

**Selecting the Best Marketing Methods to Attract  
Customers Based On Geographical, Cultural and  
National Characteristics: Case of Famagusta, North  
Cyprus**

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## **ABSTRACT**

This study evaluates the effects of macro-environmental variables such as culture, national, and geography on the extent of attracting customers through the usage of online and offline marketing methods. Data were collected from the degree seeking students of EMU in Famagusta, North Cyprus. 160 questionnaires were returned and data was measured through structural equation modeling.

This study includes eleven hypotheses. Out of these eleven hypotheses, nine of them were supported and two of them regarding the effects of geographical variables on online marketing methods and attracting customers were not supported. Marketers should be careful about the affectivity of each marketing methods according to the cultural, geographical and national structure of the society. Combing both online and offline marketing methods result in better outcomes for the company. At the end of the study, future path and study limitation cited for more information.

**Key Words:** Culture, Nation, Geography, Marketing Methods, Attracting Customers.

## ÖZ

Bu çalışma, çevrimiçi ve çevrimdışı pazarlama tekniklerini müşteri çekmek için kullanırken, kültürel, ulusal ve coğrafi gibi etkenleri içeren makro-ortam değişkenlerin etkisini araştırmayı amaçlamaktadır. Veriler, Kuzey Kıbrıs'ın Gazimağusa şehrinde bulunan DAÜ'nde, derece isteyen öğrenciler aracılığıyla toplanmıştır. 160 adet anket kullanılmıştır ve toplanan veriler, yapısal eşitlik modellemesi ile ölçülmüştür.

Bu çalışmada onbir adet hipotez bulunmaktadır. Bu onbir hipotezden dokuzunun desteklendiği sonucu varılmıştır; ancak coğrafi değişkenlerin müşteri çekmek için kullanılan çevrimiçi yöntemler üzerindeki etkisi ile ilgili iki hipotez desteklenmemiştir. Pazarlamacılar, her pazarlama yönteminin uygulanabilirliğini değerlendirirken, toplumun ulusal, coğrafi ve kültürel yapısını da göz önünde bulundurmalıdır. Çevrimiçi ve çevrimdışı pazarlama yöntemlerinin birlikte kullanılması, şirket için daha yararlı sonuçlara neden olacaktır. Çalışmanın sonunda, gelecekte izlenebilecek yollar ve çalışmanın sınırlamaları hakkında da bilgi verilmiştir.

Anahtar Kelimeler: Kültür, Ulus, Coğrafya, Pazarlama Yöntemleri, Müşteri Çekmek.

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## **DEDICATION**

Almost I would like to thank my loved ones especially my dearest parents, who have supported me throughout entire process, both by keeping me harmonious and helping me putting pieces together. I will be grateful forever for your love.

To My Family

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# Chapter 1

## INTRODUCTION

### Overview

This chapter represents information about the study philosophy and theoretical problems of study. This chapter will be continued with significance and methodology of the study. At the end, outline of the current thesis will provide.

### 1.1 Philosophy

Nowadays most of the businesses deal with international market worldwide. Understanding the best possible behavior and marketing activity can have the most effects based on identifying specific characteristics of destination (e. g. geography, culture, and national characteristics) (Kim & Han, 2014).

Cultural characteristics include all the beliefs and aspects identify the culture. In other words, Culture is an integrated pattern of human behavior consisting of these characteristics such as Cultural and linguistic competence. (Gelfand & Christakopoulou, 1999) Geographical characteristics divided into two categories of natural and artificial geographical features. Natural are physical factors of surrounding environment and artificial are engineered constructs and human settlements. National features relates to nationality of buyers and supplier in the global market.

Marketers have to carefully come up with these characteristics if they aim to invest for long time profitability in destinations with particular geographical, cultural and national features. Marketers can use wide range of advertising and marketing methods to attract the attention of target customers. Marketing has wide range of advertising methods such as mobile (Kim & Han, 2014), social media (Dehghani et al., 2013), digital (Royle & Laing, 2014), radio, internet (Mata & Quesada, 2014), T.V, bill boards, and etc.

## **1.2 Purpose**

Nowadays marketing methods penetrate into every organization, industry and market. Marketing methods formed the most important part of the organizations' activities. So understanding the best useful marketing tools and methods according to customers' cultural, geographical and national characteristics is important and significant. Therefore, this study aims to understand and identify the best advertising methods for absorbing the full attention of customers according to their geographical, national and cultural characteristics in Famagusta, North Cyprus as the study setting through the Relational View theory.

North Cyprus as the educational destination attracts wide range of young aged students from all over the world including Iran, Russia, Kazakhstan, Nigeria, Germany, France, China, Cameron and etc. North Cyprus provides the best potentials for marketers. Marketers need to understand the best functional marketing tools based on students and residents' cultural, geographical and national interests (Dehghani et al., 2013).

So, this study tries to evaluate the effects of National, geographical, and cultural characteristics on different implemented marketing methods via the Relational View theory in Famagusta, North Cyprus.

### **1.3 Significant of the Study**

Wide range of empirical studies excessively focus on marketing methods and cultural differences of suppliers and buyers (Cannon et al., 2010, Cheung et al., 2010, Flynn and Saladin, 2006; Power et al., 2010; Kaufmann and Carter, 2006). Kaufmann and Carter (2006) assessed the effects of cultural differences on suppliers in U.S.A and Germany while Power et al. (2010) evaluate the same relationship in Asian countries. Another study done by Dehghani et al. (2012) evaluated the relationship between customer motivation and social media marketing but it didn't consider the effects of cultural, geographical, and national differences on customers' attention.

Therefore, there is a gap in extant literature to understand the heterogeneous effects of national, geographical, and cultural differences on attracting buyers' (customers') attention through different marketing methods.

### **1.4 Methodology**

This study will evaluate the customers' geographical, cultural and national interests through deductive approach (Hyde, 2000). This study will distribute the questionnaires using judgmental sampling. Judgmental sampling defined as choosing the best respondent among the determined population. This thesis use Relational View theory as the theoretical framework. This quantitative study distributes 150 questionnaires among university students (e. g. bachelor, master, and PhD) in Famagusta. This study will use latest SPSS version 22 for analyzing the collected data.

## **1.5 Outline of the Thesis**

First chapter of this thesis named introduction including information about the study structure and guidelines, second chapter called literature review consist of detailed information about the study variables, theory and aspects of marketing, third chapter called hypothesis development with presenting information about the study relationships, fourth chapter named methodology including information about sampling, approaches, data analysis and result of study. Fourth chapter called Finding, fifth chapter is discussion and last chapter called conclusion with information about conclusion, managerial implication and limitation.



