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THE IMPORTANCE OF PROMOTIONAL MIX TOOLS
IN SERVICE INDUSTRIES

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Yüksek Lisans Tezi olarak sunduğum **"The Importance Of Promotional Mix Tools In Service Industries"** adlı çalışmanın, tarafımdan, bilimsel ahlak ve geleneklere aykırı düşecek bir yardıma başvurmaksızın yazıldığını ve yararlandığım eserlerin kaynakçada gösterilenlerden oluştuğunu, bunlara atıf yapılarak yararlanılmış olduğunu belirtir ve bunu onurumla doğrularım.

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ÖZET

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Hizmet Endüstrisinde Tutundurma Karması Bileşenlerinin Önemi

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Dünya değişiyor. Teknolojik gelişmelerin ve sınırların kalktığı yeni pazar yapısında, pazarda ki rakipler devamlı arttı, artmaya da devam ediyor . Bunun yanında, pazar yapısında ki bu değişikler; servis endüstrisini, ülke ekonomileri için son derece önemli bir hale getirdi. İşte bu nedenle organizayonların, pazarda hayatta kalabilmek için ürünlerinin tutunmasını sağlamaya çalışması gerekmektedir. Servis endüstrisinde tutundurma karması elemanları ve ağızdan ağıza iletişim (WOM) ile tutundurma çalışmaları yoğun bir şekilde uygulanmaktadır. Bu bilgiler doğrultusunda, bu çalışmanın ilgilendiği konu tutundurma karması elemanlarının servis endüstrisinde ki önemi, tahmin edilen hizmeti nasıl etkiledikleri ve WOM ile tutundurma karması elemanları arasında bir ilişkinin var olup olmadığıdır.

Anahtar Kelimeler: hizmet pazarlaması, tutundurma karması, ağızdan ağıza iletişim, tahmin edilen hizmet

ABSTRACT

Master Thesis

The Importance Of Promotional Mix Tools In Servıce Industries

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The world is changing. Because of the technological developments and new borderless marketing structure, the competitors in the market increased. Also service industries became extremely important for the country economies in this new market structure. Thats why organizations needs to promote their products more to survive in the market. Promotional marketing tools and word-of-mouth (WOM) are commonly used to promote the services to the customers. Considering these changes, this study is particularly concerned with the importance of promotional marketing mix tools, how it affects the perceived service and whether there is relationship between the promotional tools and WOM.

Key Words: services marketing, promotional mix, word-of-mouth, predicted service

THE IMPORTANCE OF PROMOTIONAL MIX TOOLS IN SERVICE INDUSTRIES

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INTRODUCTION

The world is changing. Since 80's, there are big changes in the marketing structure. Yesterday's old market characteristics is replaced with the today's market. Buying behavior changed and service products started to be used more. Many developed countries on earth has more than half of their national income from the service sector. Relative to that, the importance of services is increasing. Hence many new service companies has been established because the services products can be copied easier than goods. The main characteristic of today's market is the hard competition among the companies. New rules are needed to be applied to customer market and new business administration reforms are needed to take place. Market should be processed systematically by using marketing knowledge tools. Therefore marketing mix tools are highly important. In that context, communicating with customers is necessary, so promotional tools must be used widely for customer encouragement.

In this study, the importance of promotional mix tools in service industries has been evaualted from various points. There is going to be three chapters. In the first chapter, the services marketing concept, promotional marketing mix tools role in this concept and its historical developments are going to be presented. Hotel, bank and airline industries' marketing thoughts are going to be discussed to generate an overview of the industries which are focused on this study.

Second chapter is going to focus on service concept. The importance and differences of services are analysed and the services quality role in this concept will be examined. The aim of this second chapter is to create a holistic picture of Services Specialities for further analysis.

Third and the last chapter presents the descriptive research of this study which aims to analyse promotional activities importance level on word-of-mouth (WOM) and predicted service quality in different service industries. The field study and the statistical analysis will be stated in this chapter.

CHAPTER I
SERVICES MARKETING CONCEPT

1.1. SERVICES MARKETING THOUGHT

Management of the marketing function in service businesses is not easy as it is seen. Lovelock stated that, broad exposure to marketing problems and strategies in different service industries is not so common. In many service firms, a formalized marketing function is still relatively new and management personnel somewhat inbred. For instance, the majority of hoteliers have spend their entire working lives within the hotel industry – even within a single company. Most airline managers have grown up in the commercial aviation industry. And a majority of bankers and hospital administrators have always worked within the confines of banking and health care, respectively. (Lovelock; 1996 : 26) Therefore it started to be necessity to find common marketing points in service organizations to simplify management of marketing.

Around the most part of the world studies on services marketing has picked up speed because of the fast growing and developments of service industry. Before that, most of the service businesses were not capable of understanding the significance of services marketing. Ferman said that in service industry, there started to be different and complicated problems than goods marketing. In order to solve these problems and disabilities the number of service marketing research has increased after 1980s. (Ferman, 1998; 25)

In the first part of 20th century services were given relatively little attention. *"Still the main function of 'business' is to market goods. Accounting, banking, insurance and transportation are only aids, very important aids it is true, to the production and marketing of goods."* (Converse, 1921; cited by Brown, Fisk & Bitner 1994) After 1950s service businesses started to take little attention. Rathmell argued that marketing people needed to devote more attention to the service sector and offered a definition of services. (Rathmell, 1966; 32)

The reasons behind services has taken more attention can be listed as;

1. The services like transportation and insurance started to not seen just the aid functions of production and marketing of products.

2. Service organizations were started to grow and be globalized

3. Rivalry; at the beginning of 1980s -especially in North America- firms in air transportation, financial services, health care and telecommunications woke up to an environment of new rivals, intensified price competition and rising consumer expectations. The role of marketing within these firms was transformed from being modestly important to being a core function vital to the survival of the organization. (Brown, Fisk & Bitner, 1994; 71)

4. The services marketing thought started to be understood among service organizations. In 1975, Chisnall pointed to the growing services sector and emphasized that in planning services, whether it be in the commercial or public sector, greater attention should be given to input & output measurement. He described the relevance of marketing techniques such as marketing research, strategic planning and marketing control to help improve the development of service organizations. (Chisnall, 1975; 44)

5. It was understood that to keep the old customers and motivate them to purchase services is more profitable than to catch new customers and create loyalty between the company and the new customers. Which increase the significance of marketing mix activities.

Growing interest in services marketing can be expected to continue since the term service typically subsume a variety of specific characteristics thus service marketing has some different approaches.

According to the McDonald and Payne;

"Some differences in marketing approach will often be required. To underline this, the more obvious differences between a product and a service listed below.

1. A service can not be patented and specified with drawings in the same way that a product can.

2. Service quality cannot be guaranteed in the same way as that of a product, which can be controlled accurately at each stage of its manufacture, which in turn is accomplished in controlled conditions.

3. A service cannot be stored on a shelf to be taken down and used at a later time in response to customer demands.

4. An indifferent salesperson does not necessarily obscure the inherent value and quality of a tangible product, whereas with an intangible service the salesperson is often perceived as an integral part of the offer.

5. The value of a product can be assessed at the time of purchase, whereas the true value of a service can only be assessed on its completion. Thus, the purchase of a service is characterized by a much higher component of trust than a product." (McDonald, Payne, 1996 : 7)

Copying a service is easy for the competitors owing to the fact that the service can not be patented. Hence targeting and differentiating are difficult in services marketing.

As mentioned above, the purchase of a service is characterised by a much higher component of trust than a product besides acquiring customers can be very expensive. This leads; building relationship with customers in service industry has important role. Once the service organization attract them by the right marketing mix activities such as price, sales person, advertising, promotion and etc. , it is easier to encourage them for more frequent and larger purchases.

Grove, Fisk and John interviewed with the service experts to examine the future of services and throw a light on what directions the services marketing take in the next years. Regarding the observations, three broad headings could be set as:

1- The nature of services,
2- The scope of services, and
3- Services and value creation. (Grove, Fisk, John 2003 : 112)

Table 1: Focus of services marketing experts' forecasts for the future

The Nature of Services	
Framing the field	More boldness in pursuing larger problems
	Greater acceptance of broader and integrated thinking regarding services
	Entertain a paradigm shift to introduce new perspectives
Definitional issues	Consider if the term services marketing is too limited
	Rethink services mainstream axioms, such as the four distinguishing characteristics
	Focus on the concept of quality rather than goods vs. Services distinctions
	Make an effort to eliminate outdated terminology
Methods of inquiry	More openness to alternative methods of inquiry
	Continued interdisciplinary approaches
	Continued acceptance of multiple methodologies
Role of service marketer	Consider influence of scholarship on practice for decisionmakers
	More emphasis on the role of service marketer as educator
The Scope of Services	
International perspective	More emphasis on global marketing of services
	More cross-cultural research
	Continued research participation by those around the globe
Social issues	Greater investigation of the impact of services on the environment
	Rethink the role of services in the economy
	More investigation of societal issues related to the service economy
Management issues	More examination of the genuine problems faced by managers
	More study of the service marketing mix variables
	Further investigation of demand management
	Examine the impact of technology and the internet/e-commerce on services
	More work on complex service delivery systems
	Further investigation of the integration of marketing, operations and human resource management
	Continued focus on the other cross-functional aspects of services
	More study of innovative services and service design

Services and Value Creation	
Process issues	Continued exploration of the service encounter / experience
	More investigation of the customer's role in service production
	More study of how customers' behavior affects employees
Outcome issues	More emphasis on defining and understanding service consumption
	Continued careful and accurate exploration of service quality
	Investigation of the consequences of increasing the number of services and service options
	Continued work on customer satisfaction and customer loyalty
	More study of the nature and durability of service benefits
	Greater investigation of the link between service quality and profitability
	Greater study of the impact of service initiatives on various performance outcomes
Services&Manufacturing	More work on services and customer service aspects of manufacturing

Source : Grove J. Stephen, Fisk P. Raymond, John Joby, "The future of services marketing: forecasts from ten services experts", Journal of Services Marketing, Vol:17 No:2, 2003, p.113

It is obvious that the future is ripe with new opportunities for the services marketing researcher. Since the thesis subject is services promotional strategies regarding services marketing mix, more study of the services marketing mix variables which is the commendation of service experts is bold marked from the table. The panelists remarks there is still needed investigation of services in services marketing mix variables area.

1.2. HOTEL MARKETING THOUGHT

World Tourism Organization (WTO) gives the following description to describe tourism: *"Tourism includes the activities of people who visit the places where they are not living in and to spend their free time, which does not exceed one year, either for business reasons or other purposes."*
(http://www.unwto.org/aboutwto/why/en/why.php?op=1, 05.04.2010)

There are many subgroup products of tourism such as travel agencies, transportation industry and hotel&restaurant industries. (http://www.articlesbase.com/travel-articles/travel-and-tourism-industry-833707.html , 02.03.2010)

Tourism product can not be standartised like manufactured goods since each customers has different preferences, thoughts about desirable tourism product. Besides goods can be sold for a later period like tomorrow or another month. However the service goods, like a hotel room booked for a night, if not used for that night, it is considered as a total loss. That is why it is said that hotels sell time. The room which is not sold for that day is considered as a cost or loss of a profit. Hence positioning through coherent management of marketing mix activities are necessity in operating a hotel.

Positioning starts with identifying the target groups in Hotel Marketing;
- Customer or the group size: Who should be served?
- What are the needs of customers that should be taken care of?
- Technological Side: the real question is how can the customer needs taken care of? For taking care of the same needs, there should probably be different ways to use, like using technology.

After selecting the target group, to arrange promotional mix tools of hotel marketing, the characteristics of the target group should be well-defined.
- Social democratic criteria: age, gender, income, occupation, education level, social status, family condition, size of the house etc…
- Geographic Criteria: Country/city, region.
- Psychological Criteria: Characteristics, living style, spare time using, thoughts etc…
- Observable purchasing criteria: Price and brand knowledge, being loyal to the brand which is purchased before.

Hotels should position themselves strongly in chosen target market. For example, Ritz-Carlton Hotels message to position their brand is "enlivens the senses, instills well-being and fulfills even the unexpressed wishes and needs of our guests" (Kotler, Armstrong; 2004 : 299)

1.3. AIRLINE MARKETING THOUGHT

Airline industry is one of the tourism subgroup product as indicated in the previous part. Airline companies should give importance to comfort their customers during the travelling. Therefore Airline services' structural and unique properties should be indicated for the customer who is about to live away from their own property. The product is used where it is produced, so any mistakes during the flight will effect the quality of the service product.

Since the service providing is in a continuous changing interval, service providers should have flexibility in production and pricing. Acting flexible is the only way to use the capacity maximum and pricing efficiently. For instance airline companies have more often flights during the months where there is more demand. Pricing is less during the less demanded months to encourage people to travel.

1.4. BANK MARKETING THOUGHT

The function of the marketing is same in both production and service sector: to solve the problems between the individuals (customer, producer) who are exchanging and transfering sources in the same market. But the services marketing implementations are different than goods due to the characteristics of services such as intangibility. For example; Bank Marketing has a purpose of reaching the selected target market and customer, by the help of proper strategies to the target customer, depending on the information, "gathered money" and "capital market".

Parallel to that, the competition and the creativity between the banks are getting hotter. Because of this, the new services of banks are much more

complicated, risks that are created by these complicated services are much bigger and they are harder to be monitored. Even with some products it is not clear to understand some bank products whether they are profitable or not at the first stage.

Observing customers demands and desires is very important for the image of the bank. Image is the leading factor that directs customer in purchasing period. It is really hard to change a bad image that has already been created. Also a good image has a power over the other brands. The customer creates an image according to the satisfaction that they had from the services of a bank. Service provider talent and knowledge about the product is in the center of banking service owing to the fact that people is one of the key concepts of service industries.

Using and producing service happens at the same time. Consumer is in the cycle of production and has a direct or indirect relation with it. They use it and have a value of quality in return. The value is produced by the customer as they receive service from a service company. For example customers tend to not invest their money where the sales person acts weird. Predicted service quality is highly attach to the act of sales person in bank industry. This is not valid for the produced goods. If we have an idea of purchasing a product or a brand, the act of the sales person does not change our expectations from the quality of that product.

Qualified banking service is need human power and auxiliary machines
For this reason;
- Workers (i.e. a bank accountant or consultant),
- Machines (i.e. money vending machines, computers),
- Buildings (i.e. bank office),
- Documents (account summary papers)
should be kept ready as well.

1.5. MARKETING MIX OF SERVICES

There exists a growing demand for many services. The essence of services fairly different than goods, thats why effective management and marketing of services can be achieved whereby specific marketing strategies are applied to the services. Service firms should fully understand target market's service expectations to set marketing strategies otherwise, they may trigger a chain of bad decisions and can not allocate resources optimal. Customer perceptions are always considered relative to the their expectations. Addition to this services quality and customer satisfaction based on customer perceptions of the service. A service firm can find out the expectations and what is needed to stay in tune with changing customer requirements through marketing research.

Before developing marketing strategies, marketing managers are in a need of strategic marketing plan since all the dynamics of the service firm and the market situation should be considered.

Table 2: What Should Appear in a Services Strategic Marketing Plan

The marketing planning process	The output of the marketing planning process strategic marketing plan contents
Phase 1 Strategic context	Mission statement Financial summary
Phase 2 Situation review	Market overview • Market structure • Market trends • Key market segments • Gap analysis
	Opportunities/Threats
	Strengths/Weaknesses
	Issues to be addressed
	Portfolio summary
	Assumptions
Phase 3 Marketing strategy formulation	Marketing objectives • Strategic focus • Product/service mix • Product/service development • Market extension • Target customer groups
	Marketing Strategies • Product/service • Price • Promotion • Place • People • Processes • Customer service
Phase 4 Resource allocation, monitoring and detailed planning	Resource requirements

Source : McDonald Malcolm, Marketing Plans: How to prepare them;how to use them, Oxford; Butterworth-Heinemann, 1995 p.132

Effective marketing strategies can be composed by regarding customers, competitors and market situation which means marketing audit and SWOT analysis should not be skipped.

When it comes to strategic marketing formulation, the difference between marketing objective and marketing strategy has to be explained.

" - *A marketing objective is a precise statement which outlines what is to be accomplished by the service company's marketing activities.*

- *A marketing strategy is how the company intends to go about achieving its objectives.*

The purpose of setting marketing objectives is to target profit, revenue and market share we wish to achieve to satisfy the mission. In turn, this provides the guidance for marketing strategies to bring together a marketing mix to achieve the objectives for each segment." (McDonald, Payne, 1996 : 119)

Important decisions are made within the marketing program, which taken together form product, price, promotion, place marketing strategies. In other words; the creation and presentation of services, the methods used to get customer to these services for an appropriate price and the various techniques employed to communicate with customers, all compose the appropriate mix of marketing activities. (Ball et al., 2004; Zamaros, 2006 : 1)

1.5.1. Service as Product

Product covers anything that a company offers to its customer for the purpose of satisfying their needs. It can be physical, tangible products offered for sale or it can be services and skills.

All service decisions such as product characteristics, options, assortment, brand name, waranties are the ingredient of the marketing product mix. (Waterschoot, Bulte; 1992 : 89) Service product decision making involving new service product development and service differentation.

Services product management are not simple since services are easy to copy, timely and prompt decision making is important. Not to lose the opportunity, the managers should always ready to make changes, innovations besides they should have flexible approach to solving problems, ready to adapt to market conditions and customer expectations. Gilmore and Carson stated that, managerial decision making should aim to carve out new markets or niches, actively seek new ideas and avoid becoming too predictable in marketing activities. (Gilmore, Carson; 1996 : 46)

Three fundamental competences for service product management are needed.

- *"motivation in evaluating the different options in relation to product development,*
- *Creativity in assessing priorities, eliminating irrelevant or incompatible ideas, revising and selecting a suitable option to follow through the implementation stage,*
- *Vision is important in considering new product ideas in relation to competitive actions and reactions and overall trends and changes in the marketplace."* (Gilmore, Carson; 1996 : 46)

It is obvious that creating new services and ideas is mandatory to be survived in the market. Service firms can improve their products by offering supplementary services or extent product lines. Markafoni.com, for instance is a new trend in Turkish market which allows customers for really cheap internet shopping. Well-known brands are sold forty to seventy percent cheaper on the website within limited time besides the products are limited. Since the customers do not want to lose the chance to buy discounted products, markafoni guaranteed the customers to visit the webpage regularly. (www.markafoni.com, 05.01.2010)

Although service itself is intangible, style changes or renovation on physical evidences of services can create new image on customers' minds. For example because there is high demand in airline travelling, Boeing provide new solutions for airline passangers by the new airplane called 787 Dreamliner which has big-jet ranges to midsize airplanes besides, it use twenty percent less fuel comparatively other midsized airplanes. (www.boeing.com, 03.03.2010) It can be seen from the example that by renovation of physical tools, service companies can also cut down costs.

