chain's advertising.

Social media such as: Facebook, Instagram, Twitter and others like: newspaper catalogs, magazines, billboards, carnivals, are effective for public information. The increased ranges productions put consumers' convergent agreement to suppliers. The rapid and efficient distribution is an indescribable asset to the firm, nowadays consumers no longer need to browse enough kilometer to be in possession products or satisfaction of their desires.

The market of work: it is the environment in which confront supply and demand 'work. Any business in need of human resources to ensure its operation, it must be and managed by competent people tents that ensure its good operation, good company reflects the image of the right structure in place by competent men.

The capital market: It consists of evidence investors and shareholders; it focuses on the monetary and financial market, which consist in investing the capital necessary for Take-off of commercial activity. It brings together furniture's and real estate to see the land, buildings, for real estate; trucks, equipment, products, personnel, etc. for furniture. Loans for backgrounds trade is an important element in the revival of commercial activity. The capital market constitutes essentially creating a business because everything revolves around money, bank loans, goodwill by entrepreneurs to loan the institution's financials allow entrepreneurs to have a close look at entrepreneurial management.

1.2.2. The Value of the Consumer

The trade activity is the ratio that connects seller's consumers see customers, production is done with the consent of the client and the conditional sales report. Consumers occupy a place in any commercial activity, marketing principle would give special attention to consumers. The price setting in the market by the

sellers is the subject of joint work with the customer. However, some company's products goods and services without account product gross domestic product (GDP) of the population (the income). The value an enterprise to customer it is beautiful and the views of consumers taken into account in May also the profit it made however.

The relationship that connects consumers to business is indeed a business relationship, it is when a business produces goods, services and ideas; It is because there are many consumers who need it. Since the introduction of the discipline of Marketing in the business activity it has given a focus and the place occupied by the customers because all the companies fight to get hold of the consumers. The main source of income for firms are buyers. In marketing, the customer is the centerpiece, because it is around him that everything revolves, all marketing operations aim to create a solid relationship between the company and the customer if he is already loyal to the company, otherwise attract him to create a relationship in order to profit. That's why I say, the expression the customer is "King" is a term used by marketers in order to value customers and give them the place they deserve within the company; with the great advance of the internet and the creation of commerce tools through websites, sales software to be able to classify customers according to their turnover and product categories, this is what is doing modern marketing an academic discipline.

1.2.3. Customer's Needs and Relation

Before 1950 although marketing was born, the production of goods and services was not the object of customer expectation. The companies produced without taking into account the opinion of consumers with very high production ranges which did not meet the criteria of marketing and customers. The production was limited according to the zones in which were implied its companies, the need of the consumers was not satisfied.

The introduction of the Internet into the trading system and the import, export trade transaction. Customer satisfaction is not limited to the sale or the quality of the products taking into account the quantity for the continuity of the supply of the market. In addition, after-sales service makes modern marketing special compared to previous years; a satisfied customer always keeps a very good image of the company and on the other hand values the company in front of other customers.

Customer satisfaction sufficiently shows the particular attention the company gives to consumers. The segmentation of markets by firms for their marketing demonstrates the proximity of the company to the public and this allows customers to travel less distance to be in possession of their goods that they want. The delivery of products to their destination by marketers is a major advantage for companies in order to maintain their leadership in the international market.

The conquest of the international market, remains a primary concern for entrepreneurs because each of them wants to have customers in order to gain control over the market. The loyalty of entrepreneurs to keep their relationship with the public cannot be sustained only if the customer is at the center of the company's preoccupations that is to say take into account his opinions and his concerns. Produce a service or an idea to satisfy customer expectations is the only way to create a relationship with customers. A company is not created to exist but rather marked its existence by the creation of goods and services for the satisfaction of the public.

1.3. THE HISTORICAL ORIGIN OF MARKETING

According to my analysis, the crisis of the '30s was a total upheaval for business as it devastated the world economy. Before that time production was limited only in areas where companies were located. The changing times and the advent of technology changed the trend, production was no longer centered in the areas where its companies were located, but rather channels for the evacuation of products were carried out through the trading system. The barter was the first system of commercialization of the products, in this ancient commercial activity the products were exchanged in part from other product, that is to say that if one needed the gold and the other had the diamond and needs gold, the exchange was made in equal consideration, valid for all the products which were sold on the market without knowing the value of the counterparts but with the total change of the system and the evolution of the time everything had, because all the products had by no means the same values from which the spirit of introduction of the currency was born finally to determine the intrinsic value of the products.

According to (Womack, Root, and Jones, 1990, s. 12), manufacturers around the world are now trying to embrace lean production, but they're finding the going rough. The companies that first mastered this system were all headquartered in one

country-Japan. As lean production has spread to North American and Western Europe under their aegis, trade wars and growing resistance to foreign investment have followed.

Today, we hear constantly that the world faces a massive over capacity crisis-estimated by some industry executives more than 8 million units in excess of current world sales of about 50 million units.' This is, in fact, a missioner. The world has an acute shortage of competitive lean-production capacity and a vast glut of uncompetitive mass-production capacity. The crisis is caused by the former threatening the latter.

Many Western companies now understand lean production, and at least one is well along the path to introducing it. However Superimposing lean-production methods on existing mass -production systems causes great pain and dislocation. In the absence of a crisis threatening the very survival of the company, only limited progress seems to be possible.

General Motors is the most striking example. This gigantic company is still the world's largest industrial concern and was without doubt the best at mass production, a system it helped to create. Now, in the age of lean production, it finds itself with too many managers, too many workers, and too many plants. Yet GM has not yet faced a life-or-death crisis, as the Ford Motor company did in the early 1980s, and thus it has not been able to change.

Before the years "30" production of goods and services were good and beautiful limited depending on the area and the specificity of the products, production was done according to the demand and need doing to feel a lack of goods and Services, it is beautiful and the era of the limitation of product. In this context the production of goods and services were not the major objective for commercial competition, the producers focused only on the satisfaction of their need. General Engine "GM" the brand that enthralled the world with their very archaic marketing system. The historical era of marketing, was also focused on the slowness of productivity, the conquest of the international market was not the fundamental question in order to set up a marketing system more suited to commercial standards.

1.4. THE DEVELOPMENT STAGES OF MARKETING

Like all branches of science, the understanding of marketing has developed over time. Marketing activity, which existed in practice, began to be expressed conceptually only in the 20th century, not with the development of business science, but with the emergence of interpersonal communication. Marketing efforts were seen as unnecessary where there was production and the idea that everything produced would be sold was dominant. The reason why this understanding maintains its validity for a long time is that the amount of supply in the market is far below the amount of demand, and this situation eliminates the luxury of consumers to make a choice. The increase in the amount of supply with the acceleration of industrialization led to the development of the marketing approach and the beginning of the period that focused on the production of quality products, which is called the product understanding. In the 1930s, the Great Depression forced businesses to think about the concept of marketing, and the understanding that I sell what I produce left its place to focus on sales efforts. In the period of sales understanding, the only effort of the enterprises was to increase the profitability by selling more. Developing competitive environment, supply getting closer to demand; It has made consumers make choices and forced businesses to focus on consumer wants and needs. For this reason, the transition to the modern marketing approach, which sees the consumer as one of the top management of the enterprise, has taken place. Today, the concept of marketing is not only for consumers; It refers to the whole of activities aimed at the satisfaction of all stakeholders of the enterprises.

1.4.1. Production Approach Era

In this understanding, which was valid in the years when the concept of marketing was first expressed, the focus of the enterprises is the production activity. In this environment where production activities can be carried out, no extra effort is required to market products and services.

In this understanding, individuals are seen as aggressive consumption triggers whose demands automatically rise with the supply of products. In this case, it is believed that the products produced can sell themselves. The basis of this understanding is an 18th century, which argues that every supply creates its own demand. The theory is based on Say's Law (Fullerton, 1988, s. 112).

In the period of production understanding, consumers are more interested in purchasing products rather than solving problems related to their needs and wishes. At the same time, consumers are also knowledgeable about the brands that exist in the market and compete with each other (Yükselen, 2003, s. 7).

This understanding succeeds in the vendor market. Under vendor market conditions, the manufacturer does not deal with the sale of the product, but focuses on increasing production through improvements in production capacity. Production-oriented companies ignore customer needs and concentrate on producing the highest quality product (Assael, 1993, s. 21).

The characteristic features of the production understanding period are as follows (Fullerton, 1988: 108):

- Businesses concentrate on physical production by trying to overcome the constraints on supply with new technologies and more effective management techniques, and distribution is left to wholesalers and retailers as a secondary concern.

- Outputs consist of limited product lines whose content and design are determined by production possibilities rather than customer needs.

- Demand exceeds supply.

There is very little competition in each product market.

- Wholesalers and retailers do not need to use sophisticated methods because products are believed to sell themselves.

1.4.2. Product Approach Era

The product understanding period shows similar characteristics with the production understanding period. The dominant situation in the period of production understanding is that the supply cannot catch up with the demand, so the consumer does not have a chance to choose, and as a result, the products sell themselves. In the product understanding period, the amount of supply increases compared to the previous period. Therefore, the focus of businesses shifts from the production activity to the product.

In this period, it is assumed that the products will be purchased by the consumer when they are produced in high quality. Producers think that there will be no need for the sale of quality goods and that quality goods will sell themselves (Karahan; 2000, s. 6). The understanding of "I sell what I produce" has turned into

the understanding of "I will sell if I produce with quality". For this reason, companies with this understanding are constantly trying to improve their products. However, consumer demands and needs are ignored in these efforts (Kotler, 2000, s. 18). In this understanding, consumer requests and needs are not taken into account, only a better product is tried to be produced.

1.4.3. Sales Approach Era

After the product approach, the marketing world has witnessed an intense competitive environment resulting from the increase in production and the amount of producers. The increase in the number of companies producing products with similar characteristics has forced businesses to differentiate in their sales efforts and has led to the belief that the success of businesses depends on successful sales.

In the congresses that brought practitioners and theorists together in the 1930s, the definition of the term marketing, which was adopted jointly, was made as follows: Marketing is the handling of the channels through which goods and services pass from the point of production until they reach the consumer, and the actions taken in connection with this transition, in harmony and integrity. In other words, from the point where goods and services are produced until they reach the consumer, the channels we call marketing channels and the producer's fulfillment of marketing functions in an integrated manner within the framework of a coordination have been suggested as a remedy for the absorption of goods that cannot be absorbed in the market (Oluç, 2006, s. 70). In these years, production capacity is higher than ever before, and in this environment production is no longer a problem, it is now about overcoming the competition and winning over the consumers. The sales approach era has led businesses to focus on sales to cope with increasing competition (McCarthy and Perreault, 1984, s. 35). Since there are more than enough or more than demanded products in the market, consumers have started to choose between brands. Therefore, emphasis has been placed on sales development activities. According to this understanding, a good marketer is a good seller (Altunışık et al., 2006, s. 17).

In the understanding of sales, the belief that customers will not buy the products of the enterprise is dominant if sales activities are not carried out aggressively. The majority of companies that adopt this understanding work with excess capacity and their aim is to sell what the business produces, not what the

customer wants (Kotler, 2000, s. 18). This understanding is an understanding that does not consider both the consumer needs and the long-term interests of the consumer, and ignores the responsibilities of the enterprise towards the customer base and the society in general. Businesses have tried to sell products that consumers do not really want and do not need, products that do not match consumer expectations, and generally poor quality products by using repressive sales techniques (Koç, 2007, s. 50). High-pressure sales were used as a synonym for marketing in this period. The main purpose is to sell the products accumulated in stock by using all personal selling and other promotional mix elements without dwelling on post-purchase satisfaction (Kinnear and Bernhardt, 1985, s. 14). Because companies believe that products and services are sold, not bought. Therefore, the aim is to subdue demand to supply (Tek, 1999, s. 13).

1.4.4. Modern Marketing Approach Era

While solutions were sought for the solution of the market problem in the 1950s with the effects of the technological developments brought by the Second World War on the mass production increase, the inadequacy of the marketing definition made in the sales approach period was understood and it was observed that there were many needs that could not be met while there were a lot of products and it was necessary to find a solution to the problems with a new approach. Judgment was reached (Oluç, 2006, s. 70). This new approach is the starting point of the production activity of consumer wants and needs; the consumer's top manager of the business; On the other hand, there will be a modern understanding of marketing in which marketing activity is seen as a process that starts long before production and continues after sales.

According to Peter Drucker, the need to sell will always exist. But the point of marketing is to make selling unnecessary. In other words, the aim of marketing and marketer should be to know the consumer and his needs well, to understand and to produce products suitable for him, and thus to ensure that the product sells itself (Koç, 2007, s. 50). The establishment of this approach will only be possible with the adoption of a modern marketing approach.

The starting point in the modern marketing approach is neither efficiency in production, good product nor sales efforts, but the needs and wishes of the consumer.

According to this understanding, the issue that needs to be emphasized is to determine the needs and desires of the target markets and to create more effective and sufficient customer satisfaction than the competitors. In businesses that have adopted this understanding, marketing efforts begin before production. The needs and wishes in the target market are determined and the production is directed. It is necessary not only to take into account the needs and wishes of the consumers, but also to make significant changes in the organizational structures in line with the understanding, and to ensure the establishment of a new management approach in the management levels (Yükselen, 2003, s. 8).

The modern concept of consumer-oriented or customer-oriented marketing is rather the acceptance of "consumer sovereignty" in the conditions of the buyers' market. In this understanding, themes such as "customer is our benefactor", "customer is king", "customer is always right" are valid (Tek, 1999, s. 19).

1.4.5. Societal Marketing Approach Era

Over time, the understanding that sees marketing as the satisfaction of consumer wants and needs has lost its validity to some extent, and marketing has begun to be defined as a set of exchanges that should protect the interests of various groups and ultimately society. Social marketing is a consumer-oriented approach and is based on an understanding based on customer satisfaction and long-term consumer well-being in order to achieve business objectives. In this understanding, which is in the interest of all concerned, including companies, in the long run, companies aim to satisfy and support consumers on the one hand and social priorities on the other; On the other hand, they may face simultaneous contradictions such as fulfilling business objectives. According to this understanding, businesses should not ignore the interests of the society while taking care of their own interests and consumer interests (Tek, 1999, s. 35).

The "mass marketing" techniques and instruments developed to solve the marketing problems encountered in the industry-intensive economy were insufficient to solve the problems encountered in today's information economies, and it was inevitable that new approaches would emerge to develop solutions to the unique marketing problems of the new era (Zengin and Demirel, 2004). One of these new approaches is relationship marketing.

1.4.6. Relational Marketing Approach Era

Although no agreement has been reached on the definition of relationship marketing, the point that all definitions focus on is long-term relationships. Relationship marketing is to identify, establish, maintain, develop and, when necessary, terminate relationships with customers and other interest groups. Thanks to these relations, the goals of all interest groups will be achieved and this will be realized through mutual exchange and fulfillment of promises (Harker, 1999). The customers that need to be related are not only the final customers who demand the product and service of the business, but also all the interest groups that are directly or indirectly affected by the business activities. Although relationships are ties between two or more people; It can also occur between people, objects, symbols and organizations (Gummesson, 1996).

Relationship marketing, especially in service businesses, is to establish closer and emotional relationships with existing customers in order to increase customer loyalty and to do more business with existing customers (Hacıfendioğlu, 2005). The aim is to define, maintain and develop relationships with customers and other partners at a profitable point where the wishes and needs of all parties are met. The point that the marketing activity has reached today is the management of relations with all stakeholders.

1.5. THE MARKETING MIX

First of all, it will be important to understand at first that marketing in general is the subject of study on the behaviour of companies in front of the public in order to detect and understand the needs the necessity on the creation of companies and products ready to be sold on the whole reminding them of the need and importance for the well-being of consumers. The concept of awareness about the benefits and how to use is a step forward for businesses, which is why it is imperative for businesses to comply with the environment in which they operate.

The mixing of marketing with the 4Ps is a very convergent subject allowing the proper functioning of the commercial activity, it is the place to bring out the question of imperative complementarity in the marketing mix because we cannot

dissociate. Speaking of marketing we allude to the 4Ps which determine the bases and play an important role in the exercise of marketing, they are both the beginning and the continuity of marketing. The marketing mix must be understood under another dimension as a center of interest because of its character as an image projector for commercial activity.

The marketing mix or marketing of four P's is the logical continuation of the elements exercise of marketing. The function occupies the 4P namely: promotion, price, place and the product allow tent the company's business operation. Communication is the essence of information on the production of goods and services, it provides as a whole to satisfy all the customer's motivating the need and the advantages on the product.

According to (Ringold and Weitz, 2007, s. 251), the American Marketing Association they define marketing mix " as an electric activity studied and understand by peoples with a wide variety of skill and knowledge bases, it is the process of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives).

According to (Moati, 1999, s. 10), it is true that mass distribution has become one of the key sectors of the economy. It achieves in France a turnover of nearly 60 percent of the state budget. There are five (5) distributors among the top 15 French companies. Almost one in ten employees works in the retail trade. In the United States, Wal-Mart, the leader in mass distribution, is the world's largest employer (910,000 employees). But the weight of large-scale distribution far exceeds these figures: an essential channel of access to consumer, it exerts a profound influence on the consumer goods industries, and by chain effect, on the economy as a whole. If large-scale distribution fascinates, it is also because his story is that of an exceptional man whose itineraries, often told, reinforce the liberal myth of the "self-made-men" who, starting from nothing, built empires. And then, for most of us, mass distribution is an important part of our daily lives. Trade is a formidable window open to economic life. It is often through it that children become aware of the basic mechanisms of the market economy. Trade is associated with access to consumer

goods, which seems to be, in our Western societies, one of the primary purposes of existence).