## **Chapter 2**

### **LITERATURE REVIEW**

#### **Overview**

This chapter provides detailed information about the thesis theoretical framework, differences in cultural, national and geographical characteristics, and marketing methods. Marketing methods such as social media, mobile, TV, newspaper and etc. describe briefly in this chapter.

#### **2.1 Theoretical Framework- Relational View Theory**

Relational view first suggested by Dyer and Singh (1998). Based on this theory, every organization inside the particular boundaries tries to achieve competitive advantages. To gain the competitive advantages, organizations have to take into account the differences in culture, nationality and geographical features of specific destinations (Dyer & Nobeoka, 2002). They intended to enter through various marketing methods. The relational view provides the good match between organization goals to use useful marketing methods based on cultural, geographical and national differences of particular destination (Dyer & Nobeoka, 2002).

Relational view showed its potential in both buyer-supplier and buyer-buyer relationship empirically (Chen & Paulraj, 2004). Understanding the best marketing method in relation to cultural, national and geographical features of particular destination will be one of the organization's competitive advantages (Walker, Schotanus, Bakker, & Harland, 2013). No previous studies evaluate the

simultaneous relationship between marketing methods and cultural, geographical and national characteristics.

For the first time, this study evaluates the effects of three macro-environmental factors such as national, cultural, and geographical characteristics on selection of marketing methods and attraction of customer under relational view theory. No previous studies have examined this relationship. This relationship can enhance the marketing literature regarding its significance results.

## **2.2 Geographical Features**

The term geography refers to a coherent of reality. It contains both natural and artificial geographical features. Natural is such as mountain, river, lake, ocean, and hills. Artificial consists of town, city including amusing parks, malls, and overall entertainment facilities and engineered constructs. Geographic features aimed to test and address the conceptual systems of ordinary people in particular region. Geographical features' object is to give the clear description of earth's surface, political and natural divisions, the population, and climate. Therefore, geographical features include all the characteristics of particular country based on its geography.

## **2.3 National Characteristics**

National characteristics refer to every national group along with their limited boundaries. Hofstede (1999) called nations as the common mental citizens programming. The main focus of this study is not about the boundary, is about the national psychology of people in particular boundary (Wundt, 2001). National psychology allocates the distinctive psychological characteristics of particular nation. National characteristics are different from social psychology of people (Wundt, 2001). National psychological characteristics consist of mix of human value,

emotion, attitude, motivation and abilities enforced by language, religion and media (Wundt, 2001).

In other words, National character relates to those norms, values and customs citizens of nation demonstrate to respond to various situations. National character presupposes the homogeneity of psychology and culture among citizen of particular country (Frognier, 1975). National characteristic suggest the area of sensitivity, and self-actualization of the citizen within the boundary (Frognier, 1975). Based on what we understand from Wundt (2001) is that media considers as one of the directing element and tools in affecting national psychological characteristics of particular boundaries. Nowadays other types of media introduce to the public such as internet and other recent technological advances.

National characters explain economic development and marketing successfulness. Marketers can use from these characteristics to expand and spread their marketing efforts and tools accordingly.

## **2.4 Culture**

According to Tylor (1871), culture is the knowledge, art, belief, customs, and morals or any other capabilities and habits of members of society as a whole (cited in Soares, Farhangmehr, & Shoham, 2007). This study focuses on macro cultural factors. Macro cultural factors consist of social institutions, cultural concepts and artifacts. Macro factors play crucial role in fulfillment and survival of residence (Figure 1) (Lenartowicz & Roth, 2001). Most of the 20<sup>th</sup> and 21<sup>th</sup> century studies concentrate on human psychology under different constructs and concepts. Culture is

the defined generally as the manifestation of ideas, customs and (intellectual and unintellectual) behavior society (citizens) (oxforddictionaries.com).

Culture affects different from of social activities such as marketing and advertising. A new form of marketing is developed accordingly. Cultural marketing is one of the recent forms of marketing. Cultural marketing defined as type of marketing promote a message based on potential purchasers' group according to their demographic and culture characteristics (businessdictionary.com). Therefore, marketing has the potential to fluctuate its techniques according to cultural characteristics. Different types of marketing will present in the following sections. It aims to clarify the understanding, impacts and spread of different marketing methods. Clear understanding help the marketers to choose the best tools out of the pool of marketing techniques (Figure 2.1).

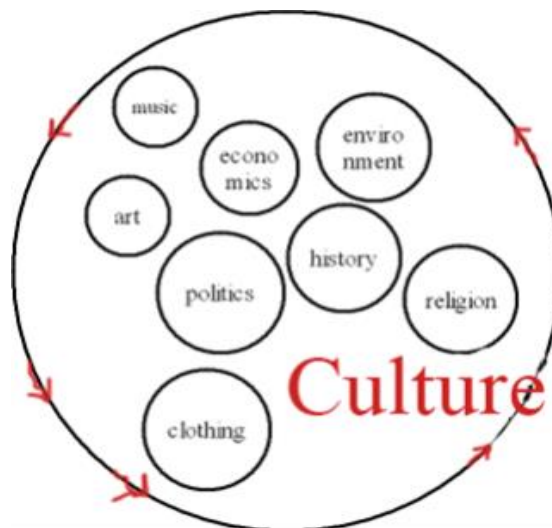


Figure 2.1: Cultural Characteristic (Ribbink & Grimm, 2014)

### **2.4.1 Cultural Characteristics**

In today's global market, every organization needs to be fully aware and understand the cultural differences and dimensions (Ribbink & Grimm, 2014). Due to the increase in international businesses, more organizations have to consider these differences in their negotiations across the various borders (Homburg et al., 2002). Considering these differences guarantee the first step of being successful beyond the borders (Cheung et al., 2010). Culture affects different dimensions of a region. As the marketers concerning on these dimensions affect the applicability of the marketing plan results in developing their goods and services. Although most of the studies evaluated the effects of buyer and supplier relationships (Flynn & Saladin, 2006; Kaufmann & Carter, 2006; Naor et al., 2010; Power et al., 2010), but few studies considered the relationship between culture and marketing methods and attracting customers in their buyer and supplier relationship (Ribbink & Grimm, 2014).

Culture is different from other macro-environmental factors but should be considered alongside of them to avoid infeasibility of the consequences (Ribbink & Grimm, 2014). Here we explain four dimensions of culture proposed by Lenartowicz and Roth (1999). First is ethnological description refers to psychological, sociological, and anthropological for explaining different cultures. Next is regional affiliation (proxies). This approach embraces the similarities between culture (e.g. nationality); business managers use mostly from this approach in doing outbound marketing (international).

