

Research Article

Evaluation of the expenses of products and services in all production in terms of trademark marketing in Türkiye and EU countries

Tüm üretim içerisindeki mal ve hizmet harcamalarının Türkiye ve AB ülkelerinde marka pazarlaması açısından değerlendirilmesi

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Abstract

In this research, it is aimed to evaluate the expenses of products and services in all production in terms of trademark marketing in Türkiye and EU countries. Trademark applications (TAR), Services value added (SVA), Goods and services expense (GSE), Industry value added (IVA), and Consumer price index (CPI) parameters from the World Bank Country Report from 2007 to 2020 were analyzed in the research. SVA (4.47 ± 3.05) and GSE (10.30 ± 1.09) means of Türkiye were higher than SVA (0.95 ± 2.30) and GSE (8.47 ± 0.76) means of the EU with statistically significant difference ($p < 0.05$). IVA mean differences between Türkiye (4.64 ± 7.20) and the EU (0.19 ± 4.26) was statistically insignificant ($p > 0.05$). TAR was positively and highly correlated with CPI ($r = 0.951$; $p < 0.01$). CPI model showed that effect of CPI on TAR was statistically significant ($B: 684.74$; $p < 0.05$). However, interaction model showed that GSE increases effect of CPI on both single variable level ($B = 1024.01$; $p < 0.01$) and interaction level ($B = 355.97$; $p < 0.01$). Although the added value of services and the cost of services and goods are higher in Türkiye compared to EU countries, brand production value is related to the consumer price index.

Keywords: Product, Service, Brand, Türkiye, the EU.

Öz

Bu araştırmada, Türkiye ve AB ülkelerinde marka pazarlaması açısından tüm üretimdeki mal ve hizmetlerin giderlerinin değerlendirilmesi amaçlanmıştır. Bu çerçevede, 2007-2020 yılları arasında Dünya Bankası Ülke Raporundan alınan Marka Başvuruları (MB), Hizmet Katma Değeri (HKD), Mal ve Hizmet Giderleri (MHG), Sanayi Katma Değeri (SKD) ve Tüketici Fiyat Endeksi (TÜFE) parametreleri araştırmada analiz edilmiştir. Türkiye'nin HKD (4.47 ± 3.05) ve MHG (10.30 ± 1.09) ortalamaları, AB'nin HKD (0.95 ± 2.30) ve MHG (8.47 ± 0.76) ortalamalarından istatistiksel olarak anlamlı bir farkla daha yüksektir. Türkiye (4.64 ± 7.20) ile AB (0.19 ± 4.26) arasındaki SKD ortalamaları arasındaki fark istatistiksel olarak önemsizdir. MB, TÜFE ile pozitif ve yüksek derecede korelasyon göstermiştir ($r = 0.951$). TÜFE modeli, TÜFE'nin MB üzerindeki etkisinin istatistiksel olarak anlamlı olduğunu göstermiştir ($B: 684.74$). Ancak, etkileşim modelinde, MHG'nin, hem tek değişken düzeyinde ($B = 1024.01$) hem de etkileşim düzeyinde ($B = 355.97$), TÜFE'nin etkisini artırdığını göstermiştir.

Anahtar Kelimeler: Mal, Hizmet, Marka, Türkiye, Avrupa Ülkeleri

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1. Introduction

Along with the globalization process, production and service channels are gradually transitioning to a wider structure, and the understanding of marketing is gradually changing in this process (Venilla and Dinesh, 2017; Naghi and Para, 2013:168). In the past, the dominant element and owner of the information management process has been the business side at every stage, from the production process of a product or service to the presentation stage, from reaching the end user to the process of being a reference for new customers, and customer experience was important (Zha, Marvi and Forouid, 2023:24; Dragicevic and Tevsic, 2015:435; Wongleedee, 2015:2084). However, today, customers share the features, experiences (Abdelkader, 2023:2; Terho, Mero, Siutla and Jaakkola, 2022:305) and comparisons of products or services with other products or services in the digital environment, and as a result, new customers make decisions based on these experiences and evaluations and social media marketing becomes more important (Kulikovskaja, Hubert, Grunert and Zhao, 2023:12; Toukola, Stahle and Mahlamaki, 2023:10; Faruk, Rahman and Hasan, 2021:2). Therefore, it is possible to state that some changes are needed in the marketing management and literature in this changing production and marketing process.

Within an economic system, there is an important relationship between the share of products and services in production and marketing activities and brand activities (Haynes and Hietanen, 2023:6; Othman et al, 2021:11). In the marketing of products and services, the brand is one of the most important elements of countries and economic systems. The brand is important at every stage, from marketing activities to competition, from product development to marketing the product and getting market feedback (Koshksaray, Quach, Trinh, Keivani and Thaichon., 2023:3). Studies in the literature report that the brand and brand value make a significant contribution to the presentation of products and services (Malarvizhi, Mamun, Jayashree, Naznen and Abir, 2022:9-11). For this reason, brand value is of great importance in the marketing of products and services (Marin and Nila, 2021:7-8; Erdoğan and Çiçek, 2012:1358). For this reason, in the research, the number of brands parameter, which is the only indicator given by the World Bank in direct relation to marketing, was used as an indicator of marketing activities.