Also in the same wake, (Moati, 1999, s. 26), the French economy through commerce experienced several bankruptcies after the advent of marketing. With the industrial revolution at the end of the 18th century and the merger of capitalism, the creation of exchange values became the primary motive for production. Trade intermediation, which ensures the movement of goods, therefore becomes organically linked to the functioning of the economic system as a whole. Industrialization and the mechanization of production allow the achievement of productivity gains. The depreciation of the production tool, however, requires production in larger quantities. The flow of this increased production requires organized commercial activity. In addition, mechanization generates a certain standardization of products which breaks with the tailor-made work of the craftsman which blurs the interpersonal nature of the relationship between the producer and the consumer. This new situation is compatible with the intervention of intermediaries who, through the "bundling" and "splitting" of productions, have the capacity to reduce transaction costs throughout the sector. Traders played a very important role during the early stages of industrialization, in particular through the production control conferred on them by their role as supplier of materials and "funders" of the production cycle. As Alfred Chandler (1977-1988) has shown, this multiplicity of roles for traders then ensures trade a preponderant place in the economy: it is trade that is responsible for "steering" production chains and markets. The birth of large-scale distribution will mark the loss of this position to the benefit of industries, and it is only recently that distributors seem to want to engage in a movement to regain this central position in the economic circuit. However, the weakness of final consumption during the early days of capitalism explains why the activity of "traders" for a long time remained focused on the supply of raw materials and intermediate consumption to a rapidly expanding processing industry. Moreover, as Karl Marx describes it, these traders as a whole preferred to derive a comfortable profit from the exploitation of the labour of small independent production units rather than actively engage in the development and implementation. New production method. When mechanization requires considerable capital mobilizations and the consolidation of machinery and labour

within factories, producers will regain control of the activity. This development of modern industry, within the framework of increasingly large enterprises, poses with ever more acuteness the question of the flow of production.

According to Borden (1984, s. 12), the marketing mix concept seems relatively simple, once it has been expressed. I know that before they were ever tagged the nomenclature of “concept” the idea involved were widely understood among marketers as a result of the growing knowledge about and marketing procedures that came the preceding half century. But I have found for myself that once the ideas were reduced for a formal statement with an accompanying visual presentation, the concept of mix has proved a helpful device in teaching in business problem about marketing. First of all it is helpful to giving an answer to the question often raised as to “what is marketing” the chart which shows the element of mix and the forces that bear on the mix helps to bring understanding of what marketing is. It helps to explain why in our dynamic world the thinking of management in all its functional areas must be oriented to the market.

In problem solving the marketing mix chart is a content reminder of:

- 1- The fact that a problem seemingly lying in one segment of the mix must be deliberated with content through regarding the effect of any change in that sector on the other areas of marketing operation. The necessity of integration in marketing thinking in ever present.
- 2- The need of careful study of the market forces as they might bear on the problem in hand.

In short, the mix chart provides an ever-ready checklist as to areas into which to guide thinking when considering marketing questions or dealing with marketing problem. According to Borden, (1984, s. 8), the connotation of marketing mix was first of all calling “marketing executive” a “mixer of ingredients” one who is constantly engaged in fashioning creatively a mix of marketing procedures and policies in his effort to produce a profitable enterprise. For many years previous to Culliton’s cost study the wide variation in the procedures and policies in employed by management in manufacturing firms in their marketing programs and the correspondingly wide variation in the costs of this marketing function, which culliton aptly ascribed to the varied “mixing of ingredients” had become increasingly evident

as we had gathered marketing cases has the Harvard business School. The markets differences in the patterns or formulae of the marketing programs not only were evident through facts disclosed in case histories, but also were reflected clearly in the figures of a costs of food manufactures made by the Harvard business by Business Research in 1929. The primary objective of this study was to determine common figures of expenses for various marketing function among food manufacturing companies, similar to the common cost figures which has been determined in previous years for various kinds of retail and wholesale business. In the manufacture's study we were unable, however, with the data gathered to determine common expense figures that had much significance as standard by which to guide management, such as had been possible in the study of retail and wholesale trades, where the method of operation tended toward uniformity, instead, among food manufactures the ratios of sale devoted to the various function of marketing such as advertising personal selling, packaging and so on, were found to be widely divergent; no matter how we grouped our respondents. Each respondent gave data that tended to uniqueness.

Culliton's study of marketing cost in **1947-1948** was a second effort to find out, among other objective, whether a bigger sample and a more careful classification of company would produce evidence of operating uniformities that would give helpful common expense figures. But the result was the same as in our early study: there was wide diversity in cost ratios among any classification of firms which were set up, and no common figure were found that had much value. This was true whether company were grouped to similarity in produce lines, amount of sale, territorial extent of operations or others bases of classification.

Relatively early in my study of advertising, it had become that understanding of advertising using by manufacturers in any case that to come from an analysis of advertising's place as one element in the total marketing program of the firm. I came to realize that is essential always to ask: what overall marketing strategy has been or might be employed to bring about a profitable operation in light of circumstances faced by the management? What combination of marketing procedures and policies has been or might be adopted to bring about desired behavior of trade and consumers at cost that will permit a profit? Specifically, how can advertising, personal selling,

packaging, channels, warehousing, and other element of marketing program be manipulated and fitted to gather in a way that every advertising management case called for a consideration of the strategy to be adopted for the total marketing program, with advertising recognized as only one element whose form and extent depended on its careful adjustment to the other parts of the program).

According to Firestone (1967, s. 2), marketing is not limited to carry good in the market, the new concept of marketing needs many tools for his application; talking about the necessity of product constitutes an advantage to push costumers to make sell. Advertising involves the communication of a message to the public, that message being designed to achieve an objective will vary depending on whether the advertisement serves a business purpose or a public purpose.

Business objective include the aim of a seller to advise a potential buyer of goods and services for sale, their quality, their usefulness, their effectiveness, their availability, their price and all the other elements of information which may affect the buyer's decision to purchase the items advertised. The advertiser may be a business firm, or he may an individual who uses the advertisement in a newspaper, to find a job or sell a used car, for instant. Public objective include advertisement placed by government authorities and public and private non-profit institutions which aim at informing the public about a given situation and persuading it to heed the massage for example, a public service advertisement encouraging safe driving. To formulate and transmit message involves the purchase and use of space or time on one or several mass communication media. Thus, advertising presents a links between three elements in the social structure; **(a)** the communication, i.e., the advertiser (business men, government or institution); **(b)** the recipient of the advertising message, i.e., the consumer or other sector of the public; and **(c)** the media, i.e., the institutions and corporations, private and public, that control instruments of mass communication. In the second half of twentieth century, advertising, more than, has become a means of mass communication of hire.

The bulk of advertising is directed toward facilitating the sales efforts of business. Since it is this type of advertising that has been exposed to the greatest criticism and is the subject of proposals for a tax to be imposed, this study concentrates on this particular part of advertising efforts in Canada. When business

firms address advertising to their potential customers, these may be either consumers (that is, the final users of goods and services produced), or they may be other businessmen, or government authorities or other public bodies. To reflect this difference in customers, the distinction is usually made between consumer advertising and industrial advertising. The bulk of advertising effort is made to influence consumers. While the main concern of this study is consumer advertising, it should be borne in mind that whenever reference is made to the advertising industry and advertising expenditures, these cover all advertising efforts, whether they are addressed to the private sector of the economy, consumer and business firms, or to the public and semi-public sectors of the economy, including governments and institutions.

Professor Lester G. Telser of the university of Chicago, explain the relationship between advertising and the consumer's stock, consumers have initially a stock of knowledge about goods and services of which part comes via advertising messages and the rest through various channels including conversation with friends, experience with product, shopping trips, and discussion with salesmen. Not only does acquisition of knowledge about goods and services take time and trouble, it may also require money outlays. Moreover, the stock of knowledge about product becomes obsolete with the passage of time because of terms of sale change, new product appears and old ones disappear or change, tastes alter, and there is forgetting.

From the point of view of clarifying definitions, the question arises whether a split between "informative" content and the "persuasive" content of advertising is of more than academic interest. And the related question is whether this distinction has much practical meaning for policy formulation.

Advertising is selling, the objective of advertising is not basically to inform, but to inform for the purpose of selling. The information given will be that which is calculated to help the proposition. No one is going large sums of money to give information which hinders his proposition. Often the amount of information to give. Advertising neither is nor can be a disinterested service of consumer information. It is a salesmanship on a mass scale.

1.5.1. Product

The products or items are important to the supply of the market and the marketing. Marketing is based on quantitative and qualitative production to please consumers. The new marketing discipline was intended to facilitate the activity commercial compared to that of previous years where all the necessary conditions did not exist to balance international trade. This new commercial practice makes it possible to identify consumers' concerns on a daily basis through the “after-sales” management system. The marketing experiences are marketing dynamic agents and researchers in providing solutions that confront clients. The marketing experience impresses customers through the technical systems put in place for the facilitation and rapid evacuation of products to targets. The major concern of entrepreneurs is to produce more in order to have a hand in the market through their product and rapid distribution channels allow consumers to be in possession of the items they want at points that are available to them.

What is the relationship between product and service? By alluding to these two aspects, we risk taking them as one, however it is obvious that the product is different from the service.

The product is what directly satisfies a need. However, the service is the desire that the customer expects from the marketer in an indirect way, because it can be an experience or an idea making it possible to inform or warn the customer on the mode of use of a product (Kotler and Armstrong, 2012, s. 249).

1.5.2. Price

Price is one of the fundamental elements of the marketing mix, it constitutes the commercial income of the company. The price in commercial activity constitutes the absolute value of a product, this value is the equivalence of the product in the first place. In a second time, cost accounting which represents the added value through by loads i.e.: taxes, transportation and commissions.

However, the prices of the products in the company see the stock stores are not necessarily that of the prices on the international, regional or daily market. This is the reason why the price of goods and the purchase cost are diametrically different.

1.5.3. Promotion

The institution of communication within companies makes it possible to inform the public about the needs of their establishments and the products that will be delivered to the market. Normally consumer motivation is bound by the communication on the goods and services available on various items of sale. Customers need to adapt with the new products available on the market.

The marketing communication mix with advertising well because no one can speak of a good article or service without that consumer have no idea of it. Promoting a product does not exclude price and mode of use (Kotler and Armstrong, 2012, s. 496).

Entrepreneurial communication constitutes the essence of the functioning of companies, it is also imperative for companies to advise on the dysfunctions of the company because consumers and companies work in common for the development of societies. The promotion of products is a center of interest for companies, it is also the way to convince or bring back the customer to carry out purchasing operations.

1.5.4. Place

The cosmopolitan environment constitutes for the entrepreneurs the suitable place to carry out the commercial activity well by the establishment of factories, stores and warehouses. Place is a necessary source of income for businesses in the marketing arena.

It determines the geo-economics position of the environment (the company) (Kotler and Armstrong, 2012, s. 568). However, it is not allowed to set up a business anywhere, or to carry out a commercial activity is not how, this requires prior socio-economic surveys to determine the tenors and the outcome for the revival of an income activity. There are many who go into the income business without having a clue about what they are applying. The new marketing discipline has been like up in the great marketing commercial center and the centers most renowned leisure's such as a trip to the big shopping center of Istanbul, a vacancy in Miami (USA), stayed in Dubai etc. The place is also the area where a sales transaction takes place between

the customer and his seller; the market is not the only suitable place for a business transaction. However, the purchase and sale transaction taking place at a location constitutes a commercial activity.



CHAPTER 2: A RESEARCH ON THE PERCEPTIONS OF CONSUMERS IN GUINEA AND TÜRKİYE ON THE CONCEPT OF MARKETING AND MARKETERS

To start, in today's world firms and marketing managers feel the critical need of obtaining information about marketplace and competitive forces as well as changes and trends in the marketing environment? the comparative study about consumer's perception and marketing application between Guinea and Türkiye will be thoroughly explain compared to standard of living and the environment state, it will be merely simple to know the difference between developed country and underdeveloped country like Guinea how marketing is using because all the requirement are not available. Firms obtain marketing information from various sources about marketplaces, customers and competitors, and add the information they created to that information pile. Then this whole accumulation of information is systematically organized by marketers for the purpose of using it in decision-making. However, the development of the Internet and rapid advances in information and communication technologies in the past 30 years let firms to gather information from new information sources such as social media as well as traditional sources.

Since primitive times, trade has always existed. History reminds us that the first men to have lived on earth were indeed blacks, business operations were based on the exchange of products against products and at this time another expression was used namely "barter". It is obvious that one remembers that history was born in Africa according to the historians and this continent was held, left, organized by the organizations traditional, led by chiefdoms. All contemporary history has its origins in the ancient history that emerged in Africa.

Slavery, from the 15th century, European ships began to invade the Atlantic coast of Africa to trade black, but under the pretext of evangelizing black people by white priests and from the 17th century, the Arabs as they invaded the north of Africa and scattered everywhere. The structures marketing was already running. The Egypt had already seen the science to value and puts be practiced all his theories. The pyramid of ancient Egypt was the technique allowing the black continent to develop on all levels.

Trade was well known by Africans long before the triangular trade between Europe, America and Africa starts this transaction linked the three continent was not only policy, economically Africa ended up the floor. However, another method will be used that of colonization in order to destroy African culture as a whole. The conquest of raw materials by the Westerners was their major concern, in order to create and supply Western factories. The abolition of the slave trade in 1848 including the deportees to the American coasts.

The modernization of commerce after this era was a concern for the main empires that were already in place namely:

- The Empire of Ghana (750-1204)
- The Empire of Mali (1325-1546)
- The Songhai Empire (1464-1591) (source internet)

And all these empires were economic assets for the African continent to finally develop its trade and become a reference in the eyes of other continents.

Our study will focus on the systematic comparison and the application of international trade (Marketing) between Guinea and Türkiye.

2.1.THE DIFFERENCES BETWEEN TÜRKIYE AND GUINEA

To star, the environment is the place where the exercise of marketing application takes place, comparative studies between Guinea and Türkiye of the degree of understanding and application of marketing is quite different across the conditions of bases that can allow marketers to carry out their activity with ease; false is to first contact the standard of living on the mastery of the academic discipline of marketing. Diagnosis in underdeveloped countries (Guinea), many people have never had training in order to know the foundations of marketing in the years prior to the appearance of marketing in 1954 in the United States and that the world went bankrupt through the crisis of the 1930s that led to the trade war. We will be able to understand by this that it was the mismanagement and the application of international trade, Guinea is a country whose delay is linked by the lack of basic infrastructures constitutes a real problem insofar as the evacuation of produced at the respective locations is a major problem.

The countries of the third world will never be able to face their economic take-off without for all that facing the problems of basic infrastructure, the synchronization

of the economic activity goes in line with the personnel empowered to manage. Secondly, the environment is the basis in the exercise of marketing, the location of the environment constitutes an important advantage for the delivery of products, and however the observation is bitter in Guinea compared to Türkiye. The parking of points of sale is not segmented in Guinea, which is why we are seeing an accumulation of products without identifying the parking of each group of products.

The market is not the fact of exposing products without knowing their usefulness, the diagnosis made in Guinea allows us to identify very clearly that the sellers have no knowledge of the 80 percent and this constitutes a seriousness of the no mastery of basic data, this is why marketing should not be understood under the old one which consists in delivering the products on the market but in a second as a discipline an academic discipline. The preservation of products in good condition is an advantage that promotes consumer confidence, unlike Guinea, this problem remains a topical issue and to be clear about the causes of this phenomenon, the Energy problem in this respective country will have to be resolved. Since this constitutes a huge loss for traders which will lead them to bankruptcy unlike Türkiye which is a developed country which promotes conservation and guarantees consumer confidence.

➤ **Why is it necessary to talk about the issues between Guinea and Türkiye?**

The African continent, being still underdeveloped, remains a small market for marketing studies on a global scale with its 400 million dollars (Esomar, 2015) or barely a little more than 1 percent of the world market, at its rank of first continent to produce raw materials; knowing that Guinea is one of the underdeveloped countries, this preliminary information including the present case of Guinea remains the center of interest of our problem. Based on databases, the gross domestic product remains below 10 dollars per person in 2021 with a very poor income characterized by poor governance and the embezzlement of public funds with a very low standard of living unlike Türkiye. To reach the level of development it is obvious to put in the foreground the problems of dysfunction which marketing is confronted with in Guinea through: The academic institutions of commerce, the transformation of raw materials into finished products, the valuation of the primary sector, the modernization of the administration, creation of exchange institutions. Etc. Which

will allow the stability of the national economy with converging links from the primary to the tertiary sector, unlike Türkiye whose marketing is exercised in complete independence through the mastery of basic knowledge.

Electronic marketing constitutes a great advantage in the commercial application in Türkiye through the insertion of electronic money and its good management, the parking of the various points of sale meet the basic needs of consumers; however, the creation of products meets the aspirations of customers through a quality delivery system.