According to Lenartowicz and Roth (2001), these similarities called proxy; the effective use of these proxies make the meaningful support for international business. Proxies are different cultural segmentation in each country. Proxies can be used as the

differentiating tools. Then is direct values inference (DIV) approach tests the values of sampling object and concluding different characteristics of culture regarding the sum of these values.

So it's better to present better understanding from marketing techniques in 21<sup>th</sup> century. After that assign best marketing methods regarding geographical, national and cultural aspects of each country.

## **2.5 Marketing**

Marketing is the art of business thinking about developing the business based on customers' need, expectation and overall satisfaction (Kotler & Keller, 2012). Marketing concern with the exchanging value between two parties (e. g. individuals, organizations, nations and etc.) and it's different from selling. Some people misunderstand the marketing with selling (Kotler & Keller, 2012). Selling is the overall tricks and process of convincing individuals to buy the product with the exchange of cash (Kotler & Keller, 2012). So selling doesn't concern with the value and never deal with the business requirement and process to create the right products for satisfying the customers' needs (Kotler & Keller, 2012). Importantly, marketing is management philosophy that organization has to identify and analyze the customers' stated and unstated needs and expectations in order to come up with new products and services in return (Kotler & Keller, 2012).

## **2.6 Marketing Strategy**

Marketing strategy let the firm to focus on resource management to use the opportunities and strengths while decreasing weaknesses and external threat to achieve the sustainable competitive advantages over the related industry and market in a long run.

Marketing strategy is the same as comprehensive plan based on marketing goals. Affective marketing strategy is drawn from deep and in detailed market research concentrate on appropriate market mix to get the highest profit from sustainable business. Marketing strategy is the prerequisite for marketing plan.

Kotler and Keller in explaining the importance of Marketing and its strategies mention “Marketing Tactics are set of strategic methods intended to promote the goods and services of a business with the goal of increasing sales and maintaining a competitive product. Appropriate use of marketing tactics resulted in substantial customer satisfaction while facilitating the business in focusing its limited financial resources in the most efficient manner to maximize the effective promotion of its products” (2012, Pg. 725). Understanding the best appropriate marketing methods affect the applicability of the marketing strategies and marketing plans ultimately.

Marketers have to get the complete insights of their marketing situation based on the national, geographical and cultural elements. This study is new in terms of evaluating the effects of these elements on the marketing methods and marketing strategies consequently.

## **2.7 Marketing Methods**

Marketing methods are the variety of techniques which marketers are using in the promotion of their products and services. Marketing methods increase the selling percentage of goods and services. It is prominent for organizations to market their products in all right places in many different ways such as internet, newspaper, coupons, magazine, words of mouth and etc. (Marshall, 2004).

Marketing methods divided into two categories such as online and offline (Gurau, 2008). Some of these marketing methods are different types of advertising such as TV ads, newspaper ads, magazine ads, and latest marketing methods like internet-, online-, social media- blog-, mobile marketing and so on.

Here we will explain some of these methods for more understanding and more clear perception.

### **2.7.1 Online marketing**

Nowadays people live in a network civilization with availability of wide range of information through internet (Fuciu & Gorski, 2013). According to World Internet User Statistics, developed countries have the highest internet user rate over 80 percent (e.g. U.S.A 81 %, Germany 84%, UK 87%, Canada 86%, Netherland 93, Finland 96% and etc.) Internet channels make the geographical boundaries meaningless (Findahl, 2011). Online marketing is always works inside the internet network.

Some of the outstanding forms of online marketing are Email marketing, Social media marketing, Internet Marketing (e. g. Websites and Blogs), and Mobile marketing. All of these methods use internet as the essential basis.

Several studies have focused on citizen's attitude towards the internet and online marketing (Bondi, Taha, Tock, Totah, Cheon, Torres, & Moghaddam, 2014; Wang & Sun, 2010). Other similar studies like Cases, Farniers, Dubois, and Tanner (2010), and Sun & Wang (2010) studied particular type of online marketing such as email marketing in B2C marketing context. So no previous study investigated the simultaneous online marketing methods on attracting more customers in B2c context.



### **2.7.2 Offline Marketing**

Offline marketing is any promotion and product advertisement that is published and developed outside the Internet territory. It effectively reaches and grabs the attention of people who are placed within the vicinity of internet marketing activity. Participating and gaining feedback from people has done without internet (Clark, 2004).

Looking at each media gives better insight to the marketers. Companies need to be careful about the offline marketing channels to maximize the exact interest, sales opportunities and customers' traffic to understand outlet of each media interactions with each other. Practically two ways help the branded companies to increase their brand exposure by developing coherent offline marketing channel systems and support digital campaign (Hennig-Thurau, Malthouse, Friege, Gensler, Lobschat, Rangaswamy, & Skiera, 2010).

Not all the customers use internet and interested in online marketing activities so set up T.V. advertising make offline customers aware and drive them to use the branded products (Hennig-Thurau et al., 2010). Offline methods include local word-of-mouth recommendations and even consideration of where customers live and in what conditions they are living ([www.corporate-eye.com](http://www.corporate-eye.com)).

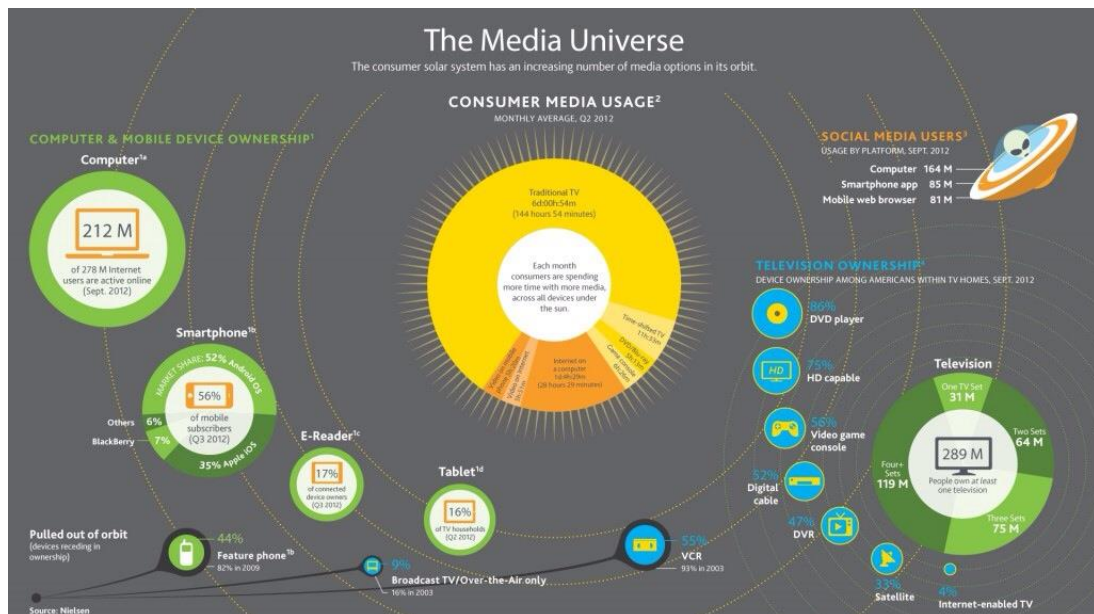


Figure 2.2: Media Universe (Source: Sullivan, 2006)

According to the figure 2.2, brands invest in T.V advertising can increase and maximize their customers' traffic level by putting Call-to-Actions in their commercials to drive the offline customers to check the company websites.

