

ABSTRACT

DETERMINATION THE MARKETING ETHICS OF SALES STAFF: AN APPLICATION OF TECHNOLOGY RETAIL STORES OPERATING IN AYDIN.

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Customers became more free and more knowledgeable and more selective and more participants in the new economic structure. Obtain loyal customers by winning their trust plays an important role for businesses to keep the competitive advantage in their hand. Therefore, marketing ethics and suitable conditions of ethical communication performance must be improved for the sales staff.

In this regard, it is important to determination the marketing ethical understanding of sales staff for understand the current level of the ethical behaviors between business-sales staff-customer and improve current ethical conditions or ethic codes.

This thesis study tries to determine the relation of the socio-economic characteristics with ethical attitudes of the sales staff. A survey study applied to sales staff of the technology retail stores operating in the Aydin province and districts. Likert scale answers used to determination of participation rate to ethical attitudes of the sales staff.

Surveys were analyzed using SPSS statistical software. By the results, hypothesis of the thesis study were analyzed and produced a suggestion list in line with the results.

KEYWORDS: Ethic, Sales Staff, Personal Selling, Marketing Ethics, Technology Retail