# THEORY AND RESEARCH IN SOCIAL, HUMAN AND ADMINISTRATIVE SCIENCES II

## Volume 2

EDITORS: Prof. SERDAR ÖZTÜRK, Ph.D.
Assist Prof. Dr. ETEM ÇALIK

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# Chapter 21

## THE PROBLEM OF "OTHERING" AND "EXCLUSIONARY IDENTITIES" IN EVERYDAY LIFE AS AN INTERPRETED REALM OF REALITY

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## Introduction

Everyday life corresponds to our daily routine and non-routine life. Terms such as social reproduction, repeatability show the repetitive structure and routines of everyday life. What we call everyday is the coming up of the ordinary, which reappears over and over again. Everyday life is a lifestyle. Our lives pass by repeating similar patterns of behavior every day, every week, every month and every year. In fact, when social life is abstracted from all economic, political and ideological events, what remains is only daily life. In general, everyday life is an area where the basic values of society are shared, learned and justified by people from different social positions. There is a certain uncertainty in the concept of everyday life itself. In this sense, defining the rhythm of the changing daily life with a single word, actor and dimension falls short of explaining the point the society has reached and the change. It is necessary to analyze the reflection of changing environmental phenomena on the cultural and political dynamics of the society and the daily life of the individual. In this sense, understanding and analyzing everyday life means understanding and examining the whole life.

In the complexity and intensity of the flowing daily life, the inability of the human to perceive the "other", not being able to understand it and even not being aware of the "other" stands before us as an important problem today as in the history of the world. One of the most important changes brought about by the political, economic and cultural developments in the world we live in has been identity-based demands and conflicts in daily life. In fact, the processes that cause changes and transformations in various areas of daily life with their present-day characteristics have made it necessary to redefine many phenomena. Today, the fact that daily life has become too mobile, complicated and differences become much more visible has brought the identity problem to the fore. In this direction, the transformation of the search for identity in the complexity of daily life into a propriate striving may also bring up the problem of "other or otherness".

Everyday life often presents itself as an interpreted realm of reality, and this presentation often appears in a meaningful and coherent unity to people. The holistic world of everyday life is not only seen as a reality that is accepted by ordinary members of society as a subjectively meaningful movement of their lives, it also draws attention as a world rooted in their thoughts and actions. Postmodern thought draws attention to the relativity of concepts such as reason and truth in daily life, and the multi-part and heterogeneous structure of universal identities such as class and nation. Therefore, postmodern thought also emphasizes the particular identities such as gender, race, ethnicity, sexual orientation, etc. and the particular struggles of these identities that are visible in daily life. At this point,

postmodern discourse states that the universal common identities of subjects are no longer possible, and social actors construct their identities through their particularities, not universal values. In daily life where particularity is at the forefront, identities have begun to be segregated and fragmented like culture, gender, ethnicity and nation. Postmodern thought's emphasis on particularity separates the individual from the established values of daily life and the bindingness of norms with the promise that it will liberate. Thus, it isolates the individual from collectivity and thus destroys his/her autonomy.

In the face of universalist modernity, postmodernism's promise of multicultural social life and daily life dominated by tolerance actually led to division within itself, polarization and the separation of "us" and "other" in a much more severe way than before. As a matter of fact, in this text, as a result of the search for identity that is shaped on the basis of the complexity, heterogeneity and particularity of daily life, the problem of otherness is tried to be emphasized on a theoretical level. For, according to the views that construct identity through the other, the subject is the fulcrum in the definition of the identity, and the other in determining the subject. Hence, identity cannot be formed without the other. The most important of the founding elements of identity is the presence of someone other than the "I". In daily life, exclusionary identities that are reconstructed on the basis of particularity and difference become more evident as the existence of the "other" becomes evident. The existence of the "other" becomes one of the most basic ways to create the "we". Thus, almost every different identity group seen in daily life begins to believe that they can only trust their own group members and become increasingly alienated from other identity groups and society as a whole.

**What is everyday life?**

When we talk about daily life, we are talking about our routine and non-routine life every day. Therefore, understanding and examining everyday life is to understand and examine the whole life. We do this by choosing an example or examples from everyday life. With this example, we focus on what people do, what they don't do, what they can't do, what they think, what they don't think, their feelings, what they don't feel, and their perceptions. Lifestyles are routine practices, that is, routines that are involved in clothing, nutrition, behavioral habits and environments; however, the routines followed are open to reflexive change in light of the dynamic nature of self-identity. The little decisions a person makes every day — decisions about what to wear, what to eat, how to behave at work, who to meet in the evening — contribute to such routines. All of these choices (including bigger and more influential ones) are not just about how to behave, but about who to be. To the extent that the environments in

which an individual moves become trans-traditional, lifestyles are linked to the essence of individual identity, its construction and reconstruction (Giddens, 1991).

The change of daily life is shaped by the separation of certain essential qualities that permeate the world of social life. In the process of modernization, all perception patterns inherent in daily life have been included in the tradition and transformed. The individual is faced with the responsibility of realizing herself/himself in a new framework in the world of daily life she was born, involved and participated in. This change contains the typical signs of the drift between tradition and modernity (Shils, 2002). The effort to define the rhythm of the changing daily life, in a single word, with actor, dimension and reason, falls short of explaining social change. Therefore, it is not possible to observe and reveal the direction and main elements of this change without addressing especially the rhythm, functioning and structural features of daily life. It is not possible to fully understand society or events without paying due attention to issues such as the language of daily life, life form, human relations, and the formation of new traditions. It is necessary to analyze the reflection of changing environmental phenomena on the cultural and political dynamics of the society and the daily life of the individual. It is therefore important to be able to reveal both the sociological reality of everyday life and the current outlook of this life.

In this sense, everyday life is a part of social reality. Although the world of everyday life is clearly affected by elements such as the state, power, diversity of life, acculturation, it actually reflects a plurality, naturalness and harmony apart from all these. Even everyday life always gives the appearance of a holistic structure despite the presence of ambiguous, synthetic and perverse meanings. The routines of everyday life are essential even for the most developed forms of social order. During their daily activities, individuals encounter each other in contexts of spatial interactions — interactions with others physically coexisting — (Giddens, 1984).

Giddens (1984) suggests that first of all, in order to grasp the relationship of encounters with the expanding social reproduction in time-space, it is necessary to emphasize how encounters are shaped and reformed within the flow of everyday existence. Second, it emphasizes that we need to reveal the basic mechanisms of the "duality of structure" process in which encounters are structured within and through the intersections of practical and verbal consciousness. This explanation should also be made according to both the control of the body and the maintenance of rules or customs. Third, encounters are carried on primarily through speech, that is, through everyday conversation. When analyzing the process of communicating meaning through interpretation schemes during

interaction, the phenomenon of speech should be taken seriously enough as the constitutive element associated with encounters. Finally, the contextual order of encounters should be addressed, as the use of time-space where necessary forms the 'foundation' for all the above elements.

**The meaning and transformation of everyday life as an interpreted realm of reality**

"Social reproduction", "repeatability" and similar terms denote the repetitive structure of everyday life, routines shaped according to the intersection of days and seasons that pass by (but constantly come again). Everyday life has a duration, a flow, but it goes nowhere: the adjective "everyday" and the synonym show that time is here built only in repetition. The life of the individual, by contrast, is not only finite but also non-repeatable: the "mortal being." This is death, dying and knowing it. Our lives cannot be repeated with the passing of the organism's life, "passing by" in time (Giddens, 1984).

In general, everyday life is an area where the basic values of society are shared, learned and justified by people from different social positions (Oskay, 1989). The consciousness of everyday life provides a network of meanings that allow a person to find his way through ordinary events and to continue his life among other individuals. All of these networks build a special world of social life (Berger et al., 1985). In fact, although not strictly compartmentalized and fully fused, cultural elements in one area of social life are interconnected with those in another, since their elements form an interconnected whole, and they affect each other mutually.

The concept of everyday life derives its main source from its rotation around its axis that repeats every 24 hours during its movement in the solar system and the regularity it brings to human life (Tekeli, 2000:46). According to Henri Lefebvre (1998), who says that everyday life is the result of modernity and emphasizes the banality and indifference of daily life: Everyday life is economic, psychological or sociological, special objects and spaces that need to be grasped through special methods and means. When daily life is mentioned, nutrition, dressing, sheltering, sleeping, etc., which are generally included in the daily time budget of individuals in the society. we understand the activities. These activities are carried out using special objects such as food, clothing, household items. These objects and activities form the material culture of that society in unity.

The basic assumption of Lefebvre's (1958) theory of everyday life is this: As a generalized ideology that manipulates and includes all areas of life holistically, everyday life not only reinforces individuals' attachment to the social world, but also lays the groundwork for an escape encouraged by an ideological mass culture. Everyday life relies heavily on the effective power

of the mass media while fulfilling both functions. Sometimes, everyday life presents itself as an interpreted realm of reality, and this presentation often appears in a meaningful and consistent integrity to people. The holistic nature of everyday life is not only seen as a reality accepted by ordinary members of society within the subjectively meaningful movement of their lives, it also draws attention as a world rooted in their thinking and actions. Because life can only be protected and sustained in a real way. Therefore, a careful look at the forms of everyday life makes it possible for the sociologist to reach the deep grounds of the social and the information inventory (Lefebvre, 1998). According to Lefebvre (1998), what is daily is the coming of the ordinary, which appears again and again. The repetitive and planned movement that determines the daily life in the modern world disrupts the natural order. Here, the bureaucratically oriented consumer society, which is the work of the capitalist environment that restructures daily life and disrupts the rhythms of life, is mentioned.

According to Lefebvre (1958), there is a certain uncertainty in the concept of daily life itself. First of all, where is everyday life? Is it in work or free time? Is it in family and private life, or in moments of 'life experience' outside of culture? Essentially, everyday life develops in all three areas or phenomena and is contained by all. It exists in the entirety of these three different fields, and this is what determines the concrete individual. However, according to him, an analysis that takes into account the complex interrelationships of all three areas in which everyday life is involved is required. The everyday is made up of activities developed by the human race to survive in all societies we know of. All activities to meet simple human needs, such as food, drink, safety, reproduction of the lineage, involve a heap of work scattered among the stacked information, rituals, and social division of daily routines.

Michel De Certau, on the other hand, while evaluating the daily life, does not focus on the individual's activities, but on speaking, reading, moving, shopping, etc. It focuses on an approach that goes through life practices. Emphasizing the need to question the facts by including people and their discourses in relation to the definition of daily life, Lefebvre (1998) states that it is necessary to draw attention to the relationships and evaluates the analysis unit as an individual. When these life practices are emphasized, the relationships of individuals come to the fore. Relations, not subjects, are decisive. This dialectical union takes us to a system. The functioning of a social system depends on the constant repetition of everyday life. If daily life cannot be reproduced in a society, that society is in crisis (Tekeli, 2000).

**The problem of "othering" and "exclusionary identities"**

Everyday life is the concretization of the religious, cultural, political and economic practices developed within the society depending on the time

and place variables overlapping each other in a certain historical period. Everyday work that requires constant interaction with others gives form and meaning to what is done. By studying these types of work, we can learn a lot about ourselves as social beings and about community life itself. Our lives pass by repeating similar patterns of behavior every day, every week, every month and every year (Giddens, 1990; 1991). Therefore, it is meaningful to investigate the details of everyday life and to reveal their reasons, because many things in life are related to everyday life elements and the reason for this situation is often not understood.

One of the most important elements of the details of daily life is the identities we have. Our identities are our most essential tool in maintaining everyday life and our interactions or relationships with others. Hence, the individual is always in search of an identity or self. The main problem is, on what basis will people build their identities in daily life. At this point, postmodern discourse states that the universal common identities of subjects are no longer possible, and social actors construct their identities through their particularities, not universal values. As a result of the search for identity shaped on the basis of the complexity, heterogeneity and particularity of everyday life, the problem of otherness comes to the fore. In daily life, exclusionary identities that are reconstructed on the basis of particularity and difference become more evident as the existence of the "other" becomes evident. The existence of the "other" becomes one of the most basic ways to create the "we".

In this framework, according to Castells (2008), identity is the source of meaning and experience of people. Identity is formed within social processes linked to mobility and also has a dialectical relationship with more than one society. In this sense, according to Berger and Luckmann (2008), identity is a phenomenon arising from the dialectic between individuals and societies. As Calhoun (1994) said, we do not know languages or cultures in which there is no distinction between anonymous people, self and other, us and them. Knowing oneself - and although it may sound like a discovery, it is actually always a construction - never leaves the claims to be known by others in a certain way. While identities are a source of meaning for actors, they become identities when internalized by them and organize their own meanings around this internalization.

According to Connolly (1995), "identity requires difference to exist and transforms difference into otherness to secure its own certainty." That is, he regards "otherness" as the basis of identity. As Stuart Hall (1996) stated, "identity is always explained from the position of the other as a process, as a narrative, as a discourse." In other words, the formation of the perception of 'we' is only possible with the construction of the 'other'. In this context, the word "other" means someone else, different from what

is known. When you look through a "defined and legitimized" circle, what is outside of this circle will be called "other" relative to what is inside that circle. When we say "unlike us" we mean someone other than me / us, in other words the "other". Everyone except me is the other for me. If there are social groups that we see as "we", groups other than these groups are the other for us. In other words, "the other" always exists at the individual level and also at the social level.

Listing positive qualities is not sufficient to individualize an identity or to describe its essence. In order to achieve this, an "other" must be created as opposed to it in the process of building identity (Laclau, 1995). In this sense, the identity that needs difference to exist transforms difference into otherness in order to secure itself. (Connolly, 1995). As a matter of fact, one of the biggest problems in perceiving differences and ensuring that they live together with differences in social life has been the process of marginalization or othering throughout history.

The "other" is an imagination, and despite the clear determination of actual reality, it reflects subjectivism and prejudice of all kinds. It is a portraying in which the "other" is fictionalized by the enemy, who do not share the same purpose with us. This is why a deeper understanding of the "spirit" of the "cultural other" was the obvious goal of anthropologists and orientalists, especially in the early 19th century (Abaza and Stauth, 1996). Because, the shaping of cultural identities and the definition of the "other" always involves being different from the values, characteristics and lifestyles of "others" (Larrain, 1995). In this sense, from the moment the process of othering begins, differences are perceived as marginality, and it is a reality that exclusion and conflict generally begin.

The 'Other' cannot exist alone. As opposed to it, it requires the "subject", that is, the "I". According to Stuart Hall (1996), the 'other' and 'we' relationship is a relationship that complements each other. While we exclude the Other, we form us. While creating us, we shape the other. The construction of the Other in the form of fiction is provided within the reality of the social in modern times. As a matter of fact, many negative currents such as racism, genocide, ethnocentrism, monoculturalism, xenophobia, etc. created based on the concept of the other can be expressed. The inability of the human to perceive the "other", to understand it and even to be unaware of the "other" stands before us as an important problem today, as in the history of the world.

One of the most important change-points created by the political, economic and cultural developments in the world we live in since the 1980s and especially since the 1990s has been identity-based demands and conflicts. As a matter of fact, the processes that caused changes and transformations in various fields with their present-day characteristics

have made it necessary to redefine many facts and situations together with the problems they caused. Today, human life has accelerated so much, transformed into a transition process between different environments/ spaces, exposed to many stimuli with different characteristics and the differences become much more visible, bringing the identity problem to the fore. In this direction, the transformation of the search for identity into a propriate striving may bring up another problem. For, according to the views that construct identity through the other, the subject is the fulcrum in the definition of the identity, and the other in determining the subject (Sözen, 1995; 1999). The most important of the founding elements of identity is that there is someone other than 'I'.

The process of defining the other requires the definitional dialectic of inclusion and exclusion. Thus, in order to classify and distinguish a population as the other, those who attribute certain qualities to it, also identify criteria that define themselves (Milles, 2010). In this sense, the relationship between "other" and "we" is a relationship that complements each other. We shape the "we" while excluding the "other", and the "other" when creating the "we". Thus "we" knows where it is, what it is, and positions the rest accordingly. Today, how the possibility of creating an identity is related to the exclusion of the other is explained with the concept of "apartheid". The proponents of this view claim that the contradiction between the delusion of self-sufficiency and the fact that oneself can only be built by the exclusion of another is within the context of the apartheid discourse (Laclau, 1995). Othering is both the result of prejudices and the source of rebuilding them. This is a cycle, and breaking this cycle is only possible from understanding the "other". The "other", which is the personification of what is not "us" in the most concrete way, contains many qualifications.

Undoubtedly, the perception and definition of "Self" and the perception and definition of "the Other" play a major role in understanding the differences. From this point of view, it can be said that understanding the concept of Self goes together with the concept of "Other". In other words, the ability of a person or a society to define herself is related to the meaning she/he assigns to what she/he calls the other and to express "what is not" in this context. When a person or group explains their own identity construct with the logic of contradiction, that is, when they objectify the different by othering them, it subjects itself and the relationship that is the center itself emerges. This creates the hierarchy organized by the self. The subject / I alone is powerless and meaningless. He always needs his own stranger. The ego seeks ways to exclude and control the other. Thus, countless numbers of bilateral relations and micro powers are formed, independent or intertwined from each other (Özkan, 1998).

So, what are the factors that shape the concept and perception of the "Other" with which we realize the definition and perception of "Self"? As Levi-Strauss (1958) also stated, there is a relationship of mutual dependence between me and the other in terms of making sense of each other.In order to understand the general and dominant tendency towards the Other, it will be useful to distinguish different approaches to the "other" in sociological and anthropological discourses. On this subject, as Keyman (1996) listed based on Kehare's study, it is possible to mention five different approaches regarding the concept of "the other", although not including all of them: The "other" as an empirical object; "Other" as a cultural object; The other as a being; The "other" as a discursive structure; The "other" as difference.

As far as the concept of the other is concerned, the form of the relationship between "other" and "me" also emerges as another problematic. It is suggested that this relationship generally takes place in two ways (Schnapper, 2005). In the first form, the other is the incomplete state of the "I" and therefore the value "I" takes according to the cultural framework is to be in a lower position. The second form emerges as this approach of the "I", which evaluates the other with a universal approach that asserts that people are equal despite their differences, shifts to assimilation. Because he cannot think that anyone other than himself can be equal without being identical.

Whether taken as a cultural entity, an empirical object, or a discursive structure, all these "other" constructions lead to the creation of a sort of "us and them" distinction. "We and they represent not only two separate groups of people, but the distinction between emotional attachment / antipathy, trust / doubt, security / fear, cooperation / strife between two completely different attitudes. In this polarization, which is also given as the outgroup ingroup distinction in sociology, each party derives its identity from our view of it as something that creates conflict with its opposite. The outgroup is the exact opposite of the ingroup's own imagination and needs it for the ingroup's self-identity, coherence, solidarity and emotional security within itself (Bauman, 1990). In this way, by creating a feeling of similarity-sameness within the group, it is ensured that only those who are not alike or differing are exposed to the anger of the group and the belief that this is justified - at least valid - is created.

It is possible to place the dichotomous structure of the dominant language at the root of the formation and development of these opposing attitudes. Ferdinand de Saussure (1916), "concepts within a system transform into values derived from a system ... brown, black, gray, yellow etc. his definition as "the emergence of values from differences is valid for all indicators" shows how the "I" needs the "other" in order to define itself. In other words, in order to gain identity, the human being tries to turn him into an objectified-concrete 'other' that he can describe with adjectives,

in order to be protected from the "stranger", whom he has no knowledge about, and is precisely for this reason frightening and threatening. The other is the one who is not; The other, which has all the negative features and deficiencies, performs the function of 'I' gaining a positive meaning.

In this case, language emerges as the most effective tool in the construction of differences: Contrast clusters such as self / other, good / bad, white / non-white, Western / non-Western are established in discourse, affecting people's thinking styles and starting to determine their daily life practices. Generalizations made in this way, for example, put a unified East as opposed to the Western one, thus denying homogenizing differences. According to Van Dijk (2003), an important condition for the implementation of social control through discourse is the control of discourse and the production of discourse itself.

Emmanuel Levinas, famous for being the philosopher of the Other, is perhaps a 20th century thinker who has dealt with the "other" problem the most. In her historical work "Totalité et Infini" ("Totality and the Infinite"), Levinas (1961; 1995) discusses the difference between the individual's existence on her own and with another. The starting point is the desire of the totalitarian tendency to dominate the world and the basic behavior style that wants to see the environment and the "other" around its own axis. In fact, the fight starts at this point. Preventing this can be possible through the process of "realizing" the existence of the "other" by the individual. The situation will begin to change when it is seen that the Other is a separate entity and the "I" is only an "other" compared to the other. I's desire to own the world holistically is abandoned when she/he realizes the other. The singular and selfish world of the ego is damaged by the intervention of someone else's face and someone else's voice. Moreover, it begins to define a sense of responsibility, a sense of duty towards the other. At this ideal point, the individual is now also responsible to the other.

The question of how any relationship, including ethics, is possible with the other, which is unknown, completely different, whose difference cannot be thematized in any way, is one of the important questions that can be asked to Levinas. For Levinas, the other is so foreign that it cannot have anything in common with the ego. For this reason, Levinas often tries to explain what the other is not more than what the other is, just as in negative theology (Edgar, 2005). Because to say what the other is means to confine it to the borders of language. In addition, referring to the other contradicts the infinity of the other, its not being a phenomenon, and its non-thematizability. The distinction between the infinity of the Other and the idea of infinity formed in the I is the most basic feature of infinity.

According to Bauman (1990), "we" and "they" represent not only two separate groups of people, but the distinction between two completely

different attitudes, emotional attachment and antipathy, trust and doubt, security and fear, cooperation and strife. According to Bauman, we and them are only meaningful together, in opposition to each other. We are only if there are others who are not us. Both concepts derive their meanings from the line of separation they draw. Without such division, we have difficulty making sense of our own identity without the possibility of putting ourselves against them.

The issue is not the existence of the other, but how rigid or transitive the boundaries between what we define as I / we and the other are. If I/we are established in a rigid / authoritarian way, if they lack self-confidence, if they assume no common human grounds among others, if they are not aware of their other positions or potentials within themselves, or if they need to deny them, the other, that is, the one who is different from me / us / is not seen as a wealth that can develop us in interaction. Instead, she/he is seen as a threat to disrupt me / us, who is perceived to barely hold the deeper tangles. In this case, the mildest reaction is not to establish a meaningful relationship with the others, not to worry about it, and to stay away from it. A heavier reaction is to try to imitate the other, to deny their differences, to assimilate. The most severe reaction is to code the other as a "dangerous enemy" and try to destroy it by becoming aggressive. All of these reactions are on the axis of xenophobia in the most general sense. As the perception of threat and the dose of response to it get worse, there is a transition from psychological/symbolic violence to explicit/physical violence. If Zenophobia is defined as "fear of the other" in general, it is possible to say that our socio-political life has become a xenophobic circle in this sense (Paker, 2007).

**Conclusion**

Postmodern thought draws attention to the relativity of concepts such as reason and truth in daily life, and the multi-part and heterogeneous structure of universal identities such as class and nation. Therefore, postmodern thought also emphasizes the particular identities such as gender, race, ethnicity, sexual orientation, etc. and the particular struggles of these identities that are visible in daily life. In the face of universalist modernity, postmodernism's promise of multicultural social life and daily life dominated by tolerance actually led to division within itself, polarization and the separation of "us" and "other" in a much more severe way than before. As a result of the search for identity shaped on the basis of the complexity, heterogeneity and particularity of daily life, the problem of otherness comes to the fore. For, according to the views that construct identity through the other, the subject is the fulcrum in the definition of the identity, and the other in determining the subject. Hence, identity cannot be formed without the other. The most important of the

founding elements of identity is the presence of someone other than the "I". In daily life, exclusionary identities that are reconstructed on the basis of particularity and difference become more evident as the existence of the "other" becomes evident. The existence of the "other" becomes one of the most basic ways to create the "we".

Although the existence of the Other has become one of the most fundamental ways to create the "we", the real danger is that "we" are designing the "other" in a way that should be feared or at least precautionary. For example, Julia Kristeva (1991) tries to explain this with reference to the stranger in people themselves by following Freud's footsteps. According to her, the stranger lives within us, and when the awareness of difference arises in each of us, the stranger emerges, and disappears even if everybody considers himself as a stranger. Alois Hahn (1999), on the other hand, claims that "the other is generalized" when everyone is other and stranger, referring to the increasing loneliness and individuality in modern society and argues that this constitutes a foundation of universality. Both Kristeva's and Hahn's departure from the individual and its emphasis on the loneliness of the individual is important, however, for some unfortunate, this is not just an internal situation and they feel it in every moment of social life. For this reason, it is difficult to say that there is a foundation of universality as Hahn claims.

Zygmunt Bauman (1991) tries to analyze this with reference to the friend-foe dichotomy. According to him, 'there are friends and enemies, and then there are strangers'. People perceive new situations through oppositions such as friend-enemy, inside-outside. However, it is difficult to put the "other" into a category in which these oppositions correspond at the first stage. The "stranger" or "other" is the personification of indecision, ambiguity. It is necessary for humans to eliminate ambiguity, to minimize problems of interpretation and thus to reduce uncertain facts. For this purpose, it is included in an "other" category, which becomes the "enemy" category. Because they are unlike anything else, they can be anything. They put an end to the organizing power of contrasts. Contrasts enable knowledge and action, while indecisions target despair (Bauman, 1991). Thus, in terms of almost every different identity group seen in everyday life, because of the helplessness stemming from both contrasts and ambiguities and the importance attached to certainty, those who are defined as the "other" are placed in the category of enemies. Hence, each different identity group starts to believe that they can only trust their own group members and become increasingly alienated from other identity groups and society as a whole.

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# Chapter 22

## SEPARATING LOCATIONS WHILE CONNECTING THEM: THE CASE OF YAVUZ SULTAN SELIM BRIDGE

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## Introduction

Politics is not just an activity that is comprised of large concepts such as state, parliament and laws, in fact it is present in every field of life whether big or small and applied to every aspect of life. A lot of examples support this. For instance, consider discussions surrounding the Yavuz Sultan Selim Bridge which was built primarily with the intention of solving Istanbul's traffic problem, or those on Kanal Istanbul which is being pushed for with the idea that it will ease Bosphorus traffic. These examples demonstrate how politics enter into the quotidian. This study has two fundamental aims. First, it will examine Yavuz Sultan Selim Bridge as a mega-budget urban project with multiple functions and discuss its multiplier effect. Second, it will offer a new perspective on the debate on gigantic urban projects, like Kanal Istanbul, whose repercussions are felt thoroughly within urban spaces. The reason for determining such an objective is because large scale urban development projects such as bridges and canal are considered to be one of the most important domains for the struggle that defines the spatial policies nowadays.

Space is a category which is of essence for the comprehension of the communal life dynamics of today's world. The reproduction of space in metropolitan cities constitutes one of the main circles of the power relations shaped in the local and global axis. Especially over the recent years, large scale urban development projects have become hegemonic maneuvers that redefine urban policies over space. Neo-liberal policies which place the urban space at the core of capital accumulation processes also pave the way for neo-liberal hegemony and the construction of its discourse in the cities. However, it would not be sufficient to explain the political construction of urban development projects in terms of capital accumulation processes. These kinds of projects which consider the interests of the capital and create unearned income for the dominant parties serve as an object for the political struggle which progresses in parallel to the efforts to build neo-liberal hegemony that are made together with these.

The framework of hegemony is a form of explanation that is used in political science and it forms a considerably comprehensive platform for the urbanization in Turkey. During this process where we can watch the urbanization process being subject to a constant hegemony struggle and over the interventions made spatially, the space has been transformed into an economic and political tool which can be reproduced. For the resolution of the urban political power, it is presumed that there is a relationship between the concept of spatial production and hegemony. Within this context, this study aims to examine the political configuration of Yavuz Sultan Selim project which is a part of the urbanization in Turkey and one of the examples of large-scale urban development projects, the role

played by public and civil society actors in this process, the common and opposing discourses of these actors, the points of consensus and conflict and the functions of these on the generation of consent. In line with this objective, the legal framework, principles of practice, symbolic and spatial dimension of the construction process will be reviewed with the use of factual examples.

Intense discussions related to the bridges built on the Bosphorus, supporting and critical discussions and the use of the bridge as a symbol in terms of its power on space by the governments are not specific to the third bridge only and they are not new practices. The Bosphorus Bridge the foundation of which was lied during the Justice Party period and opened on 31 October 1973 was launched as "50th Anniversary Present of the Turkish Nation to Humanity". The idea for the construction of the Bosphorus Bridge which was the first bridge to be constructed on the Bosphorus in Istanbul originated from the "requirement" arguments of the foreign capital companies which they conveyed to the political power in Turkey (Aslan, 2011:112). Actually, the bridge suggested by the capital to acquire earnings has been depicted as an indispensable element of the reconstruction of national identity and it has become a symbol for the greatness of the country through the discourse that was formed. The bridge which also points to the politics understanding followed by the political power during the period has ensured a connection between the periphery and the center in a sense. The import substitution model which was materialized as the government's modernization move had found its correspondence in the immigration waves that took place from the rural towards urban areas as it has transformed the rural bourgeoisie into an industrial bourgeoisie. Together with this intense immigration process that started in the 1950s, the concepts of periphery and center had come to the fore and with this bridge, the periphery could be brought to the center. However, apart from the sociological meaning of the bridge, its physical function was not as anticipated and with the increase in the number of vehicles, the transportation problem had further grown for the city. Put differently, the expectations related to Bosphorus Bridge had literally sunk into the waters of the Bosphorus. The rightful objections made to the Bosphorus Bridge by professional chambers turned out to be true in a very short period of time and only 12 years later, the foundations of the second bridge were laid.

In the same manner, the power and significance of the state had been emphasized during the construction of Fatih Sultan Mehmet Bridge which was opened on 3 July 1988 and is the fifth longest bridge in the world. The Metropolitan Mayor of that period, Bedrettin Dalan had stated, "with this bridge, Silk Road had been revived" and launched the bridge as a monument of national pride (Aslan, 2011: 115). During the post-1980 period, ANAP

government deserted the import substitution development model along with the neo-liberal policies and started to apply the export-oriented development model. This model increased the disintegration observed in small agriculture and village works, while causing the formation of a periphery inside the center instead of the periphery to be carried to the center and expedited immigration towards the metropolitan area. It is such that, the immigrants created both new working methods on one side and new settlement areas on the route of the bridge on the other side, they also ensured the centralization of the periphery. There had been inevitable changes in the spatial status of Istanbul and land use with the first bridge and the orbital roads as well as the second bridge and TEM[1] links.

The most recent bridge which symbolized Istanbul and the spatial changes that have taken place between 1950 and 1970 and between 1980 and 2000s has been Yavuz Sultan Selim Bridge. The main objective of Justice and Development Party in the plans prepared both on a local and central scale since 2002 has been the reestablishment of the city. Especially, the election programs prepared after 2011[2] highlight the total change in the appearance of Istanbul. TOKİ's[3] practices, urban transformation attempts, third bridge, third airport, Channel Istanbul and similar large-scale urban development projects can be assessed as spatial interventions which will enable the change. Having come to power as the representative of the periphery in the center in 2002, Ak Party government's attempt to construct a bridge with the modernization discourse as in the case of previous governments which used similar discourses during the other periods when the bridges were constructed, is considered as an inevitable result when taken into account from this perspective. Bridge constructions increase the power of the governing parties as they increase the likelihood of new urban speculations while opening the urban income for the disposal of certain groups in the city. With these kinds of large-scale projects, the

1 TEM highway which is the abbreviation for Trans European Motorway is the European Highway which starts in Lisbon, Portugal and goes all the way to the city of Bazargan in Iran. It is 6.962 km long in Turkey and the Turkish route follows Edirne, Babaeski, Silivri, Istanbul(Bosphorus - Fatih Sultan Mehmet Bridge), İzmit, Adapazarı, Bolu, Gerede, Ilgaz, Amasya, Niksar, Refahiye (E88), Erzincan, Aşkale), Erzurum, Ağrı, Gürbulak (www.emlakansiklopedisi.com/wiki/tem-otoyolu, 04.01.2016).

2 Ak Party's 2011 election declaration stated, "With the special and striking projects that we will announce for Istanbul over time, Istanbul will now become a "global city"... We aim to transform our cities which are our living spaces where we shape our future into "brand cities" in different areas within the framework of 2023 targets to increase the development of our country and the welfare levels of our nation and to be ready for competition and collaboration" (Ak Party 2011 Election Declaration, p. 215).

3 Republic of Turkey Prime Ministry Office Housing Development Administration (TOKİ) is an institution which was established in 1984 and directly affiliated with the Prime Ministry's Office and it was assigned to conduct studies on the regulation of principles and procedures that those who construct the residences will be subject to in order to meet the residential requirements with the industrial construction techniques in accordance with the national conditions and materials and tools and instruments and the support to be provided by the state. (https://www.turkiye.gov.tr/toplu-konut-idaresi-baskanligi-toki).

city is not only re-described as an area of sovereignty on the one side, it is also being reshaped on the other side. Especially when an important intervention is made to the city's road network, in connection with this, the city's connections with the places of business, residence and the external world change and the bridge creates a new framework of legitimacy for all of these.

Within the framework of the approach in question, the article is divided into three sections. The first section will examine the relationship between spatial production and hegemony. Second section will touch upon the impact of large-scale urban development projects which are also depicted as hegemonic projects reshaping spatial policies on the space. The last section will discuss the changes created in space and Yavuz Sultan Selim Bridge that forms the empirical part of the study.

## 1. Production of Space and Urban Hegemony

Space is used by many disciplines apart from geography and it is one of the most essential concepts of geography. Nowadays where a pluralist and producer spatial understanding is being used instead of the redefinition of the conceptualization of old spaces, the concept which has different meanings cannot be portrayed independently of social relations or it is not possible to understand it as such (Gregory and Urry, 1985). Here naturally the absolute decisiveness of the space cannot be mentioned but rather a reference is being made predominantly to construction and formation and regeneration. According to Lefebvre, one of the elements that ensures the success of capitalism is its positioning in the space and the reproduction of space (Gottdiener, 2001:253). Spatial production in capitalism is defined as the disintegration and homogenization as in the case of other objects, its reproducibility and repeatability. Therefore, spatial production entails the reproduction of all of the dynamics of capitalism and space becomes one of the most determinant tools of the adjustment of social structure. Put differently, spatial production is actually the generation of the society and the dominant classes establish monitoring mechanisms on daily life with the production of space. Along with this, space is an economic and social output and it is not objective. It is such that, spatial frameworks constructed previously by people or the ways that we experience those spaces are not entirely objective either. Because spatial production practices are not comprised of physical buildings, urban plans and regional development projects only, it also triggers this production with the daily interactions between people and groups (Lefebvre, 2014).

Today, the use of space is considered as the most important determinant for the power struggle at the local, national and global scale. How space is organized, who shares it, where the symbols are placed and what they refer to is closely related to how power and authority on the space is established,

which spatial tools are used and the political and ideological structure of the government. Spatial politics also demonstrate the relationship between power and space and how much power dominates space. The political background of space where hegemonic territories of state, individual and group are found includes sharing, controlling and dominating strategies (Cox, 2001). Here, it is not what the space is but rather how it is understood and how it conditions human interactions that is important. This point brings out the pluralist meanings of space.

From past till the present, space which acts as a key symbolic function has been stage to different struggles where governing powers have affected ideologically. For the government, auditing space and developing ideological strategies over it is the prerequisite for success. From this perspective, space serves as the carrier of the social power struggle. Therefore, for each social group which aims to protect power relations or change these, establishing some sort of supervision on the space is of vital importance (Şengül,2001: 149).

The concept of hegemony used in this study relates to the domination of the government on the society without using the elements of pressure and power (Ives, 2011:23). According to this, political powers use hegemonic devices and processes for the regeneration of the social structure in a controlled manner and employ it as an instrument. Gramsci (1971) defines "hegemony' as the ideological activities which "ensure that the consent of wide groups of society is obtained by the dominant classes". According to this theory, ensuring social sustainability depends on the combination of "challenges" and "consent" at different dosages. Dominant classes construct a hegemonic power while establishing a public perception that their own economic interests represent the interests of the majority of social groups. In other words, the relationship between the state and civil society organizations which form the political elites are obtained through hegemonic discourses while determining political priorities and the consent of the large segments of the society are obtained in relation to these priorities. Under the societal conditions where hegemonic power cannot be constructed, state's pressure devices stand out to protect the interests of the dominant classes. With the sanction power that they have, laws are considered as challenging mechanisms nowadays. In our case, laws specific to spatial interventions are being regulated to fulfill the "hard" function of hegemony.

Dominant classes create a hegemonic power with regard to the priorities in urban policies by obtaining the consent of the large segments of the society with large scale urban projects in spatial production (Kipfer, 2008 quoted by Penpecioğlu, 2013:99). Here the concept of spatial production can be read as the spatialization or urbanization of the concept

of hegemony (Kipfer, 2002 quoted by Penpecioğlu, 2013:99). Hegemony is shaped according to the form of production-reproduction that emerges in societies. The reproduction of the space is urbanized with hegemonic projects. Large scale urban development projects are considered as capitalist urbanization experience which generate the hegemonic projects in question and space. These kinds of projects which have commoditizing, alienating, disintegrating and homogenizing effects on daily life are constructed politically with the aim to regenerate economic and spatial dynamics. Şengül (2000) links the success of hegemonic projects to their ability to collect different social powers around a hegemonic discourse and the presentation of limited economic interests of dominant classes as the interests of the large segments of the society. The hegemonic projects being supported by the majority in the cities can only be possible with the consent and the use of difficult elements that are the two complementary aspects of political power.

## 2. New Facade of Urban Surrounding: Hegemonic, Large Scale Urban Development Projects

Even though they have different levels of intensity in those countries which adopt neo-liberal policies, urban space is placed at the core of capital accumulation processes in the production, reproduction and transformation (Harvey, 2003; England and Ward, 2007). These policies and interventions are reshaped by expanding the production process of space to the entire city encompassing natural areas. If this process especially finds its equivalent with the occurrence of a structured environment, this situation shows that the capital is positioned in space and it has become a fixed aspect. The foundation of Harvey's conceptual explanation with regard to capitalist urbanization processes is the relationship between capital accumulation and capital's transformation. According to this, the desire of the capital to acquire unlimited profits requires the production of an urban environment during this process and the transfer of accumulation to second and third cycles. This cycle where the state takes up a regulating role remains fixed until capital finds a production practice in another space and then it changes places, in other words, it is inclined to constantly move. Therefore, space has become a commodity which is generated for capital accumulation and territorialized in the capitalist society (Brenner, 1998; Harvey, 1989 quoted by Penpecioğlu, 2011:63). Put differently, it is not only comprised of a structured environment but it is also the subject of capitalist development.

The third Bosphorus Bridge which is one of the urban development projects that make up the primary subject of this study is one of the urban generations of environment and an area where the state's intervention in space is most intense. Therefore, this section of the article will discuss the main dynamics of the structured environment production during Ak Party

period in Turkey especially after 2000 and the development features of this period. Moreover, during this process, the role of the capitalist state, the regulating mechanisms that the state tries to materialize and the forms of intervention it tries to render as dominant in urban politics will be briefly discussed.

Harvey's cycles define the first cycle of capital as the industrial production activities in the conceptual background that they explain. In Turkey, industry plays a significant role in the capitalist production relations and since the foundation of the Republic and until the 1980s, they constitute the primary industries contributing to GNP with nation-state centered policies. However, with the neo-liberal policies adopted during the post-1980 period, the growth in commercial and service industries catalyzed the population increase in the cities on one side while triggering the transfer of capital into the second cycle or the structured production of environment on the other side. In this time framework which expedites the transition of spatial division of labor from the national to the global level, a new paradigm that is based on competition has come up and structured environment has formed one of the milestones of the competition between structured environment and urban space. One of the most important structural variables which demonstrate the transfer of capital from the first to the second cycle is the construction industry. Two periods where the construction industry contributed most to GNP is between the years 1983-1987 and 2002-2007 which correspond to Anavatan and Ak Party governments (Penpecioğlu, 2011:65). During these periods where the construction industry had its golden age, the state support both public investments and the process with legal regulations. Firstly, during the first period when Anavatan Party was the ruling party, it has placed emphasis on public infrastructure and construction investments and the Housing Administration of Turkey (TOKİ) which is highly effective in the production of an urban structured environment recently was established. Moreover during this period, the Zoning Law numbered 3194 which is still in force formed the instrument for the mechanisms enabling the state's intervention in space (Balaban, 2013:63).

During the second period on the other hand, in the same manner, several legal and administrative regulations have entered into force in order to support the growth in the construction industry. Real estate investment partnerships and TOKİ have ensured the expedition of the generation of a structured environment together with state policies as the main players of the era. Actually, by implementing a construction based development model, the state encouraged the accumulation of capital through zoning activities. Collective housing, shopping centers, urban transformation projects, restructuring of TOKİ by increasing its powers, encouragement of collective production, facilitating the investments for shores and tourism

centers and supporting large scale urban development projects, distribution of planning authorities between state institutions for these projects and permitting the intervention in space demonstrates the role played by the state in Turkey for the transfer of capital to the second cycle clearly. The accumulation of capital is geographically concentrated in Istanbul and the surrounding region which caused the growth of inequalities between different regions and especially the emphasis placed on Istanbul by Ak Party government and almost all of the large-scale projects being directed at Istanbul which has become a key issue in urban politics over the recent years can be considered as indicators that the inequality will further increase (Şengül, 2012:440). These projects whose budgets are expressed in billion dollar figures have attracted several capital groups conducting business within the real sector previously to enter the real estate industry and space has become the focus of capital for the acquisition of profit. While developed capitalist countries shifted from capital accumulation or the second cycle which is comprised of consumption oriented industries to technology oriented industries, in Turkey capital accumulation is being transferred to second and third cycles before it completely finishes its impact in the first cycle. Put differently, even the industrial production is low, it still continues being directed towards consumption oriented industries such as trade and service and therefore the national economy is functioning over cities rather than real production. Today, the real estate and construction industries which have been integrated with the finance industry are considered as the new dynamics of capital accumulation (Şengül, 2011:96).

During the capitalist urbanization of Turkey after the 2000s, the state supported structured environment generation on the one hand and developed new intervention methods to urban space on the other. Large scale urban development projects reflect this kind of an intervention method and they are considered as "production practices of an abstract space" (Lefebvre,2014). While projects symbolize social values concentrated on development with neo-liberal discourses such as "economic growth", "investment", "entrepreneurship" and "competitiveness", at the same time they appeal to the sensitivities of different societal segments. The residents of the city consenting to neo-liberal urbanization practices is also configured within this framework. Actually, urban development projects form the political mechanism of spatial production. In the political construction of projects, not only the discourse practices of hegemonic construction but at the same time challenging legislative mechanisms play an important role. Priorities related to the planning of cities through these projects configured on the basis of discourses such as attracting investors to cities and providing employment, transforming wreckages, creating new centers of attraction and elevating the quality of life started to be redefined.

In general, the projects which have important socio-natural effects on urban landscaping also form the foundation for the welfare and happiness promised to the new middle classes. With these projects that are relied upon more for economic development projects, direct and indirect effects are created on urban spaces. Bridges, airports, tunnels, subways which are considered some sort of national projects for which the decisions are adopted from the center, are also regarded as monumental structures and they are seen as one of the tools of spatial intervention by the policy makers and as one of the means to mark the era. For example, the first bridge is also known as "Demirel's bridge". Second bridge is called "Turgut Özal's bridge". Third bridge will probably be referred to as "Recep Tayyip Erdoğan's bridge". Third bridge and connecting roads, third airport, Marmaray and other subway lines are developed recently by the public institutions and they are considered as large-scale urban development and transportation projects constructed. Actually, the majority of these large projects aim to make the other areas envisaged for the other projects accessible and therefore suitable for investments. As these transportation projects are developed, the development of other large-scale projects will be facilitated.

## 3. Yavuz Sultan Selim Project as an Instrument of Spatial Production

Bridges which can be defined as public areas in terms of the access and use by all segments of the society are regarded as both an instrument of the reproduction of urban space also as a representative figure in urban hegemony (Aslan,2011:109). Especially ensuring consent with the language and discourse generated over them in the dominant politics is an important element and facilitates spatial production.

### 3.1.) Occurrence and Debates on Yavuz Sultan Selim Bridge

In 1966, a decision is adopted to construct the Bosphorus bridge in Istanbul and the architects of that period, engineers and urban planning experts have warned the politicians as "We should not build a bridge on the Bosphorus.. *Then a linear line will be formed. One bridge will not be enough. We will be compelled to build two bridges, three bridges and twenty bridges. This is a massacre of resources for Turkey*.." (Milliyet Gaz.,28.03.1988). The construction of the third bridge and connecting roads are about to finish 50 years after this warning and probably in a short period of time, the discussions for the fourth and fifth bridge will start. As in the past when the warnings were not taken into account for the bridges, in the same manner today the warnings made in relation to the destructions and changes that will be caused by a third bridge are not being taken into account. This section of the study will examine the debates on the emergence of the third bridge and in relation to the bridge.

The first bridge was built in 1973 on Istanbul Bosphorus while the second one was built in 1988. The debates related to the third bridge which have an adventure dating back to approximately 20 years, started at the end of the 1980s right after the second bridge. In relation to the third bridge, where more than one meaning of space were discussed by different segments ranging from its foundations to its name, in 1986, the Ministry of Development and Zoning of the period Safa Giray emphasized the impact of bridges on the spatial development of Istanbul and made an announcement: "*Today we are considering to build the third bridge. Now we understand that if the first bridge hadn't been built, Istanbul could not be anything other than a village with minarets*" (Cumhuriyet News.,06.10.1986). We can interpret this discourse as the result of an apparent and conscious process where there are no policies applied to the urban space in the 1980s. With his statement that was subject to the article published in Cumhuriyet newspaper dated 07.02.1987 entitled "*the foundation of the third bridge is being laid this year*" one year after this announcement, Istanbul Metropolitan Municipality Mayor Bedrettin Dalan announced that the foundations of the bridge will be laid and it will be open to traffic latest by 1990 (Cumhuriyet News.,05.09.1987). However, Dalan's project was denied based on the grounds that a new bridge is not required as stated by Prime Minister Özal as a result of the objections of State Planning Institution and Treasury (Milliyet News., 11.04.1988). During the 1990s, the discussions on whether to build a bridge or a tube passage emerged between the central and local administrations and the winds have changed towards the bridge. In 1995, the President of the period Demirel indicated that Bosphorus of Istanbul has to be protected no matter what during a speech he has made at Istanbul Metropolitan Municipality which he visited and said "…*Istanbul needs a third generation. Third bridge will be the third generation of the Bosphorus. We are obliged to pass through the Bosphorus for the third time. This is a necessity*….." and showed the support he has given for the construction of the bridge (Milliyet News.,20.08.1995). However, Recep Tayyip Erdoğan who was the Metropolitan Municipality Mayor during that period does not agree with Demirel and in fact, he states that the construction of a bridge is a murder: "*Third bridge is a murder. Such an attempt will lead to deadly results for the contemporary urbanization of Istanbul and urban transportation system (Cumhuriyet News., 20.03.1995).* But one year after this, a news article is published where Erdoğan says he will allow the Ministry of Public Works which has started the preparations to build the third bridge only on the condition that a "rail system" is built. The article also indicates that as a municipality they have not given up the tube passage project however because its costs are high, if they are persuaded as an interim solution, they can discuss the third bridge (Milliyet News., 26.12.1996). Meanwhile, civil society organizations, academicians and activists designated that they are

against the bridge and the bridge will not solve Istanbul's traffic problem but it will rather increase. Despite all of these oppositions, higher planning board specified the construction of the bridge as a prioritized investment and this way, the discussion had ended in favor of the bridge (Milliyet News., 26.08.1997). There were a lot of reactions from the majority of the society to this decision from the major of the city to the citizens, from scientists to professional chambers and especially Erdoğan "*indicated that the third bosphorus bridge is not a permanent solution and that they are against the third bridge*" (Cumhuriyet News.,07.02.1997). There was a transition from the period where the election propagandas of the parties used not constructing a third bridge as a positive score to the prestigious projects and for the government which promised welfare to the electorate, bridge has become the most important tool.

Decisions related to the bridge varied rapidly which the central and local administrations disregarded the spatial effect of the bridge. For example, Recep Tayyip Erdoğan stated, "*DPT asked our opinion related to the third bridge, we designated our opposition. Naturally they did not take it into account. However, if an orbital road in the north which will connect Gebze-Çorlu line can be considered together with the bridge, then I can agree to that idea*" (Milliyet News.,06.08.1998) and indicated that he might accept the third bridge project which he absolutely rejected in 1995 on the condition that it will build the route of his desire close to the elections. Despite this, the bridge route that Erdoğan wanted was not accepted, instead of that the Ministry of Public Works Yaşar Topçu specified that the Third Bosphorus Bridge will be built between Arnavutköy and Kandilli, in this regard the critics of the civil society organizations or the Preservation Board will not be taken into account with a hegemonic discourse: "*Historical texture will be destroyed. Project is against the state's zoning plan. How do they know whether the Bosphorus will be destroyed? How do these people know about urban planning and whether the bridge will damage the city? How many projects have they completed until today? Everybody state their opinion. They talk without knowing anything.''*.."*third Bosphorus Bridge project is ready. There is no going back"(Hürriyet News.,03.12.1998).* The bridge project which was told to be built without taking any criticism into account was rejected by the Undersecretariat of Treasury almost one year later on the grounds that it will bring additional burden on the budget and it was suspended (*Hürriyet News.,17.05.1999*).

When it was 2002, the adoption of the final decision worth 30 billion dollars with regard to the realization of prioritized projects that are brought to the decision stage by being included in the investment program by the relevant institutions during the previous governments was left to the 58th government established by Ak party. The government applied for the

approval of DPT for the bridge in 2003 and with the authorization granted, the routing and cost studies for the bridge have been initiated. The bridge proposal which was approved on the condition that it will be executed under the coordination of Istanbul Metropolitan Municipality, was acknowledged by the municipal assembly however Istanbul Metropolitan Municipality Mayor Kadir Topbaş stated that he did not find the construction of a third bridge that will be used for land transportation between the two bridges on the Bosphorus of Istanbul right from an architectural perspective and vetoed the decision (Radikal News., 20.10.2005). During the same year, Prime Minister Erdoğan conveyed his ideas related to the bridge to the journalists at the airport before he went on a journey abroad as follows: "*There is a need for a third bridge in the north. When we start this activity, heavy vehicles will not be allowed to pass from the other two bridges. This bridge will connect Black Sea Highway to Istanbul. We can organize the tender in 2006. This way, Istanbul's northern part will be reorganized*" (Hürriyet News.,08.11.2005). He pointed to the area between Sarıyer and Anatolian Castle as the route.