1.5.2. Pricing Services

Pricing services is important since price is an effective instrument that helps creating appropriate image of service and gaining competitive advantage. McDonald and Payne expressed that pricing decisions for services particularly significant, seeing that the price charged signals to customers information about the quality that they are likely to receive. (McDonald, Payne, 1996 : 171) The price of the service should not be higher than the value of the product to the customer. When customers use a service and find that it not only cost more than they expected but also delivered fewer benefits than anticipated, they are likely to speak angrily of poor value. (Lovelock, 1996; 364)

Pricing decisions include usual terms of payment, discounts policies, terms of credit, temporary discounts, price campaigns and etc… In the determination of price levels, a number of factors must be considered as company objectives, marketing objectives, product demand, costs, competitors. Service product managers must first determine what objectives it wishes pricing to be a clear understanding of the overall company financial and marketing objectives.

Marketing objectives may shape the pricing decisions. The upper limit of price charging is higly tied to service demand. For instance the prices can be different at cinemas in the mornings and evenings since by cheap pricing in the

morning, students or teenagers would prefer to go to cinema. Besides hotels or transportation firms offer discounts to the customers who book rooms or tickets early.

1.5.2.1.Pricing strategies

Service entrepreneurships settle variety of strategies;
1- Satisfaction based pricing; where service firms consider customer satsifaction while setting pricing strategies. Three ways are used to manage satisfaction based pricing. First way is service guarantees, secondly benefit-driven pricing which charges customers for services actually used as opposed to overall membership fees and the third way is flat-rate pricing means customer pays a fixed price and even the prices increase because of external issues, customer continue to pays the same price.

2- Relationship pricing; where service provider combine variety of services together at one price. For example, a company offer single price for the combination of flight ticket, hotel reservation and car booking instead of pricing seperately is relationship pricing.

3- Efficiency Pricing; Crucial point for service companies is to understand their costs and manage them carefully. Efficiency pricing strategy is appropriate for the customers who demand the service itself and does not want any extra services. For example customers can buy cheap flight tickets by desisting from luggage or airline catering services during the flight.

1.5.3. Delivering Services

Service products are lacks of physical appearance and existence. Although, there is not a physical distribution of the service, there is still needed delivering strategies of services. For instance, considering tourism marketing; booking and reservations take an important place. Besides auxiliary machines and equipments are needed to provide services.

Service producers such as hotels, schools, hospitals and etc; they all should develop their unique delivery systems to reach target populations. (Kotler, Keller, 2009 : 457) The importance of services accessibility and availability are getting more, owing to the fact that todays rivalry environment, global market conditions, electronic delivery channels and services unique characteristics.

As other marketing mix tools, service delivery design decisions start with understanding customers needs. The average of time that the customers can stand to wait for acquiring the service and what kind of additional services they demand or for example should customers be served individually or should they serve themselves are key points to configuring the delivery process. For example, The number of bank offices were increased due to customer needs of reaching to bank services easier.

In that context, Lovelock's service delivery model can be explicative. Model shows that, services marketing and operations concepts interact and they both effects alternative decisions of service delivery process.

Both the customer benefits from the service and its cost to customers must be well-defined and the range of operation area, locations, timing and facilities design mut be considered to arrange service delivery steps and the decisions related to these steps.

Place function of service industries covers anything that related with channel type, exposure, intermediaries, outlet locations, transportation, storage and managing channel (Zeithaml, Bitner; 2003 : 24)

Figure 1: Service Delivery Process

SERVICE MARKETING CONCEPT	SERVICE OPERATIONS CONCEPT

• What customer benefits
  -core product
  -supplementary services
  -service reliability levels
  -accessibility(where and when)
• At what cost
  -money
  -time
  -mental effort
  -physical effort
	• Geographic scope of operations
	  -areas served
	  -facilities location
	  -telecommunications linkages
	• Scheduling
	  -hours/days/seasons of service
	  -continuous versus intermittent
	  -if intermittent what frequency
	• Facilities design and layout
	• Operating assets deployment
	  -what task
	  -where
	  -when

SERVICE DELIVERY PROCESS
- Sequencing of service delivery steps
  -what steps, in what order, where, when and how quickly?
- Extent of delegation
  -should the firm take responsibility for all steps
  or delegate some to intermediaries?
- Nature of contact between customers and provider
  -customer comes to provider
  -provider comes to customer
  -arm's length transactions
- Nature of process
  -customers served in batches
  -customers served individually
  -customers serve themselves (selfservice)
- Protocol for allocating limited capacity
  -reservations procedures
  -queuing procedures
- Imagery and atmosphere
  -employee scripts and protocols
  -variations in decor, lighting and music

Source: Christopher Lovelock, Services Marketing, Prentice-Hall : New Jersey, 1996, p.3

1.5.3.1. Delivering services through direct channels

Because of the nature of the some services such as doctors, hairstylists, services are distributed directly from the service provider. Also the chains where all the outlets owned by provider.

Advantages of direct channels are;
- service standarts can be established by the owner.
- feedbacks from customers can be obtained easily

1.5.3.2. Delivering services through intermediaries and electronic channels

For service companies since it can not be stored ; the options to bring the customer and the service company or it representative together are limited. Franchisees, agents, brokers and electronic channels can be used for that purpose. The disadvantage of delivering through intermediaries; channel conflicts can be occured between the parts and there can be problems with quality standarts.

Service delivery has changed since the technological developments could give opportunity to deliver services in different ways. Online services providing through internet, kable tv systems and ATM machines could be the good examples of how this delivering innovations changes human life. (Lovelock, 1996 : 316)

1.5.4. Promoting Services

Promotional mix tools are the organizations' activities to inform, convince the customers and direct their behaviour to the company product.(Woodruffe, 1995 :150) They are the elements of communication process between the customers and companies which are designed consciously. Direct marketing, sales promotion, public relations, advertising; all of these communication tools work better if they

work together in harmony rather than in isolation. Their sum is greater than their parts.

Service itself, good pricing and designing a perfect distribution channels are necessary for a services marketing but not enough for company profitability. Because the customers even may not be aware of the service product, its benefits and advantages.

Integrated marketing communications and promotions should not be mixed up to each other. Promoting is one of the elements of marketing communications with the other price, product and place. Besides, only communicative activities that are more or less purely marketing communication are advertising, salesactivities and public relations (Grönroos, 2004 : 104)

The cogent and convincing part is the speciality of promotional tools. Thats why the effective promoting is meaned to be effective communication. Communication can be defined in various explanations, but the simplest way, defining communication is; sending information from the sender to the receiver.

Figure 2: The Communication Process
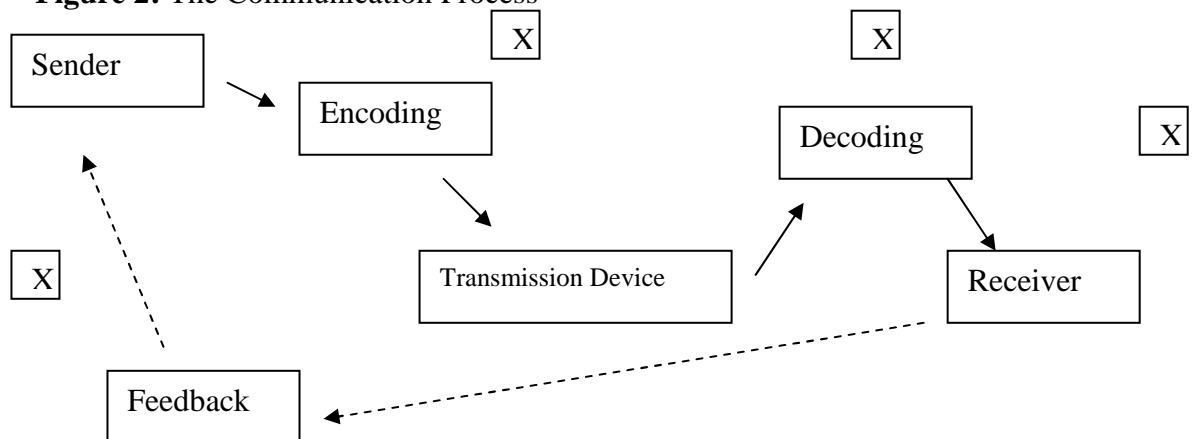
"X" refers noises

Source: Clow, K.E. and D. Baack (2007). Integrated Advertising, Promotion, and Marketing Communications. 3rd edt. Pearson Edu, inc. : New Jersey pp.6

For example sender is an hotel owner, sending the message. Second step is encoding where creative ideas and decisions takes place. Third step is decision of by which channel the message will be sended. Decoding occurs when the message reaches one or more of the receiver's senses. Feedback can be understood by many ways which are purchases, inquiries, complaints, questions, visits to the store, and hits on a Web site. (Clow and Baack, 2007 : 8)

Figure 3: Traditional Promotional Mix
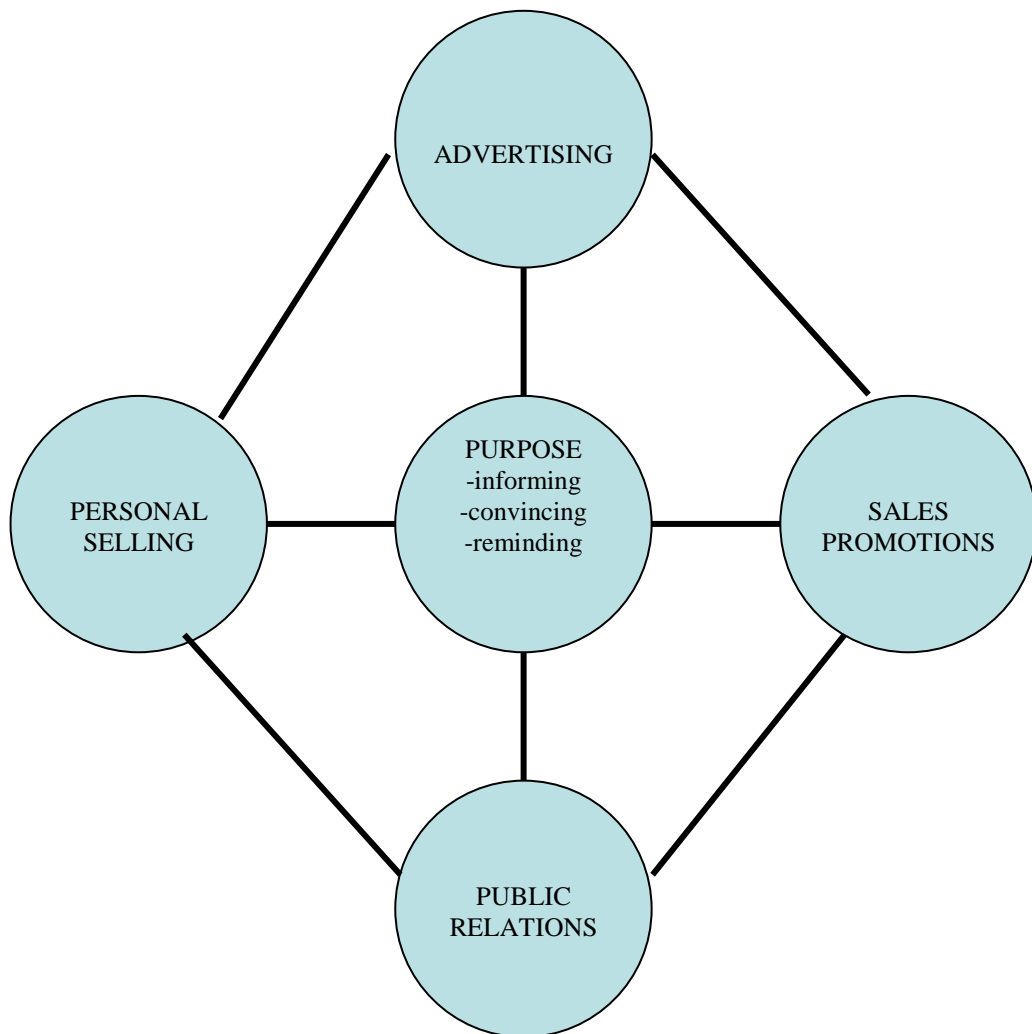
1.5.4.1. Advertising

Entering markets is one of the critical issue for enterprises. Advertising is one of the promotion mix tools to promote services which is used commonly by marketing managers. There are crucial points for service advertising, that marketing managers should consider. Clear explanation of the service product, promising to the customers, that the company can provide satisfactory services besides concrete clues should be given. Advertising is an imporatnt part of communicating with the customers since it is a very cost effective way to reach large audiences. Think about 30second commercial on the four major Networks during evening prime-time programming reaches 6 million households. (Belch & Belch, 2009 : 18)

The purposes of advertising is the same with the aims of promotional mix tools as; informing, convincing and reminding. Informing the market is needed more at the first stage of product lifecycle. For example think about a hotel chain has established a new hotel in a new city, the service product is needed to be introduced to the customers. Convincing advertisement is needed more when the competition is more to attract customers attention to the service product can be challenging. Other advertising purpose is reminding the service product. Integrating verbal and visual elements into a successful advertisement and using a symbol, logo during the advertisement are the good strategies helping consumers to remind the brand. (Kotler et al. , 1996 : 518-521)

It is important to set relevant advertising objectives not to invest unnecessary amounts of advertising costs from enterprises budgets.(McDonald, Payne, 1996 :154)

Radio, TV, newspapers, cinema and printings are some of the important vehicles for traveling of messages. Effective slogans raises the effectiveness of advertisement.

Figure 4: The Need for Advertising Objectives
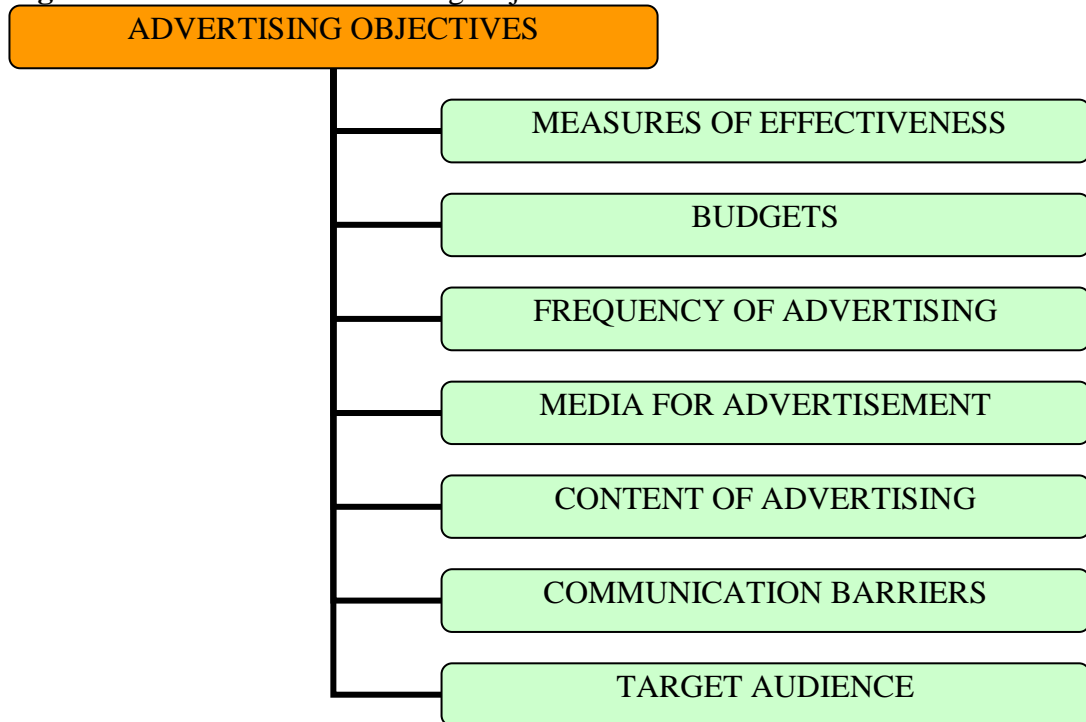
Source : Payne, A. and M. McDonald (1996). Marketing Planning for Services. p:155

Advertising is also a valuable tool for building company or brand equity as it is powerful way to provide consumers with information as well as influence their perceptions and predictions. (Belch & Belch, 2009 : 19)

1.5.4.2.Public Relations

Public relations is the planned efforts of the company to be supported by its publics which are organization's own staff, suppliers, referral markets, governments and the press, recruitment markets and the target market.

Establishing and maintaining goodwill between the service organization and its publics is important because

- Building good image,

- Supporting other communication activities,

- Handling specific problems or issues,

- Reinforcing positionning,

- Assisting in the launch of new services,

- Influencing specific public

can be achieved via public relations. (McDonald, Payne, 1996 : 162)

By the help of public relations activities, the customers confidence towards to the service product and customers respect can be gained. The messages from sender, received by customers as news in public relations and there is no cost for the service.

The service company may have qualified service product. But if the marketing managers of the service companies can not communicate with the publicity effectively, the qualified service product itself doe not enough.

Managing public relations requires, the evaulation of public attitudes, identification of procedures and policies of an organization and designing good communication programs for the public understanding and acceptance. (Belch & Belch, 2009 : 559)

The strategies, that the service companies can implement having public relations are;
- Advertising materials just for only company employees,

- Corporate descriptive advertising to develop image about the enterprise,

- Sponsorships,

- Social responsibility projects.

Some people thinks that social responsibility projects are unnecessary since customers believe that these social responsibility projects are for communicating good with the public and customers lose their trust on the company. Conversely some people thinks even the projects are done based on communication concerns, it

is win and win strategy. Both the company and the people who needed help wins at th eend of these projects.

1.5.4.3.Personal Selling

Personal selling is one of the crucial point of services since the employees in service industry represent the service itself, organization, the brand at the same time. They are both the marketers and the employees of the service company. Even the employees on break should behave nice, owing to the fact that they are reflecting the organization.

"Recent surveys have shown that more money is spent by companies on their sales force than on advertising and sales promotion combined. Selling is, therefore not only a vital element of the marketing mix, but also an expensive one." (McDonald, Payne, 1996 : 167)

Personal selling one of the main role is convincing others to buy or purchase more often. Also connecting with the customers face to face or at least on the phone helps sales person to rearrange his or her behaviour towards customer according to the feedbacks he/she get from customers during the service. This is obvious that personal selling is so crucial but not cost-effective. Since sales person can take care of limited number of customers at the same time, there is needed a huge amount of sales-forces.

1.5.4.4.Sales Promotions

Sales promotion techniques are kind of marketing tools and techniques that generally used for making the services product more attractive. Many attitudes that are for increasing short term sales, take place under the headline of sales improvement. People are spending their serious amount of time to improve not only the service presented but also the sales techniques and strategies in business

management departments. Sales promotions take place between personal sales and advertising promotional mix tools.

Sales promotions have three main targets. While reaching these targets, the competition is at the highest level;

- Customers
- Partners
- Sales power

Sales can be promoted through, paybacks, giving away discount coupons, having discounts, organizing promotions, preparing multi product packages, giving away presents, organizing and attending fairs, giving away samples of products.

1.5.5. Other Elements of Services Marketing

Services marketing is different than goods marketing, since services are intangible. Thats why, 3 more P's are added more to services marketing mix; which are physical evidence, people and process.