Radio is still a viable medium to solicit consumer response. According to Radio Ad Lab, 57% of radio use is derived from online consumers who listen to local stations while browsing or working. These listeners are known to react immediately to what they hear on the radio including going to a website or making a direct purchase.

Even more exciting is the fact that 67% of all radio listeners say that radio ads help remind them to search online for specific forms of content.

## 2.8 Attracting Customers

Customers are defined as individuals, organizations or group of people demand particular products and services to satisfy their needs (Wei & Lu, 2013). According to businessdictionary.com, customers are those parties choose their interested products and services out of pool of competing products.

Every organization tries to improve their businesses all over the globe in a sustainable way. The prerequisite for having the successful organizational activity is to continuously attract new customers. Among the different top 10 tips' recommendations of business professors and websites, all of them always mention the importance of attracting new customers through reliable and affective marketing and advertising methods (<http://bizopy.com/>; <http://yfsmagazine.com/>; <http://www.wikihow.com/>).

Although these two issues are always shining but organizations should also consider some other elements such as price, appearance, good knowledge of the offering products, friendliness, be competitive, organizing events with customers, demonstrating expertise, see customers' further prospects through frequent meetings and creating buzz (<http://bizopy.com/>).

Organizations should also take some important steps for increasing their performance in the market. First of all they have to completely understand what they want exactly offer to the market and customers. They have to make their business unique, different and special in the eye of customers. Marketers should continuously understand their customers as they are the focal point of the business. Making marketing campaign is another useful way but to do so organizations and their marketers have to create the image from their customers to serve them more effectively and directly.

Marketers can attract new customers through understanding them then offering best suitable methods to them through different methods. Empirical studies offered attracting those customers likely to pay for organizations efforts. Organizations after all of these have to get more customers through offering a reward for each referral,

recognize their role and assign incentives to continue referring others. And finally they have to keep their satisfied one in contact with organization via Mail A Newsletter, Fax A Brochure, Use the telephone, Remember their birthday, Send them holiday cards and Use email to communicate.

## Chapter 3

### HYPOTHESIS AND MODEL DEVELOPMENT

This chapter provides information about the research model of the study. Then, justification for proposing relationships will provide as well.

#### 3.1 Research Model

The hypothesized relationship presents in Figure 3.1 is the research model of the current thesis. Based on this research model, three national, geographical and cultural characteristics determine the best suitable marketing strategies for attracting more customers in particular region (Figure 3.1). Cultural characteristics affect the selection of marketing methods. The relationship can be also explain for national and geographical features of destination in choosing best marketing methods for attracting more customers at international borders.

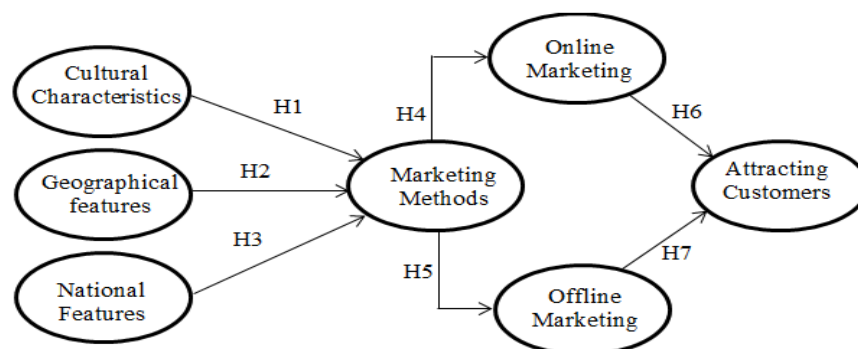


Figure 3.1: Research Model of the Study

### **3.2 Hypothesis Development**

Different studies tried to evaluate the effects of macro environmental factors on marketing methods and strategies, but still some ambiguity remained in this ground for more theoretical investigations. According to the Lenartowicz & Roth (2001), culture, geography and nation have positive and distinguish effects on selection of marketing methods. Soares, Farhangmehr and Shoham (2007) studied the effects of culture on customers' behaviors. They found the significant influence of culture and nationality on customers' behavior in international markets as the result. Culture constitutes the broadest influence on many dimensions of human behavior (Soares et al., 2007); this pervasiveness makes defining culture difficult (McCort and Malhotra, 1993).

Culture's influence on consumption and marketing has drawn more than 10% of the scholars' attention in recent decades due to its withstanding effects on the markets and customers as well. Culture can be defined on different levels of analysis, ranging from a group level to an organizational level or a national level (Erez and Earley, 1993).

Research had been done by Hawkins and Mothersbaugh (2009) evaluated the effects of national characteristics on Consumer behavior building marketing strategy. According to the Aronczyk (2008) most of the global brands lives with respect to national, global and identity of the nation.

Collins-Kreiner (2010) believed that geographical characteristics and condition of the destination and customers are among the important factors to defining useful marketing strategies and advertising methods.

So following hypothesis proposed as:

H1: Geographical Characteristics Affect The Marketing Methods Positively.

H2: National Characteristics Affect The Marketing Methods Positively.

H3: Cultural Characteristics Affect The Marketing Methods Positively.

All of these macro-environmental variables plays important role in attracting the customers (Power et al., 2010). Online marketing as the cheapest and fastest way of marketing should consider the different effects of national, cultural and geographical features in its marketing elements (Hall & Page, 2014). Selecting the best marketing online methods thanks to internet, help the marketers to more easily reach their target customers (Bruwer & Johnson, 2010).

In the analysis and understanding of customer characteristics, and behavior as we shall see in a moment, determining the location can be highly useful in simply knowing more about the customer than it did previously (Bruwer & Johnson, 2010).. This knowledge can then be applied in a manner of ways to improve the vendor/customer touch point and increase the performance of the transaction to mutual benefit (Ashworth & Goodall, 2012).