In 2006, news related to the completion of the preliminary preparations for the bridge by the General Directorate of Highways and with the New Year, they will conduct meetings with international companies started to circulate (Hürriyet News., 03.12.2006). The most important feature of the bridge discussions in 2007 was the demonstration of whom the bridge was useful for and who attempted to buy lands through the bridge project. During this process, it was known that the bridge would be constructed in the north, in fact real estate experts and contractors made announcements about the actual location of the bridge. However, the government hid the information related to the bridge. The year when the discussions related to the bridge climaxed was 2009. On the one hand, it was revealed that the actual aim was to ensure Istanbul's development towards the north with the bridge project, on the other hand there were no explanations provided with regard to the route and urban development. Along with this, land sales on the estimated bridge routes were expedited and the prices had gone high up. In this chaos, the authorities kept quiet with regard to the route and the objections related to the bridge were disregarded. The long waiting period in relation to the bridge ended with the press announcement made by the Minister of Transportation Binali Yıldırım and Kadir Topbaş together in April 2010. According to this announcement, Northern Marmara Highway Project where the third bridge was included would be constructed between Garipçe and Poyrazköy located north of Istanbul (Sabah News., 29.04. 2010).

This way, third Bosphorus Bridge which had been an issue of debate constantly as of the beginning of the 1990s and constantly suspended or given a go, had become absolute. After the determination of the location of the bridge, how and who will construct the bridge was another issue of

debate. As part of the project which was first tendered with a build operate transfer model, the tender date which was announced on 23 August 2011 at first was postponed (Radikal News., 15.08.2011). The tender which was organized in January 2012 did not receive any offers from the 18 companies which bought the specifications and the tender was canceled (NTV, 2012). Five days after the cancellation of the tender, Binali Yıldırım announced that the project will be carried out with the own resources (Radikal, 15.01.2012). The bridge tender which was announced again in April was given to İçtaş-Astaldi partnership including construction for a management period of 10 years, 2 months and 20 days (Hürriyet News., 30.05.2012).

### 3.2.) Construction of the Discourse Related to Bridge

The consensus and conflict relations of the state and civil society actors play an important role in the planning and development of Yavuz Sultan Selim bridge and its announcement to the public. These actors which have a dominant role are able to build a hegemonic power owing to the relations that they provide on the basis of large-scale urban development projects. Hegemonic discourses related to bridge projects are generated to obtain the support of different segments of the society and they are disseminated with mass communication tools. In this context, the presence of two kinds of hegemonic discourses can be mentioned. First of all, they are comprised of discourses constructed as political ideologies rather than realities which are identified objectively but state the current situation of the area where the project is developed. Secondly, it encompasses economic and pragmatic discourses based on "economic development", "investment", "employment", "solving the traffic problem" that are disseminated to create a common feeling in support of the project. Both discourses are generated by the state and civil actors which dominate the project and they are constantly renewed and disseminated. This way, the aim is to construct a common supportive feeling with regard to the acceptance of the bridge.

For the third Bosphorus Bridge project, it is believed that there are four main actors which can construct a hegemonic position. First of all, the role played by Istanbul Metropolitan Municipality which is authorized to adopt a decision for the construction of the bridge has to be emphasized. First of all, when we analyze the role and discourses of the municipality, differences are observed with regard to the attitude of the central government within the long historical background of the bridge. When the bridge was first planned, at the end of the 1980s, Bedrettin Dalan declared that as a municipality they decided to build the third bridge, whereas in 1994, Recep Tayyip Erdoğan who was elected as the mayor said "[n]*ew bridge will bring along shanty settlements and destruction of green areas*" (Milliyet News.,20.08.2009) and declared that the municipality is clearly

against the bridge and it will destroy Istanbul's ecological balance. After the 1990s, third bridge project lost its popularity for the public, but it was still on the governments' agenda. As the impacts of the economic crisis which occurred in 2001 started to fade away, the bridge came to the fore once again and debates have been sparked. By mid-2000s, even though there were discussions related to the bridge, information related to its route were not shared in order to prevent speculations related to its route. Kadir Topbaş stated, "[u]*ntil now, there isn't any information that came to me, clear, apart from those that we saw in the press. As far as I know, nothing is clear yet..." (NTVMSNBC,05.09.2008)* and with this statement, he implied that as the mayor, he did not have any say in the construction of the bridge. Another indicator of the municipality not having any information on the bridge is the plan with a scale of 1/100,000 prepared by Istanbul Metropolitan Municipality. The plan did not include the third bridge and the report prepared for the plan especially underlines the fact that a new passage on the Bosphorus would be extremely dangerous and such an attempt would lead to an irreversible destruction for Istanbul.[4] Therefore, the discourse adopted by the municipality in relation to the bridge varies depending on the government and in line with the desires of the government, discourses related to space are being generated. The bridge which was not included in the environmental plan in 2009 and was deemed as dangerous, was turned into a requirement according to Istanbul Municipality in 2012;" . . *This bridge is an axis which is required for the transportation in the city. We have to fulfill this axis, there is no other remedy. Because this is expected to be built as the Northern-Southern line which will be integrated to the Western-Eastern line formed by Marmara rail, this is the only way to guide the residents of the city to use public transportation instead of individual vehicles, there is no other way. .* …."( www.ulastirma.com.tr, 2012).

By the end of 2000s, the discussion of the Third Bridge is not a coincidence, actually it is a part of the restructuring process of Istanbul. This period when neo-liberal policies implemented within the framework of the "Global City" vision, started to be felt more intensely is the period of large projects that increase the income earned from lands (Imece, ty:25). During this period, naturally it can be estimated that investors play a key role in the development of consensus for the bridge project. Because the lands which will be affected from the third bridge and connecting ways, lead to urban unearned income processes where large capital groups find more profitable compared to real production where there is no unearned income and want to evaluate. Speculative environment that developed together with the bridge route also triggered the process of

4 "As long as central administration continues, the bridges which will be built will not contribute anything to Istanbul. On the contrary, pursuant to the construction of Fatih Sultan Mehmet Bridge, the damages which are caused by the settlements and structures leading to destructions hard to reverse in Istanbul's natural structure and formed in an uncontrolled way both on the Anatolian and European side as far as TEM Highway will be repeated" (İBB, 2009:615).

land acquisition, project development and in fact construction activities along the bridge and connecting roads for several large capital groups and investors. Among these actors, there are several large-scale real estate and construction companies and they indicate that the construction of the bridge and connecting roads will create new investment inclinations in the northern parts of the city. Large corporate actors within the construction industry which place their weight in the background of the Bridge Project have an attitude pointing out that if they cannot reach the required capital accumulation, the economy is likely to suffer from another crisis and this attitude is one of the discourses that tries to legitimize the bridge. The realization of this possibility is not the problem of capital groups only but it will also bring the government across unemployment and shrinking rates (TMMOB, 2010:38). This situation is believed to explain the growing importance of the construction industry within the growth economy with the shifting of the investors' interest towards urban lands and the investments towards construction and real estate. Moreover, the income obtained from lands created as a result of the bridge and connecting roads is not limited to Istanbul but the spatial change caused by the bridge has spread to the surrounding cities around Istanbul. For example, TBM Vadi Real Estate Company supports the bridge specifying what kind of changes will occur in the surrounding cities and towns from the third bridge road on its own website and says "*As Istanbul is currently pushing its limits in every meaning of the word, this project will allow it to transfer some of its burden to the surrounding cities and towns and in these areas where Kandıra is directly located, it is almost certain that significant premium levels will be created and demands for land with regard to the region are increasing every day*" (www.tbmvadigayrimenkul.com).

Third important group of actors that have to be highlighted due to the relations with the bridge project are the CSOs and primarily the professional chambers affiliated with TMMOB, political parties and associations which have pointed out their criticisms from the same perspective as they did with their objections for the first and second bridges. However, these groups could not change the approach of the political power. The Prime Minister of the period Erdoğan had said, "there will be those who will object" and pointed towards professional chambers and criticized them as "*you are doing politics*" (TMH, 2008:29). TMMOB provincial coordination board, KESK Istanbul Branches and Life Instead of Third Bridge platforms have turned their objections to the bridge into a slogan as "*Third bridge means a new bridge for unearned income. It means the destruction of nature*"[5] and tried to highlight the conquer of Istanbul by the capital. According to the relevant professional institutions, third bridge is a major destruction project which starts with Istanbul and Marmara and is expected to spread across Turkey

5 http://www.dunya.com/guncel/3-kopruye-hayir-dediler-109793h.htm/3. köprüye hayır dediler, 02.12.2018.

and this bridge will not bring any solutions to Istanbul's traffic problem, on the contrary it will deepen the problem (TMMOB, 2010). However, despite the statements by tens of institutions that the bridge will be used as a tool for unearned income, the government did not take a step back from its decision.

The fourth and maybe the most effective actor involved in the discussions related to the bridge is the central government and especially the 12th President Recep Tayyip Erdoğan who was the Prime Minister back then and his critical effect in this regard is frequently mentioned. First of all, starting with the period when he was the mayor and until today, it has shown itself at every stage of the project. From determining the route for the bridge to the date on which the foundations were laid and its name, all of the decisions related to the bridge are considered to be under the control of the central government and especially Erdoğan predominantly. For example, the route of the bridge was determined when the Prime Minister and the Minister of Transportation had made a helicopter tour and it was clarified afterwards and for this route, consent was tried to obtained from the public opinion. Erdoğan who indicated that he was "upset" to see the oppositions to the bridge, showed the objections to the 1st and 2nd bridges in the previous years as an example and pushed the limits of criticism and stated that those who opposed the bridge project back then are now driving over these bridges without feeling "ashamed" (Milliyet News., 29.09.2009). Going one step forward, he added that they do not use their ideas for serving the humanity; "*[w]hat will be done, what is to be done, they are not aware. It was just yesterday, there are three bridges on a river in the US with 500 meters left between them. Do you know who oppose these, only those who have their eyes shut on both sides. There are those looking at a single direction, these are the ones who oppose this. There is an ideological fixation, they look at the world with this. They do not prioritize people, they only have ideologies... We will continue our way overcoming these obstacles one by one*" *(*Milliyet News.,29.09.2009*).* Ministry of Transportation Binali Yıldırım indicated his opinion on the necessity of the bridge by highlighting the emphasis on development and stated that they are trying to offer the welfare they promised to those who voted for them: "*This is a useless discussion. Third bridge is necessary, 1 tunnel and even 2 tunnels are necessary. No one can ask us not to provide these kinds of infrastructure services for a city which accommodates 20 percent of the Turkish population and industry" (Zaman News.,01.07.2009).* TBMM President Cemil Çiçek had equated the government's bridge construction with the policies during the foundation ceremony and described them as *"magic words are: trust and stability*" (DHA, 2013). Especially, traffic problem in Istanbul is a consent mechanism which legitimizes the bridge construction strategy before the public opinion through government mechanisms. As long as the debates surrounding the third bridge continue, the governing party has moved

based on the discourse that the bridge is a need and this discourse has been set into its place with the Prime Minister's remarks: "*We will build two new cities north of Istanbul*".[6] In other words, actually the third bridge and Northern Marmara Highway is not a transportation project. These are the complementary aspects for a land development project.

Urban politics and policy making styles that emerged recently envisage the design of a large scale project and its acknowledgement without any discussion. The third party decision which will affect everyone living in Istanbul and in fact the whole region is such a policy and the decision-making method is as grave as the decision itself. The government places major symbolic meanings on the bridge where the residents of Istanbul are left outside the discussion. For example, 29th of May which is the date chosen for the foundation ceremony of the bridge is the anniversary of the conquer of Istanbul and as it can be seen from the words of Erdoğan, "*…with the inspiration from our ancestors, we continue to write history*" (DHA,2013) the bridge has gone beyond its objective and it has become an indicator of power for the government. On the same day, President Gül of the period announced the name of the third bridge as "Yavuz Sultan Selim"[7] and opened another aspect related to the bridge to discussion. Along with the discussion created as a result of spatial use, its name also has a meaning which can lead to polarization in the society and this points to more than just the spatial meaning of the bridge. Especially criticisms regarding the name of the bridge as Yavuz Sultan Selim who is accused of massacring Alevis[8] were inevitable as were those who[9] defended the name.

6 "Considering this, we will establish two new cities in Istanbul. Look I am telling you two new cities. One on the European side and one on the Anatolian side. I am telling this to the opposition, do not try to steal this while announcing your projects, we have the patent." (Ak Party 2011 Election Declaration Introduction Speech, 17.04.2011).

7 "Third bridge is I am sure it is on everyone's mind, 'what will be this bridge called'. …... Our friends, our government have considered everything, these were discussed and in the end, we all decided that the third bridge will be named Yavuz Sultan Selim Bridge.. (CNN TÜRK, 29.05.2013)

8 Some of the comments shared online pointed out, "3rd bridge will bring continents together but unfortunately with its name, it will separate the most valuable bridges in this country, in other words those who live here and the bridges of love."

"Prime Minister who knows the date of Gezi probably does not know the historical meaning of Yavuz Sultan Selim; It is so obvious.."

"During the time I live in Istanbul, I plan to never cross the new bridge due to its cursed name."

"As the discussion shifted from the destruction of the nature towards the name of the bridge, it seems like the government managed the issue well..." (Milliyet Newspaper, 29.05. 2013).

9 "Yavuz is a very important sultan, it is a good decision"

"You give the name of a sultan who has expanded Ottoman Empire to 6 million 557 thousand square kilometers and this is discussed as if it is a different and systematic effort. It is really a big injustice."

"Yavuz Sultan Selim is one of the personalities of our history that we are proud of." (Habertürk, 31.05.2013).

Especially on behalf of the government, Minister of Maritime Affairs and Communication Binali Yıldırım said, "[i]*t should not bother anyone.* "*Ottomans are all of our ancestors*". *A segment of the society holds Yavuz responsible for the massacre of Anatolian Alevis, while another segment thinks that his name suits the bridge because he is a very important historical personality*" *(Habertürk,31.05.2013)* and with this defense, he confirms that the government and the bridge are not taken into account in terms of space and transportation.

During the field study carried out in the villages where the bridge's route will pass, it was seen that there are those who support the decision regarding the name as much as those who do not support it. However, the supporters' defense is compatible with the consent generation discourse used by the government and they act based on the same discourse.

"*I think they found the best name, we have to live our history, it has to remind us of something... Now brother, look here there is an Atatürk Bridge and Airport and no one turned that into a problem. There is the Fatih Sultan Mehmet bridge. When you look back, Yavuz Sultan Selim and these are all good people, giving the names of these good people to different locations is a good thing by all means...*" *(*Male, 45, Driver).

In the village where there were others who thought differently, the name discussion was one of the last things they were talking about but still the answers reflected their political views: "*But in my opinion, a voting had to be made. They should have determined five names. The one that gets the highest number of votes would be selected. I think it could be Atatürk bridge because it is a very long bridge. Atatürk Airport exists but it is now being canceled. That could have been the name of the bridge. But because our father Tayyip is against it, it did not happen" (Male, 51, Shop owner).*

Public investments among large scale urban development projects are especially promoted as prestigious projects by the government and they trigger investments in the regions where they are built. One of the most important elements that changes in the historical progress of the bridge was observed in the discourses related to the bridge. Prior to Ak party period, the discourse of "I will do it despite you", had been replaced with the discourse of the current government as "I am doing it for you" and "I am solving the traffic problem" and simultaneously the legal structure is being adjusted to comply with these activities and all of the steps taken are being legalized. As a result of the processes witnessed by both periods, spatial changes and destructions are taking place.

### 3.3.) Spaces Destroyed by the Bridge

With the various practices of the state, creating advantages in favor of private enterprises individually, industrially or sectoral and economic

structuring which may be described as the sharing of this advantage form an important leg of the new era capital accumulation strategies which continued increasingly in Turkey from the 1990s until today. It is possible to describe the Third Bridge Project as a concrete example of these capital accumulation strategies which aim to provide earnings for certain capital groups and political actors through the projects that are fed with unearned income acquired from urban spaces. Even though projects such as the third bridge, airport, Channel Istanbul, satellite cities and similar public-private partnership projects carried out with external debts seem to rejuvinate the economy, actually this misperception delays the problems and it undertakes the future of the city.

The new areas to be formed with the route of the third Bosphorus Bridge will cause the deepening of the spatial disintegration that is increasing every day in Istanbul. Especially, intense structuring pressure to be exerted on the city and population movements due to the bridge and connection roads will have a negative impact on the social structure of Istanbul and it will eliminate the balanced and sustainable development policies for the city. With the changes in the existing socioeconomic spatial structure on the route of the bridge and when the city's current development dynamics are considered, it seems that the creation of those areas to be used by medium and high income groups is inevitable. Especially, it is foreseen that new settlement areas established inside the forest with low population levels will emerge. Along with this, whether the lives of these people who had lived in a village for tens of years will change or not and how positive this change will be should be discussed.

As a result of the observations made along the route of the bridge on the Anatolian side, it was observed that this kind of structuring has started long ago and spatial disintegration had become much more clear. During our journey from the beginning of the route until the end point of the bridge, both over the connecting road to the bridge and through the sub-roads, isolated estates located inside forest areas next to the villages were seen. Firstly, in-depth interviews were conducted in the villages of Öğümce, Bozhane, İshaklı, Hüseyinli, Alibahadır, Paşamandıra located close to the legs of the bridge or on the bridge connection roads. During the interviews conducted at the villages, our opinion was that the spatial segregation had already started which we observed and was clearly stated.

In general, for a villager who does not complain about the bridge project, spatial change started with the construction of closed estates built inside the forest. The higher income groups of Istanbul escaping from the chaos of the city and establishing safe estates here forms the basis of the class segregation in the area. It is such that, for the villagers, the destruction of the forests due to the bridge project is not that important at this stage

because it had started already before. In fact, the villagers claim that most of the people who object to the bridge actually live in the villas located in the area.

"(..) *There is another face of Çekmeköy, there are all kinds of estates inside the forests. Here the destruction of the forests is not something that is being done today, it started years ago and you cannot go even close to their doors, they have been here for at least 20, 15 years, these estates were not built today, the forests were cut way before anyway(..)" (*Male, 45, Freelancer).

"(..)*... Now for example there are those who shout out saying that we are losing green areas, it is of course very good to protect green areas, but right now we are standing against Reşadiye, we have Çavuşbaşı with 70-80 residences. One house is here, the other one is on the other side. Now go to Çavuşbaşı, they are opening the forests. There is no such thing as a forest left. I mean, if the state does not open it, we will open it. This guy opened it there and they are using it, at least when the government opens it, we can use it as well (..)" (Male, 51, Shop owner).*

"(..)*For example, Acarlar is 1100 acres… Now when you go to Acarkent, you look around, if you try to buy an apartment there, I am sorry but they would not even give us the door... Those people yelling, believe me, go and search all of them one by one and you will see that they have villas in the places I have told you about. Then they should burn down their villas, leave them and say I am going to tear down my villa and plant trees, I will provide this for my country and in that case, I will run before them.." (Male, 45, Freelancer).*

Throughout the 2000s, when the bridge idea sparked contested debates, many professional chambers had stated that the project is an unearned income project in other words it is a project for land development. One of the steps taken in this regard is the legal amendments. In March 2014, with the Bag Law published in the Official Gazette, a clause was added to supplementary article 9 of the Forestry Law numbered 6831[10] and the legal means for building shopping centers and hotels which are considered as facilities for unearned income on the connection roads of third bridge were provided and this way, it was legalized that there would not be any charges collected from the facilities constructed with the build operate transfer model in the forests within the limit lines of highways. Second legal change was adopted with the law that encompassed the lands which have lost forest properties also called the 2B[11] law. The connection of the law

10 The Forestry Law numbered 6831 states that "there will not be any fees collected from the facilities constructed, managed or constructed and managed based on the build operate transfer model by the state institutions and public institutions and organization" (Cumhuriyet News., 16.03.2015).

11 It is an abbreviation used for subclause B of article 2 of the Forestry Law numbered 6831.

to the bridge arises from the presence of 2/B lands on the route. It is such that, during the interviews conducted, most of the villagers indicated that they had 2/B lands and the trials related to these still continued. Especially because the villages are located in the forest and the title deeds in their possession were issued during the Ottoman times, in their words, problems have occurred.

"*We have title deeds left from the Ottoman era, why doesn't the state accept these. They defend the Ottoman Empire a lot, our state if we go back to history, they should give these, why aren't they giving these. State does not give 2/B areas, there is a major problem. My grandfather had lands. . . If our state does a just job, but because it will not do it justly, it is not good, the state does not give most of the places, it is not known yet... We applied for 2/B lands but the trial is still going on" (Male, 35, Freelancer).*

With the expedition of the studies in order to adopt the 2/B law together with the third bridge and the highway caused the land sales in Istanbul and the surrounding areas to stop and many investors have started looking for new lands. The real estate offices in the area indicate that the prices of the lands on the route have come up significantly and the sales have become slower until the bridge is used, in fact they have stopped:

"*Everyone is waiting*", "*Third bridge has turned the area into a line of fire.*"

"*The price per square meter of the lands in Zekeriyaköy have increased by 200-300 and they went up to 500-1.000 dollars.*"

"*Over the past year, all of the lands in the area have been sold. There aren't any left. Those who have prefer to wait instead of selling. Several domestic and foreign investors invested in the area. There are tens of projects which are ongoing and still waiting for a license at the municipality or have recently applied. 5 thousand plans of the places where there is no zoning and the places without zoning to be opened were prepared. Thousand plans were prepared as well but they are waiting for the 2B law" (turkiyeturizm.com, ty)*

One of the main reasons for the satisfaction of the villagers with the bridge project is the increase in the values of their lands. Even if they do not have a land to sell, they are happy because their houses have increased in value.

"*Personally, I am glad. Here, the state has paid 450 million for a place which costs 50-60 million. I also have a land, it has increased in value. No one complains here, everyone is happy. I talk to 40-50 people a day. There is nothing happening to the villager, everyone had sold in the 1940s, 1960s. Only 3-5 people have a place in Hüseyinli Village and they*

*have been hit by a pot of luck. The men got their money and no one can go to them they are so happy. The places where the bridge passes from had been sold in the past. They did not belong to the villagers. Why am I glad because my place has also increased in value. Our houses have increased in value. The state gave the money without any objections. They said those who object have to file a lawsuit. There was no one to object" (Male, 50, Freelancer).*

All of the expropriation fee was covered by the state and it was indicated that the property rates of the expropriated lands are 9.57 percent private property, 75.24 percent forests and 15.19 percent belong to the Treasury (NTV, 22.02.2013). Therefore, the spatial change that is expected to change the environmental and macro form of the city where the unearned income is dominant in the region has become inevitable.

At this point, it has to be underlined that with the law numbered 6360, after 2014 local elections, these villages have been turned into locales that are associated with different towns. Actually, another dimension of the change in the villages has occurred at this stage, the immovable properties which belonged to the legal entity of the village were no longer the common properties of the village and therefore the villagers did not have any rights on these immovables. This was one of the indicators of change for the villagers.

"*(…) This building across from us, here they all belonged to the village. When it has become a neighborhood, that building, the villagers have done it, my grandfather donated the land. When you are a legal entity, you come and say this place is mine now. (...) There, there is a land which is 20 acres, that was donated to the village's sports club, Beykoz municipality came and took them all (...) Here in the past, people would give the lands on a promise, this was donated, it is in the title deeds of the village but they are not taken into account. Now, this land has been given to Beykoz Municipality (...)" (Male, 30, Coffeeshop owner).*

Together with the bridge, villagers want a change in their daily lives on the one side but on the other side, they think this will cause them problems. They indicate that one of the biggest problems that they have related to the bridge is the roads which are not properly built and they think they will get rid of their daily ordinary lives when the bridge becomes active.

*"We only have a problem with the road. During the construction period, the roads were extremely deformed(...)" (Male, 30, Coffeeshop owner).*

"*Of course it will have both negative and positive aspects, but here everyone is bored of seeing each other. It is time to meet new people. There were 35 houses in 1990, before that it was 17-18 houses. Now there*

*are 150 houses and if you count the villas, there are approximately 500 households" (Male, 23, Unemployed).*

*"Our daily life will be more colorful. The bridge passes from there. They will build a side road here. It will go towards Şile or Mahmut Şevket, I don't know, it will pass through here therefore it will have a huge impact on the business owners. Maybe people will open places on the roads; then the economy will become more invigorated (...)". (Male, 51, Shop owner).*

Some of the villagers indicated that the change caused by the bridge was striking, in fact they stated even their working styles had changed.

"*The bridge passing from here is a blessing for this village. For the past 20 years the changes in this village, the changes that happened until the bridge came, it has never happened, I saw this. Here people who are unemployed are now working for the bridge either as a night guard or at the cafeteria... These were people who worked daily in the forest cutting down trees, now with the bridge they started working in a job with insurance*" *(Male, 45, Driver).*

However, this discourse is valid for only a small percentage and actually most of the workers working at the construction of the bridge come from other cities. In other words, the bridge construction does not have a major contribution in terms of employment for the surrounding villages. It is such that there is a principal company which carries out the construction of the third bridge and there are subcontractor companies affiliated with this and the surrounding villages have the worker camps for these companies. The construction where the workers are mostly from Eastern Anatolia and Central Anatolia, includes a 200-person workers' camp for the principal contractor company and subcontractor companies have between 5 and 6 worker camps for numbers ranging between 100 and 200. Apart from these camps where on average 1000-1200 people are staying, some of those who came to work for the construction of the bridge have rented houses in the closeby areas.[12]

"*Only one person or maximum 3-5 people work at the bridge construction. There are a lot from other villages (Sırrıpınar), around 25 people. I mean this is what I want to say, my son, he is a university graduate and he is here working at my shop. He can be a guard there, he can be something... There are people from Rize, from Kars. But most of those coming to work at the bridge are from the east" (Male, 51, Shop owner).*

One of the most interesting data obtained from the interviews conducted on the route of the bridge and the observations made is the constant feeling of doubt and anxiety among the villagers. This is believed to be caused by the government pressure and the discussions on the third

12 The camps mentioned here are those located on the Anatolian side.

bridge. This is at the same time an indicator that the spatial change affects people's feelings.

**Conclusion**

Together with neo-liberal policies, mega projects carried out over the cities also lead to the spatialization of politics and government. The most suitable projects in this regard are urban development projects and they enable politics to be carried out over space. Especially these kinds of projects are considered as useful tools for establishing hegemonies and along with this, they mobilize the economy based on unearned income and construction. This process which is shaped with Ak Party government is considered as an effort to build some kind of a hegemony and during this period, a social and political struggle has come up which is mainly carried out over space. One side of this struggle is formed by the power of the government and companies with large capital which play a role in the reproduction of space and on the other side, professional chambers under TMMOB, civil society organizations, leftist political parties and the public which will be affected from the reproduction of space stand and there is a struggle for hegemony over the identification of the priorities of space. Third Bosphorus Bridge which is the subject of the article is one of the locations where hegemonic struggle is most clearly observed. The bridge which has a long historical background has been subject to discussions from numerous perspectives but it is actually one of the projects where political power is transformed into space. The unknown social costs created by the bridge which has a strategic importance for reinforcing the government's political power has also dominated the future of the city. The interests provided by the bridge for certain segments of the society were disseminated to the public in a colorful manner and public opinion support was obtained. Within the project where all kinds of expressions towards increasing political power are admissible, on the one side it was observed that there were villages which were negatively affected from the spatial change, on the other side it was witnessed that this also entailed a change that the villagers are hopeful about as they do not feel like they belong to Istanbul due to the distance to Istanbul. The route of this bridge where areas of wealth were closed to the general public in the past is now envisaged to cause a spatial and class segregation that will be irreversible and lead to the generation of new areas of wealth instead of solving the traffic problem in Istanbul. This study, also, offers a contribution to debates and literature on spatial and class differentiation which are likely to be widened further as mega-projects, such as the third bridge, or Kanal Istanbul, continue to unfold.

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# Chapter 23

## THE DETERMINATION OF OPTIMAL PRODUCT MIX ACCORDING TO FULL COSTING, VARIABLE COSTING, AND THEORY OF CONSTRAINTS: A LINEAR PROGRAMMING APPLICATION

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## Introduction

Management accounting helps managers in decision-making processes by providing valid, timely, and appropriate information about the present and future of the enterprise (Özkol, 2018). Management accounting has used various techniques and tools such as volume-based systems, budgeting, variance analysis to respond to changing environmental conditions. Increasing competition, globalization, developments in technology, and changes in the production environment revealed the limitations of these methods in meeting the planning and control needs of managers. Due to such important developments, a change process has been experienced in management accounting (Utku and Ersoy, 2008).

Product mix decisions are one of the issues addressed within the scope of management accounting. Product mix decisions have an important role in increasing the profitability of the enterprise (Demircioğlu et al., 2020). One of the most critical problems facing enterprises is the optimum product mix decision that should be made for maximum profit (Kaplan and Kasapoğlu, 2013). The right product mix decisions and profit maximization are among the main goals of an enterprise (Utku et al., 2011). The product mix consists of various products that an enterprise produces. Product mix decisions are about which product, how much, and in what order the enterprise will produce (Kaplan and Kasapoğlu, 2013).

The product mix should be determined by considering the actual capacity of the enterprise (Utku et al., 2011). Especially when there is a capacity constraint, enterprises may not meet all the demands with their current capacities (Demircioğlu et al., 2020). Enterprises need to identify and eliminate the constraints that occur in the system to achieve their main purpose (Gündüz and Safi, 2019). Capacity constraint, which is one of the constraint types that occur in the Theory of Constraints (TOC) system, is one of the important points of this theory (Karagün and Sözen, 2017). Therefore, the enterprise should define the constraints, identify the negative effects of the constraints on the enterprise, and increase their sales by removing the constraints (Özkol, 2018). Thus, the enterprise can achieve more accurate profit maximization (Utku et al., 2011). For this reason, it can be said that the product mix decisions made by the enterprises affect their profitability. Therefore, enterprises should determine the product mix that will maximize their profits (Demircioğlu et al., 2020).

In this study, a linear programming application is used to determine the product mix. The planning of the production priorities of two products was made based on a hypothetical example. In the study, production priority requires making a decision considering that it is a machine constraint. Product mix cost information obtained by linear programming is shown in the income statement by considering three different cost systems. The cost

information required for the linear program was created by comparing the gross profit, the contribution margin, and the throughput for full costing, variable costing, and TOC systems, respectively.

## 1. Overview of Full Costing, Variable Costing and Theory of Constraints Systems

Today, with the rapid development of technology, changes have also occurred in production systems. Traditional accounting systems have been insufficient for enterprises that produce according to modern production methods and new systems have been developed (Gündüz and Safi, 2019). Cost information produced according to traditional cost systems can give wrong results in today's conditions where advanced production technologies are used. Inaccurate cost information can lead to erroneous decisions about the products. (Demircioğlu and Demircioğlu, 2016).

One of the traditional approaches is the full costing system. The full costing system is a method that charges all production costs of the period to the cost of production in that period, regardless of the difference between fixed and variable costs (Küçüksavaş, 2006). In the full cost system, total unit profit is the weekly profit determined by subtracting all total costs such as direct labor, materials, and total factory overheads (FOH) without classification such as variable and fixed costs (Utku et al., 2011). In the full costing, regardless of whether they are variable, fixed, direct or indirect, all production costs are considered in the cost calculation (Büyükmirza, 2014).

The other cost approach is with the variable cost system. An enterprise that produces different products, has limited resources, and is faced with demand above its capacity may choose the product mix that provides the highest contribution margin per unit (Özkol, 2018). The variable costing method aims to eliminate the shortcomings of the full cost method by considering the costs as fixed and variable (Küçüksavaş, 1992). In the variable costing method, the contribution margin is defined as the remaining amount after the variable cost is met (Büyükmirza, 2014). While calculating the contribution margin, direct labor costs and the variable part of the FOH costs are deducted from the sales (Erdemir, 2007; Gündüz and Safi, 2019). In the variable costing, only the variable costs are distributed to the production costs and the whole fixed FOH is shown in the income statement as period cost (Büyükmirza, 2014).

Another approach is TOC. TOC is a control method and process improvement mechanism for enterprises (Karagün and Sözen, 2017). Goldratt (1980) was one of the first to mention TOC approach. The books titled "The Goal" (with Cox) published in 1984 and "The Race" (with Fox) published in 1986 are Goldratt's first two books describing TOC. The basic assumptions of TOC are as follows (Antmen and Erik, 2019):

- The main purpose of the enterprise is to make profit.
- Direct labor costs are accepted as period costs.
- There is at least one constraint for each product.
- It is imperative to plan the product flow in the chain.

There is a close relationship between TOC and throughput accounting. The throughput accounting emphasizes the importance of the constraint, taking into account the cost of constraints (Gündüz and Safi, 2019). According to Goldratt (1990), throughput is defined as the rate at which the system generates money through sales. Net profit is simply throughput minus operating expense (Goldratt, 1990). Throughput accounting can be defined as a performance measurement method that relates production and operating expenses to the process (Tanış, 1998). In the throughput accounting, only direct material costs and, costs of outsourced benefits and services for the relevant product (if any) have included in the product cost (Utku and Ersoy, 2008). Sales are more important in increasing profits than reducing costs, and the inadequacy of sales is mostly caused by the capacity constraints in the enterprise (Özkol, 2018). TOC focuses on the elimination of constraints and accepts all costs as fixed, except for the direct material costs (Antmen and Erik, 2019). In other words, TOC accepts only direct material costs as variable costs (Özkol, 2018).

There are some differences between full costing, variable costing, and TOC systems. Traditional accounting methods have mostly been based on the distribution of the existing FOH costs (Utku and Ersoy, 2008). Calculation of costs in traditional costing methods is complex and therefore difficult to understand. In particular, it is not possible to determine the contribution of products to the operating profit (Çakıcı, 2006). Traditional systems consider direct labor costs and some variable FOH costs as data besides direct material costs and do not try to minimize them (Erdemir, 2007; Gündüz and Safi, 2019).

According to TOC, different from traditional systems, activity criteria consisting of throughput, inventory, and operating expenses have been developed (Goldratt ve Fox, 1986). The throughput accounting assumes that all other expenses are invalid costs, except for direct material and supply costs in decision making. Therefore, it calculates product costs by considering the total variable costs in production. This variable cost is direct material and supply costs. All other costs are processed as period costs in which they occurred and are considered fixed. This approach, which has a short-term perspective, contributes to the management's decisions such as product mix and pricing (Utku et al., 2011).

Capacity constraint is taken into account in variable costing. If there is a constraint, priority is given to the product providing the highest

contribution margin per capacity unit, and the product mix is determined in this way. Unlike variable costing, the full cost method gives priority to the product that provides the most profit per unit of capacity in the limited resource, and the product mix is determined accordingly (Küçüksavaş, 1992).

While calculating the product cost, the structure of the costs may differ according to the cost accounting system used. To summarize, the cost elements taken into account in production cost are comparatively shown in Table 1.

***Table 1**: Cost Determination Methods and Cost Elements*

| | Full Costing | Variable Costing | Theory of Constraints |
|---|---|---|---|
| Direct Material Costs | + | + | + |
| Direct Labor Costs | + | + | |
| Fixed Factory Overhead Costs | + | + | |
| Variable Factory Overhead Costs | + | | |

**Source:** Çakıcı (2006)

There are many studies in which the linear programming model is used in the decision-making phase. Saputra (2020) implemented TOC to optimize production capacity in jewelry manufacturing and production demand data was processed with the WinQSB. Özçelik (2019) determined the optimum product mix, the number of lots and the number of shipments that maximizes the profit of the enterprise with the programming model. In the study, only the costs of the resources used are allocated to the cost objects.

Ginting et al. (2018) introduces an optimization model of product mix to solve the production planning problems. In the study, WinQSB software was used to calculate the product mix after the optimization model was created. Yükçü et al. (2017) proposed to increase the direct material-based contribution margin and to prioritize the consumption of the capacity of the constraint cost center as a way out of the constraint.

Demircioğlu and Demircioğlu (2016) used linear programming for making-purchasing decisions in their studies and compared the profitability results obtained by activity-based cost system and TOC with traditional profitability. Kaplan and Kasapoğlu (2013) focused on the capacity and demand constraints of an enterprise in their studies, and various algorithms were developed and tested with the WinQSB program to eliminate the determined constraints.

Kaygusuz (2011) examined how the constraints affect the performance of the enterprise with the linear programming model in his study and focused on the cost volume profit analysis. Capatina and Cristea (2009)

used WinQSB Software for the Optimization of the Sales Force Efforts Assignments in Order to Maximize the Profit Using. They created a model of linear programming in an insurance company, taking into account two variables and three constraints.

Bhattacharya et al. (2008) presented simulation for a theory-of-constraints product mix problem. In the study, the product mix solution has obtained with the aid of the WinQSB software. Ünal et al. (2006) determined the optimal product mix by using the activity-based costing and TOC methods together in their studies and demonstrated the effect of the result on profitability.

Arango-Marín et al. (2004) presented an adaptation of the optimal product mix of TOC at a Hybrid Flexible Flow Shop (and in particular for the textile industry) by using WinQSB. Luebbe and Finch (1992) achieved optimum product mix and net profit based on a limited resource by using linear programming in their studies.

The product mix is one of the important enterprise decisions. These decisions are carried out according to three main approaches (Utku et al., 2011). First, the full costing method based on the traditional cost accounting approach determines the unit profit by prioritizing the unit that generates the highest profit (Utku et al., 2011). When the product cost is determined by considering the full cost system, FOH costs arising or expected to occur during the production process are allocated to the products in traditional ways. These are usually distribution bases related to production volumes, such as labor hours, machine hours, or production quantity. If FOH costs incurred as a result of the activities are realized in direct proportion to the production volume, FOH application rates can allocate these costs to the products correctly. However, such costs are generally not directly proportional to the production volume (Tanış, 1998). Second, the variable costing method determines unit profit by prioritizing the unit that provides the highest contribution margin. Third is throughput accounting, which gives priority to the unit that produces the highest throughput under limited resources. Therefore, product mix based on throughput accounting method provides more profitable product mix compared to traditional methods (Utku et al., 2011). In the continuing section, the product mix will be determined by linear programming in accordance with 3 different cost approaches.

## 2. Modeling the Optimal Product Mix Decision

The production time of the products and the capacity of the machines are important for the optimal product decision. The product mix decision given affects the profitability of the enterprise. In this context, the main purpose of the study is to determine profitability by creating a product

mix by creating linear modeling according to 3 different approaches. The hypothetically developed enterprise produces 2 different products as Product A and Product B using 5 machines (Machine1-5). Table 2 shows how long each product was processed in which machine.

***Table 2**: Processing Time of Products in Machines*

| | **Product A** | **Product B** |
|---|---|---|
| **Machine 1** | 2 min. | 7 min. |
| **Machine 2** | 5 min. | 5 min. |
| **Machine 3** | 6 min. | 8 min. |
| **Machine 4** | 5 min. | 2 min. |
| **Machine 5** | 5 min. | 3 min. |
| **Total Time** | 23 min. | 25 min. |

5 machines are used to produce Product A, and the time required for production is 23 minutes. Similarly, 5 machines are used to produce Product B and the time required for production is 25 minutes. An order request has been received for products A and B. The amount of orders received for products A and B, the sales price, and the costs incurred for the production of these products are shown in Table 3. In this study, the product mix has been calculated considering the weekly capacity. For this reason, estimated annual fixed costs have been reduced to weekly amounts.

***Table 3**: Information on Product A and Product B*

| | **Product A** | **Product B** |
|---|---|---|
| Weekly Demand (WD) | 200 units | 175 units |
| Unit Sale Price (SP) | 120 ₺* | 90 ₺ |
| Unit Direct Material Costs (DM) | 70 ₺ | 25 ₺ |
| Direct Labor Costs (DL) | 8 ₺/hour | |
| **Factory Overhead Costs (FOH)** | **Fixed:** 682 ₺/week<br>**Variable:** 5 ₺/unit | |
| **Selling, general and administrative costs (SG&A)** | 1.273 ₺/ week | |

*Turkish Lira

The production of all 2 orders depends on capacity. The maximum capacity to be used to produce the order placed for A and B is 2,400 minutes (5 days/week x 8 hours/day x 60 minutes/hour). Accordingly, it can be said that the total capacity of each machine is 2.400 minutes per week. 240 units of product A and 175 units of product B were ordered. For the evaluation of orders, order-based capacity utilization rates have considered. Table 4 shows the total time to be used in each machine for products A and B.

***Table 4**: Machine Production Capacity for Product A and Product B*

| Machine | Product | Processing Time | Weekly Demand | Required Capacity | Capacity Utilization Rate |
|---|---|---|---|---|---|
| **Machine 1** | A | 2 min | 200 units | 400 min | 1.625/2.400 |
| | B | 7 min | 175 units | 1.225 min | % 67 |
| **Machine 2** | A | 5 min | 200 units | 1.000 min | 1.875/2.400 |
| | B | 5 min | 175 units | 875 min | % 78 |
| **Machine 3** | A | 6 min | 200 units | 1.200 min | **2.600/2.400** |
| | B | 8 min | 175 units | 1.400 min | **% 108** |
| **Machine 4** | A | 5 min | 200 units | 1.000 min | 1.350/2.400 |
| | B | 2 min | 175 units | 350 min | % 56 |
| **Machine 5** | A | 5 min | 200 units | 1.000 min | 1.525/2.400 |
| | B | 3 min | 175 units | 525 min | % 63 |

As seen in Table 4, a bottleneck occurs in the 3rd machine for the production of A and B products. Therefore, production priority should be determined between A and B in order to avoid bottlenecks. To determine the priority of production, the sales price of each product, the amount of direct material used for each product, the amount of labor, FOH costs, and period costs (seen in Table 1) should be taken into account.

Especially if there is a capacity constraint, a product mix is needed to determine which product will be produced primarily. Therefore, the product mix is needed especially for short-term production priority decisions.

Linear programming is one of the common approaches used to solve decision-making problems based on TOC (Özçelik, 2019). In the study, one of the linear programming software WinQSB was used. WinQSB is a decision analysis software developed by Yih-Long Chang (2002). In the next of the study, production priority will be determined by WinQSB according to the gross profit, the contribution margin, and the throughput accounting approaches. There are some assumptions for the study.

- There is no pause in the machines within the specified time.
- The workers continue to work while the machines are running.
- There is no disruption in the material flow during production.
- There is no "Direct Material Inventory" and "Product Inventory" at the beginning of the period.
- Only finished products have been sold.

### 2.1. Determination of Production Priority According to The Throughput Accounting (The Theory of Constraints)

If a bottleneck occurs in any of the 5 machines in the production process, priority should be given to the product with higher throughput per

limited resource according to the throughput accounting approach. Table 5 shows throughput per constrained resource utilization for Product A and Product B.

***Table 5:*** *The Throughput Amounts and Production Priority Calculation for A and B*

| Product | Unit Sale Price | Unit Direct Material Costs | Throughput | Constrained Machine Processing Time | Constrained Resource Usage Per Throughput |
|---|---|---|---|---|---|
| **A** | 120 ₺ | 70 ₺ | 50 ₺ | 6 min | 50/6 = 8,33 ₺/min |
| **B** | 90 ₺ | 25 ₺ | 65 ₺ | 8 min | 65/8 = 8,125 ₺/min |

In the light of these variables, equations were prepared for optimal product mix, and data was entered into the WinQSB program.

$$\text{Max. Throughput} = 50\,A + 65\,B$$

***Constraints***

$$2\,A + 7\,B \leq 2400$$

$$5\,A + 5\,B \leq 2400$$

$$6\,A + 8\,B \leq 2400$$

$$5\,A + 2\,B \leq 2400$$

$$5\,A + 3\,B \leq 2400$$

$$0 \leq A \leq 200$$

$$0 \leq B \leq 175$$

The equation data entered into the WinQSB program is as in Figure 1.

| Variable --> | X1 | X2 | Direction | R. H. S. |
|---|---|---|---|---|
| Maximize | 50 | 65 | | |
| C1 | 2 | 7 | <= | 2400 |
| C2 | 5 | 5 | <= | 2400 |
| C3 | 6 | 8 | <= | 2400 |
| C4 | 5 | 3 | <= | 2400 |
| C5 | 5 | 3 | <= | 2400 |
| LowerBound | 0 | 0 | | |
| UpperBound | 200 | 175 | | |
| VariableType | Continuous | Continuous | | |

***Figure 1:*** *WinQSB Data Entry Window for the Analysis of Throughput Accounting*

According to the throughput accounting approach, the most appropriate product mix is determined by prioritizing the product that provides the most process contribution per capacity unit in limited resources. The results are shown in Figure 2.

| | 18:49:51 | | Sunday | February | 02 | 2014 | | |
|---|---|---|---|---|---|---|---|---|
| | Decision Variable | Solution Value | Unit Cost or Profit c(j) | Total Contribution | Reduced Cost | Basis Status | Allowable Min. c(j) | Allowable Max. c(j) |
| 1 | X1 | 200.0000 | 50.0000 | 10.000.0000 | 0 | basic | 48.7500 | M |
| 2 | X2 | 150.0000 | 65.0000 | 9.750.0000 | 0 | basic | 0 | 66.6667 |
| | Objective | Function | (Max.) = | 19.750.0000 | | | | |

***Figure 2**: WinQSB Problem Solution Window for Throughput Accounting*

As a result of the analysis, it is seen that the priority of production should be given to Product A, and secondly, Product B should be produced. The income statement prepared according to the throughput accounting is shown in Table 6.

***Table 6: The Throughput Accounting Income Statement***

| | |
|---|---|
| **Sales Revenue**<br>A: (200 units * 120 ₺) + B: (150 units * 90 ₺) | **37.500 ₺** |
| Direct Material Costs<br>A: (200 units * 70 ₺) + B: (150 units * 25 ₺) | (17.750 ₺) |
| **Total Throughput** | **19.750 ₺** |
| Operating Expenses | |
| Direct Labor Costs<br>A: (200 units * 3,06 ₺/hour) + B: (150 units * 3,33 ₺/hour) | (1.112 ₺) |
| Factory Overhead Costs<br>Fixed: 682 ₺<br>Variable: 350 units * 5 ₺/unit | (2.432 ₺) |
| Selling, General & Administrative Expense (SG&A) | (1.273 ₺) |
| **Operating Income** | **14.934 ₺** |

## 2.2. Determination of Production Priority According to The Contribution Margin (Variable Costing Method)

The information required to determine the contribution margin is summarized in Table 7.

***Table 7: The Contribution Margin Amounts and Production Priority Calculation for A and B***

| Product | Unit Sale Price | Variable Production Cost | Unit Contribution Margin | Constrained Machine Processing Time | Constrained Resource Usage Per Contribution Margin |
|---|---|---|---|---|---|
| **A** | 120 ₺ | 70 ₺ + 3,06 ₺ + 5 ₺ | 41,94 ₺ | 6 min | 41,94/6 = 6,99 ₺/min |
| **B** | 90 ₺ | 25 ₺ + 3,33 ₺ + 5 ₺ | 56,67 ₺ | 8 min | 56,67/8 = 7,08 ₺/min |

The equations required to determine the optimal product mix according to the contribution margin are as follows.

$$\text{Max. Contribution} = 41{,}94\ A + 56{,}67\ B$$

***Constraints***

$$2\ A + 7\ B \leq 2400$$

$$5\ A + 5\ B \leq 2400$$

$$6\ A + 8\ B \leq 2400$$

$$5\ A + 2\ B \leq 2400$$

$$5\ A + 3\ B \leq 2400$$

$$0 \leq A \leq 200$$

$$0 \leq B \leq 175$$

The equation data entered into the WinQSB program for contribution margin is as in Figure 3.

| Variable --> | X1 | X2 | Direction | R. H. S. |
|---|---|---|---|---|
| Maximize | 41.94 | 56.67 | | |
| C1 | 2 | 7 | <= | 2400 |
| C2 | 5 | 5 | <= | 2400 |
| C3 | 6 | 8 | <= | 2400 |
| C4 | 5 | 3 | <= | 2400 |
| C5 | 5 | 3 | <= | 2400 |
| LowerBound | 0 | 0 | | |
| UpperBound | 200 | 175 | | |
| VariableType | Continuous | Continuous | | |

***Figure 3****: WinQSB Data Entry Window for the Analysis of Contribution Margin*

The results are as follows.

| | 18:58:52 | | Sunday | February | 02 | 2014 | | |
|---|---|---|---|---|---|---|---|---|
| | Decision Variable | Solution Value | Unit Cost or Profit c(j) | Total Contribution | Reduced Cost | Basis Status | Allowable Min. c(j) | Allowable Max. c(j) |
| 1 | X1 | 166.6667 | 41.9400 | 6.990.0000 | 0 | basic | 0 | 42.5025 |
| 2 | X2 | 175.0000 | 56.6700 | 9.917.2500 | 0 | basic | 55.9200 | M |
| | Objective | Function | (Max.) = | 16.907.2500 | | | | |

***Figure 4****: WinQSB Problem Solution Window for Contribution Margin*

Production priority should be given to Product B as a result of the analysis. Secondly, Product A should be produced. The variable costing income statement prepared according to the contribution margin is shown in Table 8.

***Table 8:*** *Variable Costing Income Statement*

| | |
|---|---|
| **Sales Revenue**<br>A: (166 units * 120 ₺) + B: (175 units * 90 ₺) | 35.670 ₺ |
| Direct Material Costs<br>A: (166 units * 70 ₺) + B: (175 units * 25 ₺) | (15.995 ₺) |
| Direct Labor Costs<br>A: (166 units * 3,06 ₺/hour) + B: (175 units * 3,33₺/hour) | (1.091 ₺) |
| Factory Overhead Costs<br>Variable: A: (166 units * 5 ₺) + B: (175 units * 5 ₺) | (1.705 ₺) |
| **Contribution Margin** | 16.879 ₺ |
| Operating Expenses | |
| Factory Overhead Costs<br>Fixed: 682 ₺ | (682 ₺) |
| Selling, General & Administrative Expense (SG&A) | (1.273 ₺) |
| **Operating Income** | 14.924 ₺ |

### 2.3. Determination of Production Priority According to The Gross Profit (Full Costing Method)

The information required to determine the gross profit is summarized in Table 9.

***Table 9****: The Gross Profit Amounts and Production Priority Calculation for A and B*

| Product | Unit Sale Price | Unit Production Cost | Gross Profit | Constrained Machine Processing Time | Constrained Resource Usage Per Gross Profit |
|---|---|---|---|---|---|
| **A** | 120 ₺ | 70 ₺ + 3,06 ₺ + 5 ₺ +2 ₺ | 39,94 ₺ | 6 min | 39,94/6 = 6,65 ₺/min |
| **B** | 90 ₺ | 25 ₺ + 3,33 ₺ + 5 ₺ + 2 ₺ | 54,67 ₺ | 8 min | 54,67/8 = 6,83 ₺/min |

With these variables, equations for optimal product mix should be prepared and tested with WinQSB. Equations are listed as follows:

$$\text{Max. Profit} = 39{,}94\ A + 54{,}67\ B$$

***Constraints***

$$2\ A + 7\ B \leq 2400$$

$$5\ A + 5\ B \leq 2400$$

$$6\ A + 8\ B \leq 2400$$

$$5\ A + 2\ B \leq 2400$$

$$5\ A + 3\ B \leq 2400$$

$$0 \leq A \leq 200$$

$$0 \leq B \leq 175$$

Equations entered into the WinQSB program as shown in Figure 5.

| Variable --> | X1 | X2 | Direction | R. H. S. |
|---|---|---|---|---|
| Maximize | 39.94 | 54.67 | | |
| C1 | 2 | 7 | <= | 2400 |
| C2 | 5 | 5 | <= | 2400 |
| C3 | 6 | 8 | <= | 2400 |
| C4 | 5 | 3 | <= | 2400 |
| C5 | 5 | 3 | <= | 2400 |
| LowerBound | 0 | 0 | | |
| UpperBound | 200 | 175 | | |
| VariableType | Continuous | Continuous | | |

*Figure 5: WinQSB Data Entry Window for the Analysis of Gross Profit*

The results are shown in Figure 6.

| | 20:29:34 | | Sunday | February | 02 | 2014 | | |
|---|---|---|---|---|---|---|---|---|
| | Decision Variable | Solution Value | Unit Cost or Profit c(j) | Total Contribution | Reduced Cost | Basis Status | Allowable Min. c(j) | Allowable Max. c(j) |
| 1 | X1 | 166.6667 | 39.9400 | 6.656.6670 | 0 | basic | 0 | 41.0025 |
| 2 | X2 | 175.0000 | 54.6700 | 9.567.2500 | 0 | basic | 53.2533 | M |
| | Objective | Function | (Max.) = | 16.223.9200 | | | | |

*Figure 6: WinQSB Problem Solution Window for Gross Profit*

As a result of the analysis, priority should be given to product B, and secondly, product A should be produced. Table 10 shows the gross profit income statement.