1.5.5.1. Physical Evidence

One of the important factors that affect the decision of purchasing period of service business customers is physical evidence. Because of the nature of the services intangibility, standartization and building positive images can be hard. The service marketers benefit from physical evidences to prove the quality of the service product. For example, there are still some criteria that helps the standardize the service quality like giving stars to the hotels.

In service marketing, physicals evidences are classified as primary and secondary physical evidences. Secondary evidences are owned by a part of service purchased. For example, cinema ticket, bank check book, hotel room brochures, paper, pen etc… primary evidences are unlike the secondary evidences and are not

owned by the customers. They are really effective during the purchasing of the service. For example the general view and plan of a hotel, the model of cars in a car hiring company.

Physical environment consists of emotional environmental conditions; that act on customer's senses like color, music, noise and lighting, localization conditions; like building, equipments, furniture design besides scenery & some helping conditions; to make a suitable environment. Both physical environment and the employees that are presenting a service have an important effect on the customer's decision of purchase. It is the physical environment that supports the powerful effect of service personnel on the customers' option about the company's image.

1.5.5.2.People

People component of promotional mix tools is binary. Since the services can not be stored and can be consumed at the same time with the production. The customer and the sales person interacts at the point of producing the service, which means more or less, they are involving to the quality of the service product. Services are heterogeneous, cannot be considered in a single structure and have many different variations. That is why the standardization which can be applied in produced goods cannot be properly applied to the service products. The temptation of the touristic goods depends on the customers own likes and choices.

It is not that easy to keep the same level of quality. All these services are depending on the employees. Regardless of how the employees are good behaved, well trained, things can go bad if the employees are not in the mood or not motivated enough which will lead them to make mistakes, reduce the quality of service. Where there is no tangiable product in service industry, behaviours are twice as much as important than manufactured goods since the impacts of employees behavior on perceived quality.

These risks which degrease the quality of service and should be considered by the service providers all the time. How people are selected, trained, motivated and managed that influences the consistency of its quality. For example when Pegasus airlines buy a new plane, traditionally the name of the last borned girl baby of their staff given to the plane. This is a good motivation strategy that shows how they give importance to their employees. (http://www.flypgs.com/pegasus-hakkinda /haberler /209/pegasus-boeingden-dilara-ucagini-da-teslim-aldi.aspx, 03.05.2010) As more companies come to recognize this, so they are paying more attention to the different roles which people might play, both in customer contact and marketing in general.

1.5.5.3.Process

The efficiency of service production process has direct impact on customer satisfaction. Therefore service companies make some changes on the process such as developing the service personnel quality, investing to the new auxiliary equipments, and innovations on the interaction methods of the customer and the sales person. Thats why analysing services process periodically is a must.

Stostack has developed a simple three-step approach for analysing a process. "
1. *Break down the process into logical steps and sequences,*
2. *Identify those steps which introduce the highest prospect of something going wrong because of judgement, choice or chance.*
3. *Set deviationn or tolerance standarts for these steps, thereby providing a performance band for functioning. (It will be unrealistic to expect process steps to be performed with complete precision every time.)*"
(Stostack, 1987 : 35)

1.6. WORD OF MOUTH

Word-of-mouth (WOM) communication has been defined as informal, person-to-person communication about a brand, product, organisation, or service that occurs between a noncommercial communicator and a receiver-consumer.

(Anderson, 1998 ; Stokes & Lomas; 2002) Some researcher explains that marketers should be aware of word-of-mouth occurs naturally and monitor it closely adversely some researcher think it is manageable by proactive methods.

Word of mouth can be done through internetbased technology – which is electronic word of mouth (Litvin et al. ; 2008 : 461) and by having conversation via telephone or face to face. The important part of this new internetbased word of mouth is to give opportunity to individuals to reach the producers or service providers for sharing their ideas, personal thoughts and reactions. Now the communication between the company and the customers is bidirectional. (Dellarocas, C. ; 2003 : 1407) By using this new communication method, service company managers should ask one question to the customers and theirselves: "why or why not would you recommend our company to a friend or colleauge?", since the more promoters the company has, the bigger its growth.

Up untill now researches in the service industry area has demonstrated the influence of both positive and negative WOM upon service products. There has been little academic research looking at WOM from the firm's perspective and this is so important to manage. (Godes & Mayzlin; 2004 : 2) One of the focus of this study is whether promotional activities has some effects on Wom and helps managers to manage Wom. For a service company, purchase decisions by Wom recommendations can be defined as input and postpurchase behaviour is Wom output (Stokes & Lomas; 2002 : 349)

Haywood indicated that as postpurchase behaviour, consumers tend to share their experiences with hospitality products and services as they perceive these topics interesting (Haywood; 1989 : 59) This diagnosis should be underlined that if the customers tend to talk interesting topics, giving them something interesting via promotional activities can be beneficial to encourage customers to talk about something that was different about marketing promotions of the service product. This helps brand awareness of the service product itself. Successful service firms should find ways of encouraging referrals and recommendations by proactive methods. All

in all, as Goldenberg et al. indicated, managers should manage Wom affects rather than direct them. (Goldenberg et al. ; 2001 : 212)

Although WOM is highly important in services indusry, it is not wise to believe purchase decision of a product is solely based on a WOM referral since other marketing factors as sales promotions, past experiences can play role on purchase or switching decisions. (Wangenheim, Bayon; 2004 :1173) Since it is not easily measure, in field studies, researchers typically asks respondents directly about the degree of perceived influence of the referral.

SECOND CHAPTER

SERVICE CONCEPT & UNDERSTANDING PREDICTED SERVICE QUALITY

2.1. THE IMPORTANCE OF SERVICES AND DEVELOPMENTS IN SERVICE INDUSTRY

At the first half of 19th century, production of goods was the evidence of prosperity for industrial societies. All the goods could be sold due to the fact that, there weren't enough production. This case was changed in time by the number of competitors at the market were rised. The increased number of product alternatives for the customers, both enable them to be more selective and also their needs had changed. For instance businesses started to provide after-sales services with products and in the course of time after-sales service was expected by customers as a must. Besides, socio-economic developments changed the customers profiles, they didn't need goods as much as before. Therefore, instead of cars, chairs, refrigerators; customers started to demand services such as holidays, entertainments and communication needs.

The reasons of service industry fast development, especially in developed countries after II. World War can be listed as;

1. Entering information age since the mushroom growth of computers and telecommunication,
2. Agricultural economies were changed to industrial economies
3. Both the average age of population has increased and also the length of life is getting longer
4. People started to have more spare time to enjoy theirselves
5. Per capita income has increased
6. Sosyo-cultural values had changed

7. Technological evolution of production of goods (Kurtz & Clow, cited by Mucuk, 2001 : 284)

According to Payne, because of increasing number of working woman, firstly new service products such as fast-foods, childcare services, house cleaning services and etc. were needed. Secondly, since two people started to work in a family, the house incomes were increased and families started to spend more money for pleasure. (Payne, 1993 : 4)

From another point of view, the new service ideas arised by new technological developments as well as the increasing competitive situation at service industries have helped growth of service economies. Baltacioglu et al. denoted that before the rapid development of service sector; firms tended to operate the service functions within the firm, today these functions are commonly outsourced. Specialised service providers take care of the functions like logistics, human resources, distribution and etc. (Baltacioglu et al., 2007 : 107)

From 1970s the significance of services has been increasing rapidly. The role of services within national economies is worth to understand, since service sector is becoming an increasingly important element of most economies. It can be affirmed that; the more a country is developed, the more service industry is important in that country. Developed countries like USA and Scandinavian countries has experienced changes in their economic activities and almost their two third of Gross National Product (GNP) comes from service releated activities. (Normann, cited by İçöz, Tavmergen, Özdemir; 1999 : 27) In 1995, according to the statistical data, even in emerging economies or underdeveloped countries, service businesses contribute to the GDP around 35 percent to 50 percent (World Bank,1999)

USA, by 1979; manufacturing employment peaked at 19.4 million but has subsequently continued to decline to 14.2 million workers as of December 2006. Meanwhile the service sector of the economy continued make significant advances. In 1979, there were 64.9 million U.S. service workers; by 2006 the number had

surged to 113.9 million. (Dufrene, Altmann; 2007 : 1) Robbins & Coulter denoted that USA economy has gone from being dominated by the creation and sale of manufactured goods to the creation and sale of services. In fact, most of the world's industrialized nations are predominantly service economies. In the United States approximately 80 percent of all economic activity is services. Most industrialized countries are over 50 percent; for example, United Kingdom- 74 percent; Japan- 68 percent; Chile- 55 percent; Germany- 68 percent; Canada- 71 percent; Australia- 71 percent; and Mexico- 69 percent. (Robbins, Coulter ; 2005 : 491)

According to Australian government department of innovation, science and research "services accounted for more than 65 per cent of GDP and by February 2009 the services sector employed more than 9.2 million persons in Australia which is nearly 86 per cent of the Australian workforce." (Australian Government Department of Innovation, 2009) While analyzing the weighted contribution of agricultural, manufacturing and service sectors in a country economy, the proportion of the labour force employed in the service sector is one of the indicator that shows the importance of service industry in one country's economy.

The past four decades, humans were the witnesses of globalization, changing environment and technological developments. At the present day, humans experiencing post-industrial society which means the industries like information, entertainment are germinated. The advancements in finance, tourism, communication services by computer technology is still continuing.

The service industry encompasses new job opportunities driven by the transition to a knowledge-based economy. This type of economy is often called an information society where an increasing number of employees work in information jobs that are based on services, education and creative activities. This transformation is the by product of technological progress and the increasing importance of computer technology. (Dufrene, Altmann; 2007 : 1)

While the importance of services increases, technology is used in services more. Consequently the new concept; e-businesses changed the way of running a business. It is possible to establish a service-business even with one computer in a room of a house. This is also opportunity for developing countries that has not got so many sources like large lands, mines and etc.

In recent years, technology advances have had a tremendous impact on the sector as many services can now be marketed and delivered online. However, the service sector is diverse and fragmented and, therefore, difficult to reach. Promoting trade in services offers developing countries the opportunity to diversify trade and potentially contributes to job creation and economic development. For some countries - particularly small, landlocked countries and island economies with limited opportunities for agricultural or industrial diversification - the service sector represents one of the few development options. (Walters, Peter : 2005)

2.2.DEFINING SERVICE CONCEPT

In todays world almost every organizations declare their existence purpose as providing service to consumers. CEO of IBM; Louis V. Gerstner (2001) said *"Services are going to move in this decade to being the front edge of the industry."*

Services are not limited to the service industries, services can be very profitable, and services are challenging to manage and market. (Zeithaml, Bitner, 2003 : 2) Since service is a complex phenomenon and is hard to understand, through the years the definition of service concept is evolved.

Before 18th century, service concept determined as every activities excluding agricultural occupation but this definition was not satisfactory by time. Consequently Adam Smith betrayed a new description and determined service is all of the activities excluding concrete products. But, in the length of time this description lost its adequacy and to differentiate goods and service; developed western countries redefined service concept.

Table 3: Description of Service Concept Througout the History

Before 1750	All the activities except agricultural production
Adam Smith(1723-90)	Production for which there is no tangible output
J.B. Say (1767-1832)	Whole actions which added value to products except manufacturing
Alfred Marshall(1842-1924)	The products which is existed simultaneously with when they are generated
Western Countries (1925-1960)	The services which do not make any changes with the format of the product
Modern	The service itself produces no tangible output, although it may be instrumental in producing some tangible output

Source: Donald Cowell, The marketing of Services, London : Willam Heinmann ltd., 1984, p.21

Rathmell stressed that, to distinct goods and service is to consider a good to be noun and a service a verb – a good is a thing and a service is an act. When a good is purchased the buyer acquires an asset; when a service is purchased the buyer incurs an expense. Rathmell also suggest most goods, whether consumer or industrial, require supporting services in order to be useful; most services require supporting goods in order to be useful and there are very few pure products or pure services. (Rathmell, 1966 : 33)

Kotler and Armstrong defined service are the activities or the benefits that one party can offer to another which is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. (Kotler, Armstrong, 1991 : 12) Zeithaml and Bitner defined services are deeds, processes and performances. (Bitner, Zeithaml, 2003 : 3)

Lovelock determined that,

Two fundamental issues are at whom is the act directed and is this act tangible or intangible in nature. These two questions result in a four-way of classification scheme involving (1) tangible actions to people's bodies such as airline transportation, haircutting and surgery; (2) tangible actions to goods and other physical possessions, Such as air freight, lawn mowing and janitorial services; (3) intangible actions directed at people's minds, such as broadcasting and education; and (4) intangible actions directed at people's intangible assets, such as insurance, investment banking and consulting. Sometimes a service may seem to spill over into two or more categories. For instance, the delivery of educational, religious or entertainment services (directed primarily at the mind) often entails tangible actions such as being in a classroom, church or theater .

Figure 5: Understanding the Nature of Service Act

	Who or What is the Direct Recipient of the Service	
	People	**Things**
What is the nature of the service act **Tangible Actions**	Services directed at people's bodies : health care passanger transportation beauty salons exercise clinics restaurants Hair cutting	Services directed at goods and other physical possessions : freight transportation industrial equipment repair and maintenance janitorial services laundary and dry cleaning landscaping / lawn care veterinary care
Intangible Actions	Services directed at people's minds : education broadcasting information services theaters museums	Services directed at intangible assets : banking legal services accounting securities insurance

Source: Christopher H. Lovelock, Journal of Marketing, 1983, p.12

Considering all these continuous evolution in description of service concept, there is still no common definition of services. Owing to the fact that services are quite distinct from goods, the service concept itself is confusing.(Mucuk, 2001 : 285)

According to Grönross, an offering concerns, either goods with or without service support (transport, maintenance, repair, etc.) , or services which may be pure services or services which make it possible to use goods or which are accompanied by goods (car rental, hotel, inclusive tours, etc.). (Grönroos, 2001 : 589)

Lovelock stated that service marketers offer customers the opportunity to rent the use of a physical object like a car or hotel room, or to hire for a short period of time the labor and expertise of people whose skills range from brain surgery to knowing how to check customers into a hotel. Although purchasers are interested primarily in the final output, the manner in which they are treated during the process of service delivery can also have an important impact on their satisfaction. (Lovelock, 1996 : 4)

Services are described as intangible but it is hard to differentiate industries as pure service or pure goods. For instance, the fast food industry, it is classified as service but also has many tangible components such as the food, the packaging Shostack proposed; goods and services can be ranged from tangible dominant to intangible dominant.

Figure 6: Dominance of Tangible Versus Intangible Elements in Goods and Services
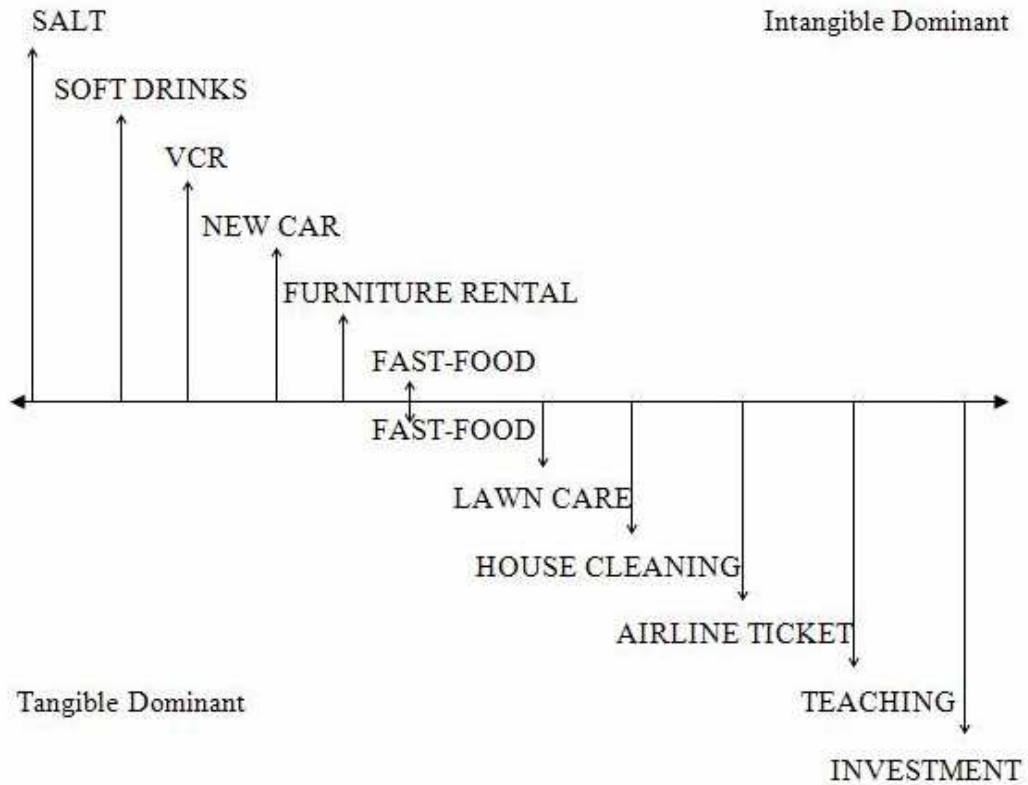
Source : G. Lynn Shostack, "How to Design a Service", European Journal of Marketing, Vol:16 No:1, 1982, p.52

After all Öztürk stated that, it is not easy to define service. Since there is still no common definition, classification of businesses as service or not, isn't always possible. For example Levitt argued service industry does not really exist, in some industries service components can be more or less according to the other industries. Öztürk also argued, intangibility is one of the main feature of services and most of the definitions derived from tangibility or intangibility dimensions. Tangible elements are dominant in pure goods while intangible elements are dominant in pure services. (Öztürk; 2005 : 5)

2.3. THE DIFFERENCES BETWEEN SERVICES MAKETING & GOODS MARKETING

Service has its own attributes which differentiate them from goods besides these seperate characteristics which distinguish a service from a good have formed the basis of most analyses of services marketing. (Gabbott, Hogg, 1994 : 313)

The most clear attribution of services, intangibility, presents several marketing challenges. Services can not be inventoried which cause difficulty to manage fluctuations in demand. Since new service concepts can easily be copied by competitors, services can not be patented. Services can not be displayed which means for customers, it is hard to figure out the quality. These problems lead to diffuculty in pricing services.