Another important factor in the marketing of goods and services, as in all marketing activities in general, is the cost factor. Cost can be defined as the factor that affects the first purchase decision of a product or service before marketing. Price, which is the first stage of the consumer's decision to purchase a product or service, is also among the basic principles of marketing. Theoretically, the price of a product or service is also an indicator of its marketability. Production inputs and other external costs play an important role in determining the price of products and services (Andriani and Tseng, 2023; Tiganis et al, 2023:6-8). From this point of view, it is possible to state that costs affect price and price affects marketing. Costs of goods and services were used in the model as a control variable in the research because of the effect of cost in the marketing of goods and services.

One of the variables that are important in marketing is the purchasing power of the target customers, who will buy the product or service. No matter how innovative and effective marketing activities are, customers' desire to buy must also turn into sales. For this, the purchasing power of the customers must first be suitable. Therefore, another important variable in marketing activities is the consumer price index. Therefore, in this research model, the consumer price index is used as an exogenous and control variable in the relationship between the number of brands and the share of products and services in production. Although studies have been conducted on the new marketing approach and the change in production systems, no study has been found in which the share of the cost of products and services in all costs is evaluated in terms of marketing. In this research, it is aimed to evaluate the share of the costs of products and services in all costs in terms of marketing in Türkiye and EU countries.

2. Literature Review

The term brand is derived from the Old Norse language known as "brand", which means "to burn". This refers to the method historically used by livestock owners to mark and identify the animals they own (Maurya and Mishra, 2012:122). Brand is defined as unique names, terms, designs, symbols or features that distinguish products or services from other offerings on the market today and plays an important role in consumers' information acquisition, recognition and selection processes. Brand value is expressed

as the total value of intangible assets attributed to a brand and results from the integration of elements such as customer loyalty, brand awareness, perceived quality and emotional value. This indicates how valuable consumers find a brand and how many financial resources they are willing to allocate to that brand, with higher brand equity often associated with increased customer loyalty, market share and profit margins (Wood, 2000:662). Every economic sector operates under the influence of external factors. A business's capacity to make a significant impact on its business environment can be enabled through the process of creating unique brands. In this context, branding stands out as a critical tool for identifying businesses and their products. This strategy offers businesses a higher potential for recognition by consumers, supports the evolution of marketing policies and creates opportunities to enter new markets (Ukaj, 2016:52). With the changes and developments in the marketing sector, the concepts of brand and brand value have become increasingly important. Brand value has become the most valuable asset for businesses, regardless of the sector in which they operate. Creating a brand and brand value is not only an effective competitive tool for businesses, but also forms the basis of their existence (Özgüven, 2010:141). It refers to the number of applications filed with regional or national Intellectual Property Offices for trademarks that serve as a distinctive symbol for specific goods or services produced by individuals or businesses. Trademarks ensure the protection of the brand owner by granting special rights to their owners to be used in identifying their goods and services (Şahinli and Kılınç, 2013:351). Ensuring the stability of economic growth is among the priority goals of countries and is of great importance for continuity. To achieve this goal, countries have to go through a dynamic process of change and development in order to ensure continuity by ensuring the stability of growth. Sustainability of stable growth necessitates giving importance to technology and R&D expenditures. In this context, trademark applications make significant contributions to economic growth as a result of technology, innovation and research and development activities (Bozkaya, Şen Küçük and Aksel, 2020:843-846).

The service sector covers a variety of activities within the economy. In this respect, individuals offer their knowledge and time to increase productivity, performance, ability and resilience. These activities may include emotional labor, basic public services such as transportation, communications, or infrastructure services such as electricity and water (Kunda and Chihana, 2017:29). Production of value-added products and services adds value to products and services by increasing quality, thus expanding the export capacity of the production and service sectors, minimizing imports and improving employment opportunities. This process makes the importance of added value even more evident, especially in developing countries, with the dominance of the service sector. World Bank's value added calculations include the service sector. It covers the added value of government, financial, professional and personal services in various subcategories such as income, wholesale and retail trade (including hotels and restaurants), transportation, education, health and real estate services (Doğaner, 2022:160). The Consumer Price Index is a measure that reflects the estimated average value of consumer goods and services supplied by households. This index comprehensively tracks increases and decreases in the prices of a specific set of consumer products and services in monthly periods. In this process, the weighted average of price changes of a predetermined group of goods and services is calculated. The CPI is closely linked to the cost of living index. However, it should not be confused with the cost of living index due to its structure that allows the displacement of products depending on price movements (Subhani, 2009:12-15).

