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CONTENTS

CHAPTER 1

SOCIOLOGICAL ANALYSIS OF MIDDLE AGED HOUSEWIVES' SOCIAL MEDIA USAGES

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Introduction

One of the most important resources that modern life offers to people is, undoubtedly, the opportunity to have easy ways of communication. Communication, which has existed since the very earliest times of human history, has been achievable via different ways today. Although this situation has some characteristics in itself, it also allows the emergence of attitudes that lead to changing and transforming individual tendencies. Virtual communication ways have started to take the place of face to face communication often used in the past. Individual's being able to share her/ his images regardless of time and place, being able to communicate even with people living in different countries and to follow them daily or even instantaneously in written form and visually have created a changing network of relationships. While this technological transformation which is undoubtedly easier and more convenient for young people is a situation that can be adapted more courageously, elderly people can adapt to it in a longer term.

The internet world, starting in the 1970s, continuing in the 1990s and reaching the highest levels with the inclusion of social media, takes place in the lives of individuals in various ways. This situation adds a new dimension to the socialization process of the individual and creates a new virtual world as it can be reached by people from all strata (Vural and Bat, 2010: p. 3349). According to the results of Turkish Statistical Institute's survey on household usages of information technologies in 2018, while the rate of computer and internet usage among individuals between the ages of 16-74 was %56,6 and %66,8 in 2017, it increased to %59,6 and %72,9 in 2018. In the meantime, while internet access from home was 80.7% in 2017, it increased to 83.8% in 2018. In other words, eight out of ten households have access to the internet (http://www.tuik.gov.tr/PreTablo. do?alt_id=1028, D. A. 29th May, 2019).

An era, that can produce content and contribute more to the process, has been opened especially with the developments in web technology and users becoming more active. With the transition from Web 1.0 to Web 2.0 social networks have become very popular and individuals have now started to communicate more with their acquaintances. Thus, in addition to having information about each other, institutions, organizations, communities, famous people, politicians, etc., they also had the chance to learn about and follow them. This situation has started a new era, so that the borders have become more permeable and the communication area of the individual has expanded in a different way. This communication network is not only limited to track and trace, but also it has become possible to contribute in ways such as information, emotion etc. in the process (Köseoğlu, 2012: p. 58).

Social media is not only used for individuals, but also for many situations as mass information, orientation, and trend determination. This created virtual world is used for many fields such as politics , automotive (Bulunmaz, 2011: pp. 34-39), cosmetics etc. to meet many demands of the individual. Therefore, it offers a place that the individual emotions and thoughts can be measured and the result of this can be delivered to many audiences quickly and effectively. After all, organizations can easily reach millions of people and communicate with them.

Much attention has been given to childhood and adolescence research for many years; however, especially after the 1970s, this trend started to change. After these years it is accepted that studies on adulthood are at least as important as the first years. In adulthood, the most striking years are the middle ages. This period comprises the period starting from the age of 35 until the age of 65, when they reach the highest point in many social aspects and complete their developments (Onur, 2004: pp. 179-180).

Internet and social media applications are not important only for young people, but also for middle-aged and elderly individuals. Being able to socialize more with the society, to communicate with their families more frequently and in an easier way, to be able to be informed about the current developments, has now become an indispensable part of social life and expanded its communication network. From this point of view, it is considered that the use of social media is more important and decisive in terms of the function it provides in the life of the individual with the advancement of age. In other words, the benefit of the internet and social media applications to the life of the individual is important for his/ her to determine a positive opinion on this issue (Tekedere ve Arpacı, 2016: p. 381).

It is claimed that the interest and use of technology generally decreases in individuals over the age of 60. The reason for this can be evaluated as older individuals prefer to have more face-to-face communication (Batur ve Uygun, 2012: p. 85). Advancing age is thought to complicate the process of accepting innovations and technological developments. The middle age group does not exhibit an unacceptable attitude even if they are strict and introduced to the internet and social media applications later. Today's rapid developments and changes make the evaluation of the situation a necessary element in terms of the benefits it provides together with the learning of the process (Özkan ve Purutçuoğlu, 2010: p. 43).

1. Methodology

Social media, which is among the indispensables of our daily lives, appeals to almost all age groups of people. However, the meaning and value attributed to social media varies between age groups. In this sense,

social media applications use of rate by the middle age group is increasing faster than other groups (De Martino etc., 2017: p. 142). One of the reasons for this increase is that it helps to obtain information about the diagnosis of health problems that increase with aging, treatment methods and precautions against diseases (Leist, 2013: p. 378; Bell etc. 2013: p. 158).

Having strong social relationships is counted among the basic indicators of healthy aging. However, such factors as living away from friends and relatives for various reasons and restrictions on movements due to health problems cause weakening of social and environmental relations. This situation causes middle-aged people to feel lonely and worthless, and even increases the rate of suicide in these age groups (Rubenowitz etc., 2001: p. 1200). At this very point, social media allows individuals to meet with anyone they want or to get information about that person without any time and place restrictions. Moreover, studies assert that social media applications, as the most frequently used leisure activity by the middle-aged group, allow the individual to be happier (Sum etc., 2009: pp. 235-238; Ganea, Müri ve Mosiman, 2013: p.1041). From this point of view, the social media practices of this age group and the meanings they attribute to the social media by revealing why and how the middle-aged women, in whose lives social media come into later on unlike the younger generation who grew up and developed with the internet and social media are aimed to be studied in this paper. In this context, answers to the following questions will be searched:

• What are the reasons for middle-aged women to have social media accounts?

• Does gender have an impact on middle-aged women's use of social media?

• How do middle-aged women use social media?

1.1. Population and Sample

The rapid spread of the use of the internet and social media in the world has undoubtedly affected all countries and individuals. These effects show differences according to country, culture and socio-demographic characteristics. One of these differing variables is age. Youth group is seen more open to technological changes and is more active and brave about adaptation. In middle and older ages, different parameters gain importance in the use of social media. At this point, trends, usage patterns and preferences in different age groups can be examined from a sociological point of view. While technological developments and accompanying applications, which have a universal effect, affect daily life, the reflections of these effects in macro and micro settlements are also gaining importance. In the study, the use of social media by middle-aged housewives living in

Kırşehir was explored and housewives between the ages of 35-65 were determined as the sample.

The population of the research is Kırşehir Province. Kırşehir is located in the middle of the Central Anatolian Region as a province with a population of 241,868. The fact that such big cities as Ankara and Kayseri are border neighbors and the industry is not very developed has negatively affected the development of the city and caused the cultural and social opportunities of the city to be very limited.

	... - 251.913
	251.913 - 364.707
	364.707 - 540.662
	540.662 - 871.187
	871.187 - 1.814.468
	1.814.468 - ...

Figure.1: *Population Information of Kırşehir Province*

One of the reasons why Kırşehir was chosen as a sample is that it has a conservative feature due to its location. The fact that the population is low and the industry is not very developed allows for the development of warmer and more sincere relations compared to the big cities where people are individualized. It becomes important how technological developments related to communication and the effects of social media, which is a result of communication technology, will affect such a closed structure.

The sample of the study consists of 27 housewives in the middle age group. Thus, it is aimed to determine what kind of effect social media has in the social lives of housewives and the place they occupy in their daily lives. For this reason, the sample was determined from the middle age group. In this way, how this technology affects their lives and how they approach it as a generation that has been acquainted with internet technology in their late ages will be analyzed.

Snowball sampling technique was used to reach the sampling group. First, middle-aged housewives using social media were got in touch; afterwards, these participants were asked to refer to women they knew with the same characteristics.

1.2. Data Collection Methods and Analysis

In-depth interview and participatory observation from qualitative research methods were used in the research. Thus, it is aimed to reach wide-ranging information about the participants' practices of using social media applications. In order to be a guide for in-depth interviews, questions were prepared in advance and asked to the participants during the interviews, regardless of the order according to the atmosphere of the interview. Interviews lasted between 30 and 60 minutes and were audio-recorded with the knowledge and request of the participants. All participants consented to the audio recordings. Audio recordings transcripts were written after the interviews. Due to the confidentiality principle, the real names of the participants were not used, instead abbreviations such as IW1 (interviewed woman 1), IW2 (interviewed woman 2) were used.

In participatory observation, the other research method, the social media application practices of the participants were observed by participating in the activities they do in their daily lives. In this context, activities such as morning coffee and visits for new-born babies were attended. It was observed that some of the participants were stressed because of the pre-information about the scope of the study and the researchers. In order to eliminate this stressful atmosphere and make participants feel more comfortable, it was struggled to behave like a member of that group. During the interviews, the participants asked the question "Are my answers correct?" It was highlighted that there was no right or wrong answer in the study, and they could share the information they want to share about their daily lives within the scope of the research.

After finishing field work, the data was analyzed. Although the number of participants in qualitative studies is small, the data obtained can be huge (İlgar ve İlgar, 2014: pp. 51-52). So much so that in this research, pages of data were obtained from a 1-hour interview. At this point, Maxqda 2018 2.0 program was used to control the data more easily.

In the research, the data were coded in three stages: open, axis and selective coding (Kuckartz, 2014: pp. 23-27). In open coding, the data were read line by line and the data were coded according to their similarities and differences. In the next stage, the available data were associated with each other within the framework of the research problem and the axis coding process was carried out. Finally, the axis codes created were associated with the basic question sentences of the research and selective codes were created. The relationship between the selective codes enabled us to reach the themes:
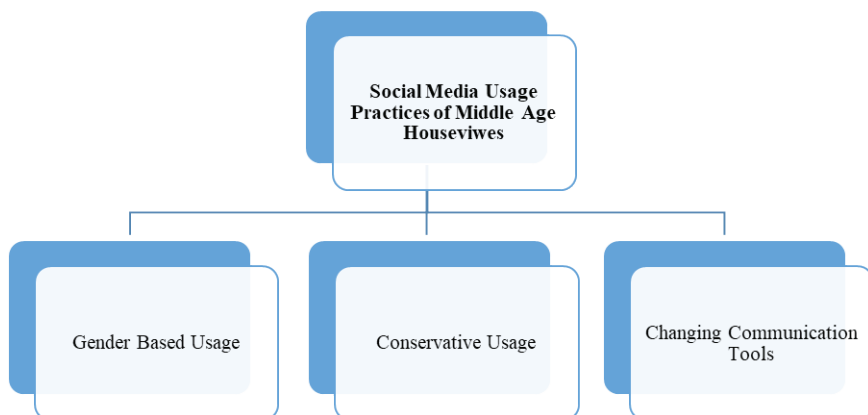
Figure.2: *Themes*

Descriptive analysis technique was used in the interpretation of the data. To put it more clearly, the data obtained after the field research were interpreted relating to the above-mentioned themes (Yıldırım ve Şimşek, 2016: pp. 239-240).

2. Findings and Discussions

This part of the research consists of two parts. In the first part titled "General profile of the participants", the socio-demographic information of the participants, as well as the social media accounts they have, when they first opened their social media accounts, and for what purposes they use social media will be discussed. In the last part, the dynamics affecting the social media usage practices of middle-aged housewives will be discussed.

2.1. General Profile of the Participants

The ages of the sample in the study, in which the social media use of middle-aged housewives is tried to be analyzed, is that 10 participants are between 45-50, 3 participants are between 51-55, 6 participants are between 56-60 and 8 participants are 61-65. While 25 of the participants were married, the spouses of 2 of them died a long time ago. There are no single or divorced participants according to their marital status. In the next step, when the place of birth of the participants is examined on the basis of province, district or village, it is seen that 12 participants were born in villages, 5 participants were born in districts and 10 participants were born in provinces. In terms of their educational status, 14 participants stated that they were graduated from primary school, 3 participants from secondary schools, 6 participants from high schools, 2 participants from colleges, and 1 participant had an associate degree and a bachelor's degree.

When we look at the monthly income of the participants in the table, 10 of them have income between 2001-3000, 6 of them 1001-2000, 4 of them 3001-4000 and 6000 and above, 2 of them 5001-6000 and finally 1 of them has less than 1000 TL. Finally, 12 participants said that they had 2 children, 9 participants 3, 3 participants 4, 2 participants said that they had 1 child. One participant, who said that his wife passed away, did not have any children.

Table.1: *Socio-demographic Characteristics of the Sample Group*

Age	45-50		51-55		56-60		61- 65	
	10		3		6		8	
	Married		Single		Widow		Divorced	
Marital Status	25		0		2		0	
Birth of Date	Province			District			Village	
	10			5			12	
Educational Status	Primary	Secondary	High School	College		Associate Degree		Bachelor's Degree
	14	3	6	2		1		1
Monthly Income	1000 and less	1001-2000	2001-3000	3001-4000		50001-6000		6001 and more
	1	6	10	4		2		4
Children	0	1	2	3		4		
	1	2	12	9		3		

As for the social media applications used, the participants stated that they had Facebook, Instagram, Messenger and YouTube applications and they spent most of their time on Facebook. Studies show that social media is used for leisure, entertainment and socialization purposes in the middle age group. On the other hand, in this study, the participants stated that they primarily used social media applications to communicate with their children and relatives:

IW2, 60: Why did I open it? Shall I tell you the truth? There are no neighborly relations here. No spouse, no friends. To keep my relationship with my old friends.

IW6, 65: I was getting away from the children when I was going to the summer house or something so that I could communicate with my children in the meantime. In case I miss my children, I look at their photos or something. We also talked on the phone, but visually, for example, I talk to my daughters on the phone, I don't always talk to my grandchildren. I wanted a photo of them too so that I could see their messages. My 3rd year is my thing. I have been using it actively for 3 years.

IW11, 48: Actually, I had no idea. I started using it as soon as my wife left. Otherwise I didn't know. We opened after my husband left. For that

reason. It's been seven years. I've been using it for seven years.

IW22, 60: Why? We created a group with my daughters and sons. Are you Ok? How are you? Did you do that? Did you do that? That's how we get in touch with each other on WhatsApp. I listen to music on YouTube. I follow friends on Facebook. I like their posts. I take a picture. They give likes. I look at them.

In addition, some participants stated that recent conditions require the use of social media applications, and they use social media applications to comply with it:

IW3, 48: I wanted to learn. So I can improve myself. So I won't fall behind right? Well, nothing attracts me there. I learn, I get information. Online, WhatsApp. I also want it for my relatives. I am not interested in other people, just my relatives. Aunt's children, for example, my aunt's daughters-in-law, uncle's children, of course I want to communicate with them. We talk on the phone, but there is also such correspondence. There is video chat. For example, I want them to send me a photo.

IW4, 46: Shall we fall behind? Everyone is using it. I was curious, I opened it. I love it very much, too.

IW12, 58: Well, everybody has it. I thought I should have it, too. My children helped me, grandchildren. I wondered how to use it. That's all. Now my son says, what are you going to do with them all? Let it be all my son. I say I'll take a look.

IW20, 57: Everyone says we see this friend of ours on Facebook. But, I can not see. That's why I said I'll have an account opened so I can see my friends. Everyone has it, we have it too. I see everyone too. I had it opened so that I could see the good and the bad.

Some participants also stated that their children created their accounts:

IW5, 45: I didn't open it. I told you my daughter open it. My daughter did. I cannot even tell its name. Istigram or what else. She wanted to open it to herself. Not even me. She usually uses my phone. Of course, I sometimes take a look at it. I'd be lying if I said I'm not.

Researches show that middle-aged people experience cognitive and physical difficulties while using information technologies and social media applications (Pfeil, Arjan ve Zaphiris, 2009: p. 645). They face physical difficulties reading small print and cognitive difficulties concentrating for a long time, or switching applications quickly and continuously (Zaphiris, Kurniawan ve Ghiawadwala, 2006: pp. 61-62). They try to overcome these difficulties in different ways. For example, they get help by writing in online forums about a subject they do not know on the computer (Xie,

2008:737). Within the scope of the research, first of all, the participants were asked from whom they learned to use social media applications:

IW3, 48: My children show it. I'm usually confused with it. It wasn't paid before. When I wasn't, I was digging at everywhere. I didn't do anything like that after I got a heavy bill. I'm also surfing at the internet. I use all the applications. I look. I write. I like.

IW13, 64: I learned from my son where to click, how to write. He opened my accounts for the first time. He said "Mom, these are coming to you". I said "how can I do it". He encouraged me: You can do it. I trust you. I learned it in 3 days. I showed it to my granddaughter. I showed it to the bride. Before Face book, I was able to text when there was no Smartphone. I was good at them too, but I love it because it advances my reading.

IW26, 47: From my son. Even if he didn't want, he taught me by my force. I learned by force, yes. He never wanted. Now, because I am very enthusiastic, I forced him. He didn't teach. He didn't teach the computer either. That's how I learnt by myself. In my spare time I, turned it on and off. That's how I learned the phone. I also bought my phone myself. They didn't. I bought this just to open applications.

As can be seen from the statements of the participants, they learned the social media applications from their children for the first time. In addition, some participants stated that they learned from their close relatives:

IW8, 48: From whom did I learn the first application? From my aunt's bride. She knew it. I asked her to open applications for me. I learned from her.

IW21, 64: My sister-in-law taught.

Afterwards, when we asked them whether they needed help after they learned to use the applications, the participants stated that they generally felt distressed and that they asked for help from their children and grandchildren to overcome these problems:

IW1, 62: I do. I don't know how to use what. I need help with these issues.

IW5, 45: Of course I don't know at all. Could I have entered somewhere, if it is accidentally I immediately call my daughter. I tell her to undo or delete it. Otherwise I don't know at all. I can just make calls. I also like post shared by friends. I mean I take a look at the post. I don't like them at all. I don't write anything even if it's nice or something. I don't make comments either.

IW11, 48: Well sometimes I ask my daughter for help. For example, when I want to share pictures or something, I make my daughter do it.

For example, if I want to share 2 or 3 pictures, I cannot do it. I get my daughter's help with multiple posts.

IW23, 59: I do. I ask my grandson. I ask if I make some mistakes, I cannot send a message or make comments. There is also Messenger; I can't send messages from there. I get in touch with my husband on Messenger. When I have troubles like these I ask my grandson.

2.2. Social Media Usage Practices of Middle Aged Housewives

According to the data obtained as a result of the research, the dynamics affecting the social media use of middle-aged housewives were collected under 3 main headings and were given under the name of Themes in the data analysis part.

2.2.1. Gender Based Usage:

The concept of gender, which shapes the roles played by the individual in society, also significantly affects the use of social media. This situation is effective in many areas, from the types of social media that women and men prefer to use, to the way they use social media applications (Herring ve Kapidzic, 2015: p. 146; Barker, 2009: p. 210; Nesi ve Prinstein, 2015). In this study, it was seen that the gender of the participants affected their social media use in 3 ways:
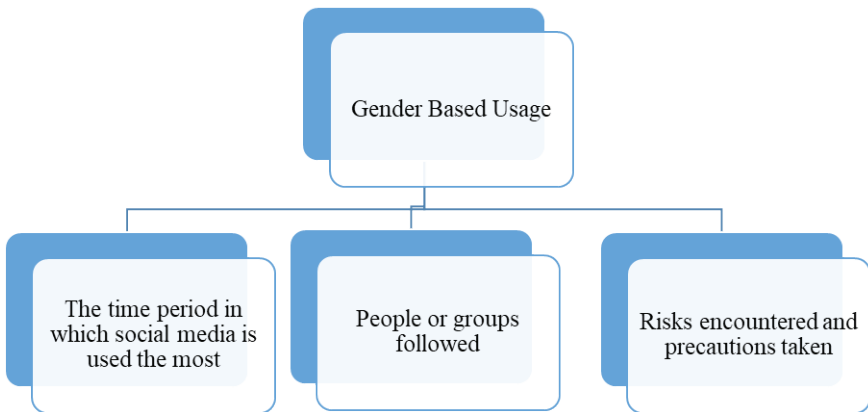
Figure.3: *Subcodes for Gender-Based Use*

First of all, the participants stated that the time period they use social media the most is the morning and afternoon hours when their spouses go to work. Because in the evening, either their spouses are annoyed when they deal with social media or they prefer to spend time with their spouses.

IW24, 48: Usually in the morning, when my husband goes to work. Mostly in the morning. For example, he has breakfast in the morning and

goes to work at half past eight, at nine o'clock. I don't do much housework at that time. Because there are neighbors downstairs and I don't want to disturb them. So, I spend those hours watching television and talking on the phone. I sometimes play games. I don't have anything to do with the net. I mean, I'm not someone who hangs out on the phone a lot. Of course, if I have to hang around a little bit, he says stop now.

IW22, 60: Every day. Mostly in the morning. At breakfast. It's effective. I take a look at the applications while I am sipping my tea in the morning and again in the evening. But my husband interrupt telling me to pour his tea.

IW19, 60: Well, since a lot of friends share messages on Fridays, I answer more then. On special days, holidays… I don't use it much in the evening. I use it in the morning.

IW20, 57: Sometimes my husband says, you are wasting time with these bubbles. I spend a lot of time on social media. He doesn't know it, and can't do it. He asks for my help. We use the same application together. We have a joint Facebook account. He uses it. I use it, too.

Looking at the people or groups that the participants follow, it is seen that they primarily follow the people they know. In addition, women also follow gender-oriented groups such as food, needlecraft, and fashion.
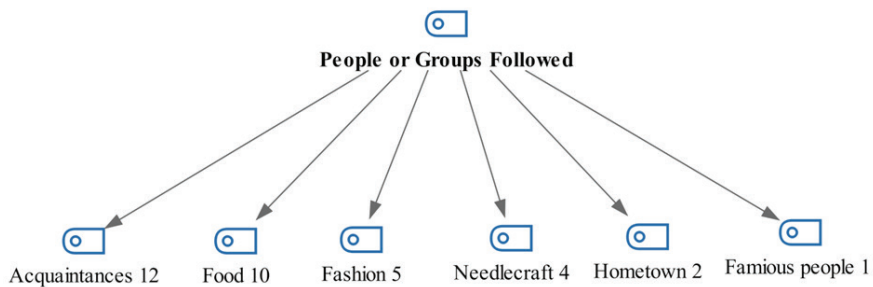
Figure.4: *Persons or Groups Followed by Participants*

Finally, it was asked whether the participants were aware of the risks they might encounter in social media and what kind of precautions they took against these risks. When we look at the risks that the participants are likely to encounter on social media, they mostly (11 people) stated that they did not know anything, but some participants said that men they do not know pose a risk for them:

IW3, 48: For example, if someone else writes something to me when I open it, I react differently. How? I don't want to see him there again. Of course, I'm afraid. Why shouldn't I be afraid? I have reached a certain

age. I have 3 children. I do not need any other friends than I have 4 at home. That's enough for me. If he continues to disturb me more, I will give him a piece of his mind. I will tell him to meet in person. He cannot do anything to me. Thank God, I have not encountered with such kind of things before. I hope it will not. I block him. Or I tell my children that a man is disturbing me in social media.

IW26, 47: There may be some risks. But, because I don't know Face in detail, I do not know about them. Of course, there are those who want to harm people. On the other hand, since we do not use it for that purpose, I see pleasant side of the applications. But if a person, I do not know, sends me friendship, it makes me feel nervous. Why is a person you don't know sending you a friend? If I admit, he will have the courage to write me more. But of course I do not accept them.

IW22, 60: I do not accept people that will pose a risk for me. I don't usually have male friends in social media. Only females I know and few men who are relatives. Because I am afraid to make a mistake. Otherwise he may write something to me. I don't accept them just because I will feel sorry to have experienced these things.

IW27, 61: As soon as you open Face book, some people you do not know send friendship. I terminate the application then. If I want, I open it later.

In addition, some participants stated that they may face a risk such as theft of their accounts:

IW2, 61: Of course. They are stealing the account. Also, for example, they did not call me because of this, but how many scammers called me from my home phone. It's not from Face book. They called once last year. He called a year before that. He didn't call from my cell phone, but he always called from my home phone… For example, my sister had account on Face book and Instagram… She wrote on Whatsapp don't do anything from Face, someone has stolen my account. Until I call you, don't do anything on my account. After that it reopened. I phoned. My sister said okay, I just opened it, I can use it. …I don't know what she did but she rescued her account.

IW3, 53: I heard about it, yes. It is said that they are opening an account or something. I've never met, thank goodness. … Of course, when I receive a message or something, I do nothing. I do not even look at it. I'm afraid whether they'll steal my account or something. That's why I don't do anything.

IW13, 64: My children's were stolen, I know that. It has been stolen from my daughter and my groom. They reported it. They wrote a message:

My Face book account has been stolen, do not receive anything sent on my behalf or something. It's never happened to me. I'm asking though, from my youngest grandchild to my oldest. What am I doing? I can't find them right now, I'm going to ask the GSM store to ask what should I do?

IW14, 47: Yeah. For example, my brother's Face book was stolen. Different pictures that are not very nice, different writings… Of course, my brother realized this later. He apologized to everyone one by one because very obscene things were shared. I mean, I can't even imagine the embarrassment he felt. So of course I am very afraid. So I don't want to share too much. I think I took precautions myself by not sharing my own pictures, my family's pictures in general. And Face book says your login with your phone number for security, etc... I do not know more.

