



A Content analysis of articles published in Journal of the School of Business Administration: Marketing and marketing research (1972-2007)

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Abstract

The study examined the trends of marketing articles published in Journal of the School of Business Administration, Istanbul University using content analysis method. The main objective of the study was to identify marketing and marketing research articles published in Journal of the School of Business Administration between years 1972-2007 and to assess publications' contents in order to determine the marketing trends.

The trends and development in marketing were documented by the help of various content categories such as pricing, advertising, product, marketing concept, marketing education, decision-making process, consumer behavior, industrial marketing, modeling, research methodology, international marketing, services marketing and retailing. The findings of the study indicated that consumer behaviour and research methodology were the main categories of 65 marketing articles conducted during the period. The findings also showed that the number of marketing and marketing research articles published in the journal decreased throughout the years.

Keywords: *Marketing Trends, Marketing, Marketing Research, Content Analysis, Journal of the School of Business Administration, Istanbul University.*

Özet

Bu çalışma, İstanbul Üniversitesi İşletme Fakültesi Dergisi'ndeki pazarlama makalelerini içerik analizi kullanarak incelemektedir. Çalışmanın temel amacı, 1972-2007 yılları arasında İşletme Fakültesi Dergisi'nde yayımlanmış olan pazarlama ve pazarlama araştırmaları makalelerini incelemek ve makalelerin içeriklerini değerlendirerek pazarlama trendlerini belirlemektir.

Pazarlamadaki trend ve gelişmeler farklı içerik kategorileri yardımıyla açıklanmıştır. Bu içerik kategorilerinin başlıcaları fiyatlandırma, reklam, ürün, pazarlama kavramı, pazarlama eğitimi, karar alma süreci, tüketici davranışı, endüstriyel pazarlama, modelleme, araştırma yöntemleri, uluslararası pazarlama, hizmet pazarlaması ve perakendeciliktir. Çalışma sonuçları, tüketici davranışı ve araştırma yöntemlerinin belirlenen dönemde yayınlanmış olan 65 pazarlama makalesinin temel kategorilerini oluşturduğunu göstermektedir. Ayrıca, çalışma sonuçları yayınlanan pazarlama ve pazarlama araştırmaları makale sayılarının yıllar itibariyle azaldığını da yansıtmaktadır.

Anahtar Sözcükler: *Pazarlama Trendleri, Pazarlama, Pazarlama Araştırmaları, İçerik Analizi, İstanbul Üniversitesi İşletme Fakültesi Dergisi.*

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1. Introduction

This article provides insight to the trends of marketing and marketing research articles published in Journal of the School of Business Administration, Istanbul University by content analysis. Journal of the School of Business Administration have been publishing articles from various fields in business such as marketing, finance, accounting and behavioral sciences since 1972. The aim of this study is to identify marketing and marketing research articles published in Journal of the School of Business Administration, Istanbul University between the years of 1972-2007.

Content analysis is a research technique used for understanding the growth of discipline. Thus, the study tried to understand marketing trends by analyzing marketing and marketing research articles, published in Journal of the School of Business Administration, in terms of their content categories.

2. Content Categories

Content categories could be broadly categorized into pricing, advertising, product, marketing concept, marketing education, decision-making process, consumer behavior, industrial marketing, modeling, research methodology, international marketing, services marketing and retailing.

Pricing: The topic of pricing had been one of the popular topics in marketing. A large number of articles on pricing were written in the Journal of the School of Business Administration, Istanbul University between the analyzed periods. Şireli [1] made basic analysis of product-pricing for accounting, economics and marketing. The author described the pricing policies and their advantages and disadvantages deeply. In addition, Şireli [2] explored the reasons for the reduction of pricing efficiency and suggested some precautions in order to increase the efficiency of pricing in another study.

Karafakioğlu [3] approached the psychological pricing. Broad literature review was done including the concepts of price lining, customary prices, odd prices, price ranges and the relationship between the price and quality. Karafakioğlu [4] also examined the relationship between price elasticity and costs. Karafakioğlu [5] made a brief summary of the research made on psychological prices. The results of the study showed that well-known assumptions of the classical economic theory were not valid in some cases thus it was essential for the managers to consider the psychological factors' effects on pricing.