3. Methods

Data set was collected from The World Bank Country Reports for Türkiye and for the EU for 2007-2020. Research parameters and the World Bank codes between 2007 and 2020 were given in the Table 1.

Table 1: Research Parameters and The World Bank Codes between 2007 and 2020

Parameter	The World Bank Code	Research Code
Trademark applications, resident, by count	IP.TMK.RSCT	TAR

Services, value added (annual % growth)	NV.SRV.TOTL.KD.ZG	SVA
Goods and services expense (% of expense)	GC.XPN.GSRV.ZS	GSE
Industry (including construction), value added (annual % growth)	NV.IND.TOTL.KD.ZG	IVA
Consumer price index (2010 = 100)	FP.CPI.TOTL	CPI

Kaynak: The Worl Bank, (Eylül 27, 2023).

According to Table 1: Research parameter and series were described with means and standard deviations. Kolmogorov Smirnov Test was used for normality test of research parameters. Since difference parameter distributions were normally distributed, parametric tests were used for difference analysis. In order to evaluate differences between the EU and Türkiye, Independent Samples t-test was used. Spearman's rank order correlation and year controlled partial correlations were used for relationship analysis. For effect analysis, Generalized Linear Model (GLM-Logit Model) was used due to linearization deviations (Yılmaz and Turanlı, 2023:17; Yılmaz and Turanlı, 2022a). SPSS 25.0 for windows was used for analysis at 95% Confidence Interval with 0.05 significance level.

4. Results

Basic research parameter means and difference analysis results between Türkiye and the EU were given in the Table 2.

Table 2: Basic Research Parameter Means and Difference Analysis Results between Türkiye and The EU (2007-2020)*

Group	Türkiye		European Union		U value	p value
	Mean	Std. Deviation	Mean	Std. Deviation		
TAR	189374.31	61087.30	-	-	N/A	N/A
SVA	4.47	3.05	0.95	2.30	33.000	0.002
GSE	10.30	1.09	8.47	0.76	15.000	0.000
IVA	4.64	7.20	0.19	4.26	55.000	0.050
CPI	144.26	56.79	-	-	N/A	N/A

*Due to nonparametric scale parameter differences, mean and std. deviations were used instead of median and quartiles.

According to Table 2: TAR: Trademark applications, resident, by count; SVA: Services, value added (annual % growth); GSE: Goods and services expense (% of expense); IVA: Industry (including construction), value added (annual % growth); CPI: Consumer price index (2010 = 100); N/A: Not Applicable.

SVA (4.47±3.05) and GSE (10.30±1.09) means of Türkiye were higher than SVA (0.95±2.30) and GSE (8.47±0.76) means of the EU with statistically significant difference ($p < 0.05$). However, IVA mean differences between Türkiye (4.64±7.20) and the EU (0.19±4.26) was statistically insignificant ($p > 0.05$). Spearman's rho and year controlled partial correlation between TAR and research parameters given in the Table 3.

Table 3. Spearman's Rho and Year Controlled Partial Correlation between TAR and Research Parameters For Türkiye

	Spearman's rho		Year controlled partial correlation	
TAR	r	p	r	p
SVA	0.016	0.957	-0.082	0.810
GSE	-0.189	0.557	-0.147	0.665
IVA	-0.088	0.775	0.106	0.756
CPI	0.951**	0.000	0.467	0.148

**p<0.01

According to Table 1: TAR: Trademark applications, resident, by count; SVA: Services, value added (annual % growth); GSE: Goods and services expense (% of expense); IVA: Industry (including construction), value added (annual % growth); CPI: Consumer price index (2010 = 100)

According to Spearman's rho correlation analysis results, TAR was positively and highly correlated with CPI ($r=0.951$; $p<0.01$). Correlation of TAR with SVA, GSE and IVA were statistically insignificant ($p>0.05$). Year controlled partial correlation analysis results showed that TAR is not significantly correlated with research parameters ($p>0.05$).