As seen in the statements of the participants, women take precautions such as not accepting friendship requests and consulting their children in case of encountering men they do not know. In case of their accounts being stolen, they take precautions by not sharing anything about themselves (by passively following) and by consulting GSM shops and whom they believe have more information about social media.

2.2.2. Conservative Usage

In the study, the concept of "conservative" was used to mean "protective, mossback" and a code was created under this title:
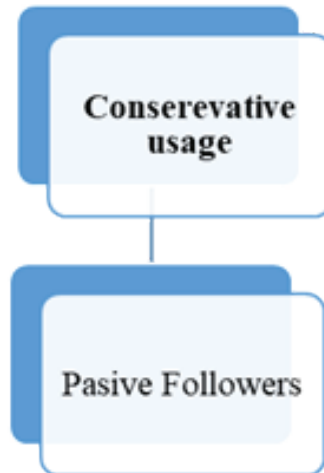
Figure.5: *Subcodes for Conservative Usage*

From the statements of the participants, it was observed that the tendency to use social media applications was a little more closed and cautious, in other words, they tended to protect themselves against "others". The term "others" here describes people they do not know for

some women, while for others it describes their followers. At this point, the participants mostly do not share and follow the posts of their friends on social media. For example, IW1, (62) explains the rationale for his passive following with the following words:

"I'm afraid to share right now in case I use it wrong. I'm a beginner. That's why I'm afraid"

When asked in more detail what she meant by "using wrong", IW1 said that she was afraid of sharing a writing or picture that would cause her embarrassment against her acquaintances, relatives or friends. In addition, some of the participants stated that they did not share because they were uncomfortable with the fact that daily life was shared too much:

IW5, 45: I do not like. We eat this today. Here we are today. There are those who can afford it and there are those who can't. I especially understand that they take picture of themselves, but I don't like it when take pictures of that table. I do not do it.

Finally, the participants stated that the reason why they are passive followers in social media applications is that they are uncomfortable with their private lives being seen by others:

IW19, 60: No. I've already received a friend request. People I don't know. Look, 7, 8 people are on my phone right now. I didn't reject. I don't know them at all. I do not accept. What would I like to know about him? I don't let him learn anything about me. I don't know about her either. For example, let me give an example so my friendship thing is limited to people I know. Here are the people I know. Long ago, my friends are such things with childhood friends that we've come to forget about each other now. I'm curious about them. But, I don't wonder someone I don't know. That's why I said I'm not active. I follow passively.

IW3, 48: I don't want people I don't know to follow me. I still don't know. I'm conservative. I don't want everyone to see my posts.

IW18, 63: I see so many people follow me on Messenger. But I don't know why he does, whether I know him or not. I don't use Messenger much though. … But I don't know if they do any harm. Of course, I do not acceptt people I do not know. I mean, I'm looking at who his friends are. If we have mutual friends then I agree. Otherwise, I do not accept. Why should I accept someone I've never met? What will I do? I do not let him not learn about me, I shall not learn his things. Not necessary.

IW11, 48: No. I follow myself. But I do not accept anyone else. Because I don't accept someone I don't know. No, I do not want. I do. When they send… I don't know. There is a fear. It might do some harm. I

don't know. That's why I don't want him to look at my pictures. Because it's my privacy. I do something like their boutique or something, I follow them so that they don't see my pictures.

IW8, 48: I will not. I do not share anything anyway. Even if I share it, it's my private. What does the man of the hand have to do with my private? I'm afraid of course; will it do me any harm? These days are bad. People can't trust anyone.

2.2.3. Changing Communication Tools

One of the important points that the developing technology and communication affect our lives is the change in communication tools. Especially with Facebook, social media applications gained popularity and with the development of YouTube, Twitter and Instagram, social media has now become an indispensible communication tool. Social media applications allow people to communicate with each other regardless of place and time.
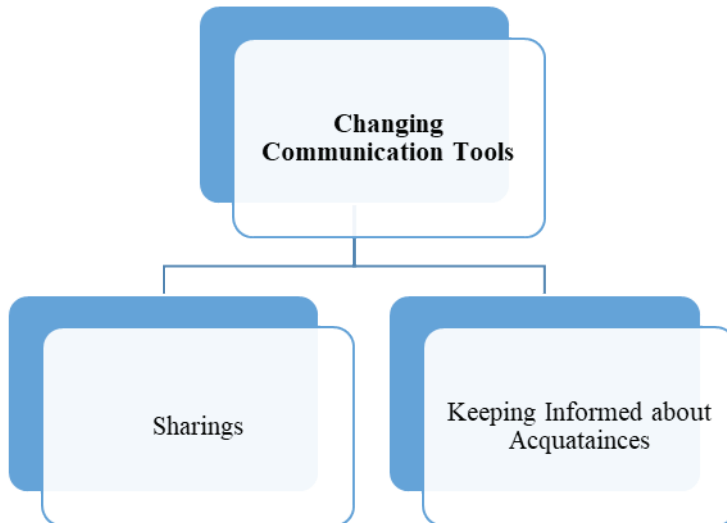
Figure. 6: *Subcodes Related with Changing Communication Tools*

As can be seen in the figure, the participants are able to share important developments about themselves on their social media accounts and inform their acquaintances:

IW15, 50: I shared my son's ceremony for example. Such a beautiful, joyful event. I wanted to share it with my friends too. For example, it was a nephew's wedding. I shared it.

IW26, 47: I mean, I share it on special days, on a trip, on a tour or on a birthday.

IW25, 50: If it is about our photo with my daughter on a special day, I share it. There are celebrations from them, we usually have those kinds of meetings.

They also follow the developments about their relatives on their social media accounts:

IW1, 62: I feel happy to see what my close friends have done. Because I can't meet most of them face to face.

IW4, 46: Here we are kept informed about death or other things.

IW7, 62: Yeah. Its only advantage is to follow the daily events of my grandchildren and children. I like to see their pictures, I like to video chat daily

IW19, 60: I first wonder about my friends, relatives, grandchildren's posts, and then sometimes there are recipes, cakes etc...

IW20, 57: I see a picture of the children. They send pictures. If there is a friend's incident, if there is an accident, if something happens, I see them.

Conclusion

Internet and social media usage practices of each age group differ from each other. When it comes to middle-aged housewives, we can list some basic features based on the data obtained from the sample group of the research. Firstly participants created social media applications with the help of their children, grandchildren or other close relatives. The main purpose of their use of social media applications is to communicate with their relatives and to hear from them. Because, the sample group of the research stated that it is now difficult to come together with their relatives, even talk on the phone, they can get information about the person they want whenever they want via social media applications. In this context, we can say that there have been significant changes in the dimensions of communication between people over time. However, participants may experience problems in using social media applications in cognitive and physical sense, and they get help from their relatives to solve these problems.

As a result of the research, it was seen that middle-aged housewives' practices of using social media applications were affected by 3 dynamics. The first of these is the gender of the participants. Gender of the users influences the people and groups that they follow in social media applications and the time period they use social media applications. More clearly, the participants establish friendships with their spouses, friends and relatives. They also follow groups such as sewing, embroidery, food

and fashion related to gender roles. The time period when they use social media applications is morning or afternoon when their spouses are not at home. In fact, the first dynamic, conservative usage, which we can assume as an indirect effect of gender, is another dynamic that affects middle-aged housewives' practices of using social media applications. The participants see friend requests and messages come from unfamiliar men as a risk in their social media applications. Therefore the participants try to protect themselves as much as possible in order to avoid giving a wrong impression or committing a wrong behavior. Participants also refrain from embarrassing their acquaintances with their shares or likes. In order to prevent this, they prefer to follow only those they know, without sharing or liking anything.

The last dynamic, changing communication tools, also affects middle-aged housewives' practices of using social media applications. In the past, participants who were waiting for their children, grandchildren to call or to come to visit them, now use these opportunities that social media provides to reach information or photos about the person they want whenever they want, and they are also satisfied with it, perhaps due to impossibilities. Thus, they can both spend their time in a more fun way and fulfill their longings.

Finally, we can make a few suggestions regarding this research, in which we tried to determine the social media practices of middle-aged housewives. The research was carried out in a small city like Kırşehir, where almost everyone knows each other. Therefore, the data obtained with a study to be conducted with a similar sample group in metropolitan cities can be compared and the effects of the characteristics of the city of residence on the use of social media applications can be discussed in more detail. In addition, middle-aged men can also participate in the research in the context of gender. Thus, the use of social media applications by men and their spouses and their views can be discussed.

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CHAPTER 2

A CONCEPTUAL EVALUATION OF INDUSTRIAL HERITAGE TOURISM IN TURKEY

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INTRODUCTION

The Industrial Revolution; it is accepted as one of the most important developments in world history, which has significant effects on technological, social, economic and environmental issues. Because the Industrial Revolution brought a new architectural formation, manual production was replaced by machines, and as a result, it paved the way for the creation of new production areas. As a matter of fact, the buildings built in the said period are among the important elements of the industrial heritage in terms of shedding light on the social and economic developments of the period they were built and the industrialization history of the countries. In an other saying; Production facilities and related structures built with the Industrial Revolution constitute the subject of industrial heritage (Çinko, 2018). Pawlikowska-Piechotka (2009) defines industrial heritage as man-made areas, buildings and landscapes that originate from the past and industrial process. In other words, buildings that have an important place in the history and development of the region they are located in can be considered as industrial heritage. In addition, the structures in question should have the characteristics of the production techniques and processes of the period they witnessed and should reflect the social, cultural and economic structure of the period (Kaya & Yılmaz, 2018).

As a result of technology whose development never stopped, industrial structures and areas that could not meet the needs in time were abandoned, and new constructions were made in new locations in line with new needs (Nazik, 2021). Old industrial areas/structures are commonly under the status of "abandoned industrial zone" due to their various characteristics (Alpan, 2012, p. 21). The approach to the preservation of old industrial buildings, called industrial archeology, first emerged in Britain, where the building stock was high. This includes researching, uncovering and recording old industrial structures. The structures unearthed by the method in question are also described as industrial monuments/structures (Saner, 2012, p. 53).

The internationalization of the conservation approach of old industrial monuments/structures has also resulted in the concept of industrial heritage coming to the fore. In this context, the idea that industrial monuments and sites are among the basic components of international heritage has begun to be adopted. As a matter of fact, factors such as the increase in the validity of industrialization in society, the decrease in traditional processing and manufacturing systems, and the increase in computerized and automated production techniques have caused people to be interested in industrial heritage areas. At this point, the traditional industrial heritage elements located underground (mines, etc.) or on the ground (factories, etc.) contributed to the point of offering nostalgic and new experiences to people (Kaya & Yılmaz, 2018).

CONCEPTUAL FRAMEWORK

Considered as an integral part of cultural heritage (Güdü Demirbulat & Karaman, 2014), which is a mixture of monuments, buildings, archaeological cities, history, art or science, industrial heritage is an important tool for the sustainable development of society. Halewood & Hannam (2001) interpret the concept of industrial heritage, which is defined as the cultural heritage consisting of specific architecture, where the activity of producing goods and/or services with mechanical tools and mechanisms takes place (Tanyeli, 2000; Kevseroğlu, 2011, p. 18), as "scapes from nostalgia". In this sense, industrial heritage; It consists of industrial remains (buildings, workshops, machines, factories, warehouses, etc.) of industrial culture that have historical, technological, social, architectural or scientific value and contain social activities related to industry (Moira et al., 2009; Saner, 2012).

The old industrial buildings, which lost their function and were left to collapse due to the development of technology and the establishment of new factories, have been accepted as historical witnesses of the industry in recent years and have been included in the scope of protection. In other words; The fact that industrial structures that contribute to the economic development of countries can be re-evaluated as traces of the industrial past, for use for the benefit of the city and the public, has been among the issues that have been seriously emphasized in recent years and has been supported by institutions and organizations on an international scale (Kariptaş et al., 2015, pp. 512- 513). Indeed, TICCIH (The International Committee for the Conservation of the Industrial Heritage), ERIH (European Route of Industrial Heritage), ICOMOS (The International Council on Monuments and Sites), E-FAITH (European Federation of Associations of Industrial and Technical Heritage) and DOCOMOMO (The Documentation and Conservation of Buildings, Sites, Neighborhoods of the Modern Movement) are among the leading international organizations that aim to document and protect the industrial heritage, which is important in terms of providing a diversity of identity belonging to the industrial periods of the countries (Arda Büyüktaşkın & Türkel, 2019, p. 57). Conferences, seminars and periodic publications regularly organized by the aforementioned institutions and organizations have been influential in the spread of the concept of industrial heritage from building scale to regional scale (Severcan, 2012, p. 41). Although there is no similar organization in Turkey yet, it is possible to talk about the existence of foundations and organizations that try to keep the importance of preserving the industrial heritage on the agenda with various activities and projects (Uşma & Kök, 2018).

Cultural heritage consists of important intangible and tangible values that the society or a certain social group wants to preserve and carry to the future (Nart, 2015, p. 27). The fact that cultural heritage is an attractive element for many destinations has made heritage-based tourism activities also important (Vargas-Sánchez, 2015). Emphasizing that industrial heritage tourism can also be expressed as industrial culture, Hospers (2002, p. 398) states that the development of touristic activities and industries in man-made areas (buildings, etc.) resulting from the industrial processes of previous periods can be considered within the scope of industrial heritage tourism. Industrial heritage tourism also includes tourists visiting industrial centers to enhance their cultural experience. In this way, a consumer profile is formed, seeking new experiences and giving importance to the social and economic history of the places visited (Vargas-Sánchez, 2015; Xie, 2015).

Industrial heritage tourism, whose primary purpose is economic vitality, with public sector financing and volunteers, has the feature of providing significant direct and indirect income wherever it is successful, although it does not replace lost industrial employment. In addition, it is possible to consider industrial heritage tourism, which is important in terms of regaining the image and reputation of old industrial areas, as a conservation activity (Kaya & Yılmaz, 2018). The opening of old industrial areas to tourists also encompasses various purposes and perspectives. While primarily preserving memories of the past, there are significant gains in information about the past, transforming abandoned industrial areas into visitor centers and providing employment (Hashimoto & Telfer, 2017). Additionally; industrial heritage tourism has some benefits and costs for local communities (host community). First of all, the importance of industrial heritage tourism on behalf of local communities emerges at the point of economic development of urban areas, balancing the positive/negative effects that may occur with restructuring, and diversification of the tourist profile in these regions. On the other hand; economies dependent on industrial heritage are limited. Because it is not possible for new employment to compensate for the job loss caused by the closure of old industrial areas. In addition, the shift of industrial areas from production centers to consumption places can cause many cultural changes in local communities that choose industrial heritage tourism (Xie, 2006).

In order for a building to be considered as an industrial heritage, it must have certain values. In the "Industrial Heritage/Workshop" study organized by the Union of Turkish Engineers and Architects (TMMOB) Ankara Branch in 2007, the values of the buildings that make up the industrial heritage are summarized as follows (Keçeci, 2021):

- *Historical Value:* It is explained as hosting an event that is

important in the life of the city or country it is in.

- *Functional/Usability Value:* The importance of the function of the industrial structure or campus and its effect on the economy are effective in determining this value. In addition, the potential of the building or campus to be used with a different function is also related to this value.

- *Environmental Value:* This value requires consideration with the context of the building or campus. The value that the building or campus adds to its environment or the value it receives from its surroundings reveals its environmental value. Environmental value; It can be examined under 4 headings: regional, urban, national and international.

- *Technical Value:* Industrial heritage structures and campuses are considered to have high technical value. Having a qualified construction technique specific to the period, being made with meticulous craftsmanship, and preserving its original design are the elements that enrich this value.

- *Authenticity Value:* This value is related to the physical condition of the building or campus. If the building or campus has remained intact and unchanged until today, it is defined as original. Authenticity value; It can be examined under 5 different headings: originality in design, material, construction technique, location, equipment and interior features.

- *Cultural Value:* The fact that the building or the campus plays an active role in the cultural development of the place it belongs constitutes this value.

- *Symbolic Value:* The type of value in question is related to political, sociological and emotional significance.

- *Architectural Value:* Each work has a unique architectural value. In determining the criterion of this architectural value; *"to have a superior art historical value, to exhibit the development of the architectural style of the period, to be important in terms of typological development in the architectural development of the genre, to be associated with a famous artist or architect, to be the representative of an art style, to have a superior or rich facade, decoration, interior order. Architectural elements such as"* are effective.

- *Rarity Value:* Being one of the rare examples of the technology that the building or campus represents creates this value.

- *Its Importance in terms of Industrial Archeology:* The construction technique, production system and technology of the building or building group reveal its importance in terms of industrial archeology.

DEVELOPMENT OF INDUSTRIAL HERITAGE TOURISM IN TURKEY

With the spread of the concept of industrial heritage, it has come to the fore to transform the important industrial remains in the regions and cities facing industrialization into valuable assets with the approach of conservation and renewal. As a matter of fact, industrial heritage sites/structures that contribute to economic growth in the industrial period have become a resource for building new social identities and developing industrial heritage tourism. Therefore, the transformation of industrial heritage areas into tourist areas not only increases the value of the industrial past, but also shapes the character of the old industrial areas (Yang, 2017). In addition, it is possible to evaluate the resources within the scope of industrial heritage as objects that qualify as movable cultural assets, structures and industrial landscapes that are described as immovable cultural assets (Kıraç, 2001, p. 67).

Numerous old industrial structures all over the world, especially in Europe, have been transformed into museums for various purposes, workplaces and shopping centers, various assembly and training centers, social activity structures and even residences within the understanding of industrial heritage (Alpan, 2012, p. 27). In Turkey, the approach to the preservation of old industrial structures began to take shape in the early 1990s (Saner, 2012). It is possible to say that the industrial structures that have remained idle for various reasons as of the mentioned date and have lost their original structures and equipment to a large extent have been taken under protection (Tanyeli & İkiz, 2009).

The first examples of the problem of the preservation of old industrial structures, which do not have a very long history in Turkey, can be considered as the projects of cleaning and rehabilitation of the Golden Horn coast in Istanbul. Previously, the projects that foresee the demolition of the abandoned production structures in the Golden Horn have evolved into re-functioning projects as a result of the registration of these structures. The first project realized in this context; It is to turn the Sütlüce Slaughterhouse into a cultural center (Nazik, 2021). In Turkey, there are industrial heritage studies, examples of which can be seen in cities such as Istanbul, Izmir and Eskişehir, but are protected and reused in limited numbers compared to Europe (Köksal, 2012). Some of the industrial heritage works already completed in Turkey are (Köksal & Ahunbay, 2006; Cengizkan, 2012; Nart, 2015; Kaya & Yılmaz, 2018):

• Hasköy Lengerhane and Company-i Hayriye Shipyard (Istanbul) were transformed into Rahmi Koç Museum (Figure 1).

• Cibali Tobacco Factory (Istanbul) was transformed into Kadir Has University.

- Silahtarağa Power Plant (Istanbul) was transformed into a cultural center under the name of Santralistanbul (Figure 2).

- Cendere Water Pumping Station (Istanbul) has been transformed into the Istanbul Water Civilizations Museum.

- Üsküdar Electricity Factory (Istanbul) was transformed into Bağlarbaşı Cultural Center and Transportation Museum.

- SEKA (Turkish Pulp and Paper Mills General Directorate) Paper Factory (Izmit) has been transformed into a Paper Museum (Figure 3).

- Samsun Tobacco Factory (Samsun) was transformed into a Bulvar Life Center (Figure 4).

- Halkapınar Flour Factory (İzmir) has been transformed into a job training center (Figure 5).

- The Darphane-i Amire (Istanbul) was transformed into the Istanbul Museum.

- Terkos Water Pump Station (Istanbul) was transformed into the Istanbul Water Civilizations Museum.

- Tophane-i Amire (Istanbul) was transformed into Mimar Sinan University Culture and Art Center.

- Bakırköy Baruthane-i Amire (Istanbul) was transformed into Yunus Emre Cultural Center.

- Bakırköy Spirits Hall (Istanbul) was transformed into Istanbul Technical University Spirits Conservatory and Cultural Center.

- Feshane Fabrika-i Hümâyunu (Istanbul) was transformed into Feshane International Fair, Congress and Culture Center.

- Ankara TCDD Train Hangars were transformed into Ankara Cer Workshops and Museum.

- İzmir Passport Port structures and warehouses were transformed into Passport Cultural Center and shopping center.

- Aral Wine Factory (Eskişehir) is operated as a restaurant-cafe under the name Hayal Kahvesi.

- Fresh Vegetable and Fruit Market Building (Eskişehir) was transformed into Haller Youth Center (Figure 6).

With the Montreal Plan (MP20), which has been developed by ICOMOS (International Council on Monuments and Sites) since 2001, important efforts have been initiated around the world to preserve the 20th century heritage. In this context, in a survey conducted to help develop

strategies for the preservation of 20th century architectural monuments/ structures, the ICOMOS Turkish National Committee's recommendations for the inclusion of industrial buildings within the scope of 20th century heritage in Turkey were included. Along with these developments, the industrial heritage in Turkey was taken under protection and the ground was prepared for the necessary regulations and studies (Oral & Ahunbay, 2005).

RESULTS AND EVALUATION

Industrial heritage tourism is a largely non-profit conservation activity, primarily for economic vitality, with public sector funding and volunteers. Therefore, it is a sector directly related to the prevention of population decline, increasing the quality of life, creating diversity in income sources in rural areas, creating employment in these regions, emphasizing the necessity of protecting people there, and promoting traditional ecological and natural food products (Kaya, 2015). Re-functioning of industrial buildings is an issue that needs to be emphasized sensitively in terms of protecting heritage values. Evaluation of these areas from this point of view makes great contributions to the city. It provides positive inputs to all sectors, especially tourism. Revitalizing industrial heritage sites with tourism, on the other hand, ensures the preservation and sustainability of culture in the best way. The issue of reuse and functionalization of industrial heritage areas not only ensures sustainability, but also ensures that the areas within the city are used more accurately (Çelik, 2019).

Awareness of the concept of industrial heritage has been increasing in Turkey for the last thirty years and it has come to the fore with increasing frequency. The concept first came to the fore in Turkey in the early 1990s. In this period, although the terms "industrial heritage" or "industrial archeology" were not directly mentioned, conservation approaches to old industrial structures began to take shape, and the conservation awareness that would later be gathered under the roof of industrial heritage was fed from these approaches that emerged almost simultaneously. It is possible to examine these approaches and conservation practices under two headings: structures that can be re-functionalized and monumental-scale structures. For example, one of the Re-functional Buildings is the Feshane-i Amire project, in which old fez workshops are designed to be reused for handicraft exhibitions. Defined as the first textile industry structure of the Ottoman Empire with its steel construction and steam weaving machines, Feshane, which was evacuated in 1986, now serves as an international fair, congress and cultural center.

Industrial heritage can be transferred to future generations by preserving its original identity, just like cultural heritage. Projects that

can be exemplary in this regard have been implemented in Europe. In the last quarter of the 20th century, many industrial structures that lost their function in Germany, England and France gained a new function with reuse. For example, while the Ruhr Area, located in the west of Germany, was a heavy industry center until the 1970s, after the 70s the entire area was preserved and transformed and a large industrial heritage area was created. Today, it is an open-air industry museum with 17 cities, mines and railway connections. In our country, on the other hand, initiatives that can be exemplary in this sense are just starting to come to life. As mentioned; For example, Silahtarağa Electricity Factory located in Eyüp district of Istanbul was transformed into an Energy Museum by Istanbul Bilgi University under the name of Santralistanbul. Launch meetings, festivals and conferences are also held at this museum. In addition, Hasköy Shipyard and Lengerhane building have been turned into a museum by Koç Holding.

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APPENDIX

Figure 1. *Hasköy Lengerhane and Company-i Hayriye Shipyard - Rahmi Koç Museum (ansiklopedi.vkv.org.tr, 2022)*

Figure 2. *Silahtarağa Power Plant - Santralistanbul (santralistanbul.org, 2022)*

Figure 3. *SEKA (Turkish Pulp and Paper Mills General Directorate) Paper Factory - Seka Paper Museum and Kocaeli Science Center (BAKKA, 2021).*

Figure 4. *Samsun Tobacco Factory - Bulvar Life Center (Yılmaz & Gül, 2018).*

Figure 5. *Halkapınar Flour Factory - Fabrication Lab (FabLab) (Ünal, 2020).*
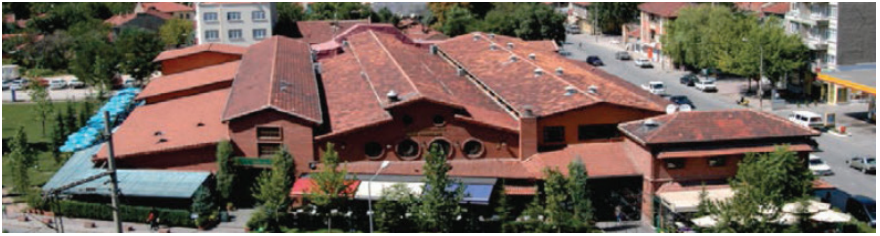
Figure 6. *Fresh Vegetable and Fruit Market Building - Haller Youth Center (eskisehir.ktb.gov.tr, 2022).*

CHAPTER 3

STUDENTS' RESPONSIBLE ENVIRONMENTAL BEHAVIOURS AND CONTRIBUTION IN SOLID WASTE RECYCLING PROCESS

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Introduction

Being in an open system that allows for external interactions increases the human affection on environment. Most of the environmental issues are mainly caused by human's improper attitudes. Acting properly and feeling responsible toward environment might led to advantageous results.