Table 4: Logic of the Goods-Centered and Service-Centered Views

	Goods-Centered Dominant Logic	Service-Centered Dominant Logic
Primary unit of exchange	People exchange for goods. These goods serve primarily as *operand resources*.	People exchange to acquire the benefits of specialized competences (knowledge and skills), or services. Knowledge and skills are *operant resources*.
Role of goods	Goods are *operand resources* and end products. Marketers take matter and change its form, place, time, and possession.	Goods are transmitters of *operant resources* (embedded knowledge); they are intermediate "products" that are used by other operant resources (customers) as appliances in value-creation processes.
Role of customer	The customer is the recipient of goods. Marketers do things to customers; they segment them, penetrate them, distribute to them, and promote to them. The customer is an *operand resource*.	The customer is a coproducer of service. Marketing is a process of doing things in interaction with the customer. The customer is primarily an *operant resource*, only functioning occasionally as an operand resource.
Determination and meaning of value	Value is determined by the producer. It is embedded in the *operand resource (goods) and is defined in terms of* "exchange-value."	Value is perceived and determined by the consumer on the basis of "value in use." Value results from the beneficial application of *operant resources* sometimes transmitted through *operand resources*. Firms can only make value propositions.
Firm–customer interaction	The customer is an *operand resource*. Customers are acted on to create transactions with resources.	The customer is primarily an *operant resource*. Customers are active participants in relational exchanges and coproduction.
Source of economic growth	Wealth is obtained from surplus tangible resources and goods. Wealth consists of owning, controlling, and producing *operand resources*.	Wealth is obtained through the application and exchange of specialized knowledge and skills. It represents the right to the future use of *operant resources*.

Source: Lusch F. Robert, Vargo Stephen, Evolving to a New Dominant Logic for Marketing, The Journal of Marketing, Vol.68 No.1 January 2004, p.p.7

Services can not be standardized, service delivery and customer satisfaction depend on employee actions and service quality depends on many uncontrollable factors. Services often are produced and consumed at the same time, mass production can not be considered. Customers participate in the production and affect the transaction and also the customers affect each other. Because of all these issues, marketers of services face some very real and distinctive challanges.

Table 5: The typical differences between the products of service sector and consumer goods

Typical Properties of consumer goods	Typical properties of Service products
Product is concrete, visible	Produced goods are neither visible nor viewable
Produced goods can be stored	Services cannot be stored
The one who purchased goods can take over the goods	There is no take over by the owner of the service
Before the purchase, goods can be shown, presented	Before the purchase of the service, there is no product to show.
Production and marketing are different steps	Production and marketing are done at the same time
Production period is done without the customer contribution	Production period is done by the contribution of customer; It is done by the actions that are done together with customer and the service employees.
Production defects occur during the production	Production defect is a bad attitude
Produced goods took its last form at the end of production period.	Produced good took its last form during the service.

Source: Bieberstein, Ingo ; Dienstleistungsmarketing, Ludwigshafen, Kiehl, 1995, s.28 cited by Mermod, A. ; Yüksel, U.; Hizmet Pazarlaması, Ağustos 2004, Istanbul

In conclusion there are differences between services and goods in processing, outputs and employees which shaped different marketing implications. Processing in services are more focused on human, unpredictable, labour-intensive, direct relationship between system and the customer and feedbacks from customers are quicker than processing in goods. Outputs in services, can not be protected by patent, intangible, perishable and there is difficulty in measuring quality.

Service employees can not be supervised easily, they should have the ability to impress customers and their personal decisions are highly important for the output. The natural result of one to one communication between employees and the customers in service organizations, the importance of customer satisfaction should be taught to service employees famously. (Susmuş, Tozkoparan, 2001 : 210) Internal marketing is priority in services industry. The reason behind that is personnel performance is pretty much important to represent the service, so personnel job satisfaction and motivation should be considered. (Yapraklı, Özer, 2001 : 59)

The service organizations which want to serve better to customers, the questions below are asked by their marketing managers. (Zeithaml, Bitner, 2003 : 23)

1. Services are intangible and nonstandardized. How can service quality be defined and improved?
2. Service process is an intangible process. How can new services be designed and tested effectively?
3. The service itself is perishable. How does the firm accommodate fluctuating demand when capacity is fixed?
4. How can the firm best motivate and select service employees?
5. Since it is hard to determine actual costs of service, how should prices be set?

6. How should the firm be organized so that good strategic and tactical decisions of marketing are made?
7. How can organization ensure the delivery of consistent quality service when both the organization's employees and the customers themselves can affect the service outcome?

2.4.CHARACTERISTICS OF SERVICE

Every organisations is involved with service in some form or other. There are some organisations which are totally in service business such as public relations or IT. Some organisations declare services to be part of their business and and some of them declare services as an augmentation of manufactured goods. There are certain common characteristics of services that apply in all these cases. Understanding the characteristics of service is helpful to study on service field research. These characteristics are auxiliary for denoting the differences in goods versus services marketing which will be mentioned in the next parts of this thesis.

Characteristics of services can be summarized in five basic title:

a. Intangibility
b. Heterogeneity
c. Inseparability
d. Perishability
e. Ownership

2.4.1. Intangibility

The most basic and universally cited, difference between goods and services is intangibility. Because services are performances or actions rather than objects, they can not be seen, felt, tasted, or touched in the same manner that we can sense tamgible goods. (Bitner, Zeithaml, 2003 : 20) Pure services such as a consultancy session with a psychiatrist or lawyer, can not be touched. Although some tangible components of services might be seen or touched, the services itself can not actually be seen or touched. For instance patient at hospital can see hospital room or the equipments.

Shostack, for instance points out that 'airline' means transportation, 'hotel' means lodging rental. (Gabbott, Hogg, 1997 : 137) A service is something which can be bought and sold, but not like the purchase of a bottle of juice. For example where

the customer can touch the product before-hand and decide whether or not to buy it based on its colour or shape.

Pure services have no tangible properties which can be used by consumers to verify advertising claims before the purchase is made. The intangible process characteristics which define services, such as reliability, personal care, attractiveness of staff, their friendliness can only be verified once a service has been purchased and consumed. (Palmer, 1994 : 4) Grönroos stated that it is not easy to evaluate physical goods or services, but the point is that physical goods can be physically evaluated – there is something tangible to evaluate. Services can not be evaluated as such, so they must be transformed to concrete offerings, which can be evaluated and compared to those of the competitors. (Grönroos, 2001 : 591) The intangibility characteristic of services often increases risk for the purchaser. If the firm does not manage this process, the customer will in an unguided manner, pick out tangible attributes which are the service in the customers' mind.

Organisations which are involved with service business have to seek ways to form an image of their service product as tangible. The only way to differentiate theirself from their business competitors is physical evidence such as well-designed hotel, or giving some small memory presents to customers. (Mucuk, 2001 : 287)

Grove and Fisk stated;

> *"... while the physical setting setting may have an effect upon the exchange of goods as well as services, it is suggested that the setting's symbolic value has greater impact upon the evaluation of a service. This again, is largely due to the relative absence of tangible product characteristics with which to assess in the exchange of a service."* (Grove, Fisk, 1983 : 4)

2.4.2. Heterogenity

Organisations providing services to customers know that no two service provisions are exactly the same, whatever the attempts to standardise them. Kotler and his friends stated that service quality is highly related to, where the service is produced, when and by who it is produced. One day the quality of the service can be perfect and the other day it can be not enough for the customers satisfaction. Psychology of service personnel is so vital on service quality. (Kotler et all., 1996 : 83)

Services are performances, frequently produced by humans, no two services will be precisely alike. The employees delivering the service frequently are the service in the customer's eyes, and people may differ in their performance from day to day or even hour to hour. Heterogenity also results because no two customers are precisely alike; each will have unique demands or experience the service in a unique way. Thus the heterogenity connected with services is largely the result of human interaction (between and among employees and customers) and all of the vagaries that accompany it. (Zeithaml, Bitner, 2003 : 21)

Since the service provider and the all customers interaction is not same, the service is not performed exactly same to all users of that service. For instance two different customers use ATM to take out money from a bank. First user might understand all orders perfectly while second one might have difficulties to use the machine. As a result the given service to these different customers can not be same. The heterogenity characteristic of service cause difficulties in maintaining the perceived quality of service. (Grönroos, 2000 : 49) Customers are usually involved in the production process for a service at the same time as they consume it. It can be difficult to carry out and monitoring to ensure consistent standarts. The opportunity for pre-delivery inspection and rejection which is open to the goods manufacturer is not normally possible with services. The service must normally be produced in the presence of the customer without the possibility of intervening quality control. Particular problems can occur where personnel are involved in providing services

such as hairdressers. (Palmer, 1994 : 6) A hairdresser can not cut hair of customers in a standart way. So two different customer's satisfaction ranks are different.

Gabbott and Hogg stated that, the heterogenity of services is also a function of human involvement in the delivery and consumption process. It refers to the fact that services are delivered by individulas to individualsand therefore each service encounter will be different by virtue of the participants or time of performance. As a consequence each consumer is likely to receive a different service experience. (Gabbott, Hogg, 1994 : 313) On this account to provide maximum pleasure and to make standart conditions in services, personnel must be choosen carefully, they must be motivated for qualified services, trainings must be given to them and the feedback control system must be organised perfect.

2.4.3. Inseperatibility

Most goods are produced first then soldand consumed, most services are sold first and then produced and consumed simultaneously. For example, an automobile can be manufactured in Germany, shipped to Turkey, sold three months later and consumed over a period of years. But restaurant services can not be provided until they have been sold, and the dining experience is essentially produced and consumed at the same time. (Zeithaml, Bitner, 2003 : 21)

The inseparability of the role of service provider and consumer also refers to the lack of standartization since the consumer can alter both the way in which the service is delivered, as well as what is delivered, which has important implications for the process of evaluation. (Gabbott, Hogg, 1997 : 138) Production and consumption can not be seperated for example, although the hairdresser may prepare in advance to carry out the service such as necessary equipments, hairdressing trainnings, most of the hairdressing service is produced simultaneously as the customer consumes the service. A doctor can not provide a service without the involvement of a patient.

As Fitzsimmons stated the customer motivation, experience, knowledge and personal characteristics directly affect the service system performance. A good example for that is fast-food restaurants. Service personnel is highly limited in fast-food restaurants. This strategy is especially efficacious in high-developed countries such as USA. Instead of being passive service buyers, customers directly involved with the production process. (Fitzsimmons and Fitzsimmons, 1998 : 29)

2.4.4. Perishability

Services can not be stored. Perishability is one of the typical characteristic of services. If a customer cancels an appointment at the last minute, that particular service opportunity is lost and the dentist will have lost valuable revenue.

Palmer determined;

> *"Services differ from goods in that they can not be stored. A producer of cars which is unable to sell all its output in the current period can carry forward stocks to sell in a subsequent one. The only significant costs are storage, financing and the possibility of loss through obsolescence. In contrast, the producer of a service which can not sell all its output produced in the current period has no chance to carry it forward to sale in a subsequent one. An airline which offers seats on a 9.00 a.m. flight from London to Paris can not sell any empty seats once the aircraft has left. The service offer disappears and spare seats can not be stored to meet a surge in demand which may occur at, say, 10.00 a.m."* (Palmer, 1994 : 6)

It would be nice if a bad haircut could be returned or resold to another customer. Perishability makes this an unlikely possibility for most services. (Zeithaml, Bitner, 2003 : 22)

The perishability of services describes the real time nature of the product. Services can not be stored unlike goods and the absence of ability to build and

maintain stocks of the product means that fluctuations in demand can not be accommodated in the same way as goods. (Gabbott, Hogg, 1994 : 313)

Service demand should be well planned because of this perishability characteristic. To balance out where demand is high or low, the most common strategy is pricing. For instance, there is tennis court in a sport center. This tenniscourt is always very busy at the evenings in a day. There can be some discounts in the morning to create interest of customers for playing in the morning. (Schmenner 1995 : 8)

2.4.5. Ownership

Wyckham et al. (1975) and Kotler (1982) have identified the concept of ownership as a distinguishing feature of services.

With the sale of a good the purchaser generally obtains ownership of it. By contrast in the case of a service the purchaser only has temporary access or use of it: what is owned is the benefit of the service, not the service itself. For instance in terms of a holiday the consumer has the benefit of flight, hotel and beach but does not own them. (Gabbott, Hogg, 1994 : 314)

The inability to own a service is related to its intangibility and perishability. In purchasing goods, buyers generally acquire title to the goods in question and can subsequently do as they want with them. On the other hand, when a service is performed, no ownership is transferred from the seller to buyer. The buyer is merely buying the right to a service process such as the use of a car park. (Palmer, 1994 : 7)

2.5. CLASSIFICATION OF SERVICES

Classifications is vital for understanding a subject clearly. Grouping and defining the similarities and differences always helpful to study on one topic. Especially topics with respect to marketing.

There are various classification of services, which have been proposed by different authors. For example according to Grönroos services are classified into two different groups. (1) labour-intensive / technology-intensive services (2) continuous-supplied / discrete-supplied services (Grönroos, 2000 : 49)

It would be difficult for the managers to take decisions since service industry has wide range of implementations from fast food restaurants to investment consultancy. By classification, similar characteristics ease to work of the managers to carry a resolution.

2.5.1. Marketable versus Unmarketable Services

All of the services are not marketable. For example city municipalities has duties to make the citizenships feel comfortable such as putting benchs at parks, to set traffic signs. These services where the social and economic environment of the time considers it desirable that benefits should be distibuted by non-market based mechanisms.

Many public services are said to result in no rivalry in consumption in that one person's enjoyment of a service does not prevent another enjoying the same service. For instance one person using a footpath does not generally prevent another from using the same footpath. (Palmer, 1994 : 9)

2.5.2. Classification Based on Nature of the Service Act

Shostack used the level of tangibility as a way of classifying services on a goods-services spectrum.(Shostack, 1977 : 53) From the consumer perspective, the more tangible a product (goods), the easier it is to evaluate (in terms of quality). Mucuk stated there are three groups of services as (1) services based on equipment, (2) services based on people and (3) services related with goods. The most intangible services are based on people. (Mucuk, 2001 : 286)

Two questions are important to classify services as shown in the figure 1. (1)Who or What is the Direct Recipient of the Service and (2) What is the nature of the service act. According to Lovelock this categorization helps answer the following questions and so useful to service marketers. (Lovelock, 1983 :13)

"1.Does the customer need to be physically present:

(a) throughout service delivery

(b) only to initiate or terminate the service transaction (egg. dropping off a car for repair and picking it up again afterwards)

(c) not at all (the relationship with the service supplier can be at arm's length through the mails, telephone or other electronic media)

2. Does the customer need to be mentally present during service delivery? Can mental presence be maintained across physical distances through mail or electronic communications

3. In what ways is the target of the service act 'modified' by receipt of the service? And how does the customer benefit from these 'modifications'?"

2.5.3. Classification Based on Customer-Employee Presence During the Service

Bitner classified services organisations as (1)self-service means only customer is enough to gain the service suh as taking out money from ATM, (2) interpersonal services means both customer and employee is involved with the services such as education at school, (3) remote service means only employee is needed to provide a service such as insurance companies. (Bitner, 1992 : 60)

Some services can only be provided with the complete involvement of customers for example personalcare services, whereas others require them to do little more than initiate the service process. For instance hairdresser and the customer talk during the production of the service so a hairdresser answers a continuous series of questions about the emerging length and style of customer hair, whereas customers

listening to music on a radio do not need to be involved for the service to be delivered. (Palmer, 1994 : 12)

2.5.4. Classification Based on the Type of Relationship Between Customer and Service Organization

In the service sector both household and institutional purchasers may enter into ongoing relationships with service suppliers and may receive service on a continuing basis. This offers a way of categorizing services. (Lovelock, 1983 : 14) Between the service organization and the customer; the relationship can be membership relationship as in banking, gymnasium membership or the relationship can be informal. Service may be delivered on a continuous basis such as police protection or insurance or each transaction recorded and charged separetely. Figure 3 shows the matrix resulting from this categorization.

Figure 7: Relationships with Customers

	Type of Relationship between the Service Organization and Its Customers	
Nature of Service Delivery	Membership Relationship	No Formal Relationship
Continuous Delivery of Service	- insurance - telephone subscription - college enrollment - banking	- radio station - police protection - lighthouse - public highway
Discrete Transactions	long distance phone calls	- car rental - mail service
Discrete Transactions	- theater series subscription - commuter ticket or transit pass	- toll highway - pay phone - movie - theater - public transportation - restaurant

Source: Christopher H. Lovelock, Journal of Marketing, 1983, p.14

Membership relationship has so many advantages for service organizations. Knowing private data about customers, makes easier to communicate with the customers through direct-marketing and provide services according to their private needs. On the contrary, when there is no formal relationships it is difficult to have private information about the customers. (McDonald, Payne, 1996 : 12)

A long-term relationship with a supplier can be important to customers in a number of situations: where the production/consumption process takes place over a long period of time (a programme of medical treatment); where the benefits will be received only after a long period of time (many financial services); and where the purchaser faces a high level of perceived risk. Supply through an on-going relationship rather than by discrete transactions can also reduce the transaction costs of having search and order a service afresh on each occasion (an annual maintenance contract on domestic equipment avoids the need to find an engineer on each occasion that a failure occurs). (Palmer, 1994 : 14) Beyond doubt, long-term relationship between service organizations and customers as membership, has so many benefits for both sides.

2.5.5. Classification Based on the Pattern of Service Delivery

Figure 8: Method of Service Delivery

Nature of Interaction Between Customer and Service Organization	Availability of Service Outlets	
	Single Site	Multiple Site
Customer goes to service organization	Theater Barbershop	Bus service Fast-food chain
Service organization comes to customer	Lawncare service Taxi	Mail delivery Auto club road service
Customer and service organization transact at arm's length (mail or electronic communications)	Creditcard company Local TV station	Broadcast network Telephone company

Source: Christopher Lovelock, Services Marketing, New Jersey : Prentice-Hall, 1996, p.34

The other classification method is related with the distribution of services. The delivery method of services and the number of distribution sites. Service organization should consider so many issues to decide distribution system such as personnel, equipments and the physical possibilities. The structure of services are different.

If the customers want to watch a film, they should go to cinema. In this situation the customer should go to service organization. The service organization can not always comes to customer. For instance, tourists who want to visit historical places of Turkey, should come to Turkey. Or the students who want to study abroad, should go to that country. (Aslan, 1998 : 52)

Some services can only be provided when the service organization comes to the customer. This case is generally necesssary when the service target is related to real property such as painting the house.

Sometimes it is not needed for both sides to go another. This is possible when the service can be provided through electronic communications. Dealing with a service organization at arm's length may mean that a customer never sees the service facilities and never meets the service personnel face to face. (Lovelock, 1996 : 35)

The number of distribution sites is the other dimension of this method. If there is only one point to purchase the service, it can be hard for the customers to reach that point. The advantage of the stores being frequent is the customers can access the service easier.

2.5.6. Classification Based on the Nature of Demand and Supply for the Service

This classification method of services is highly critical for the service businesses profitability. This method is related to theperishability characteristic of services. As discussed before services can not be stored.

Manufacturing firms can inventory supplies of their finished products as a hedge against fluctuations in demand. This enables them to enjoy the economies derived from operating plants at a steady level of production. Service businesses, by contrast, can't normally stockpile their output, because the time-bound nature of service delivery makes it impossible to inventory the finished service. (Lovelock, 1996 : 36)

Services can be classified according to the temporal pattern of demand that they face. Very few services have a constant pattern of demandthrough time- many show considerable variation,which could be daily (city-centre sandwich bars at lunch time), weekly (the Friday evening peak in demand for railway travel), seasonal (hotels, stores at new years), cyclical (mortgages) or an unpredictable pattern of demand (emergency building repair services which may peak in demand after a heavy storm). (Palmer, 1994 : 15)

2.6. CUSTOMER SATISFACTION CONCEPT

Customers have some expectations and demands about a good or a service before their purchase. These demands and expectations are compared with the good's or service's quality and as a result this, the satisfaction is effected either in positive or negative way. Up to this chapter, it is mentioned that answering customers demands and satisfy them can only be achieved by analyzing the target market.