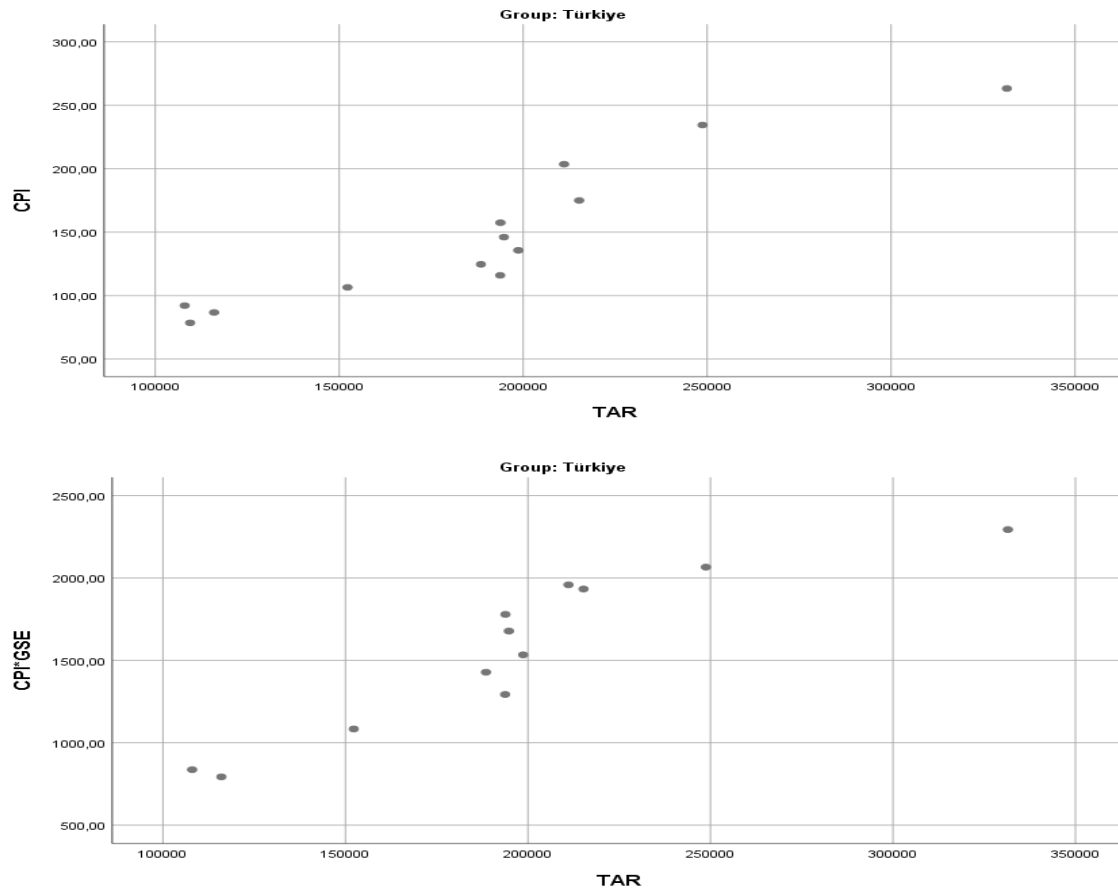
Generalized Linear Model (Logit) results for effects of CPI and CPI-GSE interaction on TAR were given in the Table 4.

Table 4. Generalized Linear Model (Logit) for Effects of CPI and CPI-GSE Interaction on TAR for Türkiye

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	p value
CPI Model							
(Intercept)	-8637991.23	9481564.84	-27221516.83	9945534.37	0.83	1	0.362
CPI	684.74	347.21	4.22	1365.26	3.89	1	0.049
Year	4333.29	4732.66	-4942.56	13609.14	0.84	1	0.360
(Scale)	426067850.50	167117560.29	197519533.60	919067648.26			
CPI-GSE Model							
(Intercept)	89898977.35	31582644.95	27998130.71	151799823.98	8.10	1	0.004
CPI	1024.01	302.35	431.41	1616.61	11.47	1	0.001
Year	-44885.36	15774.52	-75802.86	-13967.86	8.10	1	0.004
CPI * GSE	355.97	111.26	137.89	574.04	10.23	1	0.001
(Scale)	248349002.37	101388055.65	111573445.54	552794857.94			

According to Table 4: CPI model showed that effect of CPI on TAR was statistically significant ($B: 684.74$; $p<0.05$). However, interaction model showed that GSE increases effect of CPI on both single variable level ($B=1024.01$; $p<0.01$) and interaction level ($B=355.97$; $p<0.01$). TAR and CPI relation with GSE interaction for Türkiye for 2007-2020 shown in Scheme 1.

Scheme 1. TAR and CPI Relation with GSE Interaction for Türkiye for 2007-2020



5. Discussion

In this research, it was aimed to evaluate the share of products and services in all production in Türkiye and EU countries in terms of marketing, and in this context, the most up-to-date data compiled by the World Bank for Türkiye and the EU between 2002 and 2020 were taken and their effects on the brand as an indicator of marketing activity were examined.

Marketing activities have an important role in introducing a product or service to consumers correctly, ensuring that its attractive aspects are noticed by consumers, and in the final stage of purchasing decision. In this respect, marketing activities are as important as the products or services themselves (Nordin and Ravald, 2023:8; Harif, Nawaz and Ul Hameed 2022:4-6; Matosas-López, 2021:10-11). However, in marketing activities, as in all other production stages, costs play an important role. In addition, the production structure within a country or economic system has a significant impact on marketing activities. In changing global systems and marketing activities to be carried out in international markets, the share of products and services in that system also has an impact on marketing systems (Ausat, Al Bana and Gadzali: 2023:42-50; Larios-Francia and Ferasso, 2023:9). In all production, other than products and services, other costs also have a significant impact. In this respect, it is important to examine the effect of costs as a ratio in the marketing of products and services.

