

Chapter 6

A RESEARCH ON THE IMPACT OF SOCIAL MARKETING ON COMPANY PERFORMANCE

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Introduction

Today's global competitive conditions make companies very difficult to sustain. It is very important for companies to gain the trust of their investors and customers in a global competitive environment. In order to ensure this confidence, companies accelerate their institutionalization activities and perform better quality audit activities. In addition, companies often apply to social marketing as a part of their institutionalization activities in order to gain the trust of both their employees and their stakeholders.

The marketing activities carried out with the aim of providing that the society adopts the social aims and that the society behaves according to long-term benefits towards this social purpose is expressed as social marketing (Mucuk, 2001: 16). Campaigns aimed at protecting the environment, supporting education, solving some social problems such as development and employment are evaluated within the context of social marketing (Bayraktaroğlu & İlter, 2007, 118).

The concept of Social Marketing appeared as a result of Philip Kotler and Gerald Zaltman's studies in marketing in the 1970s (Weinreich, 1999). Social marketing is the process of identifying and implementing activities to be carried out by using marketing tools in order to adopt the society to social purposes (Tek, 1997, 46). The concept of social marketing is not just about social advertising (Kotler, 1994). However, the presence of social advertisements can be used to make measurements in studies.

The concept of social marketing is closely related to the concept of social responsibility which is one of the basic concepts of accountancy. Since the concept of social responsibility is defined as the use of companies' resources not only for the benefit of companies but also for their social consequences (Hatcher, 2002:97). In addition, social responsibility constrains corporations' harmful actions and forces companies to contribute to the development of society (Boone & Kurtz, 1992: 73). It is thought that social responsibility thanks to its elements such as work ethic, correct information of consumers and ideal use of environmental resources (Özkol, Çelik & Gönen, 2005: 136) engages with social marketing.

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According to the regression analysis, it is seen that the social marketing activities carried out by the companies in the BİST Banking Index do not make a statistically significant contribution to the revenue of these companies, the net profit of the period, return on assets and the return on equity. So H1, H2, H3 and H4 are rejected. The company size, which is used only as a control variable, has a statistically significant relationship with revenue, net period profit, return on assets and return on equity. According to the answers to the questionnaires made to consumers on the internet in the studies in the literature, it has been determined that social marketing activities make a positive contribution to the companies in terms of sales and profit. However, it was determined that the social marketing activities did not affect the revenue and profit of the companies in this study, which is made from the financial statements of the companies.

Conclusion

The aim of this study is to examine the relationship between the revenue, net profit of the period, return on assets, return on equity and the social marketing activities carried out by the companies in the BİST Banking Index. For this purpose, a research was conducted on the companies involved in the study. The variables used in the analysis were selected from the studies in the literature.

As a result of the study, it was determined that the social marketing activities of the companies included in the study did not affect the revenue and profit of the companies. This result is in contradiction with the expectations. Moreover, it is understood that the sector, which is a variable that has not been used in the literature before, has statistically no effect on revenue and profit of the companies. On the other hand, it is observed that the company's experience has no statistical effect on revenue and profit.

It is considered that different results will be obtained by expanding the scope of the study and the time period examined and by using different variables.

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Economic And Administrative Sciences Volume II

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