"Although people may be less likely overall to engage in environmentally protective behaviours than they are to express support for environmental principles, it nevertheless seems likely that those who hold the most supportive attitudes would be more inclined than those with less supportive attitudes to act in ways that protect the environment" (Scott and Willits, 1994, p.241)

People positive attitudes toward environment play a tremendous role in maintaining and providing a healthier life. Many studies in the environment field focused on and deeply investigated the human attitude and behaviour toward environment. One of those studies was (Hines et al., 1987) study which aimed to do exhaustive research of the empirically based environmental behaviour research conducted over an exact past period of time. They used the characteristics and finding obtained from these researches as the data to meta-analysis. As a result, they defined six variables associated with responsible environmental behaviour: knowledge of issues, knowledge of action strategies, locus of control, attitudes, verbal commitments and individual's sense of responsibility. This study was used as a basis for different research studies in the same area, such as: (Vicente et al., 2013; Cheng et al., 2013; Lee et al., 2015). In Turkey, understanding human behaviour was the key issue presented in different studies regarding environment. Some of those research studies take a closer insight into the consumer's environment awareness (Erdal et al., 2013; Yeşilyurt et al., 2013; Akçay and Pekel, 2017; Aydemir, 2017). Other research studies focused on environmental education (Karatekin and Çetinkaya, 2013; Çimen and Yılmaz, 2014). Although, the importance of identifying consumers' responsible environmental behaviours, in Turkey we can find a few research studies tried to define and identify the responsible environmental behaviour. Kükrer (2012) aimed to identify consumers' environmental responsibilities through their attitude toward green advertisements. In order to achieve her research objective, she prepared and distributed a questionnaire among 362 consumers as the research sample. Then, she divided the sample into two groups according to the direction of their environmentally responsible behaviours. After that, she determined the attitudes toward the green advertisement in the two groups. The results showed that, the two groups have had different attitudes toward green advertisement.

Understanding consumer behaviour is crucial for understanding it's attitude toward a certain product or service. If we take a moment and think about "Environment", we can say that it has the same characteristics goods or service might have. Nevertheless, we give money to buy goods or services that satisfy our needs; with environment we act positively to keep our environment clean and tidy. In another word, we decrease our negative behaviours and increase our positive ones. In addition, acting in the favour of environment might lead to beneficial outcomes. For example, we can generate energy from trash. In order to do so, human's responsible environmental behaviour is irreplaceable.

For several years, the recycling of solid wastes such as aluminium cans, glass bottles, and newspapers has been a source of trouble. As people's awareness of environmental issues has grown, state and local governments have become more interested in recycling (Mccarty and Shrum, 1994). Yin et al., (2014) investigated the behaviour of consumers toward waste mobile phone recycling on national scale in china. Pakpour et al., (2014) examined factors associated with household waste behaviours in the context of the theory planned behaviour among community sample of Iranians that included data collection at time 1 and at follow-up one year later at time 2.

On the other hand, the vast majority of research studies focused on the recycling awareness, behaviours and attitudes such as: (Islam et al., 2021; Lang et al., 2020; İlhan et al., 2016; Kışoğlu and Yıldırım, 2015; Karatekin, 2013; Bakar and Aydınlı, 2012; Çimen and Yılmaz, 2012; Banga, 2011).

However, linking recycling to responsible environmental behaviour might be considered as a vital in defining which kind of behaviour is favourite to contribute in solid waste recycling process. Linking recycling to environmental responsible behaviour was addressed in (Ebreo et al., 1999) study. It aimed to investigate the public's response to solid waste issues. It examined the relationship between the respondents' beliefs about environmentally responsible consumerism and environmental attitudes, motivation, and self-reported recycling behaviour.

The purpose of this study is to examine students' responsible environmental behaviour and to identify the role of such a behaviour in solid waste recycling process. Therefore, students' responsible environmental behaviour will be linked to their indirect contribution in solid waste recycling process through a questionnaire designed to contain two major parts; the first part will measure students' responsible environmental behaviour, the second part will consider their role in recycling process.

Methodology

In order to achieve our research's objectives, we designed a questionnaire consists of three parts to be distributed among the BSc. students of Eskişehir Osmangazi University during summer course of 2017-2018 academic year in Eskişehir city in Turkey. A sample of 255 students were obtained by using simple random sampling technique. The first part of the questionnaire consists of demographic characteristics' questions and other questions about students' interest in environment and environmental issues. The second part measured the students' awareness about different recycling labels. The last part measured the students' solid waste recycling and responsible environmental behaviours by adjusting and modifying the environmental factors suggested by Kükrer (2012).

Data Analysis

According to respondents' personal profile; 50.2% were male and 49.8% were female. Subsequently, 85.5% of respondents were between 20-25 age group, 7.5% were between 25-30 age group, 6.3% were between 15-20 age group and 0.8% were 30 and above age group.

With regards to students' participation in environmental group work; 88.2% of respondents were not a part of any environmental group work and only 11.8% were participants. Furthermore, 73.7% of respondents didn't have any kind of environmental education. Whereas, 26.3% of them have had an environmental education. Moreover, 51.8% of respondents have showed their interest to subscribe for environmental issues publications. By contrast, 35.7% of them have not showed any intention to be an environmental publications' subscriber, 5.1% of them still subscriber and 7.5% of them were subscriber in the past.

Although buying goods and services might be influenced by people preferences. Students have arranged the environmental factors that effect on their goods preferences. Table 1 shows that students gave the priority of "Absence of environmentally harmful content" factor as the most importance factor effecting on their goods preferences by 588 weighted score. Followed by 524 weighted score for "use of recyclable packaging" and 420 weighted score for "Environmentalist formation of producer company" factor.

Table 1: Environmental factors effecting on students' goods preferences

Environmental Factors	Factors Importance levels			Weighted score*	Importance level
	1	2	3		
Absence of environmentally harmful content	330	226	32	588	1
Use of recyclable packaging	258	194	72	524	2
Environmentalist formation of producer company	180	90	150	420	3

Weighted score was calculated according to: ("1" frequency × 3+ "2" frequency × 2+ "3" frequency × 1)

However, students might learn about the environment and environment issues from different sources. The order of those sources might differ according to the importance level given for each one of them. From Table 2, it can be noticed that "Internet" came in the first level as the most important source of information about environment by 1,111 weighted score.

Table 2: The source of information about environment

Sources	Importance levels					Weighted score*	Importance level
	1	2	3	4	5		
Internet	785	224	78	16	8	1,111	1
TV	115	356	168	130	22	791	2
Family	260	124	111	134	68	697	3
Friend	60	136	201	148	68	613	4
Newspaper/ Magazine	55	176	207	84	89	611	5

Recently, recycling concept has gained a lot of interest in which many of solid waste are not easy to decompose which in turn might affect negatively on environment. Solid waste recycling process helps taking advantage of solid waste in reproducing new products. People awareness about recycling helps gathering different solid waste as inputs for recycling process. Hence, Table 3 examines the students' awareness about different recycling symbols. It can be noticed that most of students have lack of knowledge about different kinds of recycling symbols especially, the recycling symbol related to paper and cardboard by 68.6%. On the other hand, steel "FE" symbol might be considered the most popular symbol among the students by 44.3% of true answers.

Table 3: Students' recycling awareness

Labels / Answers		PAP (20)	♻	GL (70)	PET (1)	FE (40)	↻	OTHER (7)
Right answers	**F**	49	71	92	67	113	93	108
	%	19.2	27.8	36.1	26.3	44.3	36.5	42.4
Wrong answers	**F**	175	152	126	156	108	131	123
	%	68.6	59.6	49.4	61.2	42.4	51.4	48.2
"I don't know" answers	**F**	31	32	37	32	34	31	24
	%	12.2	12.2	14.5	12.5	13.3	12.2	9.4

Moreover, to define the dimensions determining the students' attitudes toward solid waste recycling, we preferred to use the Explanatory Factor Analysis. We analysed the data by using extraction method of principal component analysis and rotation method of varimax with Kaiser Normalization. Table 4 shows the results of Explanatory Factor Analysis. A factor loading less than 50% of each item has been considered invalid and was eliminated from analysis. According to analysis results, three factors explained students' attitudes toward recycling which are; Awareness, Incentive and Encouragement.

The first factor; "Awareness" explained 29.847% of variance, the second factor; "Incentive" explained 21.256% of variance and the third factor; "Encouragement" explained 17.650% of variance. Also, we applied a reliability test of Cronbach Alpha into those factors, for the first factor "Awareness" the value of Cronbach Alpha was 74.6% and for the other two factors, the values of Cronbach Alpha were 43.1%, 29.5 % respectively.

Table 4: Explanatory Factor Analysis results for solid waste recycling behaviour

Factors	Variables	Factor Load	Eigen value	Total Variance Explained %	Cum. Var. Exp. %	Cronbach Alpha
Factor 1 Awareness	S3: Recycling reduces environmental pollution.	0.859	2.089	29.847	29.847	0.746
	S4: Recycling is important to protect natural resources.	0.848				
	S1: In faculty, there are separate dustbin to collect solid wastes.	0.720				
Factor 2 Incentive	S19: separating wastes for recycling is bothering activity.	0.730	1.488	21.256	51.104	0.431
	S23: If there is any monetary award, I will be more willing to recycle.	0.659				

Factor 3 Encouragement	S7: In faculty, there are no posters giving information about recycling.	0.718	1.236	17.650	68.754	0.295
	S24: In faculty, there are enough recycling dustbin.	0.591				
		Total Variance: 68.754				
KMO: 0,593 Alpha:0.526	Chi-Square: 340,157		df: 21	p: 0,000		Cronbach

Similarly, we used Explanatory Factor Analysis to define the factors effect on students' responsible environmental behaviours. From Table 5, we can notice that, the first factor; "Emotional Environmentalism" explained 27.523% of variance, second factor; "Environmental Product Preference" explained 12.436% of variance, the third factor; "Environmental Sensitivity" explained 7.254% of variance and the fourth factor; "Environmental Sacrifice" explained 6.752% of variance. Also, a reliability test results of Cronbach Alpha for the first factor "Emotional Environmentalism" was 82.3% and for the other three factors, were 72.5%, 53.2 % and 51.9% respectively.

Table 5: Explanatory Factor Analysis results for responsible environmental behaviours

Factors	Variables	Factor Load	Eigen value	Total Variance Explained %	Cum. Var. Exp. %	Cronbach Alpha
Factor 1 Emotional Environmentalism	Q13: I am concerned about climate change affection on future generation.	0.769	4.954	27.523	27.523	0.823
	Q27: Publications about environmental problems help to create environmental awareness in society.	0.747				
	Q26: Protecting environment is everyone's responsibility.	0.732				
	Q14: I am worrying about the effect of environmental pollution on me and my family.	0.724				
	Q20: I strive to conserve water in my home.	0.602				
	Q12: Industrialization harms environment.	0.572				
	Q15: To reduce air pollution I am willing to use bicycles and public transportation.	0.544				

Factor 2 Environmental Product Preference	Q8: I pay attention to product labels to know if the product content is environmentally safe.	0.776				
	Q9: I pay attention to buy environmentally friendly products package.	0.726				
	Q10: If I learn about product's negative environmental impact, I will stop buying this product.	0.661	2.239	12.436	39.959	0.725
	Q6: I have information about environment's issues.	0.560				
	Q16: I have information about the control and inspection process of environmentally friendly products.	0.528				
Factor 3 Environmental Sensitivity	Q11: It is normal that environmentally friendly products are expensive.	0.710				
	Q18: If anyone takes care of its energy consumption, total energy consumption will not be affected.	0.627				
	Q17: I pay more for environmentally friendly product, when I compare it with its alternatives.	0.559	1.306	7.254	47.213	0.532
	Q25: Protecting the environment is not my business, it is government responsibility.	0.549				
Factor 4 Environmental Sacrifice	Q21: I would be willing to donate to a charitable foundation or association working to improve environment.	0.745				
	Q22: I have responsibility to protect environment.	0.502	1.215	6.752	53.966	0.519
		Total Variance : 53.966				
KMO: 0.829 Alpha:0.797	Chi-Square: 13030.547		df: 153		p: 0,000	Cronbach

On the other hand, we used one-way ANOVA to define the students' responsible environmental behaviours when we linked it to their responses in the environmental publication's subscription question. Table 6a shows the results of one-way ANOVA analysis. From Table 6a, we can notice that three factors of responsible environmental behaviour have shown a significant difference between groups. Emotional Environmentalism (F= 8.048; p= 0.000), Environmental Product Preference (F = 4.158; p= 0.007) and Environmental Sacrifice (F= 8.886; p= 0.000).

Table 6a: Environmental responsible behaviour one-way ANOVA with Environmental publications' subscription

	Sum of Square	df	Mean Square	F	p
Factor 1: Emotional Environmentalism				8.048	.000
Between Groups	12.411	3	4.137		
Within Groups	129.026	251	.514		
Total	141.437	254			
Factor 2: Environmental Product Preference				4.158	.007
Between Groups	5.980	3			
Within Groups	120.319	251	1.993		
Total	126.299	254	.479		
Factor 4: Environmental Sacrifice				8.886	.000
Between Groups	18.442	3	6.147		
Within Groups	173.640	251	.692		
Total	192.082	254			

*The mean difference is significant at the 0.05 level.

In order to explain the significant difference obtained in the three factors mentioned above, we conducted a Multiple Comparison Test. Table 6b shows the Multiple Comparison test results. For example, "I don't want to be a subscriber" respondents have a negative different perception about the emotional environmentalism than "I am a subscriber" and "I want to be a subscriber" respondents. The mean difference between "I don't want to be a subscriber" respondents and "I am a subscriber" respondents is -0.63265 with p= 0.017 which might indicate that the environmental publications' subscribers have tendency to be emotional environmentalism. Also, the mean difference between "I don't want to be a subscriber" respondents and "I want to be a subscriber" respondents is -0.44651 with p=0.000.

Table 6b: Multiple comparison test results of the three significant factors according to the environmental publication subscription

Dependent Variable	Groups		Mean Difference	Std. Error	P
Emotional Environmentalism 1	I am a subscriber	I want to be a subscriber	0.18615	0.20841	0.808
		I don't want to be a subscriber	0.63265*	0.21258	
		I used to be a subscriber	0.33083	0.25806	0.017
					0.575
	I want to be a subscriber	I am a subscriber	-0.18615	0.20841	0.808
		I don't want to be a subscriber	0.44651	0.09769	0.000
		I used to be a subscriber	0.14468	0.17592	0.844
	I don't want to be a subscriber	I am a subscriber	-0.63265 *	0.21258	0.017
		I want to be a subscriber	-0.44651 *	0.09769	0.000
		I used to be a subscriber	-0.30183	0.18084	0.342

2 **Environmental Product Preference**	I am a subscriber	I want to be a subscriber	0.28730	0.20126	0.483
		I don't want to be a subscriber	0.54066	0.20528	0.044
		I used to be a subscriber	0.17733	0.24920	0.892
	I want to be a subscriber	I am a subscriber	-0.28730	0.20126	0.483
		I don't want to be a subscriber	0.25336	0.09434	0.038
		I used to be a subscriber	-0.10997	0.16988	0.916
	I don't want to be a subscriber	I am a subscriber	-0.54066*	0.20528	0.044
		I want to be a subscriber	-0.25336*	0.09434	0.038
		I used to be a subscriber	-0.36333	0.17463	0.162
4 **Environmental Sacrifice**	I am a subscriber	I want to be a subscriber	0.53934	0.24178	0.118
		I don't want to be a subscriber	1.00549	0.24661	0.000
		I used to be a subscriber	0.58300	0.29937	0.211
	I want to be a subscriber	I am a subscriber	-0.53934	0.24178	0.118
		I don't want to be a subscriber	0.46616	0.11333	0.000
		I used to be a subscriber	0.04366	0.20409	0.997
	I don't want to be a subscriber	I am a subscriber	-1.00549	0.24661	0.000
		I want to be a subscriber	-0.46616	0.11333	0.000
		I used to be a subscriber	-0.42250	0.20979	0.186

*The mean difference is significant at the 0.05 level.

Conclusion

Awareness is the key to solve our complicated problems. Today, we can see lots of predefined dustbins to throw away our metal, cardboard and any other kind of our rubbish and people are more willing to follow the instructions to keep and maintain the environment. In our research, we wanted to investigate the students' responsible environmental behaviour that led to beneficial outcomes such as; encouraging the positive behaviour that in one way or another assist the solid waste recycling process. We strived to accomplish our objective by suggesting a model discussing this issue from students' perspective. At first, we defined the factors effect on the solid waste recycling process such as; awareness, incentive and encouragement. Then, we determined the factors effect on the students' responsible environmental behaviour by taking (Kükrer, 2012) study into consideration. Though, Kükrer (2012) has defined six factors effect on students' responsible environmental behaviour, but in our study only four factors were defined which are: emotional environmentalism, environmental product preference, environmental sensitivity and environmental sacrifice. Also, Ebro et al, (1999) have suggested similar model but by concentrating on and applying different sample and method.

There are many factors effect on solid waste recycling process the responsible environmental behaviour might be one of those factors. Further researches are required to define the kind and direction of the relationship between the solid waste recycling process and the responsible environmental behaviour.

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CHAPTER 4

A RESEARCH ON FEAR-BASED MARKETING

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Introduction

Mankind has undergone psychological tests since its existence. Impulse, anxiety, changing emotional states can be effective in people's decisions. Fear is also an emotion that can change people's perceptions and activate them. People's fear of losing their health, the fear of losing their loved ones, the fear of death can significantly shape consumer behavior. Therefore, fear is an important psychological factor that can affect consumers' behavior and purchasing decision mechanism.

To what extent does fear affect consumption habits and purchasing behaviors? Demographic factors, cultural differences, living geography, quality of the product, etc. According to characteristics, how effective is fear in consumers' purchasing decisions and preferences? What are the most important fears that can change consumers' purchasing decisions? In this chapter of the book, the subject of fear-based marketing in the marketing literature has been studied. In the literature, it has been examined how much and in which direction the researches on this subject can find answers to these questions. There are limited number of studies in this field in the marketing literature.

What is "Fear" in Psychological Science?

On the grounds that "fear" is an emotion and in order to better understand its role in consumer behavior, first of all, a literature review in the field of psychology was made. According to the psychology literature research on fear; Fear (Segal, 1999: 86) is the feeling of anxiety aroused by the thought of a real danger or danger. According to Andre (2015:16), fear is an inevitable and necessary excitement seen in all people; It is an alarm signal that warns us of danger, that keeps us fighting and staying alert. Fear, such as joy and sadness, anger, love and disgust, are among the basic emotions. Fear can be studied in two domains: the emotional-intellectual domain and the biological domain. Fear (Mannoni, 2001:8) is considered as a condition arising from the combination of more or less important neuro-vegetative manifestations of an emotional response of varying intensity. As a result of all these situations, the outcomes of fear are reflected in the behavior of the person intensely. According to Cannon and Bard (1929), fear creates excitement in people. However, it is necessary to separate the emotional experience from the emotional behavior. One of them is under thalamic control, while the other is under the control of the hypothalamus. Many researches and tests have been done on fear in the fields of cerebral neurology, endocrinology and psychophysiology (Mannoni, 2001:8,9).

People encounter certain events, objects or living things that they perceive as threats. It is precisely the recognition of this danger (real or imaginary) that determines the feeling of fear. In the case of fear, a person

takes a stand in two ways: the first is to attack against the threat, and the other option is to get away and run away to avoid the risk of the struggle that has the potential to harm him. When a person chooses to attack, it is important to understand this: In situations that he perceives as difficult, he starts a defensive attack, which occurs when an anger that has the potential to attack emerges by reaching its peak. It has been determined that the emergence of anger in cowardly people is more sudden and more severe than in calm people. In addition, an experiment (Mannoni, 2001: 10) revealed that the anger of cowardly people leads to more dangerous results. According to Delpierre (1974), "Everything, from instinct to reason, from reflexes to action, shrinks under the influence of fear." The brain of the frightened person is now preoccupied with danger. Their ideas are fuzzy and disorganized. It cannot make a judgment or reasoning. Fear also has physiological effects on people. These are: rapid heartbeat, cold sweat, startle, tongue holding, tremor, loss of consciousness. However, it is stated that in situations related to excitement, the behavior exhibited varies according to culture and education. Fear-excitement is not the whole of fear and it is not possible to reduce fear to emotional-behavioral disorders only (Mannoni, 2001:10-15). When a tiger is seen three meters away in a forest, the person is afraid, but in a tiger cage, the fear becomes limited. The severity of fear is proportional to the danger (Andre, 2015:17).

Mannoni classified fear in two ways as natural fears and supernatural fears. Natural fears include the abandonment of a baby or child by their mother or the fear of the dark, events that will cause loss of life and material loss, from world fires, floods, destruction of agricultural lands, pollution of the oceans, radiation-atomic and chemical poisoning. In supernatural fears, superhuman beings and death take place (Mannoni, 2001:20-40).

Relationship Between Fear, Anxiety, Phobia And Excitement

Fear and anxiety are emotions that can be confused with each other. But there is a difference between them. According to Favez-Boutonier, while fear requires the presence and recognition of danger; Anxiety arises from the possibility and anticipation of the danger itself, and especially of the unknown. Anxiety is a kind of latent disposition in every individual, a form of emptiness waiting for content. The anxious person is in distressed anticipation associated with the uncertainty of danger. Because he does not know the extent of the danger or what it is. When this content is found, that is, when a particular object takes over the ambivalent anxiety, the anxiety turns into fear. Fear is anxiety freed from anxiety by the discovery of a cause. The person now knows why they are worried. In the new conditions one is now afraid, but at least the uncertainty has disappeared. Fear is determined by emotional responses, the severity of which is proportional to the severity and urgency of the perceived danger. Without

this correct measure, without the appropriateness of excitement and the factor responsible for it, fear runs the risk of becoming morbid (Mannoni, 2001:20-40).

After talking about the relationship and difference between anxiety and excitement and fear, it should be emphasized that "phobia" and "fear" are not the same concepts. Phobia is irrational fear. It is "a state of extreme fear of certain objects, actions, situations or ideas". It is this unreal feature that clinically distinguishes phobia from fear. Fear is based on a realistically perceived danger or previous trauma experience. Phobia, on the other hand, is a state of discomfort related to a situation or object in the outside world that does not contain any danger or may pose a very minor danger (Denis, 2007: 7-9). The psychological-based meanings of concepts such as fear, anxiety, phobia, excitement, and their relationships and differences with each other have been mentioned above.

Perceived Risk And Fear-Based Marketing Relationship

As a result of the events that occur, there is a "perception" that creates fear in people. For example, if a person who follows the world news sees news about terrorism and the suicide bombings in the middle of the city in a country where he is planning to vacation, the image of the country formed in that person's perception will be a "dangerous terrorist country". Hence, the consumer may cancel the plan and not travel to that country. While there is a perception emphasizing that there is terrorism in the whole country in the news, the actual terrorist incident is experienced only in the border region of the country. However, according to the news made abroad, it is reflected that there are terrorist attacks all over the country. In this case, the negative image formed in the perceptions of consumers can be effective in their purchasing decisions. Therefore, the accuracy, content and way of reflecting the message can manage people's perception. Perception is the whole of the physical, neurological and cognitive processes that begin with the individual's perception of stimuli coming from the internal or external environment through his sense organs or with his senses, and enable these stimuli to be noticed, recognized, comprehended and defined. In other words, it is the process of making sense of what is happening around one's environment. Human perceptions are shaped by what is learned as a result of values, beliefs, culture and life experience. Perception management, first defined by the US Department of Defense, is "the dissemination and/ or stopping of selected information by influencing the emotions, thoughts, purpose, logic, intelligence systems and leaders of the masses; as a result of this, the target behavior and thoughts are directed in line with the wishes of the target. Perception management, "directing the target audiences in line with their own interests; a communication discipline that aims to make individuals and them an element to be used in line with their own

goals; It is the whole of the indispensable techniques that should be used in persuasion, which is the first step in purchasing a product, service or idea". In other words, in order to persuade a person, it is important to know the perception of this person or target audience. Therefore, managing perception means managing communication and directing purchasing behaviors as desired. Perception is a process and has five stages (Türk, 2017:14-18):

1. Stimulus (Physical force such as light, sound, pressure, heat)

2. Sense (Neurophysiological response as a result of stimulation of sense organs)

3. Impression (The effect it leaves on people when the stimuli from the environment are not strong enough to understand)

4. Feedback (interpreting and evaluating the sense acquired in order to get rid of ambiguity, misconception, prejudice and ambiguity during the observation phase)

5. Comprehension (the stage at which the perception process is completed)

According to Eren (2010:70), the characteristics of the individual who perceives the perception process (personality, past experiences, etc.); characteristics of the perceived object (person, thing, event) and the perception environment (physical, social and organizational environmental conditions in which the perception process takes place).