In the World Bank country reports, "All government payments made in exchange for products and services used to produce both market- and non-market-based goods and services are considered to be "goods and services." Capital formation from own accounts is not included". The expense in this definition includes all market and non-market expenses. Therefore, the increase in the production costs of products and services will also increase brand marketing. However, besides the increase in expenses, the change in the purchasing power of consumers also plays an important role. In a situation where there is the same cost and the same price, the product or service may regress to a position where the purchasing power of the product or service is lower, due to the lower purchasing power of the consumer (Bushara

et al., 2023). On the contrary, when purchasing power increases, the level of purchase of products or services may increase, facilitating marketing activities.

There are many factors that can increase or decrease costs. For example, the continuity of production and the increase in production can reduce raw material and costs per unit product. There may be a switch to mass production of products or services in order to achieve higher overall profits. Many issues such as the introduction of new and functional products or services to the markets, the costs of these new functions, the interest of consumers against these costs and their purchasing decisions are of interest to marketing activities. In an economic system, when there is an economic crisis or an increasing welfare situation that affects all areas in general, this effect should be reflected on all systems at certain rates. For example, very high interest rates and a poorly managed economy will increase all costs and marketing activities will differ according to the change in the cost of products or services. The increase in the purchasing power of consumers in an economic system is one of the important factors that affect marketing (Sheth, Jain and Ambika, 2023). However, at this point, it is necessary to look at the relationship between the purchasing power of consumers and the benefit of products or services.

On the basis of the cost-benefit analysis between the consumer and the product, it is related to the perception of whether the product or service being marketed is a necessity or luxury consumption by the consumer. In addition, in the relationship between benefit and cost, it is seen that consumers often establish a relationship between the cost of the product or service in question and its price. Although the consumer needs a lot, in cases where there is a very low cost and a very serious price difference just because of need, consumers generally do not tend to buy, but exhibit a buying behavior out of necessity (Woehler and Ernst, 2023:19). Therefore, costs are of great importance in the marketing of products or services.

According to the results obtained in the research, services and costs of goods and services are higher for Türkiye than for EU countries. While this situation shows the size of the service sector in Türkiye, it also shows how the increase in costs is higher than in EU countries. However, it is seen that the difference between Türkiye and the EU in terms of production added value is not significant, Türkiye is not yet at a level that will reach or exceed the EU level in terms of production values, and it is more prominent in terms of the service sector.

Another important result obtained in the research is that the consumer price index, which has an important place in consumers' decision making and is directly, associated with purchasing in the literature, is in direct relation with brand marketing. Although this is an expected result, the further magnification of the effect when interacting with the costs of products and services indicates the mediating role of costs. The fact that it is not significant in the year-controlled correlation analysis is due to the global developments and negativities in the world economy since 2007. Although the said correlation and regression analyzes are made for Türkiye, the number of trademark applications for EU countries is not given in the World Bank country reports. This is the most important limitation of the research. Because of this limitation, the regression and relational screening model was made only for Türkiye and not for the EU. Another important limitation of the study is the differences between the data sets of the countries and therefore the time limit in the time series is very high. Although the World Bank wants to compile and publish important data all over the world with a well-intentioned and pragmatic approach, serious deficiencies can be seen in the data collection and compilation process since it does not have the important credit and support value as in the past. The fact that countries do not have a sanction or obligation to share data negatively affects data collection and compilation processes. However, it is still possible to state that the World Bank data is the most reliable and independently audited data today. In the literature, although there are limited numbers of studies focusing on the effect of costs on marketing (Mostaghel et al, 2023; Mousa et al, 2021:13-15). In all these studies, the prices of products or services with high costs are also high, but other variables are also effective in terms of marketing activities and as well as income levels (Mostaghel et al, 2023; Yılmaz and Turanlı, 2022b; Mousa et al, 2021:13-15). Therefore, in these studies, it is necessary to examine whether the cost or cost variation is related to all costs. In this respect, this research is important in that it focuses on the ratio of product or service production costs to all costs.

Another important contribution of the research to the literature is that it reveals the differences between Türkiye which is a prominent country in the service sector, and the EU, and the relationship between the variables for Türkiye. In this way, it reveals the effect of product and service costs on brand marketing indirectly, although not directly in the marketing of products or services.

6. Conclusion

The added value of services and the cost of services and goods are higher in Türkiye compared to EU countries, and this result shows that Türkiye has a brand production value which is related to the consumer price index. According to the results obtained in the research, although the product and service costs are directly reflected in the product price, the effect on marketing activities and brand marketing is indirect.

Businesses can adapt to economic uncertainty and high inflation by developing flexible pricing strategies. Flexibility in pricing will help to respond faster to consumer demand and maintain competitive advantage. In addition, cost analysis should be conducted regularly to identify cost reduction strategies. Focusing on digital marketing campaigns is an effective way to reach large audiences. Being active on social media platforms and collaborating with influencers can increase brand awareness and strengthen consumer trust. In brand communication, effective strategies should be developed by emphasizing product quality and brand value.

