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The Seller's Marketing Techniques to Benefit Form the Buyer's Weaknesses

Vehit Altıncı*, Ahmet Ertugan

Near East University, Turkey

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ABSTRACT

Markets are the institutions that provide services within the daily needs and wants of the people. There are three distinct markets in the markets; market, supermarket and hypermarket. This research is intended to examine the different techniques of buyers of villagers, towns and cities between buyers. Buyer will follow the methods of purchasing goods when they go in the market. The buyer's promotion, discount, promotional advertisement, after - sales services will be evaluated within the framework of customer satisfaction. The methods that the receiver follows in the direction of the requests will be examined. As a research method, a survey method will be used to determine the sanitary effect of the buyers in the settlements in three different locations.

Keywords: Sales Techniques, Customer Satisfaction, Communication

Introduction

This article aims to examine the effect of the seller's exploitation of the weaknesses of the buyer using marketing techniques. The statistical population of the study was surveyed by the market, supermarket and hypermarket operators in the LEFKE district of the Turkish Republic of Northern Cyprus with 25 questionnaires and 100 operators in 3 different companies and analyzed by SPSS. In this article, 'Rekabetçi yöntemlerin işletme performansı üzerine etkisi: İnegöl'de faaliyet gösteren ve ihracat yapan işletmeler üzerine bir alan araştırmanın' surveys were used. The working hypothesis is shudder: The relationship between participants' hypermarket position and buyer satisfaction. Secondary hypothesis is more common to the supermarket manager than the

market manager supermarket manager. Research studies imply that the secondary hypothesis has not been approved as the primary hypothesis has been approved.

Convince

Persuasion is a concept that has been used since centuries, it is possible that we do not have to go to many areas; it is not just any communication; from politics to marketing. In practice, the concept of persuasion will focus on marketing practices and oneness, and the service managers are in a position to convince people who are considering buying goods and services. If you want to sell even an idea, you have to convince and persuade listeners that your target is untapped (Benjamin, 1994)

Let's think about how much product is sold in commercial life. The business is in small business, and if it is big, it is present. Whatever heat or size it takes, we cannot see any convincing in commercial life, and it is important that all small and midsize businesses use convincing methods; what convincing strategy and method are used to reach the businesses of the enterprises of the enterprises in the most effective way, to persuade them and finally to sell the goods or services (Kaplan, 1990)

Persuasion and marketing

Marketing from the ground up can be handled as an art of trust with different methods. The aim of marketing is to sell goods and services by finding the market or markets and persuading the real and future customers of that market. In this business, analysis of consumers, needs, information, value judgments and thoughts is required. In order to market a product, it is necessary to research in the media as intensive. Analyzing quantitative and qualitative statistics reveals the common features of a desired product or service, reaching the widest mass of customers. After establishing a relationship between the product and the target group, the goods and services that are targeted can be marketed (Parilti, 1999)

Persuasion and sales

There is a common real known fact that no product sells itself. Senior businessmen try to realize sales by learning old and new sales techniques, which are made from a certain sale. A new model of sales techniques is put forward by (Neil RACKHAM (1988)). The name of this model is SPIN. The traditional sales methods based on the Social model were obtained by comparing the persuasion method. The model is proved to be applicable to the model as a statistic. The model consists of four phases, namely 'Situation-Problem-Implication-Need-Payoff'.

The SPIN model is mainly used in large volume sales, the model reveals the problems in the areas that are not normally attracted to the customers, the salespeople asked the opening question 'what kind of problem do you have?' they usually get 'no' response from the customers. In fact, at first glance, customers do not really lie, even if they think they are lying, but because they do not know what the noble customers are having trouble with. So, SPIN model helps to analyze the situation of the customers (Leech, 1982).