As an extension of timing the purchase the actual products purchased is closely related to location, weather patterns, proximity to store, product range carried by location (Meyer-Waarden, 2008). Different physical locations need to stock a different product range to ensure appropriateness to the local conditions and local population. Using geography and mapping potential customers, those looking to identify their market can find the highest concentration of the best potential customers. Children's clothing store is considering relocation because it is not doing

the ideal amount of business the store could map the population of people with children in its target age group throughout the city or area it is considering moving to. So following hypothesis proposed as:

H4: Considering National (a), Geographical (b) and Cultural (c) Characteristics Increase Attraction of Customers through Selecting Best Online Marketing Methods.

Culture, nation and geography as three environmental factors previously had used to developed the TV advertising (Frogner, 1975), magazine ads and other sorts of offline marketing to attract the attention of the buyers. As in offline shopping, e-commerce is also driven by media activity, both traditional (e.g. TV ... Twitter Spillover Effect on sales volumes and measure its geographical characteristics (Li, Pan, Zhang & Smith, 2009).

There is no question about the fact that internet retailers have the capability to reach new customers and clients that are far beyond the grasp of traditional brick and mortar establishments (<http://www.corporate-eye.com>). So they have the power to attract the customers' attention (Arikan, 2011). Based on this study, following hypothesis proposed as:

H5: Considering National (a), Geographical (b) And Cultural (c) Characteristics Increase Attraction of Customers through Selecting Best Offline Marketing Methods.

The first step in getting more customers is to inform them about the existence of market by marketing and offering value. This can be done by Online by creating a mailing list, social networking, article marketing, press releases, blogging, etc. Offline likes networking or public speaking. Potential clients will take advantage of



these services. If the company creates good services with great value and content, marketing will become viral. People will now seek to learn more about the company services. Very few businesses can operate without a website.

As a result, companies will first visit the website and make a judgment based on the professionalism of the online presence. Website needs constant and frequent updates to involve the clients' mind for some hours and attract him/her to do business with the company.

Using newspaper is another powerful marketing strategy to keep the company name in front of customers and prospects. Provide key insight into business challenges and offer solutions to them. In other words, help company prospects and customers solve problems. Some newsletters are nothing more than advertising, so be sure to provide valuable information to customer. Although it is less expensive to send a newsletter electronically, company can issue it in paper format. A local real estate agent regularly sends out a one-page update of the housing market in our neighborhood.

Advertising (offline and/or online) can be a great marketing strategy if company know how to create a good ad. The best marketers know that great sales copy is what makes the difference.

H6: Selecting Best Online Marketing Methods Increase the Attraction of Customers.

H7: Selecting Best Offline Marketing Methods Increase the Attraction of Customers.

## **Chapter 4**

# **METHODOLOGY**

### **Overview**

This chapter includes information about the methodology, data analysis, measurement, evaluation model and results of the data collection. The results of the hypotheses are mentioned at the final part of this chapter with related Tables.

### **4.1 Deductive Approach**

The approach used in this study is deductive approach. In this approach theory used to examine the significant and reliability of the proposed relationships. In deductive approach constructs are significantly important; based on the constructs and theory of the study deduction proposed and test through theory of the study to find the relevance and accuracy to the study structure (Hyde, 2000).

### **4.2 Cross-Sectional Method**

In this study the cross-sectional method used to collect the data. This method contains gathering the data from a population in a particular time. Cross-Sectional Method used in the study in order to test the exact influence of every single variable on others through specified period of time.

### **4.3 Sample and Procedure**

The hypotheses of this study were tested by using data collected from degree seeking students in Eastern Mediterranean University (EMU) in North Cyprus. In a self-administered manner all the students filled out the questionnaires. Research team

assured them to keep their name anonymous so there was no identification part in the questionnaires.

Common method bias can negatively impact on the reliability of the research relationships, since it result in measurement error in study outcomes through deflating or inflating the research correlation (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). For reducing the negative effects of this error, demographic questions came at the questionnaires.

10 questionnaires as the pilot sample distributed among the domestic and international students in EMU University. All of the students confirm they have the good knowledge of English. As a result nobody report any misunderstanding point. Therefore, 250 questionnaires distributed among the aforementioned students at the first of Jun and 150 questionnaires.

#### **4.3.1 Case Study**

It is noteworthy that when the issue was of what differentiates a Turkish Cypriot from other Cypriots; Greek Cypriots were rarely mentioned whereas when the issue concerned the origins of Turkish Cypriots, that is, communal memories, the Greeks and Greek Cypriots became indispensable points of reference in the conversation. But all the more importantly for my purposes, the 'Ottoman Turks' became well and alive, they were spoken of almost as present-day nations, so close in time and space, so internal to the discourse of communal identity. They were the ones who built mosques, bridges, and water canals, opened schools constituted a model of good and fair governance on the island, believed to have protected both the Muslims and the Christians from the larger evils of the eastern Mediterranean. Their history on the island was hardly contested, the politics of successive Ottoman governors hardly

questioned. The history that they presented was detailed and yet flawlessly smooth; in its vivacity, it delivered a stronger sense of reality than either the British colonial regime or the post-1974 Turkish Cypriot politics. The Ottoman/Turkish legacy on the island conveyed a type of immediacy to the historical memories of Turkish Cypriots that was only matched in the official national narratives of Turkish Cypriot history.

The North Cyprus's trade, tourism industry and education are mostly place in service sector that also controls the main economy of the country about 69% GDP. Because of problems with EU and UN communities the North Cyprus is heavily relying on Turkish support and thus both countries' economies are tied together (General Information about North Cyprus: Economy).

#### **4.4 Measurements**

The questionnaire developed for this study contains different questions for evaluating each variable of the study. Three items from (Wang, Fan, & Yang, 2014) used to examine the effects geography. Two items from Frognier (1975) for national, while five items extracted for cultural from Ribbink and Grimm (2014). Three items from Chang -Qin (2013) for evaluating marketing methods; six items for online marketing from Kim and Han (2014), Gurau (2008) and Hsu (2014) while three items from Kiang, Raghu and Shang (2000) for offline marketing. At the end used five items from Iacobucci, and Churchill (2009) for measuring degree of attracting customers. All responses were recorded based on 5-point likert scale from Strongly Disagree to Strongly Agree.