These strategic approaches can help Turkish businesses increase competitiveness and achieve sustainable growth despite high costs of services and goods. In this way, it will be possible to achieve a stronger position in both local and international markets.

The results obtained in the research can be expanded by adding different variables and cross-comparing data from different countries. Multivariate and multidimensional analyzes can be conducted to examine the effects of more specific data on these differences and the relationship.

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Araştırma Makalesi

Evaluation of the expenses of products and services in all production in terms of trademark marketing in Türkiye and EU countries

Tüm üretim içerisindeki mal ve hizmet harcamalarının Türkiye ve AB ülkelerinde marka pazarlaması açısından değerlendirilmesi

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Genişletilmiş Özet

Bu araştırmada, Türkiye ve AB ülkelerinde mal ve hizmetlerin tüm üretim içerisindeki payının pazarlama açısından değerlendirilmesi amaçlanmış ve bu çerçevede, Dünya Bankası tarafından Türkiye ve AB için 2002 ile 2020 yılları arasında derlenen en güncel veriler alınmış ve pazarlama faaliyetinin göstergesi olarak marka üzerindeki etkileri incelenmiştir.

Bir ekonomik sistem içerisinde mal ve hizmetlerin üretim içerisindeki payı ile pazarlama faaliyetleri ve marka faaliyetleri arasında önemli ilişki vardır (Haynes ve Hietanen, 2023:7; Othman vd., 2021:11). Mal ve hizmetlerin pazarlanmasında marka, ülkelerin ve ekonomik sistemlerin en önemli unsurlarından birisidir. Markanın pazarlama faaliyetlerinden rekabete, mal geliştirmeden ürünün pazarlanması ve pazar geri bildirimi almaya kadar her aşamada önemi vardır (Koshksaray vd., 2023:3). Literatürde yapılan çalışmalar, markanın ve marka değerinin mal ve hizmetlerin sunumunda önemli katkısı olduğunu rapor etmektedir (Malarvizhi vd., 2022:9-11). Bu nedenle, mal ve hizmetlerin pazarlanmasında da, marka değeri büyük önem taşımaktadır (Marin ve Nila, 2021:7-8; Erdoğan ve Cicek, 2012:1358). Araştırmada bu gerekçeyle, pazarlama faaliyetlerinin göstergesi olarak Dünya Bankası tarafından pazarlama ile doğrudan ilişkili olarak verilen tek gösterge olan marka sayısı parametresi kullanılmıştır.

Mal ve hizmetlerin pazarlanmasında önemli olan bir diğer unsur, genel olarak tüm pazarlama faaliyetlerinde olduğu gibi, maliyet unsurudur. Maliyet bir mal ya da hizmetin pazarlama öncesinde ilk satın alma kararı vermeyi etkileyen faktörü olarak nitelendirilebilir. Bir mal ya da hizmeti tüketicinin satın alma kararı vermesinin ilk aşaması olan fiyat, aynı zamanda pazarlamanın temel ilkeleri arasında da yer almaktadır. Teorik olarak bir mal ya da hizmetin fiyatı, pazarlanabilirlik düzeyinin de bir göstergesidir. Mal ve hizmetlerin fiyatının belirlenmesinde ise üretim girdilerinin ve diğer dışsal maliyetlerin önemli rolü vardır (Andriani ve Tseng, 2023:397; Tiganis Grigoroudis ve Chrysochou 2023:6-8). Buradan hareketle, maliyetlerin fiyatı ve fiyatın ise pazarlamayı etkilediğini ifade etmek mümkündür. Mal ve hizmetlerin pazarlanmasında da, maliyetin etkisinin olmasından ötürü, araştırmada kontrol değişkeni olarak mal ve hizmetlerin maliyetleri modelde kullanılmıştır.

Pazarlama konusunda önemli olan değişkenlerden birisi de, mal ya da hizmetleri satın alacak olan kesimin, hedef müşterilerin alım gücüdür. Pazarlama faaliyetleri ne kadar inovatif ve etkili olsa da, müşterilerde satın alma isteğinin satışa da dönüşmesi gerekir. Bunun için ise müşterilerin öncelikle alım güçlerinin uygun olması gerekir (Marin ve Nila, 2021). Bu nedenle, pazarlama faaliyetlerinde bir diğer önemli değişken, tüketici fiyat endeksidir. Bu nedenle bu araştırma modelinde, marka sayısı ile mal ve hizmetlerin üretimdeki payının ilişkisinde, tüketici fiyat indeksi dışsal ve kontrol değişkeni olarak kullanılmıştır.