The proximity of markets to consumers meets the fundamental criteria of marketing, unlike Guinea whose large cities have a single point in common with a very poor distribution of products without taking into account the needs of consumption.

The environment as a whole is an advantage for the application of marketing, preliminary studies must be a major concern. The financial dependence of underdeveloped countries is a brake on national economies. Guinea is one of the countries credited with the World Bank and the International Monetary Fund (IMF) this can in no way allow Guinea to solve its financial crisis because these are very inappropriate methods that keep underdeveloped countries a financial dependence, as an African proverb says "we do not take credit for our country's debt" end of quote this would mean that Guinea has no advantage in going into debt in order to revive its economy, however it is imperative for Guinea to capitalize on their own resources and revenues in order to overcome this challenge

What is the importance of the comparative study between these two countries?

After analysis these two cases, our comparative study will allow us to know the divergent and convergent points which unite or separate them. The knowledge acquired and the application of marketing in Türkiye sufficiently show the very high standard of living of the population on marketing, its application and management constitute a focus of interest for Türkiye given the very advanced stage of marketing.

Electronic marketing remains the dominant tool for the marketing of goods and services, the electronic approach characterized by the use of the Internet promotes the free circulation of products through the media, unlike Guinea which is experiencing an indescribable delay in the field of energy and new technologies.

2.2.LITERATURE REVIEW

In this part of the research, the findings of the studies on consumers' perceptions of the concepts of marketing and marketer in the marketing literature will be discussed.

Barksdale (1971) examined the attitudes of marketers towards the concept of marketing. The study was conducted with business experts and marketing educators from 404 companies in the Fortune 500. The results show that marketing can be both a success and a failure. Respondents stated that marketing is a powerful thought that affects the management philosophy, improves the organization and benefits consumers.

Barksdale and Darden (1972) drew attention to the limitations of studies examining consumers' attitudes towards marketing and stated that these studies focused only on a certain marketing topic. In this study, consumers' perspectives on marketing and consumerism as a whole are evaluated. In the study, 40 statements related to business philosophy, product quality, advertising, other marketing activities, consumer responsibilities, consumerism and attitudes towards government audits were used.

Gaski and Etzel (1986) stated that there are many studies that measure consumers' satisfaction with businesses, but their feelings towards marketing in general have not been investigated much. The results show that consumers' attitudes towards marketing have changed in a positive way compared to the studies between 1971-1979, but they are still negative.

Wee and Chan (1989) investigated the feelings of British and Chinese consumers in Hong Kong towards marketing and examined attitudes in terms of product, price, advertising and retailing. The results show that Hong Kongers have more positive attitudes towards marketing than Americans. Attitudes towards product quality are more positive than attitudes towards price and advertising.

Varadarajan and Thirunarayana (1990) examined consumers' attitudes towards marketing practices, consumerism, and government controls in India, an industrialized society. The results show that marketing practices create dissatisfaction and that consumers approach marketing with a high degree of skepticism. One of the

interesting results of the research is that the negative view of the advertisement is a universal phenomenon, despite the differences in inspections and advertising density.

Webster (1991) investigated the attitudes of Anglo-American, Spanish-speaking and English-speaking Hispanic consumers in San Antonio and Texas towards marketing practices. The results show that Anglo-Americans and Hispanics differ in their attitudes towards product quality, price, advertising, retailing and sales, satisfaction and complaint behavior, which can be a source for marketers to determine their target market strategy.

Alpert (1993) stated in his study that brand-based and industry-based consumer beliefs were examined, but consumers' general market beliefs were not examined, and he investigated consumers' general beliefs about products and marketing. Brands, advertising and sales promotion, packaging, products and manufacturers are the key components against which beliefs are measured.

Uray and Mengüç (1996) investigated the cross-cultural generalizability of the consumers' marketing and consumerism attitude scale developed by Barksdale and Darden (1972). The results showed that 40 statements in Barksdale and Darden's scale were not sufficient to explain the attitudes of Turkish consumers and 10 new statements were added.

Karahan (1999) evaluated the consumers' perspective on marketing at the beginning of the 2000s in his study. The results show that there is no significant difference between the perspectives of individuals and organizations in different segments of society towards marketing. When asked about the definition of marketing, those who limited it to advertising found these statements logical and agreed when given the correct definitions.

Sherman and Devlin (2000) evaluated the perspectives of the American and English churches on marketing in their study. A church's service marketing and marketing practices are included. It has been examined whether consumer wishes and needs are taken into account in churches. While the clergy in the church in the USA approached marketing more conservatively, intensive marketing activities were encountered in the church in England. The clergy in England say that they are willing and ready for marketing.

Torlak (2002) examined the marketing perspectives of university students in his study. Based on the different definitions expressing the marketing understanding of the students, it is understood that the marketing perspectives are gathered under three factors and these factors can be named as quality of life and social welfare increase, consumer satisfaction and social responsibility, sales increase and profitability, respectively. In line with these three factors, it is observed that university students' marketing understanding has a perspective from macro scale to micro scale.

Chan and Cui (2004) determined the attitudes of consumers towards marketing in four cities of China, which is a transition economy, and compared them with the results of studies in developed economies. The results show that consumers in China are less critical of marketing than their counterparts in developed economies. However, it has been determined that consumers' views on marketing, their beliefs about businesses and their relations with them have a significant effect on consumer satisfaction.

In their study, Zengin and Demirel (2004) point out that there is a great change in customer demands and technology in terms of environmental conditions. The managers whose data was collected in the research state that this great change is determinant in the shift of marketing understanding and practice from production and sales orientation to the relationship. This situation shows that relational marketing has become a necessity in businesses in changing environmental conditions.

Kubacki and Craft (2006) evaluated the attitudes of musicians operating within non-profit organizations, with their own efforts or as small and medium-sized enterprises, towards marketing. Little is known about the attitudes of musicians, who are both products and producers, towards marketing. The study was conducted in England, a post-industrial society, and in Poland, a post-communist society. The results reveal that society, culture and economic environment shape attitudes less than art itself. In both cultures there is at best a suspicion of marketing, at worst an dislike of seeing art as a business.

Cui, Chan, and Joy (2008) compared the perspectives of Chinese and Canadian people on marketing in their study. As a result, they mentioned that Chinese people have less positive attitudes towards consumerism than Canadian people.

Although Chinese consumers experience more marketing-related problems, they have a more positive attitude towards marketing. Canadians reported a high level of satisfaction with marketing. However, their attitudes towards marketing are more negative. These data show that perceptions and attitudes towards marketing may be independent of marketing experiences.

In their study, Heath and Heath (2008) argue that marketing is an inseparable part of consumers. In the research they wanted to reflect the consumption and marketing perspective that exists in developed societies, data were collected from consumers in Portugal. The findings were examined under two main headings: firstly, understanding the level of consumption and its reasons, and secondly, marketing perception and marketing attitudes. As a result, while the number of those who perceive marketing as innovative, interesting and useful is low, the number of those who perceive it as deceptive, offensive, excessive and fraudulent is high.

In the study conducted by Özsoy and Gelibolu (2010), some students who took a marketing course defined marketing as goods, products and services, while others evaluated it as sales and advertising. It is noteworthy that some of the respondents think that marketing contains many unethical practices. The rate of those who state that marketing is not perceived as a reputable department by the society is high. The fact that all marketing activities are not performed by individuals who have received this training can be a determinant in negative perceptions.

In his study, Işın (2011) tried to evaluate the marketing perspectives of the operators in Türkiye. Respondents reported positive opinions about the quality of the products. On the other hand, they declared that they do not welcome high price applications.

Kachersky and Lerman (2013) try to classify participants on the basis of their definition of marketing. Respondents were selected from those with two-year and four-year college education. Three headings emerged in the answers given about what marketing is. In the first group, the opinion that marketing is necessary for the survival of the business and increasing sales is dominant. In the second group, it is thought that marketing is a concept that enables consumption even though it is not needed. The third group considered marketing as a science.

Gök and Derin (2014) focused on students' perceptions of marketing in their study. It is thought that marketing is important for businesses, it is a profession that requires professionalism, marketers are polite and patient, and there are many job opportunities in the field of marketing. Students think that the marketing department is not perceived as a respectable department by the society. It has been declared that there is a need for efforts to increase the prestige of the profession. They underlined that universities, professionals and organizations that provide employment have duties to transform the image of the marketing profession into a positive one.

2.3. THE PURPOSE OF THE STUDY

The aim of this research is to measure consumers' perceptions of the concept of marketing and marketer in Guinea and Türkiye, and to reveal whether this perception differs in the samples selected from these two countries. In addition to this main purpose, it is also aimed to reveal whether this perception differs between consumers who have received any training on marketing and those who have not, by the analyzes made on two separate samples. In addition, another difference analysis will be made between the perceptions of consumers who are interested in marketing and consumers who are not related to marketing in both countries' samples.

2.4. RESEARCH QUESTIONS

The research questions to be answered in line with the main and sub-objectives mentioned above are as follows:

- What are the perceptions of the participants in Türkiye regarding the concepts of marketing and marketer?
- Do the perceptions of the participants in Türkiye regarding the concepts of marketing and marketer differ according to whether they have received marketing training or not?
- Do the perceptions of the participants in Türkiye regarding the concepts of marketing and marketer differ according to whether they carry out an activity related to marketing or not?
- What are the perceptions of participants in Guinea regarding the concepts of marketing and marketer?

- Do the perceptions of the participants in Guinea regarding the concepts of marketing and marketer differ according to whether they have received marketing training or not?
- Do the perceptions of the participants in Guinea regarding the concepts of marketing and marketer differ according to whether they carry out a marketing-related activity or not?
- What can be said about the marketing phase of the two countries based on the differences and similarities in the perceptions of the participants in Türkiye and Guinea?

2.5. METHODOGY OF THE RESEARCH

In this part of the research, the population of the research, the sample, the questionnaire and the data collection process will be mentioned.

2.5.1. POPULATION AND SAMPLE OF RESEARCH

The population of the research consists of consumers residing in the province of Tokat in Türkiye and in the province of N'zerekore in Guinea. Considering the difficulty of determining the sampling frame and the physical distance between the two countries, a questionnaire was applied to 200 Turkish and 200 Guinean participants, who were determined by convenience sampling, one of the non-random sampling methods. Surveys in Türkiye were conducted face-to-face, while surveys in Guinea were conducted online.

2.5.2. QUESTIONNAIRE OF RESEARCH

The questionnaire of the research consists of three parts. In the first part, the participants were asked whether they had any training in marketing or business and whether they were actively engaged in marketing. The questions in this section are closed-ended questions. In the second part of the questionnaire, there are 47 5-point Likert-type questions to measure the perceptions of the participants about the concepts of marketing and marketer. The studies of Boyraz and Yıldız (2017) were used to develop the expressions in this section. In the third part of the questionnaire, there are closed and open-ended questions to determine the demographic characteristics of the participants.

After the Turkish version of the questionnaire was adapted and prepared, the questionnaire was translated into English and French, and the Turkish questionnaires were applied to the Turkish participants, and the English and French forms to the Guinean participants.

2.6. FINDINGS AND DISCUSSION

The findings regarding the demographic characteristics of the participants in Türkiye are summarized in the table below.

Tablo 1: Demographic Characteristics of Participants in Türkiye

Variable		f	%	Variable		f	%
Gender	Female	70	35	Marital Status	Married	99	49,5
	Male	130	65		Not married	101	50,5
	Total	200	100		Total	200	100
Age	15-25	46	23	Education	Primary School	16	8
	26-35	83	41,5		Secondary School	118	59
	36-45	51	25,5		High School	61	30,5
	46-55	14	7		University	5	2,5
	56-65	4	2		Total	200	100
	65+	2	1	Income	Lower than 1000 TL	5	2,5
	Total	200	100		1000-3000 TL	32	16
Occupation	Student	9	4,5		3001-5000 TL	25	12,5
	Marketer	80	40		5001-7000 TL	55	27,5
	Manager	103	51,5		Higher than 7000 TL	79	39,5
	Teacher	7	3,5		Missing	4	2
	Doctor	1	0,5		Total	200	100
	Total	200	100	Dealing with marketing	Yes	164	82
Training on Marketing/ Business	Yes	87	43,5		No	36	18
	No	113	56,5		Total	200	100
	Total	200	100				

When the data on the demographic characteristics of the participants in Türkiye are examined, it is seen that men in terms of gender, the age range of 26-35 in terms of age, managers in terms of occupation, unmarried people in terms of marital status, and those with an income of 7001 TL and above in terms of income are intense.

In the first part of the questionnaire, the participants were asked whether they had received a marketing or business-related training before. While 43.5% of the participants declared that they received training in this field, 56.5% stated that they

did not receive any training. In addition, the participants were asked whether they worked in any marketing-related job. 82% of the sample declared that they carry out an activity related to marketing. This finding can be explained by the fact that managers are in the majority in terms of profession.

In the second part of the questionnaire, there are 47 5-point Likert-type statements to determine the perceptions of the participants about the concept of marketing and the marketing profession. The labels of the Likert scale are like these: 1: strongly disagree, 2: disagree, 3: neither agree nor disagree, 4: agree, 5: strongly agree. In the table below, there are descriptive statistics regarding the answers given by the participants to these statements.

Tablo 2: Perceptions of Participants in Türkiye Regarding the Concept of Marketing and Marketing Profession

Items	Mean	No
1. Marketing means sales.	3,65	3
2. Marketing is to distribute the produced products.	3,12	24
3. Marketing is selling poor quality products as if they are high quality.	2,25	46
4. Marketing is the delivery of produced goods and services to consumers.	3,60	5
5. Marketing is the promotion of produced goods and services.	3,81	1
6. Marketing is the advertisement of produced goods and services.	3,58	6
7. Marketing is a consumer protection activity.	2,80	32
8. Marketing is a set of deceptive activities to consumers.	2,44	39
9. Marketing means persuading the consumer to buy.	3,61	4
10. Marketing is an environmental protection activity.	2,63	33
11. Marketing is an effort to produce social benefit.	3,14	21
12. Marketing is an effort to improve everyone's quality of life.	3,03	27
13. Marketing is a communication activity.	3,43	12
14. Marketing is an exchange activity that often has bad consequences.	2,32	45
15. Marketing is an effort to stand out from the competition.	3,58	8
16. Marketing begins before the production.	3,07	25
17. Marketing ends with the sale.	3,24	18
18. Marketing goes on after the sale.	3,50	10
19. The main purpose of marketing is to increase social welfare.	2,93	30
20. Marketing increases social injustice.	2,52	36
21. Marketing causes imbalances in income distribution.	2,63	34
22. The main purpose of marketing is to maximize producer's profit.	3,17	20
23. The main purpose of marketing is to maximize consumer's welfare.	2,91	31
24. The main purpose of marketing is to inform consumers about products.	3,57	9
25. The main purpose of marketing is to inform society.	3,30	16
26. The main purpose of marketing is to make the life easier.	3,13	22
27. The unique purpose of marketing is to increase sales volume.	3,27	17
28. Anything done to increase sales is permissible.	2,48	38
29. Consumer needs are vital to marketing.	3,34	15
30. Marketing also encompasses the relationships of businesses with stakeholders other than consumers (supplier, distributors, government, competitors etc.).	3,39	13
31. Marketing is a dirty word.	2,38	42
32. Ideas are marketable.	3,13	23
33. Individuals are marketable.	2,35	43

34.Countries are marketable.	2,35	44
35.Organizations are marketable.	2,63	35
36.Public services are marketable.	2,42	40
37.Political parties, leaders, candidates are marketable.	2,40	41
38.Religion is marketable.	2,10	47
39.Everything that is deemed to exist is marketable.	2,50	37
40.A marketer is a person who sells goods and services.	3,46	11
41.A marketer is a person who designs goods and services.	3,18	19
42.A marketer is a person who distributes goods and services.	3,36	14
43.A marketer is a person who promotes goods and services.	3,67	2
44.A marketer is a person who informs consumers.	3,58	7
45.A marketer is a person who sells door-to-door.	2,96	29
46.Anyone trying to convince someone of something is a marketer.	3,07	26
47.Anyone who is a part of a communication is a marketer.	2,97	28

When the means of the items in the second part of the questionnaire are examined, it is seen that the top ten statements that the participants most agree with are as follows:

- Marketing is the promotion of produced goods and services.
- A marketer is a person who promotes goods and services.
- Marketing means sales.
- Marketing means persuading the consumer to buy.
- Marketing is to deliver the goods and services produced to the consumers.
- Marketing is the advertising of goods and services.
- The marketer is the person who informs the consumers.
- Marketing is an effort to stand out from the competition.
- The main purpose of marketing is to inform consumers about products.
- Marketing goes on after the sale.

When the means of the items are examined, it is seen that the statements that the participants least agree with are as follows:

- Religion is marketable.
- Marketing is selling poor quality products as if they are high quality.
- Marketing is an exchange activity, which often has bad consequences.
- Countries are marketable.
- Individuals are marketable.
- Marketing is a dirty word.
- Political organizations, candidates, leaders are marketable.
- Public services are marketable.
- Marketing is a set of deceptive activities to consumers.
- Anything done to increase sales is permissible.