Although the concept of fear-based marketing is seen as close concepts with the concept of perceived risk, it is not the same. Bauer (1960) examines the perceived risk that has brought to the marketing world, the fact that consumers tend to suffer the least rather than the highest benefit in their purchasing decisions under pressure during the uncertainty period after the product is purchased (Karamustafa and Erbaş, 2011: 104, 105). However, the concept of fear-based marketing is that consumers show purchasing behavior in order to reduce their own fear levels and businesses encourage consumers to buy by feeding this emotion.

Fear-Based Marketing

Consumers' perception of a product, place, idea, etc. It is possible to explain the impulses, anxiety and fears that can change their thoughts about the subject with different examples. For example, before traveling abroad, terrorist attacks, military interventions, epidemics, the presence of insects that can transmit diseases in tropical regions, animal attacks on trips to deserted and unknown regions, extortion, etc. It is thought to affect its location and quality. In this case, the emotion that allows the consumer

to travel to safer areas for himself and his loved ones will be the feeling of anxiety and fear. Businesses that take these feelings of consumers into account will provide safe travel conditions and enable consumers to choose themselves; If they do not choose themselves, they will give messages that they can experience these anxieties and fears. However, it is not correct to generalize this to all tourists.

Because, some tourists may go trekking in a forest with anacondas and jaguars for expeditions to see wildlife in the Amazon rainforest. They can swim with sharks in the Caribbean Sea or go to the Bloukrans Bridge in Africa, one of the highest bungee jumping spots in the world, and immerse themselves in the void. In addition to such examples, it should not be forgotten that there are consumers who buy these services to experience different fears by entering the horror house and enjoy the adrenaline that occurs while experiencing fear while consuming the service.

As in the example given above for the tourism sector, it is the sense of fear that drives consumers to purchase safe travel services, and the handling of this emotion by businesses. In that case, the use of the fear figure by businesses in order to enable consumers to buy products or to increase the frequency and/or amount of purchase can be defined as "fear-based marketing". It is possible to apply this marketing approach in other sectors as well. Although bleach can cause cancer and lung diseases, for years, businesses have used virus animations in some advertisements in order to increase their bleach sales and show that the only effective solution is to use bleach.

According to the researches, the geography where the consumers live and the culture of the society they are a member of can also cause consumers to have different fears on different issues (Burkovik and Tan, 2006: 77):

• Fear of reducing mobile phone sales in Nigeria was spread by just a rumor. The rumor among the public that killer numbers called them and that they would die if their phones were answered caused great fear and prevented consumers from purchasing mobile phones.

• In China and Taiwan, life was paralyzed by SARS, people avoided crowded places and spent their daily lives using tranquilizers.

As in the example of SARS, the Covid-19 virus, which emerged for the first time in the world on December 1, 2019 in Wuhan, the capital of China's Hubei region, spread rapidly all over the world due to the fact that international travel from China was not restricted in January 2020; On March 11, 2020, the World Health Organization (WHO) declared a global epidemic (pandemic). Uncertainties, restrictions, death news and

information pollution about the virus have created great fear all over the world. At the beginning of the epidemic, information pollution, fear and panic inflicted on consumers, and exhaustion of masks in physical and online stores can be given as examples. In addition, fear-based marketing lies in the creation of stocking cultures by using the fears of consumers at the beginning of the epidemic period, especially in the over-purchasing of many food and hygiene products such as bleach, soap, vinegar, cologne, disinfectant, toilet paper, vitamin C & D, zinc mineral and many similar food and hygiene products. Although the mask requirement differs from country to country, and even from city to city, in open spaces, people have had to use masks for hours indoors. While continuing their daily lives, consumers have started to use more disinfectants, colognes, water and soap compared to before the epidemic. The rapidly spreading fear in the world has also affected the purchasing behavior of consumers. Even though the mask requirement has been lifted today, the fear experienced in the past and the belief that the effects of the virus still continue are the reasons that push people to buy masks and use masks in closed areas. With the Covid-19 epidemic experienced all over the world, the consumption habits of consumers have changed considerably and this situation has shown itself in all sectors. The society, which was closed to home with the feeling of fear and the instinct to protect themselves, gained different consumption habits and experiences and passed into the period called the new normal.

According to the marketing literature, fear-based marketing (Kaya, 2010:137) is mostly seen in products and services that protect people from dangers such as gas masks, safety materials and the like. Fear marketing is the use of the power of fear for marketing purposes. The Covid-19 epidemic, which has caused great deaths all over the world, and its reflection in the media have negatively affected people's family, work and social lives, thus causing consumers to change their purchasing behavior apart from the legal decisions taken. Consumers have followed different ways that come to mind or not in order to ensure their personal safety, and they have misinformed others with the effect of information pollution in social media. Consumers madly attacked (stacked), bought, stocked, and acted with great anxiety and panic, feeling themselves in a struggle for survival, on goods and services that they had never been interested in before the epidemic. The only reason for this anxiety and panic is "fear".

Some businesses have used fear as a marketing tool. The most common fear is the fear of losing. When we look at the tourism sector, hotel capacities were reduced with legal sanctions during the epidemic period, consumers turned to their personal vehicles instead of transportation companies, preferred nature/camping tourism with less risk, where contactless

tourism is possible, or turned to boutique. Therefore, the concerns of the tourism sector in Turkey have increased with the decrease in foreign tourists and the changes in the tourism preferences of consumers, and new applications have come along with it in order to be preferred in the sector. The Covid-19 epidemic has had a devastating effect on the world tourism industry in 2020, and 209 countries have imposed travel restrictions due to the epidemic (UNWTO, 2020). Service sectors such as transportation, accommodation, food and beverage businesses, entertainment, sports and cultural activities, especially air transportation, are among the sectors most affected by the epidemic (Bahar and Çelik İlal, 2020:128). While the fear of Covid-19 has led to significant uncertainty and chaotic conditions in many sectors, the tourism sector is an economic sector that has suffered a sharp loss of income and is among those most severely affected by the epidemic. In the first quarter of 2020, Turkey's income from tourism decreased by 11.4 percent compared to the same period of the previous year, to 4 billion 101 million 206 thousand dollars due to cancellations of reservations and holiday packages and mutual cancellation of flights with many countries (TURSAB, 2020).). Turkish tourism has gone through a difficult period like never before in its history. Due to the corona virus epidemic, many consumers have resorted to canceling their reservations in June, July and August, and even the holidays they purchased for later. The negative impact of the epidemic has primarily emerged in the airline, accommodation, restaurant and cruise industries (Gössling et al., 2020:2). Because when people decide to enter a place, they primarily prefer places where they can be psychologically comfortable, where they do not have health concerns and do not have confidence problems (Alaeddinoğlu and Rol, 2020: 236). In this sense, situations that arouse fear in consumers and can change their purchasing decisions are biological risk (epidemic), terrorist attack, natural disasters (volcanic movements, earthquake, flood, tsunami), military uprisings, war, etc. can be listed as. Considering the common point of these situations from the consumer's point of view, there is an urge to survive in each of them. In other words, consumers exhibit purchasing behavior with the urge to survive in fear while these situations are experienced. The fact that businesses offer tourism services to consumers by addressing these fear factors is examined within the scope of fear-based marketing.

For example, with the feeling of fear, changes in the preferences of tourists have been observed during the Covid-19 epidemic. In this period, the orientation towards nature tourism and health tourism (Durgun Kaygısız, 2021:89,90) has increased. It is an example of fear-based marketing that tourism businesses offer nature tourism or health tourism services by addressing sales anxiety and consumers' fear of epidemic.

Consumers make sharper decisions in purchasing behaviors in the medical field compared to other sectors. Because when it comes to health, there is death, illness, etc. in the background. when the feeling of "fear" comes to the fore. That's why medicine is the most profitable industry. For example, "You have fallen into an incurable disease and its cure is beyond your power. However, you push your limits as much as possible." Here, the consumer, who has a fear of death and wants to survive, purchases all the services offered to him in the hospital in order to recover. Fear is seen as the most important source of motivation. The feeling of fear, which is also used in social marketing themes, especially cigarettes, speed in traffic, etc. used in the subjects. For example, the message "if you smoke, you will get cancer, don't drink" can be given. Again, in toothpaste advertisements, "if you do not brush your teeth with this toothpaste, your teeth are not protected enough and will rot." message shows that the consumer is guided in line with the fear-based marketing approach (Kaya, 2010: 137).

Imbriale (2007, pp. 37-38) examined people's fear of losing, and analyzed the words and keywords containing fear messages used by those working in the field of marketing:

• Don't miss out

• Don't stay outside

• Only a limited number will be sold.

• Protect

• Trustworthy

• Ends soon

• It won't take long

• Limited stocks

• You only have 24 hours to avail

• Only 10 people will be accepted

• It would be bad for you to miss out.

It is seen that after the Second World War in Japan, pharmaceutical companies applied fear-based marketing. According to Alexander (2015: 134-164)'s research, with a drug that is sold and should be consumed before alcohol in advertising messages, the liver will not be affected by alcohol and people can consume alcohol in a healthy way; Messages have been given that they will feel more fit with this drug, which will not harm them even if alcohol is consumed excessively. By addressing the health problems of this pharmaceutical company, he argued that the drug prevented the

harmful effects of alcohol and nicotine. With the use of the drug, damage to the liver will be prevented. An example of one of these messages is the message given in the 1950s: "If you feel tired, it is a sign that bile is being excreted from a weakened liver. Neston (medicine) strengthens the liver, causing fatigue and destroying alcohol damage. Please take Neston for drinking alcohol without worry, to feel energized every day". During this period, the Japanese took the habit of business parties and excessive alcohol consumption. Japan's leading pharmaceutical companies have convinced employees and their spouses to buy these drugs "for their own good," evoking fears of the dreadful, deadly diseases that frequent drinking can cause. The widespread availability of these products illustrates the magnitude of the concern. By 1960, pharmaceutical companies' false scientific advertisements and drugs that were largely untested and potentially threatening consumer health were quickly withdrawn from the market. However, it is an important example of fear-based marketing that approaches consumers with the fear factor and activates the impulse to buy for their health.

In Williams (2012)'s research on fear attraction theories, fear has developed as a mechanism to protect people from life-threatening situations. Therefore, nothing is more important than survival and the evolutionary primacy of the brain's fear circuit. In fact, the brain's fear circuit is stronger than the brain's reasoning abilities. Fear appeal works when the customer is very frightened, and then the customer uses the product he bought with the recommendation and his fear begins to subside. However, too much fear can lead to dysfunctional anxiety. In general, there is a direct correlation between low to moderate fear arousal and attitude change. More importantly, extreme fear appeals often fail to induce lasting attitude change. The beginning of the fear attraction literature can be traced back to the use of communication-persuasion models. McGuire's (1980) model describes 10 processes that can mediate the effect of persuasion: "(1) must be labeled; (2) the exposure given must attend to the message, and (3) respond effectively; (4) understand the information given in the message and (5) believe what the message says; (6) retains information after the first exposure; (7) receives the information when it is time to act; (8) decides on the action to be taken; (9) acts by decision and (10) fixes beliefs". Williams analyzed 14 different theories and models to understand fear attraction:

1. Drive-Reduction Model (Hovland, Janis, and Kelley, 1953,

2. Parallel Response Model or Parallel Process Model (PPM) (Leventhal, 1970),

3. Protection Motivation Theory (PMT) (Rogers, 1975),

4. Multidimensional Arousal Model or Activation Theory (Thayer, 1967),

5. Mood-Congruent Learning Effect (Bower, Gilligan, and Monteiro, 1981),

6. Situational Theory of Publics (Grunig, 1989),

7. U.S. Public Health Service Belief Model (Janz and Becker, 1984),

8. Transtheoretical Model (Prochaska and DiClemente, 1984),

9. General Theory of Emotion and Adaptation (Lazarus, 1991),

10. Transactive Model of Attitude Accessibility (Roskos-Ewoldsen, 1997),

11. Terror Management Theory (TMT) (Greenberg, Pyszczynski, and Solomon, 1986),

12. Four-Stage Information Processing Model (Glascoff, 2001),

13. Heuristic-Systematic Model (HSM) (Averbeck, Jones, and Robertson, 2011),

14. Affective Intelligence Theory (Marcus, Neuman, and MacKuen, 2000)

Based on fear attraction research after review of the above theories and models, a fear attraction should contain sufficient threat and activity information to both evoke fear and inform adaptive behavioral responses.

Ray and Wilkie (1970) research is about fear and fear appeal in marketing. They approached the issue of fear as an issue that marketing neglects. They stated that fear should not be considered as a marketing and advertising attraction, and how it can be used to make marketing decisions according to the results of research on fear has been examined. Again, between 1967-1969, it is in question that the American Cancer Society and other anti-smoking communities influenced consumption habits by using the fear figure and actually exhibited an example of social marketing. At that time, after a surgeon wrote a negative report about smoking, a decrease was observed in per capita and total cigarette consumption. Does fear really push people to act on advice? This is related to the level of influence. In order to use the fear figure in marketing, besides the acceptance process, it is also necessary to have knowledge about the effect of fear. So how much exposure to fear? What is the severity of the fear? It has been found that the effect on consumption habits in the fear process is closely related to exposure to fear, learning and action process. In addition, Ray and Wilkie (1970) stated in their study that research on other types of fear such as the repetitive effect of fear, the level of fear, the reliability of

the source reporting the fear, and social fear in addition to physiological fear continue in marketing.

In the study of Altaf (December, 2016), the idea of ensuring the orientation of businesses to these products with the approach of fear marketing on the consumer was examined, especially in the use of personal care products among young people. It was stated that stimuli that could cause body image dissatisfaction were used in the advertising items used in the study. In the study, finding a link between fear appeals and body image dissatisfaction and the negative effects of this dissatisfaction, both physically and psychologically, were investigated. Motwani, Agarwal, and Shrimali (2014:1-9) in their consumer research, 30% of the participants admitted that they were influenced by the fear-inducing advertisements when purchasing a product. On the other hand, 38% of the participants believe that the fear appeal used in advertisements is an effective method to find out what the consumer reaction is. This study does not only reveal the impulse to buy in consumers of fear appeal used in marketing communications. In addition, it has been determined that creative and interesting advertisements as well as scary play a role in changing the purchasing decisions of consumers.

CONCLUSION

When the concept of fear-based marketing is examined in the marketing literature, it is seen that the fear figure is generally discussed in subjects such as health, cleaning, food, insurance, security, personal care. In addition, studies have been carried out in the field of social marketing since the 1950s by using the figure of fear; In particular, studies on smoking have been given more attention. While the feeling of fear was revealed in consumers mostly through advertisements, themes such as death and loss were emphasized.

As consumers, our preferences can change with advertising messages that activate our sense of fear on many issues such as epidemics, extraordinary natural events such as floods and earthquakes, carcinogenic substances in food, the radiation we are exposed to, extortion, theft events and terrorism.

During the Covid-19 epidemic, the fear, uncertainty and consumer staying at home, and the actions of looting and stockpiling the aisles of some consumers are entirely due to the marketing of fear to the consumer. The use of the fear figure for positive behavior change (such as quitting smoking) in the field of social marketing shows that impulses in this field can change consumption habits and preferences. However, spreading fear with false information for the sole purpose of profit cannot be accepted within the ethical framework.

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THE TRANSITION FROM EMPIRE TO NATION-STATE AND THE IMPACT OF THE VILLAGE INSTITUTES

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Introduction

The state is defined in the current Turkish dictionary as a legal entity formed by a political, organized nation or community of nations according to its territorial integrity. Aristotle defines the state as the structure of which the individual is a political member. Jean Jacques Rousseau, on the other hand, says that the state is born of a contract between people who want to live in freedom. According to another definition, the state is a social and political organization that exercises authority over society on behalf of society. Or the state is the organization of human communities living on a certain piece of land under a political power within an understanding of sovereignty. The state has been given many definitions and first emerged during a specific period of human history (Tanilli 1990, s.9).

Nation and state are different concepts. The nation emerged with the collapse of the feudal order and the formation of the capitalist order. Communities with a common economic interest came together and established various marketplaces. The unity that began in these marketplaces formed the nucleus of the first nations with the formation of other elements among them over time (Kürklügiller 1988: 54). Therefore, the nation can be defined as the largest group of people who share a common economic life, language, spiritual makeup, and cultural characteristics and who occupy a particular area of land (Ozankaya 1980, Durgun 2000, p.115-116). The concept of nation includes shared language, history, culture, and ideals. The modern definition of nation does not include unity of race or religion. These social transformations led to the emergence of modern states or nation-states over time (Aksoy 2010, p.35).

The emergence of the nation-state system can be traced back to the middle of the 17th century. With the Treaty of Westphalia of 1648, the borders changed and peace came to Europe. A new type of relationship emerged in the resulting state system. Many states came into being on the territory where they were formed that were sovereign and loyal to no other authority (Zabunoğlu 2018, p.547). Thus, the concept of the nation-state based on national sovereignty and national identity and a single political authority began to emerge in Europe (Deviren 2011: 2). A nation-state is a form of state that has the legal right to use force on its land within certain borders and that aims to unite the people under its administration by creating common cultures and values and keeping traditions alive (Erözden 1997: 8). Nation-states became commonplace starting in the early 20th century, and it is these types of states that set and direct world politics today.

There are many nation-states in the world today. All the member states of the United Nations are nation-states. The emergence of nation-

states took place over three distinct periods. Nation-states were first seen in Britain, France, and the United States in the 17th and 18th centuries. Later, in the second half of the 19th century, it began with Germany and Italy and continued in the Balkans and Russia, and South America. Finally, it began with Turkey in the first quarter of the 20th century and new nation-states emerged with the end of colonialism after World War 2 (Tanör 1997, p.68, Özdemir 2012: 46-47). The process continued with the collapse of the Soviet Union, which resulted in even more nation-states being founded. Each nation-state evolved differently. While the internal dynamics in Britain, France, and states such as Germany and Italy, which were late to unify, led to the creation of nationalism, in many other countries this nationalism emerged and formed as the result of struggles for independence.

The Process of Nation-Building from Empire to Republic

Multinational empires began to break apart as the idea of nationalism, born of the French Revolution, took hold. The Ottoman Empire experienced a similar process when its territorial integrity was shaken by the emergence of nationalist trends in the Balkans, in particular. The uprisings begun by the Balkan states in a bid to establish their own nation-states were a problem for the Empire. To prevent any breakup, the rulers tried to obstruct nationalism and establish an Ottoman supra-identity in its place and it is in this context that the concept of Ottomanism came to the fore. Yet, all this practice accomplished was to obstruct the development of Turkish nationalism because Greece in 1829, Serbia, Romania, and Montenegro in 1878, Bulgaria in 1908, and finally Albania in 1912 broke away from the Ottoman Empire and established their own nation-states (Armaoğlu 2005, p.41).

The idea of Islamism, which was put into practice in the same period, aimed to prevent Muslim Arabs from taking action to establish their own nation-state. However, this mass began to detach from the Empire and later establish their own nation-state, and thus the idea of Islamism lost its validity. These practices suppressed Turkish nationalism and greatly harmed the Turkish nation. However, influenced by the Turkish migrants that came to Anatolia from the Caucasus at the end of the 19th and early 20th centuries, the concept of Turkism gained impetus and developed in the form of Turanism. The Turkish Hearths, which were established after 1908, and some media organs strengthened Turkism. In particular, the Balkan nations' struggle for independence also laid the groundwork for Turkish nationalism. While the Empire's territory in Macedonia became a hotbed of nationalist currents due to its multinational makeup, the Turkish intellectuals and soldiers who were trying to obstruct these developments began developing their own ideas about nationalism, ideas that grew stronger over time.

After the Balkan Wars, the Unionists put nationalism at the forefront in both politics and the economy. Efforts to create a national merchant class resulted in the gradual formation of a middle class and national bourgeoisie (Aybars 1986, p.101-102). The contemporary laws passed at this time accelerated the transition to the nation stage. Other key points in the establishment of a nation-state are the source and exercise of sovereignty. Efforts to exercise sovereignty during the 2nd Constitutional Monarchy period are also worthy of note. Actions such as the Unionists forcing the Padishah to declare a constitutional monarchy and later deposing him undermined the Throne. Furthermore, the arrangements and practices in the period's political life and the numerous political parties that were formed led to the creation of a politically aware social mass, and to this social mass evolving from the notion of being subjects to being citizens. (Tanör 1997, p.174).

The First World War and its consequences also accelerated the formation of the nation-state. The harsh terms of the Mudros Armistice led to the de facto end of a multinational, feudal, and pan-Islamist Empire and paved the way for new transformations. The borders were pulled back considerably and the area delineated by them was known as the homeland (the National Pact). The population that lived on the remaining land was more homogeneous than it had been during the Empire. Influential here were the Arab lands being kept outside the new borders, the forced displacement of some Armenians under the relocation law that was issued as a result of incidents that took place during the First World War, and the sending to Greece of those Greeks in Anatolia not resident in Istanbul with a regulation passed after the War of Independence. While these developments paved the way for the end of such currents as Ottomanism, Islamism, and Turanism, which were active toward the end of the Empire, they also brought nationalism to the fore and strengthened the notions of nation-state, national society, and homeland.

The National Struggle era paved the way for key steps to be taken in the name of forming a nation and forming a state. While the break from the Ottoman State, which began at the local level, evolved toward state-forming, remarkably, some local organizations were emphasizing national sovereignty (Tanör 1998, p.46). Similarly, after crossing into Anatolia, Mustafa Kemal Pasha said the war to be fought would be fought on two fronts, the first of which was "National Independence" to be won by defeating the occupying states, with the second being "National Sovereignty," to be achieved by toppling the Padishah-Caliphate (Aybars 1986, p.158) and changing the source of sovereignty. Furthermore, he initiated the process of forming a nation-state when he summed up the country's situation by saying: "Gentlemen, there was only one decision

to make in this situation, and that was to establish a new unconditionally independent Turkish state based on national sovereignty"(Nutuk 1982, p.2). The article in the Amasya Circular says: "The determination and resolve of the nation will save national independence" and the article at the Erzurum Congress says: "It is essential to make the Kuvayı Milliye [National Forces] effective and the National Will dominant" as well as disseminating these articles all over the country at the Sivas Congress, which was effectively the first national congress, recognition of the Representative Committee as the sole authorized body, and the rejection of Istanbul's political will all placed the nation at the heart of the struggle to be waged. The National Pact delineated the national borders and when this text was accepted in the Ottoman Parliament, the Ottoman State ceased to exist and the Ottoman Government lost its validity (Mumcu 1988, p.50).

With the opening of the Grand National Assembly in Ankara on 23 April 1920, a new nation-state was established that would conduct the war of independence against the imperialist powers and at the same time manage the revolution against the Ottoman order. This is because, with the decisions it made, the Assembly aimed to make the national will have sovereignty over the future of the homeland while refusing to recognize any other authority above the Assembly. At the same time, it consolidated the legislative and executive powers in itself, recognize the Assembly Speaker as the head of this power, and decided that the Assembly would decide the future of the padishah and the caliphate. These decisions were enough to form the new Turkish state that Mustafa Kemal Pasha had thought of when he was a young captain, change the source and structure of sovereignty, and have sovereignty acknowledged as belonging unconditionally to the nation.

Shortly (10 months) after it opened, Parliament made its own Constitution. This Constitution stated that sovereignty belonged unconditionally to the nation and said that the legislative and executive powers lay with the Grand National Assembly as the true representative of the nation. (Tanör 1996, p.195-197).

With this new order, the political actors also changed. Local elements such as gentry, merchants, self-employed people, intellectuals, clergy, and civil servants with a predominantly middle-class and national bourgeois character began to come to the fore in the provinces as opposed to the feudal-collaborative and bureaucratic cadres of the Ottoman Empire (Tanör 1996, p.174).

The War of Independence was a war fought against imperialism and its local feudal collaborators. This was to empower the middle class and allow it to come to power in the future. Moreover, the fact that this war was

not imperialist or one of aggression and fought only to protect the people's land strengthened the national consciousness while aiming also to ensure national independence and a national economy. Another aspect of the War of Independence was that it was not a racist war. In contrast to the notion of racial or blood unity, its goal was coexistence. (Albayrak 1196, p.347-363). Although the people who lived on what Anatolian land remained after the First World War were of different races and cultures, they had already coexisted for centuries and fought side by side for the same homeland and ideals, and paid the price together. In this context, it is not possible to create a nation based on race in this territory. Phrases such as "Turkish State" and "Turkish People" were used on documents during and after the War of Independence. When Mustafa Kemal Atatürk was defining the nation, he said: "The people of Turkey who founded the Republic of Turkey shall be known as the Turkish nation" (Afetinan 2000, p.28). The concept of "the peoples of Turkey" was never included in the understanding of nationalism as put forward by Atatürk or the structuring of the nation-state (Hablemitoğlu 2018). Article 88 of the 1924 Constitution defines the nation saying: "The people of Turkey are called (Turks) by virtue of citizenship regardless of religion or race."[1] This definition reflects a secular and contemporary understanding of citizenship. All these approaches have been effective in creating a nation by gathering differences under one roof.