Pazarlama faaliyetleri bir mal ya da hizmetin tüketicilere doğru biçimde tanıtılması, cazip yanlarının tüketiciler tarafından fark edilmesinin sağlanması ve son aşamada satın alma kararı vermelerinde önemli bir role sahiptir. Bu bakımdan pazarlama faaliyetleri mal ya da hizmetlerin kendileri kadar öneme sahiptir (Nordin ve Raval, 2023:8; Harif vd., 2022:4-6; Matosas-López, 2021). Ancak pazarlama faaliyetlerinde de, diğer tüm üretim aşamalarında olduğu gibi, maliyetler önemli rol oynamaktadır. Bunun yanında, pazarlama faaliyetlerinde bir ülke ya da ekonomik sistem içerisindeki üretim yapısının da önemli etkisi vardır. Değişen küresel sistemler ve uluslararası pazarlarda yapılacak olan pazarlama faaliyetlerinde, mal ve hizmetlerin o sistem içerisindeki payının da pazarlama sistemleri üzerinde etkisi vardır. Tüm üretim içerisinde mal ve hizmetlerden başka, diğer maliyetlerin de önemli etkisi vardır. Bu bakımdan, mal ve hizmetlerin pazarlanmasında maliyetlerin etkisinin rasyo olarak incelenmesi önemli yer tutmaktadır. Dünya Bankası ülke raporlarında mal ve hizmet giderleri için yaptığı tanımda geçen gider, piyasa ve piyasa dışı olan tüm giderleri kapsamaktadır. Dolayısıyla mal ve hizmetlerin üretim giderlerindeki artış, marka pazarlamasını da arttıracaktır. Ancak giderlerin artmasının yanında, tüketicilerin satın alma güçlerindeki değişimin de önemli rolü vardır. Aynı maliyet ve aynı fiyatın olduğu bir durumda, tüketicinin satın alma gücünün düşmesi nedeniyle, mal ya da hizmet alım gücünün daha düşük olduğu bir konuma gerileyebilir. Ya da tam tersine, alım gücünün arttığı durumda pazarlama faaliyetlerini kolaylaştıracak şekilde, mal ya da hizmetlerin satın alma düzeyi artabilir. Maliyetlerin artmasında ya da azalmasında pek çok faktör söz konusu olabilir. Örneğin üretimin süreklilik göstermesi ve üretim artışı hammadde ve maliyetleri birim mal başına düşürebilir. Toplamda daha yüksek kar elde etmek için, mal ya da hizmetlerin seri üretimine geçiş söz konusu olabilir. Mal ya da hizmetlerin daha yeni ve işlevsel haliyle piyasalara sunulması, kazandırılan bu yeni işlevlerin maliyetleri, bu maliyetlere karşı tüketicilerin ilgi ve satın alma kararları gibi pek çok konu, pazarlama faaliyetlerini ilgilendirmektedir. Şayet bir ekonomik sistemde genel olarak tüm alanları etkileyen bir ekonomik kriz ya da artan bir refah durumu olduğunda, tüm sistemler üzerinde bu etkinin belirli oranlarda yansması gerekir. Örneğin çok yüksek oranlarda artan faiz ve kötü yönetilen ekonomi, tüm maliyetleri yükseltecek ve pazarlama faaliyetleri de, mal ya da hizmetlerin maliyetlerindeki değişime göre farklılık gösterecektir. Bir ekonomik sistemde tüketicilerin alım güçlerinin artması da pazarlama üzerinde etkili olan önemli unsurlardan birisidir. Ancak bu noktada da, tüketicilerin satın alma güçleri ile mal ya da hizmetlerin vermiş olduğu fayda arasındaki ilişkiye bakmak gerekir. Tüketicinin ürün ile arasındaki fayda ile maliyet analizinin temeli, mal ya da hizmetin tüketici tarafından ihtiyaç mı, yoksa bir lüks tüketim mi olduğu algısı ile ilişkilidir. Bunun yanında fayda ve maliyet arasındaki ilişkide, tüketicilerin sıklıkla söz konusu mal ya da hizmetin maliyeti ile fiyatı arasında ilişki kurdukları da görülmektedir. Tüketicinin çok ihtiyacı olmasına karşın, çok düşük maliyetli ve sırf ihtiyaç sebebiyle çok ciddi fiyat farkının olduğu durumlarda, tüketiciler genellikle satın alma eğilimi göstermemekte, ancak zorunluluktan ileri gelen bir satın alma davranışı sergilemektedir. Bu nedenle, mal ya da hizmetlerin pazarlanmasında maliyetler ciddi önem arz etmektedir.

Araştırmada elde edilen sonuçlara göre hizmetler ile mal ve hizmet maliyetleri Türkiye için AB ülkelerinden daha yüksek düzeydedir. Bu durum bir yandan Türkiye’de hizmet sektörünün büyüklüğünü gösterirken, bir yandan da maliyetler üzerindeki artışın AB ülkelerinden ne kadar yüksek olduğunu göstermektedir. Ancak üretim katma değer bakımından Türkiye ile AB arasındaki farkın anlamlı olmaması, üretim değerleri bakımından Türkiye’nin henüz AB düzeyine erişecek ya da onu geçecek bir düzeyde olmadığını, hizmet sektörü bakımından daha fazla ön plana çıktığı görülmektedir.