The biggest deterministic indicator that shows customer satisfaction or dissatisfaction is comparing the real perceived service with the reception of it by the customer. This kind of comparison is based on the "expectations not approved model". "Not approved" shows that the service didn't meet the expectations or the expectations which is too high. According to the model, customers compare the service they received and the service that they expected. After the comparison, if the service received is equal to expectations then the service is "Adequate".

Figure 9:Customer Satisfaction Index
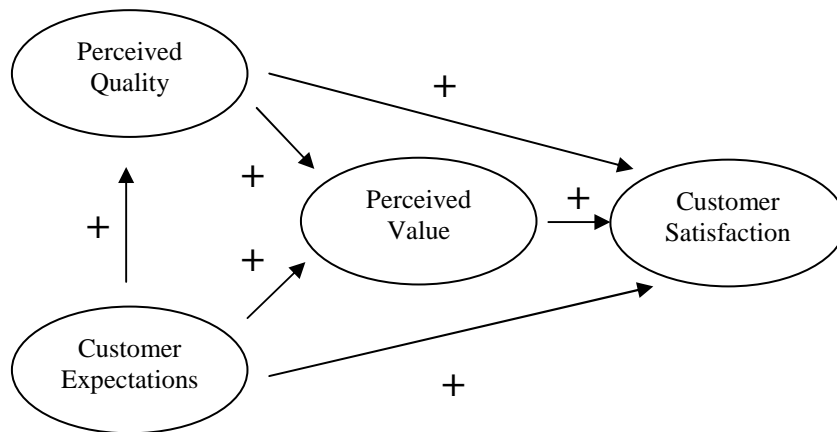
Source: Fornell et al., 1998, p.8

2.6.1. Customer Expectations and the Predicted Service

Customers' expectations have an important role for determining the quality of the service. Customer compare the services that they received with the one they expected. Customer behaviours should be very well analyzed to meet the expectations and achieving customer satisfaction. Customers' expectations are effected by past experiences. If a customer has a bad experience about a product or service, then their expectation will be lower. A good past experience will naturally increases the expectations. Customer expectations are also effected with Wom, commercials and personal restrictions customer expectations have a really big role on satisfaction (Rust et al., 1966 : 232)

Customers try to get trustworthy sources of information about a service brand and a company. These information sources include family members, friends, press and brochures. The decision period of the customer before purchase speeds up and the perceived risk is decreased depending on the amount of information they received. Because they can predict the service product.

Customers have different expectations about a specific service. One of these expectations is called the "expected service" that can be identified as the "desired"

service. Along with it customers well know that it is not always possible to meet all their desires. At these situations they have a lower satisfaction with in the adequate service levels. This lower satisfactions includes "suitable" and "enough" service. As a result of services being heterogeneous, customers aware of the change in service performance and have a specific amount of tolerance. Expectations are influenced by the customer past experiences, pricing, customer communications, advertisement of the companies, customers personality.

One of the most effective factors on the service demand is the personal needs. Some customers have higher desires and higher level of expectations. Enduring service intensifiers are the case relating with the customers high expectations.

Adequate service factors can be summarized in five groups. First one is temporary and generally for short term personal enduring service intensifiers. The level of service expectations increases depending on the personal emergency conditions and urgent service needs. The options of services that can be chosen by the customers are another important factor. The third important factor is the role of the customer over the service distribution, called self perceived service role. The factors that affect the customer satisfaction other then the service personals services are another factor.

Figure 10: Nature and Determinants of Service
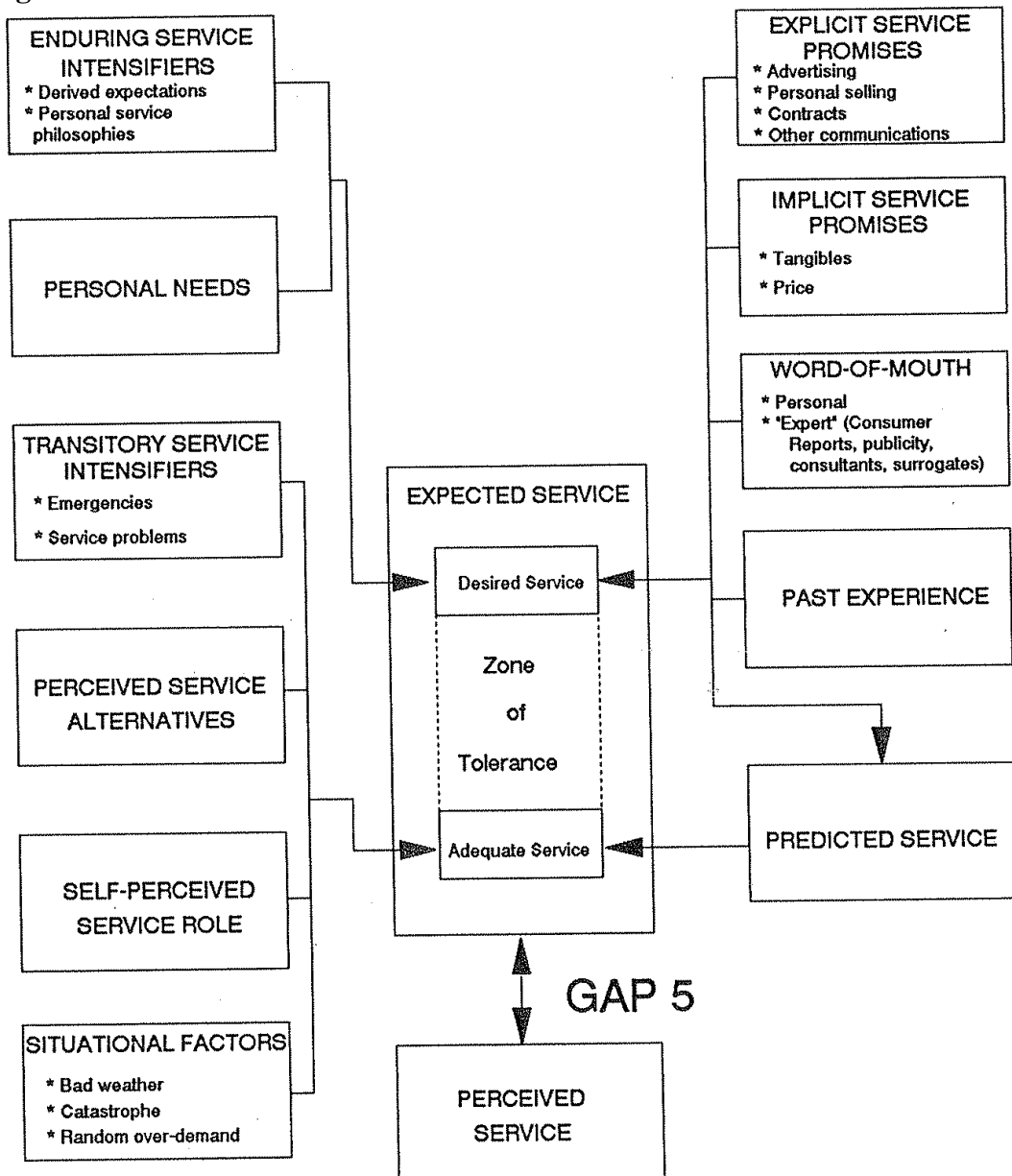
Source : Zeithaml, Berry,Parasuraman; The Nature and Determinants of Customer Expectations of Service, Journal of the Academy of marketing Science 1993 winter, Vol.21 N.1 p.5

Customers acquire information from multiple resources in service purchasing step. There are both internal and external factors that effect the service expectations. These are made up of mouth to mouth communication, direct service promises, indirect service promises and customer's past experiences. Direct service promises include commercials, personal sales and other communication methods. These service promises are effective on both demand service and implicit service promises and generally forms the customer expectations.

Customers' level of expectation can be affected by the cultural values. Also cultural differences are effective on customer communication. Some cultures prefer high level of communication while the other prefers less. International service companies should vary and adopt their services according to these cultural differences. All in all the research model of this study has been adapted from this Zeithaml et al. Nature of Service and Determinants model.

THIRD CHAPTER
THE IMPORTANCE OF PROMOTIONAL STRATEGIES ON PREDICTED SERVICE QUALITY : A FIELD STUDY

3.1. OBJECTIVE OF THE STUDY

When the developed countries' economies are examined, it is seen that, big part of their income is based on service industry. In addition to that, because of the globalization and technology development; number of service companies are increased in the markets. In order to compete and take a place in this market, promotional strategies became very important for these companies. As a result, service firms allocate huge of amount of money from their budgets to promotional activities. The aim of the service companies by promotional strategies is to attract consumers attention to their service product brand. Besides, since service products are intangible and diffucult to maintain an opinion about their quality, it is important to have a good image on consumers' mind. The customers' predicted service quality should be positive to direct their buying preference to a service product.

Therefore, this study has been conducted in order to examine, how the promotional marketing elements such as advertising, public relations, personal selling and sales promotions effect the customers predicted service quality of products and whether there are differences in promotion mix elements effects between different service industries – hotel, airline and banking- .

3.2. RESEARCH METHODOLOGY

This section encompasses the research design, Identification of target population, sampling plan and setting, data collection procedures and methods of data analysis of the study.

3.2.1. Research model

This is a descriptive study in nature since the study is intended to produce clear, well-founded answers to what extent the consumers are effected by promotional activities while predicting service product quality. Sekaran stated that through description the relationship between variables and characteristics of the variables can be understood. (Sekaran, 2003 : 121) Research questions about promotional activities, WOM and predicted service quality will be answered furthermore descriptive statistics are provided, regarding whether there is differences between the results according to demographic characteristics such as age, gender, education and economic situation.

3.2.2. Sampling

The population of the study, where the subject is the importance of promotional strategies on WOM and predicted service quality in hotel, airline and bank service industries, is all the customers who use these service products in Turkey. It is not possible to reach all the customers of these industries by individual resources, considering the required financial budget, duration of the study and the required many personnel for this study. Because of these limitations, representative sample is aimed to be selected.

Neuman stated that when the researcher is rarely determine the sample size in advance or have limited knowledge about the larger group or population from which the sample is taken, the researcher tend to use non-probabilistic sampling. (Neuman, 2006 : 220) In that context, in this study non-probabilistic snowball sampling technique and non-probabilistic quota sampling were used together to select the sample. As snowball sampling the questionnaire has been sent out to different Turkish people and ask respondents to refer people from their network. Since the disadvantage of snowball sampling is the probability to get results from people who has similar demographic and psychographic characteristics; to eliminate this disadvantage, at first quota sampling was used. The demographic characteristics – age, economic condition, gender, education level- of people were identified and considering these, at first the questionnaire has allocated to different groups of

demographic characteristics and asked the respondents to refer people from their network.

3.2.3.Questionnaire Design

This is a preplanned and structured descriptive study and surveys are frequently used in descriptive research. (Malhotra, 2007 : 81) Hence three different questionnaires were used, each for different industries as hotel, airline and banking. The hotel industry questionnaire is consisted of 26 questions and the airline and banking industries' questionnaires are consisted of 21 questions related with the aspects of services marketing mix components effects on WOM and predicted service quality. Besides the demographic variables; age, gender, economic situation and education level were asked in all the questionaires. The questions were in two forms. Multiple choice questions and Likert type questions. The Likert scale used is; "1= strongly disagree, 2=disagree, 3= neither agree nor disagree, 4= agree, 5= strongly agree" (Malhotra, 2007 : 274) It was aimed not to direct respondents and avoid asking sensitive questions. Sensitive questions such as economic condition were at the end of the questionnaire.

The questionnaires' questions were not too long and designed by the help of [1]google documents service, which provides the respondents to cross their choices easily by this it is aimed to motivate them to participate in this study.

As the sample forms of questionnaires can be seen from appendix 1, 2 and 3 there were questions which are intended to measure the effect of marketing mix of services on predicted service quality of bank, hotel and airline industry products. Besides there were questions to measure whether the promotional components effect the word-of-mouth.

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[1] "Google Docs is a free, Web-based word processor, spreadsheet, presentation, form, and data storage service offered by Google. It allows users to create and edit documents online while collaborating in real-time with other users." (http://en.wikipedia.org/wiki/Google_Docs)

3.2.4.Data Collecting

Regarding the limited time and probability to not to get enough turnover, the questionnaire has been sent out through two different channels, via facebook and mail lists and also hand out to the people who uses these three service products and asked the respondents to refer people who can use these service products by sending out the questionnaires to their network. The questionnaires were send via email and handout. The first question of each was a barrier question to know whether the respondent has ever used the focused service product or not. The questionnaires were eliminated that the respondents who has never used –hotel, bank and airline- the service product once.

A pilot study using 33 people, who had used these services once was conducted to ensure the reliability of the scales. The understandability of the questions were tested and modifications were made based on feedback from the pilot test.

In the main study a total of 461 questionnaires were obtained over three weeks period in May 2010. The questionnaires that were turned over after this period are not included to the study. 117 questionnaires were eliminated due to the barrier question or incomplete questionnaires. After the elimination, a total of 351 questionnaires (102 airline industry, 135 hotel industry and 115 bank industry questionnaires) were used in this study.

3.2.5. The Proposed Model

Our proposed model indicates that all 7P's of services marketing and wom effects predicted service quality. Promotional mix tools must have great impact on predicted services and there is relationship between promotional mix tools and Wom.

Figure 11: The proposed model adapted from Zeithmal et al.'s nature and determinants of customer expectations of service model.
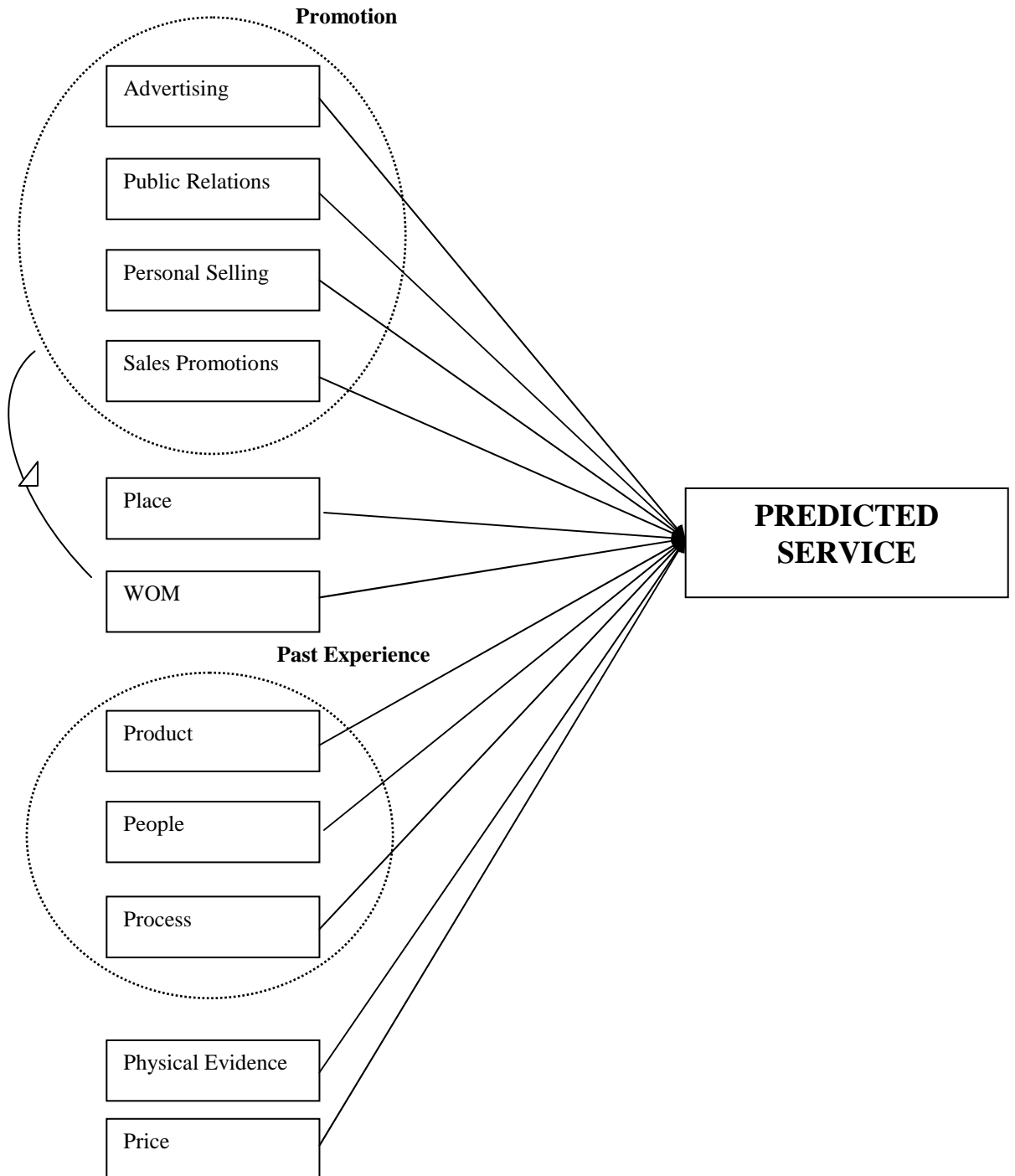
3.2.6. Limitations of the Study

This study is conducted via email and hand out questionnaires by using non-probabilistic quota and snowball sampling because of the limited individual resources as money and time. Since snowball sampling is based on network references of respondents, some similar characteristics such as demographic and psychographic characteristics may be occurred in the sample size. To eliminate this disadvantage at first quota sampling was used to allocate survey forms to respondents from every demographic groups. But it is not easy to control all of the variables, there can be still similarities in the sampling group. Besides the bigger part of replied questionnaires (282 questionnaires) were obtained through internet. McDaniel and Gates stated that the most common disadvantage of online surveys has been that internet users are not representative of the population whole. (McDaniel, Gates; 2007 : 158)

3.3 ANALYZING THE DATA

To analyze the data SPSS 17 version of Data Analysis with Comprehensive Statistics Software was used. Before using the data, the reverse questions which has negative statements such as "The banks/ the hotels/ the airline companies which provides qualified services does not advertise via email" are recoded. The new coding of the negative statements was 5 to 1, 4 to 2, 2 to 4 and 1 to 5.

3.3.1. Reliability Test

Cronbach coefficient alpha was used to test the reliability of the study. If the score of the reliability should be higher than 0.7; according to Nunnally's (1978) suggestion.

The reliability tests were used to configure the reliability of each industry's data, and the following results has been obtained.