The War of Independence was waged within a parliamentary and constitutional state order. This structure that they were striving to create was national and would accelerate the formation of the nation-state (Tanör 1997, p.75). The Ottoman administration's attempt to take joint credit for the victory when the war ended resulted in the already discredited Sultanate being abolished and the members of the Ottoman dynasty being sent into exile abroad. Thus, the Ottoman Empire was officially defunct. Nationalism, which began to grow stronger with the War of Independence, accelerated the emergence of the nation-state. Mustafa Kemal Atatürk, while addressing the teachers in Bursa on 27 October 1922, said: "We lived as a congregation until three and a half years ago. They treated us as they saw fit. The world knew us through those who represented us. For the past three and a half years, we have been living entirely as a nation" (Discourses and Statements II, p.45), summing up the current state of affairs. The Lausanne Peace Treaty established an independent state within national borders and forced the world to recognize it. This treaty also recognized the newly formed state's cultural and economic independence. The Republic was declared, the Caliphate abolished, and a new constitution drafted. This was followed by radical reforms to create a national identity.

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1   https://www.anayasa.gov.tr/tr/mevzuat/onceki-anayasalar/1924-anayasasi/, erişim tarihi 10.12.2021.

Reforms in the fields of secularism, culture, and education are important in nation-building. Secularism is an important argument in the formation of nationalism and at the same time, it is the dominant ideology in the transition from religious sovereignty to national sovereignty and from Muslim community to nation. With secularism, national identity superseded religious identity. When secularism was adopted, religious unity ceased being a common denominator. (Afetinan 2000, p. 31). The understanding of nationalism introduced by Mustafa Kemal Atatürk makes no distinction between Alevi, Sunni, Christian, or Muslim. The nationalism being created here is opposed to religionism and sectarianism. After all, it is not religious unity that makes a nation a nation.

One of the most important conditions of being a nation-state is the establishment of unity of law. Accordingly, the multi-part legal system in the Ottoman period was abolished and a modern secular legal system was adopted, thus achieving legal unity. By doing this, the goal was to fuse together sectarian differences such as ethnic differences inside nationalism (Hablemitoğlu 2018).

Another condition of being a nation-state is undoubtedly an economic structure based on full independence. A strong, productive, and national economy is required to achieve this because just as there can be no development with a consumption-based economy, neither can awareness of nationalism thrive in such a climate. (Köklügiller 1988, p.59). Accordingly, many legal regulations were made and measures adopted for a strong and independent economy.

National identity matters in nation-building because national identity allows a citizen to identify with a national community. One of the most important duties of a nation-state is to create and strengthen the national identity. First of all, democratic administrations and economic development should be encouraged to help develop the national identity. In addition, equity and justice should be ensured and national culture should be developed. (Zhuojun, Hualing 2014). These issues were given careful attention during the early years of the Republic and key studies were made.

In modernization and nation-state-building, unity of language, culture, and history is very important as is having a strong and independent economy. When building the nation, the state uses national education to conceptualize national identity and thus instill citizens with national values. In this context, compulsory education plays a key role in shaping national identity (Windari [2021, p.90]). The people running the state took key steps in the fields of education and culture when building the nation. When the Tevhid-i Tedrisat law [Law on the Unification of Education] was passed, education and instruction were combined and outmoded

educational institutions were shut down. Unity of education was ensured when all students were subject to the same education. Some studies have shown loyalty to the national identity differs among people taught in different educational institutions (Idris' Hasan' & Ya'acob, 01 2012). At the same time, the unity that education provided brought individual identity to the fore. The alphabet reform, which began in 1928, abolished the Ottoman language, which is a mixture of Arabic, Persian, and Turkish, and drove the transition to our national language, Turkish, thus starting the creation of a common tongue for national unity. An alphabet suitable for the language made it possible to create an environment conducive to national cultural policies. National Schools were opened for adults (16-45 years) who were uneducated to teach the new Turkish alphabet and increase literacy rates.

Furthermore, under Mustafa Kemal's directives, Community Centers and Community Chambers were founded in 1932 and they rapidly spread throughout the country. These institutions educated the public by opening literacy and skill courses, publishing magazines, staging theater plays, doing ethnographic studies, and encouraging folk music compilation studies. The History, Language, and Literature branches of the Community Centers contributed significantly to the formation of national consciousness throughout the country. The Research and Compilation wing made significant contributions to language and literature by compiling original Turkish words in old Turkish works, collecting Turkish words and items of popular knowledge that were spoken by the people but had not yet been put into writing together with tales and proverbs, then made new publications to enrich the Turkish language (Arıkan 1999, p.275-276). Furthermore, efforts were made to get the people to adopt the political structure that they were trying to create in these institutions and to make them widespread, contributing to the spread of national awareness (Kili 1981, p.241). In this way, crucial steps toward ensuring cultural cohesion were taken.

Language, culture, and unity of purpose are among the basic elements that make up the nation. It is history that reveals these elements (Eroğlu 1987, p.136). One of the important steps taken in this context is the opening of the Turkish Historical Society and the Turkish Language Association. The purpose of opening the Turkish History Society was to take Turkish history out of the Ottoman and Islamic framework and have it reconnect with its Central Asian roots. The goal was to give our history a new perspective by getting rid of the Eurocentric perspective and employing a unifying and peaceful language while doing so. In a speech he gave in Samsun on 22 September 1924, Mustafa Kemal said: "Let us consider the essence of the life of our nation. This idea, of course, brings us from six or seven centuries of Ottoman Turkishness to the centuries-old Seljuk Turks, and before that, to the great Turkish era that is the equivalent of

each of these periods" and embraced Anatolia. He meant that the Turkish nation would be greatly inspired by its past, dating back deep into history and that national sentiment would benefit greatly from this (Afetinan 1988, p.193-194). It was in this context that the Faculty of Language and History and Geography was opened in Ankara under Mustafa Kemal Atatürk's directives to conduct academic research into Turkish History. At the same time, departments such as Anthropology, Ethnology, Sumerian Studies, and Hittite Studies were opened to create the climate in which our scientists could work in those fields. The Works of Turkish history and civilization unearthed by these studies have helped advance Turkish nationalism. Key studies have also been conducted into the history of Anatolia, and the civilizations and cultural heritage of the states that once lived in these lands have been preserved. As can be seen, the goal was to create a compositionist form of nationalism, not one of denial (Köklügiller 1988, p.59-60).

As we stated above, elements such as language, history, economy, and education make up the dynamic of the nation-building movement in society. Language is extremely important in ensuring the cohesion of the nation and in the formation of cultural identity (Hobsbawm 2006, p.70-71). Language is also a product of cultural unity. Without a common language, there can be no national society and no democracy in which the people have a say in governance (Tanör 1997, p.88). This is why Mustafa Kemal Atatürk attached great importance to language and stated that the Turkish language was the nation's constructive element (Eroğlu 1987: 141). It was within this context that language studies began with a view to simplifying the language, enriching the words used in daily life, and creating a national language. Established for this purpose, the Turkish Language Association carried out many studies such as simplifying the language and harmonizing the written language and spoken language. The objective was to compile words that had started to be forgotten because they were no longer used in Anatolia and put them back into the language and also to enrich the language by examining such works as the Divan-ı Lügati Türk and the Kutadgu Bilig and putting the words they contained back into the Turkish language. When we look at the relationship between language and national identity in those years, we can see that attempts were made to spread the Turkish language and restore its essence (Özdoğan 2015, p.257). In addition, since the Surname Law passed in 1934 required people to adopt surnames in Turkish, this resulted in new words being added to our language. The purpose of passing this law was to internalize the national identity by removing differences based on religion and class (Sadoğlu 2010, p.256). These studies on language have made a significant contribution to the establishment of national awareness and nation-building. Mustafa

Kemal Atatürk emphasized how important these two institutions were for nation-building when he said: "How pleasing it is for all of us to see that the Turkish History and Language Societies have each become a very valuable and important scientific institution that sheds light on the Turkish national existence" (Afetinan 2010, s.204).

This process gained impetus with the university reforms and the Village Institutes. Without a doubt, one of the greatest reforms was when Darülfünunun, which had never been able to gain full university status, was abolished and replaced by Istanbul University, which was founded on science. Thus, steps for studies based on science were taken not only in the positive sciences but in other fields, too. The History of the Turkish Revolution, which was added to the curriculum for this purpose, was influential in creating the nation. Educational institutions have a lot to do in developing the idea of the nation. These institutions build the nation-state through previously determined education policies.

The Impact of the Village Institutes on the Creation of the Nation-State

Education is essential in the process of creating a nation. (Windari 2021, s.90)). The village institutes played a key role in the process of nation-building. There was a great need for these kinds of institutions in the Republic's early years not only to become a nation but also to become a modern country. İsmail Hakkı Tonguç, who was instrumental in opening the village institutes, summed up the country's circumstances at the time saying: "The purpose of life is to live as an advanced nation. We cannot join the civilizations of this modern age or become a living nation with a crowd of people willing to live a backward life no different from the Middle Wages." The proportion of illiterate people aged over 6 in our country in the 1940s was 78%, this number being in the 90s in the villages (Akyüz 2015, p.393). This had to be corrected and the peasants' socio-economic situation had to be improved if national unity and cohesion were to be achieved. It is in this context that work was undertaken for the villages and peasants in line with the reports issued by several foreign experts who were invited to our country in the first years of the Republic. Without a doubt, one of the most important steps taken here was the opening of the village institutes on 17 April 1940. The purpose of these educational institutions was not simply to teach peasants to read and write; rather, it was to educate them in every field. The then Minister of National Education, Hasan Ali Yücel, stated that in addition to education, these institutes would also teach artisan skills such as agriculture, smithing, and basic carpentry. Rauf İnan, manager of the Çifteler Village Institute, sent a letter to one of his students who had earned a place at the institute congratulating him and telling him that while he was there he would further his education and learn skills in

many areas such as farming, animal husbandry, weaving, and sewing and that he could even learn to play an instrument (Kocabaş 2019). As can be understood from Rauf İnan's letter, the purpose of the institutes was not simply to make peasants literate but also to make them productive citizens in every field. Another goal was to break the feudal structure in Anatolia and establish a new economic understanding. This way, the peasants, who made up 80% of the population, would be delivered from the yoke of the local power centers (village chief, sheik, etc.) and take up a profession with which they could meet their own needs freely. The peasants had been crushed and effectively enslaved by the prominent elements of the feudal system, namely the village chiefs and sheiks, who regarded the Village Institutes as a major threat because they aimed to reverse this situation and turn the peasants into productive, aware, and confident citizens. The institutes emphasized total popular enlightenment, secularism, the nation-state, and individualism. However, since this would cause the feudal order to lose power, this mob would serve as the foundation for the abolition of the institutes. Speaking about this, CHP [Republican People's Party] deputy Kinyas Kartal, who was at the same time the head of the Bıruki Clan and a landlord, summed up the situation succinctly in an interview he gave. Kartal said: "The village institutes were intended to abolish our power over the state. We could not tolerate this. I have 258 villages in the Van region. They depend more on me than on the state. They do what I tell them. But when two teachers who graduated from Akçadağ Village Institute came to two of my villages, they learned that there were other powers, not just mine, and they stopped obeying me." He also said that his people conducted all business with the state because the villagers were illiterate and the villagers paid him for this service, but that if they learned to read and write, this income would disappear and his rule as landlord, in this context, would die, which is something he did not wish to see. He said he and the other landlords in the region were getting organized and working to shut down the institutes and stop the peasants from being enlightened (Kurthan 2019). It can be seen that the village institutes waged an important struggle to liberate the people from subjugation and make them free citizens.

The village institutes did not only teach basic courses but they also taught all the subjects in life as a whole. They provided a deep-rooted history education and conducted activities relating to popular culture such as fine arts, folk songs, and handicrafts. These activities instilled civic awareness and national consciousness. At the same time, world classics were taught and there was music and theater, and the children were introduced to universal values (Kartal 2008, p.25). Already being done as part of the Republic's modernization drive, these activities aimed to create

a national culture by reinterpreting local cultures with Western norms ranging from daily life to what clothes to wear, and from table etiquette to the rules of social behavior. Activities also took place in the field of local music. A compilation of village folk songs and dances was made and performed all over the country through the community centers and radio in an effort to create a nation that shared a common culture.

Similarly, the compilation work carried out in this field by Muzaffer Sarısözen collected folk songs from the country's different regions, rearranged them, and broadcast them nationwide on the "Voices From Home" radio show. The institute children were also included in the program through listening (Yükselsin 2015, p.83,85). Furthermore, the students' compilations of folk songs and the cultural values from their own regions were a key step in creating a national culture. Pakize Türkoğlu mentions how Sarısözen's Show on Ankara radio called "I'm Learning a Folk Song" was listened to and utilized in all the village institutes. She stated that this program performed a key function in the institutes because of the shortage of music teachers. Noting that all the students in the Aksu village institute would gather in the front garden, where the radio could be heard, when the show was about to begin, she said: "We would pick up our books and pens and start waiting for the broadcast. It wasn't just we who were interested. The teachers also wanted to listen to the "Voice From Home" program... The program would begin after lessons. Perhaps the Ministry ordered this so that the students could listen to the program… Sarısözen did not just direct the choir and had them sing folk songs, he also taught the folk songs to the listeners. He would first explain the folk song then get the listeners to write down the words, and he would explain where it was compiled from." She explained how much the program meant to her (Kocabaş 2017). Speaking about these radio programs, Vedat Nedim Tör said these new compilations created a rich repertoire of folk songs and that all of Turkey sang them in one voice. He also said that folk songs that had remained local until then were attributed to the entire nation, making a significant contribution to the commonality of language and pleasures, which are among the basic characteristics of national unity (Tör 1942). For their part, the Village Institutes were influential in the creation of national unity by being included in these programs.

Our folk poet Aşık Veysel taught at the village institutes. Between 1941 and 1946 Veysel played the saz, taught, and mixed with the children at the Arifiye, Hasanoğlan, Çifteler, Gölköy, Pamukpınar, and Akpınar Village Institutes. In one of his memoirs, Veysel states that they came to Pamukpınar Village Institute to give lectures, that they were going to return after taking two classes, but stayed here for a while when the weather turned bad, and that he was moved by a leaf that fell while he

was sitting under a tree. That falling leaf fanned the longing he felt for his village and it was with this feeling that he wrote the words: "If a leaf falls from a great tree, it feels pain at that moment and moans."[2] Veysel first said: "The Dark Soil is my Faithful Love" when at the Çifteler Village Institute, teaching children the importance of soil and of producing, the suffering of the people, and love for the soil and the homeland.

The Physical Education lesson in the village institutes' curriculum was defined as "National Dances, Gymnastics, and Sports." The national folk dances were determined based on the institutes' location. Starting from near and moving away, the folk dances that still existed in the villages within their own regions were taught to the students first after which they were allowed to learn the folk dances in the regions where other institutes were located. Every morning, with the participation of the institute staff, all students began the day with folk dances such as Ağırlama, Zeybek, Halay, and Horon, which are among the national folk dances. They also danced these folk dances together every Saturday evening, on special occasions, and on national holidays (Kocabaş 2014, p.56). The people who danced these folk dances very well in their region would serve as master instructors in some institutes, such as Çakı Efe at the Düziçi Village Institute and Hasan Çakı at the Ortaklar Village Institute. Fakir Baykurt, one of our leading literary figures from the Gönen Village Institute talked about this and said with great excitement that 1,200 people danced the Zeybek and stamped the ground with 1,200 feet at once because the region they were in was a Zeybek region (Kocabaş 2017). National holidays are a good argument in nation-building (Jacobson 2004, p.402). Enthusiastically celebrating these holidays together unites and unifies society. The village institutes also took care to celebrate national holidays. On 19 May 1945, the Hasanoğlan Village Institute's folk dance team, consisting of 500 men and women, enthusiastically danced the Bengi, Arpazlı, and Dağlı zeybek folk dances in the 19 August Stadium in Ankara, and the people of Ankara, who filled the stadium, met with their own culture in this atmosphere and joined in with great enthusiasm (Kocabaş 2017). The national folk dances played an extremely influential role in the integration of the people as the product of our own culture that portrays the voice, rhythm, and sobriety of each region (Türkoğlu 2014, p.121). We can say that performed en-masse, these folk dances instilled a common, national culture in the students. At the same time, national sentiments took root when all the students learned and danced these folk dances together. Everywhere the students later went as teachers, they tried to instill in the public the sense of rhythm and the joy they had acquired in their institutes (Kocabaş 2017).

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2 https://www.cumhuriyet.com.tr/haber/asik-veysel-ders-verdigi-pamukpinar-koy-enstitusun-de-anildi-946132, accessed: 4 January 2022.

While getting to know Western culture, the children of the institutes still did not lose touch with their own cultures. Instead of a fake, imitation enlightenment, they progressed from regionality to nationhood by keeping their own society's values alive. The children, who already possessed a national consciousness, thus understood that they were a key part of a universal culture with their own cultural values.

When building a new nation, it is necessary to educate girls and the new generations that are going to raise to create a modern society. This is the mission that the village institutes undertook. Girls who graduated from the institutes were to go as teachers to other villages and teach not only the women of the village but the children, too. Using the sewing machines given to them by the institutes, they opened courses and presented them with new job opportunities (Tuna 2009, p.25). Women's emancipation is a vital part of the nation-building process, and in this respect, positive discrimination was made in admitting peasant girls into the village institutes. This is because coupled with the shortage of teachers and poverty, it was very difficult to include girls in education courses in closed societies. Literacy rates among girls in our country were very low in the period when the village institutes were opened. Therefore, if boys came to the institutes with a girl, they would not take the exam. In addition, girls were not given exams, and if there were any of them who had not finished primary school, they were allowed to finish it here. (Gümüşoğlu 2014, p.8). As can be seen, the Republican governments mobilized to provide an education to the girls in the villages. The girls that studied in the institutes went on to become powerful women in every respect in the public arena. At the same time, they carried the Republic regime to the villages they visited and showed what it meant to be a woman of the Republic (Gül, Alican, Gümüşoğlu 2014, p.109). They did not just teach children in the villages they were appointed to; they also ran sewing courses for the peasant girls, had the village youth perform theater plays, and planted trees in the schoolyards (Akay 2017, p.97). As can be seen from this, these teachers who had graduated from the village institutes and who were extremely well equipped contributed greatly to the economic and cultural development of society, which in turn accelerated the nation-building process.

The institutes practiced mixed education. The men and women of this country fought side by side to liberate it and win its independence, and they were going to defeat ignorance the same way, side by side. Studying the same lessons in the same rows of seats, the boy and girl students would grow up to be conscientious people who regarded each other as brother, sister, and friend, not as someone of the opposite sex, and in this way they would create a healthy community culture as healthy citizens (Yörükoğlu 1985). With mixed education, the girls and boys took the same education and

faced the same challenges it presented together. The classroom thus made a significant contribution to secularism and national unity by eliminating discrimination such as gender discrimination. The fact that the peddlers of religion who profited off religion and morality and who completely failed to internalize these developments, accept secularism, or adopt the understanding of nation-building used the mixed education system to attack the institutes shows how important the mission undertaken by the institutes was. Speaking on this subject, one village institute graduate, Meliha Sürücü, said: "It wasn't those around us who censured us, it was those in charge. The landlords, the ones in Parliament. We never got any criticism from the villages. The people of the village always embraced us (Tuna 2009, p.26)," pointing out those who were bothered by the institutes.

Administratively speaking, the village institutes were participatory, egalitarian, libertarian, democratic, and open to criticism (Altunya 2015, p.41). With their different and original makeup, the institutes played an important role in the enlightenment of Anatolia. The institutes developed the culture of democracy by providing mixed education, allowing the students a say in the administration of the institutes, exercising the rules of democracy, allowing work to be discussed and criticized freely, and through working and having fun together. Speaking about this in a letter he wrote to the institute managers, İsmail Hakkı Tonguç said: "One of the main principles on which our state is based is self-rule by the people. We are trying to establish a form of administration based on this principle by having the students and teachers govern themselves. We accept that the only and peerless way of doing this is through division of labor, by allowing all those taking part in the work to voice their opinion, and with everyone in society treating each other nicely and not interfering in each other's work" (Altunya 2015, p.42). The administrators, teachers, master educators, and students would get together regularly at the institutes, freely express their thoughts, and assess the situation. Rauf İnan, manager of the Çifteler Village Institute, explained this practice by saying: "We would have a general assembly attended by all students, teachers, and master instructors without fail. If there was a very important matter to discuss, I would make a short talk first. There would be speeches, critiques, and discussions, mainly from the students on life at the institute that week, the working conditions, and problems. In particular, they would discuss the initiatives of the guards and the heads, then make suggestions for the following week. The administrators and teachers would also speak and receive criticism" (İnan 1988, p.60-61). In this way, the students put democracy into practice through self-rule. All these practices show what kind of person they were attempting to raise at the institutes. The objective here was for the students to become active citizens by instilling in them such

qualities as self-knowledge, self-confidence, decisiveness, independent thought, tolerance, responsibility, and environmental awareness (Çukur 2008, p.153). The purpose of instilling these qualities was for them to learn by experience, not rote, and to make this a habit. With the skills and habits they acquired in the institutes, the graduates became role models in creating and establishing a democratic consciousness starting in the places where they worked and spreading out all over the country (Kocabaş 2014, p.55). This is crucial for building a nation and creating a nation-state.

Conclusion

the organization of human communities living on a certain piece of land under a political power within an understanding of sovereignty. The nation, on the other hand, is a community that lived together in the past on a specific piece of land and that aims to live together in the future sharing a common economy, ideals, language, history, and culture. The nation emerged with the collapse of the feudal order and the formation of the capitalist order. These transformations led to the creation of the modern state or nation-state.

Nation-states first emerged starting in the mid-17th century and became commonplace in the early 20th century. Many nation-states exist today. Every member of the United Nations is a nation-state. It is these nation-states that set and manage world politics today. The notion of nationalism was born in the French Revolution and led to the disintegration of the multinational empires. The Ottoman Empire was also affected by this and so it brought such schools of thought as Ottomanism and Islamism to the fore to suppress nationalism. Although these two schools of thought were ineffective in the face of nationalism, they nevertheless caused immense harm to Turkish nationalism. With the opening of the Turkish Hearths during the Second Constitutional Monarchy period, Turkish nationalism gained impetus and developed in the form of Turanism. Turkish nationalism found fertile ground after the Balkan Wars and the idea of nationalism thrived in Macedonia, in particular. The Ottoman Empire lost a huge proportion of its territory after World War One. Different nations seceded from the Empire, and the populace on what territory that remained was more homogenous. All this effectively neutralized the Ottomanism, Islamism, and Turanism schools of thought while bringing nationalism to the fore and accelerating the establishment of the nation-state by strengthening the notions of national society and homeland.

The National Struggle period led to important steps being taken in the name of nationhood and statehood. The break from the Ottomans began at the local level but became national with the Representative Committee created for the Sivas Congress. The nation-state was officially established

with the opening of the Turkish Grand National Assembly. All the powers were gathered under one roof in the Assembly, which aimed to make the will of the nation sovereign over the future of the country. Thus, the source and structure of sovereignty changed and sovereignty was accepted as belonging to the nation. The first Constitution assured this. The political actors of this newly established state were the noblemen, merchants, self-employed, intellectuals, clergymen, and civil servants, i.e., the middle class. The feudal-collaborative cadres of the Ottoman were no more. The War of Independence strengthened not only this structure but also nationalization because the people, who had been living together in Anatolia for centuries, cast their lot in with each other. They fought together, paid a price together, and became the "People of Turkey," as stated in the documents of that period. As stated in Article 88 of the 1924 Constitution, the differences were united under one roof and key steps were taken toward creating a nation based on secular and contemporary citizenship. Victory in the war coupled with the Treaty of Lausanne resulted in a fully independent state being established within national borders. Revolutionary reforms took place in such fields as secularism, education, culture, law, and the economy to create a national identity. Secularism is a key factor in nationalization. With secularism, religious identity was replaced by national identity and religious unity was no longer the common denominator. The transition from religious sovereignty to national sovereignty and from Ummah (Muslim community) to nation was achieved. Furthermore, legal unity was achieved by switching from religious law to the modern legal system.

One of the most crucial conditions of being a nation-state is to have an independent economy, so work was undertaken to create a strong, productive economy to help develop a national consciousness.

Meanwhile, unity of education was provided with the Tevhid-i Tedrisat Law [Law on the Unification of Education], mixed education began, outmoded education institutions were closed, and individual identity was emphasized. With the alphabet reform in 1928, a common language began to be built. Unity of language matters when building a nation. The purpose of creating the Community Centers, Turkish Historical Society, and Turkish Language Institution was to create history and culture. Language, which is a product of cultural unity, plays an important role in establishing the integrity of the nation and forming a cultural identity.