Araştırmada elde edilen bir diğer önemli sonuç ise tüketicilerin karar vermelerinde önemli yeri olan ve literatürde satın alma ile doğrudan ilişkilendirilen tüketici fiyat endeksinin marka pazarlama ile doğrudan ilişki içerisinde olduğudur. Her ne kadar bu beklenen bir sonuç olsa da, ürün ve hizmetlerin maliyetleri ile etkileşimli olduğunda etkinin daha da büyümesi, maliyetlerin aracı rolünü göstermektedir. Yıl kontrollü korelasyon analizinde anlamlı çıkmaması ise dünya ekonomisinde 2007 yılından itibaren küresel çapta yaşanan gelişmeler ve olumsuzluklardan ileri gelmektedir.

Her ne kadar Türkiye için söz konusu korelasyon ve regresyon analizleri yapılsa da, Dünya Bankası ülke raporlarında AB ülkeleri için marka başvuru sayıları verilmemektedir. Bu durum, araştırmanın en önemli limitasyonudur. Bu limitasyon nedeniyle, regresyon ve ilişkiisel tarama modeli sadece Türkiye için yapılmış, AB için yapılamamıştır.

Araştırmanın bir diğer önemli limitasyonu ise ülkelerin veri setleri arasındaki farklılıklar ve bundan ötürü, zaman serilerinde zaman sınırının çok yüksek olmasıdır. Dünya Bankası her ne kadar iyi niyetli ve pragmatik bir yaklaşımla tüm dünyadaki önemli verileri derlemek ve yayınlamak istese de, geçmişteki gibi önemli kredi ve destek değerine sahip olmadığı için, veri toplama ve derleme sürecinde ciddi eksiklikler görülebilmektedir. Ülkelerin veri paylaşımının bir müeyyidesinin ya da zorunluluğunun olmaması, veri toplama ve derleme süreçlerini de olumsuz etkilemektedir. Ancak yine de, günümüzde dünya bankası verilerinin en güvenilir ve bağımsız denetimden geçmiş veriler olduğunu ifade etmek mümkündür.

Literatürde sınırlı sayıda da olsa, maliyetlerin pazarlama üzerindeki etkisine odaklanan çalışmalar yapılmıştır (Mostaghel vd.,2023:6-7; Mousa vd., 2021:13-15). Tüm bu çalışmalarda, maliyetin yüksek olduğu mal ya da hizmetlerde fiyatlar da yüksek olmakta, ancak pazarlama faaliyetleri açısından başka değişkenler de etkili olmaktadır (Mostaghel vd., 2023:7; Yılmaz veTuranlı, 2022b; Mousa vd., 2021:13-15). Bu nedenle bu çalışmalarda, maliyetin ya da maliyet değişiminin tüm maliyetler ile ilişkili olup olmadığına incelenmesi gerekir. Bu bakımdan bu araştırma, mal ya da hizmet üretim maliyetlerin tüm maliyetler içerisindeki oranı üzerine odaklanması bakımından önemlidir.

Araştırmanın literatüre olan bir diğer önemli katkısı ise hizmet sektöründe ön plana çıkan bir ülke olan Türkiye ile AB arasındaki farkları ve Türkiye için değişkenler arasındaki ilişkiyi ortaya koymasısıdır. Bu sayede, mal ya da hizmetlerin pazarlanmasında doğrudan olmasa da, dolaylı olarak ürün ve hizmet maliyetlerinin marka pazarlama üzerindeki etkisini ortaya koymaktadır.

Ekonomik belirsizlik ve yüksek enflasyon dönemlerinde işletmelerin, esnek fiyatlandırma stratejileri geliştirerek ve düzenli maliyet analizleri yaparak adaptasyon sağlamaları gerekmektedir. Dijital pazarlama kampanyalarına odaklanmak, geniş kitlelere ulaşmak, sosyal medyada aktif olmak ve influencer işbirlikleri gerçekleştirmek marka bilinirliğini artırabilir ve tüketici güvenini güçlendirebilir. Marka iletişimde ise ürün kalitesi ve marka değeri ön plana çıkarılmalıdır.

Bu stratejiler, Türkiye'deki işletmelerin yüksek hizmet ve mal maliyetlerine rağmen rekabet gücünü artırmasına ve sürdürülebilir büyümeyi sağlamasına yardımcı olabilir, bu sayede hem yerel hem de uluslararası pazarlarda daha güçlü bir konuma gelmeleri mümkün olacaktır. Araştırma sonuçları, farklı değişkenler eklenerek ve farklı ülkelere veri karşılaştırmaları yapılarak genişletilebilir; böylelikle çok değişkenli ve çok boyutlu analizler gerçekleştirilebilir.