When the items that the participants agree with the most and the items they agree with the least are evaluated together, it is possible to say that the participants

see marketing basically as a promotional activity, they identify it with sales, they think that one of its main functions is to persuade consumers, and they define advertising and distribution activities as marketing. A marketer is defined as a person who promotes goods and services and informs consumers about products. Participants do not see marketing as an unethical activity. However, they do not consider beliefs, countries, individuals, political organizations and public services to be marketable assets. These results show that the participants see the marketing activities as limited to commercial goods and services.

Exploratory factor analysis was conducted to test the construct validity of the scale in the second part of the questionnaire. As a result of the analysis, 14 statements were excluded from the scale due to factor formation or overlap, and 2 statements due to reliability. There are eight factors in the final solution obtained. These eight factors explain 63.457% of the total variance. KMO value is 77.9%, Bartlett test result is significant. In the light of these findings, it can be said that the sample size is sufficient and the data set is suitable for factor analysis. The following table summarizes the exploratory factor analysis results.

Tablo 3: Results of Exploratory Factor Analysis Performed with Data Collected in Türkiye

Factors	1	2	3	4	5	6	7	8
Factor 1: Accepting assets other than goods and services as marketable								
37.Political organizations, candidates, leaders are marketable.	0,842							
36.Public services are marketable.	0,822							
34.Countries are marketable.	0,777							
35.Organizations are marketable.	0,76							
33.Individuals are marketable.	0,739							
38.Religion is marketable.	0,721							
39.Everything that is deemed to exist is marketable.	0,62							
Factor 2: Defining the marketer with its classic functions								
43.A marketer is a person who promotes goods and services.		0,8						
40.A marketer is a person who sells goods and services.		0,789						
42.A marketer is a person who distributes goods and services.		0,777						
44.A marketer is a person who informs consumers.		0,701						
Factor 3: Adopting the social marketing approach								
11.Marketing is an effort to produce social benefit.			0,762					
10.Marketing is an environmental protection activity.			0,751					

12. Marketing is an effort to improve everyone's quality of life.			0,681					
7. Marketing is a consumer protection activity.			0,573					
26. The main purpose of marketing is to make the life easier.			0,538					
Factor 4: Defining marketing with the informing function								
24. The main purpose of marketing is to inform consumers about products.				0,814				
25. The main purpose of marketing is to inform society.				0,74				
15. Marketing is an effort to stand out from the competition.				0,558				
13. Marketing is a communication activity.				0,422				
Factor 5: Marketing opposition								
20. Marketing increases social injustice.					0,821			
21. Marketing causes imbalances in income distribution.					0,703			
3. Marketing is selling poor quality products as if they are high quality.					0,563			
28. Anything done to increase sales is permissible.					0,538			
14. Marketing is an exchange activity that often has bad consequences.					0,522			
Factor 6: Defining marketing with advertising and promotional functions								
6. Marketing is the advertisement of produced goods and services.						0,823		
5. Marketing is the promotion of produced goods and services.						0,79		
Factor 7: Identifying the marketer with the persuasion function								
47. Anyone who is a part of a communication is a marketer.							0,828	
46. Anyone trying to convince someone of something is a marketer.							0,79	
Factor 8: Defining marketing with the sales function								
2. Marketing is to distribute the produced products.								0,852
1. Marketing means sales.								0,696
Eigenvalues	5,902	4,725	2,972	2,057	1,584	1,319	1,218	1,164
Explained Variance	17,884	14,32	9,006	6,234	4,801	3,996	3,69	3,526
Reliability	0,88	0,832	0,756	0,747	0,675	0,84	0,808	0,741

As a result of the factor analysis, it was seen that the expressions gathered under the first factor were the expressions measuring the perceptions regarding the marketing of assets (persons, places, ideas, beliefs, etc.) other than commercial goods and services. For this reason, the first factor was named as **“accepting assets other than goods and services as marketable”**. The expressions gathered under the second factor are the expressions that describe the marketer with its classical functions such as promotion and sales. For this reason, the second factor is named as **“defining the marketer with its classical functions”**. The expressions gathered under the third factor are the expressions

that draw attention to the social responsibilities of marketing such as protecting the environment and increasing social welfare. For this reason, it was deemed appropriate to name the third factor as **"adopting the social marketing approach"**. When the expressions gathered under the fourth factor are examined, it is seen that marketing draws attention to the function of informing the consumer and the society. For this reason, the fourth factor is named as **"defining marketing with the informing function"**. When the statements gathered under the fifth factor are examined, it is seen that the criticisms that marketing is exposed to in terms of ethics are emphasized. Relevant criticisms include increasing social injustice, causing inequality in income distribution, and deceiving the consumer. In the light of these statements, it was thought that it would be appropriate to name the fifth factor as **"marketing opposition"**. The expressions gathered under the sixth factor are the expressions that reduce marketing to advertising and promotion. For this reason, it was deemed appropriate to name this factor as **"defining marketing with advertising and promotional functions"**. The statements gathered under the seventh factor are the statements that draw attention to the marketer's function of persuading the consumer. For this reason, this factor was named as **"identifying the marketer with the persuasion function"**. When the expressions gathered under the eighth factor are examined, it is seen that there are definitions in which marketing is reduced to sales and distribution functions. For this reason, the last factor is named as **"defining marketing with the sales function"**.

In the light of the determined factors, the means of the factors obtained were examined in order to more easily interpret the perceptions of the participants about the concepts of marketing and marketer. The means of the factors are summarized in the table below.

Tablo 4: The Means of Factors (Türkiye Sample)

Factors	Mean
Factor 1: Accepting assets other than goods and services as marketable	2,3907
Factor 2: Defining the marketer with its classical functions	3,5138
Factor 3: Adopting the social marketing approach	2,9420
Factor 4: Defining marketing with the informing function	3,4675
Factor 5: Marketing opposition	2,4370
Factor 6: Defining marketing with advertising and promotional functions	3,6925
Factor 7: Identifying the marketer with the persuasion function	3,0175
Factor 8: Defining marketing with the sales function	3,3825

When Table 4 is examined, it can be said that the participants in Türkiye do not see the assets such as ideas, beliefs, places, people, countries, other than goods and services, as marketable assets. Participants define marketing with its classical functions such as advertising, promotion and sales; does not see it as a process that starts before production and continues after purchase. It can be said that their awareness of the purposes of marketing such as increasing social welfare, protecting the environment and informing the society is low. However, the participants do not consider marketing as a field with unethical practices. When these results are evaluated together, it can be said that marketing is not seen as a dirty area by the participants in Türkiye, but the scope of

marketing activities is seen as limited than it actually is. It is thought that the majority of the participants are people who are interested in marketing business. Participants in the marketing business tend not to define marketing as a set of unethical activities but continue to view marketing only as the promotion and sale of commercial goods and services.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differ according to whether they received a training on marketing or not was analyzed with an independent two-sample t-test. Analysis results are summarized in the table below.

Table 5: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Türkiye (Whether or not to Receive Marketing Education)

		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)	Mean difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	5,442	0,021	4,095	198	0,000	0,57851	0,14126
	Equal variances not assumed			3,985	162,813	0,000	0,57851	0,14517
Defining the marketer with its classical functions	Equal variances assumed	3,105	0,08	1,446	198	0,15	0,19945	0,1379
	Equal variances not assumed			1,477	196,048	0,141	0,19945	0,13501
Adopting the social marketing approach	Equal variances assumed	0,741	0,39	1,121	198	0,263	0,1352	0,12056
	Equal variances not assumed			1,124	186,411	0,263	0,1352	0,12034
Defining marketing with the informing function	Equal variances assumed	1,152	0,284	3,924	198	0,000	0,48983	0,12481
	Equal variances not assumed			3,924	184,963	0,000	0,48983	0,12484
Marketing opposition	Equal variances assumed	0,011	0,915	-2,057	198	0,041	-0,23637	0,11489
	Equal variances not assumed			-2,059	185,771	0,041	-0,23637	0,11478
Defining marketing with advertising and promotional functions	Equal variances assumed	0,424	0,516	0,876	198	0,382	0,14754	0,16848
	Equal variances not assumed			0,87	179,943	0,386	0,14754	0,16967
Identifying the marketer with the persuasion function	Equal variances assumed	0,144	0,705	0,674	198	0,501	0,11143	0,16534
	Equal variances not assumed			0,674	184,881	0,501	0,11143	0,1654
Defining marketing with the sales function	Equal variances assumed	0,025	0,875	0,028	198	0,978	0,00453	0,16391
	Equal variances not assumed			0,028	184,942	0,978	0,00453	0,16396

When the results of the two independent samples t-test are examined, it is seen that there is a significant difference between those who received marketing education and

those who did not in terms of the first, fourth and fifth factors. In terms of other factors, there is no significant difference between these two groups. Those who do not receive marketing education believe more in the marketability of assets other than goods and services. This result is an expected result. Assets other than goods and services like ideas, people, places, countries, etc., have also begun to be defined as marketable assets in the modern marketing era and post-development periods of marketing. However, this is more of a theoretical acceptance. For many years, defining the products other than goods and services as marketable has been a controversial situation in terms of ethics.

The tendency of the participants who received marketing education to define marketing with the function of informing is higher than the participants who did not receive marketing education. It is expected that the information function of marketing, which does not appear in the foreground in practice as much as the sales, promotion and distribution functions, will be considered remarkable by the participants educated in this field. Marketing is defined mainly as activities that provide the mobility of the final product from the producer to the consumer by the uneducated participants.

The marketing opposition levels of participants with and without marketing education are also different from each other. Consistent with the differences in the previous factors, respondents who did not receive marketing education are more likely to associate marketing with unethical sales efforts. In this respect, it can be said that the education received in the field of marketing contributes to the justification of the concept.

Whether the participants' perceptions of the concepts of marketing and marketer differ according to whether they are engaged in a marketing-related job or not was analyzed with an independent two-sample t-test. Analysis results are summarized in the table below.

Tablo 6: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Türkiye (Whether or not to Deal with Marketing)

		Levene's Test for Equality of Variances		t	Df	Sig. (2-tailed)	Mean difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	1,909	0,169	1,266	198	0,207	0,23935	0,18909
	Equal variances not assumed			1,382	57,083	0,172	0,23935	0,17325
Defining the marketer with its classical functions	Equal variances assumed	0,447	0,505	2,599	198	0,01	0,45715	0,1759
	Equal variances not assumed			2,513	49,796	0,015	0,45715	0,1819
Adopting the social marketing approach	Equal variances assumed	0,062	0,804	-0,584	198	0,56	-0,09106	0,15593
	Equal variances not assumed			-0,6	53,099	0,551	-0,09106	0,15167
Defining marketing with the informing function	Equal variances assumed	0,024	0,876	1,545	198	0,124	0,25678	0,16621
	Equal variances not assumed			1,624	54,492	0,11	0,25678	0,15809
Marketing opposition	Equal variances assumed	0,099	0,754	-0,604	198	0,547	-0,09038	0,14969

	Equal variances not assumed			-0,592	50,471	0,557	-0,09038	0,1527
Defining marketing with advertising and promotional functions	Equal variances assumed	0,887	0,347	1,475	198	0,142	0,31944	0,21664
	Equal variances not assumed			1,624	57,78	0,11	0,31944	0,19667
Identifying the marketer with the persuasion function	Equal variances assumed	1,222	0,27	-0,059	198	0,953	-0,01253	0,2136
	Equal variances not assumed			-0,056	49,554	0,955	-0,01253	0,22199
Defining marketing with the sales function	Equal variances assumed	0,447	0,504	-0,598	198	0,551	-0,12636	0,21132
	Equal variances not assumed			-0,624	54,058	0,535	-0,12636	0,20237

There is a statistically significant difference between the participants who do a marketing-related job and those who do not, only in terms of the second factor. There is no significant difference in terms of other factors. Participants engaged in marketing are more likely to describe the marketer by its classical functions. In the development stages before the modern marketing era, marketing was largely seen as identical with the sales activity, and it was thought that the biggest goal of the marketer was to be the best salesperson. This understanding, which developed during the times when the motto "I sell what I produce, as long as I know how to sell" prevails, is an understanding that still maintains its validity in practice today. People dealing with the marketing business see themselves in the center of marketing activities because of a big mistake and think that the success in the sales function is sufficient for the success of the business. However, with the transition to the modern marketing era, it should be accepted that the power balance and role of the consumer in the exchange has changed; so, the modern functions of marketers like to provide information to the consumer, increase the welfare level of society, etc. should not be neglected.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differed in terms of their demographic characteristics were examined with independent two-sample t-tests and One-Way ANOVA analysis. Whether the perceptions of the participants regarding the concepts of marketing and marketer differed according to their genders was examined with an independent two-sample t-test. The test results are summarized in the table below.

Tablo 7: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Türkiye (Gender)

		Levene's Test for Equality of Variances						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean difference	Std. Error Difference
Accepting assets other than goods and services as marketable	Equal variances assumed	0,036	0,849	-0,091	198	0,927	-0,01397	0,15292
	Equal variances not assumed			-0,09	136,874	0,928	-0,01397	0,15466

Defining the marketer with its classical functions	Equal variances assumed Equal variances not assumed	0,158	0,692	1,696 1,715	198 145,946	0,091 0,089	0,24258 0,24258	0,14305 0,14147
Adopting the social marketing approach	Equal variances assumed Equal variances not assumed	0,006	0,938	0,325 0,323	198 138,301	0,745 0,747	0,04088 0,04088	0,12568 0,12665
Defining marketing with the informing function	Equal variances assumed Equal variances not assumed	1,416	0,236	0,126 0,13	198 152,909	0,899 0,897	0,01703 0,01703	0,13468 0,13101
Marketing opposition	Equal variances assumed Equal variances not assumed	0,566	0,453	0,841 0,859	198 150,133	0,401 0,392	0,10132 0,10132	0,12047 0,11796
Defining marketing with advertising and promotional functions	Equal variances assumed Equal variances not assumed	0,088	0,767	0,066 0,066	198 142,308	0,948 0,948	0,01154 0,01154	0,17545 0,17506
Identifying the marketer with the persuasion function	Equal variances assumed Equal variances not assumed	0,655	0,419	2,036 2,071	198 148,507	0,043 0,04	0,3467 0,3467	0,17028 0,16737
Defining marketing with the sales function	Equal variances assumed Equal variances not assumed	1,416	0,236	0,545 0,557	198 150,253	0,586 0,578	0,09286 0,09286	0,17024 0,16664

When Table 7 is examined, it is seen that female participants and male participants differ from each other in terms of the seventh factor. In terms of other factors, there is no statistically significant difference between them. Female participants have a higher tendency to identify the marketer with the persuasion function than male participants.

A One-Way-ANOVA analysis was used to determine how the perceptions of the participants regarding the concepts of marketing and marketer differed by age. The ANOVA table regarding whether the difference between the groups is significant is presented below.

Table 8: ANOVA Table Showing the Differences by Age Groups (Türkiye Sample)

		Sum of Squares	df	Mean Square	F	Sig.
Accepting assets other than goods and services as marketable	Between Groups	9,784	5	1,957	1,89	0,098
	Within Groups	200,889	194	1,036		
	Total	210,673	199			

Defining the marketer with its classical functions	Between Groups	4,133	5	0,827	0,877	0,498
	Within Groups	182,892	194	0,943		
	Total	187,025	199			
Adopting the social marketing approach	Between Groups	6,159	5	1,232	1,755	0,124
	Within Groups	136,208	194	0,702		
	Total	142,367	199			
Defining marketing with the informing function	Between Groups	9,776	5	1,955	2,469	0,034
	Within Groups	153,638	194	0,792		
	Total	163,414	199			
Marketing opposition	Between Groups	3,809	5	0,762	1,16	0,33
	Within Groups	127,397	194	0,657		
	Total	131,206	199			
Defining marketing with advertising and promotional functions	Between Groups	7,919	5	1,584	1,14	0,34
	Within Groups	269,42	194	1,389		
	Total	277,339	199			
Identifying the marketer with the persuasion function	Between Groups	17,023	5	3,405	2,646	0,024
	Within Groups	249,665	194	1,287		
	Total	266,689	199			
Defining marketing with the sales function	Between Groups	3,056	5	0,611	0,459	0,807
	Within Groups	258,433	194	1,332		
	Total	261,489	199			

When the ANOVA table is examined, it is seen that there is a significant difference between the age groups in terms of the fourth and seventh factors. In terms of other factors, age groups do not differ from each other. There is a significant difference between age groups in terms of “defining marketing with the informing function” and “identifying the marketer with the persuasion function” factors. The results of the Scheffe test performed to see the direction of the difference are shown in the table below.