The village institutes also occupied an important place in building the nation and establishing the nation-state. At that time, about 80% of our population lived in villages and 90% of this population was illiterate. They were ruled by landlords and sheiks in a feudal order. Nationalization and the nation-state could only happen once this order was broken. Therefore, the purpose of the village institutes was not only to make the villagers

literate but also to replace this feudal order. It is evident from this why the landlords and sheiks were so opposed to the institutes.

Another aspect of the village institutes is that all issues related to life were treated as a whole. In other words, in addition to providing a deep-rooted history education, they attempted to generate citizenship awareness and national awareness through studies on folk culture, while fostering universal values through activities such as world classics, theater, and music. In parallel with the modernization taking place in every field with the creation of the Republic, attempts were made to create a national culture by integrating Western norms into existing local cultures. One of the steps taken in this field was the compilation of village folk songs and dances. Muzaffer Sarısözen's radio programs undertook an important mission in this regard. The students in the village institutes compiled the folk songs in their own regions as homework. Our famous folk poet Aşık Veysel taught in the institutes and introduced the students to folk songs. They began their day by learning the folk songs from other regions starting with their own regions in Physical Education lessons, dancing together every morning, and including the people in this revelry on special occasions and national holidays. All this contributed to national sentiments taking root and to the creation of a common culture. These activities ensured that the children who had been introduced to Western culture did not break away from their own cultures. In this way, these cultural elements with local characteristics were moved to a national platform.

The democratic makeup of the Village Institutes, which were libertarian, participatory, and open to criticism, let the culture of democracy take root in the students. In particular, attempts were made in the institutes to make each student an active citizen by emphasizing such qualities as self-confidence, decisiveness, independent thought, tolerance, and a sense of responsibility. This was achieved by having all teachers, students, and staff attend the now traditional meetings and being able to speak their mind freely. The teachers who graduated from the institutes having acquired these qualities played a key role in spreading the culture of democracy across the entire country by instilling them in the peasants wherever they went.

All these practices show us that the village institutes contributed significantly to the formation of the nation-state.

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CHAPTER 6

THE EXPERIENCE EFFECT IN LUXURY CONSUMPTION: THE CONTACT POINTS OF LUXURY BRANDS WITH THE CONSUMERS

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Introduction

Luxury is a concept whose meaning varies from person to person in today's world. Consumer products generally shape the concept of luxury, which is perceived differently in relation to income level and social status. A product that some people define as a necessity may be defined as a luxury for another. In particular, luxury consumption products, which can make one feel like belonging to the social class they want to belong to, also strengthen the sense of pleasure that people get in the direction of self-realization.

The most important element that makes a luxury brand a "luxury brand" is the experience, because the mainstay of consumers' willingness to pay high prices for a brand just because it is a luxury brand is the sense of experience of owning and using a luxury brand. The experience with luxury brands purchased for hedonic purposes should always be unique and special so that the brand makes the consumer feel special and therefore preferred. That is why; it is not possible for any brand that does not make the consumer feel special and important to be considered as a luxury brand.

With the development of the digital world, the contact points of the 21st century luxury experience with the consumer have started to shift mainly towards electronic environments. Experience areas such as the internet, social media and virtual reality applications have also transformed the luxury understanding of consumers to a certain extent. For the new generation consumers who have started to make their self-presentations on social media, the posts showing the use of luxury brands hint about the social class they belong to, and accordingly, they offer an experience area preferred by consumers who want to climb up the social ladder.

The sense of experience created by the use of luxury brands, the self-perceptions determined in the light of these experiences and the place of the digital world in the luxury brand experience are the focal points of this study, and luxury consumption in the context of experience marketing is examined within the framework of different theoretical perspectives.

Luxury Consumption Concept

The definition of luxury is context-dependent; the same product can be seen by one person as a luxury item, and by another as an everyday commodity. The concept of luxury, in terms of revealing the meaning and the scope, is a controversial discourse order, a controversial field and an ongoing cultural studies (Nwankwo, Hamellin, Khaled, 2014:736). Luxury as a concept is defined within the scope of socio-psychology as a result of its connection to a culture, state of being and lifestyle, whether it is personal or collective. When linked to brands, it is characterized by a recognizable style, strong identity, high awareness, and enhanced

emotional and symbolic associations. (Okonkwo, 2009a, 287). Kapferer and Bastien (2009:314) state that cultural elements lie on the basis of the concept of luxury, and luxury brands are mostly related to the integrity between culture and social success. Additionally, it is explained that money alone cannot explain the concept of luxury and that luxury transforms the raw material, namely money, into a culturally sophisticated product in social stratification.

Whether it is the consumption process of luxury brands or ordinary mass brands, there is a rational benefit in every situation that is basically tried to be achieved. However, in addition to this rational benefit in the luxury consumption process, the visible, tangible elements of the brand where the brand interacts with the target audience (such as physical characteristics of the product, sales points, warranty and after-sales customer services, presence in social media, logo, etc.) and the effect of its abstract image, which is a reflection of the values and principles structured on the basis of corporate culture and philosophy that determines the brand personality, are also evident. When the luxury brand concept and luxury consumption process are evaluated from an inclusive perspective; It is explained with the holistic corporate brand perception, and it points to a broad perspective explained within the scope of corporate marketing, which makes the brand specific and gives it an identity as well as the rational benefit of the product.

According to Kapferer (1997), basically everything in luxury goods hides the pure practical benefits arising from the product or associated with its consumption. For example, the leather, wood texture, peace, and serenity used in a car, the various details for the tire of a car brand move the tire beyond its basic benefits. Porsche and Ferrari are defined as prestigious sports car brands rather than typical examples of luxury consumption. The creative engineers who designed these cars focused on speed to make a mystical transmission; but nevertheless, they have introduced more than all the basic car functions. The concept of luxury completely escapes from the time constraint, and is formed on the perception of leisure, freedom and being different (pp.253-254).

Luxury consumption is seen as a form of consumption specific to an upper class. Luxury brands and luxury consumption are also defined as a phenomenon that defines the existence, boundaries and qualities of a certain group in terms of price and preferences. In this context, luxury brands define and represent the symbols and attitudes of the aristocracy. (Kapferer, 1997:253). Sombart (1967) argues that luxury spending has been a key feature of capitalism since its origins (Nwankwo, Hamelin, Khaled, 2014:736). Historians and sociologists working on the concept of luxury and luxury consumption focus on some basic principles in the context of luxury brand management. The first of these principles is to differentiate

between customers and non-customers and to create a distinction between them. It is mentioned that one should not confuse the areas of relationship and interaction and should create a limit for those who are not invited to this consumption while creating this distinction, on the basis of the fact that luxury consumption is a form of consumption for a certain segment. Price, selective and limited distribution, as well as aesthetic dimensions of products can be used as a tool in achieving this situation. These basic symbolic elements that define luxury brands are known by everyone and luxury brands can be desired by everyone, but they can only be consumed by a happy few (Kapferer, 1997:255).

When viewed as goods consumed only by a happy few, luxury goods are often perceived as something not needed, splendid, or unnecessary, and often seen as the opposite of need. Therefore, some economists and philosophers have a negative perception of luxury as it is associated with ostentation, extravagance and abundance. Unlike consumption that serves basic needs, luxury consumption may not be associated with subjective well-being. Still, many consumers spend a large amount of their income on luxury brands, even though they have met their basic needs far less. This indicates, in one respect, that consumers receive some benefit from luxury consumption. (Hudders, Pandelaere, 2012:415-416). In the approach claiming that luxury consumption has become a necessity, it is stated that luxury turns into necessity/obligation where the need ends. It is also argued that with the increase in discretionary income and the effect of dominant media culture, a unique sense of tolerance and satisfaction has increased, that is; the phenomenon of "ego society" has emerged. This situation manifests itself as the desire to influence others or oneself, to seek status and recognition, rather than the ability to do (Husic, Cicic, 2009:235). At this point, many studies aimed at understanding the reasons for luxury consumption have been conducted to comprehend the relationship between conspicuous consumption and materialism; It has been concluded that there is a relationship between materialism and conspicuous consumption in the consumption of luxury products. (Wong, Ahuvia, 1998:436). The fact that social status is a phenomenon given by others leads to an obvious harmony to emerge with the social class or group and the individual. This situation further increases the tendency to buy and own luxury brands in products that are consumed in the community rather than products for private consumption. Conceptually, extrinsic desires and conspicuous consumption behavior share similar values. On the other hand, individuals pursuing inner pleasures are less psychologically dependent on the perceptions and opinions of others, and their aspirations are not compatible with conspicuous consumption behaviors (Truong, 2010:657).According to Yeoman (2011), smaller, available luxuries and award-winning products strengthen the effect of consumer appeals so that consumers continue to

satisfy their regular needs and desires. At the same time, luxury products continue to maintain their distinctiveness through their special pricing and uniqueness (s.50).

Inclination towards luxury consumption can lead to situations related to pleasure-oriented, self-realization and belonging motives as a result of the individual interacting with the privileged target audience of prestigious brands, associating his identity with this group and defining himself in this context. Thus, it is seen that while designing and reflecting the identities of their brands, as the actors of luxury consumption, they act in a way that satisfies the pleasure-oriented psychological needs sought by the consumer.

In this context, it is possible to evaluate the theoretical perspective on luxury consumption on the basis of six theories. These theories can be briefly classified as follows: (Ko, Costello, Taylor: 2017:5; Kang, Park, 2016:3813; 3815):

- *Self Concept Theory:* Consumers seek luxury brands to develop and improve their self-concept. In the context of luxury, this theory proves that consumers with independent self-concepts are individually oriented, emphasizing their hedonic, utilitarian self-communicative purpose in luxury consumption. Consumers who are more dependent on self-concept are also more concerned about the social function of luxury consumption.

- *Conspicuous Consumption-Veblen:* As a result of his observations and evaluations during his lifetime, Veblen revealed that conspicuous consumption indicates wealth, which means status and power. Further studies, on the other hand, reveal that luxury products consumed among the public are more likely to attract attention.

- *Social Comparison Theory:* When engaging in a social comparison, a person looks into his memory for evidence of similarities or differences between self and target. Social referencing and self-construction are determinants of luxury brand consumption.

- *Extended-Self/Consumer Culture Theory:* Consumers use their property to create and change their identities to shape their projections of who they are or hope to be. The consumption of luxury brands and the value in ownership are hidden in one's ability to develop oneself.

- *Theory of Uniqueness:* Individuals feel the need to differentiate themselves from others when there are too many similarities in their social environment. The need for uniqueness is a potential motivation for luxury consumption.

- *Impression Management Theory:* According to this theory, people deliberately adjust their behavior to express their positive social image. Impression Management Theory claims that positive social feedback is

a very important source of the ego of the individual, which is closely related to narcissism. Therefore, the luxury consumption characteristics of narcissistic orientations need to be clearly explored, as narcissistic consumption behaviors contribute greatly to the customer presence of luxury brands. Individuals who achieve their ideal self-image through their conspicuous consumption are more satisfied with the reactions of others to the luxury goods they have, rather than the practical value in use. Satisfaction with the reactions of others is associated with having something that others cannot easily obtain, and envy manifests itself in the form of satisfaction. According to Veblen, the recognition of an individual's social power or existence by others is closely related to his consumption style and what he consumes.

In addition to these theories, Vigneron and Johnson (1999) combined the five values of prestige behavior with five related motivations in their modeling for luxury consumption and presented the definitions of prestige-oriented consumers in five different categories. According to the authors, in the classification of luxury products, hedonists and perfectionists prioritizethe pleasure from using the luxury product. Price is less important than quality, characteristics and performance of the product. Such consumers of these brands know what they want and use their own intuition and see price only as proof of quality. They prefer to buy rare and unique products as it will be a status indicator. In this context, the concept of luxury consumption can be defined within the scope of the effects of the dimensions defined below. (Husic, Cicic, 2009:232; Kastanakis, Balabanis, 2012:1401):

- *Veblen Effect[1]* - *perceived conspicuous/conspicuous value:* The consumer defined by Veblen attaches great importance to pricing as a descriptor of prestige. Because his primary purpose is to influence others.

- *Snob Effect - perceived uniqueness/uniqueness value:* Snob consumers perceive price as a sign of difference and uniqueness and avoid using popular brands to experience internal consumption.

- *Majority Effect – perceived social value:* In relation to snobbish consumers, majority-influenced consumers place little emphasis on price as a symbol of prestige. When using prestigious brands, they give more importance to the effect they create on others. Majority consumption in luxury brands can become important because the behavior of other luxury consumers, especially the reinforcement of the values for the concept of

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1 [*]People meet their basic physiological and safety needs by consuming goods and services. On the other hand, some individuals in the society may consume for the purpose of influencing and showing off others, apart from these needs. For some individuals, the demand for ostentatious goods and services may outweigh their physiological and safety needs. This type of expenditure on goods and services that provide psychological satisfaction is called "conspicuous consumption" (Güleç, 2015:70).

luxury, consists of complex interactions between various social groups, including customers and brand communities.

- *Hedonic Effect – perceived emotional value:* Hedonic consumers are more concerned with their thoughts and feelings. Therefore, they attach little importance to price as a determinant of prestige.

- *Perfectionism Effect – perceived quality value:* Perfectionist consumers trust their own perceptions of quality attributing to products, and see price rather as a proof of quality.

The Definition and Qualifications of Luxury Brand Concept

The luxury brand is the highest level of prestigious brands that provide various physical and psychological values. Luxury as content defines a conceptual and symbolic dimension, not a product category. This dimension includes values that are strongly associated with cultural elements or socio-economic context. It is stated that luxury goods are defined as symbols of personal and social identity and that these brands have the qualities of ensuring respect for their owners and meeting psychological and functional needs. These features are the main factors distinguishing luxury from non-luxury or counterfeit products. (Li, Li, Kambele, 2012:1517).

Kapferer (1997:254) mentioned 4 brand systems that he defined as brand, upper-range brands, luxury brand and griffe on the figure where he defined luxury and brand systems. The said classification is shown in Figure 1. The brand defined by Kapferer in the figure is a system with mass production, price/cost pressure, and spiral/fluctuating quality. The upper-range brand is a fabrication brand of the highest quality in a particular category, where production is set in series. The luxury brands include products produced in small series, produced by workshop and handcraft, and produced with fine craftsmanship. The Griffe), on the other hand, are brands based on pure creativity, unique piece production and mastery.
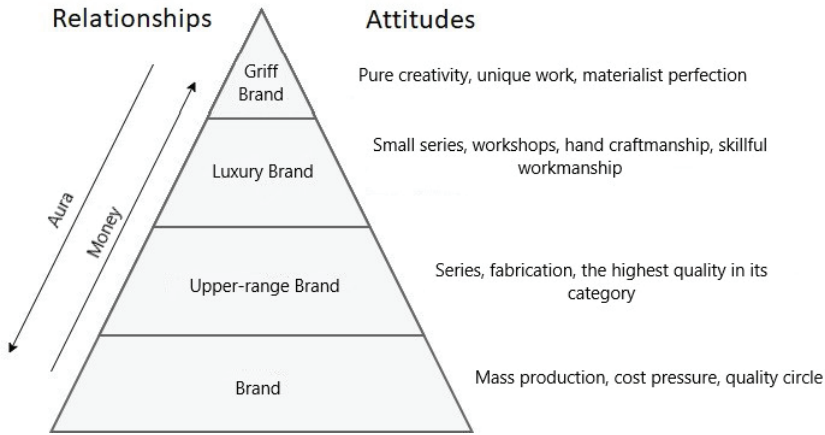
Figure 1. Luxury and Brand Systems (Kapferer, 1997:254)

High-end brands have tangible attributes associated with a specific product category, while luxury brands have intangible attributes associated with values and ethics. Things that are luxurious include both creativity and inspiration. There are two basic concepts related to luxury. The first of these is monetary capacity, that is, the value of quality, and the second is the tendency to appreciate the artistic, creative, emotional dimensions of the object. These brands include the unpredictable, expressing relief from what hurts and rising strongly. In addition, the work of a griffe brand must have the uniqueness and distinctiveness of a work of art and should never be reproduced. As a griffe brand that produces haute couture clothes, YSL also displays a luxury brand feature. (Kapferer, 1997:253;254-255).

As luxury and griffe brands display pleasure-oriented and psychologically motivated consumption behavior features and the product has a meaning beyond its physical benefits or qualities and price, they bring a lifestyle partnership between the customer and the brand, a connection with a living experience. From this point of view, it is important to create an experience in establishing the interaction between luxury brands and their customers, and to create a moment/moments that will place that brand in the customer's life by associating it with a unique pleasure. This makes experiential marketing an effective marketing strategy in the luxury brand consumption process.

Berthon et al. (2009) state that luxury brands can be classified into different types in terms of some qualities; as modern luxury brands, postmodern luxury brands and classic luxury brands. They can be defined as follows(ss.54-55):

- *Modern Luxury Brands:* They have status-providing features that are especially important for newly wealthy individuals. Luxury brands in

this context are tangible goods, not products/services that are consumed unnecessarily. Renovating open ownership is the most important thing. Modern luxury brands are global brands, but they do not have a wide reach. They are typically distributed around the world through a selective distribution network, and are sold at business-branded private retail outlets and feature websites. The difficulty of this situation makes it difficult for the brand to manage the tension between exclusivity and ubiquity.

• *Postmodern Luxury Brands* Express a situation where everything can be fashionable in the food, clothing, sports, resorts, automobiles, etc. sectors. Since the fashion cycle is short, willing consumers who can instantly adopt and abandon brands object to this wide range. The consumption of these brands is highly variable, dependent on the judgments and trends of others. Therefore, successful marketing solutions of postmodern luxury brands depend on their ability to obtain key advisory groups, opinion leaders (such as artists, celebrities, and critics) in the community. Postmodern luxury brands have a fast life cycle. This cycle includes rapid production returns and proportionally high prices.

• *Classic Luxury Brands:* Classic luxury brands with a deep-rooted history display a monumental quality that emerges under the influence of this deep-rooted past. Although they have managerial structures coming from a deep-rooted family background from generation to generation, it can be difficult to maintain the same high quality in all processes in the corporate marketing structure over a long period of time coming from a deep-rooted past. Therefore, brand managers undertake a serious risk. Classic luxury brands, on the one hand, create durable goods that are sensitive to quality, with limited distribution, and have a strong image, on the other hand, these brands have the responsibility of creating remarkable and distinctive products with nuances in their own brand category.

Kapferer (1997) states that as an economic term, luxury objects are defined as the objects with the highest value in terms of price-quality relationship in the market. Economists define quality as concrete functions, with regard to how a product/service is known and how this level of publicity is measured. Indeed, the McKinsey Report defines luxury brands as brands with comparable tangible functions that can consistently justify being priced higher than other brands. At this point, price may not always be seen as one of the unconditional and most valuable qualities, because it is possible to encounter brands at different prices among luxury brands. Kapferer shows the perceived image difference between the two luxury brands as an example of this situation. Although Jaguar is always cheaper than Porsche and this feature is seen as a comparable tangible feature, Jaguar still has a stronger sense of luxury image than Porsche and is described as a highly technical sports car brand (p.252).

Jin (2012) states that luxury brands are expected to have characteristics such as being unique, belonging to a certain segment, through high quality, exclusive/premium price determination and controlled distribution (p.687). In this context, Kapferer (1997) also states that luxury brands show the characteristics of having excesses in certain issues, and adds that these excesses are excesses that reflect traditional working styles, such as excess in details, excess in care, excess in prestige/reputation, excess in precaution. However, depending on the changing time, luxury brands may need to redefine themselves according to new market conditions and customer expectations. Competing luxury brands are faced with making today's customers happy and succeeding in retaining them. In today's world, luxury brands trying to exist in the market should be accessible, accessible, that is, mobile, instead of being hidden behind walls, in a castle, so to speak. In addition, luxury brands should not ignore the existence of ordinary mass brands. Luxury brands should not forget that they have to maintain continuity in quality, renew themselves in terms of the most basic quality elements and raise their standards (p.256).

At this point, it is important for the luxury brands to use the strategies of experiential marketing, establishing a relationship with the target audiences with actionable experiences appealing to the senses and emotions and create interaction in order to make the presence of themselves noticeable in the market, to keep the contact areas with their existing customers and potential target audiences active, thus to make the brand perceptions alive in the minds.

When we look at the luxury brand concept in terms of corporate marketing; It is seen that the corporate philosophy, corporate behavior components that reveal the brand's personality, and the corporate communication and corporate visual identity elements that make the corporate brand more visible have an impact on reflecting a privileged, unique, status indicator, special and high quality brand personality in terms of luxury brand identities. Experiences, online and offline touchpoints where brand-customer interaction is established play an extremely effective role in creating the perception of corporate brand image. In this context, in terms of luxury consumption, the physical dimensions of the brand's identity, which attract attention as areas of interaction and relationship with the target audience, draw attention as elements that symbolize and make the luxury brand identity visible, and are also effective in creating a "luxury brand perception" for the brand.

High quality products, exclusive/creative packaging, exclusive store locations, higher retail margins, expensive promotions, advertising campaigns and brand names that define the luxury brand perception also contribute to higher pricing of luxury products. So much so that if luxury

products do not have a high price, they lose their privileged status and uniqueness. Similarly, the high price makes the consumers feel superior as one of the privileged elite who can afford these products, and for some consumers the desire to impress others can be the most important motivating factor. The ability to pay the high price is a pure indication of wealth in this form of luxury consumption. (Husici Cicic, 2009:235).

Middle and lower class consumers targeting the lifestyle of the rich, which have gained a new dimension with the high price-luxury brand and being associated with a privileged target audience, the change in the structure of the market, the change created by the postmodern era in the perception of luxury brands, the global growth in disposable and discretionary incomes, have begun to become valuable target audience segments of luxury brands, many of which have expanded their product range to appeal to wider socio-economic segments (Truong, 2010:668). Especially with regard to luxury goods, structural and cultural shifts in western marketing systems have made a traditionally privileged cultural category accessible to all, thus democratizing the right to own luxury goods (Nwankwo, Hamelin, Khaled, 2014:735). Most luxury brands have begun to sell large volumes of products, pushing the limits of access to luxury. In the context of these efforts, luxury firms try to balance two seemingly incompatible goals. The said targets are; is to increase brand awareness, revenues or market share while at the same time maintaining perceived privileges. Masstige luxury, which is formed by combining the English equivalents of the words democratization of luxury, mass affluence, mass and prestige in the literature (prestigious for the mass, creating a downward brand extension of luxury brands for the masses) has been put forward in this context. (Kastanakis, Balabanis, 2012:1399). The change in luxury brand perception and definition expressed here includes the emergence of experience areas that will reflect a more accessible brand perception in terms of sales points in the real market and their presence in the digital market in diversifying the target audiences of luxury brands.

The brand's consideration, strengthening consumer and loyalty variables can affect the consumer's purchasing/consumption decision process. From this point of view, while brand awareness is very important in terms of decision journey, brand recall also comes to the forefront through interactive communication channels as well as consumer-oriented marketing activities. At this point, the main change can be considered as the shift of power to the consumer side. The effects of the transition from the traditional marketing approach to the consumer-oriented marketing approach, as well as the fact that interactive channels enable consumers to access brands, have changed the balance of power in the market environment towards the consumer. Elements such as the fact that the consumer can now use the information that is useful to him and test the products at the

contact points also show that the consumer can control the process. For this reason, loyalty has become another important factor in the purchasing decision process in the face of the increasingly stronger consumer. It is known that the experience and sense of satisfaction that develops with the use of the product after each purchase creates the opinions of the consumer for the next decision.

The concept of experience is an important motivator for consumers in shaping the purchasing decision process, and the establishment of brand-customer interaction reveals a situation whose impact on the formation of brand loyalty cannot be ignored. Today's consumer, who is waiting to be noticed as an individual in the crowd, expects a closer and personal relationship and interaction from the brands as the target audience of luxury brands, and wants to feel the value given to them more closely. At this point, the experience that brands design for their customers and the interaction points they create become the most important playgrounds of marketing.

Experience Concept in Luxury Brand-Customer Interaction

In the consumer decision-making process, the experiential view describes situations where less concrete, hedonistic variables may be important determinants of behavior (Leighton, 2007). Because people seek market offers that include happiness, sensations, emotions, new forms of satisfaction and core values in the consumption process (Same & Larimo, 2012). Experiences are special events that occur in response to some stimuli, and whether they are real or virtual, they usually result from direct observation and/or participation in activities (Tsaur, Chiu, Wang, 2006). Experience is created when brands bring their products or services together in a fiction to involve and influence their customers individually. At this point, commodities are convenient, goods are tangible, services are intangible, and experiences are unforgettable (Pine, Gilmore, 1998). An experience can also be defined as an emotional experience that can lead to emotional and personal change, or emotional events that have a strong effect on the perceiver. Feeling experience or gaining knowledge or practicing skills is a condition that affects the way one sees, and experiential marketing is less interested in cognitive processes and focuses on the consumer-brand relationship (Same, Larimo, 2012).