As well as, Kurtuluş [6] stated that scientific and broad research about the prices of food products were crucial and suggested that necessary economic and legal measures should be taken as forming the food prices and reducing the prices of them with the help of the government.

Advertising: Studies in marketing mix started with advertising and promotion and later on other elements of the marketing mix were integrated into it. Examples of early studies in advertising include Esirtgen [7], Şireli [8] and Karafakioğlu [9].

Esirtgen [7] dealt with the advertising strategy and pointed out an approach to an effective communication strategy. Şireli [8] discussed about making the advertising program. The first question to be answered was to determine the message of advertising. The other important questions were to define the target consumers and the media to be used.

Karafakioğlu [9] indicated five different product-advertising strategies that could be used in foreign markets. These five components of product-advertising strategies were determined as standard product and advertisement, standard product and different advertisement, different product and standard advertisement, different product and different advertisement and lastly new product and new advertisement. In addition,

Kaya [10] determined the components of marketing mix in the finance sector. Three elements of marketing mix for banks were stated as promotional expenditures, branch numbers and personnel volumes. The correlation between the marketing mix and saving deposits and market share were also analyzed.

Product: A special interest in new product strategies and branding could be observed during the 1970s and 1980s (e.g., Okyay [11], Kurtuluş [12], Dilber and Yavaş [13]).

Okyay [11] discussed the market tests which was a stage of new product development process. The main topics explained in the study were the reasons of doing market tests, the territories that would chosen for market tests, the time duration of market tests, the information that would be taken from market tests, analyzing the results of market tests and the competitors' response to the market tests.

In addition, Kurtuluş [12] made a critique of Dhalla and Yuspeh's article titled "Forget the Product Life Cycle Concept". In the study, it was believed that product life cycle would be a very useful descriptive tool in sales forecasting, planning and control if it was carefully used, in opposition to the Dhalla's and Yuspeh's article.

On the other hand, Dilber and Yavaş [13] explained the brand loyalty concept which had been popular in marketing since 1970. In the article, the brand, its historical development and brand loyalty concepts were explained in detail.

Marketing Concept: Most of the articles published between 1970 and 1980 were based on the marketing concept such as its definition and its place in the literature.

Baybars [14] made a theoretical study about marketing and its place in economic development. In the study, it was informed that there were two types of marketing concepts as traditional and modern marketing. In addition, the functions of marketing as obtaining demand function and servicing demand function were mentioned in the study.

Besides, Oktav [15] summarized the development of marketing from traditional marketing to modern marketing by defining them briefly. Özden [16] summarized the development of marketing concept by the context of the evaluation of marketing thought.

Tek [17] contributed to marketing literature by translating the article named "Marketing Functions and Marketing Systems: A Synthesis" written by Lewis and Erickson in 1969.

Some of the main marketing problems occurred in developing countries were comprised in the study of Şireli [18]. Some recommendations to marketers in Turkey took place in the study. Additionally, Kaynak [19] mentioned marketing in developing countries by analyzing the marketing problems in those countries.

Marketing Education: Besides the concept of marketing, the proliferation of marketing education was quite evident in the studies conducted during the 1970s.

Kurtuluş [20] made an evaluation about management education institutions such as faculties, institutes, academies and departments. The number of students per course in these institutions was analyzed in order to compare the differences between them. As a result, academies were found mostly different from other institutions in terms of the number of students and it was concluded that the quality of courses were affected negatively by high number of students.

Kurtuluş [21] also made a quantitative research about the instructors and research assistants of management education institutions in Turkey. In the study, a comparative analysis was done about the data related to the courses given by professors, associate professors, assistant professors and lecturers working in different faculties. Significant differences were found between the four groups of instructors in the study. Besides,

Kurtuluş [22] identified the importance of scientific research in high education and gave some thought about teaching the research.

Finally, Harcar [23] investigated occupation preferences of students in Istanbul University, Business Administration and the relationship between gender and their choices was also examined in the study.

Decision-making Process: The decision-making process has been studied quite extensively. There were some studies that investigated the decision-making process from 1974 to 1996. These can be summarized as below.

Okyay [24] worked on the integration of data processing in decision-making process. This study was a translation of a French proceeding of Sarr.