## **4.5 Data Analysis**

In accordance with prevalent empirical studies (e.g., Kim & McAlister, 2011; Kim & Jogaratnam, 2010), a two-step approach is used in this study (Anderson & Gerbing, 1988). In the first step, by subjected all measures in confirmatory factor analysis (CFA) the discriminate and convergent validity of the measurement model was evaluated (Anderson & Gerbing, 1988; Fornell & Larcker, 1981). In second step, Structural Equation Modeling (SEM) was used to assess the relations in the proposed model. Through AMOS these analyses were employed (Joreskog & Sorbom, 1996). According to Bagozzi and Yi (1988) recommendation, Composite reliability (CR) was measured through the benchmark of 0.60. For assessing the model fit the overall  $\chi^2$  measure, IFI (Incremental fit index), CFI (Comparative fit index), SRMR (Standardized Root mean square residual) and RMSEA (Root mean square error of approximation) were employed.

### **4.5.1 Structural Equation Modeling (SEM)**

SEM is the static technique employed to assess the relationships among two variables or more. For the first time SEM was developed by Sewall Wright in year 1930. SEM is based on linear equation system through employing different disciplines such as political science, sociology, psychology, marketing, accounting management and strategy (Nachtigal et al, 2007).

In general, SEM is explained as “a class of methodologies that seeks to represent hypotheses about the means, variance and covariance of observed data in terms of smaller numbers of structural parameters defined by a hypothesized underlying model” (Kaplan, 2000). A SEM included the (A) measurement models by which the latent variable linked to the observed variable and (B) structural part, a simultaneous

equation system is used to connect the latent variable to each other (Kaplan, 2000). SEM creates the estimates which demonstrate the strength of the relationships among the constructs in theoretic model (Maruyama, 1998) and make a comparison between model and empirical data (Nachtigal, et al, 2007). In order to accomplish this comparison a fit statistic means is employed which in one side it demonstrates the acceptance or rejection of the hypothesized relationship between the observed and latent variables and the latent variables in other side.

## **4.6 Study Result**

### **4.6.1 Respondent Profile**

Information of the respondents' demographic is summarized in Table 1. Respondent aged between "28-37" were 39.3% with highest frequency compared to the rest, while respondents aged between "18-27" and "38-47" were 26.7 and 24.7 % accordingly. Respondents aged "more than 47" reported lower frequency of 14 with 9.3 %.

Data were distributed among the respondent approximately equal as 55.3% were female and 44.7% were male. Based on the other demographic variable which was education, most of the respondents hold bachelor degree, 41.3 %, then master students with 30.7%, college students with 20% and at the end Doctoral degree students with 8%. Due to the importance of nationality and country of origin on the effects of marketing methods (Online and Offline methods) this study choose country of origin as one of the demographic variables. Most of the respondents were from Turkey (25.3), Iran (23.4), and Nigeria (22) while the least were from Kazakhstan (11.3), China (6) and others (12).

Table 4.1 Respondents' Profile

Variables	Frequency	Percent
<i>Age</i>		
18-27	40	26.7
28-37	59	39.3
38-47	37	24.7
More than47	14	9.3
Total	150	100.0
<i>Gender</i>		
Female	83	55.3
Male	67	44.7
Total	150	100.0
<i>Education</i>		
College	30	20
Bachelor	62	41.3
Master	46	30.7
Doctoral	12	8
Total	150	100.0
<i>Country of Origin</i>		
Iran	35	23.4
Turkey	38	25.3
Nigeria	33	22
Kazakhstan	17	11.3
China	9	6
Other	18	12
Total	150	100.0

#### 4.6.2 PA and CFA

During the CFA process, two items were removed from online marketing and one item from geographical characteristics (Table 2). According to results of CFA, seven factors model has acceptable fit ( $\chi^2 = 548.2$ ,  $df = 234$ ;  $\chi^2/df = 2.32$ , CFI = 0.93, IFI = 0.91, RMSEA = 0.091, SRMR = 0.076). As shown in Table 2, all standardized factor loading are more than 0.5.

#### 4.6.2 Reliability analysis

As shown in Table 2, results of Composite Reliability (CR) are more than acceptable level (.7). CR for Online Marketing Methods, Offline Marketing Methods, Cultural-,

National-, geographical characteristics and attracting customers are .82, .71, .77,.65, .51, and .66 respectively. This proved the reliability of the measurement (Hair et al., 2010).

Table 4.2: Results of factor analysis  
*Note:* CR: Composite reliability

<b>Scale Items</b>	<b>CR</b>
Geographical Characteristics	.51
National Characteristics	.65
Cultural Characteristics	.77
Marketing Methods	.87
Online MM	.82
Offline MM	.71
Attracting Customers	.66

### 4.6.3 Model Testing

The proposed model and hypotheses has been drawn and tested using AMOS (Figure q). The results of SEM are presented in the section follows. According to the amount of model fit indices ( $\chi^2 = 612.10$ ,  $df = 377$ ;  $\chi^2 / df = 1.62$ ; CFI = 0.92; IFI = 0.91; RMSEA = 0.074; SRMR = 0.088), proposed model fits data well. Standardized regression weights (beta) of the pre-determined relationships are calculated to test hypotheses of the study.

Cultural characteristics have positive effects on marketing methods ( $\beta .65, P > .001$ ), so the Hypothesis 1 is supported. Geographical Characteristics doesn't show any significant effects on marketing methods ( $\beta .06$ , ns.); so Hypothesis 2 is not supported.

National characteristics show positive effects on Marketing methods ( $\beta .44, P > .001$ ), so hypothesis 3 is supported. Cultural characteristics show significant effects on



attracting customers through Online Marketing Methods (OMM) ( $\beta$  .47,  $P > 4.11$ ), national characteristics also show positive effects on attracting customers through OMM ( $\beta$  .28,  $P > .05$ ) while the relationship between Geographical on attracting customers through OMM is not significant. So hypotheses 4c and 4a are supported but 4b is not supported.

The relationship between geographical characteristics on attracting customers through offline marketing method (OFMM) is positive and significant ( $\beta$  .37,  $P > 4.51$ ). Cultural characteristics also have positive effect on attracting customers through OFMM ( $\beta$  .67,  $P > 6.13$ ). National characteristics have reported the positive effects on attracting customers through OFMM ( $\beta$  .26,  $P > 2.24$ ). So hypotheses 5a, 5b, and 5c are supported. OMM and OFMM have positive effect on attracting customers ( $\beta$  .58,  $P > 6.14$ ), ( $\beta$  .20, and  $P > 2.21$ ). Therefore, Hypotheses 6 and 7 are supported (Table 3).

