

# The Effects of Marketing Strategies On Firms' Innovation Performance In Turkey

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## Abstract

In this study the effects of marketing strategies carried out by business firms on innovation performance are examined. As is known, marketing strategies of business has effects on other operating functions of business in accordance with system approach. Some of the applications of production, finance, accounting and human resources management are related with marketing strategies. In this study, the effects of marketing strategies on innovation performance which has become extremely important for business firms in our century when fierce competition atmosphere prevails business world. Results of a research made with the participation of 75 firms being in service generally in Turkey and locally in Kayseri will be presented and discussed. Because Kayseri is the leading industry and entrepreneurship centre of Turkey, research was executed on manufacturing firms in Kayseri. Our main hypothesis is that “marketing strategies have a significant effect on innovation performance of firms”. The research still continues. Field works were still continuing while this summary was written. Therefore, a detailed summary could not be presented here. Participation of firms in the research is extremely high and thus it is thought that the research will be finalized successfully. The study evaluated marketing strategies based on the assumption that the MSM process combines both the planning and implementation phases of strategy. As was discussed in the conceptual review and establishment of hypotheses, the marketing strategy-making process consists of situational analysis, comprehensiveness, STP, functional/departmental integration, communications, consensus building, resource commitment, execution capabilities (effective use of the 4P mix), and regulatory components (Becker and Homburg, 1999; Boyd and Reuning-Elliott, 1998; Menon et al., 1996). The scale of Menon et al. (1999) was used for situational analysis, comprehensiveness, functional/departmental integration, communications, consensus building, and resource commitment, while STP and execution capabilities (effective use of the 4P mix) used Kotler (1977, 1997) and the scale of Yoon and Kim (1999). Finally, regulatory components were assessed using Becker and Homburg's (1999) scale. In this study it was used a scale developed by Özdevecioğlu (Özdevecioğlu, 2007) in order to determine the innovation performance of the organization. The scale includes two sub dimensions: Process Innovation

and Product Innovation. There are 7 questions in the scale, such as “*the number of products developed within the last year*”.