Table 6: Reliability Coefficients for Bank Industry

Reliability Coefficients for Bank Industry	
N of Cases = 115,0	N of Items = 20
Alpha = ,7012	

Table 7 Reliability Coefficients for Airline Industry

Reliability Coefficients for Airline Industry	
N of Cases = 102,0	N of Items = 20
Alpha = ,7048	

Table 8: Reliability Coefficients for Hotel Industry

Reliability Coefficients for Hotel Industry	
N of Cases = 134,0	N of Items = 24
Alpha = ,7625	

Since alpha values for each group is greater than 0,7 according to Nunnally, (1978) the data are reliable. Bank industry results are 70,12% , airline industry results are 70,48% and hotel industry results are 76,25% reliable.

3.3.2. Demographic Characteristics Distribution of Three Different Service Groups

The second step of the research was to combine the data results of each industry into one SPSS file to configure if the demographic characteristics of questionnaires are conjugated or not. It was needed to get conjugated demographic results; to compare, whether there is differences between the effects of promotional strategies in different service industries. Demographic variables are nominal so chi-square testing is appropriate. The distribution of chi-square statistic was used to figure the demographic conjugation. 0.05 significance level is used. (Aron et al.; 2002 : 238) If $p > 0.05$ then H0 hypothesis is accepted.

Table 9: The Case Processing Summary of chi-square test

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Service group * Age group	346	98,6%	5	1,4%	351	100,0%
Service group * Education Level	349	99,4%	2	,6%	351	100,0%
Service group * Economic Situation	347	98,9%	4	1,1%	351	100,0%
Service group * Gender	340	96,9%	11	3,1%	351	100,0%

There are 5 in age, 2 in education level, 4 in economic situation and 11 in gender missing variables from the total sample of 351.

3.3.2.1 Age

1.   H0: There is no difference between the respondents' age distribution in three different industries

        H1: There is difference between the respondents' age distribution in three different industries

Table 10: Service group * Age group Crosstab and Chi-square tests

		Agegrup				Total
		19 - 29	30 - 39	40 - 49	50 <=	
Servis group	Hotel	64	22	19	26	131
	Airline	54	21	6	19	100
	Bank	61	19	15	20	115
Total		179	62	40	65	346

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,170(a)	6	,522
Likelihood Ratio	5,645	6	,464
Linear-by-Linear Association	,529	1	,467
N of Valid Cases	346		
a 0 cells (,0%) have expected count less than 5. The minimum expected count is 11,56.			

Since Pearson Chi-Square value 0,522>0.05, H0 is accepted which means there is no significant difference between the respondents ages of three different questionnaires.

3.3.2.2. Education Level

2. H0: There is no difference between the respondents' education levels distribution in three different industries

H1: There is difference between the respondents' education levels distribution in three different industries

Table 11: Service group * Education Level Crosstab and Chi-square tests

		Education Level				Total
		Elementary	Highschool	Undergraduate	Graduate/ Postdoc	
Servis group	**Hotel**		23	75	35	133
	Airline	1	7	66	27	101
	Bank	1	18	59	37	115
Total		2	48	200	99	349

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,938(a)	6	,177
Likelihood Ratio	10,243	6	,115
Linear-by-Linear Association	,522	1	,470
N of Valid Cases	349		
a 3 cells (25,0%) have expected count less than 5. The minimum expected count is ,58.			

Since Pearson Chi-Square value 0,177>0.05, H0 is accepted which means there is no significant difference between the respondents education levels of three different questionnaires.

3.3.2.3. Economic Situation

3. H0: There is no difference between the respondents' income levels distiribution in three different industries

H1: There is difference between the respondents' income levels distribution in three different industries

Table 12: Service group * Economic Situation Crosstab and Chi-square tests

		Economic Situation				Total
		High	Middle-High	Middle	Middle-Low	
Servis group	Hotel	4	60	66	2	132
	Airline	3	46	49	2	100
	Bank	4	47	62	2	115
Total		11	153	177	6	347

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,834(a)	6	,991
Likelihood Ratio	,835	6	,991
Linear-by-Linear Association	,260	1	,610
N of Valid Cases	347		
a 6 cells (50,0%) have expected count less than 5. The minimum expected count is 1,73.			

Since Pearson Chi-Square value 0,991>0.05, H0 is accepted which means there is no significant difference between the respondents economic situations of three different questionnaires.

3.3.2.4. Gender

4. H0: There is no difference between the respondents' gender distribution in three different industries

H1: There is difference between the respondents' gender distribution in three different   industries

Table 13: Service group * Gender Crosstab and Chi-square tests

		Gender		Total
		Female	Male	
Servis group	Hotel	82	48	130
	Airline	58	41	99
	Bank	58	53	111
Total		198	142	340

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,892(a)	2	,236
Likelihood Ratio	2,890	2	,236
Linear-by-Linear Association	2,859	1	,091
N of Valid Cases	340		

Since Pearson Chi-Square value 0,236>0.05, H0 is accepted. The distribution of female and male respondents are similar in three different questionnaires.

Through statistical analysis it is understood that the demographic variables are similar within each service groups. Hence the results of the surveys can be comparable.

3.3.3. Industrial Differences over Variables

There were 20 questions in the airline and bank industry and 24 questions in the hotel industry regarding the marketing mix of services and wom effects on predicted service. By using SPSS compute option the questions which are intented to measure same variables combined together. For example the questions which were asked to measure place, combined together and named the variable as placei or which were asked to measure wom effects on predicted service quality combined together and named the variable as womi.

Because the subject of this study is the importance of promotional strategies in service industries promotion mix elements were questioned in detailed. For example the first 4 questions of the questionnaire were asked to measure advertising effects on predicted service quality so they combined together and named as adsi and same implementation was done for public relations, personal selling and sales promotions. Besides, all the elements of promotional mix combined together as promotio. The other research question was whether promotional strategies has effects on wom or not. In that context the questions which were asked to measure the relationship also combined together as prowomi.

The Variables are ;

ADSI: advertisement effects on predicted service quality

PRICEI : price effects on predicted service quality

PRI : public relations effects on predicted service quality

PERSELI : personal selling effects on predicted service quality

PLACEI : distribution channels effects on predicted service quality

SALPROI : sales promotions effects on predicted service quality

PHYEVII : physical evidence effects on predicted service quality

PRWOMI : public relations effects on word-of-mouth

PASTEXPI : past experiences effects on predicted service quality

ADSWOMI : advertisement effects on word-of-mouth

SALPROWI : sales promotions effects on word-of-mouth

PERSELWI : personal selling effects on word-of-mouth

WOMI : word-of-mouth effects on predicted services quality

PROMOTIO : Mean of ADSI, PRICEI, PRI, PERSELI

PROWOMI : Mean of SALPROI, PERSELWI, ADSWOMI, PRWOMI

The age grouping and economic condition grouping were made as the following steps of the analyse. By using SPSS recode option, the ages grouped into 4; 19 to29, 30-39, 40-49 , >50 and economic conditions grouped into 2 ; over middle-high income group and middle and less than middle income group.

After all these recoding and combining process, ANOVA analysis was used to anticipate whether there is differences between the variables effects on predicted service quality and wom. The null hypothesis refers that there is not differences between the effects of variables in three service industries. If $p>0.05$ then H0 hypothesis is accepted. If p value is less than significance level than the hypothesis is rejected and adverse of the hypothesis(H5a) is accepted.

5. H0 : There is not differences between the effects of variables in bank, hotel and airline service industries

H1 : There is differences between the effects of variables in bank, hotel and airline service industries.

Table 14: Anova Test Between the Service Industry Types and Variables

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
ADSI	**Between Groups**	6,870	2	3,435	7,771	,000
	Within Groups	153,823	348	,442		
	Total	160,693	350			
PRICEI	**Between Groups**	6,953	2	3,477	2,788	,063
	Within Groups	427,671	343	1,247		
	Total	434,624	345			
PRI	**Between Groups**	1,784	2	,892	1,414	,245
	Within Groups	219,613	348	,631		
	Total	221,397	350			
PERSELI	**Between Groups**	50,325	2	25,163	19,612	,000
	Within Groups	441,364	344	1,283		
	Total	491,689	346			
PLACEI	**Between Groups**	5,639	2	2,819	4,015	,019
	Within Groups	243,650	347	,702		
	Total	249,289	349			
SALPROI	**Between Groups**	25,554	2	12,777	21,126	,000
	Within Groups	209,262	346	,605		
	Total	234,817	348			
PHYEVII	**Between Groups**	15,863	2	7,932	14,634	,000
	Within Groups	188,068	347	,542		
	Total	203,931	349			
PRWOMI	**Between Groups**	4,822	2	2,411	3,222	,041

	Within Groups	260,408	348	,748		
	Total	265,231	350			
PASTEXPI	**Between Groups**	10,472	2	5,236	8,383	,000
	Within Groups	212,990	341	,625		
	Total	223,462	343			
ADSWOMI	**Between Groups**	19,011	2	9,505	7,102	,001
	Within Groups	460,436	344	1,338		
	Total	479,447	346			
SALPROWI	**Between Groups**	18,347	2	9,173	8,741	,000
	Within Groups	363,098	346	1,049		
	Total	381,444	348			
PERSELWI	**Between Groups**	,110	2	,055	,090	,914
	Within Groups	213,553	348	,614		
	Total	213,664	350			
WOMI	**Between Groups**	4,804	2	2,402	3,271	,039
	Within Groups	254,765	347	,734		
	Total	259,569	349			

It can be seen from the table that , except the perselwi, pri and pricei variables, p<0,05 then H0 hypothesis is rejected which means there is differences between the effects of adsi, perseli, placei, salproi, phyevii, prwomi, pastexpi, adswomi, salprowi, womi variables on bank, airline and hotel industries.

Once the differences exist among the means that are determined, post hoc range tests and pairwise multiple comparisons can determine which means differ. In that context, post hoc tests were performed in order to examine to what extent these variables differed in different service industries.

Table 15: Post Hoc Tests of Variables

Multiple							Comparisons
Hochberg							

Dependent Variable	(I) Service group	(J) Service group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
ADSI	Hotel	Airline	,1609	,08736	,186	-,0487	,3704
		Bank	,3331(*)	,08451	,000	,1303	,5358
	Airline	Hotel	-,1609	,08736	,186	-,3704	,0487
		Bank	,1722	,09043	,163	-,0447	,3891
	Bank	Hotel	-,3331(*)	,08451	,000	-,5358	-,1303
		Airline	-,1722	,09043	,163	-,3891	,0447
PERSELI	Hotel	Airline	,0963	,14958	,889	-,2625	,4552
		Bank	-,7644(*)	,14508	,000	-1,1124	-,4163
	Airline	Hotel	-,0963	,14958	,889	-,4552	,2625
		Bank	-,8607(*)	,15438	,000	-1,2310	-,4903
	Bank	Hotel	,7644(*)	,14508	,000	,4163	1,1124
		Airline	,8607(*)	,15438	,000	,4903	1,2310
PLACEI	Hotel	Airline	,1225	,11011	,605	-,1417	,3866
		Bank	,3020(*)	,10677	,015	,0459	,5582
	Airline	Hotel	-,1225	,11011	,605	-,3866	,1417
		Bank	,1796	,11421	,311	-,0944	,4535

	Bank	**Hotel**	-,3020(*)	,10677	,015	-,5582	-,0459
		Airline	-,1796	,11421	,311	-,4535	,0944
SALPROI	**Hotel**	Airline	,1771	,10219	,231	-,0681	,4222
		Bank	-,4808(*)	,09933	,000	-,7191	-,2426
	Airline	Hotel	-,1771	,10219	,231	-,4222	,0681
		Bank	-,6579(*)	,10622	,000	-,9127	-,4031
	Bank	**Hotel**	,4808(*)	,09933	,000	,2426	,7191
		Airline	,6579(*)	,10622	,000	,4031	,9127
PHYEVII	**Hotel**	**Airline**	,3479(*)	,09674	,001	,1158	,5799
		Bank	,4898(*)	,09380	,000	,2647	,7148
	Airline	**Hotel**	-,3479(*)	,09674	,001	-,5799	-,1158
		Bank	,1419	,10034	,403	-,0988	,3826
	Bank	**Hotel**	-,4898(*)	,09380	,000	-,7148	-,2647
		Airline	-,1419	,10034	,403	-,3826	,0988
PRWOMI	Hotel	Airline	,0215	,11367	,997	-,2512	,2942
		Bank	,2583	,10996	,057	-,0054	,5221
	Airline	Hotel	-,0215	,11367	,997	-,2942	,2512
		Bank	,2368	,11766	,129	-,0454	,5191
	Bank	Hotel	-,2583	,10996	,057	-,5221	,0054
		Airline	-,2368	,11766	,129	-,5191	,0454
PASTEXPI	**Hotel**	**Airline**	,2900(*)	,10512	,018	,0378	,5422
		Bank	,4000(*)	,10141	,000	,1567	,6433
	Airline	**Hotel**	-,2900(*)	,10512	,018	-,5422	-,0378
		Bank	,1100	,10828	,671	-,1498	,3698
	Bank	**Hotel**	-,4000(*)	,10141	,000	-,6433	-,1567

		Airline	-,1100	,10828	,671	-,3698	,1498
ADSWOMI	Hotel	Airline	,4484(*)	,15227	,010	,0831	,8137
		Bank	,5070(*)	,14837	,002	,1511	,8630
	Airline	Hotel	-,4484(*)	,15227	,010	-,8137	-,0831
		Bank	,0586	,15834	,976	-,3212	,4385
	Bank	Hotel	-,5070(*)	,14837	,002	-,8630	-,1511
		Airline	-,0586	,15834	,976	-,4385	,3212
SALPROWI	Hotel	Airline	-,1993	,13499	,365	-,5232	,1245
		Bank	,3717(*)	,13053	,014	,0586	,6848
	Airline	Hotel	,1993	,13499	,365	-,1245	,5232
		Bank	,5710(*)	,13998	,000	,2352	,9069
	Bank	Hotel	-,3717(*)	,13053	,014	-,6848	-,0586
		Airline	-,5710(*)	,13998	,000	-,9069	-,2352
WOMI	Hotel	Airline	-,1765	,11291	,315	-,4474	,0943
		Bank	,1215	,10892	,603	-,1397	,3828
	Airline	Hotel	,1765	,11291	,315	-,0943	,4474
		Bank	,2981(*)	,11685	,033	,0178	,5784
	Bank	Hotel	-,1215	,10892	,603	-,3828	,1397
		Airline	-,2981(*)	,11685	,033	-,5784	-,0178
* The mean difference is significant at the .05 level.							

The significant differences are highlighted at the table therefore it is needed to analyse every variables in detail.

Table 16: Post Hoc Tests ADSI

ADSI Hochberg			
	N	**Subset for alpha = .05**	
Service group		**1**	**2**
Bank	115	2,9667	
Airline	102	3,1389	3,1389
Hotel	134		3,2998
Sig.		,142	,187
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 115,552.			

Table 17 shows the means of customer responses regarding the effect of advertising on predicted service quality. The mean of bank industry is below 3.0 and the mean of hotel and airline industries above 3.0 (which refers the customer neither agree nor disagree with the statement).

Table 17: Post Hoc Tests PERSELI

PERSELI Hochberg			
	N	**Subset for alpha = .05**	
Service group		**1**	**2**
Airline	102	3,3235	
Hotel	131	3,4198	
Bank	114		4,1842
Sig.		,889	1,000
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 114,463.			

Table 17 shows the means of customer responses regarding the effect of personal selling on predicted service quality. All the means of bank, hotel and airline industries above 3.0 which refers the customer neither agree nor disagree with the statement. The effects are least in airline industry and the most influenced industry between these three is bank industry.

Table 18: Post Hoc Tests PLACEI

PLACEI Hochberg		Subset for alpha = .05	
Service group	N	1	2
Bank	114	3,5263	
Airline	102	3,7059	3,7059
Hotel	134		3,8284
Sig.		,282	,607
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 115,214.			

Table 18 shows the means of customer responses regarding the effect of distribution channels on predicted service quality. All the means of bank, hotel and airline industries above 3.0 which refers the customer neither agree nor disagree with the statement. The effects are least in bank industry and the most influenced industry between these three is hotel industry.

Table 19: Post Hoc Tests SALPROI

SALPROI Hochberg			
	N	**Subset for alpha = .05**	
Service group		**1**	**2**
Airline	102	2,6961	
Hotel	134	2,8731	
Bank	113		3,3540
Sig.		,234	1,000
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 114,871.			

Table 19 shows the means of customer responses regarding the effect of sales promotions on predicted service quality. The mean of airline and hotel industries are below 3.0 and the mean of bank industry is above 3.0 (which refers the customer neither agree nor disagree with the statement).

Table 20: Post Hoc Tests PHYEVII

PHYEVII			
Hochberg			
		Subset for alpha = .05	
Service group	N	1	2
Bank	114	3,3728	
Airline	102	3,5147	
Hotel	134		3,8626
Sig.		,373	1,000
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 115,214.			

Table 20 shows the means of customer responses regarding the effect of physical evidences on predicted service quality. All the means of bank, hotel and airline industries above 3.0 which refers the customer neither agree nor disagree with the statement. The effects are least in bank industry and the most influenced industry between these three is hotel industry.

Table 21: Post Hoc Tests PASTEXPI

PASTEXPI Hochberg			
		Subset for alpha = .05	
Service group	**N**	**1**	**2**
Bank	114	4,0000	
Airline	100	4,1100	
Hotel	130		4,4000
Sig.		,650	1,000
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 113,361.			

Table 21 shows the means of customer responses regarding the effect of past experiences on predicted service quality. All the means of bank, hotel and airline industries above 3.0 which refers the customer neither agree nor disagree with the statement. The effects are least in bank industry and the most influenced industry between these three is hotel industry.

Table 22: Post Hoc Tests ADSWOMI

Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 114,280.			
		Subset for alpha = .05	
Service group	**N**	**1**	**2**
Bank	112	2,5982	
Airline	102	2,6569	
Hotel	133		3,1053
Sig.		,973	1,000

Table 22 shows the means of customer responses regarding the effect of advertising on word-of-mouth. The mean of bank and airline industries are below 3.0 and the mean of hotel industry is above 3.0 (which refers the customer neither agree nor disagree with the statement).

Table 23: Post Hoc Tests SALPROWI

SALPROWI Hochberg			
	N	**Subset for alpha = .05**	
Service group		**1**	**2**
Bank	114	3,3596	
Hotel	134		3,7313
Airline	101		3,9307
Sig.		1,000	,366
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 114,786.			

Table 23 shows the means of customer responses regarding the effect of sales promotions on word-of-mouth. All the means of bank, hotel and airline industries above 3.0 which refers the customer neither agree nor disagree with the statement. The effects are least in bank industry and the most influenced industry between these three is airline industry.

Table 24: Post Hoc Tests WOMI

WOMI Hochberg			
	N	Subset for alpha = .05	
Service group		1	2
Bank	115	3,7217	
Hotel	134	3,8433	3,8433
Airline	101		4,0198
Sig.		,630	,316
Means for groups in homogeneous subsets are displayed.			
a Uses Harmonic Mean Sample Size = 115,122.			