**Table 10: *Full Costing Income Statement***

| | |
|---|---|
| **Sales Revenue**<br>A: (166 units * 120 ₺) + B: (175 units * 90 ₺) | **35.670 ₺** |
| Direct Material Costs<br>A: (166 units * 70 ₺) + B: (175 units * 25 ₺) | (15.995 ₺) |
| Direct Labor Costs<br>A: (166 units * 3,06 ₺/hour) + B: (175 units * 3,33₺/hour) | (1.091) |
| Factory Overhead Costs<br>Fixed: 682 ₺<br>Variable: A: (166 units * 5 ₺) + B: (175 units * 5 ₺) | (2.387) |
| **Gross Profit** | **16.197 ₺** |
| Selling, General & Administrative Expense (SG&A) | (1.273 ₺) |
| **Operating Income** | 14.924 ₺ |

## 3. Results and Discussion

Machine production capacities were determined in order to determine whether there is a constraint in the enterprise. A constraint has been determined in Machine 3, taking into account the capacity utilization rates based on the order. When the income statements are compared, it is seen that the throughput accounting, contribution margin, and gross profits differ. Table 11 shows the comparison of income statements.

**Table 11:** ***Comparison of Income Statements***

| Theory of Constraints | | Variable Costing | | Full Costing | |
|---|---|---|---|---|---|
| Sales Revenue | 37.500 ₺ | Sales Revenue | 35.670 ₺ | Sales Revenue | 35.670 ₺ |
| (-) Direct Material Costs* | (17.750 ₺) | (-) Variable Costs** | (18.791 ₺) | (-) Total Costs*** | (19.473 ₺) |
| | | | | **Gross Profit** | **16.197 ₺** |
| **Total Throughput** | **19.750 ₺** | **Contribution Margin** | **16.879 ₺** | (-) Operating Expenses | (1.273 ₺) |
| (-) Operating Expenses | (4.817 ₺) | (-) Fixed Costs | (1.955 ₺) | **Operating Income** | **14.924 ₺** |
| **Operating Income** | **14.934 ₺** | **Operating Income** | **14.924 ₺** | | |
| ***Direct Material Costs** | | ****Variable Costs** | | ****Total Costs** | |
| DM | 17.750 ₺ | DM | 15.995 ₺ | DM | 15.995 ₺ |
| **Operating Expenses** | | DL | 1.091 ₺ | DL | 1.091 ₺ |
| | | Variable FOH | 1.705 ₺ | Variable FOH | 1.705 ₺ |
| DL | 1.112 ₺ | **Fixed Costs** | | Fixed FOH | 682 ₺ |
| Variable FOH | 1.750 ₺ | Fixed FOH | 682 ₺ | **Operating Expenses** | |
| Fixed FOH | 682 ₺ | SG&A | 1.273 ₺ | SG&A | 1.273 ₺ |
| SG&A | 1.273 ₺ | | | | |

The main point that the throughput accounting differs from traditional methods is its point of view to direct labor. In the throughput accounting, direct labor is not counted as a variable cost element unlike traditional methods (Utku and Ersoy, 2008). While calculating the throughput within the scope of TOC; only direct materials are included in "Cost of Goods Sold". While calculating the contribution margin within the scope of the variable costing system; all variable costs other than direct materials are taken into account as "Cost of Goods Sold". In the full costing system; all variable and fixed costs related to the product are added to the "Cost of Goods Sold". For this reason, it can be said that there is an **Throughput > Contribution Margin > Gross Profit** ranking based on the data obtained by three different cost systems.

Özkol (2008) draws attention to taking action to identify and eliminate enterprise constraints. Utku et al. (2011) emphasized that the product mix determined with the throughput accounting is more profitable than the profits earned by the traditional methods (full and variable costing methods). In this regard, it can be said that the results of the study are

similar to Utku et al. (2011). Thus, the production and sales activities of the received orders can be carried out more effectively. For this reason, the recommendations for eliminating the negative situation caused by machine constraint are as follows:

- The production capacity of Machine 3 can be increased.
- Ordering can be completed with additional shifts.
- The enterprise can accept the order and place an order to another enterprise to meet all demand (purchase from outside)

**Conclusion**

Enterprises take many decisions by considering cost information. Because every transaction that takes place within the enterprise causes resource consumption, and as a result, costs occur. For this reason, enterprises must continue the production and sales process efficiently to use resources effectively. While production and sales activities are carried out, limited resources and uses may cause constraints within the enterprise. When enterprises receive more than one order and during the production phase, they may encounter capacity constraints. In this case, it is important to which product the production priority will be given. Production priority decisions can be taken with different approaches. In product mix preferences, it is possible to calculate unit sales price, variable costs, fixed costs as well as throughput, and contribution margin.

With TOC, constraints become more visible, efforts are made to eliminate them, and business performance is improved. When the product mix is made taking into account the capacity constraint in the study, it has been revealed that it positively affects the profitability of the enterprise. With the intense competition and developments in new production systems in recent years, enterprises have started to benefit from the throughput accounting in performance measurement. The throughput accounting measures the performance of the enterprise efficiently and effectively, contributing to the elimination of bottlenecks, more effective use of resources, reduction of costs and profit maximization (Savcı and Balioğlu, 2020). TOC is a method that helps to find the problems faced by enterprises and reveals the real capacity of the enterprises by eliminating these problems (Antmen and Erik, 2019).

In this study, product mix decision has been obtained with linear programming. In the hypothetical example, it is assumed that the company cannot produce the entire order due to the machine constraint. Since it is not possible to produce the entire order due to machine production constraints, it has been determined which product will be given production priority with linear programming. With the obtained linear programming

solution, the situation of product mix decisions in the financial statements was created for the variable, full costing, and TOC. While product mix decisions with linear programming made similar suggestions for variable and full costing, it has different suggestions in terms of TOC.

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# Chapter 24

## EVALUATION OF VEGETABLE DRYING FACILITY EMPLOYEES' PERCEPTIONS ON OCCUPATIONAL HEALTH AND SAFETY APPLICATIONS

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## 1. INTRODUCTION

Prom past to present, human beings utilized various methods to meet the need for food. Due to factors such as rapid growth of population, migrations and wars, various methods of food processing and preservation have been developed in order to meet need of nutrition through the long lasting journeys. With the machines becoming more integral of human lives, technological methods of food drying began developing, as well (Şimşek, 2018).

Our country is quite eligible for agriculture with its climate and environmental conditions and sufficient agricultural fields (Akbay, 2005). Exportation of vegetables grown and dried stand a significant place in the country economy (Çınar, 2014). Turkey ranks the 9$^{th}$ in the dried vegetable exportation and the 2$^{nd}$ in the dried fruit exportation (Kartal, Department of Investment Promotion in Muğla, 2018). Both traditional and technological methods such as canning, freezing and drying have been utilized so as to process the agricultural products without loss in value (Çınar, 2014).

The elimination of fluid in the matter is termed as “dehydration” whereas the pulling humidity away from the matter is termed as “drying”. The aim of drying the food is to prevent degradation over a long time and minimize the microbial development. Pulling the humidity away ensures the quality by preserving the flavor and nutritional values. Yet another aim of food drying is to maintain efficiency in storage and transportation by reducing the food volume (Ceylan, 2006).

Like in many countries, drying is a method used in Turkey to preserve the food. Drying executed outdoors and under sun is carried out through various processes. In conventional method, inability to equally dry all the goods, requirement of vast fields, challenges in controlling the space, excessive periods of drying, climate related obstacles, uneven sun wave lengths cause changes in the chemistry, color and hygiene of the food (Kocabıyık, 2008). Technology is made use of in order to eliminate all these negativities.

Fruits and vegetables go through phases of weeding-out, washing and slicing throughout the drying process. As the purchased materals arrive the facility for the first time, they are grouped into categories according to their types and weights. The materials are then sent to the washing phase by weeding-out employees grouping them into two in accordence with the material being valid or not. The washing process takes place in various washing machines in accordence with the type of the material. Following the peeling and deseeding, the washed materials are then transferred to slicing machines. Sliced materials are now ready for the drying phase (Kartal, Department of Investment Promotion in Muğla, 2018).

In the reports presented, dangers and precautions needed to be taken in these facilities are shown. The fruit and vegetable labour poses ground related risks. Due to water which is used extensively in the production process, the employees face high risk of slipping. Precautios need to be taken against the ground deformations caused by too much water and the cleaning of the working environment should be paid attention. Employees can have muscular and skeletal diseases due to prolonged hours in the same body postures and tasks pushing their physical limitations. Employees transport the products to conveyor belts in the course of raw material traffic. These tasks are repeated multiple times in a day and carrying crates weighing nearly 30 kilograms causes muscular-skeletal occupational diseases. Enterprises producing in large amounts involve risks in regards to both employees and the workplace. Some of these risks are slipping, falling, forklift impact, too much exposure to hot and cold environments and fire. In fruit and vegetable enterprises, transportation and domestic access areas also pose risk in regards to employees. Cables in the working environment cause employees being shocked by electricity and fire or explosions in the facility (ÇSGB, 2017).

Fruit and vegetable enterprises also contain dangers stemming from physical factors such as noise, lightening and those related to thermal comfort conditions. Employees working in environments with noise factos over 85dB or over suffer from hearing loss and loss of labor productivity. The choice of natural of or artificial lightening should be made in accordance with the task carried out. Serious dangers stemming from insufficient lightening can emerge especially in product delivery areas, production and storage units. Too much heat in drying areas and too much cold in freezing areas pose occupational disease risk in relation to employees (ÇSGB, 2017).

Occupational health and safety policies should be followed in such large fruit and vegetable drying facilities in order to decrease the number of occupational diseases and accidents in employees carrying out tasks in various machinery and promote productivity. According to the occupational health and security legislation numbered 6331, workplaces are categorized as “Low Danger”, “Dangerous” and “High Danger” in accordence with the tasks carried out. According to the scope of activity section of “Danger Classifications in relation to Occupational Health and Safety” bulletin numbered 28509 published on “Official Journal” on December 26th 2012, the production of frozen or dried fruits and vegetables specified with the code “10.39.05 NACE” is deemed as in “Low Danger”category. In the fruit and vegetable production enterprises categorized as “low danger”, risk assessment has to be conducted every 6 years in order to specify dangers and interrelated risks (Kartal, Department of Investment Promotion in Muğla, 2018).

Considering all these dangers, it is employer's responsibility to take precautions. The employer should try to minimize all the risks by prioritizing the ones with the highest risk scores as the result of risk assessment. Occupational safety expert counselling the employer while taking precautions and occupational doctor take their share of responsibility, as well.

## 2. AIM OF THE STUDY

The aim of this study is to determine the reflections of the precautions taken as the result of occupational health and safety policies on the employees as well as employees' occupational health and safety perceptions. To this end, hypotheses are determined and verified. These hypotheses are;

H1 – Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the gender.

H2 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the age.

H3 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the school they graduated from.

H4 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the unit they work at.

H5 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the number of their weekly working hours.

H6 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the number of years they worked.

H7 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with the occupational accidents they had.

H8 - Vegetable drying employees' perceptions on occupational health and safety applications vary in accordence with their marital status.

## 3. POPULATION AND SAMPLES

57 employees in the vegetable drying facility in Mustafa Kemal Paşa district in Bursa make up the population of the study. The samples are comprised of 53 volunteers participating in the survey. The data has been interpreted through analysis assuming the employees responded the survey items personally.

## 4. MEANS OF DATA COLLECTION

The data was collected by the use of survey method. The items were prepared by bearing the applications in the occupational health and safety legislation numbered 6331 in mind. The survey items are made of 2 parts. In the first part, 8 questions were prepared in order to obtain the vegetable drying employees' demographics. In the second part, a 5 point likert scale comprising of 26 questions to determine employees' perceptions on occupational health and safety applications was prepared. *"In the 5 point likert scale, employees' responses to positive items were coded as "1: Absolutely No, 2: No, 3: Not sure, 4:Yes, 5:Absolutely Yes", in the negative items were coded as "1: Absolutely yes, 2: Yes, 3: Not sure, 4: No, 5: Absolutely no".* (Gür, 2020)

## 5. FINDINGS

The data obtained have been analyzed using "IBM SPSS Statistics 22.0" software. Since "Cronbach Alpha (α)" value as the result of the analysis of responses given has been calculated as 0.764, the reliability is fine. The analysis on employees' demographics has been presented in tables. Kruskal-Wallis has been utilized in non-parametric analysis whereas Anova and T Test analysis have been utilized in parametric analysis so as to make interpretations. Consistency among employees' responses to survey items proves the survey has been comprehended correctly. The value $p<0.05$ expresses a significant difference.

### 5.1. DEMOGRAPHICS

Demographics of employees participating in the study has been presented in tables. According to Table 1, %26,4 of the employees were male and %73,6 were female. %39,6 of the survey participators were 34 – 43; %26,4 were 25 – 34 , %26,4 were 44 or older and %7,5 were 18 – 24. 24 of the employees were primary school graduate, %22,6 of the employees were secondary school graduates, %20,8 of the employees were high school graduates, %7,5 of the employees had associate degree, %3,8 of the employees had bachelor's degree. %45,3 of the employees have been working in the facility for 1 – 4 years, %47,2 of the employees have been working in the facility for 5 – 9 years, %5,7 of the employees have been working in the facility for 10 – 14 years and %1,9 of the employees have been working in the facility for 15 years or more. %94,3 of the employees had 46 – 50 hours of work per week and %5,7 of the employees had 45 hours of work per week. %79,2 of the employees were employed in the production unit, %9,4 of the employees were employed in boiler tasks, %5,7 of the employees were employed in the management unit and %5,7 of the employees were employed in cleansing tasks. %92,5 of the employees were married and %7,5 of the employees were single. %9,4 of the employees had occupational accidents,%90,6 of the employees didn't have any occupational accidents.

**Table 1:** *Demographics*

| **Gender** | **N** | **%** |
|---|---|---|
| Female | 39 | 73,6 |
| Male | 14 | 26,4 |
| **Yaş Aralığı** | **N** | **%** |
| **Age Interval** | 4 | 7,5 |
| 18-24 | 14 | 26,4 |
| 25-34 | 21 | 39,6 |
| 34-43 | 14 | 26,4 |
| **Graduation Level** | **N** | **%** |
| Primary School | 24 | 45,3 |
| Secondary School | 12 | 22,6 |
| High School | 11 | 20,8 |
| Associate Degree | 4 | 7,5 |
| Bachelor's Degree | 2 | 3,8 |
| **Occupational Accidents** | **N** | **%** |
| Yes | 5 | 9,4 |
| No | 48 | 90,6 |
| **Years Employed in the Facility** | **N** | **%** |
| 1-4 | 24 | 45,3 |
| 5-9 | 25 | 47,2 |
| 10-14 | 3 | 5,7 |
| 15 and more | 1 | 1,9 |
| **Working Hours Per Week** | **N** | **%** |
| 45 Hours | 3 | 5,7 |
| 46-50 Hours | 50 | 94,3 |
| **Unit** | **N** | **%** |
| Production | 42 | 79,2 |
| Boiler | 5 | 9,4 |
| Management | 3 | 5,7 |
| Cleansing | 3 | 5,7 |
| **Marital Status** | **N** | **%** |
| Married | 49 | 92,5 |
| Single | 4 | 7,5 |

A number of analyses have been conducted to determine if vegetable drying facility employees' perceptions on occupational health and safety applications vary in accordence with graduation level, weekly working hours, the number of years employed. Before the analyses, $p>.05$ was

the result of homogenius variance analyses of graduation levels, weekly working hours and the number of years employed and a homogenius distribution was detected. ANOVA test was applied due to homogeniuos distribution of groups. The data have been presented on Tables 2, 3 and 4.

The significance test results of employees' perceptions on occupational health and safety applications in accordence with their graduation levels were F= (4,48) = 2,87; p=0,033. Since "p" was "<0,05", the employees varied significantly in accordence with the graduation levels and H3 hypothesis has been approved. This variance was detected among the graduates of primary and high school. Perceptions of employees with high school degrees (X= 3,73) were found to be more significant than those with primary school degrees (X = 3,41).

**Table 2:** *ANOVA Test Results of Graduation-Occupational Health and Safety Perceptions*

| Degree | N | X | Ss |
|---|---|---|---|
| Primary School | 24 | 3,41 | ,039 |
| Secondary School | 12 | 3,39 | ,074 |
| High School | 11 | 3,73 | ,147 |
| Associate Degree | 4 | 3,59 | ,084 |
| Bachelors' Degree | 2 | 3,50 | ,154 |
| Total | 53 | 3,49 | ,043 |

| Degree | KT | sd | KO | F | p | ***Significant Difference*** |
|---|---|---|---|---|---|---|
| ***Intergroup*** | ,979 | 4 | ,245 | 2.87 | .033 | High School – Primary School |
| ***Intragroup*** | 4,092 | 48 | ,085 | | | |
| ***Total*** | 5,071 | 52 | | | | |

The significance test result of employees' perceptions on occupational health and safety applications in accordence with weekly working hours was F= (1,-) = ,021; p=,884. (Table 2) Since "p" was "<0,05", the employees varied insignificantly in accordence with the weekly working hours and H5 hypothesis has been rejected

**Table 3:** *ANOVA Test Results of Weekly Working Hours-Occupational Health and Safety Perceptions*

| ***Weekly Working Hours*** | ***N*** | ***X*** | ***Ss*** |
|---|---|---|---|
| ***45 Hours*** | 3 | 3,5128 | ,07138 |
| ***45-50 Hours*** | 50 | 3,4854 | ,04535 |
| ***Total*** | 53 | 3,4869 | ,04289 |

| ***Weekly*** | ***KT*** | ***sd*** | ***KO*** | ***F*** | ***p*** |
|---|---|---|---|---|---|
| ***Working Hours*** | ,002 | 1 | ,002 | ,021 | ,884* |
| ***Intergroup*** | 5,069 | 51 | ,099 | | |
| ***Intragroup*** | 5,071 | 52 | | | |

The significance test result of employees' perceptions on occupational health and safety applications in accordence with the years employed was

F= (3,49) = ,0307; p=,820. Since "p" was "<0,05", the employees varied insignificantly in accordence with the years employedand H6 hypothesis has been rejected

**Table 4:** *ANOVA Test Results of the number of Years Employed-Occupational Health and Safety Perceptions*

| *Years Employed* | *N* | *X* | *Ss* |
|---|---|---|---|
| *1-4* | 24 | 3,5224 | ,06757 |
| *5-9* | 25 | 3,4446 | ,06114 |
| *10-14* | 3 | 3,5128 | ,18886 |
| *15 and longer* | 1 | 3,6154 | . |
| *Total* | 53 | 3,4869 | ,04289 |

| *Number of years employed in the facility* | *KT* | *sd* | *KO* | *F* | *p* |
|---|---|---|---|---|---|
| *Intergroup* | ,094 | 3 | ,031 | ,307 | ,820* |
| *Intragroup* | 4,977 | 49 | ,102 | | |
| *Total* | 5,071 | 52 | | | |

A number of analyses have been conducted to determine if vegetable drying facility employees' perceptions on occupational health and safety applications vary in accordence with demographics, gender, marital status and accidents they had. Since homogenety test result for employee gender, marital status and accidents they had was p>.05, a homogenius distribution was detected. Due to homogenius distribution, r test was applied thus testing the hpotheses. The data have been presented on Table 5.

The test applied to see if employees' perceptions on occupational health and safety applications vary in accordence with the gender resulted in *t* (53) =2.26; *p*= 0,001. Since "p" was "<0,05", the employees varied significantly in accordence with the gender and H1 hypothesis has been approved. Females' perceptions (X=3.72) on occupational health and safety applications were found to more significant than those of males (X=3.40).

The test applied to see if employees' perceptions on occupational health and safety applications vary in accordence with the marital status resulted in t (53) =0.59; p= 0,769. Since "p" was "<.05", the employees didn't vary in their perceptions on occupational health and safety applications in accordence with the marital status and H8 hypothesis has been rejected.

The test applied to see if employees' perceptions on occupational health and safety applications vary in accordence with the accidents they had resulted in t (53) =0.149; p= 0,702. Since "p" was "<.05", the employees didn't vary in their perceptions on occupational health and safety applications in accordence with the accidents they had and H7 hypothesis has been rejected.

**Table 5:** *t* Test Results of Gender/Marital Status/Accidents Had - Occupational Health and Safety Perceptions

| | Occupational Health and Safety Perceptions | N | X | SS | t | p |
|---|---|---|---|---|---|---|
| Gender | Male | 39 | 3,40 | ,037 | 2.26 | **0,001*** |
| | Female | 14 | 3,72 | ,11 | | |
| Marital Status | Married | 49 | 3,49 | ,04 | .59 | .769* |
| | Single | 4 | 3,44 | ,17 | | |
| ***Accidents Had*** | ***Yes*** | 5 | 3,54 | ,10 | .149 | .702* |
| | ***No*** | 48 | 3,48 | ,05 | | |

A number of analyses have been conducted to determine if vegetable drying facility employees' perceptions on occupational health and safety applications vary in accordence with the units they work at and age. At first, a homogenety test was applied depending on the units the employees worked at and their ages and the type of analyses was decided on. Since the test of homogenety resulted in p<.05, it was concluded that the groups weren't distributed homogeniously. Using Kruskal-Wallis test from non-parametric test analyses, data have been analyzed (Table 6).

Kruskal-Wallis test applied due to the unit empoyees worked at and occupational health and safety applications resulted in $x^2(3,n=53)=4.46$; p=0.2 and since "p" was "<.05", no significance was found between the two groups. So,H4 hypothesis has been rejected.

The significance test results of employees' perceptions on occupational health and safety applications in accordence with their ages were $x^2(3,n=53)=1.50$; p=0.68. Since "p" was "<.05", the significance between the two groups didn't exist. So, hypothesis H2 has been rejected.

**Table 6:** *Kruskal-Wallis Test Results for Working Unit - Occupational Health and Safety Perceptions*

| | The Unit | N | Sıra Ort. | sd | $X^2$ | p |
|---|---|---|---|---|---|---|
| Employee's Perception | ***Production Unit*** | 42 | 26,27 | 3 | 4.46 | 0.2 |
| | ***Boiler Tasks*** | 5 | 38,20 | | | |
| | ***Management Tasks*** | 3 | 30,33 | | | |
| | ***Cleaning Tasks*** | 3 | 15,17 | | | |
| | **Age** | **N** | **Sıra Ort.** | **sd** | **$X^2$** | **p** |
| Employee's Perception | ***18-24*** | 4 | 26,88 | 3 | 1.50 | .68 |
| | ***25-34*** | 14 | 25,86 | | | |
| | ***34-43*** | 21 | 29,98 | | | |
| | ***44 and older*** | 14 | 23,71 | | | |

Answers the employees gave in response to 25 questions survey items were coded 1 through 5. Based on the assumption that the intervals were

equal, score interval was calculated as = (Highest Value – Lowest Value) /5 =(5-1)/5 = 0.80 and grouping into 5 was made accordingly. In such circumstances, grouping into five is as follows:

In Positive items 1-1.80: "Absolutely No", 1.81-2.60 : "No", 2.61-3.40 : "No idea", 3.41-4.20 : "Yes", 4.21-5.00 : "Absolutely Yes", in negative items 1-1.80: "Absolutely Yes", 1.81-2.60 : "Yes", 2.61-3.40 : "No idea", 3.41-4.20 : "No", 4.21-5.00 : "Absolutely No". (Gür, 2020)

**Table 7:** *Survey Items and Results*

| ***ITEM*** | ***N*** | ***AVG*** | ***SD*** | ***Result*** |
|---|---|---|---|---|
| *I'd been considered if I was qualified for the job before I was given the job.* | 53 | 4.36 | .48 | Absolutely Yes |
| *I was redirected to health institutions by the employer to see if I was allergic to the fruits and vegetables I was going to work on.* | 53 | 4.15 | .63 | Yes |
| *Since the day I started the job, the tasks I was going to carry out were specified.* | 53 | 4.13 | .56 | Yes |
| *I believe the occupational health and safety training I received concerns the industry I'm employed at.* | 53 | 3.96 | .71 | Yes |
| *I don't think occupational health and safety are not applied thoroughly in our workplace.* | 53 | 2.96 | 1.22 | Not Sure |
| *I don't work at one single unit, I work at various units when needed.* | 53 | 2.21 | 1.01 | No |
| *There is a laboratory at my unit to maintain hand disinfection .* | 53 | 4.43 | .84 | Absolutely Yes |
| *I'm well aware of the dangers of all the machinery I operate.* | 53 | 3.77 | .99 | Yes |
| *The ground I work on is constantly cleaned and dried against accidents such as slipping and electric shock.* | 53 | 4.04 | .59 | Yes |
| *I believe personal protective equipments will protect me from the dangers of occupational accidents.* | 53 | 3.55 | 1.22 | Yes |
| *I know what to do in case of an emergency.* | 53 | 4.06 | .53 | Yes |
| *I know who are in charge of emergency management and I know how to reach them.* | 53 | 4.00 | .62 | Yes |
| *There is more natural lightening (sun) than artifical (lamp etc.).* | 53 | 3.25 | 1.09 | Not Sure |
| *Environmental ventilation is done by ventilation system, in lieu of windows.* | 53 | 3.17 | 1.05 | Not Sure |
| *I know what all the warning signs mean both in the working and non-working environment.* | 53 | 3.98 | .31 | Yes |
| *I believe the necessary warnings were made against all the possible dangers in the loading and delivery areas.* | 53 | 4.08 | .27 | Yes |
| *I know what to be careful about when lifting heavy items and I have enough knowledge on how to avoid muscular and skeletal diseases.* | 53 | 3.64 | .88 | Yes |
| *Environmental noise disturbs me.* | 53 | 2.21 | .72 | Yes |
| *I have appopriate and adequate resting conditions on prolonged circumstances of working in standing position.* | 53 | 3.68 | .73 | Yes |

| | | | | |
|---|---|---|---|---|
| *Risk evaluations about the facility are shared with us within certain intervals.* | 53 | 3.72 | .89 | Yes |
| *I often switch off the machine protections because they slow me down.* | 53 | 3.66 | 1.07 | Yes |
| *Cleaning the machines I operate is a part of my job.* | 53 | 3.94 | .86 | Yes |
| *I have appropriate personal protection equipments on surfaces with frequent heat change.* | 53 | 3.85 | .74 | Yes |
| *Dangers emerge as my collegues leave equipments all over the place carelessly.* | 53 | 2.00 | .71 | No |
| *Electric cables on the ground pose danger for me.* | 53 | 2.06 | .77 | No |
| *Accidents that happened or near-miss incidents were mostly caused by irresponsible and careless manners of my collegues.* | 53 | 1.81 | .86 | No |

## 6. CONCLUSION

The average response the employees gave for the item *I'd been considered if I was qualified for the job before I was given the job* was *absolutely yes.* Hiring the qualified personell proves that the employer adopts the occupational health and safety policy on job's suitability with the person. Employees' working at the physically and spiritually suitable unit will reduce the chance of occupational accidents caused by personal mistakes in the long run.

Employees responded *yes* to the item *I was redirected to health institutions by the employer to see if I was allergic to the fruits and vegetables I was going to work on.* People having a direct contact with the vegetable may experience allergic reactions they were not aware of before. So, having a report issued by the health institutions stating if the person inherits an allergic condition before hiring proves that the employer adapts a proactive approach in occupational health and safety.

Employees responded *yes* to the item *since the day I started the job, the tasks I was going to carry out were specified*. Specifying job's definition will ensure the employee will function with self-esteem and properly in the workplace.

The average response the employees gave for the item *I believe the occupational health and safety training I received concerns the industry I'm employed at* was *yes.* Amongst the responsibilities *of* the employer according to the occupational health and safety legislation numbered 6331 comes employee training. In the legislation, there is "other topics" section in 4th group of occupational health and safety topics. "Other topics" section imposes the requirement that the employee must receive training about the tasks they are going to carry out. Employees' statements prove that the occupational health and safety training did take place in this facility.

The average response the employees gave for the item *I don't think occupational health and safety are not applied thoroughly in our workplace* was not sure. Employees were not sure if the occupational health and safety applications were implemented in the facility. The employer may think the occupational safety expert and the occupational doctor try implementing occupational health and safety applications in the workplace but on some cases these applications are overlooked or necglected. In such case, the employer should interview the employees or the employer representative and specify these neglected topic(s) and take precautions about them.

Employees responded no to the item *I don't work at one single unit, I work at various units when needed.* This item was used to verify the item 3. The employees responses verified the item 3. Specifying job's definition and areas matter in regards to both occupational health and safety and quality management. Specifically stating personell's duty and units is an important preventative approach to maintain self-esteem in employees and reduce the lack of attention during operation.

Employees responded absolutely yes to the item *there is a laboratory at my unit to maintain hand disinfection*. In all the business lines of food industry, laboratories are required at all units to protect personell and consumer health by hand sanitation. Hand sanitation will both protect employees from contagious diseases and prevent contamination of foods produced. So, the hand sanitation policy the facility adopted proves the occupational health and safety application were implemented.

Employees responded *yes* to the item *I'm well aware of the dangers of all the machinery I operate.* Multiple types of machinery are utilized in a vegetable drying facility. Personell working with machinery used for different services in each unit must receive detailed operational instructions, malfunction information as well as what some dangers and risks using these machinery may pose to them. Employees must be provided with PPEs (Personal Protective Equipment). Importance and need for PPEs must be told to the employees. Employees' awareness about PPEs proves that precautions were taken in the facility by considering possible occupational accidents stemming from the environment.

Employees generally responded yes to the item *The ground I work on is constantly cleaned and dried against accidents such as slipping and electric shock*. The ground of a vegetable drying facility gets dirty quickly especially during washing, peeling and slicing phase. Stepping on a vegetable on the floor or tripping on it may result in an occupational accident. Electrick shocks may happen as the result of unmonitored electric cables contacting with water. So, keeping the ground dry is as important as keeing it clean. Precautions taken in the faciltiy against the stated dangers proves the occupational health and safety measures were taken thoroughly.

The average response the employees gave for the *items I know what to do in case of an emergency and I know who are in charge of emergency management* and *I know how to reach them* was yes. Determining the dangers present in occupational health and safety and the risks they may pose matter. It's quite not possible to completely eliminate the risk in spite of all the precautions. %2 of occupational accidents stem from inevitable factors (earthquate, flood, landslide etc.). Emergencies may happen as the result of inevitable factos (fire, explosion etc.). Personell should be trained in order to get over these with the least damage possible. During occupational health and safety trainings, employees should be trained practically and information about who are in the emergency crew should be shared with the employees. Depending on the employees' affirmative responses, it can be concluded that information about emergencies were provided in the facility in its full sense.

Two items concerning ambient lightening and ventilation were presented to the employees. *The average response the employees gave for the items there is more natural lightening (sun) than artifical (lamp etc.)*and *environmental ventilation is done by ventilation system, in lieu of windows* was not sure. Environmental conditions may vary in accordence with the units the employees work at. Units contacting with outdoors use sun for lightening and windows for ventilation. Units not contacting with outdoors, use artificial lightening (lamp)and ventilation system for air flow. In occupational health and safety, it's important to maintain employees' eye health and psychological well-being with the use of sunlight. This will reduce the number and rate of occupational accidents.

The item *I know what all the warning signs mean both in the working and non-working environment* was presented to employees to determine if they were aware of the signs in the workplace. The average response was yes. Various signs are located in dangerous areas to protect employee health as part of the occupational health and safety. It's obivous that the signs located only as the result of regulations will fail. Employee trainings must include what each sign means and what employees may face unless they fail to follow.

Employees generally responded yes to the item *I believe the necessary warnings were made against all the possible dangers in the loading and delivery areas*. Large vehicles load and deliver in facilities and factories. Besides employing the personell to operate large vehicles, using signs with sound and lightening will also minimize the risk possible accidents.

Employees generally responded yes to the item *I know what to be careful about when lifting heavy items and I have enough knowledge on how to avoid muscular and skeletal diseases*. The personell should lift heavy items with the help of a forklift or in form of small boxes with

the appropriate carrying position against muscular and skeletal diseases or injury. Putting the lifting pressure on the kness will prevent the pressure on the back of the personell avoiding thus injuries or possible occupational diseases.

Employees responded yes to the item *Environmental noise disturbs me*. Noise is a major element when it comes to physical risk factors. Besides loss of hearing in environments with prolonged periods of time, other accidents stemming from lack of communication can happen. The fact that the employees were not disturbed by the noise in the facility either proves low levesls of noise or proper precautions taken against noise (isolation, PPE etc.)

Employees responded yes to the item *I have appopriate and adequate resting conditions on prolonged circumstances of working in standing position*. Employees in the vegetable drying facilities usually spend long hours in standing position. This may result in medical issue such as varicosis and joint pain. Providing the employees with breaks within regular intervals is the most effective way to avoid such issues. This issue was paid attention in the facility proving that employees' health is cared for.

Employees responded *yes* to the item *Risk evaluations about the facility are shared with us within certain intervals.* The very aim of occupational health and safety is to take precautions against injuries the dangers present in the workplace may cause by determining them beforehand. In occupational health and safety legislation, this is the employer's responsibility. The employer can conduct the risk evaluation as long as s/he is quailified. Or else, s/he should have an occupational safety expert conduct this evaluation. Since vegetable drying facilities are classified in less risky category, risk assessment should be conducted every 6 years. However ,as occupational accidents and unforeseen events or conditions emerge, this assessment should be renewed. Sharing the obtained data from risk assessment with the employees will enable employees work with greater caution.

Employees responded *yes* to the item *I often switch off the machine protections because they slow me down*. New technological machines are equipped with self-passifying protection systems in unwanted cases. This way, machine induced circumstances that may cause employees to have occupational accidents can be prevented. However, the majority of the employees taking part in the survey expressed that they turn off this feature as they work. They should be warned that their priority is their own health, not the production quantity. Additionally, the foreman or the employer should control the machines regularly making sure that this safety feature is kept activated.

Employees generally responded yes to the item *Cleaning the machines I operate is a part of my job.* Keeping the employees in charge of the cleaning the machines they operate proves that the workplace hygiene is observed. Hygiene will protect both the consumer and employee health against contagious or allegic diseases.

Employees responded yes to the item *I have appropriate personal protection equipments on surfaces with frequent heat change*. There are various departments such as washing, drying in vegetable drying facilities. Ambient temperature is not expected to be the same all the time. So,heating and air flow should be kept apart from each unit. Employees should be provided with PPEs against the cold in washing unit and against the excessive heat in drying unit. Otherwise, prolonged working hours will result in occupational diseases.

Employees responded *no* to items *Dangers emerge as my collegues leave equipments all over the place carelessly* and *Electric cables on the ground pose danger for me.* Untidied and unorganized workplace environment is one of the reasons for occupational accidents. Tripping and falling depending on the materials used may result in injuries. Putting used and discarded equipments back to their regular placement will prevent such occupational accidents. Extension cords used for the machines may as well result in electric shocks as a result of both being on the wet ground and employees tripping on them. In such scenario, the electric cables should be taken mesaures against by using isolated boxes running on the wall corners. This enterprise can be said to have taken measures in accordence with employees' statements.

Employees responded *no* to item *Accidents that happened or near-miss incidents were mostly caused by irresponsible and careless manners of my collegues*. Employees' statements regarding the accidents in workplaces were not stemming from personal mistakes can be interpreted as a factor to decrease the occupational accident rates due to personal mistakes (%88) thus reducing the number of occupational accidents.

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# Chapter 25

## FACTORS THAT AFFECTING INTENTION TO USE ENERGY-EFFICIENT HOUSEHOLD APPLIANCES IN TURKEY: AN EMPIRICAL ANALYSIS

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## Introduction

The fact that climate change is becoming more and more noticeable with each passing day leads to more research on this subject. In addition to the researches of scientists, it is seen that policy makers also do some studies on climate change and energy efficiency. Thus, environmental awareness and environmental concerns of consumers increase. Energy consumption is one of the most important factors to be considered in preventing climate change. The modernization speed of the industrial society has caused a great increase in energy demand (Durukan & Karaoğlan, 2019). With the increase in energy demand, efforts such as the introduction of renewable energy, the improvement of energy storage and transport, the integration of energy-efficient and electric vehicles to provide a modern, stable and maximum energy supply that can meet the maximum demand began to form the strategies of governments and energy supply providers (Xiong et al., 2020). The strategies to be applied for sustainable energy are based on 3 main changes: energy saving, increasing energy efficiency and replacing fossil fuels with renewable energy sources (Lund, 2007). Energy saving means reducing energy consumption. In order to save energy, it is necessary to avoid unnecessary energy consumption. Energy efficiency, on the other hand, means saving energy with some precautions without changing the comfort level. This includes using energy-efficient household appliances. Renewable energy refers to energy produced from inexhaustible resources. The high carbon emission levels of energy produced from fossil fuels make renewable energy a green consumption factor.

Even though renewable energy generation is not yet on the agenda of the end user, energy saving, and energy efficiency are also factors that should be taken into consideration for the household. Although industry is more heavily responsible for energy consumption, household electricity consumption is also substantial. For this reason, using energy-efficient household appliances can make a difference.

Businesses have to make R&D and investments in order to produce high energy efficient home appliances and have to reflect their increasing costs in the form of price increases in end-user products. Consumers cannot be expected to settle immediately for increased product prices due to energy efficiency. Considering the price and benefit balance, consumers may not be willing to pay more especially under economic fluctuation conditions like Turkey where this study was done. Consumers primarily consider the profit from energy savings to pay more for an energy efficient product. In addition, it is thought that environmental awareness, environmental concern, subjective norms, and moral norms will positively change the attitude of consumers towards high energy efficient home appliances.

## Electrical Energy in Turkey

Renewable energy in electricity production in Turkey still has a low share. However, imported resources are used for electricity generation due to insufficient resources. For this reason, energy saving and efficiency seems important both for the environment and for reducing energy demand. According to the source distribution of electricity produced in Turkey in 2019 are shown in Table 1 below.

**Table 1:** *Turkey's Electricity production in 2019 from different sources*

| **Source** | **Production (GWh)** | **Percentage (%)** |
|---|---|---|
| Imported Coal | 60.394,7 | 19,87 |
| Hard coal + Asphaltite | 5.627,2 | 1,85 |
| Lignite | 46.872,2 | 15,42 |
| Natural Gas | 57.288,2 | 18,85 |
| Liquid Fuels | 336,0 | 0,11 |
| Dams | 65.926,2 | 21,69 |
| Natural Lakes and Stream | 22.896,6 | 7,53 |
| Wind | 21.730,7 | 7,15 |
| Renewable Waste + Waste Heat | 4.624,2 | 1,52 |
| Geothermal | 8.951,7 | 2,95 |
| Sun | 9.249,8 | 3,04 |
| Total | 303.897,6 | 100,00 |

**Source:** TEİAŞ (Turkish Electricity Transmission Corporation)

As can be seen from the table, solid fossil fuels still have the highest share in electricity generation. In addition, looking at the last decade, electricity demand is often higher than electricity supply. This brings about the import problem. The fact that both electricity and the resources used in electricity production are imported causes the dependency problem in electrical energy. In the period 2009-2019 gross electricity production and demand in Turkey can be seen in Table 2.

**Table 2:** *Turkey's Gross Electricity Generation and Development of Gross Demand (2009-2019) (Unit: GWh)*

| Year | Production | Import | Export | Gross Demand |
|---|---|---|---|---|
| 2009 | 194.812,9 | 812,0 | 1.545,8 | 194.079,1 |
| 2010 | 211.207,7 | 1.143,8 | 1.917,6 | 210.434,0 |
| 2011 | 229.395,1 | 4.555,8 | 3.644,6 | 230.306,3 |
| 2012 | 239.496,8 | 5.826,7 | 2.953,6 | 242.369,9 |
| 2013 | 240.154,0 | 7.429,4 | 1.226,7 | 246.356,6 |
| 2014 | 251.962,8 | 7.953,3 | 2.696,0 | 257.220,1 |
| 2015 | 261.783,3 | 7.135,5 | 3.194,5 | 265.724,4 |
| 2016 | 274.407,7 | 6.330,3 | 1.451,7 | 279.286,4 |
| 2017 | 297.277,5 | 2.728,3 | 3.303,7 | 296.702,1 |
| 2018 | 304.801,9 | 2.476,9 | 3.111,9 | 304.166,9 |
| 2019 | 303.897,6 | 2.211,5 | 2.788,7 | 303.320,4 |

**Source:** TEİAŞ (Turkish Electricity Transmission Corporation)

After the total gross electricity generation and demand statistics, take a glance at electricity consumption by consumers types data will enable to have a better knowledge of the electricity market of Turkey. Table 3 shows the net electricity amounts and rates used for industry, business, residential, agricultural irrigation and lighting purposes in 2019.

**Table 3:** *Distribution of Billed Consumption in 2019 by Eligible Consumer and Subscribers*

| Consumer Type | Amount of Consumption (MWh) | | | | | |
|---|---|---|---|---|---|---|
| | Subscribers | % | Eligible Consumer | % | Total | % |
| Industry | 22.006.655 | 16,22 | 72.456.043 | 77,16 | 94.462.698 | 41,14 |
| Business | 44.486.226 | 32,79 | 20.664.163 | 22,00 | 65.150.389 | 28,38 |
| Household | 56.219.053 | 41,43 | 170.721 | 0,18 | 56.389.775 | 24,56 |
| Agricultural irrigation | 7.949.887 | 5,86 | 603.479 | 0,64 | 8.553.367 | 3,72 |
| Lighting | 5.026.773 | 3,70 | 14.909 | 0,02 | 5.041.682 | 2,20 |
| Total | 135.688.595 | 100 | 93.909.317 | 100 | 229.597.913 | 100 |

Combination of all three tables shows a power supply dependency on imports in Turkey. Although the rate of electricity used in industry and commercial establishments is higher, it is possible to say that approximately 1/4 of the electricity consumed in residences is not less. Because it is possible to achieve approximately 5500 MWh savings with a 10% saving in households. This is an amount that may be narrow the Turkey's electricity foreign trade deficit.

In addition to all these, in order to achieve 10% savings in households, the tendency of the end user to energy-saving products should increase. When the residential electricity usage of 56,389 GWh is proportioned to the population (83 million), the annual bill of a family of 4 people is approximately 1950 ₺ at 2019 electricity prices (0.712 ₺ / kWh, Source: TUİK). There is a difference of 79 kWh between the consumption of an A ++ refrigerator of the same volume and similar features (288 kWh per year) and the consumption of an A + refrigerator (367 kWh), which is approximately 55 ₺. When a similar calculation is made for washing machines, there is a difference of only 19 kWh between the consumption of an A +++ washing machine and the consumption of an A ++ washing machine (239 kWh), which amounts to less than 15 ₺ per year. Considering that a refrigerator costs approximately 3500 ₺ and a washing machine costs 4000 ₺, it can be seen that there is no attractive difference for the consumer. For this reason, other factors that lead consumers to turn to energy-efficient home appliances should be taken into account (In this section, prices and production quantities compiled from online retailers are used as the source).

**Environmental Concern**

Environmental concern relates to egoistic, social-altruistic, and biospheric value orientations, as well as beliefs about the consequences of environmental changes for valuable objects (Stern & Dietz, 1994). It shows the importance of facts for consumers such as environmental concern, waste generation, air / water pollution, and climate change. Consumers who show concerns about issues such as labor practices, production conditions, environmental impacts and trends towards materialism are defined as socially responsible, ethical, cultural creators, environmentalist and / or environmentally sensitive (Ogle et al., 2004).

Environmental concern is seen as a phenomenon independent of the attractiveness of energy saving behavior and energy costs. Therefore, it can be considered as a motivating factor for policy makers (Urban & Ščasný, 2012). Environmentally conscious consumers have multiple concerns, such as the manufacturing of packaging, the environmental impact of production, distribution and sales methods (Ogle et al., 2004). These consumers are expected to increase their attitude towards energy-efficient home appliances due to their environmental concerns. In this case, the hypothesis is established as follows.

**H1:** Increasing environmental anxiety increases the intention to use energy-efficient household appliances.

**Environmental Knowledge**

Knowledge is defined as a prerequisite for voluntary behavior and plays an important role in predicting attitudes (Levine & Strube, 2012). An individual's factual knowledge of the environment will be defined as environmental knowledge (Kaiser et al., 1999). Environmental knowledge, which shows a series of signs, concepts and behaviors related to environmental protection, reveals how individuals perceive their responsibilities towards the environment and how their behavior is affected (Wang et al., 2020). It is claimed that consumers with high environmental knowledge will act in an environmentally friendly manner, and consumers with low environmental knowledge will be less likely to consume green (Nguyen et al., 2017). Consumers' lack of environmental knowledge both limits green consumption and prevents environmental pressures on businesses. Individuals with environmental knowledge understand the impact of their behavior on the environment. It has been observed that consumers with environmental knowledge have higher tendency towards environmentally friendly products, their purchase intention and their willingness to pay more than those with less environmental information (Tan et al., 2017). However, increasing awareness may not have an effect on its own. Because, although the consumer has environmental knowledge,

due to the lack of alternatives, it may be necessary to prefer products that are relatively environmentally harmful or with lower energy efficiency in order to survive in the economic life (Van Liere & Dunlap, 1978). For this reason, alternatives should be offered to consumers. Taken together, the hypothesis is established as follows.

**H2:** Increased environmental knowledge increases the intention to use energy-efficient household appliances.

**Moral Norm**

A moral norm is defined as a certain behavior or behavior to fulfill a moral obligation, and perceived responsibilities to act morally (Kaiser, 2006; Cheng & Tung, 2014). The formation and activation of a moral norm is probably based on the interaction of cognitive, emotional, and social factors (Bamberg & Möser, 2007). We can define moral norms, which we can define as respecting the health and rights of others, as the responsibility for the protection of natural resources and limited resources within the framework of the environment and the reduction of energy consumption. Moral norms about the environment can be summarized as taking responsibility for not harming irrelevant people by supporting the environment (Stern et al., 1985). It is expected that traditional moral norms that regulate interpersonal behaviors also affect the environmental behavior of other people in order to have a healthy and safe environment (Van Liere & Dunlap, 1978). Thus, it will be thought that moral norms will turn consumers towards energy-efficient household appliances, and the hypothesis is formed as follows.

**H3:** Increasing the moral norm level increases the intention to use towards energy-efficient household appliances.

**Subjective Norm**

Perceived social pressure to perform a behavior is defined as the subjective norm (Ajzen, 1991). The behaviors and expectations of people in a social environment in which a consumer is located constitute the subjective norm. Subjective norms consist of motivations to conform to the expectations of other important people's views, normative beliefs, and an individual's tendency to agree with these views (De Vries et al., 1988). Subjective norms are seen as a factor affecting attitudes or behavior, especially when behavior occurs in social settings (Aarts & Dijksterhuis, 2003). Individuals' pro-environmental behavioral intentions are influenced by the actions and opinions of people important to them, such as family members and neighbors (Wang et al., 2020). In this framework, subjective norms take place as one of the effective factors while making expenditures that contribute to the environment and the hypothesis is established as follows.

**H4:** Increasing the subjective norm level increases the intention to use energy-efficient household appliances.

**Intention to Use**

The intention to use in the research was evaluated in a multidimensional way, including attitude and purchase intention. The reason for this is that the scale used in the study is perceived differently due to translation and culture, and consumers have different perceptions in different geographies. In the questionnaire form, choosing energy-efficient versus traditional product, higher likelihood of future purchases, prefer energy-efficient products more often, prefer energy-efficient household appliances even if they are more expensive and not recommended, make a difference by using energy-efficient household appliances, and ensure that they will be used in the future items that comes together indicates the intention to use.

In addition, education level is a variable that changes personal characteristics and worldview. As individuals receive more education, their level of awareness increases in many issues. As the education level of the consumers increases, environmental awareness will increase. It is thought that environmental anxiety, environmental knowledge, moral norm and subjective norm factors are related to the intention to use and education may affect these factors. For this reason, the following hypotheses have been established.

**H5a:** Increasing education level causes an increase in environmental concern.

**H5b:** Increasing education level causes increase in environmental knowledge.

**H5c:** Increasing the level of education causes an increase in moral norms.

**H5d:** Increasing the level of education causes an increase in subjective norms.

When all hypotheses are evaluated together, it is thought that environmental concern, environmental knowledge, moral norms, and subjective norms affect the intention to use by being influenced by the level of education. In order to evaluate the theoretical framework, questionnaire form was prepared adapting the scale used by Tan et al. (2017). The scale that used consists of attitude toward energy-efficient household appliances, environmental concern, environmental knowledge, subjective norm, perceived behavioral control, moral norm, and purchase intention factors. These factors have been conducted based on theory of planned behavior. In this research, factors and hypotheses constructed differently from the study that scale used.

## Results

Research data were collected by questionnaires in face to face Turkey in 2019. 279 consumers participated in the research. In the research, exploratory factor analysis was applied first, and then structural equation model and regression analysis were performed to test the hypotheses. Demographic information of the participants is listed below.

**Table 4:** *Demographic information of participants*

| | | | | | |
|---|---|---|---|---|---|
| **Sex** | Female 158 (56.6%) | | Male 121 (43.4%) | | |
| **Age** | 18-29 184 (65.9%) | 30-39 38 (13.6%) | 40-49 27 (9.7%) | 50+ 30 (10.8%) | |
| **Education** | Primary 25 (9.0%) | Secondary 78 (28.0%) | Associate's 35 (12.5%) | Bachelor's 129 (46.2%) | Master and + 12 (4.3%) |
| **Income** | Low 171 (61.3%) | Mid 80 (28.7%) | High 28 (10.1%) | | |
| **Status** | Single 184 (65.9%) | Married 95 (34.1%) | | | |

As can be seen from the table, the distribution of men and women participating in the study is balanced. However, it is not possible to say the same for age, education and income level. It is observed that the participants of the study are mostly undergraduate, single and low-income youth.

As a result of the factor analysis performed in the first stage of the analysis, 5 of the items in the scale used were eliminated and 26 variables remained. In the analysis, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value was obtained as 0.885 and 26 variables were collected in 5 factors. The total variance explained in the 5-factor structure was found to be 63.902%. The Cronbach's Alpha values of the 5 factors that include 26 variables used in the analysis are given in the table below.