Tablo 9: Scheffe Test Results Showing the Difference Between Age Groups (Türkiye Sample)

Dependent Variable	(I)age	(J)age	Mean Difference	Standard Error	Sig.	Lower Bound	Upper Bound
Defining the marketing with the informing function	15-25	26-35	-0,12369	0,16358	0,45	-0,4463	0,1989
		36-45	-0,08152	0,18096	0,653	-0,4384	0,2754
		46-55	0,63276*	0,27163	0,021	0,097	1,1685
		56-65	-0,64402	0,4639	0,167	-1,559	0,2709
		65+	-0,83152	0,6428	0,197	-2,0993	0,4363
	26-35	36-45	0,04217	0,15834	0,79	-0,2701	0,3544
		46-55	0,75645*	0,25712	0,004	0,2493	1,2636
		56-65	-0,52033	0,45555	0,255	-1,4188	0,3781
		65+	-0,70783	0,6368	0,268	-1,9638	0,5481
	36-45	46-55	0,71429*	0,26851	0,008	0,1847	1,2439
		56-65	-0,5625	0,46208	0,225	-1,4738	0,3488
		65+	-0,75	0,64149	0,244	-2,0152	0,5152
	46-55	56-65	-1,27675*	0,50453	0,012	-2,2719	-0,2817
		65+	-1,46429*	0,67271	0,031	-2,7911	-0,1375

	56-65	65+	-0,1875	0,77069	0,808	-1,7075	1,3325
Identifying the marketer with the persuasion function	15-25	26-35	-0,10595	0,20852	0,612	-0,5172	0,3053
		36-45	0,0228	0,23067	0,921	-0,4321	0,4778
		46-55	0,78261*	0,34627	0,025	0,0997	1,4655
		56-65	-0,84239	0,59136	0,156	-2,0087	0,3239
		65+	1,53261	0,81942	0,063	-0,0835	3,1487
	26-35	36-45	0,12875	0,20184	0,524	-0,2693	0,5268
		46-55	0,88855*	0,32776	0,007	0,2421	1,535
		56-65	-0,73645	0,58072	0,206	-1,8818	0,4089
		65+	1,63855*	0,81177	0,045	0,0375	3,2396
	36-45	46-55	0,7598*	0,34228	0,028	0,0847	1,4349
		56-65	-0,8652	0,58904	0,143	-2,0269	0,2965
		65+	1,5098	0,81774	0,066	-0,103	3,1226
	46-55	56-65	-1,625*	0,64316	0,012	-2,8935	-0,3565
		65+	0,75	0,85755	0,383	-0,9413	2,4413
	56-65	65+	2,375*	0,98245	0,017	0,4374	4,3126

When the Scheffe table is examined, it is seen that the participants in the 15-25 age range have a higher tendency to define marketing with the function of informing than the participants in the 46-55 age range. Similarly, participants aged 26-35 have a higher tendency to define marketing with the function of informing than those aged 46-55. Participants aged 36-45 tend to define marketing with the function of informing compared to participants aged 46-55. Similar differences exist between participants aged 56-65 and over 65 and those aged 46-55. When these results are evaluated together, it can be said that the tendency of the 46-55 age group to define marketing with the function of informing is lower than all other age groups.

The tendency of the participants in the 46-55 age range to define the marketer with the persuasion function is higher than the participants in the 15-25, 26-35, 36-45, 56-65 age range. The tendencies of the participants in the 26-35 age range are also more dominant than the participants in the 65 and over age range. Participants in the 56-65 age range have a higher tendency to identify the marketer with the persuasion function than the participants aged 65 and over. The age group of 46-55 thinks negatively about the persuasion function as compared to the other age groups.

An independent two-sample t-test was used to test how the perceptions of the participants regarding the concepts of marketing and marketer changed due to their marital status. Analysis results are summarized in the table below.

Tablo 10: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Türkiye (Marital Status)

		Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Accepting assets other than goods	Equal variances assumed	1,334	0,249	0,377	198	0,707	0,05496	0,14583

and services as marketable	Equal variances not assumed			0,377	196,229	0,707	0,05496	0,14594
Defining the marketer with its classical functions	Equal variances assumed	0,161	0,161	-0,417	198	0,677	-0,05723	0,13739
	Equal variances not assumed			-0,416	190,191	0,678	-0,05723	0,13765
Adopting the social marketing approach	Equal variances assumed	0,000	0,996	-2,448	198	0,015	-0,28919	0,11815
	Equal variances not assumed			-2,447	197,855	0,015	-0,28919	0,11816
Defining marketing with the informing function	Equal variances assumed	1,266	0,262	-2,09	198	0,038	-0,26568	0,12709
	Equal variances not assumed			-2,088	195,408	0,038	-0,26568	0,12721
Marketing opposition	Equal variances assumed	1,769	0,185	-0,672	198	0,502	-0,07727	0,115
	Equal variances not assumed			-0,673	196,791	0,502	-0,07727	0,11488
Defining marketing with advertising and promotional functions	Equal variances assumed	0,184	0,669	-1,327	198	0,186	-0,22117	0,16664
	Equal variances not assumed			-1,327	197,931	0,186	-0,22117	0,16664
Identifying the marketer with the persuasion function	Equal variances assumed	6,217	0,013	0,033	198	0,974	0,00535	0,16414
	Equal variances not assumed			0,033	193,386	0,974	0,00535	0,16436
Defining marketing with the sales function	Equal variances assumed	6,477	0,012	-1,656	198	0,099	-0,26738	0,16141
	Equal variances not assumed			-1,654	191,343	0,1	-0,26738	0,16169

When the differences between married and unmarried participants are examined, it is seen that they differ statistically in terms of the third and fourth factors. The tendency of unmarried participants to adopt the social marketing approach is higher than the married participants. In addition, the tendency of unmarried participants to define marketing with the function of informing is also more dominant than married participants. There was no significant difference between married and unmarried participants in terms of other factors.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differ in terms of their educational status was tested with one-way analysis of variance. Analysis results are shown in the table below.

Table 11: ANOVA Results Showing the Differences of the Participants by Educational Status (Türkiye Sample)

		Sum of Squares	df	Mean Square	F	Sig.
Accepting assets other than goods and services as marketable	Between Groups	2,946	3	0,982	0,927	0,429
	Within Groups	207,726	196	1,06		
	Total	210,673	199			
Defining the marketer with its classical functions	Between Groups	1,995	3	0,665	0,704	0,55
	Within Groups	185,03	196	0,944		
	Total	187,025	199			

Adopting the social marketing approach	Between Groups	2,422	3	0,807	1,131	0,338
	Within Groups	139,946	196	0,714		
	Total	142,367	199			
Defining marketing with the informing function	Between Groups	4,833	3	1,611	1,991	0,117
	Within Groups	158,581	196	0,809		
	Total	163,414	199			
Marketing opposition	Between Groups	2,081	3	0,694	1,053	0,37
	Within Groups	129,125	196	0,659		
	Total	131,206	199			
Defining marketing with advertising and promotional functions	Between Groups	3,665	3	1,222	0,875	0,455
	Within Groups	273,339	196	1,396		
	Total	277,339	199			
Identifying the marketer with the persuasion function	Between Groups	5,31	3	1,77	1,327	0,267
	Within Groups	261,378	196	1,334		
	Total	266,689	199			
Defining marketing with the sales function	Between Groups	2,457	3	0,819	0,62	0,603
	Within Groups	259,032	196	1,322		
	Total	261,489	199			

When Table 11 is examined, it is seen that the perceptions of the participants regarding the concepts of marketing and marketer do not differ in terms of their educational status.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differed in terms of their occupation was tested with One-Way-ANOVA analysis. Analysis results are presented in the table below.

Tablo 12: ANOVA Results Showing the Differences of the Participants by Occupation (Türkiye Sample)

		Sum of Squares	df	Mean Square	F	Sig.
Accepting assets other than goods and services as marketable	Between Groups	0,38	2	0,19	0,178	0,837
	Within Groups	210,293	197	1,067		
	Total	210,673	199			
Defining the marketer with its classical functions	Between Groups	0,043	2	0,021	0,023	0,978
	Within Groups	186,982	197	0,949		
	Total	187,025	199			
Adopting the social marketing approach	Between Groups	2,955	2	1,477	2,088	0,127
	Within Groups	139,412	197	0,708		
	Total	142,367	199			
Defining marketing with the informing function	Between Groups	2,959	2	1,48	1,817	0,165
	Within Groups	160,454	197	0,814		
	Total	163,414	199			
Marketing opposition	Between Groups	0,81	2	0,405	0,612	0,544
	Within Groups	130,397	197	0,662		
	Total	131,206	199			
	Between Groups	4,689	2	2,344	1,694	0,186

Defining marketing with advertising and promotional functions	Within Groups	272,65	197	1,384		
	Total	277,339	199			
Identifying the marketer with the persuasion function	Between Groups	2,171	2	1,086	0,809	0,447
	Within Groups	264,517	197	1,343		
	Total	266,689	199			
Defining marketing with the sales function	Between Groups	1,632	2	0,816	0,619	0,54
	Within Groups	259,856	197	1,319		
	Total	261,489	199			

As can be seen from Table 12, the perceptions of the participants regarding the concepts of marketing and marketer do not differ in terms of their occupations. This result is in contradiction with the results showing the difference between the groups in terms of the variables of getting education and dealing with marketing business. It is thought that the reason for this contradictory finding is that the occupational groups that have not been involved in marketing in any way are not sufficiently represented among the participants.

Half of the sample of the study consists of participants from Guinea. In this part of the study, the findings of the analyzes carried out with the data collected from the participants in Guinea will be discussed. The table below presents the frequency distributions for the demographic characteristics of respondents in Guinea.

Table 13: Demographic Characteristics of Participants in Guinea

Variable		f	%	Variable		f	%
Gender	Female	94	47	Marital Status	Married	41	20,5
	Male	106	53		Not married	159	79,5
	Total	200	100		Total	200	100
Age	15-25	94	47	Education	Primary School	-	
	26-35	90	45		Secondary School	-	
	36-45	9	4,5		High School	25	12,5
	46-55	5	2,5		University	175	87,5
	56-65	2	1		Total	200	100
	65+	-		Income	1-100 \$	41	20,5
	Total	200	100		101-200 \$	44	22
Occupation	Student	107	53,5		201-300 \$	35	17,5
	Marketer	50	25		301-400 \$	19	9,5
	Manager	31	15,5		Higher than 400 \$	2	1
	Teacher	5	2,5		Missing	59	29,5
	Doctor	7	3,5		Total	200	100
	Total	200	100	Dealing with marketing	Evet	86	43
Training on Marketing /Business	Yes	56	28		Hayır	114	57
	No	144	72		Toplam	200	100
	Total	200	100				

When the demographic characteristics of the participants in Guinea are examined, it is seen that men in terms of gender, 15-25 age range in terms of age, students in terms

of occupation, unmarried people in terms of marital status, university graduates in terms of education, and \$101-200 in terms of income are intense. It is thought that the reason why the most dominant group in the occupation is students, and the weightiest group in education is university graduates, is that university students' educational status statements are concentrated in the university option. There is an uneven distribution in terms of age groups. One of the most important reasons for this distribution is that the researcher resides in Türkiye during the data collection process. For this reason, data in Guinea were collected by the researcher's relatives in the country and online. Unbalanced distribution in terms of demographic characteristics is one of the most important but insurmountable limitations of the research.

In the first part of the questionnaire, the participants were asked whether they had received training in marketing and whether they had worked in a marketing-related job at any point in their lives. 72% of respondents in Guinea declared that they had not received any training in marketing. The rate of those working in a marketing-related job at any point in their life is 43%.

In the second part of the questionnaire, there are 47 5-point Likert-type statements to determine the perceptions of the participants about the concept of marketing and the marketing profession. In the Likert scale, 1: strongly disagree, 2: disagree, 3: neither agree nor disagree, 4: agree, 5: strongly agree. The table below contains descriptive statistics on the responses of respondents in Guinea to these statements.

Tablo 14: Perceptions of Participants in Guinea on the Concept of Marketing and Marketing Profession

Items	Mean	No
1. Marketing means sales.	3,97	9
2. Marketing is to distribute the produced products.	3,66	19
3. Marketing is selling poor quality products as if they are high quality.	1,8	45
4. Marketing is the delivery of produced goods and services to consumers.	3,64	21
5. Marketing is the promotion of produced goods and services.	4,01	8
6. Marketing is the advertisement of produced goods and services.	4,13	2
7. Marketing is a consumer protection activity.	2,17	40
8. Marketing is a set of deceptive activities to consumers.	1,85	44
9. Marketing means persuading the consumer to buy.	4,21	1
10. Marketing is an environmental protection activity.	1,92	43
11. Marketing is an effort to produce social benefit.	2,38	37
12. Marketing is an effort to improve everyone's quality of life.	2,74	29
13. Marketing is a communication activity.	3,6	22
14. Marketing is an exchange activity that often has bad consequences.	2,05	41
15. Marketing is an effort to stand out from the competition.	3,66	19
16. Marketing begins before the production.	2,6	31
17. Marketing ends with the sale.	3,68	16
18. Marketing goes on after the sale.	2,42	36
19. The main purpose of marketing is to increase social welfare.	2,29	39
20. Marketing increases social injustice.	1,75	47
21. Marketing causes imbalances in income distribution.	1,99	42
22. The main purpose of marketing is to maximize producer's profit.	3,85	13
23. The main purpose of marketing is to maximize consumer's welfare.	2,44	35
24. The main purpose of marketing is to inform consumers about products.	3,79	14
25. The main purpose of marketing is to inform society.	3,67	18

26.The main purpose of marketing is to make the life easier.	3,12	26
27.The unique purpose of marketing is to increase sales volume.	3,91	11
28.Anything done to increase sales is permissible.	3,26	25
29.Consumer needs are vital to marketing.	4,09	5
30.Marketing also encompasses the relationships of businesses with stakeholders other than consumers (supplier, distributors, government, competitors etc.).	4,03	7
31.Marketing is a dirty word.	3,87	12
32.Ideas are marketable.	3,6	23
33.Individuals are marketable.	2,89	27
34.Countries are marketable.	2,55	33
35.Organizations are marketable.	2,73	30
36.Public services are marketable.	2,58	32
37.Political parties, leaders, candidates are marketable.	2,46	34
38.Religion is marketable.	1,78	46
39.Everything that is deemed to exist is marketable.	2,84	28
40.A marketer is a person who sales goods and services.	3,79	15
41.A marketer is a person who designs goods and services.	2,37	38
42.A marketer is a person who distribute goods and services.	3,93	10
43.A marketer is a person who promotes goods and services.	4,06	6
44.A marketer is a person who informs consumers.	3,68	17
45.A marketer is a person who sells door-to-door.	4,12	3
46.Anyone trying to convince someone of something is a marketer.	4,1	4
47.Anyone who is a part of a communication is a marketer.	3,3	24

When the means of the items in the second part of the questionnaire are examined, it is seen that the top ten expressions with the highest participation by the participants in Guinea are as follows:

- Marketing means persuading the consumer to buy.
- Marketing is the advertisement of produced goods and services.
- A marketer is a person who sells door-to-door.
- Anyone trying to convince someone of something is a marketer.
- Consumer needs are vital to marketing.
- A marketer is a person who promotes goods and services.
- Marketing also encompasses the relationships of businesses with stakeholders other than consumers (supplier, distributors, government, competitors etc.).
- Marketing is the promotion of produced goods and services.
- Marketing means sales.
- A marketer is a person who distribute goods and services.

When the means are examined, it is seen that the statements that the participants in Guinea least agree with are as follows:

- Marketing increases social injustice.
- Religion is marketable.
- Marketing is selling poor quality products as if they are high quality.
- Marketing is a set of deceptive activities to consumers.
- Marketing is an environmental protection activity.
- Marketing causes imbalances in income distribution.
- Marketing is an exchange activity that often has bad consequences.

- Marketing is a consumer protection activity.
- The main purpose of marketing is to increase social welfare.
- A marketer is a person who designs goods and services.

When the most and least agreeable statements of the participants in Guinea are evaluated together, it is seen that they tend to define the marketing activity and marketers with their traditional functions. Marketing is largely defined by its sales, promotion and persuasion functions. In addition, the marketer is defined as the person who predominantly sells door-to-door, distributes and promotes goods.

Participants do not define marketing as an activity that increases social injustice. However, they do not believe that to protect the consumer, protect the environment, and increase social welfare are the functions of marketing. They also have low awareness of the role of marketing and marketers in the product design process. Among the marketable assets other than commercial goods and services, the most reactive product to be marketable is religion. It is noteworthy that Guinean respondents, who think that ideas are marketable, do not accept that religion is marketable. Participants are undecided as to whether assets such as countries, individuals, organizations, public services, and political goods are marketable.

In the second part of the questionnaire, there is a scale consisting of 47 statements to determine the perceptions of the participants in Guinea regarding the concepts of marketing and marketer. Exploratory factor analysis was used to test the construct validity of the scale. As a result of the analysis, 19 statements were excluded from the analysis due to factor formation alone, overlapping or lowering reliability. In the last factor analysis solution obtained, there is a seven-factor structure. KMO value is 79.3%, Bartlett test result is significant. In the light of these findings, it was decided that the sample size was sufficient and the data set was suitable for factor analysis. The seven factors obtained explain 60,441% of the total variance. The following table summarizes the exploratory factor analysis results.