In the traditional marketing approach, a brand's competitive advantage stems from product innovation, pricing strategy, and a strong marketing channel; in the experiential marketing approach, competitive advantage is the unforgettable experiences and such a competitive advantage is more difficult to imitate and substitute (Tsaur, Chiu, Wang, 2006). Experiential marketing is based on identifying and meeting customer needs and desires profitably and is a type of marketing that brings brand personalities to

life and allows customers to participate and interact with brands, products and services through sensory means (Same & Larimo, 2012). Experiential marketing is based on the direct personal participation or observation of the consumer (Same, Larimo, 2012), and the 21st century consumer demands an educational and valuable experience in the consumption process, while at the same time waiting to be entertained, encouraged, and emotionally and creatively questioned (Leighton, 2007).

Typology of consumer values in experiential marketing can be classified as follows; extrinsic and intrinsic value; self-oriented and others-oriented value; active and reactive values (Österler, Kuhn, Henseler, 2018). Pine and Gilmore (1998) on the other hand, classified the concept of experience; into four broad categories: entertainment, educational, aesthetic and escapist. According to another approach by Shobeiri, Laroche, Mazaheri (2013), experience can also be evaluated within the scope of two main dimensions as internal-external and active-reactive. Extrinsic values are the utilitarian side of shopping, and intrinsic values are the fun side of shopping. In the purchasing decision process, the consumer is still in search of functional features, advantages, product quality and a positive brand image; Products affecting their senses, touching their heart and activating their mind are more influenced by communication and marketing campaigns. Products related to lifestyles, communication and marketing campaigns and the experiences offered through them are much more effective in consumers' decision processes (Tsaur, Chiu, Wang, 2006). At this point, considering that luxury brand perception is based on lifestyles, value judgments, hedonic satisfaction, and sensory and emotional motivations, it cannot be overlooked that the unique experiences created by experiential marketing are also important in the establishment of brand-consumer interaction and loyalty.

Experiential value comes from the experience of consumption rather than ownership. Luxury goods and services should provide consumers with appropriate hedonic, experiential, emotional and aesthetic values. Schmitt (1999) suggested five dimensions of experience; experience-sensory (sensory), feeling (emotional), thinking (cognitive), action (physical/lifestyle), and relationship (culture), and emphasized that in every process, consumer experience is more important than function. This experience is determined through communication, visual composition, product presence and social media. Pine and Gilmore (1998) state that in the experience economy transformation, consumers will buy a product when it offers an experience beyond mere distribution and convenience. The entire marketing process needs to be staged for sales and consumers' experiences through relationships, experiences, and culture. While Yoo et al. (1998) state that consumption value creates positive or negative emotions, Chang (2015) suggests that experience has a positive effect on

flow. The value of a high-level luxury experience has a positive effect on the customer's hedonic (pleasure)-based motivation, brand loyalty and creating passion (Han, Kim, 2020: 4).

The value dimensions that luxury brands and consumers build and reflect in the context of their shared experiences can be classified under three components. These three value dimensions are also defined as the experience areas/worlds of consumers in some sources. The said value dimensions and their equivalents can be summarized as follows (Berthon et al., 2009:49; Hung et al., 2011:458):

1. *Area/World - Functional Value Dimension (What does the brand do? What are the physical characteristics of the brand?):* This value dimension defines the product-service quality perceived by the consumer. Quality may be important to the consumer in this value dimension, because quality is a sign of what the product/service does and how the product will perform better. Many studies reveal that quality is an important indicator for some consumers.

2. *Area/World - Experience Value Dimension (What do brands mean for individuals?):* This value dimension includes individuals' thoughts and feelings towards luxury brands. These thoughts and feelings are subjective perceptions of the individual and can be defined as evaluations such as the rarity, value and uniqueness of the luxury brand. It includes experiential consumption, fantasies, feelings and entertainment values.

3. *Area/World - Symbolic Value Dimension (What does the brand mean to others?):* The symbolic value dimension includes the indicators of ostentatiousness, expensiveness and wealth. The attributes of the luxury brand provide to show that the consumer of the brand is as good as the others.

It is possible to classify the areas of experience in which luxury brands interact with their consumers as *entertainment, education, escapist* and *aesthetic,* as well as experience areas expressed within the scope of experiential marketing . An example of a luxury clothing brand's *field of entertainment experience is the* opening of places such as restaurants and cafes that will create a different connection area and offer privilege in the life of its consumers, apart from its field of activity. *In the field of educational experience,* a luxury brand can give its consumer a new skill or help him develop an existing one. An example of this is the "Ferrari Driving Experience" program held by Ferrari as a two-day program in North America. The *surreal field of experience is the field of* experience created by new luxury brands emerging within postmodern marketing trends such as luxury tourism. Brands that offer the perception of the past and the future together and design the exact same historical buildings

as hotels and spa centers create surreal areas of experience. The *field of aesthetic experience, on the other hand, is* the experience areas that emerge as a result of the interior and exterior areas of private designers' boutiques designed with special architectural designs (Atwal, Williams, 2009:342-343).

In the creation of customer experience, it is possible to gain competitive advantage by designing unforgettable experiences between the brand and the customer, especially at the sales points. Consumer interactions, such as the physical and non-physical elements of stores, which are defined as emotions triggered by brand-related stimuli, also significantly shape consumer brand experiences. Brand experiences play an important role in luxury retail, as they enable luxury brands to connect with their customers on an emotional level, thereby differentiating themselves from the brands' primary functional characteristics. To sustain this differentiated experience, current research argues that luxury stores must create a unique and dignified atmosphere. In particular, the dominant mentality involves restricting access to luxury brands in retail so that existing customers can make the brand experience more sophisticated. However, a luxury brand that follows such a retail strategy also risks being perceived as intimidating, and new audiences may even perceive the brand as outdated. Therefore, what luxury brands need to do is to act with a strategy that will allow new target groups to access the brand's experience without alienating existing target groups (Klein, Falk, Esch & Gloukhovtsev, 2016:5762).

From all these perspectives, luxury is a concept that should be evaluated based on the qualities it reflects, not quantitatively. For the luxury brand, the pleasure value is more important than its functionality and it should be more sensory and experiential. Luxury is a social phenomenon, and luxury, whether object or service, must have a strong human content and be of human origin. The fact that luxury brands' products are handmade and offer privileged services reflect such qualities (Kapferer, Bastein, 2009:315). Luxury brands are brands that make you feel privileged and unique, have a well-known brand identity and high brand awareness and quality perception, maintain a certain sales share and have loyal customers. In this context, the dimensions of the luxury brand model are defined as; product integrity/consistency, value-centered existence, culture, history, marketing, and turnover (Husic, Cicic, 2009:231). According to the luxury brand index, luxury brand perception is evaluated based on quality, pleasure, self-actualization, ostentation and uniqueness. It is seen that perception and social influence have an effect on luxury brand purchase intention. Research reveals that socially oriented consumers tend to buy luxury brands in order to gain status and be deemed successful. Therefore, it shows that the satisfaction of needs for wealth, social status and social approval is effective in luxury brand purchases as an external factor.

However, luxury brands need to determine the right strategies to reflect their brand identities with a balancing strategy for internal and external motivations, considering that consumers also act with internal motivations for self-realization and gaining pleasure in their purchase intention (Hung et al., 2011:458, 459, p. 463). Personally oriented consumers' luxury brand consumption includes creating self-directed hedonic experiences from the products they use, seeking to derive special meanings from the product, and judging products by personal standards. Symbolic and utilitarian dimensions are effective in the luxury brand choices of such consumers. As a result of consumption, personally oriented consumers want to get emotional benefit, symbolic benefit, and utilitarian benefit (Tsai, 2005:426). In his research on the consumption of luxury products and personal desires, Truong (2010: 668) found that consumers who value their inner desires buy luxury products not for conspicuous consumption, but for quality and their own personal pleasure; Whether extrinsically or intrinsically motivated individuals, the quality of luxury consumption and the satisfaction of the individual's own inner pleasures are common to both consumers; He concluded that prestige only manifests itself as a necessity in the luxury consumption process for consumers with extrinsic motivation.

In luxury consumption, the extrinsic-intrinsic motivation of the consumer and the fact that the luxury brand consumption phenomenon is built on a human-centered social ground on the plane of pretentiousness, senses and experiences necessitate a meaningful experience process in the context of emotional satisfaction or the pleasure resulting from the consumption or ownership of the luxury branded product rather than the functionality of it.

From the traditional point of view, it is argued that the luxury experience is achieved by offering the highest quality in any of the elements that mass brands also offer. For example, from this point of view, the product offered must be of exceptional quality, the service added to the offer must be delivered flawlessly. Those who believe that this is not enough to design a luxury experience and that take the concept from a broader perspective believe that the luxury experience goes beyond being overly premium. The luxury industry is unique. Luxury is more than just a material offer, even if it is a service provided. Luxury is a differentiated proposition that offers symbolic and experiential value as well as functionality. At times, ironically, offering symbolic and experiential value may require luxury brands not to deliver "perfect quality. "For example, while many might think of a Ferrari's noise and wasted potential as product flaws, from a luxury experience perspective these are part of the brand's philosophy: passion and imagination in luxury are as important as functionality (Grigorian, Ricard, Petersen, 2014:4-5).

Luxury brands are branded products and services, and it is seen that the dimensions of high quality, uniqueness, rarity, special pricing, and high level of aesthetics draw attention in the definitions made for the concept. Considering these basic dimensions, luxury brands present experiences that will create perceptions for consumers on the following issues (Ko, Costello, Taylor, 2017:2):

- be of high quality

- deliver real/authentic value through gratifying utility, whether functional or emotional

- create a prestigious image in the market by building qualifications such as craftsmanship, craftsmanship or service quality

- be worth asking for a special price

- be able to establish a deep connection or resonance with the consumer

When evaluated in the center of studies defining the functions of attitudes, two functions of luxury brands can be mentioned. These functions are *value-expressive function* and *social-adjustive function.* While self-expression, one of the functions of attitudes, corresponds to the value-expression function of the luxury brand; The self-presentation function of attitudes corresponds to the social cohesion function of the luxury brand. When consumers develop an attitude towards luxury brands with the function of expressing value, they are motivated to consume the luxury brand as a form of self-expression to convey their core values or beliefs and unique identities. For example, A Louis Vuitton brand bag reflects the consumer's personality and core beliefs and functions to convey these values to others. When consumers develop an attitude towards luxury brands with the function of social cohesion, they are motivated to consume luxury brands in order to convey a special social image and confirm their social status. In the social cohesion function, luxury brands become a special image reflector that fulfills the function of presenting itself for the individual as well as being a social status symbol (Jin, 2012:690).

Consumption of luxury products in order to gain status and value both enables the consumer to present himself and to make his identity important in the eyes of others he cares about. Therefore, while status is the key motivating element of luxury product consumption, financial status also plays a role in this regard (Ko, Costello, Taylor, 2017:5). On the other hand, many aspects of consumer values in luxury brand marketing show global partnerships rather than context specificity. Therefore, it should not be overlooked that cultural norms and values, which also determine the perception of lifestyle and status values, are powerful factors that

shape consumer perceptions, tendencies and behaviors in luxury brand marketing and that brands need to adapt (Nwankwo, Hamelin, Khaled, 2014:742). For example, The Yves Saint Laurent brand offers a brand identity associated with glamor. Even if basically no one is shown in their advertisements, the idea of a love affair constitutes the relationship point as a brand value reflected in both their products and advertisements. In another example, Moulinex describes itself as a "friend of women". Consumers use brands to develop their own identities or to achieve certain satisfactions. For example, In the ready-made clothing industry, the target audience's obsession with looking younger can shape the image of brands. When buying a Porsche, many Porsche owners want to prove that they have the power to buy such a vehicle (Kapferer, 2008: 182-186).

Hedonic and emotional brand components such as being associated with a certain lifestyle, being a status symbol, mediating the self-realization of the consumer that the luxury brands use in the process of constructing their own brand identities create a situation in which the brand defines experiences in this direction in terms of experiential marketing and designs experiences that reflect these brand beliefs. Sales points shaped by the designs of famous designers and where products are exhibited in a kind of art gallery atmosphere, experience areas designed as a kind of museum where luxury brands exhibit their special designs and models that have left their mark in the past, stores created as a kind of living space rather than a sales place, a philosophy and understanding in connection with the personal traits of the brand; these places are the points of experience reflecting the way of life. People who come here are visitors rather than customers, and by photographing and sharing their moments on social media, they get a pleasure as if they were sharing a cultural trip or an artistic event, and the experience between the brand and the customer gains a new dimension in the digital environment.

In this context, the application tools of experiential marketing are as follows; communication, visual and verbal corporate identity elements, product, co-branding, environment, digital technologies and people (Schmitt, 1999). In this context, brand lands, brand museums, customer experience centers, which are defined as the pinnacle of branding by Österler, Kuhn, and Henseler (2018), are experiential marketing tools and are defined within the main concept of brand worlds. Brand worlds is based on direct, highly interactive visitor brand encounters and experiential marketing techniques and offers much more powerful brand experiences than regular advertising.

According to the results of a comprehensive research conducted on the luxury brand industry with more than fifty key decision makers from France, the UK, China, Korea, Japan, Hong Kong, the United

States, Russia and Brazil, including CEOs, board members, executives, designers and brand/product managers of luxury brands; it is concluded that in order to achieve excellence in luxury experience, brands need to go beyond traditional branding frameworks to create luxury experience. Within the scope of this research, seven principles have been determined in designing the luxury brand experience. True luxury brands have legitimacy in luxury in terms of content and excellence in form/design in the luxury experience. While not all luxury brands excel at all of these seven principles, the best often do. Yet many luxury brands that excel in one or more of the seven principles may not have the same coverage across all of the principles. Having a formal framework that encompasses all the principles can guide luxury brands in identifying the actions they need to take to transform their brands into true luxury brands, to strengthen or maintain their luxury status. In Table 1, the seven principles that define the luxury brand experience are defined with examples. (Grigorian, Ricard, Petersen, 2014:5)

	Traditional Marking	Luxury Branding	Examples Applied in Luxury/Premium Brands
Principle 1	Brand values	Brand beliefs	Ferrari's belief in performance
Principle 2	Logo	a set of icons	Bottle of Absolut Vodka
Principle 3	Product	A unique ritual	Le Labo's hand blending and preparation of perfume at the time of purchase.
Principle 4	POS	Temple	Nike's "Nike Town" Stores
Principle 5	Consumer segments	Access to a congregation/ community	Aston Martin's one-to-one customer relations
Principle 6	value communication	legend narration	Chanel's legend about Coco Chanel
Principle 7	categories	lifestyle / way of life	Giorgio Armani's minimalist approach to life

Table 1. The 7 Principles of Luxury Experience (Grigorian, Ricard, Petersen, 2014:7)

Online Experience Areas of Luxury Brands

The importance of brand experience in today's marketing understanding is increasing day by day. The more experience consumers have with the brand, the more they tend to create positive brand attitudes and establish stronger relationships with the brand. Brand experience influences consumers' repetitive purchasing behavior, makes brand differentiation felt, and creates a positive brand image. Experience marketing tends to become widespread, especially among luxury brands. Consumers buy a luxury brand for its symbolism, high quality, and social status, and even go one step further and share their luxury brand experiences. In this direction,

luxury brands are opening their own stores, galleries and exhibition halls to improve the brand experience. Luxury brands make their brands an art of their own, presenting exhibits to consumers and offering value and image through the brand experience. Consumers share their experiences with luxury brands on Instagram or Facebook, which enables luxury brands to promote their products as works of art, effectively enhancing brand heritage and differentiation, and thus conveying their own unique feelings (Yu, Ko, 2021: 946-947).

The digitalization of the world we live in has deeply affected the communication styles, consumption habits, business and social lives of individuals when considered on an individual and social basis. Today, consumers can quickly and easily access the brand they want anywhere, anytime, and share their thoughts and experiences about the brand in any environment. The most important reflection of this situation on brands has been that brands can inevitably design successful virtual experiences for their target audiences in accordance with developing technologies. The investment that brands will make for these experiences includes all kinds of technologies (virtual reality, product visualization technologies, mobile technologies) that provide an environmental experience enriched with visual and auditory tools and produce an immersive experience, together with the internet and all its channels (such as websites, social media, online games, internet advertisements) (Köleoğlu ve Çolakoğlu, 2018: 21'den Aktaran Çakır, Köse, 2018:77).

Virtual experiential marketing relies on interfaces replacing real-world experiences and, in this context, The virtual environment, as the realm of digital technology, can stimulate the emotional reactions of consumers by providing them with unique experiences while connecting with them. The virtual customer/user experience created in this way can support businesses to gain competitive advantage and create consumer loyalty (Chen et al., 2008:1). In this context, virtual experience, which has a great impact on the interaction between the brand and the customer in the digital environment, is accepted as a product of experiences in physical, intellectual and emotional processes in very different digital environments (Çakır, Köse, 2018:77).

Research on why people turn to luxury consumption focuses on the pleasure-oriented motivations of the individual, which lies behind consumers' choice behavior between luxury and necessity, and the perceptions of value expression and social cohesion developed by consumers for luxury brands. From another point of view, researches reveal the distinction between the traditional paradigm between the *consumer-brand duo and the consumer-brand-consumer tripartite structure, which is a new paradigm.* The new paradigm, which includes the consumer-

brand-consumer trio, is defined as *user-generated branding*. Although user/consumer-centered content creates significant and meaningful changes in how advertising is defined and implemented, it continues to be used effectively in traditional media brand management. Consumers use social media as concrete evidence of their perceptions and attitudes towards brands. Social media also provides solid examples of the most effective marketing messages from the perspective of brand advocates. From this point of view, luxury brand managers should tend to use social media in marketing communication to establish interactive relationships with their consumers, build virtual experience areas and maintain active dialogues with them in the name of user-centered branding (Jin, 2012:696).

In today's marketing approach, which emerged with the effect of Web 2.0 in the digital age and transforms the user into an active content producer, user-centered content production and social media influence, exclusivity, heritage, uniqueness, and high status are characterized by a precise and specific positioning with the target audience for luxury brands. It is particularly noteworthy as a field of experience with which it will come into contact. Traditionally targeting the narrow, high-income consumer segment with art-like product designs in select flagship stores, luxury brands are now increasingly embracing innovative communication and retailing technologies, and as a result, they also face the challenge of maintaining brand integrity in the next generation communication era where consumer-centric content is active (Pentina, Guilloux, Micu, 2018:55).

Offline stores, which are the main distribution channels of luxury brands, strive to maintain the brand's uniqueness and privilege through fully controlled distribution structures. At this point, luxury brand managers are struggling with the tension of the debate between the need to follow trends in social media (such as social media and user-centered content) and the need to maintain the integrity of their brand identities and maintain their quality as a privileged brand. Social media is a closed box for luxury brands. Because a luxury brand can interact with activist virtual anti- brand communities as well as a virtual brand community that will positively contribute to its brand on social media. This uncertain situation is entirely due to the simultaneous nature of the multifaceted and unpredictable nature of social media (Jin, 2012:688).

Accepting that the "democratizing" nature of social media, which allows unlimited consumer interaction, can reduce their elite status , today almost all luxury brands offer digital applications, platforms that facilitate interaction, collaboration and content sharing between users, and they apply social media marketing, which is defined as marketing communication through the media. Nicolas Hieronimus, head of the

L'Oreal Luxe brand, stated on the subject in an interview; "*the new luxury is more digitized and faster, it changes the rules of the game.*" (Pentina, Guilloux, Micu, 2018:55-56).

The interest of luxury brands in social media marketing and content marketing, shaped by user-centered content on social media, cannot be ignored. Consumers visit a luxury brand exhibition or cafe, take photos to share their experiences with the brand in these environments on Instagram, and present these user-centered content related to the luxury brand experience in a way that provides an online experience for Instagram users. This type of online experience sharing leads to a positive attitude towards user-centered content as well as a luxury brand. In this context, it is an undeniable fact that user-centered content shared directly by consumers on social media has a significant power compared to brand-based advertisements (Yu, Ko, 2021:948).

Okonkwo (2009b) investigated the social media usage of luxury brands in terms of both the environment and the qualities of luxury brands and luxury brand consumers and determined certain points. Stating that luxury brand consumers make the decision to purchase these products more effectively by using their five senses, Okonkwo expresses that the positioning of luxury brands on the internet and over virtual stores is not very suitable for the qualities of the brand and its consumer, as some research has revealed. Again, luxury brands are original, creative and different; high quality and high-level pricing; is aimed at a specific target audience; This creates the situation that luxury brands do not have a very wide distribution network and a brand type for a wide geographical area. These qualities of the brand have caused questions about the suitability of the internet for luxury brands. Because, unlike luxury brands, the internet presents a situation that differs from luxury brands with its structure affecting large masses and allows global access. Additionally, the target audience of luxury brands is not very inclined to shop online. However, despite all these incompatible points, the undeniable effect of the digital age causes luxury brands to be unable to ignore the reality of the digital world (ss.304-305).

In luxury consumption, the connection between the ideal images that people want to have and the products they consume draws attention as an important relationship point. For this reason, what individuals use or wear, how clear the relationship between individuals and luxury brands is, and the material and moral benefits that consumers derive from luxury brand consumption become important issues. These phenomena are called customer equity in the literature (Kang, Park, 2016:3813). In this context, it is clearly seen that social media is a user-centered branding point that includes consumer-brand-consumer interaction for luxury

brands, where people define themselves, reveal their identities within the scope of impression management, present themselves to others in social existence, and convey messages. Regarding this point Ko and Megehee (2012) state that it has been revealed with researches that entertainment, interaction/interactivity, being fashionable (trendy), adaptation and social media activities -defined and perceived as verbal marketing- have a positive effect on the brand value, relationship value, brand loyalty and value equivalence, which constitute the life time expense of a consumer to a brand, of the consumers of a luxury fashion brands (p.1397).

People distinguish luxury fashion brands as brands with global recognition, core competence, high quality, innovation, strong advertising, flawless in-store presentation and excellent customer service. For example, people follow fashion to attract the attention of others as a form of social communication. Fashion can act as a mechanism that periodically and speculatively transforms some elements of the consumer's lifestyle. Luxury fashion brands are public luxury products that consumers can easily use to signal wealth (Li, Li, Kambele, 2012:1517). In today's digital world, where social media functions like a mirror that reflects the lifestyle people have and desire to have, it is for this very reason that luxury fashion brands, like all other brands, cannot ignore the change brought about by the digital age. Being present in digital environments, especially in social media, in order to interact with people with the motivation of identifying themselves with luxury brand identities and introducing them to the social environment, identifying their lifestyles and tastes, acting with a user-centered content sharing strategy, will ensure brand-customer interaction for the brand. Creating contact/experience points has become a necessity for these brands as well.

Considering the social media trends of luxury brands, it can be said that they act with an understanding of "the more and the better". For example, having more followers on Facebook and Twitter, posting more YouTube videos and podcasts, being on more social media channels, etc. It is seen that they act with such purposes. The relevance of digital tools must be determined and developed in the context of the brand's goals and ultimately brand identity and personality. In this context, the digital marketing application purposes of luxury brands can be defined as follows (Heine, Berghaus, 2014:225-226):

- **Economic Objectives:** Profit, profit margin, sales/revenue, market share

- **Strategic Objectives:** Quality leadership/best-in-class, authority in the industry, eliminating competition

- **Psychological Goals:** Cognitive (knowledge, perception), emotional (emotional, situational), urge (behavioral, intention)

- **Cognitive Goals:** Attention, awareness, product/brand, knowledge

- **Emotional Purposes:** Interest, desire/dream, attitude/image (prestige, brand legitimacy, authenticity), identity/loyalty

- **Digital Interaction Purpose:**

Surveillance/Surveillance: Users observe the digital presence of the brand through checking the newsfeed or videos.

Following: Users can use the brand's social network such as Twitter or Facebook.   They become followers of their accounts on their site.

Attract/Engagement: Engagement begins by liking the brand's posts.

Approval/Verification: The user enters the approval phase, for example, by liking the brand's advertisements, he initiates a kind of interaction.

Contributing: The user starts interacting actively by making their own comments or posting their own content.

The structure of social media, which developed under the influence of web 2.0 and increased user-brand interaction, especially with user-centered content production, has made social media a space for people to exist in the digital world, to come together, to express themselves, and to reach others' ideas easily. While this interaction, created without the limitation of time and space, provides the opportunity for brands to express their brand identities in the context of concrete-physical identity elements and intangible-cultural values, corporate philosophy and brand personalities, social media has become an environment where the brand can define and embody itself from the brand dimension. . From the point of view of users, who are the target audience of the brand, brand communities and social networking sites in social media have turned into areas where they define themselves through the brand, express themselves by interacting with the brand, in other words, they reflect their own identities and socialize. At this point, social media sites and virtual brand communities are seen as remarkable sources of experience and information, especially at the stage of accessing information about the brand and its products, reading the comments, and especially at the stage of collecting information and evaluating alternatives in the purchasing decision process.

many people still prefer to buy from offline environments but use online environments as a source in the process of collecting information and doing research. The most important reason for online research and offline purchasing in luxury brands is the high cost of purchasing and

the high risk of encountering counterfeit products in online luxury brand purchases. In particular, social media environments such as Facebook, Twitter, YouTube are environments where the target audience can read the comments of other people who use the product and interact with the brand and have user-centered content with audio-visual qualities as well as comments about the quality and functionality of the product. From this point of view, it is important to increase the effect of online research of consumers in the luxury brand consumption process, to eliminate the indecision of the consumer in the purchasing decision process and to reduce their doubts (pp. 689-690). Okonkwo (2009b) states that wealthy luxury brand consumers also participate in online exchanges by joining online discussion groups through special sites for luxury brands (p.308). These areas, where luxury brands exist in the digital environment and where the brands' target audiences are located, draw attention as areas of socialization for the user, interaction with others, and as experience points for brands.