**Table 5:** *Cronbach's Alpha Values of Factors*

| Factors | Cronbach's Alpha |
|---|---|
| Environmental Concern (5 items) | 0.901 |
| Environmental Knowledge (8 items) | 0.830 |
| Subjective Norm (3 items) | 0.851 |
| Moral Norm (3 items) | 0.856 |
| Intention to Use (7 items) | 0.880 |

As can be seen from the table, reliability levels are sufficient. Following testing the Cronbach's alpha, the structural equation model used to test the hypotheses is presented below.

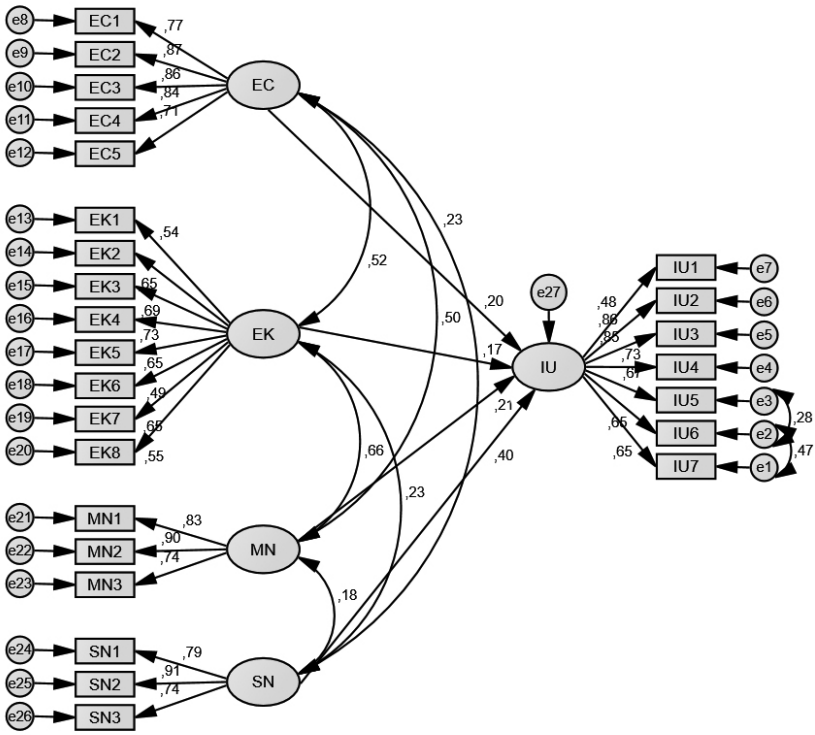


**Figure 1:**

As a result of the analysis, $\chi 2$ / df = 2,214 and p value is 0,000; GFI = 0.848; AGFI = 0.814; CFI = 0.910, RMSEA = 0.066 and SRMR = 0.0643 values were obtained. Considering the values, it is seen that the fit of the model is at an acceptable level.

The standardized regression coefficients for the effect on the intention to use energy-saving home appliances were obtained as 0.201 for the environmental concern (EC) factor, 0.169 for the environmental knowledge (EK) factor, 0.205 for the moral norm (MN) factor, and 0.397 for the subjective norm (SN) factor, and all values were significant at the level of $p < 0.05$. $R^2$ value of the variable of intention to use energy-saving home appliances was obtained as 0.488. Accordingly, H1, H2, H3 and H4 hypotheses were accepted.

Regression analysis was performed for the effect of education level on environmental factors. The values obtained as a result of the regression analysis are given in the table below.

**Table 6:** *Regression Analysis Between Education and Environmental Factors*

| | R | F | t | p |
|---|---|---|---|---|
| EduEC | 0,132 | 4,881 | 2,209 | 0,028 |
| EduEK | 0,276 | 22,902 | 4,786 | 0,000 |
| EduMN | 0,201 | 11,708 | 3,422 | 0,001 |
| EduSN | 0,080 | 1,799 | -1,341 | 0,181 |

As can be seen from the table, a statistically significant relationship was found between education level and the environmental concern, environmental knowledge, and moral norm factors. However, there is no significant relationship between subjective norm and education level. As a result, H5a, H5b and H5c hypotheses were accepted and the H5d hypothesis was rejected.

**Conclusion and Discussion**

The consequences of climate change pose a threat to all living things on earth. Primarily, industrial organizations have the responsibility to prevent climate change. However, it is not meaningful to leave the responsibility alone to the business world. Every individual living on earth has a responsibility for the environment. For this reason, industrial organizations should take precautions in production, produce more environmen friendly products and fulfill their responsibility. Consumers should also contribute by saving energy. The use of energy-saving products is one of the contributions consumers can make.

In addition to the problem of climate change, the problem of energy dependence is another issue that should be taken into account. Because the energy dependence of countries can bring continuity problems in energy supply. In the technology world, when individuals' need for energy and especially electricity is taken into consideration, there is an uninterrupted and unproblematic energy demand. For this, countries need to produce enough electricity.

Considering all these, this study shows that environmental knowledge, environmental concern, moral and subjective norms increase the intention to use energy-saving products, and these factors increase with the level of education, in the position of consumers being more, the use of energy-saving products will increase. The world's scarce resources will be used more effectively and efficiently with the increase of consumer awareness. It also contributes to reduce the outer case dependent on Turkey's energy will be provided with increased energy savings. Of course, although it is deemed necessary to take measures such as the use of renewable energy resources in production and the improvement of energy transmission lines on a macro scale, individual energy saving is important.

It is thought that both the sector and policy makers have important roles in raising environmental awareness. The importance of energy should be emphasized with the information to be made on the internet and in the media and the education about environment and energy to be given in schools. The energy consciousness of individuals who have environmental awareness will also increase, so they will not only think economically in their purchasing decisions. With the increase in environmental awareness, it will be possible to widespread energy production at the consumer level, which is expected to become more efficient in the near future.

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# Chapter 26

## UNIVERSITY STUDENTS' ATTITUDES TOWARDS SEEKING PSYCHOLOGICAL HELP

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This study was produced from the doctoral dissertation titled "The Level of Adaptation of University Students and Their Attitudes Towards Seeking Psychological Help".

## 1. Introduction

University life encompasses a long process in which students develop themselves academically, socially and psychologically. In this process, there is an effort to adapt to the changing education system in universities where students start their education after high school. Physical, social and environmental conditions that differ with the education system are also effective in the adaptation process.

Today, with the increase in the number of students benefiting from educational institutions, there are differences in student masses, educational options and conditions. It is a very old and well-established institution as a school educational institution. Accordingly, helping students in educational institutions to cope with selection, decision-making and adaptation problems is among the services of educational institutions (Tan & Baloğlu, 2006). In another definition, direct imbalance and strain reveal incompatibility between the needs of the person and the expectations of the environment (Topses, 2007). Personality services and counseling units have been established to enable students to cope with this process in case of incompatibility. Psychological counseling and guidance services that students benefit individually provide support to students by taking part within the scope of student personality services.

The positive and negative attitudes of the students who will benefit from psychological help services about getting such help are important. Attitude is defined as a continuous organization of the motivation, excitement, perception and learning processes of an individual's world (Krech & Crutchfield, 2007). In other words, the attitude of seeking psychological help is the perception of the individual to seek help and support from professional or informal sources in the face of problems that he / she has encountered and cannot overcome (Husaini, Moore & Cain, 1994). In other words, the attitude of seeking psychological help; It may vary depending on the person seeking help, the person's perception of their problem and the source from whom they will receive help with the problem. This attitude can be affected by many factors such as gender, cultural characteristics, age, social class, educational level, marital status, thought of being labeled, having a previous mental distress, health status and social support (Czuchta & McCay, 2001).

When looking at the studies on attitudes towards seeking psychological help; It has been found that female students have a more positive attitude towards seeking professional psychological help and are more willing to seek help than male students (Erkan, Özbay, Cihangir &Terzi, 2012; Özbay, Terzi, Erkan & Çankaya, 2011). According to Çankaya and Duman (2010), it has been revealed that nursing school students mostly get help from psychiatrists, psychologists and doctors in order to cope with their

psychological help seeking attitudes. In this context, looking at the studies conducted in foreign countries, it was found that psychological help seeking attitudes of women were more positive than men to seek professional help in a study conducted by Nam et al. (2010). The psychological help seeking attitudes of Chinese and British students studying in England were examined by Tang, Reilly, and Dickson (2012). It has been shown that Chinese students have weaker interpersonal openness and tolerance to labeling in terms of psychological help-seeking attitudes compared to trusting mental health professionals and being labeled. According to the study conducted by Russell, Thomson and Rosental (2008), it was revealed that university students have inability to intervene in serious problems related to psychological counseling, doubts about services, discomfort and lack of knowledge.

Many students from both universities in the TRNC to Turkey every year, and they come to receive training from foreign countries. In particular, the number of students coming to the island to take up university education in Turkey is very substantial. In this conducted research on higher education came to see the TRNC from Turkey. The main purpose of this study was to compare and examine the psychological help seeking attitudes of the students of Turkish nationality and TRNC students studying in their own country, according to some variables. While investigating the students' attitudes towards seeking psychological help, factors such as gender, class, and the sense of belonging to the university were compared according to their status of receiving education with and away from their families. In addition, interviews were made in terms of coping strategies related to the adaptation process of the students to the university and this issue was examined in depth. The research problem of this study, in which psychological help seeking attitudes were examined according to the condition of receiving education with and away from their families, is expressed as follows.

"Studying at TRNC universities; the psychological help seeking attitudes of university students of Turkish Republic and TRNC nationality differ significantly according to some demographic and psycho-social variables? " In order to examine the main problem of the research in more detail, the following questions were sought.

- Does it differ significantly attitudes of T.C. and TRNC nationals university students studying in TRNC according to gender the class of education, feelings of belonging to the university towards seeking psychological help?

- What are the opinions of TRNC university students who are educated with their families about the strategies to cope with adaptation problems?

➢ What are the views of those university students who are from the Republic of Turkey who study away from their family, on coping strategies in respect to the compliance issues encountered?

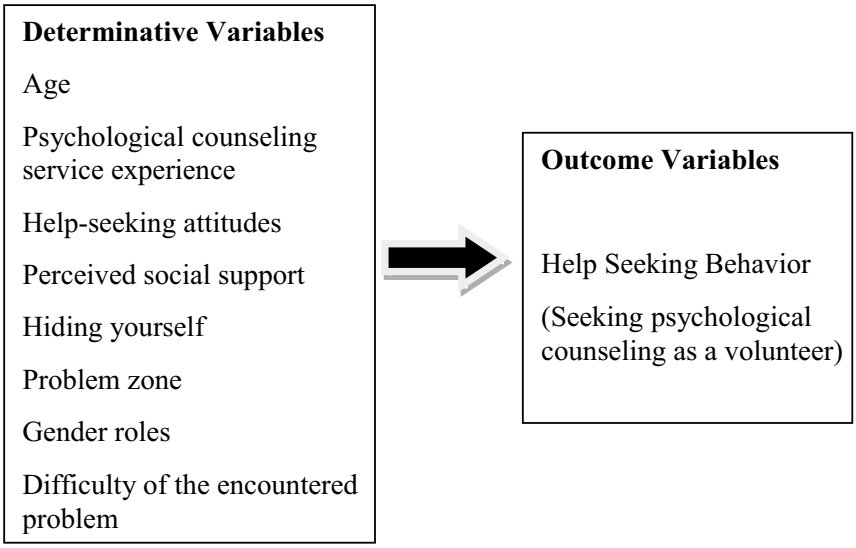
One method of dealing with psychological difficulties is to seek professional psychological help. Volunteering, positive and negative attitudes about seeking psychological help gain importance at this point. In many studies conducted on university students about seeking professional psychological help, results have been presented that reveal the effect of different demographic characteristics on this phenomenon, as well as attitudes and volunteering towards seeking psychological help (Çankaya & Duman, 2010; Erkan et al, 2012; Kuo, Kwantes, Towson & Nanson, 2006; Oluyinka, 2011; Özbay et al., 2011; Soorkia, Snelgar & Suvami, 2011; Tang, Reilly & Dickson, 2012).

This study, from TRNC to see separate higher education from family members and from Turkey Republic nationality students seek psychological help attitudes, next to his own family and made a comparative study with their own country studying TRNC students and TRNC importance because of the pioneering work done in this context bears. This research, conducted on the attitudes of students studying at TRNC universities towards seeking psychological help, is important in terms of creating solutions to the psychological problems of university students in the light of the obtained data and contributing to psychological counseling services in this sense. In addition, depending on the data to be obtained, it is considered as a useful study in terms of helping to organize psychological counseling services effectively. It is important that it will shed light on new researches and educators in this field, and it also provides new data for science.

## 2. Literature on Attitude to Seeking Psychological Help

Looking at the determinants of psychological help seeking behaviors, age, gender, psychological counseling service experience, help seeking attitudes, perceived social support, self-concealment, problem area, gender roles and the difficulty of the problem encountered are effective. These concepts are shown in detail as determinants and result variables in Figure 1 (Erkan et al., 2012).

***Figure 1.*** *Determinants and consequence variables*




Although beliefs about mental illness have attracted much attention in recent years, there are important differences among the results of the studies. Socio-demographic variables such as age, gender, education, knowledge about the disease, having personal experience with sick people, mental disease label, psychopathology and type of the disease, and patient characteristics also have an effect on beliefs about such diseases. Many studies show that individuals have negative beliefs about mental illnesses. Negative beliefs of individuals about such diseases and their treatments also affect the treatment process (Çam & Bilge, 2007). In the psychological help relationship, it is aimed for the individual to know himself better, to become aware of the sources of his problems, to gain the ability to cope with his problems, to make more realistic decisions for himself and to maintain a healthy personal development (Güven, 2008).

According to Fisher and Turner (1970: cited in Nam et al., 2010), there are four factors affecting help seeking behavior. The first of these factors is the acceptance of the need for professional help, and the second is tolerance to the stigma associated with psychotherapy. Other factors are the person's openness to the problems and the confidence that professional psychological support can help himself.

The individual sometimes has difficulties in making the appropriate choice, making an effective decision and acting appropriately in the formation of mutual interaction with his inner and outer environment. It can solve some of the difficulties under the light of its own abilities, knowledge and experience. However, in solving some problems, someone else's help may be needed (Tan, 1986).

Seeking psychological help means that individuals benefit from different resources depending on the support system in the face of difficulties. It is important to know help seeking attitudes and the factors affecting these attitudes in order to develop and primarily protect mental health (Çankaya & Duman, 2010).

The thought of being tagged can occur in psychological help seeking attitudes. Labeling is about what someone else or others think of themselves (Budak, 2000). According to Braginsky (1974: cited in Ülgen & Fidan, 1992), labeling is a concept that evaluates the individual but does not give any information about the individual. There is a diagnosis directed to the individual by humans in labeling. This diagnosis is insufficient knowledge, prejudice, prejudice that negatively affects social relations and causes the individual to be separated from society and causes mistakes.

## 3. Method

This section contains information about the research model, study group, data collection tools, data collection and techniques used in data analysis.

### 3.1. Research Model

This research is methodically a descriptive research. In the descriptive research model, the event is investigated as it is. The events, facts and situations discussed are investigated in detail, and their relationship with previous situations and events is analyzed and what they are are tried to be described (Karakaya, 2009).

### 3.2. Research Population and Sample

Creating the sample, emphasis was made on students from the Republic of Turkey who are studying away from their families and TRNC students who are studying close to their families. Students from the Republic of Turkey explain the condition of studying away from their families whereas TRNC students represent those who study close to their families, in the research.

The population of the study consists of, the higher education students of the International University of Cyprus whom are Republic of Turkey and TRNC nationals. Since quantitative and qualitative data collection methods were used together in the research, sample selection was made in two stages.

#### 3.2.1 Sample Created for Quantitative Data

The sample created for the first stage, which is the quantitative part of the study, was formed by simple random sampling method, one of the random sampling methods. The sample group, 81% (n = 252) of whom

were studying at a university in TRNC in the 2012-2013 academic year were from T.R., 19% (n = 60) TRNC citizens, a total of 312 women and 95% (n = 194) of them are from T.C. It consists of 516 university students, a total of 204 males, 5% (n = 10) of whom are TRNC nationals.

### 3.2.2 Sample Created for Qualitative Data

The sample created in the qualitative phase of the research consists of students who study at the university where the research was conducted and applied to the Psychological Counseling and Guidance Center with compliance problem. The study group, whose application to the center with the problem of adaptation was taken as a criterion, was selected by criterion sampling method from the purposeful sample models. The sample group consists of 32 students; 16 of the sample group in which the interviews were made were from T.R. and 16 of whom are TRNC nationals.

In the analysis of qualitative data, students who are in their first year at university, who are far from their families and the environment they are accustomed to, are coded as "TCI", and students who receive education with their families and have their first year as "KKTCI". "TCS" coding was used for students who were in the last year of the university and who were far from their families and the environment they used to, and "KKTCS" was used for students who were studying with their families and who were in their last year.

## 3.3 Data Collection Tools

In the study, the "Help Seeking Attitude Scale" was used to collect quantitative data, and the semi-structured interview form and personal information form developed by the researcher were used to collect qualitative data.

### 3.3.1 Seeking Support Attitute Scale

YATÖ developed by Özbay, Yazıcı, Palancı and Koç (1999) was used in the study. The scale was developed to measure professionally seeking help and generally psychological help seeking attitudes. The scale consists of 32 items. It reveals the dimensions of interpersonal openness, difficulty, belief in counseling, feeling of need and social acceptance of the individual's attitudes towards seeking psychological help with 5 different subscales.

YATÖ validity and reliability study was conducted on 366 individuals with different demographic structures. 5 of these individuals are primary school graduates, 8 are secondary school, 43 are high school and 310 are high school graduates. As a result of the first factor analysis made on the subscales on the specified group, the maximum number of significant factors was examined by the graphical method of the analysis using the

non-cyclic method. As a result of the factor analysis, the original inventory of 46 items was reduced to 32 items and collected under 5 factors. It was found that these factors explain 42.21% of the total variance. In the inter-factor consistency study, the statistically significant correlation of all factors with the total scale was evaluated as a positive aspect about the integrity of the test. (Özbay et al., 1999).

In the reliability study performed on the group where validity studies were conducted, internal consistency of the scale and split-half reliability studies of the test were conducted. The Cronbach's alpha reliability coefficient for the whole test was found to be 77. Cronbach's alpha coefficients of the subscales were found to be interpersonal openness, 78, strain, 76, belief in counseling, 72, feeling of need, 62 and social acceptance, 34. As a result of the reliability study, not including some items in the test increased the reliability, so 2 items were removed during the reliability calculations (Özbay et al., 1999). In this study, the Cronbach alpha reliability coefficient of the overall test was found to be 63. Cronbach's alpha coefficients of the subscales were found as interpersonal openness, 78, strain, 68, belief in counseling, 61, feeling of need, 60 and social acceptance, 43.

Sub scales;

1. Interpersonal Openness: It measures tendencies such as self-disclosure, sharing private information with others, social shyness, social rigidity, introversion and unknown in the individual dimension.
2. Strain: It is aimed at determining the emergence of the tendency to seek help in the individual in case of an increase in psychopathology.
3. Belief in Counseling: It shows the individual's belief and trust in the person from whom they receive professional help during the seeking for help.
4. Feeling Need: It refers to the feeling of need to seek professional psychological help with the perception and acceptance of the psychological problem of the individual.
5. Social Acceptance: It shows how negative attitude about professional psychological help and getting help is perceived socially.

YATÖ is a Likert-type scale expressed as "1 never", "2 is a very little time", "3 is a little time", "4 sometimes", "5 often", "6 always". The high score obtained from the total YATÖ indicates that the individual has a positive attitude towards seeking help in terms of professional psychological counseling, and the low score indicates that he has a negative attitude towards seeking help.

### 3.3.2 Student Interview Form

During the interviews, four students who were prepared in parallel with each other were prepared to receive education with or away from their family, had adaptation problems in their first year at university and had adaptation problems in their last year at university and applied to the Psychological Counseling and Guidance Center due to these problems Different semi-structured interview forms were used. In the preparation of the forms, the literature, the personal information form in the first dimension of the study, the data obtained, expert opinions, the data obtained from the pre-interviews and observations made with the students were taken as basis.

A trial interview form was created as a result of the data obtained in the first dimension of the study, literature review, pre-interview with the students and observations. The trial interview forms prepared were examined by the academic staff in the field and expert opinions were taken. After the expert opinion was taken, a total of 8 students, 2 students for each group, were interviewed, determined on a voluntary basis from the students studying at the university, depending on whether they were their first or last year at the university and whether they received education with their family or not. At the end of this study, the forms were finalized after the necessary corrections were made.

### 3.3.3 Personal Information Form

The Personal Information Form was developed by the researcher to gather information about the demographic information, psycho-social characteristics and independent variables of university students.

### 3.4 Analysis of the Data

Statistics Package Program for Social Sciences (SPSS) was used to analyze the quantitative data of the study. Percentage breakdown, arithmetic mean, crosstabs and two-way analysis of variance (Two-Way ANOVA) for unrelated samples were used in the analysis of the data, and the level of significance was taken as .05.

Descriptive analysis technique was used in the analysis of the qualitative data of the study. The descriptive analysis technique was carried out in four stages: First, the data obtained were classified within the pre-determined categories, and the answers given to the questions were classified. In the second stage, data was processed according to categories. At this stage, the data obtained according to the previously created framework were coded under common emotion, thought and behavior categories. In the last stage, the findings are given in detail.

## 4. Findings

### 4.1 Findings Regarding the Quantitative Size

Two-way analysis of variance (Two-Way ANOVA) was conducted for unrelated samples to test whether university students' attitudes towards seeking psychological help differ significantly according to gender of TRNC and Turkich Republic national students. Before the analysis of variance, it was checked whether the distribution of the help seeking attitude scores of the groups was homogeneous. Before the analysis, the homogeneity of the variances was checked by Levene's test and it was understood that the variances were equal (F = 2.40; p> .05). Descriptive statistics of Help-Seeking Attitudes Scale scores according to gender are presented in Table 1 below, and then two-factor ANOVA results related to the comparison of averages in Table 2.

*Tablo 1. Descriptive Statistics Regarding the YATÖ Scores of the Students According to the Gender of TRNC and Turkish Republic national students.*

| | T.R. | | | TRNC | | | Total | | |
|---|---|---|---|---|---|---|---|---|---|
| | n | $\overline{X}$ | ss | n | $\overline{X}$ | ss | n | $\overline{X}$ | ss |
| **Women** | 252 | 111,89 | 12,36 | 60 | 110,18 | 11,65 | 312 | 111,56 | 12,23 |
| **Men** | 194 | 109,74 | 15,57 | 10 | 112,50 | 10,05 | 204 | 109,87 | 15,34 |
| **Total** | 446 | 110,95 | 13,87 | 70 | 110,51 | 11,40 | 516 | 110,89 | 13,55 |

The average of the scores of the Turkish students who study away from their families from the YATÖ is = 110.95, and the average of the scores of the TRNC students who study with their families is = 110.51. No significant difference was found between the help seeking attitudes of these two groups (F (1,512) =, 047, p> .05). This finding shows that studying in a different environment separate from his family and in the same environment with their family does not have a significant effect on help-seeking attitudes.

*Table 2 Two-Factor Analysis of Variance Results Regarding the Comparison of Students' YATÖ Scores According to Gender of TRNC and Turkish Republic Students*

| The Source of Variance | Sum of Squares | sd | Average of Squares | F | (p) |
|---|---|---|---|---|---|
| Nationality | 8,669 | 1 | 8,669 | ,047 | ,828 |
| Gender | ,209 | 1 | ,209 | ,001 | ,973 |
| VxC | 158,931 | 1 | 158,931 | ,865 | ,353 |
| Error | 94097,914 | 512 | 183.784 | | |
| Total | 94664,760 | 515 | | | |

When the Republic of Turkey and TRNC nationals Looking at the average scores of students according to their gender AAS; The average citizen of the Republic of Turkey male students score = 109.74, the average of female students score = 111.89; The average of the scores of male students from TRNC is 112.50 and the average of female students' scores is 110.18. Republic of Turkey and TRNC nationals seeking help students attitudes scale to test whether two factor scores differ according to gender ANOVA was performed. As seen in Table 4.20, no significant difference was found (F (1, 512) =, 865, p> .05). In other words; TRNC and gender of the Republic of Turkey nationality college students have not led to a significant differentiation on their help-seeking attitudes.

Studying in TRNC; two-factor analysis of variance for independent samples to test whether the Republic of Turkey nationals and Turkish nationals college students psychological help is showing significant difference based on class mater attitudes towards call (Two-Way ANOVA) were analyzed. Before the analysis, the homogeneity of the variances was checked with the Levene test and it was understood that the variances were equal (F = 1.21; p> .05). According to the Republic of Turkey and TRNC nationals descriptive statistics of the students' grade level Help Search Attitudes Scale scores are presented in Table 3.

*Table 3. Descriptive Statistics Regarding the YATÖ Scores of the Students According to the Class Levels They Have Their Education of TRNC and Turkish Republic national students.*

| | T.R. | | | TRNC | | | Total | | |
|---|---|---|---|---|---|---|---|---|---|
| | n | $\overline{X}$ | ss | n | $\overline{X}$ | ss | n | $\overline{X}$ | ss |
| **Hazırlık** | 42 | 109,23 | 16,25 | 11 | 112,36 | 11,03 | 53 | 109,88 | 15,28 |
| **1.Year** | 137 | 109,89 | 12,82 | 17 | 113,11 | 10,36 | 154 | 110,25 | 12,58 |
| **2. Year** | 115 | 110,26 | 12,91 | 21 | 110,80 | 10,09 | 136 | 110,34 | 12,49 |
| **3. Year** | 78 | 114,12 | 14,34 | 16 | 107,25 | 14,12 | 94 | 112,95 | 14,46 |
| **4. Year** | 74 | 111,64 | 15,01 | 5 | 106,80 | 12,39 | 79 | 111,34 | 14,84 |
| **Total** | 446 | 110,95 | 13,87 | 70 | 110,51 | 11,40 | 516 | 110,89 | 15,28 |

When the TRNC and Turkey Republic nationals Looking at the average AAS scores of students according to grade level, the average of the Republic of Turkey citizenship preparation class students score = 109.23, an average of 1 grade students score = 109.89, the average of the 2nd grade students score = 110.26, The average of the scores of the 3rd grade students = 114.12, the average of the 4th grade students' scores = 111.64; The average of TRNC students' scores in the preparatory class = 112.36, the average of the first grade students' scores = 113.11, the average of the second grade students' scores = 110.80, the average of the third grade students' scores = 107.25, the fourth grade students' scores mean

= 106.80. Two-factor ANOVA results made to test whether the students' help-seeking attitude scores show a statistically significant difference according to the grade level they are educated at, are presented in Table 4.

*Table 4. The Results of Two-Factor Analysis of Variance Regarding the Comparison of YATÖ Scores of Students According to the Class Levels They Have Their Education of TRNC and Turkish Republic National Students*

| The source of Variance | Sum of Squares | sd | Average of Squares | F | (p) |
|---|---|---|---|---|---|
| Nationality | 44,404 | 1 | 44,404 | ,241 | ,623 |
| Class Year | 81,903 | 4 | 20,476 | ,111 | ,979 |
| VxS | 972,020 | 4 | 243,005 | 1,312 | ,261 |
| Error | 93105,293 | 506 | 184,003 | | |
| Total | 94664,760 | 515 | | | |

As seen in Table 4, TRNC in different grade levels and the Republic of Turkey nationality college students help seeking behavior did not differ significantly between (F (4, 506) = 1.312, p> .05). In other words; TRNC citizens of the Republic of Turkey and grade level of students has not led to a significant differentiation on their help-seeking attitudes.

TRNC studying the Republic of Turkey nationals and Turkish nationals, two-factor analysis of variance for independent samples to test whether university students' attitudes to seek psychological help is showing a significant difference compared to the sense of belonging to the university (Two-Way ANOVA) was performed. Before the analysis, the homogeneity of the variances was checked with the Levene test and it was found that the variances were equal (F = 2.07; p> .05). TRNC citizens and nationals of the Republic of Turkey and the sense of belonging to the university students by descriptive statistics of the Help Search Attitudes test scores are presented in Table 5.

*Table 5. Descriptive Statistics on YATÖ Scores According to Students' Feeling of Belonging to the University of TRNC and Turkich Republic national students*

| | T.R. | | | TRNC | | | Total | | |
|---|---|---|---|---|---|---|---|---|---|
| | n | $\overline{X}$ | ss | n | $\overline{X}$ | ss | n | $\overline{X}$ | ss |
| Belonging to | 288 | 111,20 | 13,83 | 60 | 110,18 | 11,96 | 348 | 111,02 | 13,51 |
| Not Belonging to | 158 | 110,51 | 13,98 | 10 | 112,50 | 7,35 | 168 | 110,63 | 13,67 |
| Total | 446 | 110,95 | 13,87 | 70 | 110,51 | 11,40 | 516 | 110,89 | 13,55 |

The average of the TRNC and Turkey Republic nationality college students according to their sense of belonging AAS scores average to retrospect the Republic of Turkey national average scores of students who feel that they belong to the university which itself found = 111.20 of feel that students score = 110.51; The average of the scores of the students who

are TRNC nationals who feel that they belong to the university they are located is = 110.18 and the average of the scores of the students who do not feel belonging is 112.50 The results of two-factor ANOVA performed to test whether the students' help-seeking attitudes show a statistically significant difference according to their sense of belonging to the university are presented in Table 6.

*Table 6 Two-Factor Analysis of Variance Results Related to the Comparison of YATÖ Scores of Students According to the Feeling of Belonging to the University of TRNC and Turkich Republic national students*

| Source of Variance | Sumof Squares | sd | Average of Squares | F | (p) |
|---|---|---|---|---|---|
| Nationality | 7,332 | 1 | 7,332 | ,040 | ,842 |
| Belonging | 21,119 | 1 | 21,119 | ,114 | ,735 |
| VxA | 71,120 | 1 | 71,120 | ,385 | ,535 |
| Error | 94559,246 | 512 | 184,686 | | |
| Total | 94664,760 | 515 | | | |

As seen in Table 6, TRNC citizens of the Republic of Turkey sense of belonging to the university and help seeking behavior in the national university students has been observed to have an impact on a significant level. (F (1, 512) =, 385, p> .05). To put it differently, TRNC citizens a sense of belonging and university students' nationals of the Republic of Turkey has not led to a significant differentiation on their help-seeking attitudes.

### 4.2 Findings Regarding the Qualitative Dimension

#### 4.2.1 Findings Regarding TRNC Students Receiving Education Close to Their Families and Applying to a Psychological Counseling Center

In order to provide information about the coping strategies of TRNC students who are studying with their families at the university

a) *What have you done to cope with these troubles?*

b) *Who helped you in this process? (Family friend, social activities, academics)*

*questions were posed.*

As a strategy to cope with the problems faced by the TRNC students who are studying with their families and in the environment they are accustomed to, **four** of them receive support and help from their families as a strategy to cope with the problems they have experienced, **two** of them receive assistance from academicians, **one** of them only with help from the psychological counseling center, and **one** of them copes whilst working as an assistant student in University department.

The answers of the students who stated that they had adaptation problems in university life about coping with the problems they experienced are as follows:

*"... I got support from my family, every time I felt bad, I went home and they were close to me and their sense of trust was enough ..." (KKTCİ4)*

*"... academics showed great interest. Communication and entrepreneurship are very important. My English improved thanks to my foreign friends. Instead, I'm shy and quiet, and with the closeness of my classmates and starting to have coffee, I got close to a few people. Social activities helped me overcome my adaptation problem. It increased my chances of communicating with my friends. The fact that the teachers introduced us to each other, especially the integration of foreign students and Turkish students, helped me a lot in overcoming my adaptation problem ... "(KKTCİ2)*

**Four** of the senior students of TRNC nationality, who were educated close to their families and in the environment they are accustomed to, received support and assistance from their families as a strategy to cope with the problems they experienced in the year they first came to the university, while **two** received support from their friends, **one** from academics and **one** from both friends and academics.

The answers of senior students who stated that they had adaptation problems in their university life about their strategies to cope with the problems they experienced are as follows:

*"... my family has been my biggest supporter in this process. On the other hand, my teachers helped me ... "(KKTCS1)*

*"... my family has been very supportive of my troubles. I am more comfortable when I come home; because I don't do much work. This allows me to focus more on the lessons. Besides, I felt too much family pressure ... "(KKTCS3)*

*"... my school friends, whom I just met, played an active role in getting through this process. Thanks to their close attitude, I got over it easily ... "(KKTCS5)*

*"... my teacher gave the necessary advice to overcome this problem and I have solved this problem to a great extent ..." (KKTCS7)*

*"... I had a problem getting used to classes and faculty at first; but the friendships I acquired later and the warmth of our academics removed this problem. In our faculty, we have valuable professors who will help us by entering their rooms without hesitation even if we have the slightest problem. I think we are lucky in this regard ... "(KKTCS6)*

### 4.2.2 Findings Regarding Turkish Republic national Students Receiving Education Away from Their Families and Applying to a Psychological Counseling Center

To provide information about coping strategies related to the shortage of education far from their families' harmonization of national students at the University of the Republic of Turkey

a) *What have you done to cope with these troubles?*

b) *Who helped you in this process? (Family friend, social activities, academics)*

*questions were posed.*

As a strategy to cope with the problems faced by the Turkish Republic national students who are studying with their families and in the environment they are accustomed to **Four** of the students stated that they made friends at the university where they were educated and with the support of their friends there, **three** of them stated that they tried to overcome these problems by going to their families or by talking on the phone, and **one** without getting help from anyone.

The answers of the students who stated that they had adaptation problems in university life about coping with the problems they experienced are as follows:

*"... I felt lonely because it was the first time I was away from my family. My friends helped me to deal with these troubles. My friends, who were engaged in social activities, supported me a lot to get me out of my troubles ... "(TCI8)*

*"... I never reflected my situation on my family during this period and I had a housekeeper friend; I got support from him ... "(TCI4)*

*"... I felt the need for my family like any girl; But they never left me alone, they came and left. They always took care of me. The feeling that I was safe and that they would be right next to me when I was in trouble was very comforting to me. I got support from my family. They said that no matter what decision I decide in a bad event or a sadness, they will be with me ... "(TCI5)*

*"... I had been separated from my family for a week and ten days before, I came here alone and when I came and entered the dormitory, I was depressed. My problem was that I was separated from my family. I made friends; However, when I went to the dormitory room, I was separated from my family and the trouble was over me ... "(TCI3)*

As coping strategy with the complications when initially arriving to university, Turkish Republic naitonal students whom are studying away

from their families and comfort zones; **Four** of the students stated that they coped with these problems with the support of their families, **two** alone without support from anyone, **one** from both their family and friends, and another by participating in social activities.

The answers of the final year Turkish Republic national students who stated that they had adaptation problems in university life about coping with the problems they experienced are as follows:

*"... I was in dire need of my family because I studied abroad. Especially when in 1st grade. But with their support, I overcame all problems. They were trying to make me happy. Go abroad to language school etc. they sent it. My father wanted me to participate in social activities. Turkey saw that I was very tired and was going home to school when I'm done telling me everything would be fine they motivate me ... "(TCS8)*

*".. in my family they gave me support every time we talked ..." (TCS6)*

*"... first I got support from my family, then I got support from my friends. We were talking to my family every day on the phone, and I was sitting and talking with my friends in the evenings ... "(TCS7)*

*"... I have never reflected this situation on my family. I didn't want to disturb them. I started to play theater by joining the theater club, which is what I like the most, and this has been very effective in overcoming my adaptation problem..."*

## 5. Discussion, Conclusion and Suggestions

According to the research, there were no extraordinary difference of seeking support attitutes between those TRNC students whom study close to their families and those Turkish of Republic nationl students whom study away from their families. In addition to this, also remark is made that there are no difference between those students of aforementioned nationals (TRNC-TR) in respect to seeking support attitutes considering their gender, year level and sense of belonging to a university.

When the studies on the subject were examined, it was seen that help-seeking attitudes were not related to living with their families or separately. These results also support the results of the research. For example, in Annaberdiyev's (2006) study, psychological help seeking attitudes, psychological needs and psychological adjustment levels of Turkish university students from Turkish Republics were compared and it was found that the psychological help seeking attitudes of these two groups were not different from each other. According to the findings obtained from this study, it has been revealed that the students who come from the Republic of Turkey and those who reside in the TRNC and study in the TRNC are similar in terms of seeking psychological help. In

a study conducted abroad in this direction, Russel et al. (2008) revealed that personal variables rather than culture are more effective in terms of benefiting from psychological counseling services. Thus, this result shows that students who have participated in this research both Turkish Republic national and TRNC national students, have indicated no differences in terms of seeking psychological support.

In line with the findings obtained in the qualitative dimension of the research, it was found that the students first received support from their families to cope with adaptation difficulties. Based on this result, it is recommended that psychological counseling centers in universities act as a bridge between the family and the student and support students in the process of coping with their problems. In this study, the attitudes of seeking help in coping with the difficulties experienced by university students were tried to be analyzed and described using quantitative and qualitative methods. In another study, it is thought that more detailed information can be obtained by repeating the study on the same sample with the longitudinal method every year or at certain intervals starting from the year starting university.

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# Chapter 27

## IS WORKING CAPITAL A FUNCTION OF PROFITABILITY? AN ANALYSIS USING DYNAMIC COMMON CORRELATED EFFECTS

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## Introduction

Decisions about long-term financial assets such as investments, corporate valuation, dividends, and capital structure have been extensively studied in corporate finance literature. Decisions about short-term assets, however, attracted less attention despite their crucial role in total assets. Working capital is a financial measure that refers to the cash that a firm currently holds to carry out its routine operations, and the assets that can be converted into cash in the short term. Firms with insufficient working capital may face the risk of non-payment, which may ultimately lead to undesirable consequences like bankruptcy and liquidation.

The decisions regarding the working capital and short-term financing needs are generally referred to as working capital management. Such decisions are mostly related to assets and short-term liabilities that a firm can convert into cash in the short term. The purpose of working capital management is to make decisions that will enable the company to continue its operations smoothly and to control its cash flows adequately to fulfill its short-term liabilities. Maximizing firms' net present value for their shareholders is strictly dependent on investing funds in proper assets.

The purpose of this study is to determine the factors under which the capital adequacy of firms is ensured in line with the developing and changing economic criteria and to analyze the effect of financing resources on working capital as it is crucial to ensuring the sustainability of firms. This paper also draws attention to the importance of managing the working capital to the firm's growth and performance. In addition, we point out the impact of working capital on firm value and the benefits of the added value provided by working capital management to the shareholders.

## Literature Review

In the field of corporate finance, there are studies investigating the effect that working capital has on profitability. Since the company data are panel data in nature, most of these studies have used panel models as the analysis method.

Soenen (1993) investigated the effect of the cash conversion cycle on return on assets as a measure of working capital of selected US firms. The results of the chi-square test showed a negative relationship between the cash conversion cycle and the return on assets (ROA). When the same analysis was repeated in different sectors, the direction of the relationship did not change.

Deloof (2003) examined the relationship between working capital management and corporate profitability in his study of 1.009 non-financial firms in Belgium between 1992-1996. Findings revealed that firms can

increase their profitability by reducing the collection period for receivables, inventory turnover, and payment periods for commercial debt

Oz and Gungor (2007) examined the effect of working capital on profitability by using the annual data from 1992 to 2005 on a sample of 68 manufacturing firms listed on the Istanbul Stock Exchange. The researchers analyzed the impact of working capital as measured by the receivable turnover, debt turnover, and inventory turnover rates on firm profitability, and found a negative relationship between working capital and profitability.

Garcial-Teruel and Martinez-Solano (2007) analyzed the effect of working capital management on profitability by using the 1996-2002 data of a total of 8.872 SMEs operating in Spain. They found a negative relationship between working capital and profitability and concluded that firms can increase their profitability by reducing the cash conversion cycle.

Uyar (2009) found a negative relationship between cash conversion cycle and return on assets (ROA), one of the working capital indicators, in a study he conducted on 166 manufacturing Turkish firms. On the other hand, he reported a positive relationship between the cash cycle and profitability when measured as return on equity (ROE). However, the latter finding was not statistically significant.

Garcia (2011) investigated the impact of working capital management on profitability using data from 2.974 non-financial firms listed in 11 different European stock markets between 1998-2009. In this study, the cash conversion cycle was used as a measure of working capital, while operating profit was used as a measure of profitability. He also reported a negative relationship between working capital and profitability.

Şekeroğlu (2013) analyzed the relationship between working capital management and profitability by using panel data from 2003 to 2012 on a sample of 16 Turkish firms operating in the weaving industry. The author measured working capital management in three different categories, aggressive, balanced, and conservative, and profitability as return on asset and return on equity. Her findings showed that firms that adopted aggressive financing as a working capital management strategy earned the highest income, while those that followed balanced financing took the second place.

Nobanee and Haddad (2014) analyzed the relationships between working capital management, profitability, firm size, and industry type using panel data from 1990 to 2004 on a sample of 2.123 non-financial Japanese firms listed on the Tokyo Stock Exchange. They reported that there is a negative relationship between cash conversion and return on investment and that shortening the cash conversion cycle increases the profitability of Japanese firms.

Dinçergök (2019) criticized the previous studies based on their use of linear models in their statistical analysis of the relationship between working capital management and profitability. She predicted that increasing the amount of working capital at low levels of its component, namely trade payables, inventories, and receivables, may increase the profitability of the firm, but at a high level it can cause a reverse effect. She tested her prediction using the data from 2015 to 2016 on a sample of Turkish firms operating in the Chemical, Petroleum, Rubber, and Plastic Products industries. Findings obtained from GMM statistical model showed that there is a non-linear concave relationship between receivables, trade payables, and profitability.

Eskin and Güvemli (2020) analyzed data from 2012 to 2016 on the 33 non-financial firms listed on Borsa Istanbul (BIST) 50 to analyze the effect of working capital components on profitability. The analysis found no statistically significant results between working capital management, measured as the cash conversion cycle, and operating income and return on asset.

When we review the finance literature, we can see that working capital is generally measured as the cash conversion cycle, while profitability is measured as return on assets, return on equity, or operating profit. Previous findings indicate that there is a negative relationship between working capital and profitability in general and that the profitability or the performance of firms can be increased by reducing the cash conversion cycle. However, there also is evidence showing that the negative relationship between working capital and profitability is only true at the lowest level of working capital components.

**Data and Analysis Method**

This study utilizes annual data from 2000 and 2018 on a sample of 36 Turkish firms operating in the construction, energy, automotive, technology, and food sectors. The data consists of 2.052 observations for operating profit (*PRF*), total debt (*TD*), and cash conversion cycle (*CCC*) series of these firms. The data was obtained from the COMPUSTAT dataset. We employed panel data analysis to examine the impact of total debt and cash conversion cycle on profit and tested the presence of correlation between units, the stationarities of the series, whether the parameters are homogeneous, cointegration analysis, and error correction models.

We started with the establishment of a functional statistical VAR model. Before examining the long and short-term relationships between the series, we examined the existence of a correlation between units, the stationarities of the series, and the homogeneities of the parameters. Accordingly, we determined the most appropriate unit root and cointegration test methods. The selected methods and the reasons for selecting those methods will be explained in the next pages where we presented the test results.

**Statistical Model**

Equation (1) represents the functional expression of the statistical model used in the analysis. In the model where the relationship between total debt and cash conversion cycle and operating profit is analyzed, the ratio of operating profit to total assets (*PROF*) is the dependent variable; the ratio of total debt to total assets (*TD*) and cash conversion cycle (*CCC*) are independent variables.

$$PROF = f(TD, CCC) \tag{1}$$

*PROF* : Operating Profit/Total Assets

*TD* : Total Debt/Total Assets

*CCS* : Cash Conversion Cycle

The functional model defined in Equation (1) is expressed in a statistical form in Equation (2).

$$PROF_{it} = a + \beta_1 TD_{it} + \beta_2 CCC_{it} + u_{it} \tag{2}$$

In the equation, "$a$" represents the constant term, "$\beta_1$" represents the regression coefficient for total debt, "$\beta_2$" represents the regression coefficient for the cash conversion cycle, "$i\ (i = 1 \ldots. N)$" represents firms and "$u_{it}$" represents error term.

Equation (2) is a static model, which can be given a dynamic feature by taking the delayed values of the series. A Vector Autoregressive Model (VAR) is a statistical model used for multivariate time series data. The VAR models that will be used in our future analyses are expressed in the following equations.

$$dPROF_t = a_1 + \sum_{l=1}^{n} \beta_{1l} dPROF_{it-l} + \sum_{l=1}^{n} \beta_{2l} dTD_{it-l} + \sum_{l=1}^{n} \beta_{3l} dCCC_{it-l} + u_{1t} \tag{3}$$

$$dTD_t = a_2 + \sum_{l=1}^{n} \beta_{4l} dTD_{it-l} + \sum_{l=1}^{n} \beta_{5l} dPROF_{it-l} + \sum_{l=1}^{n} \beta_{6l} dCCC_{it-l} + u_{2t} \tag{4}$$

$$dCCC_t = a_3 + \sum_{l=1}^{n} \beta_{7l} dCCC_{it-l} + \sum_{l=1}^{n} \beta_{8l} dTD_{it-l} + \sum_{l=1}^{n} \beta_{9l} dPROF_{it-l} + u_{3t} \tag{5}$$

In equation (3), (4), and (5) $d$ represents the first-order differences of the related series and "$u_{1t}, \ldots, u_{3t}$" represents error terms.

**Cross-sectional Dependency Test**

To test the cross-sectional dependency, we conducted Pesaren (2004) test. This is a test to analyze whether research variables are correlated between groups in panel data.

**Table-1** *CD-Test*

| Variables | CD-test | *p*-Value | Corr. | I Corr I |
|---|---|---|---|---|
| *PROF* | 12.99 | 0.000 | 0.119 | 0.323 |
| *TD* | 2.27 | 0.023 | 0.021 | 0.311 |
| *CCS* | 6.68 | 0.000 | 0.061 | 0.306 |

Note: * and ** indicate that there is a correlation between units at 1% and 5% significance level.

Table-1 shows the test results regarding the null hypothesis of no cross-sectional dependency. More specifically, the table illustrates the CD-test statistics values, probability values (*p*-value), correlation values , and absolute correlation values of the series. Since the probability values of all series are less than 0.005, we reject the null hypothesis and concluded that there exists a correlation between the units. Therefore, when testing the stationarity of the series, we preferred the second-generation unit root tests since they take cross-sectional dependency between units into account.

**Stationarity Test**

The stationarity of the series was tested with the Im Pesaran Shin (2003) Unit Root test, which is one of the second-generation tests that considers the cross-sectional dependency between units. With this test, the null hypothesis that the series is not stationary was tested (see Table-2).

*Table-2* Im Pesaran Shin (IPS) Unit Root Test

| Variable | W-t-bar Statistics | *p*-value |
|---|---|---|
| *PROF* | -11.5141 | 0.000 |
| *TD* | -8.1730 | 0.000 |
| *CCC* | -6.0033 | 0.000 |

Table-2 shows the W-t bar test statistics of the series and their probability values (*p*-value). Accordingly, the probability values of all series are less than 0.05, which shows that the null hypothesis that the series is not stationary can be rejected. Therefore, we can propose that the series are stationary at level. The finding that the series is stationary at level indicates that there may be a long-term cointegration relationship between them. However, before proceeding to cointegration tests, we will determine the appropriate delay length, which is important in panel data analysis, to see whether the parameters are homogenous or not.

**Proper Lag-length Value**

We conducted a Hansen (1982) J test to obtain consistent test results (see Table-3). This test is conducted to define the proper lag-length, which is important to determine long and short-term relationships.

*Table-3* Hansen J Test

| Lag | CD | J | J *p*-value | MBIC | MAIC | MQIC |
|---|---|---|---|---|---|---|
| **1** | .7860914 | 38.501 | .357029 | -169.0459* | -33.499* | -87.63135* |
| **2** | .4090772 | 21.13607 | .7798738 | -134.5241 | -32.86393 | -73.46319 |
| **3** | .8432871 | 13.77399 | 7437009 | -89.99944 | -22.22601 | -49.29218 |
| **4** | -3.421315 | 2.965697 | .9656394 | -48.92102 | -15.0343 | -28.56739 |

When examined, the Hansen J test results show that the minimum lag length for the MBIC, MAIC and MQIC selection criteria is 1. In other words, the lag length that makes the selection criteria the smallest is 1. Accordingly, we define the proper lag length as 1.

**Homogeneity Test**

Determining whether the parameters are homogeneous or heterogeneous is critical in selecting panel causality or cointegration tests. If the parameters are homogeneous, one of the first-generation panel causality, cointegration tests, and error correction models should be selected. If, however, the parameters are heterogeneous, one of the second-generation panel cointegration tests or error correction models should be used.

*Table-4* Swamy S Homogeneity Test

| Reg. | χ2 (140) | Prob > χ2 |
|---|---|---|
| $PROF_{it} = a + \beta_1 PROF_{it-1} + \beta_2 TD_{it-1} + \beta_3 CCC_{it-1} + u_{it}$ | 347.59 | 0.0000* |

The null hypothesis that parameters are homogeneous is tested by Swamy (1970) S Homogeneity test. The statistical model used in this test is shown in Table-4. The model includes the first lag values of the research variables. Since the probability value is less than 0.05, we reject the null hypothesis that "parameters are homogeneous" and concluded that the parameters are heterogeneous. The result shows that we should use one of the analysis methods that considers heterogeneity in panel cointegration tests and error correction models.

**Short-term Causality Analysis**

To determine the existence and direction of short-term causality between the series, we conduct a Dumitrescu & Hurlin (2012) Granger Panel Causality Test. This test is used in the heterogeneous panel.

*Table-5* Granger Panel Causality

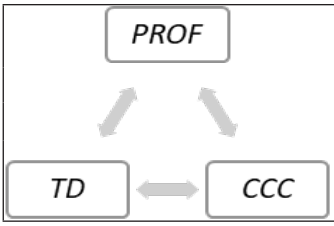
| | $H_0$: | | W-bar Stat. | Z-bar Stat. (*p*-value) | Z-bar tilde (*p*-value) |
|---|---|---|---|---|---|
| *PROF* | ⇏ | *TD* | 3.3067 | 9.7866* (0.000) | 7.0168* (0.006) |
| *TD* | ⇏ | *PROF* | 2.2094 | 5.1309* (0.000) | 3.4402* (0.006) |
| *PROF* | ⇏ | *CCC* | 2.9250 | 8.1671* (0.000) | 5.7727* (0.000) |
| *CCC* | ⇏ | *PROF* | 6.0360 | 7.4367* (0.000) | 2.9353* (0.0033) |
| *TD* | ⇏ | *CCC* | 3.0720 | 8.7907* (0.000) | 6.2517* (0.000) |
| *CCC* | ⇏ | *TD* | 7.7904 | 8.0408* (0.000) | 1.2660 (0.2055) |

Note: "* and ** indicate the Granger causality at %1 and 5% significance level respectively".

(⇏) refers "no Granger causality".

The results of Dumitrescu & Hurlin (2012) Granger Panel Causality test show that there is a bi-directional causality between *PROF* and *TD*. Such a causality exists between *PROF* and *CCC*, and *TD* and *CCC* as well (see Table-5). The direction of the relationship between the series is shown in Table-6.