Table 15: Results of Explanatory Factor Analysis with Data Collected in Guinea

Factors	1	2	3	4	5	6	7
Factor 1: Accepting assets other than goods and services as marketable							
36.Public services are marketable.	,836						
35.Organizations are marketable.	,803						
34.Countries are marketable.	,698						
33.Individuals are marketable.	,684						
37.Political parties, leaders, candidates are marketable.	,473						
Factor 2: Defining the marketer with its classical and modern functions							
47.Anyone who is a part of a communication is a marketer.		,781					
45.A marketer is a person who sells door-to-door.		,672					
44.A marketer is a person who informs consumers.		,671					

46.Anyone trying to convince someone of something is a marketer.			,628				
43.A marketer is a person who promotes goods and services.			,619				
Factor 3: Adopting the social marketing approach							
23.The main purpose of marketing is to maximize consumer's welfare.				,682			
19.The main purpose of marketing is to increase social welfare.				,642			
41.A marketer is a person who designs goods and services.				,639			
11.Marketing is an effort to produce social benefit.				,599			
38.Religion is marketable.				,469			
Factor 4: Marketing Opposition							
8.Marketing is a set of deceptive activities to consumers.					,813		
14.Marketing is an exchange activity that often has bad consequences.					,664		
3.Marketing is selling poor quality products as if they are high quality.					,649		
20.Marketing increases social injustice.					,645		
Factor 5:Defining marketing with the persuasion function							
13.Marketing is a communication activity.						,764	
9.Marketing means persuading the consumer to buy.						,703	
15.Marketing is an effort to stand out from the competition.						,641	
6.Marketing is the advertisement of produced goods and services.						,578	
Factor 6:Defining marketing with the informing function							
24.The main purpose of marketing is to inform consumers about products.							,785
25.The main purpose of marketing is to inform society.							,573
5.Marketing is the promotion of produced goods and services.							,540
Factor 7:Defining marketing as a long-term process							
17.Marketing ends with the sale.							-,837
16.Marketing begins before the production.							,674
Eigenvalues	5,938	3,535	2,055	1,493	1,419	1,304	1,179
Explained Variance	21,208	12,625	7,338	5,332	5,068	4,658	4,211
Reliability	%81,4	%76,1	%72,8	%76,3	%67,1	%57,7	%58,2

As a result of the factor analysis, it was seen that the statements gathered under the first factor were related to marketable assets other than commercial goods and services. For this reason, the first factor is named as “**accepting assets other than goods and services as marketable**”. It has been observed that the expressions gathered under the second factor are definitions of the concept of marketer. While some of these definitions refer to the classical functions of the marketer, some of them are related to the definition of marketer in the modern sense. For this reason, it was deemed appropriate to

name the second factor as "**defining the marketer with its classical and modern functions**". It is seen that the expressions gathered under the third factor are the expressions related to the functions of marketing to increase social welfare, increase individual welfare, and provide social benefit. For this reason, the third factor is named as "**adopting the social marketing approach**". It is seen that the expressions gathered under the fourth factor express negative opinions about marketing. Therefore, the relevant factor was named as "**marketing opposition**". When the expressions gathered under the fifth factor are examined, it is seen that there are expressions that define marketing with persuasion and communication functions. For this reason, it has been deemed appropriate to name the fifth factor as "**defining marketing with the persuasion function**". The expressions gathered under the sixth factor are the expressions that draw attention to the function of marketing to inform the society and the consumer. Therefore, the sixth factor was named as "**defining marketing with the informing function**". The expressions gathered under the seventh factor are the expressions that have a negative correlation with each other. Considering the negative factor-loaded expression, it was deemed appropriate to name the seventh factor as "**defining marketing as a long-term process**".

In the light of the determined factors, the means of the factors obtained were examined in order to more easily interpret the perceptions of the participants in Guinea regarding the concepts of marketing and marketer. The means of the factors are summarized in the table below.

Tablo 16: The Means of Factors (Guinea Sample)

Factors	Mean
Factor 1: Accepting assets other than goods and services as marketable	2,638
Factor 2: Defining the marketer with its classical and modern functions	3,85
Factor 3: Adopting the social marketing approach	2,25
Factor 4: Marketing Opposition	1,86
Factor 5: Defining marketing with the persuasion function	3,8963
Factor 6: Defining marketing with the informing function	3,82
Factor 7: Defining marketing as a long-term process	2,4575

When the means of the factors are examined, the participants in Guinea consider the marketer with their classical and modern functions. On the other hand, it is seen that the tendency to define marketing with persuasion, communication and information functions is high. It can be said that their awareness of the social aspect and social responsibilities of marketing is low. They approach the marketing of assets other than commercial goods and services with suspicion. Participants in Guinea do not define marketing activity as a long-term process, but see it as a set of activities that start after the production of the product and enable it to reach the consumer. However, the tendency of the participants to attribute negative features to the concepts of marketing and marketer is quite low. There is no marketing opposition sentiment among the participants, but it cannot be said that their awareness of all functions of marketing is high.

In order to test whether the perceptions of the participants in Guinea regarding the concept of marketing and marketer differ in terms of whether they received training in

the field of marketing or not, two independent sample t-tests were conducted. Analysis results are summarized in the table below.

Table 17: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Guinea (Whether or not to Receive Marketing Education)

		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)	Mean difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	,002	,967	1,050	198	,295	,14067	,13395
	Equal variances not assumed			1,033	97,081	,304	,14067	,13612
Defining the marketer with its classical and modern functions	Equal variances assumed	,003	,955	1,827	198	,069	,22817	,12489
	Equal variances not assumed			1,731	90,357	,087	,22817	,13182
Adopting the social marketing approach	Equal variances assumed	,054	,816	-1,664	198	,098	-,21825	,13120
	Equal variances not assumed			-1,642	97,644	,104	-,21825	,13294
Marketing Opposition	Equal variances assumed	6,172	,014	-1,738	198	,084	-,23338	,13425
	Equal variances not assumed			-1,864	116,595	,065	-,23338	,12524
Defining marketing with the persuasion function	Equal variances assumed	7,032	,009	3,888	198	,000	,44172	,11361
	Equal variances not assumed			4,389	131,904	,000	,44172	,10063
Defining marketing with the informing function	Equal variances assumed	1,123	,291	1,846	198	,066	,21693	,11754
	Equal variances not assumed			1,850	100,722	,067	,21693	,11727
Defining marketing as a long-term process	Equal variances assumed	3,970	,048	2,626	198	,009	,45585	,17357
	Equal variances not assumed			2,451	87,974	,016	,45585	,18595

When the results of the two independent samples t-test are examined, it is seen that there is a significant difference between those who received marketing education and those who did not, in terms of the fifth and seventh factors. In terms of other factors, there is no difference between these two groups. Participants who received marketing training had a higher tendency to define marketing with persuasion and communication functions than those who did not. It is seen that those who receive marketing training have a higher tendency to define marketing as a long-term process. While the marketing activity was examined as an activity that started after production in the pre-modern marketing eras, it was defined as a process that started before production and continued after the sale with the modern marketing era and especially the relational marketing era. This definition requires examining marketing as a never-ending cycle within the business. In addition, while marketing was defined with sales and promotion activities in the pre-modern

marketing era, the belief that it is essentially a communication and persuasion activity has become widespread in the modern marketing era and after. For this reason, it is an expected result that the participants who have received marketing training will differ from those who have not in terms of these factors.

Independent two-sample t-test was used to test whether the perceptions of the participants regarding the concept of marketing and the marketer differ in terms of whether they are engaged in a marketing-related job at any point in their lives. Analysis results are summarized in the table below.

Tablo 18: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Guinea (Whether or not to Deal with Marketing)

		Levene's Test for Equality of Variances		t	Df	Sig. (2-tailed)	Mean difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	1,755	,187	1,131	198	,259	,13733	,12143
	Equal variances not assumed			1,147	191,693	,253	,13733	,11969
Defining the marketer with its classical and modern functions	Equal variances assumed	8,140	,005	4,941	198	,000	,53244	,10777
	Equal variances not assumed			5,064	195,795	,000	,53244	,10514
Adopting the social marketing approach	Equal variances assumed	,136	,712	-1,942	198	,054	-,23052	,11869
	Equal variances not assumed			-1,934	180,077	,055	-,23052	,11922
Marketing Opposition	Equal variances assumed	3,305	,071	-1,795	198	,074	-,21848	,12169
	Equal variances not assumed			-1,828	193,394	,069	-,21848	,11951
Defining marketing with the persuasion function	Equal variances assumed	3,059	,082	1,182	198	,239	,12592	,10652
	Equal variances not assumed			1,202	192,775	,231	,12592	,10476
Defining marketing with the informing function	Equal variances assumed	13,563	,000	2,801	198	,006	,29539	,10544
	Equal variances not assumed			2,931	197,538	,004	,29539	,10079
Defining marketing as a long-term process	Equal variances assumed	,225	,636	-,810	198	,419	-,12944	,15987
	Equal variances not assumed			-,810	183,709	,419	-,12944	,15975

Two independent samples t-test results show that those who are engaged in marketing and those who do not, differ in terms of the second and sixth factors. In terms of other factors, there is no significant difference between those who are engaged in marketing and those who do not. Participants who are engaged in a marketing-related job are more likely to describe the marketer with its classical and modern functions than those who are not. Those engaged in a marketing-related business tend to view the marketer as both a communicator who informs and persuades the consumer, and a salesperson who delivers products to the consumer. The meaning attributed to the profession by those who

perform marketing as a profession is more comprehensive. Participants who are engaged in marketing have a higher tendency to define marketing with the function of informing compared to those who do not. Participants who are engaged in a job related to marketing think that one of their important functions is to inform the consumer.

Whether the participants' perceptions of marketing and marketer differ in terms of their genders was analyzed with an independent two-sample t-test. Analysis results are summarized in the table below.

Table 19: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Guinea (Gender)

		Levene's Test for Equality of Variances		t	Df	Sig. (2- tailed)	Mean difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	10,052	,002	-2,492	198	,014	-,29651	,11898
	Equal variances not assumed			-2,535	192,683	,012	-,29651	,11697
Defining the marketer with its classical and modern functions	Equal variances assumed	,131	,718	1,048	198	,296	,11843	,11298
	Equal variances not assumed			1,050	196,159	,295	,11843	,11282
Adopting the social marketing approach	Equal variances assumed	8,027	,005	-1,477	198	,141	-,17463	,11820
	Equal variances not assumed			-1,494	197,196	,137	-,17463	,11690
Marketing Opposition	Equal variances assumed	,597	,441	-,800	198	,425	-,09715	,12150
	Equal variances not assumed			-,803	197,502	,423	-,09715	,12098
Defining marketing with the persuasion function	Equal variances assumed	7,282	,008	1,814	198	,071	,19074	,10517
	Equal variances not assumed			1,837	196,154	,068	,19074	,10381
Defining marketing with the informing function	Equal variances assumed	5,896	,016	1,691	198	,092	,17904	,10588
	Equal variances not assumed			1,714	195,626	,088	,17904	,10443
Defining marketing as a long-term process	Equal variances assumed	,047	,829	,063	198	,950	,00994	,15884
	Equal variances not assumed			,062	194,265	,950	,00994	,15901

According to the results of two independent samples t-test, there is a significant difference between female participants and male participants only in terms of the first factor. Male respondents believe that assets other than commercial goods and services are more marketable than female respondents. In terms of other factors, the perceptions of male and female participants do not differ statistically.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differ according to their age was tested with One-Way-ANOVA. The test results are summarized in the table below.

Tablo 20: ANOVA Table Showing the Differences by Age Groups (Guinea Sample)

		Sum of Squares	Df	Mean Square	F	Sig.
Accepting assets other than goods and services as marketable	Between Groups	20,512	4	5,128	8,095	,000
	Within Groups	123,520	195	,633		
	Total	144,031	199			
Defining the marketer with its classical and modern functions	Between Groups	17,564	4	4,391	7,851	,000
	Within Groups	109,056	195	,559		
	Total	126,620	199			
Adopting the social marketing approach	Between Groups	29,800	4	7,450	13,262	,000
	Within Groups	109,540	195	,562		
	Total	139,340	199			
Marketing Opposition	Between Groups	17,099	4	4,275	6,463	,000
	Within Groups	128,981	195	,661		
	Total	146,080	199			
Defining marketing with the persuasion function	Between Groups	,563	4	,141	,249	,910
	Within Groups	110,347	195	,566		
	Total	110,910	199			
Defining marketing with the informing function	Between Groups	2,851	4	,713	1,271	,283
	Within Groups	109,336	195	,561		
	Total	112,187	199			
Defining marketing as a long-term process	Between Groups	12,405	4	3,101	2,557	,040
	Within Groups	236,484	195	1,213		
	Total	248,889	199			

When the ANOVA table is examined, it is seen that there is a significant difference between the age groups in terms of the first, second, third, fourth and seventh factors. Scheffe test was used to determine the direction of the difference. The test result is summarized in the table below.

Tablo 21: Scheffe Test Results Showing the Difference Between Age Groups (Guinea Sample)

Dependent Variable	(I)age	(J)age	Mean Difference	Standard Error	Sig.	Lower Bound	Upper Bound
Accepting assets other than goods and services as marketable	15-25	26-35	,56856*	,11737	,000	,2035	,9336
		36-45	,86856*	,27771	,048	,0049	1,7322
		46-55	,36527	,36527	,880	-,7385	1,5334
		56-65	,56873	,56873	,165	-,3113	3,2262
	26-35	36-45	,30000	,27824	,884	-,5653	1,1653
		46-55	-,17111	,36568	,994	-1,3084	,9662
		56-65	,88889	,56899	,656	-,8807	2,6584
	36-45	46-55	-,47111	,44392	,890	-1,8517	,9095
		56-65	,58889	,62217	,925	-1,3460	2,5238
	46-55	56-65	1,06000	,66589	,639	-1,0109	3,1309
Defining the marketer with its classical and modern functions	15-25	26-35	-,49801*	,11029	,001	-,8410	-,1550
		36-45	-,84468*	,26094	,036	-1,6562	-,0332
		46-55	-,84468	,34322	,200	-1,9121	,2227

		56-65	-1,14468	,53440	,336	-2,8066	,5173
	26-35	36-45	-,34667	,26145	,780	-1,1598	,4664
		46-55	-,34667	,34361	,907	-1,4153	,7219
		56-65	-,64667	,53465	,833	-2,3094	1,0161
	36-45	46-55	,0000	,41712	1,000	-1,2972	1,2972
		56-65	-,30000	,58461	,992	-2,1181	1,5181
	46-55	56-65	-,30000	,62569	,994	-2,2459	1,6459
Adopting the social marketing approach	15-25	26-35	,71783*	,11053	,000	,3741	1,0616
		36-45	,98227*	,26152	,008	,1690	1,7956
		46-55	,68894	,34398	,407	-,3808	1,7587
		56-65	1,44894	,53558	,125	-,2167	3,1146
	26-35	36-45	,26444	,26203	,907	-,5504	1,0793
		46-55	-,02889	,34437	1,000	-1,0999	1,0421
		56-65	,7311	,53583	,761	-,9353	2,3975
	36-45	46-55	-,29333	,41805	,974	-1,5934	1,0068
		56-65	,46667	,58591	,959	-1,3555	2,2888
	46-55	56-65	,76000	,62707	,832	-1,1902	2,7102
Marketing Opposition	15-25	26-35	,58156*	,11994	,000	,2085	,9546
		36-45	,44267	,28378	,657	-,4399	1,3252
		46-55	,51489	,37326	,754	-,6459	1,6757
		56-65	1,03989	,58117	,526	-,7675	2,8473
	26-35	36-45	-,13889	,28433	,993	-1,0231	,7454
		46-55	-,06667	,37368	1,000	-1,2288	1,0955
		56-65	,45833	,58144	,960	-1,3499	2,2666
	36-45	46-55	,07222	,45363	1,000	-1,3386	1,4830
		56-65	,59722	,63578	,927	-1,3800	2,5745
	46-55	56-65	,52500	,68045	,963	-1,5912	2,6412
Defining marketing as a long-term process	15-25	26-35	,49610*	,16241	,047	-,0090	1,0012
		36-45	,32388	,38425	,950	-,8711	1,5189
		46-55	,31277	,50542	,984	-1,2591	1,8846
		56-65	,96277	,78694	,827	-1,4846	3,4101
	26-35	36-45	-,17222	,38500	,995	-1,3695	1,0251
		46-55	-,18333	,50599	,998	-1,7569	1,3903
		56-65	,46667	,78730	,986	-1,9818	2,9151
	36-45	46-55	-,0111	,61424	1,000	-1,9214	1,8992
		56-65	,63889	,86088	,968	-2,0384	3,3162
	46-55	56-65	,65000	,92137	,974	-2,2154	3,5154

When the Scheffe test results are examined, it is seen that the tendency of the 15-25 age group to define assets other than goods and services as marketable assets is higher than the 26-35 and 36-45 age groups. Young people define ideas, places, people, organizations, political products and religions as marketable assets compared to other age groups. Participants in the 15-25 age range are less inclined to define the marketer with its classical and modern functions compared to the participants in the 26-35 and 36-45

age range. The 15-25 age group adopts the social marketing approach more than the 26-35 and 36-45 age groups. However, the aforementioned age group is more anti-marketing than the 26-35 age group. These results indicate that the perceptions of the participants between the ages of 15-25 show contradictory trends. Participants aged 15-25 tend to define marketing as a long-term process compared to participants aged 26-35. When the results are evaluated together, it can be said that the age range of 15-25 mostly adopts the definition of marketing after the modern marketing understanding, but despite this, they also have negative views on marketing.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differed in terms of their marital status was analyzed with an independent two-sample t-test. Analysis results are summarized in the table below.