Table 24 shows the means of customer responses regarding the effect of word-of-mouth on predicted service quality. All the means of bank, hotel and airline industries above 3.0 which refers the customer neither agree nor disagree with the statement. The effects are least in bank industry and the most influenced industry between these three is airline industry.

3.3.4. The Differences Between the Variables over Demographic Characters

To analyze, whether there exists differences between variables according to the the demographic characteristics, One-way Anova statistical test has runned for each demographic variables as; age, gender, economic condition and education level.

Table 25: Anova Test Between Age and the Variables

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
ADSI	Between Groups	1,825	3	,608	1,324	,266
	Within Groups	157,089	342	,459		
	Total	158,914	345			
PRICEI	Between Groups	2,587	3	,862	,689	,559
	Within Groups	421,724	337	1,251		
	Total	424,311	340			
PRI	Between Groups	,855	3	,285	,449	,718
	Within Groups	217,151	342	,635		
	Total	218,007	345			
PERSELI	Between Groups	2,637	3	,879	,616	,605
	Within Groups	482,126	338	1,426		
	Total	484,763	341			
SALPROI	Between Groups	,433	3	,144	,211	,889
	Within Groups	232,729	340	,684		
	Total	233,162	343			
PHYEVII	Between Groups	2,540	3	,847	1,449	,228
	Within Groups	199,284	341	,584		
	Total	201,824	344			
PRWOMI	Between Groups	4,920	3	1,640	2,185	,090
	Within Groups	256,727	342	,751		
	Total	261,647	345			
PASTEXPI	Between Groups	,131	3	,044	,067	,978

	Within Groups	219,161	335	,654		
	Total	219,292	338			
ADSWOMI	**Between Groups**	10,120	3	3,373	2,455	,063
	Within Groups	464,359	338	1,374		
	Total	474,480	341			
SALPROWI	**Between Groups**	2,227	3	,742	,673	,569
	Within Groups	375,307	340	1,104		
	Total	377,535	343			
PERSELWI	**Between Groups**	1,687	3	,562	,918	,432
	Within Groups	209,423	342	,612		
	Total	211,110	345			
WOMI	**Between Groups**	2,770	3	,923	1,230	,299
	Within Groups	255,878	341	,750		
	Total	258,648	344			

Table 25 shows that there is no significant difference between the variables effects on predicted service according to the age groups since the significance values are greater than 0,05

Table 26: Anova Test Between Income Level and the Variables

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
ADSI	Between Groups	,072	1	,072	,156	,694
	Within Groups	159,006	345	,461		
	Total	159,078	346			
PRICEI	Between Groups	5,716	1	5,716	4,620	**,032**
	Within Groups	420,624	340	1,237		
	Total	426,339	341			
PRI	Between Groups	,863	1	,863	1,357	,245
	Within Groups	219,343	345	,636		
	Total	220,206	346			
PERSELI	Between Groups	,284	1	,284	,200	,655
	Within Groups	484,888	341	1,422		
	Total	485,172	342			
PLACEI	Between Groups	2,787	1	2,787	3,909	,049
	Within Groups	245,295	344	,713		
	Total	248,082	345			
SALPROI	Between Groups	,131	1	,131	,192	,661
	Within Groups	233,265	343	,680		
	Total	233,396	344			
PHYEVII	Between Groups	1,550	1	1,550	2,655	,104
	Within Groups	200,861	344	,584		
	Total	202,411	345			

PRWOMI	**Between Groups**	,144	1	,144	,188	,665
	Within Groups	264,399	345	,766		
	Total	264,543	346			
<mark>**PASTEXPI**</mark>	**Between Groups**	5,453	1	5,453	8,593	<mark>,004</mark>
	Within Groups	214,500	338	,635		
	Total	219,953	339			
ADSWOMI	**Between Groups**	,464	1	,464	,332	,565
	Within Groups	476,218	341	1,397		
	Total	476,682	342			
SALPROWI	**Between Groups**	,649	1	,649	,593	,442
	Within Groups	375,681	343	1,095		
	Total	376,330	344			
<mark>**PERSELWI**</mark>	**Between Groups**	3,005	1	3,005	4,947	<mark>,027</mark>
	Within Groups	209,543	345	,607		
	Total	212,548	346			
WOMI	**Between Groups**	1,440	1	1,440	1,930	,166
	Within Groups	256,744	344	,746		
	Total	258,185	345			

Table 26 shows that there is significant difference between the price and past experience effects on predicted service and personal selling effect on word-of-mouth, according to the income levels of the repondents since the significance p<0,05

Table 27: Anova Test Between Gender and the Variables

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
ADSI	**Between Groups**	,517	1	,517	1,115	,292
	Within Groups	156,828	338	,464		
	Total	157,345	339			
PRICEI	**Between Groups**	,885	1	,885	,705	,402
	Within Groups	419,008	334	1,255		
	Total	419,893	335			
PRI	**Between Groups**	,128	1	,128	,204	,652
	Within Groups	212,703	338	,629		
	Total	212,832	339			
PERSELI	**Between Groups**	7,653	1	7,653	5,444	,020
	Within Groups	469,490	334	1,406		
	Total	477,143	335			
PLACEI	**Between Groups**	,002	1	,002	,003	,954
	Within Groups	245,648	337	,729		
	Total	245,650	338			
SALPROI	**Between Groups**	,245	1	,245	,363	,547
	Within Groups	227,148	336	,676		
	Total	227,393	337			
PHYEVII	**Between Groups**	4,986	1	4,986	8,757	,003
	Within Groups	191,873	337	,569		
	Total	196,859	338			

PRWOMI	**Between Groups**	1,025	1	1,025	1,374	,242
	Within Groups	252,019	338	,746		
	Total	253,044	339			
PASTEXPI	**Between Groups**	,068	1	,068	,104	,748
	Within Groups	218,423	332	,658		
	Total	218,491	333			
ADSWOMI	**Between Groups**	4,889	1	4,889	3,533	,061
	Within Groups	463,574	335	1,384		
	Total	468,463	336			
SALPROWI	**Between Groups**	2,453	1	2,453	2,265	,133
	Within Groups	363,929	336	1,083		
	Total	366,382	337			
PERSELWI	**Between Groups**	1,702	1	1,702	2,779	,096
	Within Groups	207,036	338	,613		
	Total	208,738	339			
WOMI	**Between Groups**	,109	1	,109	,147	,702
	Within Groups	249,300	337	,740		
	Total	249,409	338			

Table 27 shows that there is significant difference between the physical evidence and personal selling effects on predicted service according to gender, since the significance value is p<0,05

Table 28: Anova Test Between Education Level and the Variables

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
ADSI	Between Groups	1,378	3	,459	,996	,395
	Within Groups	159,029	345	,461		
	Total	160,407	348			
PRICEI	Between Groups	,565	3	,188	,149	,930
	Within Groups	430,409	340	1,266		
	Total	430,974	343			
PRI	Between Groups	1,184	3	,395	,619	,603
	Within Groups	220,195	345	,638		
	Total	221,380	348			
PERSELI	Between Groups	,659	3	,220	,153	,928
	Within Groups	488,199	341	1,432		
	Total	488,858	344			
PLACEI	Between Groups	2,799	3	,933	1,305	,273
	Within Groups	245,968	344	,715		
	Total	248,767	347			
SALPROI	Between Groups	1,346	3	,449	,662	,576
	Within Groups	232,282	343	,677		
	Total	233,628	346			
PHYEVII	Between Groups	1,333	3	,444	,755	,520
	Within Groups	202,416	344	,588		
	Total	203,749	347			

PRWOMI	**Between Groups**	5,628	3	1,876	2,497	,060
	Within Groups	259,190	345	,751		
	Total	264,818	348			
PASTEXPI	**Between Groups**	4,967	3	1,656	2,594	,052
	Within Groups	215,680	338	,638		
	Total	220,646	341			
ADSWOMI	**Between Groups**	7,422	3	2,474	1,795	,148
	Within Groups	469,952	341	1,378		
	Total	477,374	344			
SALPROWI	**Between Groups**	11,616	3	3,872	3,620	,013
	Within Groups	366,931	343	1,070		
	Total	378,548	346			
PERSELWI	**Between Groups**	4,797	3	1,599	2,644	,049
	Within Groups	208,647	345	,605		
	Total	213,444	348			
WOMI	**Between Groups**	,859	3	,286	,381	,767
	Within Groups	258,667	344	,752		
	Total	259,526	347			

Table 28 shows that there is no significant difference between the variables effects on predicted service according to the education levels, since the significance values are greater than 0,05

In that context; the group statistics of the differed variables were analysed.

Table 29: Income Level Statistics for the differed variables

Group Statistics					
	income level	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
PERSELW	**High and middlehigh income group**	164	4,4268	,77587	,06059
	Middle and belowmiddle income group	183	4,2404	,78243	,05784
PASTEVII	**High and middlehigh income group**	162	4,3210	,72792	,05719
	Middle and belowmiddle income group	178	4,0674	,85434	,06404
PRICEI	**High and middlehigh income group**	163	2,8957	1,21011	,09478
	Middle and belowmiddle income group	179	2,6369	1,01505	,07587

Table 29 first row shows the means of customer responses regarding the effect of personal selling on word-of-mouth and second row shows the effect of past experiences on predicted service quality. Both for two variables means for high and middlehigh group and middle and below middle income groups, above 4.0 which refers the customers agree with the statement.

Third row indicates price effects on predicted service quality Besides the means for high and middlehigh group and middle and below middle income groups below 3.0 which refers the customer neither agree nor disagree with the statement.

Table 30: Gender Statistics for the differed variables

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
PERSELI	**Female**	196	3,5153	1,20033	,08574
	Male	140	3,8214	1,16463	,09843
PHYEVII	**Female**	198	3,5063	,76753	,05455
	Male	141	3,7524	,73591	,06197

Table 30 first row shows the means of customer responses regarding the effect of personal selling on predicted service quality and second row shows the effect of physical evidences on predicted service quality. Both for two variables means for female and male groups, above 3.0 which refers the customer neither agree nor disagree with the statement.

3.3.5 Correlation Analysis Between Promotional Activities and Word-of Mouth

One of the hypothesis of the study is

H1 : There must be correlation between promotional activities and WOM

H0 : There is no correlation between promotional activities and WOM

In that context; SPSS correlation calculation option is used. 2tailed test was used to configure if there is relationship between the variables or not and according to Pearson correlation the relationship percentages are obtained.

Table 31: Correlation Between the Promotional activities and WOM

Correlations		PROMOTIO	PROWOMI
PROMOTIO	**Pearson Correlation**	1	,267(**)
	Sig. (2-tailed)	,	,000
	N	351	351
PROWOMI	**Pearson Correlation**	,267(**)	1
	Sig. (2-tailed)	,000	,
	N	351	351
** Correlation is significant at the 0.01 level (2-tailed).			

Because the p = ,000 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. The correlation is explained at the ratio of 0,267

There is correlations between promotional activities and WOM in service industries. The next step is to broaden the scope of the study, the promotion mix elements effects on word-of-mouth are analysed one by one.

3.3.5.1 Correlation Analysis Between Advertising and Word-of Mouth

H1 : There is a relationship between advertising and WOM
H0 : There is no relationship between advertising and WOM

Table 32: Correlation Between the Advertising and WOM

Correlations		ADSI	ADSWOMI
ADSI	**Pearson Correlation**	1	,051
	Sig. (2-tailed)	,	,340
	N	351	347
ADSWOMI	**Pearson Correlation**	,051	1
	Sig. (2-tailed)	,340	,
	N	347	347

p = 0,340

Because p>0,05 hypothesis H1 is rejected, there is no significant relationship between advertising and WOM

3.3.5.2 Correlation Analysis Between Public Relations and Word-of Mouth

H1 : There is a relationship between public relations and WOM
H0 : There is no relationship between public relations and WOM

As it is seen from the table 3.28, Since p<0,05 hypothesis H1 is accepted, there is a relationship between public relations and WOM. The correlation is explained at the ratio of 0,399

Table 33: Correlation Between Public Relations and WOM

Correlations		PRI	PRWOMI
PRI	**Pearson Correlation**	1	,399(**)
	Sig. (2-tailed)	,	,000
	N	351	351
PRWOMI	**Pearson Correlation**	,399(**)	1
	Sig. (2-tailed)	,000	,
	N	351	351
** Correlation is significant at the 0.01 level (2-tailed).			

p = 0,000

3.3.5.3 Correlation Analysis Between Personal Selling and Word-of Mouth

H1 : There is a relationship between personal selling and WOM

H0 : There is no relationship between personal selling and WOM

Table 34: Correlation Between the Personal Selling and WOM

Correlations		PERSELI	PERSELWI
PERSELI	**Pearson Correlation**	1	,258(**)
	Sig. (2-tailed)	,	,000
	N	347	347
PERSELWI	**Pearson Correlation**	,258(**)	1
	Sig. (2-tailed)	,000	,
	N	347	351
** Correlation is significant at the 0.01 level (2-tailed).			

p = ,000

Because p<0,05 hypothesis H1 is accepted, there is significant relationship between personal selling and WOM. The correlation is explained at the ratio of 0,258

3.3.5.4 Correlation Analysis Between Sales Promotions and Word-of Mouth

H1 : There is a relationship between sales promotions and WOM
H0 : There is no relationship between sales promotions and WOM

Table 35: Correlation Between the Sales Promotions and WOM

Correlations			
		SALPROI	SALPROWI
SALPROI	Pearson Correlation	1	,017
	Sig. (2-tailed)	,	,756
	N	349	347
SALPROWI	Pearson Correlation	,017	1
	Sig. (2-tailed)	,756	,
	N	347	349

p = 0,756

Because p>0,05 hypothesis H1 is rejected, there is no significant relationship between advertising and WOM.

3.3.5.5 Differences Between Service Industries

The second step in analysing promotional activities effects on word-of-mouth is searching whether there is differeneces between the effects of promotional activities on WOM change or not in different service industries.

Same statistical analysis is done to each group of three service industries

3.3.5.5.1. Hotel

1. H0 : There is no relationship between promotional activities and WOM in hotel industry

H1 : There is a relationship between promotional activities and WOM in hotel industry

Table 36: Correlation Between the Promotional Activities and WOM in hotel industry

Correlations		PROMOTIO	PROWOMI
PROMOTIO	**Pearson Correlation**	1	,364(**)
	Sig. (2-tailed)	,	,000
	N	134	134
PROWOMI	**Pearson Correlation**	,364(**)	1
	Sig. (2-tailed)	,000	,
	N	134	134
** Correlation is significant at the 0.01 level (2-tailed).			

Because the p = ,000 which is $p < 0,05$; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between promotional activities and WOM in hotel industry. The correlation is explained at the ratio of 0,364

2. H0 : There is no relationship between public relations and WOM in hotel industry

H1 : There is a relationship between public relations and WOM in hotel industry

Table 37: Correlation Between the Public Relations and WOM in hotel industry

Correlations		PRI	PRWOMI
PRI	**Pearson Correlation**	1	,431(**)
	Sig. (2-tailed)	,	,000
	N	134	134
PRWOMI	**Pearson Correlation**	,431(**)	1
	Sig. (2-tailed)	,000	,
	N	134	134
** Correlation is significant at the 0.01 level (2-tailed).			

As it is seen from the table 37, Since $p<0,05$ hypothesis H1 is accepted, there is a relationship between public relations and WOM. The correlation is explained at the ratio of 0,431

3. H0 : There is no relationship between advertising and WOM in hotel industry

   H1 : There is a relationship between advertising and WOM in hotel industry

Table 38: Correlation Between the Advertising and WOM in hotel industry

Correlations		ADSI	ADSWOMI
ADSI	**Pearson Correlation**	1	,162
	Sig. (2-tailed)	,	,063
	N	134	133
ADSWOMI	**Pearson Correlation**	,162	1
	Sig. (2-tailed)	,063	,
	N	133	133

Because the p = ,063 which is p > 0,05 ; H0 hypothesis is accepted and the alternative hypothesis H1 is rejected. There is no relationship between advertising and WOM in hotel industry.

4. H0 : There is no relationship between personal selling and WOM in hotel industry
   H1 : There is a relationship between personal selling and WOM in hotel industry

Table 39: Correlation Between the Personal Selling and WOM in hotel industry

Correlations			
		PERSELI	**PERSELWI**
PERSELI	**Pearson Correlation**	1	,261(**)
	Sig. (2-tailed)	,	,003
	N	131	131
PERSELWI	**Pearson Correlation**	,261(**)	1
	Sig. (2-tailed)	,003	,
	N	131	134
** Correlation is significant at the 0.01 level (2-tailed).			

Because the p = ,003 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between personal selling and WOM in hotel industry. The correlation is explained at the ratio of 0,261

5. H0 : There is no relationship between sales promotions and WOM in hotel industry
   H1 : There is a relationship between sales promotions and WOM in hotel industry

Table 40: Correlation Between the Sales Promotions and WOM in hotel industry

Correlations		SALPROI	SALPROWI
SALPROI	**Pearson Correlation**	1	,185(*)
	Sig. (2-tailed)	,	,033
	N	134	134
SALPROWI	**Pearson Correlation**	,185(*)	1
	Sig. (2-tailed)	,033	,
	N	134	134
* Correlation is significant at the 0.05 level (2-tailed).			

Because the p = ,033 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between sales promotions and WOM in hotel industry. The correlation is explained at the ratio of 0,185

3.3.5.5.2. Bank

1. H0 : There is no relationship between promotional activities and WOM in bank industry

H1 : There is a relationship between promotional activities and WOM in bank industry

Table 41: Correlation Between the Promotional Activities and WOM in bank industry

Correlations		PROMOTIO	PROWOMI
PROMOTIO	**Pearson Correlation**	1	,209(*)
	Sig. (2-tailed)	,	,025
	N	115	115
PROWOMI	**Pearson Correlation**	,209(*)	1
	Sig. (2-tailed)	,025	,
	N	115	115
* Correlation is significant at the 0.05 level (2-tailed).			

Since the value; $p = ,025$ which is $p < 0,05$; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between promotional activities and WOM in bank industry. The correlation is explained at the ratio of 0,209

2. H0 : There is no relationship between personal selling and WOM in bank industry
   H1 : There is a relationship between personal selling and WOM in bank industry

Table 42: Correlation Between the Personal Selling and WOM in bank industry

Correlations		PERSELWI	PERSELI
PERSELWI	**Pearson Correlation**	1	,195(*)
	Sig. (2-tailed)	,	,037
	N	115	114
PERSELI	**Pearson Correlation**	,195(*)	1
	Sig. (2-tailed)	,037	,
	N	114	114
* Correlation is significant at the 0.05 level (2-tailed).			

Since the value; p = ,037 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between personal selling and WOM in bank industry. The correlation is explained at the ratio of 0,195

3. H0 : There is no relationship between advertising and WOM in bank industry
   H1 : There is a relationship between advertising and WOM in bank industry

Table 43: Correlation Between the Advertising and WOM in bank industry

Correlations		ADSI	ADSWOMI
ADSI	**Pearson Correlation**	1	-,040
	Sig. (2-tailed)	,	,672
	N	115	112
ADSWOMI	**Pearson Correlation**	-,040	1
	Sig. (2-tailed)	,672	,
	N	112	112

Because the p = ,672 which is p > 0,05 ; H0 hypothesis is accepted and the alternative hypothesis H1 is rejected. There is no relationship between advertising and WOM in hotel industry.