*Table-6* Short-Term Relations Between Series




| Variable | Direction of Causality | Variable |
|---|---|---|
| *PROF* | ⇔ | *TD* |
| *PROF* | ⇔ | *CCC* |
| *TD* | ⇔ | *CCC* |

**Long-term Causality Analysis**

We conducted a Westerlund (2008) ECM Panel Cointegration test to confirm a long-term relationship between the series if any. This test primarily takes the heterogeneity of the inter-unit correlations and parameters into account. If the test results confirm such a relationship, this will be analyzed with second-generation error correction models that take inter-unit correlation and heterogeneity into account.

*Table-7* Westerlund ECM Panel Cointegration Test

| Statistics | Values | Z-value | *p*-value | Robust *p*-value |
|---|---|---|---|---|
| $G_t$ | -2.019 | -6.013 | 0.000 | 0.000 |
| $G_a$ | -5.510 | -2.253 | 0.012 | 0.010 |
| $P_t$ | -7.229 | -3.569 | 0.000 | 0.050 |
| $P_a$ | -3.006 | -4.103 | 0.000 | 0.000 |

PROF TD CCC, lags (0 1) Leads (0 1) bootstrap (100)

Note: "* and ** indicate the presence of cointegration at 1% and 5% significance level, respectively.

The null hypothesis of no cointegration is tested with Westerlund Panel Cointegration test, and the results are presented in Table-7. The table illustrates *Gt*, *Ga*, *Pt*, and *Pa* test statistical values, *z*-values, *p*-values, and robust *p*-values. When there is no correlation between units, *p*-values are taken into account, when there is cross-sectional dependence between units, however, robust *p*-values are taken into account. Since we detected a cross-sectional dependence between units in our panel, we will consider robust *p*-values when testing the null hypothesis. Accordingly, we can safely reject the null hypothesis that there is no cointegration for all *Gt*, *Ga*,

*Pt*, and *Pa* test statistics at the 5% confidence level. The result points out a long-term relationship between the series. Since we detected a cointegration between *PROF*, *TD*, and *CCC*, we can now use second-generation error correction estimation methods that considers heterogeneity and find more results regarding the short-term and long-term relationship between the series.

**Dynamic Common Correlated Effects (DCCE) Estimations**

The Dynamic Common Correlated Effects (DCCE) model is one of the second-generation error correction models that allows producing more results regarding the coefficients of variables both in the short and long terms and their significance level. The model, which was developed by Chudik and Pesaran (2015), is a new econometric approach that allows measuring the cross-sectional dependence among cross-sectional units. The results of DCCE estimation are presented in Table-8.

*Table-8* DCCE Estimation

| *F*(289, 323) | Prob>*F* | *R*-squared | Adj.*R*-squared | Root MSE | CD Statistic | *p*-value |
|---|---|---|---|---|---|---|
| 14.09 | 0.00 | 0.93 | 0.86 | 0.02 | 1.09 | 0.2756 |

| D.PROF | **Coeff.** | **Std. Err.** | *z* | ***p*>\|z\|** | **[95% Conf.** | **Interval]** |
|---|---|---|---|---|---|---|
| **Short-term** | | | | | | |
| D.TD | .2478089 | .0300236 | 8.25 | 0.000 | .1889637 | .306654 |
| D.CCC | -.0001331 | .0000784 | -1.70 | 0.090 | -.0002868 | .0000206 |
| LD. PROF | .0283664 | .0637074 | 0.45 | 0.656 | -.0964979 | .1532306 |
| LD. TD | .0147011 | .0214308 | 0.69 | 0.493 | -.0273025 | .0567047 |
| LD. NDS | .000201 | .0000808 | 2.49 | 0.013 | .0000427 | .0003593 |
| **Long-term** | | | | | | |
| L.PROF | -.5701318 | .0829785 | -6.87 | 0.000 | -.7327667 | -.407497 |
| L.TD | .1785864 | .0733454 | 2.43 | 0.015 | .0348321 | .3223408 |
| L.CCC | -.0000849 | .0004167 | -.0.20 | 0.838 | -.0009017 | .0007319 |

Mean Group Variables: D.TD D.CCC LD. PROF LD. TD LD. CCC L.PROF L. TD L.CCC

Long Run Variables: L. PROF L. TD L. CCC

Heterogeneous constant partialled out.

Table-8 illustrates coefficients for short and long-terms, standard error terms, *z*-values, *p*-values, and confidence interval for coefficient estimation at 95%. The explanatory power of the independent variables combined is high when the $R^2$ value of 0.93 and adjusted $R^2$ value of 0.86 are considered. The *F* probability value of 14.09 is statistically significant, showing the statistical significance of the model.

When the long-term relationships are considered,

a) There is a positive relationship between *TD* and *PROF*. A 1% increase in *TD* leads to 0.18% in *PROF*.

b) There is a negative relationship between *CCC* and *PROF*. When *CCC* increases by 1%, *PROF* decreases by 0.00009%. The magnitude of decrease, however, is negligible, and not statistically significant.

c) 57% of the deviation from the mean in *PROF* (due to any kind of shock) is corrected in the next period.

When the short-term relationships are considered

a) There is a positive relationship between *TD* and *PROF*. A 1% increase in *TD* leads to 0.24% in *PROF*.

b) There is a negative relationship between *CCC* and *PROF*. When *CCC* increases by 1%, *PROF* decreases by 0.00013%. The magnitude of the relationship is negligible and not statistically significant.

**Conclusions**

There is a long-lasting debate in corporate finance literature on the relationship between risk and return, and different working capital strategies. While aggressive working capital management strategy is mostly associated with higher returns and risks, conservative working capital management strategy is associated with lower risk and returns. The findings of this study suggest that working capital management has an effect on the profitability of manufacturing and industrial companies and changes the behavior of enterprises in the inflation environment. While firms avoided long-term investments during the high inflation period, they turned to short-term current assets by making more use of fixed assets, which are relatively low in their total assets, and the ratio of fixed assets decreased with the decrease in inflation, but became more efficient. This situation paved the way for more use of current assets.

In this study, we analyzed the relationship between working capital and profitability using the panel data method. We utilized annual data of 36 firms listed on the Istanbul Stock Exchange from 2000 to 2018. In our statistical analysis, we examined the relationships between Operating Profit / Total Assets (*PROF*), Total Debt / Total Assets (*TD*), and Cash Conversion Cycle (*CCC*). We, first, started with the establishment of a statistical model. Before examining the short-term and long-term relationships between the series, we tested for the cross-sectional dependency between the series using the Pesaren (2004) test and the stationarity of the series using Im Pesaran Shin (2003) unit root test in order to select the most appropriate analysis method. We observed that there is a cross-sectional dependency between the series and the series are stationary at level. In other words, the

integration level of the series is I (0). Since homogeneity or heterogeneity of parameters is another important issue in the selection of short and long-term analysis methods, we conducted a Swamy S Homogeneity test and found that parameters are heterogeneous. Finally, we determined that test methods that consider the inter-unit correlation and heterogeneity in short and long-term analyzes would be appropriate.

The short-term causality relationship between the series was examined using Dumitrescu & Hurlin (2012) Granger Panel Test. Accordingly, in the sort-term, we found a two-way relationship between (i) *PROF* and *TD* (ii) a two-way relationship between *PROF* and *CCC* (iii) a two-way relationship between *TD* and *CCC*. For the analysis of the long-term relationship, we used the Dynamic Common Correlated Effects (DCCE) Estimator, which is one of the second generation error correction models that take into account the heterogeneity and inter-unit correlation. Findings showed that (a) the relationship between *TD* and *PROF* is positive and a 1% increase in *TD* causes an increase by 0.18% in *PROF*; (b) The relationship between *CCS* and *PROF* is negative, and a 1% increase in CCC reduces PROF by 0.00009%, which can be considered negligible; (c) 57% of deviation from the mean *PROF* due to any shock can be corrected in the next period. The DCCE Estimator also produced results for the short-term relationship between research variables. Accordingly, (a) the relationship between *TD* and *PROF* is positive and a 1% increase in *TD* causes an increase in *PROF* by 0.24%; (b) the relationship between *CCS* and *PROF* is negative and a 1% increase in *CCC* reduces *PROF* by 0.00013%, which is negligible.

It is utterly important for a business enterprise to link working capital to current assets at a level that will enable it to run its activities smoothly and at the same time increase the profitability. Therefore, in order to ensure efficiency in working capital management, first of all, a firm should determine an optimal working capital level. During periods of high inflation, companies experience significant problems in determining the working capital that they need, as the prices in the market constantly increase. This occurs because firms reach a certain production and sales capacity by investing in fixed assets. During inflation periods, firms should provide more working capital in order to maintain their normal business activities.

Inflation generally increases the working capital requirement of companies. However, the type of inflation also affects the severity of this requirement. During the periods of high demand for the product, firms that have the opportunity to receive advances from customers can limit their needs for additional working capital by increasing the stock turnover rate, by changing the sales conditions, by increasing the receivable turnover rate, and by shortening the average collection period of receivables according

to changing sales conditions. However, during periods of economic recession, due to price increases, the working capital requirements of businesses increase excessively. Difficulties in sales and marketing lead to a slowdown in stock-receivables turnover, and payment problems in customers due to economic recession increase the problems of meeting the working capital needs. In such cases, firms should take necessary measures against possible financial risks in order to ensure efficiency in the management of receivables and debts. The measures to be taken can be achieved by systematically planning the operating budget.

The purpose of the operating budget is to determine the volume of business, net income, financial situation, investment expenditures in the upcoming periods. In other words, the operating budget helps to analyze the existing financial situation and determine the way the business will follow. Working capital can be grouped as receivables, cash, and stock. Working capital profitability is attributed to the effective and correct management of these three elements. In order to have a healthy working capital management, firms should determine one of the most ideal management strategies (aggressive, balanced, and conservative) in accordance with the conditions of the sector and economic period in which they operate, and conduct its stock, receivable, and cash management in a disciplined manner.

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# Chapter 28

## ANALYSIS OF AUDIO-VISUAL BROADCASTING ENTERPRISES AND INDUSTRY IN TURKEY AFTER RE-REGULATION[1]

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1 Bu çalışma Yazarın, Ege Üniversitesi Sosyal Bilimler Enstitüsü Radyo Televizyon ve Sinema Ana bilim Dalı'nda 2013 yılında tamamlanan "Türkiye'de Radyo ve Televizyon Yayıncılığının Yeniden Düzenlenmesi" başlıklı doktora tezinin bir bölümünün yeniden gözden geçirilmesi ve geliştirilmesiyle hazırlanmıştır ve başka hiçbir yerde yayınlanmamıştır.

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## INTRODUCTION

As in the rest of the world, radio and television broadcasting started in a monopoly system dominated by the understanding of public broadcasting in our country. After a painful transition period, the pluralistic system was adopted, during this period, separate regulation and supervision was valid for both public and private radio and television broadcasting. The period of regulation of private radio and television broadcasting was followed by the period of purging of strict rules, a period of deregulation. At this point, the most fundamental factor is the continuous development and change in broadcasting technology. In addition, the European Union harmonization process and other developments have made it necessary to rearrange radio and television broadcasting. As a result of this obligation, radio and television broadcasting was re-regulated with Law No. 6112, which entered into force on 3 March 2011.

This study covers the analysis in the context of the structure of broadcasting organizations and the organization of the broadcasting industry, which is one of the five basic issues that are the source of the broadcasting policies of the Law, based on the Law No. 6112 on the Establishment of Radio and Television Enterprises and Their Media Services

In this study, 6112 No. of Radio and Television Enterprises and Broadcast Services by the Law on the center, the reorganization of the radio and television broadcasting in Turkey after the period, the first of about five of the broadcasting policy, the main institutions and the organizations that broadcast organizational structure and, second, in the context of the publishing industry analysis is aimed.

"Regulations made for technical, security, economic, political and ideological reasons throughout the publishing history are generally based on five basic issues. These are listed as the structure and organization of broadcasters or broadcasting industry, funding sources, broadcasting technology, produced content and audience (Seymour-Ure, 1987: 270) ". In fact, these studies have also examined the period after the reorganization of broadcasting in Turkey in the first light of these five elements.

Radio broadcasting in Turkey on the European continent began immediately after the first broadcast. Since the continental European states have a centralized structure in general, a centralist understanding has prevailed in the field of broadcasting and a publishing system has developed directly or indirectly under the monopoly of the government or the state, far from the commercial publishing and competition environment in America. The same was true for television broadcasting, legally state monopoly or even constitutionally prescribed before the de facto television broadcast began.

Radio and television broadcasting, which started to be included in the Turkish legislation with the provision of the 1961 Constitution, which was the first constitutional regulation, was carried out with the understanding of state monopoly and public broadcasting until 1994. During this period, radio broadcasts in Turkey's conditions is present but has yet happen television broadcasting, television broadcasting was made legal arrangements to advance. The legal regulation of private radio and television broadcasting was made after the actual situation emerged. In Article 121 of the 1961 Constitution, the provision that "the administration of radio and television stations is regulated by law, in the case of an autonomous public legal entity. Dated December 24, 1963, Law No. 359 of Turkey Radio and Television Corporation, the radio and television stations and Turkey the right to establish businesses in Turkey Radio and Television Corporation (TRT) it was decided to be given.

Over time, the provision of the Constitution was amended with the statement that "radio and television stations can only be established by the state and their administration is regulated by law as an impartial public legal entity". This regulation has been the constitutional basis of the state monopoly in the field of broadcasting. In the 1982 Constitution, which entered into force after the 1980 coup, the state monopoly in broadcasting continued. Until the change in 1993, the provision of "radio and television stations can only be established by the State and their administrations are organized as an impartial public legal entity" consolidated the state monopoly in the field of broadcasting just like in the 1961 Constitution. 1982 prepared in accordance with the Constitutional Law No. 2954 on Turkey Radio and Television; "The establishment and operation of radio and television transmitting stations, regulation of broadcasts and broadcasting domestically and abroad are under the monopoly of the State. This monopoly, used by the Institution of Turkey Radio and Television "provision of the state monopoly once again highlighted, all phases of publishing has included in this monopoly.

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**Methodology**

**1.1. Method**

Descriptive analysis, one of the qualitative research techniques, was used in this study. "Descriptive analysis is a type of qualitative data analysis that includes summarizing and interpreting the data obtained by various data collection techniques according to previously determined themes. The main purpose of this analysis type is to present the obtained findings to the reader in a summarized and interpreted form "(Yıldırım & Şimşek, 2008). Descriptive analysis consists of four stages. These are the stages of creating a framework for descriptive analysis, processing the data according to the thematic framework, describing the findings, and interpreting the findings (Altunışık et al., 2012: 322).

In descriptive analysis, data are summarized and interpreted under predetermined themes. The purpose of the descriptive analysis is to present the obtained findings in an organized and interpreted form. As a matter of fact, in this study, by taking the theme of the structure of broadcasting organizations and the organization of the broadcasting industry, which is one of the five basic issues of broadcasting policies, the regulations introduced with the articles of the Law No. 6112, which rearranges the broadcasting field, and the post period are interpreted.

**Research Questions**

1) How has the structure and organization of broadcasting institutions shaped after the reorganization with Law No. 6112?

2) What are the factors that determine the audiovisual broadcasting industry after reorganization?

3) How is the structure of audiovisual broadcasting organizations regulated in Law No. 6112?

4) How is the organization of the publishing industry arranged in Law No. 6112?

**1.1. Universe and Sample**

The universe of the study is the regulation of all mass communication regimes that constitute media policies in the broadest sense. The sample is the radio and television broadcasting regime. In other words, it is the arrangement of the audio-visual broadcasting area. However, Law No. 6112, which is a source of regulation, consists of 50 articles. Therefore, it is necessary to further narrow the sample and limitation of the study. For these reasons, the sample of the study was limited only to the structure of the broadcasting institutions and the organization of the broadcasting industry among the five basic issues of radio and television broadcasting, which were rearranged by Law No. 6112.

**2.The Structure and Organization of Broadcasting Enterprises After the Re-regulation**

**2.1- Brief History of the Re-regulation Process**

In the preamble as briefly mentioned first radio broadcasting began in Turkey in 1927 (Kocabaşoğlu, 1980: 13; Akarcalı, 1997: 97; Saints, 2007; TRT, 2009: 8), where the first television broadcast in 1968 (Tokgöz: 70) years after the BBC model, with the understanding of public broadcasting, was structured as a "state monopoly" system. Radio and television broadcasting, which has been under the state monopoly for many years, has turned into a pluralistic structure and organization in the form of public broadcasting and private broadcasting, with the 1993 Constitutional amendment and the legal basis of private broadcasting with the Law No. 3984 enacted on 20 April 1994.

Over time, the current Law has been insufficient in the face of developments in broadcasting technology (digital platforms, IP TV, etc.). In addition to this, the preferences and tastes of the audience / listeners started to show changes and diversity and different requests were born. Most importantly, during the European Union harmonization process, Law No. 3984 has been amended almost entirely (Nizam, 2007). In addition,

as a result of the annulment decisions of the Constitutional Court, serious gaps have arisen in the issues regulated by the annulled law articles. As a result of all these developments, the integrity and effectiveness of the Law No. 3984 in force has been disrupted. In line with all these counted; the reorganization of the radio and television broadcasting in Turkey (re-regulation) has become obligatory conditions.

In November 2009, the Radio and Television Supreme Council (RTÜK) announced to the public that a new draft law was prepared and published the draft text on its official website. Opinions and suggestions were requested from the public, official institutions and organizations, representatives of the audiovisual broadcasting sector and academicians about the draft dated November 5, 2009.

Five months later, on April 5, 2010, the final form of the draft was announced to the public. One week later, on April 12, 2010, it was sent to the Prime Ministry General Directorate of Laws and Decisions. On May 7, 2010, Turkey presented the draft to the National Assembly, began to be discussed at the Parliamentary Constitutional Commission of 24 May 2010. In the General Assembly, it was first discussed at the 47th meeting on January 5, 2011, at the 48th meeting on January 6, 2011 and finally at the 66th meeting on February 15, 2011. As a result of the negotiations and voting held on 15 February 2011 Tuesday, 237 "Accept" and 10 "Reject" votes out of 247 votes in total, the bill was accepted and became law with the law number 6112 (URL-1).

The Law, which was sent to the Presidency for approval on February 3, 2011, was approved by the Presidency on March 2, 2011 and came into effect after being published in the Official Gazette No. 27863 on March 3, 2011 (Official Gazette, 2011; Gürsoy, 2011: 14; Çiftci ve Kırgıl, 2014: 48).

### 2.2.Structure of Broadcasting Establishments

In this part of the study, after the history briefly mentioned above, the articles directly related to the structure of radio and television organizations in the Law No. 6112 and the regulations based on these articles are analyzed.

The most important article in terms of radio and television broadcasting policies and legal framework is Article 2 of the Law. Article 2 of Law No. 6112 of the Act, has been the main source of radio, television regimes Turkey (Mersin and Unver, 2012: 370). "Under the jurisdiction of the Republic of Turkey, all kinds of technical, procedural and means and whatever name under whatever made with electromagnetic waves or other means of radio, covers issues relevant to the television and optional broadcasting services" (6112 / m.2). With this statement, it is clear that Law No. 6112 will now be applied to all radio-television organizations and broadcasts, whether private or public. Of course, legal systems cannot

predict future technological innovations and developments related to them. In this regard, instead of counting any new radio and television broadcasting technique, any broadcasting medium, any broadcast name one by one that may emerge after March 3, 2011, a new law was enacted in this field as required by the legal philosophy and the Law No. 6112. It is certain that it will be valid until it is repealed.

Article 3 of the law regulates the definitions. The ones that concern the structure of broadcasters thematically due to the scope and limitation of this article are as follows (URL-2):

- 'Infrastructure operator' means the organization operating the infrastructure for the transmission of media services (Article 3/a)
- 'Analogue broadcast' means the broadcasting services via cable, satellite, terrestrial and any other similar networks by using an analogue modulation technique. (Article 3/b)
- 'Independent producer' means the real or legal persons who have the right to produce and disseminate programmes freely; who are not the registered employees of the media service providers; and who have the rights stated under the Law No.5846 on the Intellectual and Artistic Works dated 5/12/1951 upon the programmes they have produced, except for the limited timeframe that they have granted to the media service providers. (Article 3/ç)
- 'Regional broadcast' means the broadcasting services transmitted to the minimum seventy percent of the total population of the provinces in a geographical region and to the provinces in a geographical region determined by the Supreme Council. (Article 3/e)
- 'Cable network' means the medium in which media services are transmitted to the subscribers via all kinds of cable infrastructure. (Article 3/ı)
- 'Terrestrial network' means the medium in which media services transmitted to the receivers via terrestrial transmitter systems (Article 3/i)
- 'Media service provider' means the legal person who has editorial responsibility for the choice of the content of the radio, television broadcasting and on-demand media services and determines the manner in which it is organized and broadcast. (Article 3/l)
- 'Multiplex operator' means the enterprise which ensures the transmission, by combining more than one media service to be provided via terrestrial network in a way they fit into one or more than one signal, between media service providers and the infrastructure operator or between the transmitter systems and operator companies. (Article 3/n)

- ‘Platform Operator’ means an enterprise which transforms multiple media services into one or multiple signals and provides the transmission of them, through satellite, cable and similar networks either in an encoded and/or unencoded mode in a way accessible directly by the viewers. (Article 3/p)
- ‘Digital broadcast’ means the media services transmitted via cable, satellite, terrestrial and similar networks by using digital encoding and modulation techniques. (Article 3/u)
- ‘National broadcast’ means the media services transmitted via terrestrial networks to at least seventy percent of the national population and to the residential areas determined by the Supreme Council. (Article 3/aa)
- ‘Supreme Council’ means the Radio and Television Supreme Council. (Article 3/çç)
- ‘Transmitter installation and operating company’ means the enterprise installing and operating the facilities required for the transmission of the broadcasts of media service providers having the licence of terrestrial broadcasting via terrestrial transmitter stations. (Article 3/dd)
- ‘Broadcaster’ means a media service provider of a television and/or a radio broadcasting service. (Article 3/ee)
- ‘Media service’ means the television broadcasting services, on-demand media services, as well as commercial communication and radio broadcasting services, with the exception of individual communication services, under the editorial responsibility of a media service provider and the principal purpose of which are the provision of programmes in order to inform, entertain or educate, to the general public by electronic communications networks. (Article 3/ff)
- ‘Media service transmission infrastructure’ means the systems and facilities used for the transmission of media services via terrestrial, cable, satellite and similar networks. (m.3/gg)
- ‘Broadcasting network’ means cable, satellite, terrestrial and similar transmission environments. (Article 3/ıı)
- ‘Local broadcast’ means the broadcasting service that is transmitted via terrestrial network into the territories of one province at most. (Article 3/jj)

When the provisions regarding radio and television broadcasters are evaluated in general clauses of Article 3 of the Law, regulations such as the dimensions of the broadcasting industry (local, regional, national broadcasting organizations), the classification of organizations based on broadcasting technology (broadcasters, digital broadcasting, terrestrial

broadcasting, analog broadcasting) Besides, the most important definition is' media service provider.

In addition, the boundaries of the broadcasting industry have been expanded with definitions regarding not only broadcasting but also the transmission / production of broadcasts. In addition to broadcasters in the classical sense, production like an independent producer; Almost "new players" of the sector related to the transmission of broadcast services such as multiplex operator, platform operator, and infrastructure operator were organized. As a matter of fact, Article 28 of the Law regulates multiplex operators in the field of transmission of radio, television and on-demand broadcasting services, provided that they can only serve the organizations that have received terrestrial broadcasting license from the Supreme Council. With the provision "Media service provider companies can also become partners with multiplex operating companies", a regulation has been made in terms of the structure of broadcasting organizations.

Another regulation regarding the transmission of broadcasts appears in Article 29. This article, which sees platform operators and infrastructure operators conducting broadcast service transmission, as the elements of the sector, has gained more importance as a result of current developments. Because it has been revealed that there is a deficiency in the legislation regarding digital platforms that have emerged with the widespread use of the internet and technological developments, and by adding the phrase "29 / A" to the Law with the title of "provision of broadcasting services on the internet", the gap in this area has been eliminated.

This issue, which is widely discussed in the public, with this annex made in accordance with Article 82 of the Law No. 7103 on March 21, 2018, "Media service providers with temporary broadcasting rights and / or broadcasting licenses from the Supreme Council, and In accordance with the provisions of the Law No. 5651 dated 5/2007 on Regulating Broadcasts Made on the Internet and Fighting Against Crimes Committed Through These Publications, they can also present them on the internet. Media service providers who want to provide radio, television and on-demand broadcasting services only on the internet must obtain broadcasting license from the Supreme Council, and platform operators who want to transmit these broadcasts on the internet must obtain broadcast transmission authorization from the Supreme Council ". Thus, media service providers who want to broadcast only on the internet, as well as existing media service providers, were also subject to Law No. 6112.

Of course, the presence of the Radio and Television Supreme Council with the 'Supreme Council' clause is a requirement of an independent "administrative authority" (Ulusoy, 2003) and a supervisory body (Coşkun, 2018: 267) for regulation and supervision in the field of audiovisual broadcasting.

### 3- Organization of the Broadcasting Industry

Law No. 6112 regulates the broadcasting industry as well as determining the structure of broadcasters. As a matter of fact, it is seen that one of the four purposes of Law No. 6112 is belirlenmesi determining the procedures and principles regarding the administrative, financial and technical structures and obligations of media service providers in the 1st article, in which the purpose of the Law is determined.

In this context, when the Law is analyzed, under the main title of "private media service provider organizations", in the sixth part of the Law, media ownership, which is the most fundamental issue of the broadcasting industry, and the establishment and share rates of media service providers are regulated.

Article 19 regulating the issues that private media service providers must comply with regarding company structures and share rates, as well as the general characteristics of broadcasters; who can be involved in the media industry with how much ownership or partnership.

According to this; "Broadcasting license is granted exclusively to joint stock companies established in accordance with the provisions of the Turkish Commercial Code in order to provide radio, television and on-demand broadcasting services. The same company can only offer a radio, a television and an on-demand service. Media service providers cannot put provisions contrary to the principles in this article in their main contracts even after the broadcasting license is granted. Articles of association amendments are notified to the Supreme Council within one month "(m.19 / a). The word "exclusively" in the law means "exclusively occupied". The purpose of this regulation is to prevent problems arising from / may arise from cross-media ownership (Uluç, 2003: 283), monopolization (Adaklı, 2003; Şeker, 2007), which are the most discussed topics in media policies and media industry. Because, "Today's Turkish media is under the monopoly of a few groups whose main business is not journalism, so the basic criterion in determining media content is in line with economic interests" (Şeker, 2007: 112). Media ownership has gained importance with the restructuring of the Turkish media sector starting from the 1980s. Similarly, Pekman states that "the most distinctive feature of this process is that" non-media capital "has made a rapid entry into the sector, except for the traditional family groups that have assumed the ownership of the press and broadcasting in the country until then" (2005: 243).

Aynı maddenin b bendinde medya endüstrisinin düzenlenmesi açısından bir başka kritik düzenleme öne çıkmaktadır. "Siyasî partiler, sendikalar, meslek kuruluşları, kooperatifler, birlikler, dernekler, (*vakıflar*), mahallî idareler ve bunlar tarafından kurulan veya bunların doğrudan veya

dolaylı ortak oldukları şirketler ile sermaye piyasası kurumları ve bunlara doğrudan veya dolaylı ortak olan gerçek ve tüzel kişilere yayın lisansı verilemez. Bu kuruluşlar, medya hizmet sağlayıcı kuruluşlara doğrudan veya dolaylı ortak olamaz" (m.19/b) hükmüyle kimlerin medya endüstrisi içinde yer alabileceğinin sınırları detaylı olarak belirtilmiştir. Hemen belirtmek gerekir ki, düzenleme sonrası 20 Ağustos 2016 tarihinde yapılan kanun değişikliği ile maddenin ilk halinde yer alan 'vakıflar' ibaresi madde metninde çıkarılmış, böylelikle vakıfların medya hizmet sağlayıcı kuruluşlara sahip ve/veya ortak olabilmesinin önü açılmıştır.

After the law came into force, the first development regarding media ownership was experienced in the sale of STAR TV. STAR TV, which is within the body of Doğan Media, has been sold compulsorily because the total advertising market share of STAR TV, together with the other TV channel of the group, KANAL D, is at the level of 38 percent - although this article should be at most 30 percent as per clause 'd' (Hakan, 2012). As can be seen, the law allows media ownership or partnership to dominate at most 30 percent of the media industry. In this sense, monopolization in the media is prevented, even if not ideally. As a matter of fact, in the clause d of the 19th article, "A natural or legal person can directly or indirectly become a partner of maximum four media service providers holding terrestrial broadcasting licenses. However, in partnership with more than one media service provider, the total annual commercial communication income of media service providers in which a real or legal person owns a direct or indirect share is the governing provision that the sector cannot exceed thirty percent of the total commercial communication income.

While regulating the media industry, another important topic is the state of foreign capital. In the f clause of the 19th article, "The total foreign capital share in a media service provider cannot exceed fifty percent of the paid-in capital. A foreign real or legal person can be a direct partner of maximum two media service providers. Media service providers of partner companies in case they are indirect shareholders of broadcasting organizations by participating in foreign real or legal person, broadcaster of the chairman, the vice chairman of the board majority and general manager, not the Republic of Turkey citizens and also broadcasters Republic of Turkey majority vote in the General Assembly it is obligatory for real or legal persons possessing the nationality ".

It's a natural or legal person with the judgment of a foreign media service providers in Turkey leads to the conclusion that you can have in half. This ratio, which is limited to 25 percent in many countries, is determined twice in our country, which may cause some drawbacks in decisions and practices. Determining this ratio as 49 percent, even if it is symbolic, would be more appropriate for media ownership and the media industry in general.

**Result**

In this study, namely Law No. 6112 of the process after the reorganization of the radio and television broadcasting in Turkey, in the context of the structure and organization of broadcasters broadcasting industry is one of the fundamental aspects of broadcasting policy has been building on the analysis.

The articles of the Law, which consists of 50 articles together with the enforcement and enforcement articles, dealing with the structure of audiovisual broadcasting organizations and the regulation of the audiovisual broadcasting industry in general were briefly analyzed.

In the study, with the reorganization, new actors in the field of audio-visual broadcasting, new institutions and the structure of the sector developed further; It has been concluded that the regulations on media ownership, establishment and share rates, namely partnerships, which are the main issues of the media industry, are sufficient, but are pregnant with some new regulations.

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# Chapter 29

## THERE IS NO WOMEN ISSUE: "WE HAVE A WRONG MINDSET AS MEN". (A different approach to the situation of men in Turkey)

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## Introduction

Today, patriarchy is the one of the most important global issues; it has caused discrimination against women as a result of male domination, pressure on women, inequality between the genders in all aspects of life, from law to politics, the economy and education. Women are imprisoned in the home, are unable to lead a "normal" life, endure rape, violence, homophobia and trancephobia (Bozok, 2011: 5-6). The importance of the situation can be understood more clearly if male domination is thought of as the other side of the same coin as capitalism.

Patriarchy is inhumane and must be ended. Arguably, it has caused as much damage to men as to women (Atay, 2004: 3-4). On an initial examination the injuries to men can seem insignificant in comparison to problems that patriarchy has caused for women. However, for the purposes both of obtaining a multidimensional understanding of patriarchy and emphasising vital alteration in the experiences of men and women, it is important to highlight that men deeply injure themselves by participating in a patriarchal system, by encouraging dangerous social superiority and domination (Kizilkan, 2014). In this way they have become monsters who either directly oppress women or abet this situation in different ways. Moreover, in a patriarchal system men are alienated from their emotions, become unhappy narcissists and self-enclosed persons, have an unhealthy diet, are injured in quarrels to prove their bravery and die in wars (Sancar, 2009). Briefly, men compromise their psychological and physiological health in order to be a "real" man; they appear to be the losers of a game that they believe they are wining; however, there is no real winner (Bozok, 2011).

Until recently patriarchy has principally been examined from a feminist perspective, with extensive research directly focusing on the concept of masculinity (Ashe, 2004). This situation has changed, with an increase in studies of masculinity and profeminist groups in the last three decades (Kimmel, 2003:22). Since the early 1980s, men and issues relating to masculinity have been addressed in the field of masculinity studies, which was begun by men who support feminism, and is interdisciplinary (Kidder, 2003:35). By criticising men from a profeminist perspective, masculinity studies explain the male condition and how patriarchy was instituted by men (Akis, 2006).

It is often claimed that patriarchal masculinity is not universal and eternal, but rather is the result of significant historical, social and cultural conditions. In the past, and in more recent times, the situation of men has changed (Turker, 2004). Different communities and cultures experience masculinity differently, and studies of masculinity reveal that these various masculinities are social and cultural fictions. The form of masculinity alters, causing unhappiness, which is not the destiny of all men, and should

be subject to change (Adams & Savran, 2002). Men should give up the unfounded claim to superiority that patriarchy has awarded them. The deconstruction of patriarchy is a genuine possibility if social and cultural fictions about men change; coming into the world to a patriarchal social structure is not their destiny, they have a power to change it. In addition to believing in intersexual equality men should make an effort to deconstruct patriarchy in the public and private spheres. In other words, they must struggle within themselves and support feminist movements (Kimmel, 1987). Also, to effect change, men should confront the ways in which they are patriarchal in their life as a whole. Alteration is a lengthy process and requires a decisive struggle, taking into consideration that men internalise patriarchal behaviour in secular socialisation. In confronting this situation, men will realise either the harm they have caused or the extent to which their thoughts and attitudes are patriarchal (Kimmel & Aronson, 2004). Awareness gives rise to alteration.

This study aims to look beyond what the patriarchal structure is, and identify the basic causes of this problem. Moreover, this study seeks to explain the types of men who are considered profeminists, patriarchal males, and a "transition group," patriarchal men who have become profeminsts, in Turkey. The study will describe the men in this transition group, who still possess an internalised patriarchal mindset, but behave like a profeminists in certain tangible cases, and to make suggestions regarding the challenges facing and caused by this transition group. Furthermore, the study aims to explain how this group was generated by society, and how they became profeminists. It will draw on some real life events, such as politicians' speeches, which have affected Turkish society in negative ways, and a specific case known as Ozgecan Aslan.

**Patriarchy and Patriarchal Structure**

Patriarchy has created a hegemonic male society, and is a system in which women are dominated and made secondary by men and male-generated social institutions (Connell 1995). As a result, social and cultural relations are homophobic, transphobic, women and queer hating, heterosexist, male-prejudiced and 'male' is the mainstream. Patriarchy is present both in public and private spaces; women have been dominated in every sphere, from socialisation to education, from social relationships to politics, from economic relations to sexuality (Kagitcibasi, 1986).

The capitalist and patriarchal structure prevents women from making decisions and has caused female labour to have less value than that of heterosexual men. In this way, patriarchy has become interwoven with capitalism, which privileges heterosexual men over other people, particularly the women they have dominated. Patriarchal ideology determines the identities and experiences of individuals; it is reinforced

by society and at the same time continually and repeatedly created by individual actors (Connell, 2005). Patriarchal discourse determines how individuals will grow up and behave, and the experiences they will have. In this context, those who benefit from patriarchal financial relationships, the patriarchal community and patriarchal potency continue to positively reinforce patriarchy. For instance, men rely on women's labour in their living spaces, avoid housework, and generally take advantage of their superior role in society, even if they claim to be against this unequal structure (Bozok, 2011). In this way men contribute to the perpetuation of sexist attitudes and raise their children to also be patriarchal, subscribing to the idea that "men are born more superior then women," one of the most common and central assumptions of the patriarchal structure (Kimbrell, 1995:27). Patriarchy makes men central, and judges women and queer individuals to be second-rate, excluding them from full participation in society. Women and homosexuals are treated as having less worth than men, and are seen as subordinate creatures (Connell, 1995:58). The insignificance attached to women and homosexuals results in their being awarded less right to speak for society, a smaller share of any inheritance, or disinheritance, and having lower salaries than heterosexual men, even if they perform the same role. Moreover, until recently, they have received little attention in social sciences research (Sancar, 2009). Women have been at the top of the capitalist patriarchal structure at certain times; however, they keep returning to a secondary position. In addition, individuals in society who are not heterosexual males are often forced to conceal their success (Farrell, 1986:22). To summarise, a male-oriented social life is an indivisible aspect of patriarchy.

**Male Dominance**

Male dominance is historical, and in the most general sense is the product of social and historical conditions (Turker, 2004). Patriarchy has been present for thousands of years (Connell, 1995:88); tension between men and women can be found across all aspects of daily life, from sexuality to the division of work at home, from economics to politics. This pressure is caused not just by verbal, sexual and economic violence, but also by patriarchal socialisation and discourses, which are more indirect forms of oppression. Patriarchal potency means that all members of society internalise patriarchal discourse and assent to it, as well as internalising oppression by men. The instrument of this situation is socialisation, and patriarchal discourse is at the centre of this phenomenon; individuals are born into a social structure, internalise it and, finally, become a part of it and regenerate it, a vicious cycle. The cycle is perpetuated when men internalise the idea that they are superior; this opinion is reinforced for men throughout their lives, from birth, during games, within the home, in the military, as a father (Bozok, 2011). By contrast, women are encouraged

to internalise their secondary position in society, so that they become accustomed to violence and pressure. Moreover, their social condition is such that women deem this to be lawful, so they also participate in the regeneration of patriarchal social structures (Ozkan & Lajunen, 2005).

**Masculinity Studies and Approaches**

Studies of masculinity began to occur in the United States of America in the late 1960s and early 70s, primarily in response to American feminism (Kimmell, 2003:29). As well as being impressed by feminism, masculinity studies also began to challenge the patriarchal potential structures, traditionally masculine roles and behavioural expectations of men, which were encouraged during the Second World War and Cold War, in light of disappointment in relation to the Vietnam War and the cynicism that occurred in its aftermath (Kidder, 2003). Although one of the primary reasons for America's involvement in the Vietnam War was to prove to Asian society and communists how powerful America and its army was, a further reason was to revive the concept of masculinity in response to regenerated female and gay movements threatening the fixed definition of masculinity, which was interrupted by social factors, such as economic downturn at the end of the 1960s and early '70s (Winter & Prost, 2005).

Violence and war are a basic social experience, and represent a test of masculinity (Pleck, 1981). Moreover, historically, war has been a gendered event, and delineating the borders between genders and distinguishing 'masculine' men from not masculine men (Karner, 2004).

Soldiers who returned to their hometown following America's failure in the Vietnam war felt the negative effects of war for a long time (Winter and Prost, 2005:33); the most obvious manifestation of this was the many soldiers who commited suicide, another was new challenges regarding the definition of masculinity, along with physical and mental pain. As a consequence certain concepts, such as 'white man sacrifice', 'male friendship' and 'sensibility' were incorporated into the definition of strong masculinity (Winter & Prost, 2005). Thereafter, masculinity has been understood differently and its meaning has begun to be questioned, due to the influence of second wave feminism.

On one hand, some men have responded negatively to feminist complaints; however, others have expressed annoyance in relation to the roles that have are provided by the patriarchal system in reponse to the concept of "Men's Liberation" (Kimmel, 2003). In another respect, while the prioritised position of men is debated, it has been claimed men have less expectaions place on them than women, as expressed by Herb Goldberg, one of the precursors of the men's movement, and author of *The Hazards of Being Male: Surviving the Myth of Masculine Privilege* (1976).

Moreover, it has been argued that the traditional concept of masculinity has been problematic for men, and feminist discourse indicates that male privilege has strengthened the masculine role.

In response to this idea, several works have been published that argue that men are under pressure caused by the expectation of masculine roles, for instance Warren Farrell's *Why Men Are the Way They Are* (1986) and *The Myth of Male Power* (1993), and Andrew Kimbrell's *The Masculine Mystique* (1995). The key ideas of these works are that men have behaved worse than women; nevertheless, this poses a problem and creates a contradiction in itself, that studies of men are against feminism. These kinds of publications are important in that men are examined and distinguished in terms of how traditional sexist roles challenge men. However, an important point should be kept in mind, one that anti feminist movements have ignored, which is that social gender equality in terms of roles, such as being strong, preservationist and supporting the home ignores certain biological components unique to men and women (Clatterbaugh, 2003).

Masculinity studies examine all aspects of masculinity from a critical, pro-feminist perspective, from experiences of masculinity to hypermasculinity, from male sexuality to male representations in the media, from the sensual relationships of men to the male body, from male relationships with each other to the working lives of men, from the socialisation of men to sport, and from the subjectivity of man to male identity (Bozok, 2011).

There are three basic academic approaches to masculinity: masculinism, male liberationism and profeminism (Bozok, 2011). The first of these, masculinism, takes a fundamentally anti-feminist stance; it offers the defence that men possess intrinsically positive qualifications, and they should therefore have social superiority. According to this approach, women are presuming unreasonably upon mankind. Masculinism believes that a fight should be undertaken to stabilise the patriarchy (Kandiyoti, 1994). Those who concur with this view fear that men are under threat; the perception is that feminist movements have taken away men's right to labour, requring them to engage in low-wage work, threatening the essence of men, restricting their self-determination and causing them to become housebound, have shorter and lower quality lives. Thus, men are victimised; for example they cannot gain custody of their children, while ensuring legal protection for women (Selek, 2008). Although the two initially appear incompatible, masculinism is based on feminist approaches, such as evolutionism, creationism, fundamentalism, male essentialism and men's rights movements. It also represents the plea of patriarchal ideology, defended by men (Turker, 2004).

On the other hand, male liberationism argues that patriarchy is detrimental to men, and aims to liberate men from its harmful effects

(Ertugrul, 2015). According to this approach, patriarchy has damaged the physical and psychological condition of men; for instance, driven by a perceived need to be 'brave' and 'real men', men have joined armies, been involved in fights, consumed excessive alcohol, have been injured in sports competitions, died in traffic accidents, have had unhealthy diets and thus have lost their life due to diabetes, heart attacks and so on. In addition, they have been unable to express their feelings, have had unhappy sexual relationships, have become selfish, narcissist, homophobic and self-destructive individuals (Kucera, 2010:102), obliged to be a hero and earn money to raise families. According to male liberationists, to resolve this, masculinity ought to embrace that which is not patriarchal (Bozok, 2009). Notably, notwithstanding the criticism they raise against patriarchal experiences of masculinity, are completely focused on men, and do not consider the oppressed and otherised woman.

In relation to profeminism, profeminist men criticise patriarchal masculinity from a feminist standpoint. At the heart of profeminist approaches is the idea that men were and are the major actors in the oppression of women. This understanding and criticism of men contributes to the struggle against patriarchy. As an approach that was born of and uttilises feminist movements, profeminism endeavours both to present the male position in the mechanism of patriarchy and to engage in a discussion about how an equitable, non homophobic or transphobic man could be created in real terms (Akis, 2006). Arguably, the most reasonable way for men to abolish the patriarchy is through profeminism; the profeminist approach is important for integrating two veins in the struggle against patriarchy, adding criticisms of male identity, experiences of masculinity and male subjectivity to the critiques that feminists and queer theorists direct at male deominance (Sancar, 2009). The primary objective of profeminism is to criticise men while describing how men became patriarchal person, where and how they experienced patriarchy (Akis, 2006). Profeminism emphasises that it is not possible to abolish patriarchy and achieve social gender equality without changing men. To be more precise, profeminist men have never competed with feminist theory; rather, they have made an effort to lessen the role of men in maintaining a patriarchal system and to produce conditions in which men can change (Douglas, 1994). Today, academic studies and social movements that relate to masculinity proceed according to these three main veins of thought regarding men and their attitudes to women.

Consequently, as a part of social gender masculinity studies occurred by studies that take feminists on or answer them in the 1970s, but progressed in the 1990ss. Many scientists and activists who criticise neoliberalism, nationalism, militarism and capitalism have achieved phenomenal success inspired by the feminist slogan, "the personal is political" (Connell, 2005).

As a result of these studies men became aware of how they benefit from the patriarchal social structure by means of belonging to a dominant gender. Moreover, they also became conscious, although not as much as women, of suffering caused by patriarchy and the hierarchy of men. In other words, it was revealed that men also suffered from particulars of masculinity; as with femininity, masculinity is a sociologically shaped performance, not biological, and accordingly, is something that can also be performed by women (Kizilkan, 2014). As such, the problems that feminism encounters in identifying femininity also occur in trying to identify masculinity. The assumption of feminism regarding a single universal femininity, which is fictional, and ignores the existence of varied women in the world, reducing minority women to silence and restricting what can be said about women, stands studies of men in good stead. Therefore, it is suggested that there similarly cannot be a single universal definition of masculinity, but rather that there are various masculinities that in different social and historical contexts dominate over others, and thus masculinity should be considered to be plural (Bozok, 2011).

Today, discussions of masculinity studies commonly engage with R. W. Connell, who identifies "the feminist concept of patriarchy" as "gender order," and suggests that the concept of "hegemonical masculinity" is a more important conceptualisation than Gramsci's hegemony. According to Connell, the fictionalised gender order in which men are the opposite of women in the present day has actualised through the installation of modern bourgeois society from the 18th century onwards (Turk, 2008). Furthermore, Connell argues that all societies develop specific gender orders within specific historical conditions, proving men's superiority to women and homosexual individuals. In this order, all institutions, such as families, schools and armies, creates their own specific gender regime, and these regimes are able to produce different gender identities that compete with each other.

**The Historical Process of Masculinity and a Brief History of Masculinity in Turkey**

As with the aforementioned historical period, the development of feminism and a crisis of masculinity occured in the later half of the 19th century and early 20th century in America, as a reuslt of traditional social gender roles being challenged. Kimmel's (1987) approach to this was to separate the male approach to feminism into three basic catagories: anti feminists, masculinists and profeminists. Anti feminists, citing the 'law of the jungle' and 'religious hypothesis' as reasons for women to return to the private sphere, and for the patriarchal sphere and modern sphere to become polarised for threatening men in the public sphere. Masculinists desire to maintain spaces where men are able to continue their socialised gender

roles and to limit women's control were apparent in the 19th century. However, according to profeminists, who support women's struggle, a solution to the social gender crisis will only materialise with a feminist social reconstruction (Kramer and Beutel, 2010:59).

Male profeminist theory began to arise in the middle of the 1970s, among a group of men who were influenced by women's movements in the 1960s and started to question masculine norms. In light of these queries, a series of conferences on 'men and masculinity' were conducted. During this period, profeminist theories were particularly interested in two specific areas of feminism: liberal feminism and radical feminism. Men who are convinced by liberal feminism believe that the general situation is negative for everyone, and what is more, that some men are equally affected by patriarchy. Men who sympathise with radical feminism believe that masculine norms are corroborated and maintained through violence against women, and that patriarchy is a wider social and political order (Code, 2000). Profeminist men have supported women in their struggle, defending their right to vote, to contraception, their sexuality and so on (Kimmel, 1987).

Recently, an important profeminist study of men, masculinity and social gender, an online website 'XY', was created by Michael Flood (2015). XY presents articles discussing men, masculinity, social gender and the politics of sexuality, and creates a free platform for debate, and a comprehensive bibliography, relating to men and masculinities. Previously, between 1990-1998, articles about men, sexuality and politics were published four times a year in a magazine called 'XY:Men, Sex, Politics', from a profeminist standpoint. In addition to this project, men have formed several campaigns, particularly in relation to gender discrimination and violence against women. Furthermore, an international campaign was founded in 1991 called 'White Ribbon', which has expanded to over 60 countries, aiming to end violence against women by men, and to create new masculinities and social gender equality. Another group, 'Men Engage', is an international network lobbying both United Nations organisations and non-governmental organisations, seeking to involve men in the struggle for social gender equality. In Helsinki in 1999, a group of men called 'Profeministimiehet' was established, who aimed to support feminism and to increase awareness of patriarchy among men (Kepekci, 2012).

It is also possible to find groups of men organised in several formations against patriarchy and sexism in Turkey. For instance, a male initiative has been launched called 'BEDI' (Bedi 2011); this is a group of men who aim to extensively study directed to street of social gender at the Street level in response to the murder of the Italian artist Pippa Bacca, who was raped and killed in 2008. Another formation is 'the group of uncomfortable men'

who question social gender, heterosexualism, hegemonic masculinity and, briefly, masculine domination on their namesake website (Rahatsizerkekler, 2015). A group called 'man conversation' has created a platform where men can question patriarchy and masculinity from the perspective of feminist and LGBT movements via an atelier called 'men query men', which continues to host various workshops (Erkekmuhabbeti, 2015).

Although all of the aforementioned profeminist groups established to challenge patriarchy and gender inequality are under development, they are evolving rapidly. At this, the inversion stage (Code, 2000: 47), the existence of different types of men has been suggested, and another important question has appeared: What sort of continuum do these types of men give rise to in society?

**Men and Masculinities as a Transition Group from Patriarchal Structure to Profeminism in Turkey**

Masculinities refer to multiple types of masculinity, rather than just one singular masculinity. The concept of masculinity provided by Connell (1995) is neither eternal and perpetual nor universal. Different masculinities are produced by different social and cultural conditions, leading to many kinds of masculinity, for example hegemonic masculinities and against its subordinate masculinities, or Mediterranean masculinities and against its Middle-African masculinities.

Connell (2005) raises two points in relation to the concept of masculinity; first, that men have strategies to create patriarchal hegemony. All kinds of masculinity view the patriarchal structure in different ways; for instance, hegemonic, subordinate, Mediterranean and African masculinities will all identify patriarchy in different ways. Men have created many hegemonic strategies against women and queer individuals as a result of these different views (2005). Briefly stated, every man has a different relationship with the patriarchy and they identify it distinctly; because of this, each man will create different patriarchal strategies.

Connell (1995) also indicates that there is a masculinity type that may not have a relationship with patriarchal strategies. He also argues that masculinities are the result of a kind of editing infomred by cultural and social conditions. For these reasons, Cornell (1995) suggests that masculinities can change the direction of gender equality. All descriptions of men and masculinities ultimately fall under the two titles of patriarchal and pro-feminist in Turkey; though as men progress from a patriarchal structure to a pro-feminist one, or vice versa, they create a transition group.

The transition group can be defined as evolving towards a modern structure, but still based on patriarchal norms. In other words, this group is patriarchal, but has been influenced by the effects of modernism in current

conditions, and has begun to confer rights on women and queer individuals (Cubukcu, 2015). Thus, this group has not radically changed its attitudes towards women, but it has changed slightly, accepting that women should have rights and a role beyond caring for children, cleaning the home, cooking food and so on, and concedes that women should have their own freedom, money and leisure time (Bourdieu, 2001). On the other hand, the group has created different perceptions of women, and it still seeks to make decisions regarding how women behave, dress and live. For instance, they modernise the concept of honour, part of the discourse of patriarchy, and thus still limit what women can do (Turk, 2008). For example, while it was considered wrong for women go out and drink with their friends in a pub or café, the situation today has been modernised, and drinking or eating with friends now falls within the frame of honourable activity (Clatterbaugh, 1997:104). Therefore, women are now able to enjoy leisure time and have fun with their friends, but this must be within the scope of honour. In addition, women can only enjoy these activities with their female friends; if a male is present, women should be accompanied by their husband or brother. If women participate in any of these activities with a boyfriend or male friends, the society will perceive them as dishonourable. For example, in the case of Ozgecan Aslan, an incident which occured in Turkey on 11th February 2015 (Cubukcu ,2015).