Kurtuluş [25] made a survey study about video buying decision process. The finding of the study indicated that video owners did not utilize the decision process and marketing activities of video firms were found to be insufficient and ineffective. At the same year, Harcar [26] described the stages the buyers go through while trying to satisfy a need. The decision process consisting of sequentially problem recognition, information search evaluation of alternatives, purchase decision and post-purchase behavior was theoretically explained.

In 1990s, Dündar and Kılıç [27] examined decision-making in marketing and its process. The decision process was explained by the models and marketing mix decisions were also defined in detail.

A survey study with the aim of describing the decision process of French and German tourists was undertaken by Kurtuluş [28]. According to results of the study, in awareness and alternative evaluation stages, both tourist groups behaved similarly, while in the alternative search stage, French tourists tended to utilize more individual sources of information. In addition, in terms of socio-demographics, the groups had similar gender and marital status but different education level and age.

Consumer Behaviour: The Journal of the School of Business Administration, Istanbul University published the highest number of articles in the area of consumer behaviour.

Kurtuluş [29] made a comprehensive research about the consumer behavior models and suggested a model. In order to predict the consumers' buying behavior, psychological and behavioral approaches were taken, and the basic models such as Marshall's economy model, Pavlov's learning model, Freud's psychoanalytic model and Veblen's socio-psychological model were evaluated in the study. In addition, the modern consumer behavior models and their examples such as Engel, Kollat and Blackwell model and Howard and Sheth model were given in the study. As a conclusion, the models were not found sufficient to explain consumers' buying behavior and a model was proposed instead of them.

In the other study, Kurtuluş [30] searched for the association between shopping behavior and sources of information. In the study, canonical correlation analysis firstly examined in general than as an application for the study's purpose. The study which was conducted in USA, investigated the association between the sets of specific brands that consumers were aware of and different types of magazines that consumers were informed.

During the period of 1970's, Kurtuluş [31] dealt with market segmentation which is an important concept in marketing. In the study, a proposal about market segmentation was given after discussing the alternative segmentation methods. Kurtuluş [32] also made a study about determining the sales territories based on the market segmentation. The study emphasized the importance and advantages of establishing the sales territories and determining them. Recently, Şekerkeya [33] observed the smokers' consumption

patterns and identified consumer segments according to their perceptions towards cigarette's brand image.

The various topics in consumer behavior were extensively investigated during the period of 1993-2004 (e.g., Kılıç [34], Yüksel [35], Şeker kaya and Yüksel [36] Gülmez and Kitapçı [37]). In 1990s, Kılıç [34] examined consumer's complaint behavior related to durable consumer goods. The study provided valuable insight about an important concept called complaining behavior.

Yüksel [35] had defined the factors that influence pharmacists' attitudes towards non-prescription drugs. According to the results of the study, attitudes were grouped into three factors named financial cares with professional responsibilities, concerns about consumers' use of non-prescription drugs and lastly concerns about the advertisement and presentation of non-prescription drugs to the public.

Furthermore, Şeker kaya and Yüksel [36] conducted a study in order to determine internet users' attitudes towards internet. In the study, internet users were identified according to their attitudes towards internet. It was also emphasized that these segments were differentiated by their internet using habits, social activity levels, demographics and socio-cultural characteristics.

Gülmez and Kitapçı [37] defined newspaper reading and purchasing behaviors of university students. In the study, the choices of university students on newspaper reading and purchasing were clarified.

Besides the investigations of consumer behavior in various industries, Şeker kaya [38] also focused on consumer protection laws. Şeker kaya [38] made a comparison of consumer protection laws in Turkey and European Union. In the previous research of the author, the situation in Turkey was taken into account before the consumer protection law of 1995 and also comparisons of consumer protection between Turkey and European Union Countries had been made. In this study, Turkish consumers gaining rights after consumer protection law of 1995 were discussed.

Industrial Marketing: Despite the huge number of articles examining the consumer behavior, there were few articles on industrial behavior.

In 1980s, Öztürk [39] evaluated the marketing concept towards consumer protection in the electrical household appliances industry in Turkey. The firms' attitudes and behavior toward the marketing concept were deeply examined in the study.