Table 4.3: Hypotheses Results

Hypotheses	Beta	T value
1.Cultural Characteristics → Marketing Methods	.56**	6.12
2.Geographical Characteristics → Marketing Methods	.06	.51
3.National Characteristics → Marketing Methods	.44**	5.12
4a.Cultural Characteristics → OMM → Attracting Customers	.47**	4.11
4b.Geographical Characteristics → OMM → Attracting Customers	.02	.09
4c.National Characteristics → OMM → Attracting Customers	.28*	2.26
5a.Cultural Characteristics → OFMM → Attracting Customers	.67**	6.13
5b.Geographical Characteristics → OFMM → Attracting Customers	.37**	4.51

5c.National Characteristics → OFMM → Attracting Customers	.26*	2.24
6.OMM → Attracting Customers	.58**	6.14
7.OFMM → Attracting Customers	.20*	2.21

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\*\*Significant at level of .001, \* Significant at level of .05.

This study used Baron and Kenny's guideline (1986) to test mediating effect of marketing methods on the relationship between cultural, geography, national and attracting customers.

Four criteria should be met to accept the mediating role of customer satisfaction as follows: Independent variables (Cultural, national) have significant relationship with mediator (marketing methods) that supports (see Table 3). Independent variable (Cultural, national, geographical) have significant association with dependent variable (attracting customer) that supported.

Mediator (marketing methods) has a significant effect on dependent variable (attracting customer) that supported. Although independent variables has a significant and direct effect on the attracting customer as the dependent variable, when the marketing methods entered to the equation, significant level of the relationship between decreased from .001 to .05 ( $\beta=.48, P < .05$ ). The magnitude of  $R_2$  for marketing methods is .52. It means marketing methods completely mediated the relationship between independent and dependent variables (Table 3). Hence, Hypotheses 4 and 5 are supported.

The final status of hypotheses is outlined in Table 4.

Table 4.4: Summary of the study hypotheses

No.	Hypotheses	Status
1	Culture → Marketing Methods	Supported
2	Geography → Marketing Methods	Not Supported
3	Nation → Marketing Methods	Supported
4	Culture → Online Marketing Methods → Attracting Customers	Supported
5	Geography → Online Marketing Methods → Attracting Customers	Not Supported
6	Nation → Online Marketing Methods Attracting Customers	Supported
7	Culture → Offline Marketing Methods Attracting Customers	Supported
8	Geography → Offline Marketing Methods Attracting Customers	Supported
9	Nation → Offline Marketing Methods Attracting Customers	Supported
10	Customers	Supported
11	Online → Marketing Positively Lead to Attracting Customers Offline → Marketing Methods Positively lead to Attracting More Customers	Supported

To sum up, nine out of eleven hypotheses are supported based on the results of SEM analysis.

## **Chapter 5**

### **FINDINGS**

This chapter provides information about the consistency of the study result with empirical studies. At this chapter more detailed information is brought to guarantee the finding of the study.

#### **5.1 Findings and Discussion**

According to the study theory, Relational view of buyer and supplier from their surrounding effect on the selecting methods to advertise the goods and ways to be more effective in compare to others (Castaldi, Kate, & Braber, 2011). Based on this theory the relationship between buyer and supplier can be influence due to various macro environmental factors such as culture, nation, and geography (Gadde & Snehota, 2000). The coherence of the study model to the study theoretical framework has been achieved.

Cultural characteristics positively effect on choosing the best marketing methods (online or offline); Culture as the behavioral and routine reactions of the people significantly related to which marketing methods meet the exact demands of the buyers (Homburg et al., 2002). Degree of supplier awareness from cultural differences help providing better marketing methods in the product development in the market with lower risks (Naor, Linderman, & Schroeder, 2010)

Geography has no significant effects on selecting best marketing methods. Although different studies more or less found the connection between geographical features and selection of marketing methods, but consistent with other studies (Wang et al., 2014; Hancock, Dana, & Morrison, 2001), this study found the null relationship between geographical characteristics and marketing methods selection (online or offline). This can be explained regarding the effects of global market and disappearance the geographical borders among the countries.

Nation has positive relationship with selection of best marketing methods. Nationality of the customers allocates the area for marketers to understand some similar national characteristics of the buyers like language and religion (Frognier, 1975). Marketers need to understand national characteristics of its buyers prior to commencing the business and market the products. A critical understanding of the qualities attributed to the modern nation requires a broad perspective, attending to both historical and geographical variations.

Cultural characteristics increase degree of attracting new customers through online marketing methods. Online marketing methods make it easy to understand the cultural orientation of the buyers so suppliers can more easily understand the best tools in advertising rather previous methods to attract more new customers to the pool of their benefits. This result is consistent with study done by Gurau (2008) mentioned the importance of online marketing methods in achieving the exact expectation of the customers based on their cultural view.

Geographical characteristics demonstrated no positive influence on increasing degree of customer attractiveness through employing online marketing methods. Online

marketing disappear the geographical borders so geographical characters cannot be assign as the important factors in selection of online marketing methods to absorb the full attention of the buyers. This result is consistent with investigation done by Schultz (1996).

National characteristics effect on the attracting new customers through online marketing methods. Online marketing methods can be categorized in terms of national language and religion so marketing methods can evoke themselves more significantly than the original ones. This is what Elias (2005) recommended to the 20<sup>th</sup> century marketers.

Cultural characteristics can also be important through offline marketing methods in attracting more new customers. TV programs, newspapers and billboards as the offline marketing methods can be characterized based on the cultural, geographical and national characteristics of the country.

In offline marketing, geographical boundaries mean significant and show their importance in developing the advertising and required facilities in promoting the products, goods and services in the region (Ahn, Ryu, & Han, 2005; Sethuraman, Kerin, & Cron, 2005). Quantitative knowledge about nation-state formation, including demographic aspects, economic resources, strength of military, the extent of bureaucratic centralization of the concerned state, does shed significant light on the process of nation-state marketing (Tilly 1990).

Both of the marketing methods has positive effects on attracting new customers, although the intensity is quite different but it's undeniable that each of these two

types of marketing methods –online and offline- has their own strengths in the particular areas.

Online marketing methods is reachable in every place and device by only a simple click and cheap while offline marketing methods need more time, energy, and expense to be market. Online marketing methods need internet access to be promoted but offline marketing methods can be observable even in remote areas with no internet access.

## **Chapter 6**

### **CONCLUSION**

#### **Overview**

This chapter as the concluding part of the current thesis includes the final report of the study findings based on the data analysis and sum of empirical studies. This chapter consists of information on study managerial implication, limitation and future studies at the end.

#### **6.1 Conclusion**

As the technological advancement brings to the hands of human being, the changes in demands and expectation of the buyers and suppliers also change. Internet increases the people expectation. People are more aware than before and demands better quality in compare to past. So marketers should also use intellectual methods with the use of online and offline advertising methods to reach the target customers and attract their exact attention to the goods and services. In doing so, some other macro-environmental factors should be taken into account such as culture, nation, and geography of the country.