The majority of Turkish society, particularly men, have protested against violence towards women and women's freedom; these protests, which have occured all over Turkey, show that violence and oppression of women is not supported, leading to an unanswered question as to why women still lack rights, why there still is not gender equality and why the patriarchal structure is still supported by the majority of society. Some pro-feminist protestors have even worn mini skirts to highlight the lack of gender equality, protesting on the crowded streets of big cities such as Istanbul, Ankara and Izmir in Turkey.

However, important questions must be asked here in order to comprehend the situation and to understand the transition group, for instance to explain why the Ozgecan case draws more attention than other cases, such as the S.Y.U. case, which took place on the same day, in Antalya, or the case of the musician Deniz Deger (6th of May) in Istanbul. What is the point which the case raised against women's crimes? It is clear that this is the point at which to define the transition group, as these groups take part in all of protests, indeed they form the majority of the protestors. Moreover, they took part in the protests because they believed that Ozgecan was innocent; she went out shopping with her female friends and when she was on her back to her house by bus, she was raped and killed by the driver, his father and one of his friends. She was not with her boyfriend or any male friends, and so she was innocent in that situation. Whereas, if she

had gone to a pub, café or cinema with her boyfriend, and then she went to her boyfriend's house, she would not have been seen as innocent, and her case would have been like many other cases, where the majority of society, including the transition group, would not have supported her or protested for her, and the incident would have been quickly erased from memory.

Thus, the transition group has shown positive effects, like supporting the pro-feminist group relative to globalisation and modernism, and negative effects, such as revealing that men wish to maintain women's inferior position in the patriarchal structure (Altunpolat, 2009). These negative elements have not allowed the transition group to evolve the pro-feminist group beyond feudal structures, which in today's Turkey are called conservative. This is not to imply that all conservative structures are negative, but that these negative structures have given themselves that name. In addition, this patriarchal conservative structure would prefer that the transition group not evolve in its pro-feminism (Akis, 2006:18).

However, despite appealing alternatives to the transition group, men have had lots of opportunuties to participate in such a patriarchal structure. For instance, Ugur Isilak, the musician and MP candidate (in 2015)for Istanbul, the most crowded city in Turkey, participated in a conversation about the parliamentary election and expressed the view that women's place is in the home, men are the owners of women and if women think about the situation they will understand that it is the best position for women. He further stated that every feminist woman in a sense belong to a man, that men are not in a couple with women, they are the owners of women (Cumhuriyet, 2015). This clearly shows that an MP candidate would like to revert the transition group back to a fully patriarchal structure. The ministers, MPs and mayors of Turkey are also involved in conversations to maintain the patriarchal conservative structure, as is evidenced by the following examples:

Ayhan Sefer Ustun, the President of the Commision of Human Rights and MP in Turkey also contributed to a conversation about abortion law; he stated that rapists are more innocent than raped women and thus defends men and legitimises rape (Kazete, 2015).

Melih Gokcek, the Mayor of Ankara, the capital of Turkey, discussed the abotion ban and said that if women behave according to their culture and honour they will not need to have an abortion. Thus, he also endorses a patriarchal conservative structure for Turkish society (Kazete, 2015).

Mehmet Simsek, an economist and the Minister of Finance in Turkey, explained unemployment by arguing that unemployment problems have arisen due to women looking for work, and suggests keeping women at home. In this way, he defends the benefits of the patriarchal structure for men and does not care about equality and women's rights.

Mehmet Vecdi Gonul, the former Minister of Defence for Turkey and MP for Kocaeli, in response to a question about women's position in society said that women are house ornaments, thus revealing his desire to continue the malestream and keep patriarchal structures in place (Kazete, 2015).

Bülent Arınç, a member of the presidential advisory board in Turkey, during the agenda discussions in the assembly of Turkey, he shutted the procuratrix of the assembly and justified his action by claiming that 'stop talking as a woman'.

Hüseyin Çelik, pre-minister of education, he criticized a woman tv presenter by saying that 'she was dressed in a way which can not be approved by not only in Turkey but also all around the world'. After his statement the women is dismissed from her work, which is not an extraordinary case in Turkish society.

Hüseyin Aksoy, the governer of Aydın province in Turkey, in a workshop which is organized to prevent the violence against women, he asserted that ' formerly when a woman is a victim of domestic violence we advocated that a husband can whether beat his wife or loves her. However, now we do not support this claim'. It shows that our theorical claims is not important unless we do not perform these claims in our daily lives.

Veysel Eroğlu, the former Minister of Forestry and Water Affairs, when women were rebeliously asking for a job to make a living he answered their problem as follows ' Is not the domestic work enough?'. The former minister of health, when he visited the first born baby of 2015 he claimed that 'motherhood should be the most important career for a women and women not only prioritize being a mother but also motherhood should be the only occupation that they should focus on.'

Vecdi Gönül, the former national defense minister, once claim that Turkish women are the ornament of houses and the honor of the men. Unfortunately the western woman are opprressed. The interpretation of these sentences can be summarized with cherishing the women. This mentality advocates that woman has to be cherished, they should not work and spend their time in their house by doing domestic work which is also considered as an easy work by men. Thus, the western women are oppressed becaused they are not cherised enough by western men. The statemants of Veysel Eroğlu and Vecdi Gönül is also a very good example of how the isolation of women from social life and economic freedom is justified.

As it is shown in the examples given politicians patriarchal structure forms the basis of the social structure. İn other words, it is seen that the social structure is reproduced as patriarchal. Politicians who is given in examples also do not produce any discourse to ensure gender equality.

In the struggle of women in the name of being visible in all areas of social life, political parties seek to attract female voters within populist discourses instead of being an important part of this struggle, and women who are subordinated in politics and in many areas of public life are actually ignored while trying to be created within the sexist ideologies of political parties.

It is clearly evident in all of the above examples that these social and psychological works aim to keep the transition group within the patriarchal structure, instead of evolving into a pro-feminist structure.

**Conclusion and Advice to Change the Male Mindset**

The above discussion clearly shows how dangerous the transition group is. Women and queer groups have played their part, through exposure to hazards created by this situatition, through theory, in academic studies, and in practice, by founding associatons, protesting and demonstrating for the sake of public awareness. Thus, the situation is clearly framed as a male-caused problem, and the vast majority of those who facilitate this are part of the transition group.

Masculinity is a notion that is perpetually built through mental representations and daily ritual, by way of negotiation; therefore it is not possible to immobilise and describe through a single umbrella description. (Ucan, 2012). Each society creates their own 'man', but masculinity, as a notion, has shaped a discourse struggle that progresses according to a number of themes. At the heart of every explanation of masculinity and superiority is a patriarchal structure and its benefits for the transition group. This situation also reveals why men desire to maintain the patriarchal structure and not evolve towards a pro-feminist structure and gender inequality. The first solution to male domination, one that is expanding day-by-day, is for men to examine and transform their thoughts, behaviours and mindsets. In other words, to achieve equality for women in every division of life, men must change and the prior condition for this alteration is for men to be against male dominance and desire change. However, a steady alteration is required to first understand what is patriarchy, what are its dynamics and how does it work. Moreover to fully comprehend male dominance and its consequences, it is necessary to pay due attention to feminist theories, queer theories and masculinity studies. The lessons learned from feminism and female autobiographies would be useful for men in helping them to empathise with women. Making an effort to empathise, to understand how women are damaged by male dominance and to be responsive to women's experiences will help men realise how dangerous male dominance is. More importantly, paying attention to women will help to explain what women demand, and what sort of life they wish to make.

The most critical element of the struggle against male dominance is to always make an effort to pursue gender equality, instead of just talking about it, which is what is done by the transition group. Men should first judge themselves and come to terms with patriarchy, patriarchal acts, attitudes and thoughts during their life time. Alongside feminist movements, male awareness will accelerate change; consequently, this alteration will be complete when the transition group evolve to become a profeminist group and abolish the patriarchal structure. In addition, it should not be forgotten that this alteration will be accelerated within society through the use of methods such as media, politics and art.

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# Chapter 30

## EXISTENTIALISM AND ZEKİ DEMİRKUBUZ MOVIES

*Dr. Yelda Yanat BAĞCI*

## ADAPTED FROM MASTERS THESIS "ZEKI DEMIRKUBUZ CINEMA IN TERMS OF EXISTENTIALISM"

About 40 years after the shooting of the first Turkish film called 'The Destruction of the Russian Monument in Ayastefenos' in 1914, Turkish films that formed their own style in the 50s and began to be produced with close language and commercial concerns formed the basis of Yesilcham Cinema with the same themes, theatrical, exaggerated acting and star system. But in the 60s, films dealing with social events and problems began to appear, but the production of these films could not gain momentum due to pressure from the administrations and impossibilities. In the 1990s, Turkish cinema entered a new structure and began to produce films outside of the Yesilçam tradition, revealing different forms of narration and directors of different views.

Zeki Demirkubuz is in the press of these directors/ auteurs who usually make minimalist films regardless of whether impossibilities or preferences. After years of being an assistant in series and films, Zeki Demirkubuz, who said that he did not belong to the cinema order in Turkey, Yesilçam, and that he would not produce their films, made his first film Block C in 1993, and with his first film, he immediately attracted all the attention and received awards.

Zeki Demirkubuz, is a director who is described as the "auteur" of the new e Turkish Cinema, who makes "independent" and "Minimalist" cinema, who has a word to tell, a story, is one of the filmmakers who uses making films as a tool to tell their problems. He began to grope to express himself after a prison period in which he was alone and many years later he had the honor of being the only director alive who had two films selected simultaneously in the Certain Angle View Section of Cannes, the world's most prestigious film Festival.

It is possible to examine this angle of view, which is accepted and respected by the whole world, to find the elements that make the director's films special, and to interpret his films correctly, only by looking at his films from the right angle. Existentialism, which has a profound effect on the director's life view and films, is the right angle of view in this sense.

### Existence in Cinema

Understanding an artist's work sometimes comes from understanding the artist and his legislative perspective. Most of the time, the artist takes inspiration for the work he produces, from what he laws, sees, experiences, reads, watches, or all of them.

The philosophy of the 20th century, existentialism, deeply influenced young and new branch of art; cinema. Major currents influenced by

existentialism in cinema are French New Wave Cinema , Film Noir, and Italian Neo-Realistic Cinema and the directors are Luis Bunuel, Orson Welles ,Passolini , Kieslowski, Kurusawa, Wim Wenders, Woody Allen, Michelangelo Antonioni, Alain Resnais, Federico Fellini,Angeoloupolos. Ingmar Bergman , Michel Gondry , Eric Rohmer , Alain Robbe-Grillet , Richard Linklater , David O. Russell , Jean-Luc Godard , François Truffaut , Mamoru Oshii.[1] But it is impossible to say that all the films of these directors were made from an existential point of view. But for example: In Kieslowski's Blue, which shows how a person can loose the freedom inside, tired of chasing the freedom he seeks outside himself, as well as in Antonioni's Night ; Woody Allen's film Another Woman, in which he concentrates the dark humor with his own sense of humor, and darkens the black humor with the lines he took from Rilke, Fellini's twilight of existentialism in The Sweet Life, in making the film's protagonist Marcello a reality of his shattered life, Alain Resnais , ignoring the visual aesthetic , turning burned ash into the sweat of two people who are making love, in Hirosima My Love and managed to present it with a whole new aesthetic , as well as in the misty landscapes where Angelopoulous placed eternity in the finite human life , like the sadness in the eyes of a young child ,or another who leaned by searching for the meaning of life, immortality in his own words, death when you come to your senses, your eternity is in one moment, he also realized late that his heart was in a single cross full of love, Eternity, and One Day, and in the 1999 Oscar-winning American Beauty, you can encounter strong traces, traces from the existential world." [2]

When we talk about existentialism in cinema, Russian director Andrei Tarkovski and Swedish director Ingmar Bergman first come to mind. In his films, these two master directors dealt with problems such as negativity, alienation, fate, freedom, death, nonsense, which existentialist philosophy is dealing with. These two directors are also important in the history of cinema because they have shown that cinema can turn into a philosophical discourse both in terms of subject matter and processing, and unlike other directors, not only some of their films, but all of their films contain a philosophical discourse.

As for Hollywood, the largest industry in modern cinema, it would be pointless to expect Hollywood to make movies with philosophical rhetoric, when it is actually viewed in terms of structure and purpose. Because Hollywood is an industry that aims commercially to make easy-to-consume, easy-to-sell, 'easy' movies called easy selling. Therefore, the problem of human existence is not very clear for its purpose to hit the face

1 http://www.experiencefestival.com/a/Existentialism__Major_thinkers_and_authors_associated_with_

the_movement/id/5033700

2 Hakan Savas , Cinema and Existentialism , Altıkırkbes Press, 2003, p.165

of the audience. However, Woody Allen, who previously made his name with existential filmmakers, has produced films as his most important representative in Hollywood. Woody Allen has often used the themes of existentialism, loneliness, pain, abandonment in his films in his sense of black humor. He expressed that his view of life was also quite influenced by existentialism in the following words :"There is a joke, you know: Two bereaved women eat at the top of the mountain. One said, ' Damn it, how awful the food is.' She says ' yes ' and how little!' So...This is the epitome of my life. Yes, it's loneliness, it's misery, it's full of pain and misery. But I wish it wasn't so short.[3]

As can be seen from the above examples, the reflection of Existential Philosophy in cinema is not in a single period of cinema history, in a single film, or in a single director. It is possible to search for existence in every film that examines the problem of existence. However, the director, current and films chosen here are separated from others in terms of reflecting existential thinking in the most intense way.

## ZEKİ DEMİRKUBUZ MOVIES

As master director Andrei Tarkovsky said, it is only possible to study the director's cinema and look at his films from the right angle by understanding the influence of that director and that director's life on his films. for this reason, in this chapter it is necessary to examine the elements that make up the cinema of Zeki Demirkubuz and his short life story.

### Zeki Demirkubuz's Short Life Story

Zeki Demirkubuz was born in 1964 in a small artisan family in Yakavsar, a mountain village of Egirdir. He is the eldest of four siblings. The director, who only knew the month he was born until his old age that it was harvest time, recently learned that he was born on July 25 during a fight between his parents. After his father opened a carpet shop in Isparta, the family emigrated to Isparta. Here he discovered cinema.[4] He would later describe his meeting with cinema as: "I think in Isparta, when I was watching Razor Kazim, I thought the car coming towards me was going to cross the screen and crush me. In that scene, we heard people pull guns and shoot the screen. The first films that hurt me are Yilmaz Güney's Father and Is This Life? Also it was the first time I felt love."[5]

During his primary school years, he was apprenticed to his father's shop. Waiting in a store was the thing he hated most in his life. He finished secondary school as a boarder at Gönen Teacher School. For him,

3 Woody Allen, Annie Hall , Hil Press, Istanbul, 1991, p.5
4 Gürdal Kızıldemir, Liar Boy of Cinema , Interview, Radikal Newpaper, 14 September 1997
5 Esra Açıkgöz, "The Best Thing I've Ever Discovered Is Loneliness" , Interview, Cumhuriyet Magazine, 3 September 2006

those years were the beginning of his separation from the family and his loneliness. At school, they produced everything themselves, they were beekeeping, fruit growing, animal husbandry and selling it at the end of the semester. It was all about sharing. The foundations of left thinking were laid in this school. "We had a clear, real, concrete leftism based on being in life , being village children, being people who share the same fate , being able to give up, giving up what is yours to someone else. In any case, I have never found the meaning of leftism as then in my entire life. We were emotional people. There were no pressures, no selfishness in the groups. We didn't have leaders, we had brothers."[6]

After the Nationalist Front government came to power, the pressure in the school increased, and the democratic structure completely broke down. Masjids were opened in the school and mass prayers were started. In a room called Room Number Four, created at the school, students began to be punished with bastinado. When Zeki Demirkubuz was in first grade, his leftist brothers, who reached out to him every time he needed him, were crushed and tortured. "The only reason I am a socialist is because of my pride. Always the socialists were wronged, suffered, beaten. And I've always been there for them, not because I believe in them, but because I see them as better people. This became my destiny."[7]

Zeki Demirkubuz was unable to finish secondary school due to political events and was expelled from the middle third and his father went bankrupt that year. He emigrated with his family to Istanbul. The director describes his arrival in Istanbul as follows: "I wore the suit and shoes that the school gave me. I was at my cleanest, sparkling. I was afraid they wouldn't let me into Istanbul. I've always seen it in movies... My father was waiting in Topkapı. As soon as I got off the bus, I got stuck in the mud, and that's how the magic of Istanbul broke down."[8]

The Istanbul he lived was not the Istanbul in director's dreams or in the movies. They lived in Güngören, he was enrolled in a high school in Istanbul, but he also left that high school where he was enrolled due to political events, he had to work because he no longer studied. He worked in various jobs like press workshop, chrome workshop, knitwear workshop, garment workshop. Cüneyt Arkın's influence was still on him, he could not stand the wrongdoers, he could not stay in any workplace for more than a day or two. He became friends with construction workers, taught them to read and write, and became a revolutionary with them. He became

6 Gürdal Kızıldemir, Liar Boy of Cinema , Interview, Radikal Newpaper, 14 September 1997

7 Esra Açıkgöz, "The Best Thing I've Ever Discovered Is Loneliness" , Interview, Cumhuriyet Magazine, 3 September 2006

8 Gürdal Kızıldemir, Liar Boy of Cinema , Interview, Radikal Newpaper, 14 September 1997

a militant by joining the TIKKO organization. On September 12, 1980, at the age of 17, he was arrested for being a member in the organization and tried for execution, and was sentenced to three years in prison. He was jailed. The director, who divided his life into two as before and after prison, learned English here, met Dostoyevsky, Balzac, Stendhal. In prison, he was subjected to many tortures, from electricity to a Palestinian hanger. He participated in many hunger strikes. When he came out, even his childhood friends would not greet him out of fear. The director stated that his cinema began at this point because loneliness forced him to express himself. Meanwhile, his father was once again bankrupt. His brothers were young. He started a business by selling the last bracelet on his mother's arm.[9] during the period 1985-1986, he started to do business in Anatolia. He worked in cities such as Izmir, Afyon, Denizli, Aydin, Isparta, Burdur, staying in hotels as in his films. He continued to write around here.[10]

After continuing to be a merchant for a while Demirkubuz began to write on the insistence of a wealthy and married woman who was ten years older than herself, whom he fell in love with. She also encouraged him to film. After the relationship ended, the director's health deteriorated, he suffered severe tuberculosis, was hospitalized for a long time, and during this time he continued to write. These writings later evolved into stories and screenplays. Demirkubuz, who later started throwing hoops at fairs, read everything written about cinema in his spare time, which was quite a lot. He took the high school graduation exams, finished high school and won the Istanbul University Faculty of Communication. He met director Zeki Ökten when he was looking for someone to read the stories he wrote. He began working as an assistant to Zeki Ökten in The Sound film.[11]

In the following years, Demirkubuz continued to be an assistant to various directors. For example, Tuncer Baytok, Tomris Cretlioglu, Yavuz Ozkan, Yilmaz Atadeniz and Ferdi Tayfur. He has also worked as an assistant in many video Films.

The director who made his first film Block C in 1994, received Special Jury Award, Best Fiction , Promising Director and Promising Screenplay Awards at the 1994 Ankara Film Festival; Best film , Best Director at the 1994's SIYAD Awards , Achievement Award from Ministry of culture in 1995, Honorable Mention Award at the 1995 Iskenderiye Film Festival. The director , who shot his second film Innocence in 1997, would later

9 Ankara Sinema Dernegi, Kader: Zeki Demirkubuz , Dost Press, Ankara , 2006, p. 180-192

10 S. Ruken Öztürk, "It's The Uncertainty That Scares Me That Makes Me Suffer" , Interview , Ankara Sinema Dernegi, Ankara, 2006

11 Gürdal Kızıldemir, Liar Boy of Cinema , Interview, Radikal Newpaper, 14 September 1997

say that 'cinema started with Innocence for me' for this film.[12] Innocence received the third prize at the Koln Turkish Film Festival in 1997 , Second Best Film and Best Editing Awards at 1997 Antalya Film Festival, Best Film at the Adana Film Festival in 1997, Best Director and Best Film Awards at 1997 Magazine Journalists Golden Lens Awards, , Best Director and Best Film award at 1998 Orhon Murat Ariburnu Awards. Demirkubuz has received numerous national and international awards for his later films.

**Influence Of Zeki Demirkubuz's Life On His Films**

Zeki Demirkubuz is one of the directors who produces his films under the influence of his own world and what he sees. His films are the result of what he has accumulated throughout his life, what he has read, what he has witnessed, and what the combination of the inspireation from life and his dream world. For this reason , it is important to to know him , his life, his influence and his angle of view of the world for better understanding his films. Fatih Özgüven explained his style: "The director who has his own world is a cliché. But some directors make you think that this cliche corresponds to a reality. Zeki Demirkubuz has always been one of these directors."[13] From here, we certainly can not conclude that he makes films about his life. The director definitely carries traces of his life into his films, but the stories he writes are not these lives. He has traces of the living, but stories are fiction. The director explained the reason for this: " I never wrote my life. In fact, it's something friends who don't like my movies but know my life, often tell me: 'Zeki, you have a life like a novel , you have stories, why don't you tell them instead of telling these women, depression or something like that?'. But I've never had that kind of interest. He also said: "My own life never seemed magical or incomprehensible to me. To write something, it must have a spell, an incomprehensible aspect. I know and understand my life. I don't think that the reflex to tell your own story or living facts is an ideal thing for art."[14]

Some of the most important themes of existence are internal distress and pain (the pain of existence) are also the most basic issues of the director. The influence of these theme are very evident in the director's thinking, his view of life and his films. It is possible to see this inner distress in at least one of the characters in the director's films and his sense of gratuitous emptiness , pain and desire to suffer. The most obvious example of this is the director's first film, Block C. In Block C, the character Tulay just wanders around İstanbul for hours due to her gratuitous inner distress, trying to get

12 S. Ruken Öztürk, "It's The Uncertainty That Scares Me That Makes Me Suffer" , Interview , Ankara Sinema Dernegi, Ankara, 2006

13 Fatih Özgüven, "Someone Who Refuses Not To Stay In Mind" , Radikal, March 4, 2004

14 Ankara Sinema Dernegi, Kader: Zeki Demirkubuz , Dost Press, Ankara , 2006, p. 180-192

rid of her inner distress and pain, as a result having a relationship with Halet. The director first felt this emptiness and the pain it brought when he was a child: " When I was in the second or third grade, the schools closed, the summer vacation began. Isparta has a strange heat and dry summer. Especially at noon, people are drawn to their homes, shops, everything is quiet, the city would be like a white dream. And there is always such a dirty dust that dries the mouth, nose, and annoys the person. Even on days like this, I wouldn't be comfortable at home, I'd be bored and throw myself on the street. I used to walk around here and there. One day I went out like this again. I walked alone in the fields. Then I went to my school, which was closed. Of course, there was no one. I'm bored when I see the time of the winter, the school crowd or something like that. I didn't like school, but I realized how much that crowd and movement kept me busy. This desolation is starting to crush me. I sat on the wall of the school garden and started waiting. As a distant dream, such people and vehicles pass under the sunlight like silhouettes, but for some reason their voices were never heard. Then two kids came like me. They began to play slowly , exhausted, with the ball. I remember the sound of that ball so clearly. And every once in a while, they threw it in the pot. They played a couple of games, and then they let go of the heat, and they put the ball aside and sat down. The ball they left rolled slowly, went and hit the school wall slowly. At that moment, there was such a deep silence that there is no way to tell. I just looked at those kids and the ball. And then I looked at the school, and I was in a terrible pain. It grow and grow. I first met pain there that day. And then I don't remember ever in my life having suffered as much as that day in the garden of the school. I think it's the greatest pain in the world. Because there's no reason. You can't ask why , there's nothing."[15]

The above story is almost the subject of Block C. The director's wandering around for no reason, his deep sense of silence, his sense of pain for no reason, his inability to watch and communicate with others, and the deep sense of loneliness he felt as a result, were alive again in Tulay's story in Block C. As a person who was tortured, worked hard in any kind of hard work director still descibes the biggest pain in his life as the pain he fels that day. As a result the characters in his movies are never efeected by physical pain or impossibilities but the interior pain, lust, and loneliness.

It can be said that the most important and obvious example of the reflection of the director's life in his films is the sense of prison and incarceration. The deep traces left on the director of the 3 years he spent in prison in his young age are shown in Block C, starting with his name. Block C is more of a reference to a prison ward than an apartment building. This building, named by a letter not simle, is an example of a system building

15 Ankara Sinema Dernegi, Kader: Zeki Demirkubuz , Dost Press, Ankara , 2006, p. 180-192

where it is in the same prison or school. Also the neighbourhood is the same where the director grow up.

The prison metaphor manifests itself in almost all the director's films in one way or another. In innocence, Yusuf has just come out of prison, Zagor, who has been chasing Ugur for years, is in prison, and the film ends with Zagor realizing that he is actually Yusuf's friend from prison. In The Confession, the torture scene of Harun and his wife Nilgun, in the speech made by the prison administrator of Musa in The Destiny, the prison metaphor constantly appears in front of us.

Demirkubuz, who has been suffering from constant diseases all his life and is said to have 6 months of life because of lymphoma before filming Innocence, said that these diseases created a feeling of 'being on the edge of life' in himself and that one day may not fit the other. This situation has caused Demirkubuz's characters to be in a position that can give up life at any moment. For example, in Block C, Tulay always wants to jump into the sea, or constantly wander in places where something can happen to her, In innocence Bekir commits sudden suicide, Ugur and Zagor are killed, in Page Three when İsa is about to kill himself, he gives up and kills his host, but eventually commits suicide again, Taylan commits suicide in The Confession, the owner of the letter commits suicide in Destiny, Serap attempts suicide in The Waiting Room... Traces of 'being on the edge of life' and feeling disconnected from life at any moment is in his every film.

In addition, the diseases also exists extensively in the director's films. For example, in Block C, Halet loses his mental health and is admitted to a mental hospital, in Innocence, Çilem is constantly sick, she can not speak for a psychological reason, Yusuf's sister lost her tongue. In Kader, Ugur's father is bedridden due to his severe illness.

From an existential point of view, if all his films are centered around a single discourse, Zeki Demirkubuz, who has made references to each other in all his films and completes the discourse in one film in another, is a spokesman of all the discourses of existential " all emotions are dead in human(Kierkegaard) , Man is lonely , alien to himself and the world. It is absurd to seek the meaning of human existence, so it is unnecessary to ask why. Because being is gratuitous. (Jaspers) Human is bad. (Nietzsche) Although he chooses himself and his destiny, he is obliged to make this choice in favor of evil. (Sartre) No one is innocent. (Camus) "

**Existentialism In Zeki Demirkubuz Movies**

As an" auteur", Zeki Demirkubuz , who makes minimalist and independent cinema, is the only director in life whose two films are shown the same in "a certain angle of view" section of Cannes, the world's most respected Film Festival. This important Director of Turkish cinema and his

perspective was influenced by the existential philosophy. Existentialism, which fundamentally affects his view of the world and life, his interpretation of events, his way of thinking, appears in his films, both in the subjects he works on and in the characters. It is important to look at his films from an existential point of view in order to correctly understand what he wants to tell and the behavior of his characters. For this reason, it would be best to analyze the effects of existentialism in the director's films:

**Existentialism in BLOCK C**

As the prison of modern man in large blocks in Ataköy, in This film the director, buries his characters in theirs own loneliness in these prisons , alien to themselfs and society, based on the internal troubles and unrest. This great shortage of existence is manifested especially in the main character Tulay. In a zoled, lonely world, Tulay is thrown into danger by wanting the evil because of boredom in Block C, the symbol of being squeezed . In all this flow, it is very clear that the main themes of existence loneliness, inner distress, destiny, choice, desire for evil shapes the story.

The death which is the main theme of existentialism is adressed in the film. Although it is less self-evident than the others in this film, it is there when Tulay screams at the man in the park as a murderer and Tulay acts as if she is going to commit suicide at any moment.

Existentialism says that existence is never complete. Block C also does not give the audience the feeling that it is finished as of the finale. What happened to Tulay, did she get better? Did the relationship continue? None of this will find answers. Because, as in life, people in the story did not complete themselves. And the film leaves the audience with this sense of incompleteness.

The reason for many things in the film is not explained. Because it's not the reasons he's interested in, it's the gratuitousness of existence. For example, why Tulay yells at the man in the park as a killer, why she travels in deserted places, what exactly is the source of her distress. It is unwarranted and absurd to seek answers to these. For this reason, the director does not need to explain these questions. Human beings are like that, that's all. This, in turn, fits exactly with existential thinking.

In his first film, Zeki Demirkubuz processed the main problems of existence as strangers, loneliness, inner distress, death, suicidal tendencies, pain, and installed the adjectives lonely, nerdy, alien, difficult to communicate, inner distress, suffering in his characters. With this film, the director has put all existential problems in front of the audience, and in the end, he has not given them an answer, leaving them alone with their questions and unrest.

**Existentialism in INNOCENCE**

The main theme of the film is dead ends. The film tells the story of people lost in the dead ends of life. In a way, Innocence addresses the most important themes of Dostoevsky, being a prisoner of passions and paying the price of passions, in a story which came to life in Turkey. Bekir, Ugur and Yusuf become prisoners of their passion and therefore pay heavy prices. Because of his passion, Bekir loses his family, his job, his money and eventually commits suicide. Ugur becomes a whore. And Yusuf sacrifices his purity, his innocence, and turned into a salesman, a pimp. There is a choice here. The characters have made a choice that will change their fate, and they have exercised this right of choice in favor of the wrong. Just like existentialism says; man tends to desire evil and chooses evil. Destiny, which is one of the main issues that existentialism addresses, is quite evident in the film. Everyone chose their own destiny, and they always favore evil.

Innocence, which is the name of the film, is actually among the themes questioned by the film. The director confuses us about who is innocent and who is guilty . By the way, the sentence that existentialism says that evil intertwines with good has found its place in the film. A naive, fragile, remorseful killer , a mother who sacrificed everything for love, a whore, a pimp who even sacrificed his life just for love. Here, all the concepts of good and evil are mixed. The director did it specifically. He wants to put the moral hypocrisy of society in the face of the audience and leave them alone with this problem. In the film, the director presents a reasonable fate in front of the audience; being good or bad is the result of fate. In fact, in every person there are, both good and bad, and there is a situation where they occur. This point again fits with the discourse that existence is “evil” and “evil” exists in every person.

Communication problems of the characters in the film, like , constant television viewing situations and the fact that two characters’, Çilem and sister’s, lack of ability to speak represent the lack of communication, which is the biggest problem of a Twentieth-Century person who becomes lonely and alienated. The themes of existentialism, loneliness and mystery, lack of communication, alienation are shown in the film as such.

Another theme in Innocence is people’s connection to pain. All the characters in the film suffer in some form of pain and exist with this pain. Ugur experiences the pain of not being able to reach the man she loves, the pain of being dragged away and Bekir experiences not having the woman he loves, Yusuf experiences the pain of loneliness, his past. In such intense pain, they still exist, maybe even feed on this pain. At this point, the discourse of the film is integrated with the theme of existentialism’s desire for pain.

Conscience is one of the most important problems that existentialism deals with, as in all his other films, the director addresses conscience in Innocence. Yusuf's conscience is disturbed by the painful life he left his sister and nephew in, as well as the fact that he shot his best friend and injured his sister. Here, the other important theme of existence is internal reckoning. Yusuf is remorseful and tries to get rid of this internal unrest. Towards the end of the film, we see this resolved as Yusuf cries and apologizes, closing at his sister's feet. In addition, Bekir could not get out of the conscientious reckoning and committed suicide.

Death and suicide are almost everywhere in the film. In Yusuf's past, where he shot dead his best friend , in the sudden suicide of Bekir and the deaths of Ugur and Zagor at the end of the film. After Bekir's sudden death, followed by, Ugur continues his path as if nothing happened as if Bekir did not spend his life for hert, Yusuf, who suddenly took his place, hits the face of the audience that death is so intertwined with life that it can come to us at any moment in life and does not prevent us from moving on. The audience questions the meaning of Bekir's actions, why he endured so much pain if he ended up dead. It is as absurd to seek the meaning of the life of a person who knows that he will die on the day he is born, as it is wrong to seek answers to this question. There is no meaning or reason. It is, and it just is. This discourse coincides with existential themes of the negativity, causality, and absurdity of human existence.

**Existentialism in PAGE THREE**

Page Three in which crime and innocence are questioned as in Innocence, addresses the problems of evil that are essential to every person. In a world where every innocent person is a little guilty, every criminal is a little innocenty, it is unclear when the arrow of fate will turn to whom and what will happen. İsa; who became a murderer when he was an innocent, Meryem; who has no evil intentions other than to want a better life for her children and herself, and seems to be trying to help İsa with good intentions, using men for class jumping, using her body and plotting murder for this purpose, Serdar; naive, kind, thoughtful son of the landlord, who turns out to be the the partner of Meryem's murder plans and the secret lover. In this story, it is not clear who is guilty of what, or who is the main innocent. Although it is İsa who pulls the trigger and kills the landlord, how innocent are Serap and Meryem whose plans are disrupted by the game of fate and they have no opportunity to commit murder? Actually, everyone's a little guilty and a little innocent. Man is basically evil and prone to choosing evil. This choice is his destiny and man is therefore responsible for his destiny. Here, existence problems has had an effect on the theme of the film like weakness of the mind, the intertwining of good and evil, as well as the nothingness and destiny.

And can İsa afford to change a his fate or change anything at all? At the beginning of the film, when İsa is about to commit suicide landlord knocks on the door and İsa chooses to shoot the landlord and thus thinks that he has changed his own fate, but he will end up committing suicide again. He sacrificed himself for the sins of other people, such as the Prophet Jesus, from whom he took his name İsa. The relationship between crime and punishment is again revealed here by the character finding the punishment for his crime. As with every film of the director , the effects of the themes of finality and urgency of death, death and suicide, which existentialism addresses, are thus revealed in this film.

The film explores the problems of existence when a person chooses his fate, but makes this choice in favor of evil, is responsible for the fate of a person. And the result is again linked to the weakness of Man and the interpretation that nothing will change. This, in turn, is again covered by the themes of existentialism; nothingness, destiny and the positivity of human existence.

**Existentialism in The Faith**

The Faith is the climax of the director's existential thinking. Of course, the fact that the film was adapted from the work of Albert Camus 'Stranger' has a great effect on this. The callous, unresponsive, 'alien' Meursault character in the Stranger appears as İsa in Faith. As in the Stranger, İsa does not react to the death of his mother, shoots someone for his friend, and does not object to the crime that he did not actually commit, but remains on him.

Of course, it is not a coincidence that the character's name was chosen as İsa. It is a reference to the Prophet Moses, who bears the burden of all mankind. Here, he also assumes the crimes committed by others, that means the sins of others.

Loneliness, one of the most important themes of existentialism, is quite evident in this film, as in every film of the director. All the characters are lonely. They are lonely and unfamiliar. It is discussed how real emotions are, how much emotional human beings are. There is no sign of love from İsa for his mother, nor for Sinem, for whom he has only sexual desire, nor for his neighbor or for himself. Everything and everyone is objective. All relationships are based on interest. For this reason, relationships are artificial, and he is always alone. There's no one he can trust.

The biggest discourse of the film is, of course, everyone's predisposition to choose crime and evil. Man is both innocent and guilty of his existence. In a long conversation with the prosecutor, İsa said that he was guilty of a crime that he did not commit, but the dialogue reflects this discourse of existence one-on-one. Here, we can also see the effect of the discourse that

existentialism intertwines good and evil. Again, good and bad are mixed, because as existentialism says, there is good in every bad and there is bad in every good.

**Existentialism in Confession**

The main theme of the film Confession is conscience, internal reckoning, which is also one of the main themes of existentialism. Harun is suffering from a great remorse with the heavy burden of stealing the lover of his best friend and therefore causing his suicide. Having done all this and not even being able to confess it to him increases his punishment from this remorse. Harun, who had made his heart searching and could not find peace, finally confessed this situation to his friend's family and tried to be cleansed of his sins, but this was rejected by the family.

Weaknes of mind and the argument that bad is intertwined with good and good with bad is also quite intense in the film. Harun, who was in a good and poor husband situation at the beginning, later turns out that he is not really that good, he is with the lover of his best friend. In fact, Harun has done the sin of Nilgun, which is described as bad, to his best friend before. Nilgün, which we call bad, eventually becomes a victim. She has been punished for all she has done , suffered greatly, and is doomed to live in a very difficult situation. She also has a baby in his belly. Here, the discourse of existentialism that there is good in every bad and there is is bad in every good is underlined.

As in every film of Zeki Demirkubuz, in this film, the themes of existential finality and the urgency of death, death and suicide are included in the story in a very intense way. In the story and characters, the effect of Taylan's death is felt throughout the entire film. In the relationship of Harun and Nilgun, in the inner world of Harun and in the family of Taylan, this death constantly manifests itself. In addition, this death occurred through suicide. The theme of suicide occurs throughout the entire film like in Taylan's death, Nilgun's attempt to commit suicide by jumping out of a window and finally in Harun's slitting of his wrists after Nilgun abandoned him. And also, the daughter of Nilgün's lover commits suicide after her father leaves them.

Another theme of existentialism, non-communication, was also quite involved in the film. In phone conversations in which Harun and Nilgün say something but do not actually talk about anything, they spend time at home without talking, even avoiding the need to communicate with another by pretending to sleep, they are unable to even talk about their relationship at the dinner table, with these scenes the lack of communication is emphasized. In addition, as in most of the director's films, television, which is a symbol of lack of communication, was also used in this film, whenever Harun did

not want to talk to Nilgün or closed in, he used television as a means of escape.

One of the themes of the film's hypocrisy and deception like in existentialism. In the film, the theme of deception and hypocrisy is in everywhere like Harun and Nilgun cheat on Taylan together and do not tell him the truth and maintain their relationship in a hypocritical way, and then Nilgun cheats on Harun too, but despite all the insistence, she does not confess her guilt, she lies, Nilgun's lover is married, he is cheating on his wife. Almost all the characters in the film are somehow cheating, lying, and hypocritical.

**Existentialism in The Waiting Room**

In The Waiting Room, existentialism is everywhere from dialogues to characters. For example, the main character Ahmet, who bears traces of Albert Camus ' Stranger, does not care and does not react to anything like Mersault. Director Ahmet, who wants to make a film, but is overwhelmed by the shortage of this process, feels restless and bored. He acts insensitive and rude to events and people around him, upsets them. Because according to him, crime and evil are in everyone and can not be corrected. So he doesn't try to correct the wrongdoers.

It is true that there is a similarity between İsa in Faith and Ahmet in The Waiting Room in the context of this indifference and unresponsiveness, but there is a distinct difference between the two, that Ahmed was aware of everything. Ahmet does everything aware and is therefore responsible. In other words, Ahmet, who is suffering, has chosen to suffer himself. This, in turn, parallels the themes of existentialism; the choice of man's fate and the desire for pain.

The director's rhetoric of causality problem takes its place in its strongest form. The director again leaves the audience in the middle with a lot of question marks and unknowns; such as ; why Ahmet is reckless, why he is unresponsive, why he tells Serap that he is with someone else, why he is insensitive to Elif and then runs after her, but in the morning he becomes unresponsive again. The director doesn't feel the need to explain any of it, because it's all gratuitous. There is no reason.

As in most films, the director again addressed the lack of communication, which is one of the main themes of existentialism, in this film and again used television as a tool. During her speech, in which Serap said that she is leaving him, he constantly watched TV, and when he was with Elif, the TV was always on, again, as the result of lack of communication. The silence while sitting by the sea with Serap, the two characters almost never talk, is again the result of this lack of communication.

As in most films, the feeling of incompleteness envelops the audience at the end of this film. Serap and Elif leaves, a new girl takes their place, Ahmet write the script in the same place in the same way, Ahmed feels like living the same thing over and over, the only thing changes in his life is the name of the woman, but everything,like boredom and a sense of anxiety stays the same. The audience feels incompleteness, and now has to face with the question of what happens next. This attitude is covered by the discourse that existentialism is not complete. As the same existentialism says, man and existence are not complete and are more than they are.

From an existential point of view, if all his films are centered around a single discourse, Zeki Demirkubuz, who has made references to each other in all his films and completes the discourse in another, is a summary of all the discourses of existentialism. These discourses are; All emotions are dead in a person.(Kierkegaard) Man is lonely , alien to himself and the world. It is absurd to seek the meaning of human existence, so it is unnecessary to ask why. Because being is gratuitous. (Jaspers) Man is evil. (Nietzsche) Although he chooses himself and his destiny, he is obliged to make this choice in favor of evil. (Sartre) No one is innocent. (Camus)

As it can be seen very clearly from the above analyses, Zeki Demirkubuz is the spokesman of Extentialism in Turkish Cinema.

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# Chapter 31

## PROCESSING OF SUBJECT AND OBJECT RELATIVE PRONOUNS IN ADJECTIVE CLAUSES IN ENGLISH: AN EYE TRACKING STUDY

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## INTRODUCTION

Psycholinguistic researches focus on real-time sentence processing and clearly investigate the learners' preferences. Much psycholinguistic research has investigated the processing of subject and object relative pronouns in adjective clauses. Different techniques such as eye-tracking device, self-paced reading technique, evoked brain potentials have been used in studies to investigate the underlying mechanism of processing. Subject pronoun preference found easier to comprehend in many languages such as Dutch (Mak, Vonk, & Schriefers, 2002); French (Cohen & Mehler, 1996), German (Schriefers, Friederici, & Kuhn, 1995); English (Traxler, Morris, & Seely, 2002). Most of the results of the studies showed that object pronoun in relative clauses caused more difficulty than subject pronoun processing in relative clauses. Although the syntactic characteristics of languages are different, it is obvious that the processing pattern was similar in other languages. This study analyses the English foreign language learners on-line processing of subject and object relative pronouns in adjective clauses.

In languages with head-initial relative clauses (adjective clauses), it is reported that subject extracted relative clauses (shown in 1) were easier to comprehend than object- extracted relative clauses (shown in 2).

(1) The man who followed the old lady was a spy (subject pronoun is used in relative clause).

(2) The man who the old lady followed was a spy (object promoun is used in relative clause).

The processing preferences of relative clause change in languages which have head-final relative pronouns. In Korean and Japanese, it was reported that relative clauses with subject pronouns were easily comprehended (Miyamoto& Nakamura, 2003; Kwon, Polinsky, & Kluender, 2004). On the other hand, Hsiao & Gibson (2003) reported preference for object pronouns in relative clauses.

### Sentence Processing in the Second Language

Psycholinguistic studies of second language acquisition try to find answers whether or not native-like sentence processing is possible in second language learners. The studies focus on processing difficulties, the effect of native language transfer, individual differences and the role of proficiency. Some reserachers argued that native-like processing in second language is impossible (Papadopoulou & Clahsen, 2003; Clahsen & Felser, 2006).

Much research indicates that second language learners might be slower in processing than native speakers. This situation never cause a problem

in second language competence (Juffs, 1998; Çele, 2010, White & Juffs, 1998). Much more research is needed to evaluate the native and non-native differences in language processing.

Sentence processing research also investigate how individuals parse the sentences they read or hear. Even for native speakers it is found that parsing is sometimes difficult. The incorrect parse is due to a parsing strategy called 'late closure', in which individual goes back to read the sentence again. The first pause leads incorrect analysis and second analysis is needed. These kind of sentences are called 'garden path sentences' and creates temporal ambiguity. (Gürel, 2014). Garden path sentences are frequently used in researches because they reveal human parse preferences and parsing mechanisms. It is one of the beneficial models of sentence processing (Frazier, 1987).

Many studies reported that native speakers and second language learners have difficulties in processing direct object relatives which is parallel to Noun Phrase Accessibility Hierarchy Hypothesis. Many studies for first language acquisition support for the Noun Phrase Accessibility (Gibson & Schutze, 1999; Gibson, 1998), for second language acquisition (Izumi, 2003; O'Grady, 1999, Doughty, 1991).

**Linear Distance Hypothesis**

Linear Distance Hypothesis was proposed by Tarollo& Myhill (1983) and Hawkins (1989). This hypothesis suggests that the difficulty of relative clauses can be assumed by the linear distance between the head and the gap (O' Grady, Lee, Choo, 2003). Head is described as a component which shows the features of a complex phrase. For instance, in "the woman who carries the baby", "the woman" is the head because the whole sentence refers to "the woman" not to "the baby" or not to "carries". In English relative clauses the head is always the leftmost element but in other languages it can be the rightmost one. The theory suggests that when the component is moved, it leaves a trace in its original position. This trace is called 'gap'. For instance, the relative clause "The woman who-----carries the baby" is expected to have been derived from the sentence "The woman carries the baby", 'the woman' moves leftward leaving a gap in its original position.

In the example below, two types of the Linear Distance Hypothesis are shown.

a) The woman who -------carries the baby (subject relative clause)

b) The woman who the baby carries -------- (object relative clause)

According to the two versions of Linear Distance Hypothesis stated above there is a shorter distance between the head and the gap in the case

of subject relative clauses. In the case of direct object relative clauses, the distance between the head and the gap increases and makes comprehending more difficult. For this reason according to Linear Distance Hypothesis it is claimed that subject relative clauses are easier to comprend than direct object relative clauses.

The purpose of this research is to evaluate the process of foreign language learners' online processing of relative clauses in English. The study of how foreign language learners comprehend sentences, how they integrate words into a sentence, how they understand syntactic and semantic organization at different proficiency levels will shed light on learning and acquiring system of second language process. In short, this article explores the online processing of adjective clauses with different relative pronouns by using an eye tracking device.

The research questions asked in this study are:

1. Is there any difference in processing durations of adjective clauses with subject relative pronouns and object relative pronouns in English foreign language?

2. Do the metrics of eye tracking data used in this study ('first fixation duration', 'total fixation duration') differ?

## METHODOLOGY

### Participants

The data of the study were collected from a group of nine grader students attending a private school in Western Turkey. All the students' native language is Turkish and foreign language is English. Fourteen students participated the study. Their ages ranged between 13 and 14 years. The group consisted of six male and eight female students. The participants were all right-handed with one exception and they do not have visual deficiency. They started learning English at different ages but they have been learning English approximately for four years. Four of the participants' data were excluded either because of the eye-movements artifacts or their preference of quiting to participate.

### Data Collection Tool

To reveal the underlying language system, processing of relative (adjective) clauses in foreign language learners of English eye tracking experiment was conducted. In this study, the eye movements were recorded with Tobii Pro Glasses 2, with a sampling rate of 100Hz. Participants wore the glass during the study. This device gives the analysis of saccades, fixations, pupil size changes and blinks. In this study, 'the first fixation duration', 'total fixation duration' are used as the metrics of eye tracking

data to analyze the processing of relative clauses in English. Each sentence in the study was divided into area of interests (AOIs) and each AOI was measured. Each sentence has a key area which is called area of interest. Each relative clause either having subject relative pronoun or object relative pronoun in the sentences were determined as area of interest.

Totally thirty relative clause sentences, fifteen of which have subject relative pronoun and fifteen of which consist object relative pronoun were used in this study. Some of the sentences used in the study are: "John saw the movie that had won an award.", "John saw the movie that I wanted to see." "The assistant that helped us was really kind." "The assistant that I helped was really kind." The sentences were prepared by an experienced faculty member from English Language Teaching Department.

**Procedure**

The researcher read the guideline and informed both the participant and his/her legal guardian about the study and took informed consent from each participant's legal guardian. The participants were sitted in front of the display monitor. After the calibration settings were made, the experiment was started. The participant's eye movements were recorded while they were reading sentences silently on the screen. All the participants were tested individually. The experiment took approximately an hour.

**Statistical Evaluation**

All data including First Fixation Duration (FFD), Total Fixation Duration (TFD) parameters recorded for processing of object and subject pronouns in adjective clauses were harvested from the Tobii Lab Pro Software. The data was transferred to PASW 18 software for statistical evaluation. Continuous variables were tested for normality using Kolmogorov-Smirnov test. The data were submitted to Mann-Whitney U test in order to evaluate for comparison. Statistical significance was assumed when $p<0.05$.

**RESULTS**

Mann-Whitney U test revealed that First Fixation Duration (FFD) of subject relative pronoun in adjective clauses (Mean rank=10.36) was shorter than that of object relative pronoun in adjective clauses in English (Mean rank=18.64), $U=40.0$, $p=0.007$, $r= -0.71$.

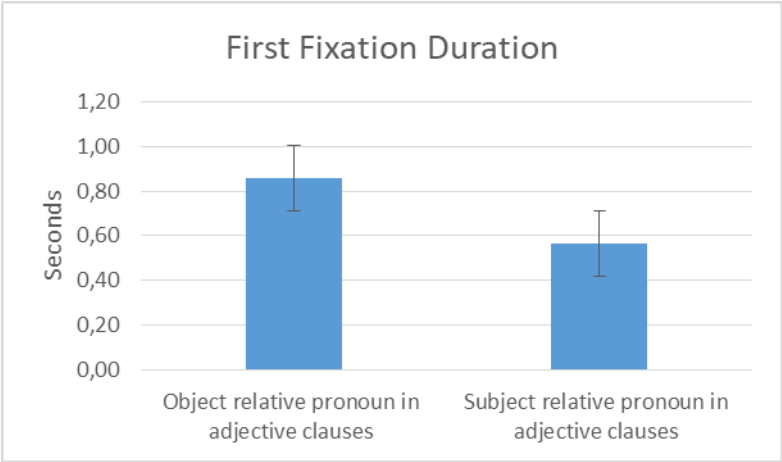


*Figure 1*

*The graph illustrates the First Fixation Durations of Object and Subject relative pronouns in adjective clauses in seconds. (p=0,007)*

Mann-Whitney U test revealed that Total Fixation Duration (TFD) of subject relative pronoun in adjective clauses (Mean rank=10.00) was shorter than that of object relative pronoun in adjective clauses in English (Mean rank=19.00), U=35.0, p=0.003, r= -0.77.

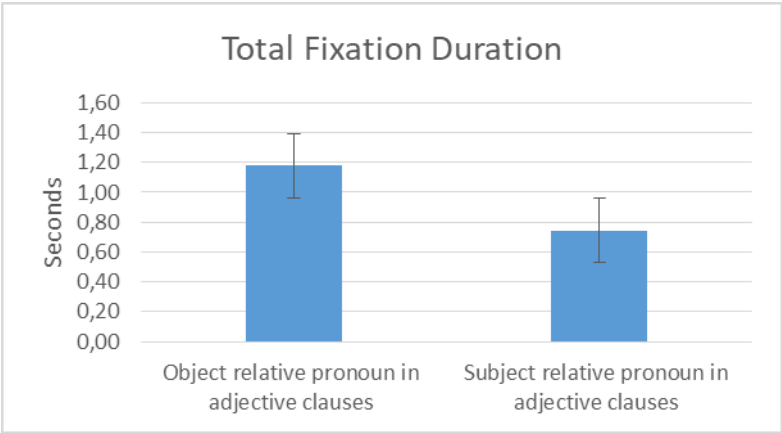


*Figure 2*

*The graph illustrates the Total Fixation Durations of Object and Subject relative pronouns in adjective clauses in seconds. (p=0,003)*

The results of this study showed that foreign language learners of English process adjective clauses with subject relative pronouns faster than adjective clauses with object relative pronouns. The data obtained from this online sentence processing study clearly indicated the difference in syntactic preference.

