

# THE ESSENTIALS OF TODAY'S MARKETING

## 3

### Editors

Prof. Dr. Mehmet BAŞ

Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI

Asst. Prof. Dr. Ramazan ASLAN

## The Essentials of Today's Marketing-3

### Editors

Mehmet BAŞ	ORCID (0000-0002-5443-7617)
İnci ERDOĞAN TARAKÇI	ORCID (0000-0002-4101-7111)
Ramazan ASLAN	ORCID (0000-0002-1427-8543)

**ISBN** 978-625-6504-95-0

**E-ISBN** 978-625-6504-96-7

**First Edition** August 2023

This book; publication, sale and copying rights belong to EFE ACADEMY.

### Library Card

The Essentials of Today's Marketing-3

BAŞ, Mehmet - ERDOĞAN TARAKÇI, İnci – ASLAN, Ramazan

First Edition, 416 p., 160 x 235 mm.

Keywords:

1. Marketing,
2. Digitalization,
3. Artificial Intelligence,
4. Management,
5. Social Sciences
6. Tourism

### Design Cover Design

Burak GÜNGÖR (burakgungor@efeakademi.com)  
Gamze DURLU (gamzedumlu.2710@gmail.com)

### Certificate No Printing Certificate No

49168  
49168

### Efe Akademik Publishing

Cağaloğlu Yokuşu Cemal Nadir Sokak  
Büyük Milas Han No: 24/125  
Fatih/ İSTANBUL  
+90 212 520 52 00  
www.efeakademi.com

### Efe Akademik Publishing Printing Adress:

Cağaloğlu Yokuşu Cemal Nadir Sokak  
Büyük Milas Han No: 24/125  
Fatih/ İSTANBUL  
+90 212 520 52 00  
www.efeakademi.com

# CONTENTS

<b>PREFACE</b> .....	3
<b>GREEN MARKETING</b> .....	7
<i>Ahmet AKATAK</i>	
<b>INDIVIDUAL MARKETING</b> .....	23
<i>Ahmet TÜRKMEN</i>	
<b>AUGMENTED MARKETING</b> .....	43
<i>Bahar ÇELİK</i>	
<b>COGNITIVE MARKETING</b> .....	59
<i>Belma YÖN</i>	
<b>MOBILE MARKETING</b> .....	83
<i>Büşra MEYDAN - Esra VONA KURT</i>	
<b>MARKETING MYOPIA</b> .....	111
<i>Dilek AYDOĞDU</i>	
<b>AGRICULTURE MARKETING</b> .....	129
<i>Figen ARSLAN KOÇKAYA</i>	
<b>SUSTAINABLE AGRICULTURAL MARKETING</b> .....	151
<i>Hüseyin Fatih ATLI</i>	
<b>SHOPPER MARKETING</b> .....	167
<i>Elif ÜSTÜNDAĞLI ERTEN</i>	
<b>WORD OF MOUTH MARKETING (WOMM)</b> .....	197
<i>Emine ŞENBABAĞLU DANACI</i>	
<b>CONTENT MARKETING</b> .....	213
<i>Hediye AYDOĞAN</i>	
<b>ChatGPT APPLICATIONS IN MARKETING</b> .....	229
<i>Muhammed Furkan TAŞCI - Nil Esra DAL</i>	
<b>SOCIAL MEDIA MARKETING</b> .....	255
<i>Melda ASLAN</i>	
<b>NEURO MARKETING</b> .....	271
<i>Meysure Evren ÇELİK SÜTİÇER</i>	

<b>DATABASE MARKETING .....</b>	<b>389</b>
<i>Murat SAKAL</i>	
<b>VIRAL MARKETING .....</b>	<b>313</b>
<i>Müzeyyen ÖZHAVZALI</i>	
<b>RECREATION MARKETING .....</b>	<b>329</b>
<i>Özlem GÜNCAN</i>	
<b>ONLINE AND OFFLINE MARKETING .....</b>	<b>351</b>
<i>Özlem ÖZDEMİR SÜZER</i>	
<b>POLITICAL MARKETING.....</b>	<b>367</b>
<i>Volkan TEMİZKAN</i>	
<b>AVATAR BASED MARKETING .....</b>	<b>381</b>
<i>Zeynep AYTAÇ</i>	
<b>DIGITAL MARKETING.....</b>	<b>401</b>
<i>Barış ARMUTCU</i>	

# **ONLINE AND OFFLINE MARKETING**

---

*Asst. Prof. Dr. Özlem ÖZDEMİR SÜZER*

---

- ❖ Institution: Kayseri University
- ❖ ORCID: 0000-0003-1908-4235
- ❖ E-mail: ozlemozdemir@kayseri.edu.tr

## REFERENCES

- 101Akademi. (2022). *Geleneksel pazarlama nedir?* <https://101akademi.com/2022/03/geleneksel-pazarlama-nedir/>
- Abdulqadir, S. O., & Amin, S. S. H. (2023). Impact of digital marketing, such as social media marketing, mobile marketing and e-mail marketing, on customer buying. *Jurnal Manajemen Bisnis Islam*, 4(1), 71–82.
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: A literature review and implications. *Psychology & Marketing*, 33(12), 1029–1038. <https://doi.org/10.1002/mar.20936>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 1–11. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Bil, E., & Özkaya, M. (2021). Büyük veri analizi ve geleneksel pazarlama araştırmalarının kısa bir karşılaştırması. *TroyAcademy*, 6(2), 462–476. <https://doi.org/10.31454/troyacademy.950686>
- Bist, A. S., Agarwal, V., Aini, Q., & Khofifah, N. (2022). Managing digital transformation in marketing: “Fusion of traditional marketing and digital marketing.” *International Transactions on Artificial Intelligence (ITALIC)*, 1(1), 18–27. <https://doi.org/10.34306/italic.v1i1.86>
- Chen, C.-Y. (2006). The comparison of structure differences between internet marketing and traditional marketing. *International Journal of Management and Enterprise Development*, 3(4), 397–417.
- Çokal, Z., & Büyükkuru, M. (2018). Güncel pazarlama yöntemlerinin turizm sektöründe uygulanabilirliğine yönelik bir değerlendirme. *Journal of Multidisciplinary Academic Tourism*, 3(2), 53–65. <https://doi.org/http://dx.doi.org/10.31822/jomat.489859>
- Constantinides, E. (2002). From physical marketing to web marketing: The web-marketing mix. *Proceedings of the 35th Hawaii International Conference on System Sciences*, 1–11.
- Cui, T. H., Ghose, A., Halaburda, H., Iyengar, R., Pauwels, K., Sriram, S., Tucker, C., & Venkataraman, S. (2021). Informational challenges in omnichannel marketing: Remedies and future research. *Journal of Marketing*, 85(1), 103–120. <https://doi.org/10.1177/0022242920968810>
- Durmaz, Y., & Efendioğlu, I. H. (2016). Travel from traditional marketing to digital marketing. *Global Journal of Management and Business Research: E Marketing*, 16(2), 34–40.
- Efendioğlu, İ. H. (2020). Dijital Pazarlama. In Y. Durmaz (Ed.), *Pazarlama İlkeleri* (pp. 249–283). Seçkin Yayıncılık.
- Eti, H. S. (2021). Geleneksel ve dijital pazarlama stratejilerinin nasıl birlikte