Cultural characteristics are those behavioral attitudes and beliefs people hold. Geographical characteristics are those geographical features of the country such as weather and its population as an example; and last one national characteristic are those national characteristics of the particular nation such as their language and their religions.



The relationship between these macro-environmental variables and marketing methods well explained under relational view theory. According to this theory, marketers can find the relationship between these macro-environmental factors to increase the attention of the buyers to their goods and services more than their competitors.

If branded company develops offline advertising, it can effectively leverage these channels to support its online campaigns while positioning its business in a way that maximizes the reach and conversion opportunity. By understanding the fact that offline consumers offer a much larger opportunity for online growth, you can develop in-depth strategies that target its audience in their homes, their cars, at work or in passing. This type of opportunity allows you to successfully connect with consumers wherever they are and creates a revolving cycle of attracting new customers and converting them into returning visitors.

Marketers can leverage also radio advertising in a way that consumers are exposed to the brand's messaging and are pushed to the online properties. Marketers' ability to drive consumer engagement directly and indirectly provides an excellent opportunity to drive immediate online conversions for the "ready-to-buy" consumer.

From the pool of eleven hypothesis, nine of them were supported while two of them which were related to the effects of geographical characteristics on marketing methods and on attracting customers through online marketing methods were not positive and significant.

## **6.2 Managerial Implication**

Managers should be careful about the methods they use to develop their products, selecting unsuitable marketing methods would result in losing the customers rather than attracting the new one. Understanding the culture of the country demonstrated to be significantly related to the marketing methods in both online and offline methods. So culture as the strong tools can be used intellectually for ensuring the success of the company or supplier(s).

Although geographical features are important for offline marketing but there is no need to put effort to consider them in online marketing methods. National factors are also important as it can be a sign of distinguishing the advertising from the other nations so it is wise to be careful about it.

Combining both marketing methods can be resulted in strong advertising methods and more influential in attracting new buyers. Most of the companies use only online marketing as the latest marketing methods but taking offline marketing into account increase their strength in their insights to the people's interest.

## **6.3 Limitation and Future Path of the Study**

This study like other researches has some limitation. First of all, this study considered macro- environmental factors in the study model to understand their effects on the marketing methods and attracting customers. Selecting some micro-factors such as innovation, creativeness and company performance can provide better feedback.

Then, this study distributed its data among students of EMU in different levels to evaluate the perspective of all groups, but future studies can distribute data among two or more universities in the same country or different countries with different cultural, geographical and national characteristics to generalize the outcome. Last is increasing number of questionnaires to increase the validity of the results and generalization.

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## **APPENDIX**

## Appendix Questionnaire

### MARKETING METHOD QUESTIONNAIRE

Hello everyone, if you don't mind, would take a second and answer the questions below. I am preparing a marketing evaluation thesis among students in North Cyprus and could use your input.

Thanks!

Reza Shalchi

Gender: Female ( ) Male ( )	Age: 18-27 ( ) 28-37 ( ) 38-47 ( ) 47-more ( )	Education: College ( ) Bachelor ( ) Master ( ) Phd ( )
Language: Turkish ( ) English ( ) Both ( )	Marital Status: Single ( ) Married ( )	Country of residence: Iran ( ) Turkey ( ) Cyprus ( ) Azerbaijan ( ) Nigeria ( ) Cameron ( ) India ( ) Kazakhstan ( ) China ( ) Others ( ) .....

1. What is your monthly salary range?

- a) \$100 to \$200
- b) \$200 to \$300
- c) \$300 to \$400
- d) \$400 to \$500
- e) \$500 and above.

2. Which of the following marketing methods are familiar for you??

- a) Newspapers advertisements
- b) Magazines advertisements
- c) Television commercials
- d) Internet (Blogs and advertising websites)
- e) Social media
- f) Mobile
- g) From a friend or relative

3. What is the best marketing tool based on your point of view?

- a) Social media marketing
- b) Mobile marketing
- c) Commercial advertising (T. V)
- d) Billboard Ads
- e) From a friend or relative
- f) Newspaper Ads
- g) Blog Ads
- h) Others, mention ....

4. How often do you receive advertising from different marketing methods?

- a) Everyday
- b) Once in a week
- c) Once in a month
- d) One in three month
- e) Ones in sixth month

5. Why did you interested in this marketing method?

- a) Easiness
- b) Quickness
- c) Variety
- d) Accessibility

6. Which one of marketing tools is the closest to your culture?

- a) Social media marketing
- b) Mobile marketing
- c) Commercial advertising (T. V)
- d) Billboard Ads
- e) From a friend or relative
- f) Newspaper Ads
- g) Blog Ads
- h) Others, mention ....

7. Which one of marketing tools is fit to your national characteristics?

- a) Social media marketing
- b) Mobile marketing
- c) Commercial advertising (T. V)
- d) Billboard Ads
- e) From a friend or relative
- f) Newspaper Ads
- g) Blog Ads
- h) Others, mention ....

8. Which one of marketing tools is the closest to geographical condition of North Cyprus?

- a) Social media marketing
- b) Mobile marketing
- c) Commercial advertising (T. V)
- d) Billboard Ads
- e) From a friend or relative
- f) Newspaper Ads

- g) Blog Ads
- h) Others, mention ....

9. What is the most efficient marketing method based on your opinion for you in North Cyprus?

- a) Social media marketing
- b) Mobile marketing
- c) Commercial advertising (T. V)
- d) Billboard Ads
- e) From a friend or relative
- f) Newspaper Ads
- g) Blog Ads
- h) Others, mention ....

SDA: Strongly disagree

DA : Disagree

N : Neutral

A : Agree

SA : Strongly agree

	SA	A	N	DA	SDA
10. Did you think that cultural differences important in success of marketing methods?					
11. Did you think that marketing methods affect the culture of specific region?					
12. Did you think geographical situation related in choosing marketing activities?					
13. Did you think that marketing methods affect the geographical features of specific region?					
14. Did you think that geographical situation of one country like North Cyprus determines practice of marketing methods?					
15. Did you think national situation of specific country affect implementation of marketing methods?					

**Please check the one box that best indicates how best marketing method is of you.**

	SA	A	N	DA	SDA
1.The ad message is understandable					
2.The advertisement is believable					
3.The ad's message is relevant to me.					
4.The benefits described in the ad are believable to me.					
5.After viewing this ad, I would consider purchasing the product.					
6.This ad is much better than other ads for products in this product category.					