## DISCUSSION

The research question of the study was if there was any difference in processing durations of adjective clauses with subject relative pronouns and object relative pronouns in English foreign language.The results revealed that in First Fixation Duration and Total Fixation Duration parameters there was significant difference. The results of this study indicate that English Foreign Language learners process adjective clauses with subject relative pronouns faster than adjective clauses with object relative pronouns. The second research question of the study was if the metrics of eye tracking data used in this study changed according to the statues of relative pronoun. The results of the study indicated that there is significant difference according to pronouns' position. In this study it is obvious that English Foreign language students comprehend adjective clauses with subject relative pronouns faster than adjective clauses with object relative pronouns. The results are in consistent with Linear Distance Hypothesis indicating there is a shorter distance between the head and the gap in the case of subject relative clauses in English for this reason adjective clauses with subject relative pronouns are processed faster than object relative clauses. As the syntactic patterns change in every language, processing of relative clause will be different.

The researchers try to find an answer to a question of what makes it more difficult to comprehend a relative clause than a sentence. There has been contradictory results in processing relative clauses among languages. It has been shown that object relative pronouns are harder to process than subject relative pronouns in adjective clauses. Most of the studies indicating similar results are from English (e.g. Traxler, Morris, & Seely, 2002; King & Just, 1991), Japanese (e.g. Miyamoto & Nakamura, 2003; Nakatani & Gibson, 2010), German (e.g. Schriefers, Friederici, & Kuhn, 1995), Spanish (e.g. Betancort, Carreiras, & Sturt, 2009). However, several studies have reported an advantage for object relative pronoun in relative clauses (Chen, Ning, Bi, & Dunlap, 2008; Hsiao& Gibson, 2003; Y. Lin & Garnsey, 2007).

Qiao et al. (2012) evaluated the relative clause processing in Mandarin with a maze task. The results of their study showed that object relatives were easier than subject relatives in the relative clause region and they could not find difference in the head position.

Sabourin & Stowe (2008) investigated the effects of first language on second language neural processing for two grammatical constructions by using event-related potentials. They found that if first language and second language have similar rule-governed processing routines, both languages will have similar neural processing.

Özçelik (2004) studied the processing of relative clauses in Turkish as a second language. The results of his study showed that object relatives were easier to comprehend than subject relatives, suggesting that Linear Distance Hypothesis determines the difficulty.

Macwhinney & Pleh (1988) reported various determinants in processing relative clauses. These determinants include the grammatical role of the head, the occurrence of interruptions of the main clause, the presence or absence of morphological cues. They stated that because of the word order of English, subject modifying relatives interrupt main clause.

Izumi (2003) tested the predictions of three hypotheses of relative clause acquisition in second language acquisition: Keenan and Comrie's (1977) Noun Phrase Accessibility Hierarchy, Kuno's (1974) Perceptual Difficulty Hypothesis, Hamilton's (1995) SO Hierarchy Hypothesis. The data was collected from second language learners of English. The results showed mixed support for the Noun Phrase Accessibility Hierarchy and SO Hierarchy Hypothesis and full support for the Perceptual Difficulty Hypothesis.

Betancort et al. (2009) investigated the influence of animacy on the processing of subject and object relative clauses in Spanish by using eye-tracking device. They found that object relative clauses caused more difficulty than subject relative clauses.

Traxler et al. (2002) investigated processing of sentences of subject relative and object relative clauses by conducting three eye movement monitoring experiments and found that sentences containing object-relative clauses were more difficult to process than sentences containing subject-relative clauses and they interpreted the results of study with respect to theories of syntactic parsing.

The processing preference in relative clauses in most of the languages change. The results of this study are in consistent with the Linear Distance Hypothesis.

## CONCLUSION

Research on language processing will provide insights into how speakers process the language. The results of this study showed that English subject relative clauses are easier to comprend than object relative pronouns for foreign language students. The results are also in consistent with Linear Distance Hypothesis indicating there is a shorter distance between the head and the gap in the case of subject relative clauses in English for this reason adjective clauses with subject relative pronouns are processed faster than object relative clauses. Language teachers should follow the psycholinguistic literature on language processing because the

results of these studies reveal the morphological and syntactic processing difficulties language learners encounter and identifying this may help them to use effective teaching techniques. Furthermore, identifying students' parse preference will help language teachers to overcome the misparse problems and understanding sentence processing mechanisms will help teachers to shape their effective teaching techniques.

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## APPENDIX

These are the relative clauses with subject or object relative pronouns used in this study.

1. The man who followed the old lady was a spy.

The man who the old lady followed was a spy.

2. The assistant that helped us was really kind.

The assistant that I helped was really kind.

3. This is the course which takes 6 months.

This is the course which I took.

4. He is the teacher who speaks three foreign languages.

He is the teacher who I met.

5. That is the man who called me yesterday.

That is the man who I called yesterday.

6. John saw the movie that had won an award.

John saw the movie that I wanted to see.

7. Mary is an interesting woman who sits beside me at school.

Mary is an interesting woman who I can trust.

8. He printed the email that was sent yesterday.

He printed the email that I sent him.

9. The man who lived next door was very friendly.

The man we met was very friendly.

10. This is the bank which was robbed yesterday.

This is the bank they withdraw money.

11. They are playing a song that sounds good.

They are playing a song we like.

12. Is this the house that has garden?

Is this the house that you bought?

13. The university which is located in İzmir is famous.

The university which she likes is famous.

14. The person who wrote the book is my sister.

The person who I am calling is my sister.

15. The desk that is broken is in the shed.

The desk that I broke is in the shed.

# Chapter 32

## MICRO RETAILERS VS. MACRO RETAILERS; THE CASE OF MIDYAT-MARDIN [1]

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2 The field study was carried out in collaboration with Mardin Artuklu University and the Chamber of Artisans and Craftsmen in Midyat. The Author is grateful to the Chamber of Artisans and Craftsmen in Midyat. His special thanks go to its Chairman, Mr. Rıfat Direkçi.

## 1. Introduction

When a lot of improvements happen in daily life, many other things are losing their power and significance and may even disappear. In commercial life too, as many institutions are established many vanish. In this context, some commercial technologies and institutions lose their importance and disappear leaving their place to new ones. Micro retailers (grocers, butchers, bakers, stationers, jewellers, hairdressers, carpenters, workshops etc.) which are defined as "artisans and craftsmen/women" and "micro businesses" in Turkey, are among such institutions.

Changes in demand by consumers for goods/services form new marketing and sales techniques resulting in new institutional structures. In this context, the transformation of information asymmetry into symmetry for products, accessing to more knowledge, to have the opportunity to compare these new pieces of information, the factors like transparency and simplicity in purchase and return process of products decrease the significance of traditional micro retailers as they are being substituted by macro retailers defined also as "chain markets". The reason for this substitution is that macro retailers encompass almost all the activities of micro retailers.

The majority of macro retailers launch with the prenames "super, hyper, gross etc." and then become "chain markets" by a process of increasing scale. Thus, this transformation process weakens the significance of micro retailers and barely allows them to survive. Furthermore, when online facilities are also used in business life, micro retailers meet more difficulties since, while they too share in the marketing/sales facilities on various e-trade platforms, they cannot profit from them as their volume of trade is very low by comparison to the chain markets.

This study seeks to determine the position of micro retailers in Turkey and aims to find a transformation processs by means of which they will be in a position to make their own contribution towards the betterment of their difficult socio-economic conditions that, until now have left them dangerously behind in the transformation process.

A survey of the micro retailers in Midyat province of Mardin city in Turkey, was carried out within the framework of this field study, which was executed face to face with 158 people between August and October 2019. According to the results, the micro retailers in Midyat are experiencing difficult conditions with the problems pertaining to both internal and external structures.

The eventual target of this study is to offer both general and specific assessments about micro retailers from the data obtained and to analyse the means to ease the burden of the current harsh marketing conditions,

with reference to the macro retailers. In this context an initial conceptual framework is available and information on related literature is given. Data from the field study is then given and following that assessments and suggestions are made.

## 2. Conceptual Framework and Literature Review

There are some discussions available on the terms "artisans and craftsmen/women" and "micro businesses" in Turkey. However, there is no clear consensus on these terms and they are defined in different ways. For instance, "artisans and craftsmen/women" can be assessed as both "historical-cultural" and "modern" entities. Demirkapı (2013) also pays attention to this problematic in his paper and proposes that a clear definition be made.

In this study, the common term, "micro retailers" which encompasses both "artisans and craftsmen/women" and "micro businesses", to a great extent, in Turkey, is preferred. Micro retailers includes grocers, butchers, bakers, stationers, jewellers, hairdressers, carpenters, workshops etc. On the other hand, for identifying "super, hyper, gross markets etc." the term "macro retailers" is used in addition to the term "chain markets".

"A business" is defined as (Resmi Gazete: Official Gazette, 2018), whatever its legal status, a unit or an enterprise which is executing economic activities and owned by one or more real or legal entities. "A micro business", however, is defined as an entity employing fewer than 10 persons a year and its annual turnover or fiscal balance does not exceed 3 million Turkish Liras (TL) (Its equivalence is around USD 400,000, Central Bank of Turkey, 21.09.2020).

According to the relevant law in Turkey (Resmî Gazete, 2005), "artisans and craftsmen/women" are defined as mobile or immobile people who are carrying out his/her economic activity based on individual capital and work. However, his/her revenue is less than that of a trader or an industrialist.

The definitions of İSTESOB (İstanbul Esnaf ve Sanatkarlar Odaları Birliği: Association of İstanbul Artisans and Craftsmen) (2020a,b) are as follows: Artisans are commercial or artistic people who work independently in a mobile or immobile way and continue their economic activities without having any financial capital, and whose work is based on personal abilities more than capital. Craftsmen/women is a relatively narrower definition than artisans and is defined as people who produce goods/services for meeting tangible or aesthetic needs.

While "artisans and craftsmen/women" in Turkey were classified under 17 sectors and 307 sub-professions in 2016 (Resmî Gazete, 2016),

they were re-classified under 11 sectors and 184 sub-professions as of 2019. Information on current classificiation is available in Table 1.

*Table 1. Classification of artisans and craftsmen/women in Turkey in terms of sectors and sub-professions.*

| No | Sectors | Number of sub-professions |
|---|---|---|
| 1 | Woodworking | 8 |
| 2 | Entertainment, Recreation, Organisation | 10 |
| 3 | Electric, Electronic, Computer | 17 |
| 4 | Food, Agriculture | 25 |
| 5 | Clothing, Leather products, Home textiles, Weaving | 16 |
| 6 | Souvenirs, Education, Printing, Photography, Various products | 22 |
| 7 | Coiffeur, Barber, Cleaning, Sport, Cosmetic, Health | 17 |
| 8 | Metal, Automotive, Machinery | 32 |
| 9 | Street market, Mobile market | 6 |
| 10 | Transportation services | 16 |
| 11 | Construction arts | 15 |
| Total | | 184 |

Source: Resmî Gazete (2019), "Esnaf ve Sanatkârlar Meslek Kolları (Sub-professions of Artisans and Craftsmen/women)", No: 30685, Publication date: 13.02.2019, https://www.resmigazete.gov.tr/eskiler/2019/02/20190213-3.pdf, Access date: 21.09.2020.

The terms "artisan" and "craftsman" are taken into account in the literature in both historical/cultural and modern aspects. One of the studies analysing the subject in terms of history/culture is by Maruya, Yamashita, and Uchiyama (2015), applying a survey and conducting interviews to gather data on the perceptions of the artisans working, investigates the changes in natural resource use in a Japanese village recognized for Koishiwara-yaki-style pottery. They state that conservation of Japanese traditions relies not only on the access to relevant natural resources but also on the artisans' ability to manufacture crafts in specific environments. In this context, the perspectives of artisans on their work environments have a significant influence on traditional crafts.

In another study by Carrasco and Peñalvo (2015); the culture, the craftsmanship and the educational activity are stated as parts of the extended phenotype of the human species. The craftwork of incorporating into the culture, or into the education, employs symbolic instruments fundamentally.They conclude that although the most apparent changes in the Knowledge Society are those related to information and communication technologies, the changes in the cultural contents are also significant as they have fed the digital technological ecosystem.

Çelik (2018) is another academic analysing the artisans in history. In his paper, studying artisans in the Ottoman period, he states that during

the campaigning organisation, the needs of Ottoman soldiers e.g. food, clothing, equipment, health and hygiene, animal fodder and equipment plus weapon care were met by the guild members who escorted the campaign.

The academic studies dealing with modern versions of artisans and craftsmen/women are mainly focused on small shops, small businesses, supermarkets, hypermarkets, chain markets etc. In such studies, comparisons and/or investigations on these entities are made. For this purpose, while there are small shops and small businesses on one side; there are supermarkets, hypermarkets, and chain markets on the other side.

In these studies, various characteristics of retailers are also analysed. For instance, Bowyer, Caraher, Eilbert, and Carr-Hill (2009) research shopping characteristics of some groups in a London borough in terms of availability, accessibility, and affordability in shops by making some comparisons with market chains. They find that while some key healthy items like fresh fruit and vegetables are available, other items such as fresh meat and poultry, fish, lower fat dairy foods, high fibre pasta, and brown rice are not in the shops. On the other hand, local people define access problems as difficulty in having to use vehicles to reach the shops more than just physical distance.They also note that small shops are important in providing healthy food options to communities in areas of deprivation. Moreover, people thought that the small shops should offer a better range and more convenient food than the branches of the major supermarket chains.

In the literature, the relationship between consumers and the sellers is also investigated and their outcomes are analysed. For example, Reynolds and Beatty (1999) state that building customer relationship is a top priority in many companies. In their study, they examine the benefits customers obtain from relationships with clothing and accessories and sales personnel. They find that relationship benefits are positively associated with satisfaction, loyalty, word of mouth recommendation and purchases.

Rippé, Weisfeld-Spolter, Dubinsky, Arndt, and Thakkar (2016) research into how adaptive selling is perceived by retail consumers in different types of economies (The USA, Russia, and India) and how this phenomenon influences their purchase intention. They define Perceived Adaptive Selling (PAS) as the degree to which the buyer perceives that the salesperson is adapting. In their research, they find that buyers in Russia and India are influenced by PAS differently compared to their USA counterparts which shows that tactical implementation of the salesperson is important in retail sales as it may affect the buyers' purchasing intention.

In their research, Roma´n and Ruiz (2003) analyse the role of ethical salesperson behavior as perceived by the customer in developing a better

quality relationship between the salesperson and the customer. Their results show that perceived ethical sales behavior has an important role in influencing the quality of the buyer-seller relationship as it has a positive effect on customer satisfaction, trust, and commitment to the salesperson. Moreover, satisfaction with and trust in the salesperson positively affect customer commitment to her/him.

Palmatier, Scheer, and Steenkamp (2007), in their paper including 362 buyer-salesperson dyads (binaries) using triadic (triple) data (from buyer, salesperson, and sales manager), study both a customer's overall loyalty to the selling firm and the customer's loyalty in his/her salesperson. They find that only salesperson-owned loyalty directly affects the more tangible seller financial outcomes of sales growth and selling effectiveness. However, both salesperson-owned loyalty and loyalty to the selling firm increase the customer's willingness to pay a price premium.

Inner and outer settlements of retailers are also analysed by the academics. Boros, Fehér, Lakner, Niroomand, and Vizvári (2016), express that layout of a supermarket is very significant and if a customer follows a longer path during shopping, his/her value of purchased amount is expected to rise resulting in an increase in the sale amount of the supermarket. For this purpose they, in a case study defining 27 clusters of customers based on 13,300 real buying, investigate on how to re-layout a supermarket for maximizing the purchases of the average customer.

Effects of promotions by the retailers is another important subject investigated in the literature. Amornpetchkul, Ahn, and Şahin (2018) searched for the effects of conditional promotions (like buy 2 or more, get 30% off; spend $50 or more, get $15 off) on consumer behavior and the seller's profit. They state that when a deal is presented with a minimum purchase quantity or a minimum spending requirement, such deals are incentive for some consumers to spend more for getting a discount. They suggested that implementation of a convenient type of conditional discount can effectively improve the seller's profit compared to regular price or a conventional price markdown. Furthermore, they find that conditional discounts resulting in win-win situations for both retailers and consumers can also improve consumer welfare.

Consumers' habits/approaches and interactions between the retailers are included in the studying list of literature too. On the other hand, some macro targets like gastronomy, waste management, and local economic development etc. are other significant subjects taken into consideration in academic papers. One of them by Nicolosi, Laganà, Laven, Marcianò, and Skoglund (2019), interviewing 200 people in the city of Östersund-Sweeden, investigates consumers' habits, consumption choices, and purchasing reasons. In this context, they analyse the preferences of

consumers for local/artisanal cheeses (Källarlagrad getost) and the purchase motivations that affect their choices plus the role played by consumers' favourite shopping locations (retail store, hypermarket, city market, supply chain). They find that those who buy 'Källarlagrad getost' are sensitive to safety, appreciate artisan cheeses and choose them for their multi-dimensions, have a strong connection with the territory and wish to support regional economy. They conclude that such characteristics and preferences of consumers are important for marketing activities and promoting tourism and sustainable gastronomy as well.

Cicatiello, Secondi, and Principato (2019) say that based on the increasing pressure to reduce food waste at supermarkets, many retailers are starting new practices to prevent the disposal of food items or to manage the waste produced in a more sustainable way. The practice of applying discounts on close-to-date and other suboptimal products is becoming popular. In this context, although there are some tiny defects on food products, the consumers accept them due to reductions in the prices. Based on a survey in their study, they analyse the attitude of 218 supermarket customers towards such discounts which result two-thirds of the sample declare to be interested in discounts on close-to-date products. Results suggest that consumers' interest in such discounts is mainly based on saving budget for food plus for food planning and, thus to decrease food waste. They conclude that date-based pricing seems to be an effective strategy to address food waste reduction in a sustainable management perspective.

## 3. Field Study for Determination of Perspectives on the Micro Retailers

### 3.1. Methodology of the Field Study

General information on a field study for the determination of citizens' perspectives on the micro retailers in Midyat-Mardin-Turkey is below:

- This research is a joint work of Mardin Artuklu University and Chamber of Artisans and Craftsmen in Midyat.
- The field study was executed with the contribution of students in the Department of Economics.

Details concerning the field study are as follows:

- The survey was made at different points of Midyat for a balanced distribution and more accurate data.
- Survey was executed based on face to face method.
- 158 people were questioned.
- 26 multi choice and open ended questions under 4 titles were directed.

However, only 17 of them are analysed in this study as the rest are directly related to the activities for its members of the Chamber of Artisans and Craftsmen in Midyat.

- The answers were collated and analysed.

### 3.2. Participants' Information

Deatils on field study participants are given below.

*1) Gender*

| | |
|---|---|
| Female | 26.6% |
| Male | 73.4% |

Nearly ¾ of the participants are male.

*2) Age*

| | |
|---|---|
| 15-24 | 20.2% |
| 25-44 | 58.9% |
| 45-64 | 17.1% |
| 65 + | 3.8% |

About 3/5 of participants are between 25-44 years age.

*3) Residence*

| | |
|---|---|
| Midyat | 94.9% |
| Outside Midyat | 5.1% |

Only around 5% of the participants are not from Midyat but come from Adana, Batman, and Mardin (districts of Artuklu, Kızıltepe, Nusaybin, and Ömerli).

*4) Education*

| | |
|---|---|
| Primary school | 19.6% |
| Secondary school | 31.7% |
| Undergraduate | 46.2% |
| Graduate | 2.5% |

Nearly half of the participants are undergraduates.

*5) Profession*

| | |
|---|---|
| Civil servant | 21.5% |
| Worker | 53.2% |
| Non working (Housewife) | 25.3% (5.1%) |

More than half of the participants are workers. Rate of nonworking in the total is around 25% and 1/5 of which are housewives.

*6) Have you ever run a business?*

| | |
|---|---|
| Yes | 39.2% |
| No | 60.8% |

About 40% of the participants say "They have run a business".

*7) Has any of your family members run a business?*

| | |
|---|---|
| Yes | 59.5% |
| No | 40.5% |

The share of family members who have run a business is 3/5 of the total.

### 3.3. General Assessments on the Micro Retailers in Midyat

Here, general approaches and preferences of the participants on the micro retailers in Midyat is investigated. In this context, customers' shopping preferences and degrees of satisfaction on the micro and macro retailers, sub-profession/activity area and products that they feel inadequate in Midyat are determined.

*8) Do you shop from the chain markets in Midyat?*

| | |
|---|---|
| Yes | 86.7% |
| No | 13.3% |

The participants are apparently doing shopping from the macro retailers.

*9) Do you shop from the micro retailers in Midyat?*

| | |
|---|---|
| Yes | 96.8% |
| No | 3.2% |

Almost the all of the participants shop from the micro retailers and this ratio is more than that of the macro retailers.

*10) Are you satisfied with the micro retailers in Midyat?*

| | |
|---|---|
| Yes | 74.1% |
| No | 25.9% |

About ¾ of the participants are satisfied with the micro retailers.

*11) Are there any new micro retailers you want in Midyat?*

| | |
|---|---|
| Yes | 25.9% |
| No | 74.1% |

Around ¼ of the total say that new micro retailers do operate in Midyat. The retailers stated are available in Table 2.

*Table 2. List of new micro retailers to operate in Midyat.*

| | | |
|---|---|---|
| 1. Shoe production workshop | | 14. Self cook and service restaurants |
| 2. Shoe and bag store | | 15. Reading cafe |
| 3. Barber/Coiffeur (Bahçelievler Area) | | 16. Stationery (Gölcük region) |
| 4. Houseware store | | 17. Cosmetic shop |
| 5. Jewelry | | 18. Vilage street market |
| 6. Wedding clothes store (for rent) | | 19. Local food restaurant |
| 7. Entertainment center | | 20. Furniture store |
| 8. Sentry micro retailers that work till late hours | | 21. Organic food store |
| 9. Clothing store | | 22. Sports products store |
| 10. Souvenir shop | | 23. Local products markets |
| 11. Cafe and book houses | | 24. Local breakfast restaurant |
| 12. Extensive book shops | | 25. Local breakfast products shop |
| 13. Art workshops | | |

The most remarkable side of the list is that while the participants state which micro retailers thay want to operate in Midyat, they also mention where they should be. So, they give area names which could be assessed directly as an investment opportunity by the micro retailers.

*12) Which products do you prefer most when shopping from the chain markets?*

*Table 3. The most preferred products from the chain markets.*

| | | |
|---|---|---|
| 1. Instant needs (water etc.) | | 17. Cosmetic products |
| 2. Care products | | 18. Macaroni |
| 3. Legumes | | 19. Kitchen tools |
| 4. Candy | | 20. Stationery materials |
| 5. Baby foods | | 21. Pastry products |
| 6. Cleaning materials | | 22. Napkins |
| 7. Cookies | | 23. Glassware |
| 8. Chocolate | | 24. Bread |
| 9. Diapers | | 25. Milk and dairy products |
| 10. Kid foods | | 26. Shampoo |
| 11. Ice cream | | 27. Chicken |
| 12. Electronical devices | | 28. Salt |
| 13. Meat | | 29. Oil |
| 14. Breakfast products | | 30. Yoghurt |
| 15. Promotional products | | 31. Eggs |
| 16. Cake | | |

*13) Which products do you prefer most when shopping from the micro retailers?*

*Table 4. The most preferred products from the micro retailers.*

| | | |
|---|---|---|
| 1. Midyat cucumber | | 21. Clothing |
| 2. Auto spare parts | | 22. Village breakfast products |
| 3. Spice | | 23. Beverages |
| 4. Legumes | | 24. Midyat bread |
| 5. Housewares | | 25. Furniture |
| 6. Boiled and pounded wheat | | 26. Kitchen tools |
| 7. Tea | | 27. Molasses |
| 8. Cookies | | 28. Rice |
| 9. Kids cookies | | 29. Jam |
| 10. Natural products | | 30. Soap |
| 11. Ice cream | | 31. Tomato paste |
| 12. Handicrafts | | 32. Sugar |
| 13. Meat | | 33. Glassware |
| 14. Pastry products | | 34. Filigree materials |
| 15. Clothing materials | | 35. Pickles |
| 16. Silver products | | 36. Bakery products |
| 17. Coffee | | 37. Grapes |
| 18. Watermelon seeds | | 38. Oil |
| 19. Melons | | 39. Local fruit-vegetable |
| 20. Stationery materials | | 40. Eggs |

Based on analyses of the 12th and 13th questions, it is clear that the most common products demanded by customers from the micro and macro retailers are legumes, cookies, ice cream, bread, meat, stationery materials, clothes, kitchen tools, pastry products, oil, eggs, and glassware.

*14) Is there any consumer product you cannot find in Midyat?*

| | |
|---|---|
| Yes | 17.7% |
| No | 82.3% |

Only 17.7% of the participants say they cannot find some products in Midyat which are given in the Table 5.

Table 5. The consumer products that cannot be found in Midyat.

| | | |
|---|---|---|
| 1. Oral and dental health products | | 8. Cosmetic products |
| 2. Aquarium | | 9. Fabrics |
| 3. Auto spare parts | | 10. Cornmeal |
| 4. Baby supplement foods | | 11. Sports wear |
| 5. Flowers | | 12. Fresh fish |
| 6. Electronic materials | | 13. Genuine olive oil |
| 7. Gluten-free flour | | |

These products also mean potential business opportunities. So, they can be assessed as new activity areas by the micro retailers in Midyat.

*15) Is there any sub-profession/activity area that is not available in Midyat?*

| | |
|---|---|
| Yes | 34.2% |
| No | 65.8% |

The ratio of those who say that some sub-professions/activity areas are unavailable in Midyat is 34.2% and they are given in the Table 6.

Table 6. Sub-professions/activity areas unavailable in Midyat.

| | | |
|---|---|---|
| 1. Oral and dental health care services | | 8. Brand clothing materials |
| 2. Houseware spare parts | | 9. Auto maintenance center |
| 3. Pottery | | 10. Sports supplement foods |
| 4. Kid sports materials | | 11. Agricultural tool production |
| 5. Weaving | | 12. Tinning |
| 6. Entertainment center | | 13. Brand sports wear |
| 7. Extensive beauty center | | |

The assessment made for 13th question is valid for here too. So, these sub-professions/activity areas are potential business opportunities awaiting micro retailers in Midyat.

### 3.4. Special Assessments on the Micro Retailers in Midyat

This section is to determine the problematics of the micro retailers in Midyat. In this context, the opinions of the participants on; the difficulties facing micro retailers, the reasons for their being less prefered compared to the macro retailers, and getting them out of these difficult conditions are searched.

*16) As is well known, micro retailers are struggling in difficult conditions. What do you think they should do towards sustaining their presence in the business market?*

The identification of those micro retailers currently faced with less than optimal business opportunities is vital. Below is a list of 8 guiding principles towards this goal.

*Table 7. Some proposals for exiting micro-retailers from the current difficult conditions.*

| **I) Attitude** |
|---|
| ***They should;*** |
| be disciplined. |
| be ethical and fair in their services. |
| not be opportunistic. |
| be friendly. |
| be emphatic before selling anything. |
| not focus on only making profit. |
| be tolerant. |
| care for peoples' sense of trust. |
| be trustworthy. |
| have a pleasant way of communication. |
| welcome the customers and offer a quality service. |
| care about customer satisfaction. |
| be more pleasant towards the customers. |
| be respectful to the customers. |
| be more honest to the customers. |
| obey courtesy rules. |
| prefer medium-long runs instead of short run. |
| be principled. |
| Have a broad vision. |
| |
| **II) Layout and cleaning** |
| Generally even if a shop is small it is complicated. However, a supermarket is big but well organised. |
| be more tidy. |
| care about layout and design. |
| increase the number of aisles and be orderly. |
| make innovations that please the eyes, ears, and palate. |
| maintain shop hygiene. |
| make alterations that increase the attraction of the business. |
| care for visuality |
| Street vendors should not obstruct pedestrians by putting products on the pavement. |
| A bakery should design its chimney so that its smoke does not bother people. |
| |
| **III) Product combination and diversification** |
| display more natural products. |
| concentrate on selling local products. |
| stop selling packaged products with low profit margins. |
| sell quality products. |
| specialise in products that fall into their fields of activity. For instance, a stationery shop should not sell watermelons etc. |
| never sell outdated products. |
| increase the number of products. |
| be careful about the freshness of the products. |
| prefer alternative goods/services instead of selling the same products as the chain markets. |
| provide customers with logistics like transporation etc. facilities. |
| |
| **IV) Marketing/sales** |

| |
|---|
| start new attractive practices e.g. a 7/24 service etc. |
| make more promotions. |
| determine prices in accordance with market conditions. |
| take chain markets as examples in price determination. |
| implement discount days. |
| determine a reasonable profit margin. |
| pursue competition through advertisement. |
| implement a fixed label (price) policy. |
| sell their products at reasonable prices. |
| |
| **V) Institutional structuring and co-operation culture** |
| There should be no jealousy among them. |
| have culture of making joint businesses. |
| employ qualified personnel. |
| unify by establishing cooperatives. |
| make wholesale purchases from each other instead of the chain markets. |
| open businesses based the demands of a region. There should be no more businesses beyond the needs of the region. |
| Businesses to be opened far from the chain markets. |
| be a member of the Chamber of Artisans and Craftsmen to increase behaviour awareness. |
| |
| **VI) Internal-external audit** |
| municipalities should increase their inspections. |
| the state should make regulations for preventing unfair competition. |
| Informality should be prohibited and a discount in tax and the social security premium must be implemented. |
| be controlled for counterfeit and illegal products. |
| there must be a quota for the number of the chain markets. |
| macro retailers are active in almost all sectors and in Midyat, for almost every 100 meters a chain market is available. The position of a region should be considered well when licensing a new business. |
| there must be a limit for selling stationery materials in the chain markets. |
| |
| **VII) External support** |
| There should be private incentives including financial credits for the micro retailers. |
| Awareness of the micro retailers should be raised through relevant training programmes. |
| Property owners should make discount in rent of shops/stores. |
| Consumers should be encouraged to prefer local micro retailers. |
| Professions open to innovation should be supported. |
| There must be a move from macro to micro retailers. Because at least 80 million TL are transferred out of Midyat every year via chain markets. Whereas purchases paid to local micro retailers result in a large percentage of the total sum remaining in Midyat. |
| |
| **VIII) Technological adaptation** |
| have the necessary technological infrastructure. |
| establish air conditioning systems. |
| Credit cards could be used. |
| On account purchasing system (Veresiye) should be active. Consumers could buy first and pay at maturity. |

The matters stated show that the participants are in aware of the difficulties faced by micro retailers. Therefore, they have proposed some remedies for changing the conditions in favour of the micro retailers. Although these matters are stated specifically for Midyat's micro retailers it can be asserted that essentially they are valid for all micro retailers.

The proposals made by the participants for improving the circumstances of the micro retailers are classified under the following 8 main titles: Attitude, Layout and cleaning, Product combination and diversification, Marketing/sales, Institutional structuring and co-operation culture, Internal-external audit, External support, and Technological adaptation.

According to data received from the participants, the micro retailers should check their attitudes towards the customers, be careful with regard to layout and cleaning, diversify the variety of goods on sale, consider the customers needs, use suitable marketing/sales techniques, care for the institutional structure and enrich the co-operation culture. They should be subject to internal-external inspection, be supported by all relevant institutions and adapt themselves to technological progress.

A further important subject pertains to the transfer of money out of Midyat by the macro retailers. Participants are aware of this matter and state that "At 80 million TL (Its equivalence is USD 11,000,000, Central Bank of Turkey, 21.09.2020) are being transferred from Midyat per annum." This amount has been confirmed by calculating the daily minimum and maximum sale sums received from 22 medium sized and 3 large sized chain markets with the assistance of the Chamber of Artisans and Craftsmen in Midyat as of October 2019. However, for accuracy and fairness, only minimum sale sums were calculated through the "weighted arithmetic mean method". The result shows that if consumers do their shopping with the micro retailers, a large part of this amount will remain in Midyat. In fact, this calculation is relevant not only for Midyat but for all other cities.

On the other hand, some proposals made by participants in the questionnaire coincide with those of academics mentioned in the literature review section. For instance, while the participants say "The micro retailers should be ethical and fair in their services", Roma'n and Ruiz (2003) also pay attention to the phenomenon of "ethics" in their study. Another example is for the layout and design of the shops/stores. While the participants say "The micro retailers should care for layout and design", Boros et al. (2016) also mention the significance of layout and state that it has a positive effect on consumers' purchase amount. Also the analyses and outcomes by Palmatier et al. (2007), Reynolds and Beatty (1999), Rippé et al., Bowyer et al. (2009), Cicatiello et al. (2019), Amornpetchkul et al. (2018) and so on, coincide with the proposals of the participants. This shows that the survey results are based on fact and can indeed be used by the micro retailers for exiting prevailing difficult conditions.

*17) Why are macro retailers preferred over micro retailers and what do you think are the main reasons for such a preference?*

The opinions of the participants on the reasons for preferring the macro retailers rather than micro retailers are also classified under 8 main titles in Table 8.

*Table 8. The reasons why macro retailers are preferred rather than micro retailers in Midyat.*

| |
|---|
| **I) Attitude** |
| Welcoming the customers |
| Meeting the customers in a pleasant way |
| Personnel with smiling faces |
| |
| **II) Layout and cleaning** |
| To have an ostentatious structure. |
| To care for hygiene |
| To be convenient for filling short periods of leisure (Window shopping) |
| |
| **III) Product combination and diversification** |
| Supplying quality goods/services |
| Not selling expired products |
| Care for freshness of the products |
| Large variety of products |
| |
| **IV) Marketing/sales** |
| Reaching target auidence through banners and fliers |
| Applying lower pricing to some products |
| Selling some products below market value |
| Price difference between them and micro retailers |
| Generating the perception that they are more economic |
| Affecting target audience through advertisements and promotions |
| Having discount days |
| Implementing discount campaigns |
| Selling products under their own brands at more reasonable prices |
| Applying fixed labelling (pricing) |
| Implementing an exchange and return policy |
| Providing after sales services |
| |
| **V) Institutional structuring and co-operation culture** |
| As micro retailers are not available everywhere |
| As their numbers are many and they are easily accessible |
| Being advantageous compared to micro retailers in wholesale purchase |
| Being in a convenient, easily accessible position |
| |
| **VI) Internal-external audit** |
| - - - - - |
| |
| **VII) External support** |
| - - - - - |
| |
| **VIII) Technological adaptation** |
| Having an air-conditioning system |
| Providing credit card facilities |
| Adapting to technological progress |

The opinions of the participants as to why macro retailers in Midyat are preferred to micro retailers, include signficant hints. The participants say that the factors increasing the preferability of macro retailers can be classified under 8 main titles: Marketing/sales, Product combination and diversification, Institutional structuring and co-operation culture, Attitudes, Layout and cleaning, and Technological adaptation. However, they say nothing under the titles "Internal-external audit and External support".

In fact, while these assessments indicate the areas in which chain markets are successful, they also imply the areas that must be improved by the micro retailers. The titles under which no opinon was offered (Internal-external audit and External support) hold no significance for the macro retailers.

In the following Table 9, a summary of the previous two tables is given. Here strong and weak features of the micro and macro retailers in various areas are presented.

*Table 9. Comparison of strong and weak features of the micro and macro retailers in Midyat.*

| Comparison area | Micro retailers | Macro retailers |
|---|---|---|
| I) Attitude | Weak<br>(The weakest area) | Strong |
| II) Layout and cleaning | Weak | Strong |
| III) Product combination and diversification | Weak | Strong |
| IV) Marketing/sales | Weak | Strong<br>(The strongest area) |
| V) Institutional structuring and co-operation culture | Weak | Strong |
| VI) Internal-external audit | Weak | -----<br>(Strong) |
| VII) External support | Weak | -----<br>(Strong) |
| VIII) Technological adaptation | Weak | Strong |

Table 9 in which half of a SWOT Analysis (strengths and weaknesses) is made, provides the following information:

a) The micro retailers in Midyat are in a weak position in all 8 areas.

b) The macro retailers in Midyat are strong in all 8 areas. Although there is no opinion on two areas (Internal-external audit and External support), it does not mean they are weak. Because they have a proper audit system and they do not need external support as they have strong financial facilities.

c) The weakest area of the micro retailers is "attitude". It requires considerable improvement, in that micro retailers should drastically revise their attitude towards the customers if they wish to raise their preferability.

d) The strongest area of the chain markets is "marketing/sales". This is because in this instance they have a strong marketing/sales strategy, which means that the micro retailers can learn a lot from them.

## 4. Conclusion

It is evidenced that macro retailers (super, hyper, gross markets etc.) also identified as "chain markets" are a substitute for micro retailers (grocers, butchers, bakers, stationers, jewellers, hairdressers, carpenters, workshops etc.) also defined as "artisans and craftsmen/women" and "micro businesses" in Turkey. Because the first is a competitor of the latter. The degree of substitution is so high that a chain market alone can contain activities of almost all micro retailers. Moreover, some chain markets have reached so large a scale that they can supply all the products of micro retailers. This means that a new chain market in a region hinders the activities of many micro retailers.

In this study, through a field survey, the transformation process of the micro retailers is addressed and analyses on how to rescue them from difficult conditions are made by comparing them with the macro retailers in various areas.

Some data obtained through study and various outcomes and proposals in the context of assessments are as follows:

- Considering the answers, the participants seem to be aware of the difficulties experienced by the micro retailers in Midyat. Therefore, they propose some remedies for improving the poor conditions of the micro retailers. Although such matters are specified for the micro retailers in Midyat, they could, essentially, be regarded as valid for all micro retailers.
- When comparing the micro retailers with the macro retailers in Midyat on the subjects of "Attitude, Layout and Cleaning, Product combination and diversification, Marketing/sales, Institutional structuring and co-operation culture, Internal-external audit, External support, and Technological adaptation", the macro retailers seem to be stronger in every aspect. This is confirmed by a half SWOT Analysis (strengths and weaknesses) too.
- The consumer products and sub-professions/activity areas which are asserted to be unavailable in Midyat by the participants could be assessed directly as investment opportunities by the micro retailers.
- The reasons mentioned by the participants for why macro retailers are preferred more than micro retailers in Midyat, contains important clues, because they simultaneously show the areas to be improved by the micro retailers.

It has revealed that closing the gap between micro retailers and macro retailers is very difficult under the circumstances. However, in order to close this difference to some extent there are some things that micro retailers must do. In this context, the participants believe that the micro retailers should revise their attitude towards the customers; be careful with regard to layout and cleaning in their shops/stores, diversify the combination of goods/services when considering their customers needs, use proper marketing/selling techniques, care for institutional structure and enhance co-operation culture, be subject to internal-external inspection, be supported by relevant institutions, and adapt themselves to technological progress.

Two more important subjects are available. The first is about the transfer every year of an estimated USD 11,000,000 out of Midyat by the macro retailers. The result shows that if consumers shop from the micro retailers a large percentage of this amount would remain in Midyat. If this amount can be assumed to be spent in Midyat it would make a huge contribution to local development through the multiplier effect. Thus, choosing macro retailers decreases this multiplier effect on regional development.

The other important and timely matter is with regard to the CoVid-19 (Coronavirus) Pandemic. Appearing first in China in late 2019 it spread across the world and affected the habit of shopping from micro retailers. Scientists noted that one of the main factors governing the infectiousness of this virus is its connection to the shopping that takes place in open air markets. As many people gather in the same place simultaneously and are unable to comply with social distancing rules the speed at which the virus multiplies is raised. Therefore, one of the actions taken by the public authorities is to limit the number of people shopping at the same time, in accordance with the size of the markets. However, experience shows that the social distancing rule cannot be practised adequately. Nevertheless, as the micro retailers have fewer customers simultaneously in comparison with the market chains, an environment suited to the infectiousness of the virus automatically lessens/disappears. So, micro retailers are assumed to have an advantage to some extent in such a situation. However, this case could be better investigated by academic studies that follow the Pandemic process.

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## Appendix
## Survey Form of Field Study for the Determination of Citizens' Perspectives on Micro Retailers in Midyat-Mardin-Turkey

**a) Participants' Information**

1- Gender : ☐ Female ☐ Male

2- Age : ☐ 15-24 ☐ 25-44 ☐ 45-64 ☐ 65 +

3- Residence : ☐ Midyat ☐ Outside Midyat (please state) ……

4- Education : ☐ Primary school ☐ Secondary school ☐ Undergraduate ☐ Graduate

5- Profession : ☐ Civil servant ☐ Worker ☐ Housewife ☐ Nonworking

6- Have you ever run a business? ☐ Yes ☐ No

7- Has any of your family members run a business? ☐ Yes ☐ No

**b) General Assessments on the Micro Retailers**

8- Do you shop from the chain markets in Midyat? ☐ Yes ☐ No

9- Do you shop from the micro retailers in Midyat? ☐ Yes ☐ No

10- Are you satisfied with the micro retailers in Midyat? ☐ Yes ☐ No

11- Are there any new micro retailers you want in Midyat? ☐ Yes ☐ No
(If 'yes', which businesses should be opened?)

12- Which products do you prefer the most when shopping from the chain markets?

13- Which products do you prefer the most when shopping from the micro retailers?

14- Are there any consumer products you cannot find in Midyat? ☐ Yes ☐ No
(If 'yes', what are they?)

15- Is there any sub-profession/activity area that is not available in Midyat? ☐ Yes ☐ No
(If 'yes', what are they?)

**c) Special Assessments on the Micro Retailers**

16- As is known, micro retailers are struggling in difficult conditions. What do you think they should do to sustain their presence in the business market?

17- Why are macro retailers preferred over than micro retailers and what do you think are the main reasons for such a preference?

# Chapter 33

## A RECENT TREND IN THE HUMANITIES: THE NEW MATERIALISMS AS PHILOSOPHY AND THEORY

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The New Materialisms is a theory that has its origins in theoretical physics. Its aim is to create awareness about the entanglements of humans and the more-than-human worlds so that humans will act more cautiously towards the environment and will likely include ontology and ethics in their process of scientific knowledge production. This recent theoretical and sociological field of inquiry, "The New Materialisms", has been intensely explored since 1990 and prominent scholars from various disciplines such as Karen Barad, Susan Hekman, Jane Bennett, Stacy Alaimo, Bruno Latour, Gilles Deleuze, David Abram, Donna Haraway, Rosi Braidotti, Vicky Kirby, Diana Coole and Samantha Frost support the idea that anthropocentric exceptionalism must be abandoned since no entity, animate or inanimate, can be deemed superior to another. Agency, which has long been thought to belong only to humans, is evenly distributed to all that is made of matter, so they are ontologically independent and do not need human consciousness or interpretation to exist. The New Materialisms is against any kind of speciesism. Concordantly, the idea is to emphasize the necessity to understand the connection, the interaction, or intra-action in Barad's words, and interdependence arising from the symbiosis in order to facilitate the continuity of the ecosystems whose destruction means the destruction of the human species along with the nonhuman environment. Within the framework of this theory, there is a "material turn" (2010: 7), as Alaimo puts it in her work; namely, there is an inclination to equalize the importance of the ontology of humans with that of nonhuman bodies (2010: 2). According to New Materialists, neither is superior in terms of agency. Therefore, the theory provides a fresh and dynamic way of interpretation to academic disciplines such as philosophy, social sciences, history, anthropology, literature and theology holding the potential to change the traditional mind-set. It facilitates the rethinking the relationship between nature and culture as nature-cultures. Moreover, New Materialisms is especially popular in literature as a medium of interpreting literary texts in terms of human and nonhuman intra-action.

**The Emergence of the New Materialisms as a Philosophy and Theory**

In 1990s, a new theory intended to make up for the shortfalls of previous theories produced by the materialist thinkers such as ecocriticism and environmentalism inspired by the works of Gilles Deleuze, Bruno Latour, and Quentin Meillassoux. This theory was referred as "feminist materialisms" or "The New Materialisms", which was coined by Manuel DeLanda and Rosi Braidotti as a term in the second half of the 1990's (Dolphijn and Tuin, 2012: 48). Despite the fact that the emergence of the theory can be traced back to the 1990s, it assumed even greater importance and became a new trend in 2010s with the material turn manifest in the works such as Bennet's *Vibrant Matter* (2010), Coole and Frost's *New*

*Materialisms: Ontology, Agency, and Politics* (2010), Dolphijn and van der Tuin's *New Materialism: Interviews and Cartographies* (2012) and Iovino and Oppermann's *Material Ecocriticism* (2014). In *The New Materialisms: Interviews and Cartographies*. Iris van der Tuin (2009) discusses that The New Materialisms emerged in the academic domain as one of the theoretical frames of the third wave feminism. The New Materialisms is an umbrella term that embraces many other theories such as posthumanism, ecofeminism and Anthropocene; furthermore, it is an interdisciplinary theory which intensely draws from physics, anthropology, archeology, media arts, biology, sociology, women's studies, geography, technology studies, and philosophy.

The theory revolves around the ways how humans interact with the matter and the environment they live in, how they exploit them and at what cost. The focus of The New Materialisms is matter, its properties and its significance in terms of human-nonhuman interaction. *Material Feminisms* (2007) edited by Hekman and Alaimo, Karen Barad's *Meeting the Universe Half Way* (2007), *The New Materialisms* (2010) edited by Coole and Frost and Jane Bennet's *Vibrant Matter* (2009) can be considered the most significant works written on The New Materialisms and its praxis. Prominent New Materialist thinkers such as Karen Barad, Manuel DeLanda, Rosi Braidotti, Quentin Meillassoux, and Stacy Alaimo provide the theoretical foundation for the works that have been published about material ecocriticism and they illuminate the relationship between the new argument of materiality and ecocriticism (Iovino, 2012: 134-145) by comparing and contrasting with the old notion of matter and materiality. The New Materialisms calls for a return to matter, which is the fabric of the universe and all human and nonhuman bodies in it. It handles matter in a new and enlightening way by working with other disciplines trying to redefine the status of humans among all other material entities and their interactions with each other. It reveals a brand-new dimension of matter which is agency that is thought to be a human quality and capability. It brings forth new insights and poses new questions directed towards the understanding of the universe starting from its smallest particles to the biggest bodies, whether animate or inanimate.

The New Materialisms introduces a new way of thinking about matter beyond cultural and discursive confines. It claims that there is no duality of mind/body, and that mind and body are one. In other words, it rejects the Cartesian dualism. According to the New Materialist thinkers, mind is a product of the body, an idea that belongs to body. On the other hand, the body itself is the vessel of the mind. Therefore, body and mind cannot be deemed separate beings since they are both of material. In addition, this philosophy holds that there is no culture and nature distinction. Instead, there is 'natureculture'. The term reveals "how the mind is always already material" (the mind is an idea of the body), "how matter is necessarily

something of the mind" (the mind has the body as its object), and how nature and culture are always already 'naturecultures'" (Dolphijn and Tuin, 2012: 48). Haraway's term 'natureculture' signifies that humans and the nonhuman are involved in an incessant interaction through which the lives and well-beings of humans depend on the nonhuman, even the ones they regard dangerous such as sharks as they have an important role for the balance of the ecosystems. Both nature and culture are in an ecological relationship and are socially formed. In other words, humans and social structures are not isolated from the ecological phenomena. Social and political behaviors are shaped by the influence of the matter and the ecological phenomena, and vis-à-vis, social and political behavior shapes the ecological phenomena. In short, they are interwoven, so no distinction can be made between nature and culture, or self and other as The New Materialisms suggests.

In the base of Diana Coole and Samantha Frost's description of The New Materialisms lies the idea that it is "nothing less than a challenge to some of the most basic assumptions that have underpinned the modern world, including its normative sense of human and its beliefs about human agency, but also regarding its material practices, such as the ways we labor on, exploit, and interact with nature" (2010: Introduction). The New Materialisms deals with the idea of 'human', 'human agency' and its status and stature that have been endowed by language, religion and especially by the Western culture. Just as matter is thought to be passive and inert, the human body which is composed of matter is thought to be passive in the humanist philosophy. Women and their body have been the subject of this distinction through their association with the matter throughout the history. Regarding this idea, human body is shaped by culture and history, as well as it is shaped by bones (minerals), cells and hormones (Fausto-Sterling, 2005: 1495). According to New Materialist scholars like Samantha Frost, no one can deny "the effects of hormone swings, blood sugar, sleep deprivation, and aging as we live, work, think, and play" (Frost, 2011: 69). Thereby, it is safe to claim that culture, history and politics are directed by the dynamism of the matter and the body − they have agency and are transformative − just as the materiality of the body becomes meaningful through discursive practices. This agency of the body is quite different from the agency and intentionality of humans and it is independent from them. It has "its own impetus and trajectory" (2011: 70). The New Materialisms philosophy emphasizes the capabilities of matter and the materiality of the body on the social power structures.

## Some Important Terms and Concepts

The important terms and concepts pertaining to the theory are explained in the following order to prevent any confusion that may arise in this study about the New Materialist idea. In addition to their meaning,

the information about the scholars who coined them, their interaction with each other and the aim of their use are to be presented in detail.

**Agency and Agential Realism**

New Materialist scholars and thinkers reformulate the term 'agency' in order to refer to the active nature of matter. From their perspective, agency points out the anthropomorphic (human) characteristics of matter such as creativity, dynamism, vitality and intra-active becoming. The idea of matter having agency challenges and debunks the conventional conception of matter which was advocated by Newton and Descartes who alleged that matter is mechanistic and subjected to mathematical laws. The New Materialist understanding of matter and agency bridge the gap between material ontology and epistemology.

Karen Barad, a professor of feminist studies, philosophy, and history of consciousness at the University of California, Santa Cruz, is an American feminist theorist and a theoretical physicist (History, n.d.). Barad coined the term "agential realism" (2003: 801-831), which delves into the concepts of matter and meaning in terms of ontology and epistemology (Dolphijn and Tuin, 2012; Lather, 2016). Barad's concept of agential realism makes use of quantum physics in order to reveal the nature of materiality, the relationship between nature and culture, the material and the discursive by redefining the term "agency", which is defined as "thoughts and actions taken by people that express their individual power" (Cole, 2017) in the area of sociology. Hence, agency has been regarded as a characteristic of humans only and the Western philosophy has attributed no dynamism to matter, which has been thought to lack agency (Tillman, 2015: 30). However, Barad discusses that every nonhuman being, whether animate or inanimate, has agency. Barad explains the meaning of the matter as inbred, not fabricated but also not quite noticed, or rather, heeded. She expresses the properties of the matter and how matter is not just an inactive agent always expectant to be processed or interpreted and how it has agency, the ability to act and influence.

Barad refers to the realiy and onto-epistemological status of the matter as agential realism. In her words, "[a]gential realism provides a framework for thinking through the larger implications of the theory, beyond what physics tells us about 'piddling laboratory operations'" (2007: 337). The experiments carried out in the laboratories cannot reveal the aspects of matter which cannot be observed or calculated in such an environment. Barad's agential realist account attempts to present new insights about the interpretation of quantum physics. She uses the interpretations of Niehls Bohr but excludes the humanist elements as she thinks Bohr relies too much on "human concepts, human observers, and human knowledge practices" which "undermines his ability to offer a cogent interpretation" (2007: 248).