4. H0 : There is no relationship between public relations and WOM in bank industry
   H1 : There is a relationship between public relations and WOM in bank industry

Table 44: Correlation Between the Public Relations and WOM in bank industry

Correlations		PRI	PRWOMI
PRI	**Pearson Correlation**	1	,314(**)
	Sig. (2-tailed)	,	,001
	N	115	115
PRWOMI	**Pearson Correlation**	,314(**)	1
	Sig. (2-tailed)	,001	,
	N	115	115
** Correlation is significant at the 0.01 level (2-tailed).			

As it is seen from the table 44, Since p<0,05 hypothesis H1 is accepted, there is a relationship between public relations and WOM. The correlation is explained at the ratio of 0,314

5. H0 : There is no relationship between sales promotions and WOM in bank industry
   H1 : There is a relationship between sales promotions and WOM in bank industry

Table 45: Correlation Between the Sales Promotions and WOM in bank industry

Correlations		SALPROWI	SALPROI
SALPROWI	**Pearson Correlation**	1	,084
	Sig. (2-tailed)	,	,379
	N	114	112
SALPROI	**Pearson Correlation**	,084	1
	Sig. (2-tailed)	,379	,
	N	112	113

Since the value; p = ,379 which is p > 0,05 ; H0 hypothesis is accepted and the alternative hypothesis H1 is rejected. There is no correlations between sales promotions and WOM in bank industry.

3.3.5.5.3. Airline

1. H0 : There is no relationship between promotional activities and WOM in airline industry

H1 : There is a relationship between promotional activities and WOM in airline industry

Table 46: Correlation Between the Promotional Activities and WOM in airline industry

Correlations		PROMOTIO	PROWOMI
PROMOTIO	**Pearson Correlation**	1	,364(**)
	Sig. (2-tailed)	,	,000
	N	134	134
PROWOMI	**Pearson Correlation**	,364(**)	1
	Sig. (2-tailed)	,000	,
	N	134	134
** Correlation is significant at the 0.01 level (2-tailed).			

Since the value; p = ,000 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between sales promotions and WOM in airline industry. The correlation is explained at the ratio of 0,364

2. H0 : There is no relationship between advertising and WOM in airline industry
   H1 : There is a relationship between advertising and WOM in airline industry

Table 47: Correlation Between the Advertising and WOM in airline industry

Correlations		ADSI	ADSWOMI
ADSI	**Pearson Correlation**	1	,162
	Sig. (2-tailed)	,	,063
	N	134	133
ADSWOMI	**Pearson Correlation**	,162	1
	Sig. (2-tailed)	,063	,
	N	133	133

Since the value; p = ,063 which is p > 0,05 ; H0 hypothesis is accepted and the alternative hypothesis H1 is rejected. There is no correlations between advertising and WOM in airline industry.

3. H0 : There is no relationship between public relations and WOM in airline industry

H1 : There is a relationship between public relations and WOM in airline industry

Table 48: Correlation Between the Public Relations and WOM in airline industry

Correlations		PRI	PRWOMI
PRI	**Pearson Correlation**	1	,431(**)
	Sig. (2-tailed)	,	,000
	N	134	134
PRWOMI	**Pearson Correlation**	,431(**)	1
	Sig. (2-tailed)	,000	,
	N	134	134
** Correlation is significant at the 0.01 level (2-tailed).			

Since the value; p = ,000 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between public realtions and WOM in airline industry. The correlation is explained at the ratio of 0,431

4. H0 : There is no relationship between personal selling and WOM in airline industry

H1 : There is a relationship between personal selling and WOM in airline industry

Table 49: Correlation Between Personel Selling and WOM in airline industry

Correlations			
		PERSELI	**PERSELWI**
PERSELI	**Pearson Correlation**	1	,261(**)
	Sig. (2-tailed)	,	,003
	N	131	131
PERSELWI	**Pearson Correlation**	,261(**)	1
	Sig. (2-tailed)	,003	,
	N	131	134
** Correlation is significant at the 0.01 level (2-tailed).			

Since the value; p = ,003 which is p < 0,05 ; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between personal selling and WOM in airline industry. The correlation is explained at the ratio of 0,261

5. H0 : There is no relationship between sales promotions and WOM in airline industry

H1 : There is a relationship between sales promotions and WOM in airline industry

Table 50: Correlation Between Sales Promotions and WOM in airline industry

Correlations		SATGELI	SATGELWI
SATGELI	**Pearson Correlation**	1	,185(*)
	Sig. (2-tailed)	,	,033
	N	134	134
SATGELWI	**Pearson Correlation**	,185(*)	1
	Sig. (2-tailed)	,033	,
	N	134	134
* Correlation is significant at the 0.05 level (2-tailed).			

Since the value; p = ,033 which is $p < 0,05$; H0 hypothesis is rejected and the alternative hypothesis H1 is accepted. There is correlations between sales promotions and WOM in airline industry. The correlation is explained at the ratio of 0,185.

In the light of the results that are calculated in this study, the hotel, bank and airline industries has been examined regarding to 7P's of services marketing and promotional strategies have been investigated. The relationship between promotional mix tools and WOM was highly correlated and there were differences among these three industries.

REVIEW & CONCLUSION

The researches which has been done in the last 50 years, shows the big picture of the world; how the production changes from goods to services. In addition to that, violent environmental factors as growing competition make the things more complicated. Appealing promotional activities are needed to attract customers attention and direct them to the service product. Unfortunately, directing customers to the service product is not enough; satisfying their expectations is the key point to prevent their switching brand. In the light of these informations the importance of promotional mix tools in service industries has been questioned and by the research conducted on customers in three different service industries, the importance of promotional tools has been described.

In this thesis consumer has been chosen as stakeholders to analyze promotional marketing mix tools effects on predicted service and WOM. Based on the study, several points can be highlighted:

- Promotional mix tools affects consumers' predicted service.
- There is a relationship between promotional mix tools and word-of-mouth. Wom effects on customer purchase decisions is known, therefore the relationship between Wom and promotional mix tools may be used to affect WOM process.

As it is disscussed in 3rd chapter, there were limitations with time and the sample size. In the future, this study can be done extensively which conducted on greater number of sample in extended time. Also service industry is not limited to airline, hotel and bank industries including, lawn care to healthcare industries or entertainment industries. Extensive researches can be done among more different types of service industries and searched whether there is differences between the industries.

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APPENDIX

APPENDIX 1: QUESTIONNAIRE OF BANK

Sayın Katılımcı,

Aşağıdaki anket soruları, banka hizmetleri ile ilgili fikir oluştururken hangi faktörlerin etkili olduğunu araştıran akademik amaçlı bir çalışmada kullanılacaktır. Yanıtlarınız araştırmanın sonuçları açısından son derece önemli olmakla beraber kişisel kimlik bilgileriniz istenmemektedir. Anketi doldurmanız yaklaşık olarak 8 dakika almaktadır.

Değerli vaktiniz için çok teşekkür ederim.

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I. Bölüm

1-Bankalarda işlem yapıyor musunuz?
(fatura ödeme/kredi kartı/para yatırma/vadeli vadesiz hesap açma vs…)
-Evet   -Hayır

II. Bölüm

Lütfen her bir cümleyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüze en uygun seçeneği işaretleyiniz

1	Kesinlikle Katılmıyorum
2	Katılmıyorum
3	Ne katılıyorum ne katılmıyorum
4	Katılıyorum
5	Kesinlikle Katılıyorum

		1	2	3	4	5
2	Reklamları etkileyici olan bankaların hizmetleri de genellikle iyidir					
3	Bankanın hizmet kalitesi ne kadar iyiyse dergi ve gazete ilanları o kadar geniş yer kaplar					
4	İyi hizmet veren bankalar email yolu ile reklam yapmazlar					
5	Bankaların dağıttığı broşürler bankaların sağlayabileceği hizmet kalitesi hakkında bana fikir verir					
6	Kredi faizleri düşük olan bankaların hizmet performansı iyidir					
7	Bir banka hakkında basında ne kadar çok olumlu haber varsa o bankanın hizmetinin o kadar iyi olduğunu düşünürüm					
8	Banka gişe memurları ne kadar ilgisiz olursa bankadan bekleyeceğim hizmet de o kadar düşüktür					
9	Fiyat kampanyaları sık olan bankaların hizmet kaliteleri düşüktür					
10	Şube sayısı çok olan bankaların hizmet performansları yüksektir					

		1	2	3	4	5
11	Banka personeli güleryüzlü olan bankaların sağladığı hizmetler kalitelidir					
12	Banka şubeleri hoş görünen bankaların hizmetleri kalitelidir					
13	Bir banka ile ilgili basında okuduğum olumlu haberleri çevremdekilerle paylaşırım					
14	Sosyal sorumluluk projeleri yürüten bankaların hizmet kalitesinin de yüksek olduğunu düşünürüm (Eğitim projeleri, çevreye duyarlılık vs...)					
15	Geçmişte kullandığım bankaların hizmetlerinin kalitesi yeni hizmet alacağım bankalardan beklediğim hizmet kalitesini yükseltiyor					
16	Banka araştıran tanıdıklarıma reklamlarından etkilendiğim bankaları tavsiye ederim					
17	Bankaların sosyal sorumluluk projelerinde yer almasını arkadaşlarımla konuşmam					
18	Bankaların yaptığı satış promosyonlarından çevremdekilere bahsederim					
19	Bir bankanın satış temsilcileri benimle ilgilenmediklerinde memnuniyetsizliğimi çevremdekilerle paylaşırım					
20	Çevremdekiler bir banka ile ilgili ne kadar şikayet ediyorlarsa o bankanın hizmet kalitesi o kadar düşüktür					
21	Bankaların hizmeti hakkında fikir edinirken banka hakkında yayınlanan uzman raporlarına dikkat ederim					

III. Bölüm

1.Yaşınız :

2.En son bitirdiğiniz okul?
-İlk/Ortaokul
-Lise
-Üniversite
-Yüksek Lisans / Doktora

3. Yaşam koşullarınıza göre, ekonomik olarak aşağıdaki gruplardan hangisine ait olduğunuzu düşünüyorsunuz?
-Üst   -Üst-orta   -Orta   -Alt-orta   -Alt

4.Cinsiyet
-Bay   -Bayan

APPENDIX 2: QUESTIONNAIRE OF AIRLINE

Sayın Katılımcı,

Aşağıdaki anket soruları, havayolu hizmetleri ile ilgili fikir oluştururken hangi faktörlerin etkili olduğunu araştıran akademik amaçlı bir çalışmada kullanılacaktır. Yanıtlarınız araştırmanın sonuçları açısından son derece önemli olmakla beraber kişisel kimlik bilgileriniz istenmemektedir. Anketi doldurmanız yaklaşık olarak 8 dakika almaktadır.

Değerli vaktiniz için çok teşekkür ederim.

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1-Bugüne kadar havayolu taşımacılığı ile seyahat ettiniz mi?
-Evet   - Hayır

I. Bölüm

Lütfen her bir cümleyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüze en uygun seçeneği işaretleyiniz

1	Kesinlikle Katılmıyorum
2	Katılmıyorum
3	Ne katılıyorum ne katılmıyorum
4	Katılıyorum
5	Kesinlikle Katılıyorum

		1	2	3	4	5
2	Reklamları etkileyici olan havayolu şirketlerinin genellikle hizmet kaliteleri yüksektir					
3	Havayolu şirketlerinin hizmet kalitesi ne kadar iyiyse dergi ve gazete ilanları o kadar geniş yer kaplar					
4	İyi hizmet veren havayolu şirketleri email yolu ile reklam yapmazlar					
5	Fiyatı düşük olan havayolu şirketlerinden iyi hizmet performansı beklenemez					
6	Bir havayolu şirketi hakkında basında ne kadar çok olumlu haber çıkarsa uçuş hizmetinin o kadar iyi olduğunu düşünürüm					
7	Bilet satış görevlilerinin ilgisiz davranan havayolu şirketlerinin, uçuş boyunca da hizmetleri zayıftır					
8	İnternetten rezervasyon yapan havayolu hizmetleri iyi değildir					
9	Üyelik kartları çıkaran havayollarının, müşterilerine daha kaliteli hizmet sunmayı hedeflediklerini düşünüyorum.					
10	Fiyat kampanyaları yapan havayolu firmalarının hizmet kalitesi düşüktür.					

		1	2	3	4	5
11	İyi hizmet sunan havayollarının bilet satış şubeleri merkezi semtlerde bulunur					
12	Satış personeli ve uçuş mürettebatı temiz görünen havayollarının hizmetine güvenirim					
13	Uçakları eski görünümlü olan uçuş firmalarının hizmetleri iyi değildir					
14	Bir havayolu şirketi ile ilgili basında okuduğum olumlu haberleri çevremdekilerle paylaşırım					
15	Sosyal sorumluluk projeleri yürüten havayolu şirketlerinin hizmet kalitesinin de yüksek olduğunu düşünürüm					
16	Geçmişte yaptığım uçuşlarda aldığım hizmetlerin kalitesinin iyi olması seçtiğim yeni uçuş şirketlerinden beklediğim hizmet kalitesini yükseltiyor					
17	Uçak bileti alacak tanıdıklarıma reklamlarından etkilendiğim havayollarını tavsiye ederim					
18	Havayolu şirketlerinin yaptığı satış promosyonlarından çevremdekilere bahsetmem					
19	Bir havayolu şirketinin, sosyal sorumluluk projelerinde yer almasını arkadaşlarıma anlatırım					
20	Havayolu bilet satış görevlileri benimle ilgilenmediklerinde memnuniyetsizliğimi çevremdekilerle paylaşırım					
21	Çevremdekiler bir havayolu ile ilgili ne kadar şikayet ediyorlarsa o uçuş şirketinin hizmet kalitesi o kadar düşüktür					

II. Bölüm

1.Yaşınız :

2.En son bitirdiğiniz okul?
-İlk/Ortaokul
-Lise
-Üniversite
-Yüksek Lisans / Doktora

3. Yaşam koşullarınıza göre, ekonomik olarak aşağıdaki gruplardan hangisine ait olduğunuzu düşünüyorsunuz?
-Üst   -Üst-orta   -Orta   -Alt-orta   -Alt

4.Cinsiyet
-Bay   -Bayan

APPENDIX 3: QUESTIONNAIRE OF HOTEL

Sayın Katılımcı,

Aşağıdaki anket soruları, otel hizmetleri ile ilgili fikir oluştururken hangi faktörlerin etkili olduğunu araştıran akademik amaçlı bir çalışmada kullanılacaktır. Yanıtlarınız araştırmanın sonuçları açısından son derece önemli olmakla beraber kişisel kimlik bilgileriniz istenmemektedir. Anketi doldurmanız yaklaşık olarak 8 dakika almaktadır.

Değerli vaktiniz için çok teşekkür ederim.
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1-Bugüne kadar bir otelde konakladınız mı?
-Evet   -Hayır

2-Verdiğiniz yanıt EVET ise hangi amaçla otelde kaldınız?
-İş seyahati amaçlı
-Tatil amaçlı
-Her ikiside

I. Bölüm

Lütfen her bir cümleyi dikkatlice okuyunuz ve bu ifadelere ne derece katıldığınıza ilişkin görüşünüze en uygun seçeneği işaretleyiniz

1	Kesinlikle Katılmıyorum
2	Katılmıyorum
3	Ne katılıyorum ne katılmıyorum
4	Katılıyorum
5	Kesinlikle Katılıyorum

		1	2	3	4	5
3	Reklamları etkileyici olan otellerin hizmetleri genellikle iyidir.					
4	Otelin hizmet kalitesi ne kadar iyiyse dergi ve gazete ilanları o kadar geniş yer kaplar.					
5	İyi hizmet veren oteller email yolu ile reklam yapmazlar					
6	Otel seçimimde otellerin yayınladığı katalog/ broşürler otelin sağlayabileceği hizmet kalitesi hakkında bana fikir verir					
7	Fiyatı düşük olan otellerden iyi hizmet performansı beklenemez					
8	Bir otel hakkında basında ne kadar çok olumlu haber varsa o otelin hizmetinin o kadar iyi olduğunu düşünürüm					
9	Tur şirketlerinde ki otel temsilcileri ne kadar ilgisiz olursa otelden bekleyeceğim hizmet de o kadar düşüktür					
10	İnternet üzerinden rezervasyon yapan otellerin hizmetleri iyi değildir.					

		1	2	3	4	5
11	Üyelik kartları çıkaran otellerin, müşterilerine daha kaliteli hizmet sunmayı hedeflediklerini düşünüyorum					
12	Fiyat kampanyaları yapan otellerin hizmet kalitesi düşüktür					
13	İyi hizmet sunan otellere rezervasyon yaptırmak için, otellerin satış şubelerine ulaşım kolaydır.					
14	Personeli temiz görünen otellerin hizmetine güvenirim					
15	Otel satış temsilcisinin hizmetler hakkında bir sözleşme hazırlaması benim için o otelin hizmetleri hakkında olumlu bir fikir oluşturur					
16	Odaları güzel dekore edilmiş otellerin hizmetleri de kaliteli oluyor					
17	Çevre düzenlemesi hoş görünen otellerden iyi hizmet bekliyorum					
18	Bir otel ile ilgili basında okuduğum olumlu haberleri çevremdekilerle paylaşırım					
19	Sosyal sorumluluk projeleri yürüten otellerin hizmet kalitesinin de yüksek olduğunu düşünürüm (Eğitim projeleri, çevreye duyarlılık vs...)					
20	Geçmişte kaldığım otellerden aldığım hizmetlerin kalitesinin iyi olması seçtiğim yeni otellerden beklediğim hizmet kalitesini etkiliyor					
21	Otel araştıran tanıdıklarıma reklamlarından etkilendiğim otelleri tavsiye ederim					
22	Otellerin sosyal sorumluluk projelerinde yer almasını arkadaşlarımla konuşmam					
23	Otellerin yaptığı satış promosyonlarından çevremdekilere bahsederim					
24	Bir otelin satış temsilcileri benimle ilgilenmediklerinde memnuniyetsizliğimi çevremdekilerle paylaşırım					
25	Çevremdekiler bir otelle ilgili ne kadar şikayet ediyorlarsa o otelin hizmet kalitesi o kadar düşüktür					
26	Otellerin hizmeti hakkında fikir edinirken otel hakkında yayınlanan uzman raporlarına dikkat ederim					

II. Bölüm

1.Yaşınız :

2.En son bitirdiğiniz okul?
-İlk/Ortaokul
-Lise
-Üniversite
-Yüksek Lisans / Doktora

3.Yaşam koşullarınıza göre, ekonomik olarak aşağıdaki gruplardan hangisine ait olduğunuzu düşünüyorsunuz?
-Üst   -Üst-orta   -Orta   -Alt-orta   - Alt
4.Cinsiyet
-Bay   -Bayan