Persuasion and genre

Even if the genre is changing, the words we use are the most effective way to strengthen our communication and to persuade ourselves that we are the most effective way. When we look at the literature on communication and persuasion. For example, Kaplan (1990) emphasizes that the subject who is presenting should pay attention to many points affecting whether the presentation is successful or unsuccessful. Eger states that the presence of very small spots during the presentation will reduce the possibility of transferring to essential matters and result in no consequence. Therefore, a presentation must be planned and carried out within this plan.

Persuasion and culture

Culture is also an important issue that affects persuasion. Our world has developed closer to each other thanks to the development of internet and spread everywhere, and our commercial life develops accordingly. It is possible that we cannot talk about a different working culture even in our own country. Being in communication with people with different cultures and values also makes it necessary to behave differently (Raymie, 1994).

Research

Before the research; surveys and research models from various sources that serve the same purpose in determining the relationship between the buyer and the seller have been examined. The questionnaire for the research consists of 3 pages consisting of 3 main sections. The first part of the questionnaire contains information on the participant's gender, age, working hours, education status, and work area / unit. In the second part, the operators responded to questions about the service offered by the buyers. In the third part, customer satisfaction questions were answered.

The main population of the survey was between supermarket supermarkets and buyers in the hypermarket located in the LEFKE town of TRNC. The research questions were made according to the data received from 100 different people. Since the interview was face to face, all questions and forms were answered and taken into consideration.

Methodology

The questionnaire was used in this study as data collection method. Evaluation of collected data was done with SPSS 20 for Windows statistical software. In the analysis phase of the data; Demographic characteristics, reliability of other variables, frequency tables for frequency and ANOVA were applied respectively.

When the resource study and the research hypothesis were taken into consideration, a three- part questionnaire was developed. In the first part of the questionnaire, there are 6 questions about the demographic characteristics of the staff. In the second part, there are 5 questions. Third, there are 14 similar types of questions. Considering Research in this section, there are 2 hypotheses.

These;

H0: The relationship between participants' hypermarket position and buyer satisfaction.

H1: Is more common to the supermarket manager than the market manager supermarket manager.

Discussion

As mentioned in the previous sections, the questionnaire was conducted in the district of the province of Northern Cyprus. The general aim of the survey is to determine whether they are satisfied with the general outline of the operators in the league province.

Reliability statistics

Reliability represents a degree independent from assessment, and in this study; The Cronbach Alpha Test was used to determine the reliability of the questionnaire, taking into account similar studies. A pilot study was conducted on 25 LEFKE citizens to determine the Cronbach Alpha coefficient and the resulting Cronbach's alpha coefficient was found to be 0.743. The result shows that this survey is reliable and acceptable because it is larger than Cronbach Alpha 0.7.

Table1. Participants Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Man	73	72,5	72,7	72,7
Valid Woman	27	27,2	27,3	100,0
Total	100	99,7	100,0	

One way ANOVA test

One-way ANOVA tests were performed because the number of variables was more than two. This ANOVA test was then compared with the hypothesis.

The relationship between participants' hypermarket position and buyer satisfaction. Since the ANOVA table has a sigma value of 0.083 and this value is greater than 0.05, it is emphasized that hypermarket workers are satisfied with the receivables irrespective of whether they work or not.

The One Way ANOVA test was used to analyze the relationship between a grocery customer and a hypermarket customer. Since the value of Sigma is lower than 0.05, it is emphasized that people in hypermarkets are more affected by satisfied customers.

Conclusion

This survey was designed to have knowledge of the TRNC community and information about cybercrime. To assess the results, 33 respondents were expected to respond to 3 different compartments and analyzed with SPSS 2.0

Above all, Part A is designed to have general knowledge of the participants; Section B is operators responded to questions about the service offered by the buyers, and finally Section C customer satisfaction questions were answered.

As a result of the research done, it was determined that hypermarket employees are better than supermarket customers because of the relationship between hypermarket employees and customers. The weak points between the buyer and the intended buyer were revealed by the willingness of the hypermarket workers to convince them.

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