According to Barad, Bohr's reliance upon humanistic elements clouds his interpretation of matter in an agential realist account, which keeps him from understanding the true qualities of matter as an agential entity. In *Meeting the Universe Half Way* (2007: 137), Barad emphasizes the agential qualities of matter which are actually advocated by the new materialist scholars and thinkers. According to her, matter is not a fixed and dormant entity to be generated, not generative, after various processes. Matter is both produced and productive. It affects as much as being affected. It is generative as much as it is generated. It is not dormant or dead substance in the physical universe. Mattering as well as the continuous self-generation of the matter (Sjoberg, 2016: 1) can differentiate which does not mean a radical othering or separation. Rather, it is about "agential separability" (Barad, 2007: 292). This differentiating does not actually separate or other, so it is not individuation. Instead, it connects the material agents to one another because matter is entangled with other things made of matter. In other words, it proves how the humankind is intertwined with the nonhuman.

**Natureculture**

Nature/culture dichotomy is a concept fabricated by the humanist Western philosophy. This binary opposition is an anthropocentric approach to the relationship between humans and the nonhuman environment and privileges humans over other species. On the other hand, "natureculture", a term coined by Donna Haraway, claims that there is no culture/nature dichotomy. Haraway first used the term in her book *The Companion Species Manifesto* (2003, 1). Her main concern by using this term is "to decenter the humans from ontological, ethical-political and cultural stories" (Potter and Hawkins, 2009). The need to review the relationship between humans and the nonhuman matter stems from the natural or unnatural disasters the humanity, the nonhuman and the Earth, which they inhabit. Those disasters in the human history are clear evidences of human-nonhuman relationship and the endless bond between them (Potter and Hawkins, 2009). In this regard, Nancy Tuana gives Hurricane Katrina as an example for these supposedly natural but in fact "human induced" disaster (2008: 193). She claims that all "'natural phenomena' are the result of human activities such as fossil fuel combustion and deforestation. But these activities are social beliefs and structures" (2008: 193). The constructed belief of human in the center of all creation and the belief that justifies the anthropocentric exploitation and manipulation of the material is the cause that underlies the cause of these disasters. Tuana regards Hurricane Katrina as the proof of "viscous porosity[1] between humans and the environment they live in and human social practices and natural phenomena" (2008: 193).

1 The term *viscous porosity* is to be studied further under the next subtitle.

The traces humans left on Earth, on its atmosphere and on the orbit that surrounds it, and their consequences which are favorable neither for humans nor for the nonhuman, made it imperative to rethink and redefine the old perception of human. The Enlightenment humanism favours humans by putting them in the center and isolating them from the nonhuman, which encourages imperialism and speciesism (Ellenzweig and Zammito, Introduction: 2017). Humans have been regarded as the masters of the whole creation because they can think and have the ability of reasoning. Therefore, culture has been the realm of humans because it is related to meaning and creativity (which are associated only with humans as they have mind and ability to think), nature has been the realm of the nonhuman, which shapes all the ethical-philosophical theories in accordance with this understanding. However, the fact that humans are of the same matter with the nonhuman is often forgotten or ignored by the human kind as they tend to see themselves separate from nature.

**Viscous Porosity**

Nancy Tuana employed this term in her essay "Viscous Porosity: Witnessing Katrina" (2008). Tuana defines 'viscosity' as "neither fluid nor solid, but intermediate between them" (2008: 188-213). Fluidity would mean that matter is not resistant to changing form under the influence of other matter and it would "promote a notion of open possibilities" (2008: 194). Solidity, on the other hand, would deny the reciprocal influence of "the material and the social" (Tillman, 2015: 33). 'Viscosity' is an exclusive material condition in between fluid and the solid, which prevents the matter from changing in term of essence, and renders the reciprocal influence among the bodies possible in company with porosity. Thus, 'viscous porosity' feature of the matter makes it a perfect and reliable source of knowledge (Tuana, 2015: 3). Tuana gives the Katrina phenomenon as an example for viscous porosity, which invalidates the nature/culture distinction in that the socio-political conditions of New Orleans and the hurricane itself seem to be both independent and integral. Indeed, anthropogenic activities fueled the formation and the expansion of the hurricane and the hurricane itself changed the socio-economic conditions of the city affecting human lives. Katrina phenomenon is one of the uncontested cases standing as a proof of the interwoven and intra-active nature of human and the more-than-human worlds.

**Assemblage Theory**

Assemblage theory is an ontology-based theoretical model developed by Gilles Deleuze and Félix Guattari. Deleuze presents the theory of assemblage as the main idea governing the book *A Thousand Plateaus* (1987), written by him in collaboration with Guattari, in an interview carried out in 1980 by Catherine Clément (Nail, 2017: 21). Although Deleuze introduces the description of 'assemblage' vaguely in this interview and

uses the concept in his works with Guattari, the idea of the theory remains obscure. Deleuze and Guattari never formalize the theory or they never offer a systematical or ordered description. However, Manuel DeLanda deals with the assemblage theory in his work *Assemblage Theory* (2016), which compiles the bits and pieces about the theory scattered in the works of Deleuze and Guattari. DeLanda gives an extract taken from *Dialogues II* (2007) co-authored by Gilles Deleuze and Claire Parnet in order to illustrate the assemblage theory with the words of the writers themselves and delves further into it with his own words:

> What is an assemblage? It is a multiplicity which is made up of many heterogeneous terms and which establishes liaisons, relations between them, across ages, sexes and reigns – different natures. Thus, the assemblage's only unity is that of a co-functioning: it is a symbiosis, 'sympathy'. It is never filiations which are important, but alliances, alloys; these are not successions, lines of descent, but contagions, epidemics, the wind. (Deleuze and Parnet, 2007: 69)

DeLanda draws the attention of the reader to the two aspects of the concept that are emphasized in this definition. One of them is the fact that the nature and origin of the components that fit each other and come together are not the same, they have their own characteristics and Dynamics. The other point is the fact that assemblage plays an active role in connecting these distinctive pieces by forming a relationship among them such as the human/nature interconnection.

**Storied Matter/ Narrativity**

The New Materialisms emphasizes the features of the matter that have been underestimated or overlooked for centuries. It asserts that matter has agency, historicity and intentionality; and, it is creative, agential, transformative, narrative and storied. 'Storied matter' is a term that describes one of the innate features of matter which is being 'densely storied' (Oppermann, 2013: 55) and it is full of meaning. The matter carries the stories of cosmology, geology, history, ecology, and life, so it has narrativity and historicity which makes it "storied matter" (2013: 55). The term explains how the matter itself is indeed a text for the humanity if they learn how to read it. As the matter has agency, it produces its own stories and meanings, and tells its own story.

**Actor-Network Theory**

Actor-network theory (ANT) emerged in mid-1980s and was developed by Michel Callon, John Law and Bruno Latour, who are scholars of science and technology (STS). It is a theoretical framework systematically delving into the interaction between social and the nonsocial structures (Ritzer, 2005: 3). It aims to illuminate how the socio-technological world of humans

works with all its components. ANT claims that the nonhuman, as well as the human, are active participants of social happenings. According to ANT, human participants are named 'actors' and the nonhuman participants as 'actants'. Both actors and actants show the ability to influence and shape the course of social and technological events. ANT is criticized because it endows the nonhuman components of assemblages with anthropomorphic features such as agency and intentionality. New Materialist thinkers like Jane Bennet draws on the epistemology of the actor network theory in order to elucidate the idea on matter as an active 'actant' in ecosystems and social structures.

**Actor/ Actant**

Jane Bennet borrows the term 'actor' and 'actant' from Latour's actor-network theory in her *Vibrant Matter* (2010) in order to point to the components of an assemblage. Bennet borrows these words from Latour's actor-network theory in order to name the human and nonhuman participants of an assemblage, both of which embody the ability to influence social and ecological ecosystems by establishing relations and incorporating other actors (Dwiartama and Rosin, 2014). These terms are intentionally used to point out the fact that each part of an assemblage, both human and nonhuman, is a source of action. With this, all actors or actants have the agential quality. In this concept, humans are generally referred as 'actors' whereas the nonhuman as 'actants'.

**Ethico-onto-epistemology and Onto-epistemology**

These neologisms by Karen Barad reflect the inseparability of ontology, epistemology and ethics from one another during the production process of scientific knowledge (Barad, 2007: 409). Barad criticizes the fact that the analytical philosophical tradition ignores this inseparability and regards them as entirely separate. The term ethico-onto-epistemology is used by Barad to emphasize the inseparability of ethics, ontology and epistemology in the production of scientific knowledge and the life phenomenon which embraces both the human and the nonhuman regardless their ontological or epistemological status (Barad, 2007; Geerts, 2016). Inspired by Jacques Derrida and Emmanuel Levinas, Barad uses this term within the scope of her agential realistic view in order to argue that since humans are engaged in and are a part of the intra-active becoming of the physical universe, they cannot disregard the ontology of matter. Similarly, they cannot dismiss ethics in the phase of knowledge production and while philosophizing on it. Furthermore, humans should feel responsible for the nonhuman just as they do for other humans. She also aims to invalidate ontology/ epistemology dualism by introducing the term 'onto-epistemology'.

**Trans-corporeality**

'Trans-corporeality' is a term developed and aptly used by Stacy Alaimo in her work *Bodily Natures* (2010). She calls human corporeality as "trans-corporeality" "in which the human is always inter-meshed with more-than-human world," which "underlines the extent to which the substance of the human is ultimately inseparable from the environment" (2010: 2). Trans-corporeality suggests that matter flows through other matter and recomposes them during this process. In Baysal's words, trans-corporeality comes to mean that "there are no bodily boundaries, rather there is oneness in which whatever happens to an entity of nature has an impact upon the other members of the same planet" (2016, 188). Human body is linked with other bodies and when one body is contaminated, it is highly likely that human corporeality will be exposed to this contamination in the same manner. For instance, excessive use of insecticides in the fields will lead to the contamination of the soil and water. This toxic body will ultimately end up in human corporeality (body) through the consumption of the crops that grow in the contaminated soil or through the consumption of the water that runs in the riverbed near the contaminated field. To illustrate, the people that died during the Great Smog of London (1952) are solid examples of the trans-corporeality between humans and the nonhuman, namely, every being made of matter. Alaimo's 'trans-corporeality' resembles to Nancy Tuana's 'viscous porosity' in the sense that they both convey the ability of matter to influence, interact and interchange with other bodies.

**Intra-action**

Intra-action which is a key concept of 'agential realism' is another term coined by Karen Barad (2007). With her neologism, Barad pictures the mutual constitution of entangled agencies. According to her, 'interaction' has an individualistic attitude and signifies that distinct agencies precede their interaction. However, her coinage, 'intra-action', claims that their agency does not precede their intra-action and they exist through it. Furthermore, Barad clarifies her expression, 'distinct'. This distinction and individuality of agencies are not absolute, but relational in that they do not exist as individual elements. They exist in intra-action with one another. They do not exist independently; but they are the cooperators of a larger structure. It challenges the traditional idea of causality. According to Barad, individuals do not preexist. Rather, they come into existence within intra-action with other individuals, human and nonhuman bodies.

**Conclusion**

To sum, The New Materialisms searches for new ways to define and emphasize the material dimensions that are readily present but unrecognized by humanity as the active harnessers of the material world. It introduces

for new methods for the analysis that handle the issues from a more materialist perspective on the matter and the materialization process. Being surrounded by material bodies, having the power to process matter and the material objects as they please prompt humans "to take such materiality for granted", which leads to a lack of interest towards matter (Coole and Frost, 2010: Introduction). The New Materialisms both as a philosophy and theory aims to bring matter to the forefront so that its importance for every living being could be understood better since there is an invisible bond among every material body and 'viscous porosity', in Nancy Tuana's words, among every corporeal body, which makes the material bodies vulnerable to one another. Hence, it is significant to redefine the meaning and the gravity of matter and the material, which summarizes the New Materialist endeavour in the humanities.

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# Chapter 34

## THE EFFECT OF CULTURE ON CONCRETE PRODUCT COMPONENTS AT INTERNATIONAL MARKETING ACTIVITIES

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## 1. INTRODUCTION

The concept of culture simply defined as the distinctive differences of a society can be considered important in marketing, especially international marketing. The desires and needs of a society with its own unique differences may be different from those of others. While the main purpose of today's consumer-focused marketing approach is to fully meet customer expectations and needs, it is likely to fail to achieve this goal for businesses when the culture is ignored.

Culture affects people's all activities such as food preparation and service methods, roles of women and men at home and in the society, the way of sleeping in bed and sitting on a chair, how they make use of leisure time, attentiveness. In such a case, the culture that affects people's many activities in daily life may also affect marketing, which is, in many ways, a big part of everyday life.

## 2. LITERATURE AND CONCEPTUAL FRAMEWORK

### 2.1. International Marketing

When the definition of marketing by the American Marketing Association in 1985 is reproposed as an international marketing definition by Onkvisit and J. Shaw (1993), "International marketing is a process of deliberate planning and implementation in multiple countries regarding the development, pricing, distribution and promotion of goods, services and ideas for the necessary changes to realize personal or organizational objectives". In this regard, it is observed that the expression of "foreign countries" in the definition refers to the fact that international marketing activities are carried out by going beyond the borders of the countries in which they operate.

### 2.2. Culture

Unlike the political, legal, and economic environment, it is very difficult to define and analyze the cultural landscape, and the influence on international business is also important. Managers should take cultural impacts into consideration in product and packaging, and even regarding color decisions since value chain operations, product, and service design are overly influenced by culture (Çavuşgil, Knight, & Riesenberger, 2012).

Consumers are influenced by many factors when purchasing a product, and among these factors is culture which is highly important; therefore, consumer behavior is highly dependent on culture (Asamoah & Chovancová, 2011). According to Hofstede, culture is a collection of all the spiritual programs people create in an environment. Culture is not related to the individual characteristics but to a group of people who are dependent on the conditions of the same education and life experience (De Mooij, 2005).

It can be argued that cultural differences derive from the different answers given by people in different societies to universal and common questions (Soares, Farhanhmehr, & Shoham, 2007) Culture emerges as a combination of traditions, taboos, values , and behaviors in a society (Jobber, 2007). Culture, which is abstract, and versatile as well as entirely difficult to utilize and apply can be thought of as sharing a set of values and beliefs in its simplest definition. In culture, it is usually the case that the members of the group draw their boundaries very well and distinguish themselves from other groups and people (Yeniyurt & Townsend, 2003)

The culture of an ethnic country is seen as a key to environmental characterization within the systematic differences in behavior. Cultural norms and beliefs are largely shaped by the perceptions, tendencies, and behaviors of people (Markus & Kitayama, 1991).

How cultural differences affect international marketing decisions is crucial for the actions the business takes in foreign markets. In addition, the influence of cultural marketing decisions on internal communication in multinational corporations is very important (Tse, Lee, Vertinsky, & Wehrung, 1988).

### 2.2.1. Cultural Dimensions

The dimensions of culture include values and behaviors, customs and traditions, perceptions of time and space, and religion (Çavuşgil et al., 2012). Moreover, language and aesthetic can be evaluated as dimensions of culture as well.

#### Values and Behaviors

The values known as the mainstream of cultures can be defined as the general tendency to prefer a certain point. Values, which are the first things children learn, develop consciously, not implicitly (De Mooij, 2005). Behaviors are a set of interrelated beliefs learned to respond to an object or organization in various ways. Beliefs are made up of organized and individually accepted information about the world (Keegan & Green, 2013).

#### Customs and Traditions

Customs and traditions are a way for people to communicate with other people in society and businesses. Traditions are associated with eating habits, working hours, holidays, making toasts, drinking, gift-giving, greetings, and the role of women in society in many parts of the world (Çavuşgil et al., 2012).

#### Time Perception

Essentially, some societies are past-oriented, some present-oriented while others are future-oriented. In past-oriented societies, innovation

and change are seen as unnecessary focusing on the past, traditions, and historic fabric (Çavuşgil et al., 2012).

North Americans are a future-oriented society, and there the past is quickly forgotten while the new is easily adopted. Many things in their lives including ideals, trends, management, and marriage partners can be quickly forgotten and disposed of. The Japanese and Chinese are future-oriented, and the past interprets itself as a source of inspiration for them. While future has little meaning in Africa, it is about destiny in India, which is a "fatalistic" society (De Mooij, 2005).

While Americans and Europeans who care about their health considerably are trying to stay away from carcinogenic substances from sugary and fatty foods, it can be observed that the taste is still a priority for the Middle Eastern communities.

**Space Perception**

It is a kind of nonverbal communication that makes people understand the use of space and the space they use. Since America is dominated by the philosophy of "greatness is good," the physical location of the office is preferred as a prestige indicator, offering the opportunity beyond the need to rank amongst employees. Americans tend to personalize the study area and consider it as their own. They do not feel comfortable when they are close to other employees (Hawkins, Best, & Coney, 2000).

In Japan and Chinese culture, while it is a shame to eat and drink outside, one can eat and drink outside in America without needing restaurants. For this reason, Starbucks has gone through the necessary changes in Japan and China (Koç, 2013).

**Religion**

In marketing, the impact of religion and religiosity on consumers' decision-making processes, brand perceptions, and brand choices should be given importance. Religion can have an effect on clothing, women's daily activities, the use of personal hygiene products, and entertainment behaviors (Bailey and Sood, 1993). In addition, practices such as fasting and feast celebrations, which are the part of a belief system that affects buying behavior in all religions or beliefs and traditions.

In many cultures, there is a religion in which people have legitimized their beliefs and entered into existence. Religion describes the ideals that reflect the values and attitudes of society and individuals' lives. These values and attitudes within that culture shape behaviors of societies. Religion is very important in international marketing as it reflects values and attitudes related to entrepreneurship and consumption (Sofyalıoğlu & Aktaş, 2001).

**Language**

Language is the carrier of culture. Culture, on the other hand, is an important application area that forms a basis for language to present its qualities. Language is based on the perception, interest, and cultural values of the society through concrete products. Everything that is spoken of is a reflection of culture on social life through language (Göçer, 2012).

**Aesthetic**

Depending on the regions in the world, consumers' aesthetic perception will be different. International marketers must shape, pack, and label their products by recognizing the importance of visual aesthetics. The enterprises should be aware of the fact that the perception of aesthetics and attractiveness may be different in other countries than their own; therefore, they should make the appropriate regulations in their own country in this regard (Keegan & Green, 2013).

**2.2.2. Hofstede Culture Components**

Hofstede's work is the most used method in psychology, sociology, marketing, and management studies, and this empirical work, which consists of about 60,000 respondents and 116,000 questions, has been conducted in seventy countries. Having identified five cultural components. Hofstede has associated these cultural dimensions with demographic, geographical, economic, and political variables in a society (Soares et al., 2007).

According to Hofstede's model developed to help explain the fundamental differences among the cultures of the nations, which are categorized by five components. These are power distance, individualism/ collectivism, masculinity/femininity, avoidance of ambiguity, and long-term perspective (De Mooij, 2005, p. 60).

**Power Distance**

It is a measure of acceptance of the power inequality of less powerful individuals in a power-driven society and to think of it as normal. Although power inequality exists in every culture, the degree to which this inequality is accepted varies from culture to culture (Vitell, Nwachukuru, & Barnes, 1993).

**Individuality/ collectivism**

Individuality refers to an individual's relationships with other individuals. Freedom is high, and interaction is low in societies where high individuality prevails. There is more interaction in communities where individuality is low (Asamoah & Chovancová, 2011).

People in collectivistic cultures like food more, spend more time on preparing food and take more time in supermarkets than people in individual cultures (Mooij & Hofstede, 2002).

**Uncertainty Avoidance**

Uncertainty avoidance is related to people's ability to take risks and tolerate uncertainty in their lives. In the case of avoiding high uncertainty, people avoid financial risk and want financial security. In the avoidance of low uncertainty, people can adjust to uncertainty, take risks more easily, and make decisions faster (Çavuşgil et al., 2012).

**Feminity/Masculinity**

The societies where masculinity is prevalent are made up of individuals who are ambitious, competitive, focused on material success and respecting everything that is big, strong, and fast. In societies where the feminity is dominant, neither women nor men feel the need for greed and competition, and the quality of the interpersonal communication is important for them (Vitell et al.,1993).

While the concepts of earning more, self-realization, high achievement, and challenge are at the forefront in the masculinity dimension, in the dimension of feminity, good relations with the administrators and working well with the rival, accepting everywhere as living spaces come forward (Hofstede, Hofstede, & Michael, 2010).

**The Long-term / Short-term perception**

The long-term/short-term perception is about whether a society has a short turnaround perception, focusing on its past and history, or pragmatically thinking about the future. While people who are with short-term perspective are fixed-minded, respecting customs and traditions, people with long-term perspectives are more frugal, ambitious, and determined (De Mooij, 2005).

**2.3. Standardization and Adaptation**

Four strategies are seen when determining the international marketing mix program in the literature: (i) Standardization, (ii) local adaptation, (iii) balancing of standardization and adaptation, and (iv) clustering of regions according to market characteristics (Michell, Lynch, & Alabdali, 1998).

In fact, standardization and adaptation decisions in international marketing strategies are affected by environmental factors, market structure, consumer desires, competition, product and sector, organizational structure, and administrative factors (Theodosiou & Leonidou, 2003)

**Standardization**

According to Levitt, the world market turned into an area where people consumed the same products and had similar lifestyles, and the similarities among people in this market outgrew the differences. Within this approach, all the countries are perceived as a single market, and the

products can be produced and marketed by ignoring the differences among countries and individuals (Levitt, 1983).

The power that strengthens Lewitt's argument arises from the power of technology that makes the world an interconnected system. According to Lewitt, products with advanced technology and high contact levels are suitable for standardization (Lee & Shum, 2013).

When consumers go from one country to another, they want to find the same prestigious products they use. Seeing the alterations with these products reduces the value of the brand in consumer's eyes. Lancome, on the other hand, develops "special whitening" products upon the demands of Asian women to meet the demands (Kapferer, 2012).

In addition to facilitating the coordination of the operations, the standardization can also provide cost competitiveness by reducing the costs (Pehrsson, 1995). Since some foreign products can be perceived as high quality in many cultures, standardization of these products may be required (Aydın & Terpstra, 1981).

In general, the advantages of standardization can be listed as following: (1) the advantages the scale economy,provides, (2) cost savings associated with marketing activities, (3) cost savings on research and development, (4) creating a single global image, (5) effective planning and control, and (6) low-priced products offered to consumers (Sümer & Üner, 2012).

In such a case, cost reduction is the most important reason for enterprises to take on the standardization approach.

**Adaptation**

Standardization may not always be feasible for countries due to the differences in marketing systems, including differences in market conditions, industry conditions, product life cycles and competitive conditions, distribution, and promotion (Buzzell, 1968).

Those who employ the adaptation approach think that the countries are not very close to each other in all respects, and there are still considerable differences and boundaries between countries (Shah & Laino, 2006).

Differences in market conditions make it difficult for standardization to be a successful application. Different international strategies and levels of market development, as well as differences in country incomes and consumer expectations are the reasons why standardization practices may fail (Schuh, 2000).

While Douglas and Wind (1987) advocate that developing standardized global brands are best suited to apply general product features, names, and advertisements. Çavusgil, Zou, and Naidu (1993) emphasized that this practice can not be realized in many conditions as well.

While Douglas and Wind (1987) advocate that general product features, names, and advertisements are suitable for developing standardized global brands, Çavusgil, Zou, and Naidu (1993) emphasized that this practice can not be realized in many conditions.

It seems that businesses are trying to establish an optimal balance between standardization and adaptation as never before in order to be successful in marketing strategies, especially outside of the national boundaries (Schmid & Kotulla, 2011).

## 3. METHODOLOGY

The coexistence of adaptation and standardization strategy does not seem to be clear as to which activities need to be adapted or standardized, while an optimal balance between them is seen as the most agreed upon the issue in this case.

For example, standardization of the marketing programs of Hofstede Type 1 countries such as the US and Canada, which are characterized by individualism, low power distance, and low uncertainty avoidance, differs from Type 2 countries such as Mexico and Chile, which are characterized by collectivism, high power distance, and avoidance of high uncertainty (Kustin, 2004).

The main purpose of this study is to determine whether the concrete product components of enterprises are affected by the targeted market culture, and if so, how they are affected.

The culture is not only dealt single-handedly in this research. Cultural dimensions which are values and behaviors, customs and traditions, language, religion, space perception, time perception, and aesthetic perception; and Hofstede's cultural dimensions which include power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, and long-term /short-term orientation are dealt with in the scope of the study.

This study suggests focusing, at the level of concrete product, on product design (content and form), taste and smell, color, packaging, labeling, quality, branding decisions as well as mentioning product mix only out of marketing mix members.

The following assumptions are made in the research based on the above factors:

- Culture dimensions can affect the dimensions of concrete product
- Hofstede's dimensions can affect the dimensions of concrete product

For this purpose, the production companies in the food and beverage sector, which are located in Ankara and operate in international markets,

are included in the research. Based on the food and beverage sector in this research, it is observed that the cultural sensitivity in this sector is high. The reason for the study to adopt implementations for the businesses in the food sector is explained below:

As products, such as food, taste, habits, traditions change according to each culture, standardization may not be possible (Jain, 1989).

A food sector is a product group that is highly culturally diverse and environmentally sensitive. Therefore, this group has been implemented a high-level adaptation (Keegan & Green, 2013).

The research sample consists of nine businesses in Ankara that produce food with their own brand name for the ultimate consumer. Eight businesses accepted face to face interviews. The number of samples was found to be in the range of 3 to 12, which Yin and Eisenhardt consider sufficient for the case study. (Freeman & Cavusgil, 2007).

Among the food production businesses are Ülker (biscuit), Yayla Pulses (pulses), Seğmen (jam and honey), Bağdat Baharat (spices and food mix), Bulayhan Halva (halva and sesame), Dondo Ice Cream and Fierro Coffee (ice cream and coffee), Beypazarı Maden Water (beverage), and Nuhun Ankara (pasta). The fact that businesses operate in different segments in the food sector is considered positively regarding the significance of the survey.

Qualitative research methodology has been used in order to get realistic and in-depth information from the businesses in the working process and to determine their perceptions about the aforementioned issue. However, setting an appointment for a face to face interview is a considerable limitation in carrying out the study.

Two data analysis methods were used in the data analysis process of qualitative studies: (1) Descriptive analysis and (2) content analysis proposed by Strauss and Corbin (1998). This study primarily comprises of the descriptive analysis given systematically and explicitly. The statements of business managers who are subject to research were presented directly. In content analysis, the data retrieved from these statements are coded. The codes are classified under themes, and the themes are defined. Finally, the findings were identified and interpreted.

Coding and note-taking are two basic processes that allow the analysis to progress. Coding is the first step in the qualitative analysis and the basis for the next step. It is not only the analysis itself but also a specific and concrete procedure that initiates the analysis (Punch, 2005).

To determine the effect of cultural dimensions and Hofstede's cultural dimensions on product components in the study, each business manager participating in the study was asked about the effects of each cultural

dimension and Hofstede's cultural dimensions on the product components. The duration for the interviews ranged from 50 to 80 minutes.

In order to analyze the responses from the administrators, classification and merging of data were performed by a coding process, and modeling study was carried out to show the effect of Hofstede cultural dimensions and cultural dimensions on product components with thematic codes.

The results from the two modeling studies showed that the general cultural dimensions in the literature and Hofstede's cultural dimensions have their own differences as much as similarities regarding the effect on product components.

## 4. FINDINGS

### Question 1

"In which sector is your business located?" The answer to the question is as follows:

Answers: 1. Biscuits / snacks, 2. Jam, Honey, Halva, 3. Ice cream, whipped cream/tea, coffee, 4. Tahin, halva, sesame, 5. Pulses, 6. Spices and food mix, 7. Pasta, 8. Mineral water.

### Question 2

The answers to the question "In which country markets do you perform your marketing activities?" is as following:

Two of the surveyed enterprises are engaged in global international marketing activities while the other five are following a very common international marketing policy. Only one firm limits its export activities to two countries.

### Question 3

The answers to the question "Which strategy do you use when operating in international markets?" is presented below.

All the participating enterprises conduct international marketing activities by means of the export method. As mentioned in the first part of the work, the advantages offered by the enterprises in choosing the export method can be significant. Besides, Ülker Bisküvi manufacturers in the European factory for the Romanian market and offers the products. There are also factories for foreign markets in Kazakhstan. There are compulsory partnerships and investments in Saudi Arabia and Egypt. Yayla has regional directorates in Canada, Russia, and Germany.

### Question 4

When international markets are asked to rank environmental factors according to the level of importance, the responses are as follows:

It is observed that the enterprises in the food sector participating in the research firstly consider the cultural environment after the economic environment in international marketing activities. According to the responses from the eight enterprises, the cultural environment was the first or second most important variable. This result can be seen as a basis for the construction of this research. Then, there is the technological environment and the political-legal environment.

**Question 5**

The answers to the question 'What do you think the concept of culture means?' are presented in the table below with open codes.

*Table 1: Definitions of Culture*

| Enterprises | Open codes |
|---|---|
| **1** | Unique differences |
| **2** | Food culture, Heritage |
| **3** | Taste preferences, Eating habits |
| **4** | Eating habits |
| **5** | Lifestyle |
| **6** | Lifestyle, Forms of eating&drinking, Viewpoints, Taste preferences, Family structures, Behavioral patterns |
| **7** | Speech Forms, Customs and traditions, Heritage |
| **8** | Customs and traditions |

Culture, considering the clear codes deduced from the statements of enterprises, can define a society with its inherent differences, lifestyle, outlook, family structure, behavioral forms, taste and eating habits.

**Question 6**

The answer to "Which of your marketing mix members do you think is the most affected by the foreign market in terms of cultural characteristics?" is presented below.

It is seen that the product has been culturally affected from the marketing mix members the most. Besides, the two enterprises consider 'distribution' as significant together with the 'products' while the other two consider 'promotion' as significant again with the 'products.'

**Question 7**

The answers for "List the cultural components that can be effective in your international marketing activities based on their importance" is demonstrated below.

*Table 2: The Importance of Cultural Dimensions*

| | Importance Level | | | | | | | Gravitiy | | Importance |
|---|---|---|---|---|---|---|---|---|---|---|
| | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **Total** | **%** | **Range** |
| **Values-behaviors** | 2 | 4 | 1 | 0 | 0 | 1 | 0 | 14+24+5+2=45 | 19,07 | 2 |
| **Customs-Traditions** | 5 | 2 | 0 | 0 | 1 | 0 | 0 | 35+12+15=62 | 26,27 | 1 |
| **Language** | 0 | 0 | 2 | 0 | 1 | 3 | 2 | 10+3+6+2=21 | 8,89 | 6 |
| **Religion** | 0 | 0 | 0 | 4 | 0 | 0 | 4 | 16+4=20 | 8,48 | 7 |
| **Time perception** | 0 | 2 | 0 | 3 | 2 | 1 | 0 | 12+12+6+2=32 | 13,56 | 3 |
| **Space perception** | 0 | 0 | 2 | 1 | 2 | 2 | 1 | 10+4+6+4+1=25 | 10,59 | 5 |
| **Aesthetic perception** | 1 | 0 | 3 | 0 | 2 | 1 | 1 | 7+15+6+2+1=31 | 13,14 | 4 |
| **Total** | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 236 | | |

When businesses are engaged in international marketing activities, they value customs and traditions; and values and behaviors the most. The reason why Ülker does not provide responses similar to other businesses is that the food sector in itself is different, and the criteria to be given importance in the snack food sector can change.

## Question 8

"Do you take the values and behaviors in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given to the question are as in the following table.

*Table 3: Consideration of Value and Behaviors in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Health and Diet Habits | X | | | | | | | |
| Consumption Habits | X | | | | | X | | |
| The first thing to look for in a property | | X | | | | | | |
| Eating and drinking habits | | | X | | | | X | |
| Openness to changes | | | X | | | | | |
| Point of view of the target audience | | | X | | | | | |
| The suitability of the product form for the community | | | | X | | | X | |
| Taste preferences | | | | | X | | | |
| Person doing the shopping | | | | | | X | | |
| Stockist mentality | | | | | | X | | |
| Choice of packaging size | | | | | | X | | |
| Consumption frequency | | | | | | | X | |
| The suitability of promotion | | | | | | | X | |
| Priorities in society (child/woman) | | | | | | | X | |
| Product consumption purpose | | | | | | | | X |

## Question 9

"Do you take the customs and traditions in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given to the question are as in the following table.

**Table 4: Consideration of Customs and Traditions in the Culture When the Enterprise Releases a Product to a Foreign Market**

| Thematic Codes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---|---|---|---|---|---|---|---|---|
| Consumption habits of complementary goods | X | | | | | | | |
| Product use habits | X | | | | | | | |
| Brand slogan | X | | | | | | | |
| Alternatives to product use as a meal | | X | | X | | | | |
| Coffee culture | | | X | | | | | |
| Eating out | | | X | | | | | |
| Traditionality of product | | | | X | | | | |
| Substitution product | | | | X | | | | |
| Different product consumption by societies | | | | | X | | | |
| Special days and occasions | | | | | X | X | | |
| Cultural affinity | | | | | | X | | |
| Taste preferences | | | | | | X | | |
| Consumption frequency and quantity | | | | | | | X | X |
| Priorities in society | | | | | | | X | |

## Question 10

"Do you take religion in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given in the question are as in the following table.

*Table 5: Consideration of Religion in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| İslamic world | X | | | | | | | |
| Product formulation / prescription | X | | | | X | | | |
| Pork-free | X | | | | | | | |
| Halal stamp on packaging and labels | X | X | | | | | X | |
| Unrelated to product group | | X | X | X | X | X | | X |
| Problems associated with brand name | | | | | | X | | |
| Halal certificate | | | | | | | X | |
| Openness of other religions to the new | | | | | | | X | |
| Muslims do not eat everything | | | | | | | X | |

## Question 11

"Do you take the language in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given in the question are as in the following table.

*Table 6: Consideration of Language in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Mother language in the country | X | | | | | | | |
| Differences in meaning | X | | | | | X | | |
| Change in packaging | | X | | X | X | | X | X |
| Change in label | | X | | | | | X | X |
| Change in product name | | X | | | | | | |
| Differences in communication practices | | | | | | X | | |
| Make changes with local language | | | | | | | X | |

## Question 12

"Do you take aesthetic perception in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given in the question are as in the following table.

*Table 7: Consideration of Aesthetic Perception in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Aesthetics: important for Europe | X | | | | | X | | X |
| Aesthetics of product | X | | | | | | X | |
| Aesthetics of packaging | X | X | X | | X | X | X | |
| Simple and stylish for Europe | | X | X | | X | | | |
| Fragrant, colorful, and striking for the Middle East | | X | X | | | | X | |
| Aesthetics: important for the Middle East | | X | X | | | | X | |
| Aesthetics: important for the Far East | | X | | | | | | |
| De facto standards | | | | X | | X | | |
| Plastic bottle and glass bottle | | | | | | X | | |
| Special design for special occasions | | | | | | | X | |
| Quality rather than aesthetics for Europe | | | | | | | X | |

## Question 13

"Do you take time perception in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given in the question are as in the following table.

*Table 8: Consideration of Time Perception in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Snack food sector | X | | | | | | | |
| Products with no time constraints | X | | | | | | | |
| Sugar Avoidance | | X | | | | | | |
| Low sugar, sugar-free, diabetic products | | X | | | | | | |
| Traditional product | | X | | X | | | | |
| Cost of non-sugar products | | X | | | | | | |
| New-version product | | | X | | | | | |
| Product for the young | | | X | | | | | |
| Health sensitivity in Europe | | | X | | | | | |
| Health certificate | | | X | | | | | |
| Muslim countries are more comfortable | | | X | | | | | |
| Increase in the number of individuals with diabetes | | | | X | | | | |
| Country of origin for traditional societies | | | | X | | | | |
| Countries against GMO | | | | | X | | | |
| Decrease in product consumption with GMO | | | | | X | | | |
| Increase in the number of individuals caring for health | | | | | | X | | X |
| Media-orientedness | | | | | | X | | |
| Increase in product consumption | | | | | | X | | X |
| China- traditionality | | | | | | | X | |
| America, Dubai, and Canada are open to innovation | | | | | | | X | |
| Health-related product | | | | | | | | X |
| Emphasis in health on packaging | | | | | | | | X |

## Question 14

"Do you take space perception in the culture of a market into account when releasing a product to the foreign market? If yes, how do you proceed?" The answers given in the question are as in the following table.

*Table 9: Consideration of Space Perception in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| "on the way" products | X | | | | | | | |
| The number of individuals in the family | | X | | | | | | |
| Packing size | | X | | | | | | |
| Small packaging for Europe | | X | | | X | | | |
| Large packaging for the Middle East | | X | | | X | | | |
| Large packages | | | X | | | | | |
| Small packages for freshness | | | | X | | | | |
| Alternative number of product packaging | | | | | | X | | |
| Large package for catering sales | | | | | | | X | |
| Large bottle for Europe | | | | | | | | X |

**Question15**

"Does the power distances in a country more or less affect your product and brand strategies in that country?" The answers given in the question are as in the following table.

*Table 10: Consideration of Power Distance in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Production for every stratum | X | | | | X | | | X |
| Product variety | X | | | | X | X | | |
| Change of place, promotion, and price | X | | | | | | X | |
| Production for lower and upper class | | X | X | | | | | |
| Premium products | | X | | | | X | | |
| Name change in different qualities | | | X | | | X | | |
| Lower and middle-class address | | | | X | | | | |
| Premium for Europe | | | | | X | X | | |
| Premium for the Middle East | | | | | | | X | |
| Standard quality | | | | X | | | X | X |

**Question 16**

"Does people's tendency to act individually or collectively in a country affect your product and brand strategies in that country?" The answers given in the question are as in the following table.

*Table 11: Consideration of individuality/ collectivism in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Change of packaging | X | X | | | X | | | |
| Change of grammage | X | X | | | X | | | |
| Multiple packing for collectivists | X | | | | | | | |
| Single packing for individuals | X | | | | | | | |
| Small for sharing communities | X | | | | | | | |
| Different packages for every situation | | X | | | | | | |
| Large size packing for collectivists | | | | | X | | | |
| Small size packing for individuals | | | | | X | | | |
| Single use for the hotel | | X | | | | | | |
| Preference of crowdedness | | | X | | | | | |
| Individuality cost | | | X | | | | | |
| Importance of collective decision making | | | | X | | | | |
| Increase in consumption on special occasions | | | | | | X | | |
| The importance of the amount of consumption, and not crowdedness | | | | | | | | X |

### Question 17

"Does the uncertainty avoidance of people in a country affect your product and brand strategies?" The answers given in the question are as in the following table.

*Table 12: Consideration of uncertainty avoidance in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Not being innovative for every product | X | | | | | | | |
| Not giving up on classic tastes | X | | | | | | | |
| Taste preferences | X | | | | | | | |
| Confusion in the Middle East; Avoiding high uncertainty | | | X | | | | | |
| Avoidance of low uncertainty when the young population is high | | | X | | | | | |
| The German are rigid | | | | X | X | | | |
| The Chinese are rigid | | | | X | X | | X | |
| America is open to innovation | | | | X | | | | |
| Parallel to economic development and innovation | | | | | X | | | |
| Decreasing the uncertainty of well-known brands | | | | | | | | X |

### Question 18

"Does the masculinity or femininity of the society in a country where you carry out your marketing activities affect your product and brand strategies in that country?" The answers are presented in the following table.

*Table 13: Consideration of Masculinity /Femininity in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Loading emotional meaning into the product | X | | | | | | | |
| Brand loyalty in societies where the femininity is dominant | | X | X | | X | | X | |
| Always looking for better in societies where the masculinity is dominant | | | X | | | | | |
| The dominance of femininity is important in traditional products | | | | X | | | | |
| Expatriate emotions | | | | X | | | X | |
| Femininity-Transmission of generations of products | | | | | X | | X | |
| Masculinity-Quality is important | | | X | | | | X | X |
| Masculinity- Brand is important | | | | | | X | | X |
| Turkey is an emotional society | | | | | X | X | X | |
| Italy is an emotional society | | | | | | X | | |
| Spanish is an emotional society | | | | | | X | | |
| Russian is a masculine society | | | | | X | | | |
| Azerbaijan is a masculiıne society | | | | | | X | | |
| Irland is a masculiıne society | | | | | X | | | |
| Dubai is a masculiıne society | | | | | | | | X |
| Japan is a masculine society | | | | | | | X | |
| Cyprus is an emotional society | | | | | | | | X |

### Question 19

"Does a long-term or short-term orientation of the society in a country where you carry out your marketing activities affect your product and brand strategies in that country?" The answers given to the question are as follows:

*Table 14: Consideration of Long/short-term Orientation in the Culture When the Enterprise Releases a Product to a Foreign Market*

| **Thematic Codes** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
|---|---|---|---|---|---|---|---|---|
| Classic taste for traditional societies | X | X | | X | | | X | |
| Low-calorie products | X | | | | | | | |
| Product preference among those caring for their health | | | | | | X | | X |
| Product preference among those not caring for their health | | X | | | X | | X | |
| New-version products for the young | | | X | | | | | |

### Question 20

Specify how much of the following marketing concepts should change according to the cultural structure of the targeted market (1 = absolutely unchanged, 2 = unchanged, 3 = neither unchanged nor changed, 4 = changed, 5 = absolutely changed).

*Table 15: Brand Composition Evaluations*

| | **Brand Name** | **Brand Symbol** | **Brand Slogan** | **Brand Identity** | **Brand Colour** | **Brand Communication Elements** |
|---|---|---|---|---|---|---|
| **Ülker** | 1 | 1 | 1 | 1 | 1 | 1 |
| **Seğmen** | 1 | 4 | 4 | 1 | 3 | 5 |
| **Arolez** | 1 | 1 | 3 | 1 | 3 | 3 |
| **Bulayhan** | 2 | 1 | 5 | 4 | 4 | 4 |
| **Yayla** | 4 | 4 | 4 | 4 | 4 | 4 |
| **Bağdat** | 1 | 1 | 5 | 1 | 3 | 3 |
| **Nuhun Ankara** | 1 | 1 | 4 | 1 | 1 | 4 |
| **Beypazarı** | 2 | 1 | 4 | 1 | 1 | 4 |
| | 1,625 | 1,75 | 3,75 | 1,75 | 2,5 | 3,5 |

According to the results obtained from the managers participating in the research, the brand name, the brand symbol, and the brand identity are confronted as the elements that should not be changed based on the cultural differences. The brand slogan, though, has to be changed depending on the cultural differences as well as the elements of brand communication.

### Question 21

"How would you evaluate a society if the society is interested in the concrete characteristics of a product, instead of its abstract characteristics (brand image, brand value etc.)?" The answers to the question are as follows:

| Thematic Codes | Ülker | Seğmen | Arolez | Bulayhan | Yayla | Bağdat | Nuhun Ankara | Beypazarı |
|---|---|---|---|---|---|---|---|---|
| Advanced and conscious society | X | | X | | | X | X | X |
| Rational and logical society | | X | | | | | | |
| Mature and aging society | | | | X | | | | |
| Society that purchases by income | | | | | X | | | |

*Table 16: Evaluation of Products by Societies*

The responses may seem related to the fact that, in general, conscious consumers in developed societies are concerned with concrete characteristics rather than the abstract features of a product.

**Question 22**

"Do you think your brand is perceived differently in different cultures?" The answers to the question are as follows:

*Table 17: Perceptions of Enterprise Branding*

| Thematic Codes | Ülker | Seğmen | Arolez | Bulayhan | Yayla | Bağdat | Nuhun Ankara | Beypazarı |
|---|---|---|---|---|---|---|---|---|
| Different meaning for conservatives | X | | | | | | X | |
| Different meaning for conscious societies | X | | | | | | | |
| The letter "ğ" in brand name creating Arabian sense | | X | | | | | | |
| Country image affecting brand image | | X | | | | | | |
| High-Quality perception for the Middle East | | | X | | | X | | |
| Different perception due to brand name | | | X | | X | | | |
| Traditional perception everywhere | | | | X | | | | |
| High-quality perception everywhere | | | | | X | | | X |
| Authentic perception by Europe | | | | | | X | | |
| Emotional perception for expatriates | | | | | | | X | |
| Quality Turkish brand for Africa | | | | | | | X | |
| Long-established brand for the Far East | | | | | | | X | |

According to a large majority of managers in the survey, brands are perceived differently in different societies.

## 5. RESULTS AND DISCUSSION

Within the findings, two modeling studies have been carried out showing the effect of the cultural dimensions of the concrete product components and the effect of the Hofstede cultural dimensions on the concrete product components. In these two models, there are differences as well as similarities regarding the aforementioned effects on concrete product components.

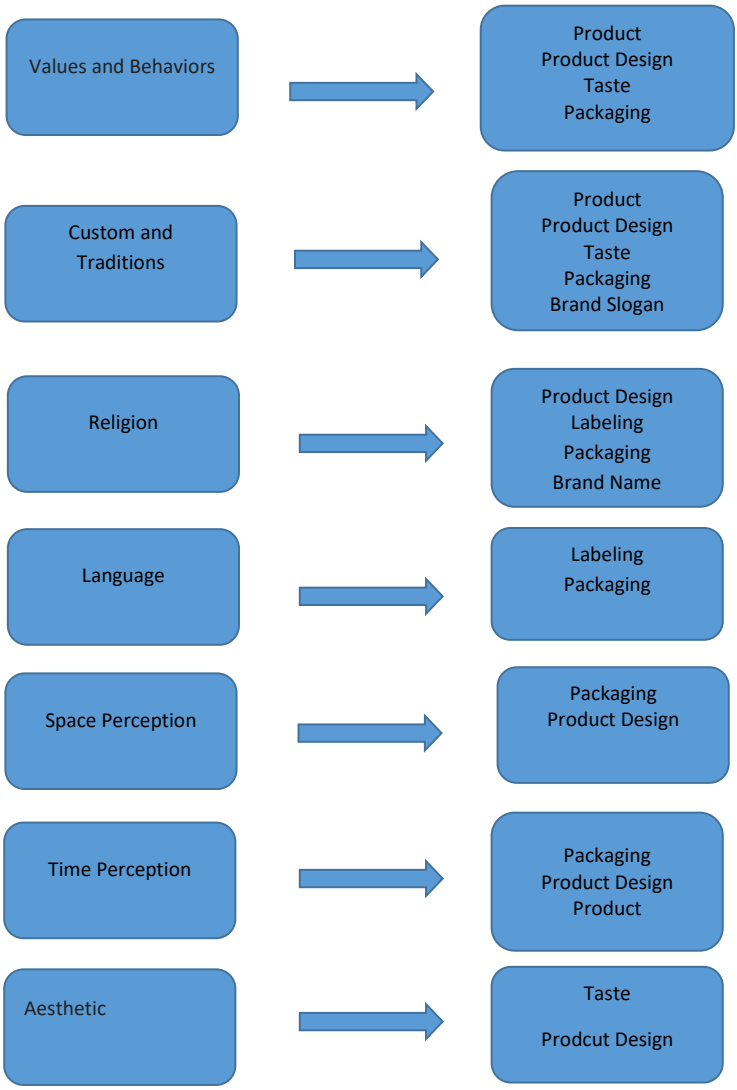


*Figure 1*: Schematic Presentation of the Modeling Study on the Effect of Cultural Dimensions on Product Components

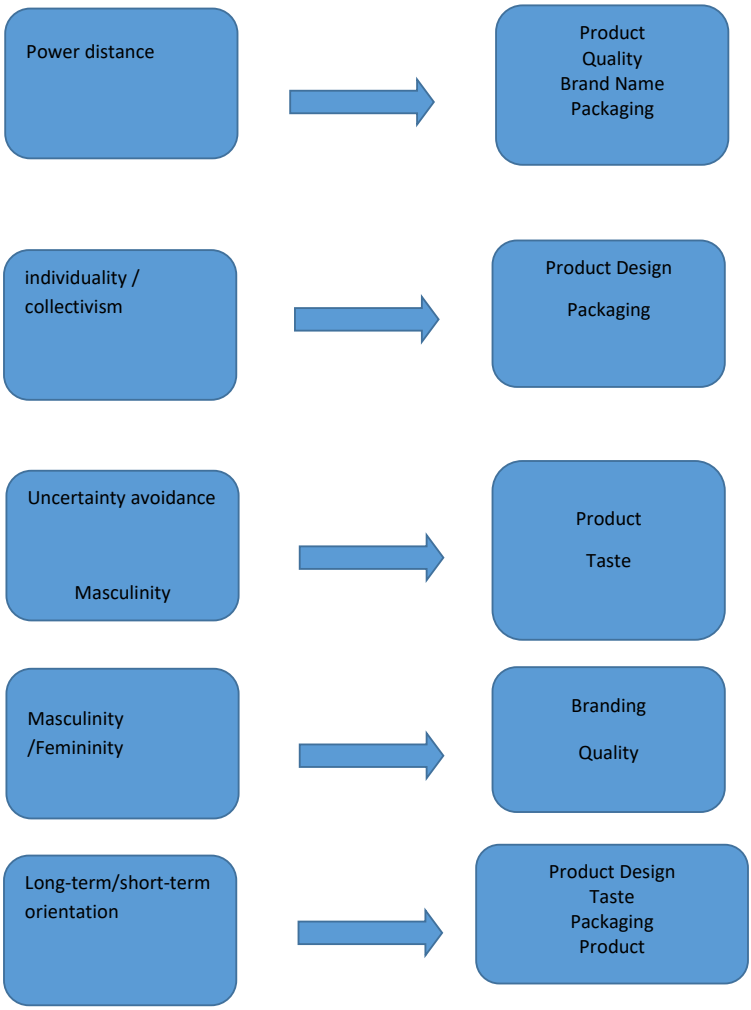


*Figure 2:* Schematic Demonstration of Hofstede's Modeling Work on the Effect of Cultural Dimensions on Product Components

## 6. CONCLUSION

The two schematic representations have emerged when both cultural dimensions and Hofstede's cultural dimensions have an effect on the concrete product components. Accordingly, values and behaviors have effects on product, product design, color, taste, and packaging; traditions and customs have effects on product, product design, taste, packaging, and brand slogan; religion has effects on product design, packaging, labeling, and brand name; language affects packaging and labeling; time perception has effects on product, product design, and packaging; space perception has effects on product design and packaging; and aesthetic perception affects packaging and product design and color.

Another demonstration of the effect of Hofstede's cultural dimensions on product components is as follows: Power distance affects product, brand name, quality, packaging; individuality/collectivism affects packaging and design; uncertainty avoidance affects product and taste component; masculinity/feminity affects branding and quality; and short-term/long-term orientation affects product, product design, taste, and packaging.

In this case, the quality and branding effects of the cultural dimensions were not observed in the first model. In Hofstede's cultural dimensions, there is no relationship among color, taste, labeling, and brand slogan considering the effect on concrete product components.

The combined use of the two modeling studies in such a case would give the researcher more comprehensive results. In this study, the effect of cultural dimensions and Hofstede's cultural dimensions on product strategies were investigated, and two different modeling studies were revealed. In addition to contributing to the literature, the study also offers a number of suggestions for enterprises. When examining the cultures of international markets, enterprises will be able to make more informed decisions about product composition strategies if they carefully examine each of the dimensions of each culture from a broader perspective.

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