Tablo 22: Independent Two-Sample T-Test Results Showing the Differences in Perceptions of Participants from Guinea (Marital Status)

		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	7,160	,008	-5,004	198	,000	-,70434	,14075
	Equal variances not assumed			-5,882	79,506	,000	-,70434	,11975
Defining the marketer with its classical and modern functions	Equal variances assumed	6,248	,013	3,177	198	,002	,43412	,13663
	Equal variances not assumed			3,399	68,312	,001	,43412	,12770
Adopting the social marketing approach	Equal variances assumed	40,458	,000	-4,872	198	,000	-,67648	,13885
	Equal variances not assumed			-6,790	117,037	,000	-,67648	,09962
Marketing Opposition	Equal variances assumed	38,667	,000	-3,412	198	,001	-,49885	,14621
	Equal variances not assumed			-5,231	151,724	,000	-,49885	,09536
Defining marketing with the persuasion function	Equal variances assumed	,045	,832	-1,708	198	,089	-,22231	,13014
	Equal variances not assumed			-1,799	66,767	,076	-,22231	,12355
Defining marketing with the informing function	Equal variances assumed	,508	,477	,477	198	,634	,06279	,13177
	Equal variances not assumed			,470	61,130	,640	,06279	,13368
Defining marketing as a long-term process	Equal variances assumed	,076	,783	-1,375	198	,171	-,26868	,19545
	Equal variances not assumed			-1,289	57,668	,203	-,26868	,20851

Two independent samples t-test results indicate that married participants and unmarried participants differ in terms of the first, second, third and fourth factors. Unmarried respondents have a more positive view of the marketing of assets other than goods and services than married respondents. The tendency to define the marketer with its classical and modern functions is higher among married respondents. The tendency of unmarried participants to adopt the social marketing approach is higher than the married

participants. In addition, unmarried participants were more anti-marketing than married participants. These findings are consistent with the differences between age groups.

Whether the perceptions of the participants regarding the concepts of marketing and marketer differ according to their educational status was tested with One-Way-ANOVA. Analysis results are summarized in the table below.

Tablo 23: ANOVA Results Showing the Differences of the Participants by Educational Status (Guinea Sample)

		Sum of Squares	Df	Mean Square	F	Sig.
Accepting assets other than goods and services as marketable	Between Groups	2,795	2	1,397	1,949	,145
	Within Groups	141,237	197	,717		
	Total	144,031	199			
Defining the marketer with its classical and modern functions	Between Groups	1,151	2	,576	,904	,407
	Within Groups	125,469	197	,637		
	Total	126,620	199			
Adopting the social marketing approach	Between Groups	,251	2	,125	,177	,838
	Within Groups	139,089	197	,706		
	Total	139,340	199			
Marketing Opposition	Between Groups	3,070	2	1,535	2,115	,123
	Within Groups	143,010	197	,726		
	Total	146,080	199			
Defining marketing with the persuasion function	Between Groups	,005	2	,002	,004	,996
	Within Groups	110,905	197	,563		
	Total	110,910	199			
Defining marketing with the informing function	Between Groups	1,213	2	,607	1,077	,343
	Within Groups	110,973	197	,563		
	Total	112,187	199			
Defining marketing as a long-term process	Between Groups	,430	2	,215	,170	,844
	Within Groups	248,459	197	1,261		
	Total	248,889	199			

The results of the ANOVA test reveal that the perceptions of the participants regarding the concepts of marketing and marketer do not differ according to their educational status. Whether the perceptions of the participants regarding the concepts of marketing and marketer differ according to their occupations was tested with One-Way-ANOVA. Analysis results are summarized in the table below.

Tablo 24: ANOVA Results Showing the Differences of the Participants by Occupation (Guinea Sample)

		Sum of Squares	Df	Mean Square	F	Sig.
Accepting assets other than goods and services as marketable	Between Groups	20,200	3	6,733	10,658	,000
	Within Groups	123,831	196	,632		
	Total	144,031	199			

Defining the marketer with its classical and modern functions	Between Groups	34,023	3	11,341	24,005	,000
	Within Groups	92,597	196	,472		
	Total	126,620	199			
Adopting the social marketing approach	Between Groups	55,704	3	18,568	43,513	,000
	Within Groups	83,636	196	,427		
	Total	139,340	199			
Marketing Opposition	Between Groups	35,505	3	11,835	20,978	,000
	Within Groups	110,575	196	,564		
	Total	146,080	199			
Defining marketing with the persuasion function	Between Groups	4,077	3	1,359	2,493	,061
	Within Groups	106,833	196	,545		
	Total	110,910	199			
Defining marketing with the informing function	Between Groups	4,784	3	1,595	2,910	,036
	Within Groups	107,402	196	,548		
	Total	112,187	199			
Defining marketing as a long-term process	Between Groups	11,845	3	3,948	3,265	,022
	Within Groups	237,044	196	1,209		
	Total	248,889	199			

When the ANOVA results are examined, it is seen that there is a significant difference between occupational groups in terms of all factors except the fifth factor. Scheffe test was used to determine the direction of the difference. Test results are presented in the table below.

Table 25: ANOVA Results Showing the Differences of the Participants by Occupation (Guinea Sample)

Dependent Variable	(I)occ.	(J)occ.	Mean Difference	Standard Error	Sig.	Lower Bound	Upper Bound
Accepting assets other than goods and services as marketable	Students	Marketers	,51136*	,13616	,003	,1274	,8953
		Managers	,67820*	,16213	,001	,2210	1,1354
		Others	,87336*	,24198	,005	,1910	1,5557
	Marketers	Managers	,16684	,18170	,839	-,3456	,6792
		Others	,36200	,25551	,572	-,3585	1,0825
	Managers	Others	,19516	,27024	,914	-,5669	,9572
Defining the marketer with its classical and modern functions	Students	Marketers	-,90097*	,11775	,000	-1,2330	-,5689
		Managers	-,75478*	,14020	,000	-1,1501	-,3594
		Others	-,61231*	,20925	,038	-1,2024	-,0222
	Marketers	Managers	,14619	,15713	,834	-,2969	,5893
		Others	,28867	,22095	,636	-,3344	,9117
	Managers	Others	,14247	,23369	,946	-,5165	,8015
Adopting the social marketing approach	Students	Marketers	1,08419*	,11190	,000	,7686	1,3997
		Managers	,96599*	,13324	,000	,5903	1,3417
		Others	1,15685*	,19887	,000	,5961	1,7176
	Marketers	Managers	-,11819	,14933	,890	-,5393	,3029
		Others	,07267	,20999	,989	-,5195	,6648

	Managers	Others	,19086	,22209	,864	-,4354	,8171
Marketing Opposition	Students	Marketers	,81734*	,12867	,000	,4545	1,1802
		Managers	,86524*	,15320	,000	,4332	1,2973
		Others	,89817*	,22866	,002	,2534	1,5430
	Marketers	Managers	,04790	,17170	,994	-,4363	,5321
		Others	,08083	,24145	,990	-,6000	,7617
	Managers	Others	,03293	,25537	,999	-,6872	,7530
Defining marketing with the informing function	Students	Marketers	-,24698	,12681	,053	-,4971	,0031
		Managers	-,10461	,15099	,489	-,4024	,1932
		Others	,40524	,22536	,074	-,0392	,8497
	Marketers	Managers	,14237	,16922	,401	-,1914	,4761
		Others	,65222*	,23796	,007	,1829	1,1215
	Managers	Others	,50986*	,25168	,044	,0135	1,0062
Defining marketing as a long-term process	Students	Marketers	,40421*	,18839	,033	,0327	,7757
		Managers	,28324	,22431	,208	-,1591	,7256
		Others	,86254*	,33479	,011	,2023	1,5228
	Marketers	Managers	-,12097	,25140	,631	-,6168	,3748
		Others	,45833	,35351	,196	-,2388	1,1555
	Managers	Others	-,57930	,37389	,123	-1,3167	,1581

When the Scheffe test results are examined, it is seen that students have a more positive view of the marketing of assets other than goods and services compared to business owners, employees and other occupational groups. On the other hand, the tendency of the students to define the marketer with its classical and modern functions is low compared to the other three occupational groups. The level of adopting the social marketing approach of the students is higher than the other three occupational groups. On the other hand, anti-marketing levels are higher than other occupational groups. A similar contradiction is also observed in the difference analyzes made by age groups. There is a significant difference between the marketing employees and the participants who chose the other option in terms of the function of informing the marketing and the defining factor. Marketing employees believe that their work includes an information function more than the participants who chose the other option. In terms of defining marketing as a long-term process, there is a significant difference between students, marketing employees and participants who chose the other option. Students believe that marketing is a long-term process more than marketing employees and participants who chose "other". It is thought that the most important reason for marketing employees to define marketing as an effort consisting of short-term sales is the importance they attribute to their own work. It can be said that marketing employees still see their most important function as sales.

The questionnaire of the study was used in two different countries, and an equal number of observations was selected. Scale validity and hypothesis testing were analyzed separately in two country samples. However, in the explanatory factor analysis, it was seen that four factors exhibited a common structure in two samples. Using these four

common factors, whether there is a difference between the perceptions of the two samples was examined with the independent two sample t-test. Analysis results are summarized in the table below.

Tablo 26: Independent Two Sample T-Test Results Showing the Differences Between the Marketing Perceptions of the Participants in Guinea and Türkiye

		Levene's Test for Equality of Variances		t	Df	Sig. (2- tailed)	Mean difference	Std. Error Difference
		F	Sig.					
Accepting assets other than goods and services as marketable	Equal variances assumed	10,300	,001	2,619	398	,009	,24729	,09440
	Equal variances not assumed			2,619	384,430	,009	,24729	,09440
Adopting the social marketing approach	Equal variances assumed	,966	,326	-8,225	398	,000	-,69200	,08413
	Equal variances not assumed			-8,225	397,954	,000	-,69200	,08413
Marketing Opposition	Equal variances assumed	2,108	,147	-6,913	398	,000	-,57700	,08347
	Equal variances not assumed			-6,913	396,858	,000	-,57700	,08347
Defining marketing with the informing function	Equal variances assumed	6,663	,010	4,236	398	,000	,35250	,08321
	Equal variances not assumed			4,236	384,709	,000	,35250	,08321

When the results of two independent samples t-test are examined, it is seen that there is a significant difference between Guinean participants and Turkish participants in terms of four common factors. Guinean respondents believe that assets other than commercial goods and services are marketable more than Turkish respondents. The tendency of Turkish participants to adopt the social marketing approach is higher than the Guinean participants. On the other hand, Turkish participants have higher anti-marketing levels. While Turkish participants think that marketing has social responsibilities and that marketing activities should be carried out in a way that does not harm the welfare of the society, they also declare that there are some ethically problematic behaviors. The tendency to define marketing with an information function is higher among Guinean respondents. In the light of these results, if it is necessary to make an evaluation for the two countries, it can be said that the perceptions of consumers in terms of the developmental stages of marketing in Türkiye have evolved into the period of social marketing understanding. In Guinea, on the other hand, marketing is seen as a sales, distribution and information function, as in previous developmental stages. However, when the difference between the two countries is evaluated in terms of anti-marketing, it can be said that even though the transition to social marketing has taken place, concerns about the ethical side of marketing activities still continue in Türkiye. In addition, marketing in Türkiye is still considered as an activity carried out on the basis of commercial goods and services.

CONCLUSION AND RECOMMENDATIONS

In the development stages before the modern marketing concept, the concept of marketing was considered as a set of activities that focused on the movement of the final product from the producer to the consumer and whose success was measured by sales performance. Especially in the period of sales understanding, the increase in supply compared to previous periods required successful salesmen who could catch the consumer and persuade them to buy. This requirement resulted in the development of repressive sales policies by the employees dealing with the marketing business. These oppressive sales practices of the sales mentality period led to the development of negative perceptions and attitudes in consumers regarding the concept of marketing and marketer. The industrial changes experienced after the period of sales understanding and the resulting amount of supply started to necessitate a marketing approach in which the wishes and needs of the consumers became a priority. This important change in the field of business was making the competition between businesses more difficult day by day. The era of modern marketing understanding was a period when the balance of power in the exchange between the consumer and the producer began to change in favor of the consumer. Consumer and market orientation became a necessity for manufacturers and marketers as consumers began to realize their power in the market.

After the modern marketing understanding, the transition to the social marketing understanding period, which focuses on the necessity of business administration in general and marketing activities in particular, that prioritizes the welfare of the society as well as the consumer, took place. In the era of social marketing and relational marketing, the definition of customer began to change and turn into a concept that takes into account all stakeholders. In this new era of marketing, the customer was no longer just the end user, but all parties involved in any exchange with the business. For this reason, the definition of marketing has been updated to include the emphasis on establishing long-term, healthy relationships with all these stakeholders.

These developmental stages mentioned in the marketing literature also require changes in marketing practices. However, from time to time, businesses fall into the misconception that this new marketing approach, which emphasizes social welfare and stakeholder value, conflicts with profitability and continuity, which are the main goals of the business. Concerns about profitability and business continuity of businesses cause them to adopt an approach that cares about business interests rather than stakeholder interests. This misconception brings with it a return to the mentality of the period of production and sales understanding in marketing activities. Repressive sales policies of businesses and unethical marketing activities for this purpose both delay the evolution of the understanding of business and cause negative perceptions regarding the marketing field in the eyes of consumers and society. It cannot be claimed that a business world in which the needs and wishes of the consumer feel that they are not cared for has made a real transition to the understanding of social marketing. For this reason, whether the developmental stages mentioned in the marketing literature have been covered by the

practitioners of the field is the issue that should be emphasized. Unless the mentality of businesses and marketing departments exceeds the period of sales understanding, marketing and marketer cannot be expected to gain prestige in the society. When the transition to social marketing understanding does not occur, it is inevitable that the word marketing has a dirty connotation and is associated with unethical practices. In this context, in this study, it is tried to determine the perceptions of consumers about the concept of marketing and marketer, taking into account the samples of two different countries. In addition, it is aimed to make a comparison of two countries with different industrialization levels and different dynamics in producer-consumer exchange.

Within the scope of the research, a quantitative study was conducted on samples of 200 people in two cities selected from Türkiye and Guinea. The data of the research were collected through questionnaire forms. The analyzes were first applied to the data collected from the two samples separately. The reason for choosing this method is to test the validity and reliability of the questionnaire used in two countries separately due to cultural differences. After the analyzes were made for the two countries, the two countries were compared by considering the four overlapping factors in the exploratory factor analysis results.

Considering the arithmetic averages of the expressions in the scale, it is possible to say that the participants in Türkiye see marketing basically as a promotional activity, they identify it with sales, they think that one of their main functions is to persuade consumers, and they define advertising and distribution activities as marketing. A marketer is defined as a person who promotes goods and services and informs consumers about products. Participants do not see marketing as an unethical activity. However, they do not consider beliefs, countries, individuals, political organizations and public services to be marketable assets. These results show that the participants see their marketing activities as limited to commercial goods and services.

Eight factors were obtained as a result of the explanatory factor analysis performed on the Turkish sample for the scale consisting of 47 statements. These factors are “accepting assets other than goods and services as marketable”, “identifying the marketer with its classical functions”, “adopting a social marketing approach”, “defining marketing with the informing”, “marketing opposition”, “defining marketing with the advertising and promotion function”, “defining the marketer with the persuasion function” and “defining the marketing with the sales process”.

Difference tests were performed by taking the obtained factors as dependent variables. In the Turkish sample, it has been determined that those who have received marketing training are more interested in the marketing of assets other than commercial goods and services compared to those who do not. Those who received marketing training were also more likely to define marketing as an information function than those who did not. In addition, those who do not receive training are less anti-marketing than those who do not. When these findings are evaluated together, it can be said that the education received in the field of marketing increases the tendency to define the functions of marketing correctly and to evaluate marketing as an ethical field.

When the differences between the perceptions of those who are engaged in marketing and those who do not in the Turkish sample are examined, the following results draw attention: Participants who are engaged in marketing and not engaged in marketing differ only in terms of the second factor. Participants who are engaged in marketing are more likely to describe the marketer with their classical functions than those who do not. This result is thought to be due to the high importance that marketers ascribe to their work. Participants engaged in this business believe that their most important activity is sales and that sales performance is the main determinant of business success. When evaluated together with the previous results, it is possible to say that marketing literature and marketing practices are in different developmental stages. For practitioners of the field, the most important activity is still sales. However, the marketing literature focuses on social welfare and stakeholder value maximization.

Considering the gender differences of the participants in Türkiye, it is seen that the male and female participants differ in terms of the seventh factor. Female participants tend to identify the marketer with the persuasion function compared to male participants.

According to the age groups of the participants in Türkiye, there is a significant difference between the groups in terms of informing and defining marketing and persuading the marketer and defining factors. Compared to other age groups, participants in the 46-55 age group have a lower tendency to define marketing with the function of persuading the marketer and with the function of informing.

In the Turkish sample, the tendency of unmarried participants to adopt the social marketing approach is higher than the married participants. In addition, the tendency of unmarried participants to define marketing with the function of informing is also more dominant than married participants.

In the Turkish sample, it was determined that the educational background and occupation of the participants did not differentiate their perceptions of the concept of marketing and marketer.

