

# **THE IMPACTS OF SOCIAL MARKETING APPLICATIONS ON CONSUMER'S BEHAVIOR AND PERFORMANCE OF THE FIRM: THEORY AND APPLICATION**

## **ABSTRACT**

*The purpose of this study is to measure whether the impact of social marketing applications on both consumers purchasing behaviour and company performance.*

*This cross-sectional and descriptive research were done between on 15 March – 30 April 2012 in Turkey. 560 people on the Internet were participated in the survey.*

*SPSS v15.0 program was used for analyzing the survey data. Factor, correlation and reliability analysis, average and percentage calculations have been made in the analysis of data and information. The significance level of  $p < 0,01$  was found.*

*As a result of the research, it has been identified that social marketing activities affect the efficiency of the employees and business performance in a positive direction, provide competitive advantage against its competitors on the market. Due to the applied social marketing activities, it has been introduced to customers prefer these firms, positively influence brand awareness, increase the rate of coming to mind in which brand in the industry, provide customer loyalty.*

*At the end of the research; these are suggested to the firms that to use required time, budget and skilled workforce for social marketing activities effectively and efficiently, accomplish their responsibilities to the community, accept social marketing activities not only as an unnecessary expense but also as a long term strategic investment tool.*