Recently, in the study of Uz Kurt, Torlak and Özmen [40] the influence of market knowledge generating skills of businesses on their marketing performance was examined. Positive and strong relationships between market knowledge gathering skills were found in the study examining top 500 firms and their marketing performance.

Modeling: The topic of modeling gained importance during the 1970s and some review papers and discussion articles were written (Kurtuluş [41], [42], [43]; Kaynak [44]). Kurtuluş [41] made a study on linear learning model and its applications in marketing. In the study, consumer buying behavior was determined by using linear learning model. Kurtuluş [42] also examined micro-analytic models. In the study, micro-analytic simulation model was explained by giving an example and these models were tested in terms of validity and sensitivity. Kurtuluş [43] explained the stochastic linear programming model in marketing. According to the study, an important application of linear programming determined the levels of production for various products that would maximize the total contribution. Bayesian decision theory was analyzed in the study.

On the other hand, Kaynak [44] reviewed model building approach in marketing and also mentioned the shortcomings of this approach.

Research Methodology: Research methodology had continued to dominate the studies in marketing during the period of 1970s and 1980s. Some of the studies investigated the research process while some investigated the applications of multivariate data analyses.

Kurtuluş [45] examined the decision theoretical analysis of multi-stage research proposals. A specific new product research proposal having two interrelated stages was evaluated in the article. An analytic procedure was developed to determine the optimal decision strategy.

Kurtuluş [46] managed the sampling in marketing research and the major problems faced in the application. In the study, sampling method selection and sample size determination were discussed deeply.

Kaya and Harcar [47] investigated a data collection method of telephone survey which was popular on those days. The relationship between response rates in telephone surveys and the factors like introductory remarks, interviewer's gender, day and time of the interview, occupation, age, educational level, respondent's gender and registered location of the telephone survey were analyzed. Besides, Harcar [48] informed the methods used in determining the information needs. Some of the methods explained in the study were face to face interview, paper simulation, brain storming, Delphi technique, observation and survey.

Separately, Kurtuluş [49] reviewed the discriminant analysis and gave a marketing application of it. In the study, beer drinkers and non-beer drinkers were discriminated in terms of their gender and interest in sports. Kurtuluş [50] revealed the multivariate analysis of variance in solving the marketing problem by an application. In the study, the effects of three different advertising campaigns and two different distribution channels on sales were examined. As a result, it was recommended to use MANOVA especially for experimental designs where the relations were examined at the same time.

In addition, Demirtel [51] emphasized the usefulness of multivariate data analysis in marketing research and factor analysis was examined by its purposes, assumptions and results evaluations.

Some operational research (OR) techniques and marketing information systems were also advanced during the late 1980's. Kurtuluş [52] pointed out the utilization of operational research techniques in Turkish industry. It was found that there was a significant development in the application of OR techniques although they were applied in traditional and routine areas. As a conclusion, new application possibilities were observed.

Torlak [53] examined pursuing the marketing expenditures of manufacturing firms and developing the marketing information systems for helping the control of these expenditures. An application was also given in order to understand the concepts in the study.

In the study of Harcar and Aksoy [54]; knowledge base, inference engine and user interface which were the components of systems and their usage in the field of marketing were explained.

International Marketing: Researchers also showed interest in international marketing and some of the articles investigated the topics in international marketing.

Karabulut [55] made an analysis about Turkey's foreign trade of European Economy Community, in the period of 1950-1970. In the study, all increases and decreases in Turkish foreign trade between European Economy Community were examined.

In 1980s, Oktav [56] contributed to the international marketing by demonstrating product life cycles in international marketing. Furthermore, Çavuşgil [57] systematically

examined the factors contributed to Japanese success in international markets. In addition the issue of transferability of Japanese management techniques and practices were also discussed.

In 2000s, Bardakçı [58] examined the theory of globalization and customization in the line with the theory of market segmentation.

Services Marketing: During the 1980s and 1990s, broad studies were on services marketing especially the attractive concept of service quality.

In Borak's [59] study, developments in the service sector were discussed and interpreted. The important developments in service industry were grouped into four categories namely the increase in income levels, increase in population, the complexity of life, increasing prices. Besides, marketing mix strategies in service industry were demonstrated in the article.