The second sample of the study consists of participants in Guinea. When the arithmetic averages of 47 statements that measure perceptions about the concept of marketing and marketer are evaluated, it is seen that Guinean participants tend to define marketing activity and marketers with their traditional functions. Marketing is largely defined by its sales, promotion, promotion and persuasion functions. In addition, the marketer is defined as the person who predominantly sells door-to-door, distributes and promotes goods.

Participants do not define marketing as an activity that increases social injustice. However, they do not believe that marketing functions to protect the consumer, protect the environment, and increase social welfare. They also have low awareness of the role of marketing and marketers in the product design process. Among the marketable assets other than commercial goods and services, the most reactive product to be marketable is religion. It is noteworthy that Guinean respondents, who think that ideas are marketable, do not accept that religion is marketable. Countries are undecided as to whether assets such as individuals, organizations, public services, and political goods are marketable.

As a result of the explanatory factor analysis performed with the data collected in Guinea, a seven-factor solution was obtained. These factors are "accepting assets other than goods and services as marketable", "defining the marketer with its classical and modern functions", "adopting social marketing understanding", "marketing opposition", "defining marketing with persuasion function", "defining marketing with the informing function", "defining marketing as a long-term process". It can be said that the four factors overlapped structurally in the two samples.

Difference tests were used to interpret the differences between the marketing and marketer perceptions of the participants in Guinea. Participants who received marketing training and those who did not differ in terms of the fifth and seventh factors. Participants who received marketing training tend to define marketing as a persuasion and communication activity compared to those who did not. In addition, the tendency to define marketing as a long-term process is higher than those who have not received any training. It can be said that marketing education contributes to understanding the current definition of marketing in Guinea sample.

When the differences between those who are engaged in marketing and those who do not in the Guinea sample are examined; It is seen that the participants who are engaged in a job related to marketing have a higher tendency to define the marketer with its classical and modern functions than those who do not. Those engaged in a marketing-related business tend to view the marketer as both a communicator who informs and persuades the consumer, and a salesperson who delivers products to the consumer. Similarly, participants engaged in this business are more likely to define marketing as an informational function.

When the perceptions of the participants in Guinea differ according to their gender, it is seen that there is a significant difference between the female participants and the male participants only in terms of the first factor. Male respondents believe that assets other than commercial goods and services are more marketable than female respondents.

It was also examined how the perceptions of the participants in Guinea differed by age groups. The results of the analysis show that the participants between the ages of 15-25 differ from other groups in terms of many factors. When the results are evaluated together, it can be said that the age range of 15-25 mostly adopts the definition of marketing after the modern marketing understanding, but despite this, they also have negative views on marketing.

When the differences of the participants in Guinea are examined in terms of marital status, it is seen that they differ statistically in terms of the third and fourth factors. The tendency of unmarried participants to adopt the social marketing approach is higher than the married participants. In addition, the tendency of unmarried participants to define marketing with the function of informing is also more dominant than married participants.

Considering the differences in education levels of the participants in Guinea, it is seen that there is no significant difference between the groups. The perceptions of marketing and marketer differ according to the professions of the participants. It is seen that students have a more positive attitude than business owners, employees and other

occupational groups towards the marketing of assets other than goods and services. On the other hand, the tendency of the students to define the marketer with its classical and modern functions is low compared to the other three occupational groups. The level of adopting the social marketing approach of the students is higher than the other three occupational groups. On the other hand, anti-marketing levels are higher than other occupational groups.

Considering the results of the explanatory factor analysis made on the samples of Türkiye and Guinea, it is seen that the four factor structures are formed in the same way in the samples of the two countries. Considering these common factors, it was evaluated whether there was a difference between the perceptions of the two country samples. Common factors are "seeing assets other than goods and services as marketable", "adopting social marketing understanding", "anti-marketing" and "identifying marketing with the function of informing" and the independent two-sample t-test results were significant between Turkish and Guinean participants in terms of all four factors. shows the difference. Turkish respondents' tendency to view assets other than goods and services as marketable is higher than that of Guinean respondents. However, when the group averages are taken into account, it is seen that both countries have low awareness of marketable assets other than goods and services. The tendency of Turkish participants to adopt the social marketing approach is also higher than the Guinean participants. When the group averages are examined, it can be said that the Turkish participants are close to the point of indecision, while the Guinean participants do not adopt the social marketing approach. Although both countries have low anti-marketing levels, it is seen that Guinean participants are less anti-marketing than Turkish participants. While the tendency of Guinean participants to define marketing with the function of informing is significantly higher than that of Turkish participants, this tendency is higher in both country samples.

When the results of the analyzes on the two samples are evaluated together, the following suggestions can be made:

- Marketing of assets other than commercial goods and services is viewed with suspicion in both countries. One of the most important contributions of the modern marketing understanding and post-development stages is that they develop the subject of marketing to cover all assets. Marketing is now all about ideas, places, countries, organizations, people, political products, beliefs, etc. It is a field of science that studies exchange. However, research findings indicate that consumers do not think that these products are marketable. It is thought that studies that will increase the awareness of consumers on this issue are necessary. Because these consumers are also buyers of other marketable assets and they are exposed to the messages of marketers without being aware of the exchange process in which they are involved. For this reason, it is primarily the social responsibility of marketing science to inform consumers about their roles in these new exchange processes, especially through studies to be produced in the marketing literature.
- When the perceptions of the consumers regarding the concept of marketing and marketer are evaluated, it is noteworthy that the place where they position marketing

remains in the period of sales understanding. This finding is common in both country samples. The fact that the participants, especially those dealing with marketing, still evaluate marketing with the mentality of the sales understanding period, is an indication that the development stages mentioned in the literature have not been covered in practice yet. The goal of prioritizing community welfare and maximizing stakeholder value, which today's marketing approach emphasizes, is a goal that can only be achieved with the efforts of practitioners. When practitioners define their work as purely sales and promotion, it is not possible to truly transition into the era of social marketing. For this reason, it is thought that initiatives that will enable marketing theorists to come together with practitioners will contribute to the change of this understanding. Marketing practices must catch up with marketing literature.

- Another striking finding in both samples is that most of the criticisms that marketing has been exposed to in the past have begun to weaken. In both samples, anti-marketing was measured at a low level. This finding indicates that marketing is not seen as a set of unethical activities as it was in the past. It is thought that the efforts towards transition to social marketing understanding can completely eliminate anti-marketing.

- In both samples, consumers define marketing with the function of informing. It is thought that the introduction of technologies that will facilitate the communication between the consumer and the producer has affected this result. For this reason, it can be said that businesses that can benefit from the developments in communication technologies will gain a great advantage in reaching the consumer. The negative attitudes of consumers who think that they are informed by the business in many channels will also decrease.

- One of the striking findings in both samples is that being educated in a field related to marketing causes a positive change in perceptions about the concept of marketing and marketer. For this reason, it is suggested that the course contents related to business and marketing should be included in the curricula of different departments, taking into account other marketable assets. It is thought that marketing science, which is included in the formation of different disciplines, will positively affect the attitudes and awareness of the society towards this science.

- Another finding observed in both samples is that the perceptions of the participants dealing with the marketing business regarding the concepts of marketing and marketer reflect the mentality of the sales understanding period. It is thought that this result is largely due to the great importance that marketers attribute to themselves in the sales process. Transforming the mindset of marketing practitioners will result in the development of society's perceptions of marketing. It seems that marketers do not have enough knowledge about the limits of the scope of their business. It is thought that studies that bring together marketing theorists and practitioners will make marketers aware of their job descriptions. Marketers should be prevented from defining themselves as just a salesperson or distributor; The marketer should be aware of their roles in informing, social responsibility, generating social benefits, maximizing stakeholder value and developing long-term healthy relationships with stakeholders.

In the light of the results, the suggestions developed for future studies are as follows:

- The study was limited to two country samples and two cities due to time and cost constraints. It is thought that the studies to be carried out in the samples of countries with different levels of development and in different cities of the selected countries will yield different results.
- Perceptions about the concepts of marketing and marketer were discussed in the research. It is thought that comparative studies that try to identify the determinants of these perceptions will make significant contributions to the literature.
- It is thought that studies that take into account the developmental stages of marketing in the relevant country and the cyclical changes that constitute the breaking points of these stages will contribute to the literature in comparative studies to be conducted on different country samples.
- One of the important limitations of the study is that the researcher did not reside in his home country during the research process. The fact that he was studying in a foreign country where he did not speak the language made it difficult to collect data in Türkiye and required the data to be collected by someone else in his own country. This situation led to the constraint of not providing a balanced distribution among demographic groups. It is thought that studies in which the demographic distribution is consistent with the distribution in the country can yield more enlightening results.
- It is thought that qualitative research to be carried out in order to determine the determinants of consumers' perceptions of the concept of marketing and marketer and to understand the meaning attributed by those who practice the profession, can yield more satisfactory results.

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APPENDICES

QUESTIONNAIRE FORM

Dear Participant,

This questionnaire is designed to collect the data of a contemporary survey about the consumers' perceptions on marketing. The collected data will be used for only scientific purposes. The health of the survey depends on the completeness and correctness of your responses. Thank you for your participation.

Jean Claude Lamah

A.General Information

1.Did you attend a course/education program about marketing?

() Yes () No

2.Have you ever dealt with sales or marketing as a job?

() Yes () No

B. Please indicate to what extent you agree with the following statements

	Strongly disagree	Disagree	Neither agree nor agree	Agree	Strongly agree
1.Marketing means sales.					
2.Marketing is to distribute the produced products.					
3.Marketing is selling poor quality products as if they are high quality.					
4.Marketing is the delivery of produced goods and services to consumers.					
5.Marketing is the promotion of produced goods and services.					
6.Marketing is the advertisement of produced goods and services.					
7.Marketing is a consumer protection activity.					
8.Marketing is a set of deceptive activities to consumers.					
9.Marketing means persuading the consumer to buy.					
10.Marketing is an environmental protection activity.					
11.Marketing is an effort to produce social benefit.					
12.Marketing is an effort to improve everyone's quality of life.					
13.Marketing is a communication activity.					
14.Marketing is an exchange activity that often has bad consequences.					
15.Marketing is an effort to stand out from the competition.					
16.Marketing begins before the production.					
17.Marketing ends with the sale.					
18.Marketing goes on after the sale.					
19.The main purpose of marketing is to increase social welfare.					
20.Marketing increases social injustice.					
21.Marketing causes imbalances in income distribution.					
22.The main purpose of marketing is to maximize producer's profit.					

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
23.The main purpose of marketing is to maximize consumer's welfare.					
24.The main purpose of marketing is to inform consumers about products.					
25.The main purpose of marketing is to inform society.					
26.The main purpose of marketing is to make the life easier.					
27.The unique purpose of marketing is to increase sales volume.					
28.Anything done to increase sales is permissible.					
29.Consumer needs are vital to marketing.					
30.Marketing also encompasses the relationships of businesses with stakeholders other than consumers (supplier, distributors, government, competitors etc.).					
31.Marketing is a dirty word.					
32.Ideas are marketable.					
33.Individuals are marketable.					
34.Countries are marketable.					
35.Organizations are marketable.					
36.Public services are marketable.					
37.Political parties, leaders, candidates are marketable.					
38.Religion is marketable.					
39.Everything that is deemed to exist is marketable.					
40.A marketer is a person who sales goods and services.					
41.A marketer is a person who designs goods and services.					
42.A marketer is a person who distribute goods and services.					
43.A marketer is a person who promotes goods and services.					
44.A marketer is a person who informs consumers.					
45.A marketer is a person who sells door-to-door.					
46.Anyone trying to convince someone of something is a marketer.					
47.Anyone who is a part of a communication is a marketer.					

C.Demographic Qualifications

1.Gender?

()Female

()Male

2.Age?

()15-25

()26-35

()36-45

()46-55

()56-65

()65+

3.Marital status?

()Married

()Not married

4.Education?☐ Primary school☐ Secondary school☐ High school☐ University graduate☐ Master☐ PhD**5.Occupation?**

.....(Please write)

6.Monthly average income?

.....(Please write)



ANKET FORMU

Sayın Katılımcı,

Bu anket formu bireylerin pazarlama kavramı ve pazarlama faaliyetlerine ilişkin algılarını konu edinen bir araştırmanın verilerini toplamak üzere tasarlanmıştır. Elde edilen veriler yalnızca bilimsel amaçla kullanılacaktır. Araştırmanın sağlığı sorulara vereceğiniz cevapların tam ve doğru olmasına bağlıdır. Anketi cevaplayarak araştırmaya katkı sağladığınız için teşekkür ederiz.

Jean Claude Lamah

A.Pazarlama Kavramına Bakış

1.Herhangi bir düzeyde pazarlama/işletme eğitimi aldınız mı?

()Evet

()Hayır

2.Hayatınızın herhangi bir döneminde satış/pazarlama işiyle uğraştınız mı?

()Evet

()Hayır

B.Lütfen aşağıdaki ifadelere ne ölçüde katıldığınızı belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
1.Pazarlama satış demektir.					
2.Pazarlama üretilen malları dağıtmaktır.					
3. Pazarlama kalitesiz ürünleri kaliteli gibi gösterip satmaktır.					
4.Pazarlama üretilen mal ve hizmetleri tüketicilere ulaştırmaktır.					
5.Pazarlama üretilen mal ve hizmetlerin tanıtılmasıdır.					
6.Pazarlama mal ve hizmetlerin reklamının yapılmasıdır.					
7.Pazarlama tüketiciyi koruma faaliyetidir.					
8.Pazarlama tüketicileri aldatıcı faaliyetler bütünüdür.					
9.Pazarlama tüketiciyi satın almaya ikna etmek demektir.					
10.Pazarlama çevreyi koruma faaliyetidir.					
11.Pazarlama toplumsal fayda üretme çabasıdır.					
12.Pazarlama herkesin yaşam kalitesini artırma çabasıdır.					
13.Pazarlama bir iletişim faaliyetidir.					
14.Pazarlama genellikle kötü sonuçları olan bir mübadele (değişim) faaliyetidir.					
15.Pazarlama rekabette öne çıkma çabasıdır.					
16.Pazarlama ürünün üretiminden önce başlar.					
17.Pazarlama satışın gerçekleşmesiyle son bulur.					
18.Pazarlama satıştan sonra da devam eder.					
19.Pazarlamanın asıl amacı toplumsal refahı artırmaktır.					
20.Pazarlama sosyal adaletsizliği artırır.					
21.Pazarlama gelir dağılımında dengesizliklere sebep olur.					
22.Pazarlamanın asıl amacı üreticinin karını maksimize etmektir.					
23.Pazarlamanın asıl amacı tüketicinin refah düzeyini artırmaktır.					
24.Pazarlamanın asıl amacı tüketicileri ürünler hakkında bilgilendirmektir.					
25.Pazarlamanın asıl amacı toplumu bilgilendirmektir.					
26.Pazarlamanın asıl amacı hayatı kolaylaştırmaktır.					
27.Pazarlamanın tek amacı satış artırmaktır.					

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılmıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
28.Satış artırmak için yapılan herşey mubahtır.					
29.Pazarlama için tüketici ihtiyaçları hayati öneme sahiptir.					
30.Pazarlama işletmelerin tüketiciler dışındaki paydaşlarıyla (tedarikçi, aracı, devlet, rakipler vb.) ilişkilerini de kapsar.					
31.Pazarlama kirlili bir kelimedir.					
32.Fikirler pazarlanabilir.					
33.Kişiler pazarlanabilir.					
34.Ülkeler pazarlanabilir.					
35.Kurum ve kuruluşlar pazarlanabilir.					
36.Kamu hizmetleri pazarlanabilir.					
37.Siyasal örgütler, adaylar, liderler pazarlanabilir.					
38.İnanç pazarlanabilir.					
39.Var olduğu kabul edilen herşey pazarlanabilir.					
40.Pazarlamacı mal ve hizmet satan kişidir.					
41.Pazarlamacı mal ve hizmet tasarlayan kişidir.					
42.Pazarlamacı mal ve hizmet dağıtan kişidir.					
43.Pazarlamacı mal ve hizmetleri tanıtan kişidir.					
44.Pazarlamacı tüketicileri bilgilendiren kişidir.					
45.Pazarlamacı kapıdan satış yapan kişidir.					
46.Birini bir konuda ikna etmeye çalışan herkes pazarlamacıdır.					
47.Bir iletişimin tarafı olan herkes pazarlamacıdır.					

C.Demografik Bilgiler

1.Cinsiyetiniz?

()Kadın

()Erkek

2.Yaşınız?

()15-25

()26-35

()36-45

()46-55

()56-65

()66 ve üstü

3.Medeni haliniz?

()Evli

()Bekar

()Dul

()Boşanmış

4.Eğitim durumunuz?

()Okur-yazar

()İlkokul

()Ortaokul

()Lise

()Önlisans

()Lisans

()Lisansüstü

5.Mesleğiniz?

()İşsiz

()Ev hanımı

()İşçi

()Memur

() Serbest meslek erbabı

()Esnaf

()Öğrenci

()Çiftçi

()Emekli

()Sanayici/tüccar

()Özel sektör çalışanı

()Asker

()Akademisyen

() Diğer (Lütfen belirtiniz.).....

6.Ailenizin aylık ortalama geliri?

()1000 TL'den az

()1000-2000 TL

()2001-3000 TL

()3001-4000 TL

()4001-5000 TL

()5001-6000 TL

()6001 TL ve üstü