Akat [60] searched for the factors affecting the growth of service sector, tourism. The growth in the tourism industry was mostly explained by personal disposable income, leisure and paid holidays and demographic considerations.

Şeker kaya [61] aimed to measure the service quality that the customers perceive in automobile service stations. In the study, a scale with 16 variables consisting five dimensions was adopted to measure the perceived customers perceptions of service quality in automobile service stations.

On the other hand, some of the studies used various trendy concepts such as total quality management (TQM). Kılıç [62] analyzed the total quality management applications of top 500 firms in Turkey. The study was based on the Malcolm Baldrige Price evaluation criteria. The relationship between these criteria was searched and it was found that marketing and total quality management was related concepts. An interesting finding of the research was that almost the half of the firms was not applying the total quality management during the survey.

Retailing: One of the attracting and popular topics in marketing was retailing during 1990s and 2000s. Dündar [63] investigated consumers' preferences of supermarkets. Consumers buying behavior of different food categories such as meat, vegetables, fruits, detergents, personal care were analyzed in deeply. The results of the study showed that consumers' preference for buying from supermarkets beyond the other retailers depend mostly on the product category and price. The variety of products the supermarket offered was the most important reason of people's choices of supermarket.

As a recent trend in retailing, "private label" was determined by Kurtuluş, Yeniçeri and Yaraş [64]. The main purpose of their study was to determine and identify sub-segments of buyers of private retailer brands according to demographics, attitudes and product attributes. It was found that there were three different sub-segments in the buyers of retailer brands and these groups were also analyzed in terms of their demographic characteristics.

Retailing had undergone an intense transformation during 2000's such as the diversification of retail store formats, supermarkets and discount stores. In the study of Okumuş [65], discount stores and their customers was the main subject. He examined the differences between expectations and satisfaction of the discount store and supermarket consumers.

3. Results of Content Analysis

Totally 65 marketing and marketing research articles published in 44 journals were analyzed in the study. The number of marketing and marketing research articles by years were seen in Table 1.

Table 1: Number of Articles by Years

Years	Number of Articles
1972-1980	33
1981-1990	15
1991-2000	8
2001-2007	9
Total	65

Table 1 shows that the number of marketing and marketing research publications were highest during 1972-1980. In 1980s, 15 marketing and marketing research articles were published in the Journal of the Business Administration. The number of articles was declined to eight by 1990's. Recently, nine marketing and marketing research articles were published by showing a bit increase from 1990's. Finally, it could be interpreted that there were a decrease in the publication of marketing and marketing research articles through the years.

Number of marketing and marketing research articles by content categories could be seen in Table 2.

Table 2: Number of Articles by Content Categories

Content Categories	Number of Articles
Pricing	6
Advertising	4
Product	3
Marketing Concept	6
Marketing Education	4
Decision-making Process	5
Consumer Behavior	10
Industrial Marketing	2
Modeling	4
Research Methodology	10
International Marketing	4
Services Marketing	4
Retailing	3
Total	65

Consumer behaviour and research methodology were the most popular topics among marketing and marketing research articles published in Journal of Business Administration as seen in Table 2. The content categories such as pricing, marketing concept and decision-making process were the following categories which had high number of publications. The categories such as advertising, marketing education,

modeling, international marketing and services marketing had almost high number of publications.

Conclusion

In the study, marketing and marketing research articles published in the Journal of the School of Business Administration, Istanbul University were examined. According to results, a total of 65 marketing and marketing research articles were published in the Journal of the School of Business Administration during April 1972-April 2007.

The findings of the study indicated that the number of marketing and marketing research articles published in the journal decreased through the years. The marketing and marketing research articles were mostly written in Turkish but some were also written in English. Only a few of them were the translation of original articles.

Besides, the content categories grouped as pricing, advertising, product, marketing concept, marketing education, decision-making process, consumer behavior, industrial marketing, modeling, research methodology, international marketing, services marketing and retailing. The major categories that had most of marketing and marketing research articles were consumer behaviour and research methodology.

Although only the marketing and marketing research articles published in Journal of the School of Business Administration were chosen as basis of the study, it is hoped that this study provides insights to the trends in marketing.

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