At this point, Heine and Berghaus (2014); luxury brands' websites, search engine optimization, e-mail, internet advertisements, brand communities, social campaigns, phone and tablet applications, e-commerce. Despite these usage areas, as many of the studies have revealed, luxury brands generally use digital media such as social media to provide their consumers with information about their brands, from a traditional point of view. For example, it is seen that they ignore the interactive feature of digital environments, creating interaction between the brand and the consumer by responding to user comments. However, big brands such as Gucci, which is in the luxury brand class, have started to use social networking sites such as Facebook, taking into account the interaction encouraging user participation and responds to user comments, instead of using them as one-way communication media flowing from the brand to the consumer (ss.226; 229-230).

Web 2.0 has opened an era in which user-user interaction and user-centered content development are supported on the Internet. Customers come together and share through blogs, vlogs, chat groups, social networking sites, virtual realities and other 2D and 3D virtual platforms. Social media users not only receive and interpret content from brands, but also use these media to decide the accuracy of these content, to support brands or not, but events that affect millions of people every second around the world are experienced in the digital world. However, the real challenge for luxury brands is to develop the right strategy of how to approach the social network and engage and maintain a strong dialogue with luxury brand customers at this critical stage, before placing their brands in the inevitable lifestyle in online social communities of their choice (Okonkwo, 2009b:309).

The use of new technologies also supports the potential of online experiential marketing for luxury brands, where they will interact with their target audience. This is especially important given the increasing importance of the internet as a communication and distribution channel within the luxury sector (Atwal,Williams, 2009:344).

Luxury brands present their brand assets online through their official websites designed with effective presentations. Luxury brands provide strong visual impact on their websites through flash animations, product images, videos, music and download options. While the general design principles such as usability and functionality are taken into account in the internet website construction of luxury brands, elements such as content and interest, visual design and aesthetics are also important in terms of creating a luxury web atmosphere (Okonwo, 2009b:307-308). In this context, AT Kearney proposed the *7C model* to create highly effective digital customer experiences. In this model, the elements required to create effective digital experience spaces are; *content, customization, customer care, communication, community, connectivity* and *convenience.* Constantinides defined the effective factors in creating the digital customer experience as *functional factors (usability, interactivity), psychological factors (trust)* and *content factors (aesthetics and marketing mix)* (Atwal, Williams, 2009:344).

Virtual brand communities, one of the online brand experience areas, can be created by establishing a profile on social networking sites such as Facebook, or they can be designed by developing an in-house community platform integrated with the digital structure of the brand. One of the best-known in-house luxury brand, Burberry's digital domain is *theartoftherenc. com.* The brand shares its digital luxury brand story on this site. The brand encourages its consumers to share stories of the trench coats they own and pictures of them wearing them. Burberry regularly selects and publishes favorite content and images from these content and images shared by its consumers; thus, with this application, it creates a collection of images that reflect the personal style defined by the brand from all over the world (Heine, Berghaus, 2014:228). The website presented in the example of Burberry defines the experiential marketing strategy in which the target audience of the brand stays with itself in a virtual experience space that enables interaction between the brand and the user by sharing.

Communities where content is created and shared facilitate the stocking and sharing of media content. Therefore, content creation is one of the main tasks of digital luxury brand marketing. So much so that luxury brands such as Rolex, aware of the importance of this issue, have developed a new type of job position called creative content director. One of the examples of creating content in the digital marketing applications

of luxury brands is the application in which the photos of people known in the society wearing iconic Chanel jackets are taken and recreated as a "Little Black Jacket" art exhibition. As this exhibition was exhibited in certain centers around the world, content was created and published for the digital channels of Chanel. Photos and opening party images of the exhibition were shared on Chanel's social media channels Facebook, YouTube, Google+ and Twitter, as well as on Chanel NewsBlog and the campaign's micro site "chanel.com". This content has created a verbal marketing effect on social media through comments, likes and shares. So much so that the digital museum experience was created for the first time on the micro site of the exhibition. Visitors had the opportunity to visit the exhibition area virtually from room to room as if they were visiting a real museum. This virtual experience has turned into a more realistic experience with the effect of hearing the voices of other people visiting the exhibition in a real museum environment while visiting the exhibition in a mystical atmosphere, as well as in this digital museum environment. This content marketing has given Chanel a high cultural value and role as an opinion leader. Chanel used digital and traditional media together in this campaign, while sending exhibition invitations to existing high-level customers with traditional methods, it also reached potential customers through digital channels (Heine, Berghaus, 2014:228-229).

While the field of study on luxury consumption expands and grows; Researchers have largely focused on the concept with regard to buyer profiles, selection criteria and often marketing management (Nwankwo, Hamelin, Khaled, 2014:175-736). From a more specific point of view, the internet will continue to be a key source of value in positioning luxury brands both today and in the future in the process of continuous development (Okonkwo, 2009b:309-310). From this point of view, it is possible to explain some of the elements that will guide luxury brands in digital marketing practices to design the right experiences that will make the touch points between the brand and the customer effective as follows (Heine, Berghaus, 2014:233):

1. *Developing a holistic approach:* Instead of promotional activities isolated from different channels, all digital strategies should be developed as part of brand management. Managers of luxury brands should see the website as a hub to create emotional connection that will move the brand forward. In this context, internet advertisements, social media campaigns, content production processes, etc. should be seen as applications that will provide direct traffic to the brand's website.

2. *Participation of senior management:* The digital marketing process is not just a task carried out under the responsibility and coordination of the digital marketing team working on this issue. Top management

involvement is a requirement for the digital marketing process to gain momentum on a solid foundation within the brand strategy.

3. *Integrating traditional and digital channels:* Integrating traditional channels as well as digital channels and using them together is the key to success in communicating promotions and incentives to involve the target audience in digital marketing campaigns.

4. *Creating and using a brand story:* In order to convey the vision and identity of the brand in the digital environment (website, social media, etc.), marketers have to create brand stories and design content that will spread these stories.

5. *Doing the right things takes time:* The most basic strategy for luxury brands in digital marketing is that they should not rush to deliver the best content in the best digital environment.

6. *Creating real benefit:* Whether it is a virtual reality, a virtual brand community or a content production process, the most important point for luxury brands in the digital environment should be to create a verbal marketing process that will flow between target user groups and content ensuring brand-consumer interaction.

7. *Promoting brand-consumer dialogue:* It is based on a mutually functioning dialogue structure in social media. The main characteristics of social media are the active comparison processes between brands and retailers, and the interaction and sharing environments that will enable the establishment of close and personal customer relations. In terms of digital marketing, luxury brands should design content encouraging consumer-consumer interaction as well as the interaction between the brand-consumer with the campaigns they create, and they should produce content and advertisements that users talk about.

8. *Allowing the consumer to do something for the brand*: Another area of action for the digital marketing is to provide the user with the opportunity to comment, like and share the content produced by the brand, as well as other opportunities such as granting permissions to the user to produce and disseminate content for the brand that expands the consumer's connection network with the brand, increases the interaction, experience points and enhances emotional satisfaction.

As it can be seen, it is very important to provide effective content and the right design conditions on digital platforms in terms of luxury brand experience; it is also a factor increasing the brand value.

Result

Digital channels become more and more important as consumer touch points that offer experience areas that has caused many concepts to be

reconsidered in the field of marketing. In such a time, when competition is intense and it is possible to easily access substitutes for each product, the consumer who has taken over the management also has triggered the compulsory transformation of the strategies of the brands. Brands that succeed in making the consumer feel special and unique always manage to stay a few steps ahead of their competitors. The prerequisite for making you feel special and unique is possible with the feeling of created experience. While the feeling of experience was created only in luxury brands, today experience strategies are evident in almost every brand as the consumer begins to have a say. Luxury brands, which are obliged to make the consumer feel unique in every period , have to construct the experience with much more creative applications compared to other brands in order to be different from other brands. The spread and increase in the number of digital channels also led to the inclusion of these areas in consumer meeting points, which should be considered as a priority in experience marketing.

These channels, used by every brand as a contact point, should be handled even more meticulously by the luxury brands, which should offer additional benefits to the consumer and present more "special" qualities compared to other brands in return for their high prices. In this context, designing the digital channels used by luxury brands in an original, authentic and active structure that makes the users feel special and involves the consumer in the process will increase the success of the experience process. By creating brand stories and legends, they should be able to make their consumers experience the fabulous world desired to be achieved with luxury brands. Digital channels of luxury brands should emphasize luxury not only in terms of content but also in terms of visual design. They must create aesthetic designs with luminous accents, spot colors and a sophisticated sense of simplicity. They should strengthen the consumer's emotional bond with the brand with personal and emotional emphasis. They should plan traditional and digital channels with an integrated approach and should not include messages that confuse the mind of the consumer.

Luxury brands should use this channel with full dominance; just as all brands should, considering the speed of spread of messages and the effect of experience on social media. In particular, the inevitable rise of the influencer industry creates a unique experience for luxury brands. Since high-status influencers, as luxury brand experiencers, can influence the masses, can provide positive returns for luxury brands as well as cause losses, it should be emphasized that close ties should be developed with influencers..

In summary, it is stated by theorists who study the context of

experience marketing that the digital experience areas used by each brand, regardless of luxury or mass, should be meticulously handled by luxury brands that provide additional benefits to their consumers in the context of self-presentation and self-actualization. Considering that, experience areas are shaped in digital media as much as in the real world, perhaps even more than in the real world, it is understood that digital media should be considered and used as meeting points with consumers for luxury brands.

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SUSTAINABLE DEVELOPMENT GOALS AND GENDER EQUALITY IN THE WORLD USING CRITIC BASED TOPSIS METHOD

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1. **Introduction**

Gender-equal society; The roles, duties and responsibilities given to women and men by the society and the fact that the person is not discriminated on the basis of gender, takes place equally in all areas of social life. Gender equality: Non-discrimination on the basis of an individual's gender in using opportunities, allocating and using resources, and obtaining services (Dağcı & Besey, 2019).

It can be stated that the reason for the emergence of the concept of gender inequality is not the genetic and biological characteristics of men and women. The concept of gender is associated with social class, patriarchy, politics and the mode of production in society, which cannot be explained by biological sex (Huber, 2015). In order to eliminate gender inequality, national systems and organizations are established in many countries, and various practices are carried out in government institutions, plans and policies (Heymann et al., 2019).

While men and women in the society try to implement their culturally established roles, they actually cause the formation of a hierarchical structure. In this hierarchy, men are given the role of representation of authority and having power, starting from childhood (Byrne, Fattoum, & Thébaud, 2019). Women, on the other hand, are kept in the background. This system, in which women are left in a secondary position, brings along some problems in terms of income and wealth sharing. Making gender discrimination has led to the emergence of "inequality" in economic, political, cultural and social fields between men and women (Benería, Berik, & Floro, 2015; Hakim, 2016; Mathur-Helm, 2005). Thanks to industrialization, women started to work in non-agricultural sectors as well. However, when we look at the employment rates, it will be seen that female employment still lags behind the male employment rate. Of course, one of the underlying reasons for this is the culturally embedded notion of gender inequality (Anker, 1998; Kabeer, 2016, 2021)

In many societies, individuals are treated differently, starting from childhood. Different behaviors imposed on girls and boys have many effects in their later life cycles, for example, in their career choices. The movements of women or men in the social order or how their behavior will be determined by the culture of the society (Astin, 1984; Hoffman, 1977).

Imbalances in life opportunities and choices result from inequalities in income. Education, health and access to technology stand out as the most important issues among these inequalities of opportunity. Inequalities hinder sustainable development (Antonio & Tuffley, 2014; Sen, George, Ostlin, & Ramos, 2007). Disadvantages faced by women and young girls are a source of great inequality and constitute barriers to human

development. The low income level of women is based on education inequality (Altuzarra, Gálvez-Gálvez, & González-Flores, 2021; Arora, 2012). While they are more discriminated against in their careers than men, they are given fewer duties in managerial positions (Pirtskhalaishvili, Paresashvili, & Kulinich, 2021). The life-cycle perspective is gaining importance in identifying inequalities between women and men (Munoz Boudet et al., 2018). Although some gender gaps seem to be closing in the primary and secondary education periods, the gender gap still remains high in the adult population (Bertocchi & Bozzano, 2020). Contribution of women in household production constitutes an important share in the informal economy (Bonnet, Vanek, & Chen, 2019).

The wide disparity between men and women is also evident in old age. Although women on average live longer than men, the proportion of men receiving a pension is higher. This shows that social security programs for women and pensions, primarily for women who do unpaid care work, are inadequate (De Mesa & Montecinos, 1999; Feng, Gerrans, Moulang, Whiteside, & Strydom, 2019; Kuitto, Salonen, & Helmdag, 2019). Under the leadership of 193 member countries of the United Nations, new sustainable development goals have been determined. Member countries have set up an agenda highlighting 17 goals that aim to end poverty, increase well-being and improve people's well-being and protect the environment by 2030. In this context, the sustainable development goals determined in the name of women's human rights and advocacy consist of 17 different categories, and it is seen that the 5th category is divided into gender equality. The targets in the 5th category envisaged to increase the role of women in sustainable development are shown in Table 1 (Esquivel & Sweetman, 2016; Gutiérrez-Martínez, Saifuddin, & Haq, 2021).

Table 1. *Gender-specific indicators of the Sustainable Development Goals (Women, 2019)*

Goal 5. Achieve gender equality and empower all women and girls	Total indicators: 14
Gender-specific indicators (14)	
5.1.1 Legal frameworks to promote, enforce, and monitor equality and non-discrimination based on sex	
5.2.1 Women and girls subjected to intimate partner violence	
5.2.2 Sexual violence against women and girls by a non-intimate partner	
5.3.1 Child marriage among women and girls	
5.3.2 Female genital mutilation	
5.4.1 Unpaid domestic and care work, by sex	
5.5.1 Women in parliaments and local governments	
5.5.2 Women in managerial positions	
5.6.1 Proportion of women and girls who make informed decisions on reproductive health	

5.6.2 Laws on equal access to reproductive health, information and education	
5.a.1 Ownership or secure rights over agricultural land, by sex	
5.a.2 Laws that guarantee equal land rights	
5.b.1 Women who own a mobile phone	
5.c.1 Countries with system to track gender equality	

The snapshot of gender equality across the Sustainable Development Goals in 2019 is shown in Figure 1.

Figure 1. *The snapshot of gender equality across the Sustainable Development Goals, 2019 (Women, 2019)*

Moreover, women are especially vulnerable to physical violence. Figure 2 provides data on violence against women, participation, some covid-19-related dangers, and working life.

Figure 2. *(Errami, Ochir, & Peppoloni, 2021)*
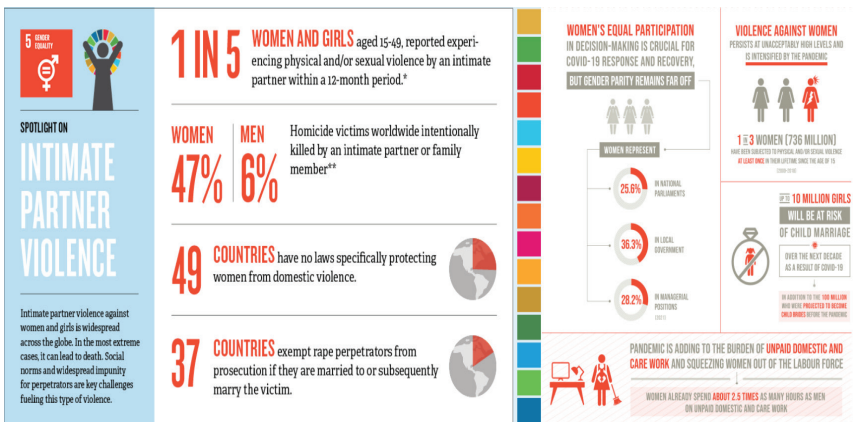
In nations with poor human development, 39 per cent of 20-24 year old women are married before becoming 18 years old. Child marriages determine the lifestyles of young girls and limit their opportunities for education, income and independence. The high fertility rate, particularly among teenage females, impedes their early possibilities (Kennedy et al., 2020; Scott et al., 2021). For instance, the incidence of teenage pregnancy between the ages of 15 and 19 is 44 per 1000 females globally, but 101,3 per 1000 girls in sub-Saharan Africa (Gutiérrez-Martínez et al., 2021).

Table 2. *MCDM methods applied to the 2030 Sustainable Agenda framework (Danesh, Ryan, & Abbasi, 2017; Sousa, Almeida, & Calili, 2021).*

MCDM Method	Number of Articles		Classification
	n	*%*	
AHP	73	51.05	Utility-based method
TOPSIS	31	21.68	Compromise method
DEMATEL	13	9.09	Other MCDM method
PROMETHEE	12	8.39	Outranking method
VIKOR	11	7.69	Compromise method
ANP	10	6.99	Utility-based method
ELECTRE	10	6.99	Outranking method
COPRAS	5	3.50	Compromise method
DEA	5	3.50	Multi-objective decision-making method
EDAS	5	3.50	Compromise method
GP	5	3.50	Multi-objective decision-making method
SAW	5	3.50	Compromise method
Remaining methods *	Various	<5 **	23.08

Some of the similar studies done in this field are as follows:

Sarul (2016) presented the comparison of MCDM methods including AHP, TOPSIS and MAUT with an application on Gender Inequality Index.

Karsak and Goker (2019) developed a decision aid that is based on common weight data envelopment analysis (DEA). The proposed decision methodology was employed to conduct performance assessment of Asia-Pacific Economic Cooperation countries considering decent work, gender equality, and reduced income inequalities criteria.

In their paper, Stanujkic, Popovic, Zavadskas, Karabasevic, and Binkyte-Veliene (2020) proposed an application of the multiple-criteria decision-making approach (MCDM) in defining the position of the EU countries relative to the SDGs. The MCDM model is based on the Combined Compromise Solution (CoCoSo) and the Shannon Entropy methods. The final results highlighted Sweden as the country that best

implemented the set SD goals and had the best outputs relative to them, while Romania was in last place.

We Awan, Kraslawski, Huiskonen, and Suleman (2020) employed Multiple-criteria decision-making (MCDM) approach to identify the critical factors that hinder the implementation of social sustainability performance. They provided an empirical analysis of the many practices that implementing sustainable development goals (SDGs), SDG3, SDG5 and SDG17 pose, and contributes to sustainable development.

Karaşan and Kahraman (2018) proposed a method applied to the prioritization of United Nations national sustainable development goals, Also, they compared the proposed method with the intuitionistic fuzzy TOPSIS method for its validity.

Multi-Criteria Decision Making methods on Sustainable Development Goals are frequently used methods. Table 3 presents the literature review for these strategies. In this research, 80 nations and organizations are assessed using the CRITIC-based TOPSIS technique in terms of Gender Equality, the fifth title of the Sustainable Development Goals. The topic of Gender Equality and the substance of the indicators have not been addressed by examining as many nations and groups and using MCDM techniques as in this research. Therefore, the objective is to contribute something novel to the existing body of literature in terms of the methodologies and extent of the topic addressed by the research. The purpose of this study is to draw attention to the problem of gender equality and to contribute to existing research on the topic. In addition, the study aims to enlighten scholars and decision-makers in relevant nations with significant gender equality issues.

The remainder of the research is structured as follows: The second section covers each stage of the proposed MCDM approach. Section 3 shows results obtained. Section 4 contains the discussion, while Section 5 presents the conclusion.

2. Methods and Data

In this section, the research framework of the study, the dimensions of gender inequality, the contents of the indicators and the steps of the methods used are presented.

Research framework of the study is shown in Figure 3.
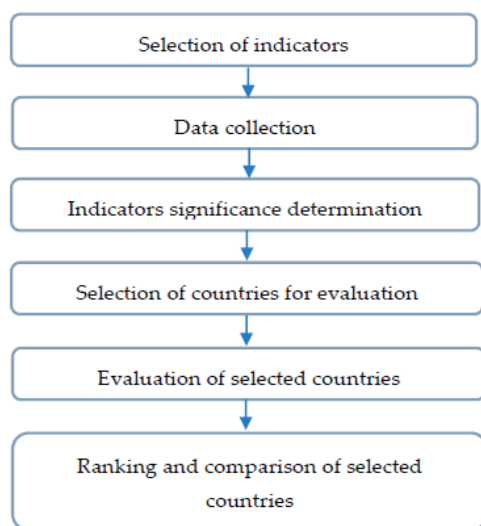
Figure 3. *Generalized framework for MCDM process (Stanujkic et al., 2020).*

Table 3 presents the dimensions and indicator definitions.

Table 3. *Dimensions and indicator definitions (WorldBank, 2021).*

Dimension	Code	Indicators	Definitions
Health\Survival	C1	Adolescent fertility rate (births per 1,000 women ages 15-19)	The adolescent fertility rate is defined as the number of births per 1,000 women ages 15 to 19. Having children this early in life exposes adolescent women to unnecessary risks. Their chance of dying is twice as high as that of a woman who waited until her 20s to begin childbearing.
	C2	Life expectancy at birth, female (years)	Life expectancy at birth (female) is defined as how long, on average, a newborn female can expect to live, if current death rates do not change.
	C3	Maternal mortality ratio (modeled estimate, per 100,000 live births)	The maternal mortality ratio (MMR) is defined as the number of maternal deaths during a given time period per 100,000 live births during the same time period.
Education Attainment	C4	Literacy rate, adult female (% of females ages 15 and above)	The percentage of female population aged 15 years and over who can both read and write with understanding a short simple statement on her everyday life.
	C5	Persistence to last grade of primary, female (% of cohort)	Persistence to last grade of primary, female, is the percentage of female children enrolled in the first grade of primary school who eventually reach the last grade of primary education.
	C6	Primary completion rate, female (% of relevant age group)	Female primary completion rate is the percentage of female students completing the last year of primary school.
	C7	Repeaters, primary, female (% of female enrollment)	Female repeaters in primary is the female number of pupils in the specified grade who are enrolled in the same grade for a second (or further) year.
Political Empowerment	C8	Proportion of seats held by women in national parliaments (%)	The proportion of seats held by women in national parliaments is obtained by dividing the number of parliamentary seats occupied by women by the total number of seats occupied.

Table 4 shows the raw data on indicators and assessed nations.

Table 4. *Raw data on indicators and assessed nations*

Countries	C1	C2	C3	C4	C5	C6	C7	C8	Countries	C1	C2	C3	C4	C5	C6	C7	C8
Afghanistan	58	67	638	23	78	66	4	27	Mexico	58	78	33	94	97	103	1	50
Argentina	62	80	39	99	94	98	3	45	Moldova	22	76	19	99	97	104	0	40
Australia	11	85	6	100	100	100	0	31	Morocco	30	78	70	65	96	101	8	23
Austria	6	84	5	100	100	100	3	40	Mozambique	142	64	289	50	43	55	8	42
Azerbaijan	58	76	26	100	93	101	0	18	Myanmar	28	70	250	86	77	95	0	15
Bangladesh	81	75	173	72	71	72	4	21	Netherlands	4	83	5	100	96	95	2	39
Belgium	4	83	5	99	80	83	2	42	N. Zealand	17	84	9	100	100	103	4	49
Brazil	55	80	60	93	42	85	24	15	Nigeria	102	56	917	53	67	69	7	4
Bulgaria	38	78	10	98	96	84	0	24	Norway	5	85	2	100	99	100	0	45
Cameroon	99	61	529	72	64	62	12	34	Pakistan	37	68	140	46	71	68	2	20
Canada	7	84	10	100	99	98	0	30	Philippines	56	76	121	97	99	105	1	28
Chad	152	56	1140	14	75	34	17	32	Poland	9	81	2	98	99	94	1	28
Chile	38	83	13	96	100	98	2	35	Portugal	7	84	8	95	100	99	12	40
China	8	79	29	95	94	98	0	25	Romania	34	78	19	99	94	85	1	19
Colombia	63	80	83	96	97	106	2	19	Russia	17	76	17	100	99	105	0	16
Congo	119	63	473	66	61	70	10	13	Saudi Arabia	7	77	17	96	90	99	1	20
Cote d'Ivoire	113	59	617	87	81	77	11	14	Senegal	67	70	315	40	73	67	4	43
Croatia	7	81	8	99	99	95	0	31	Slovenia	3	83	7	100	100	99	1	27
Czechia	12	81	3	98	100	102	0	25	South Africa	68	68	119	95	99	93	7	47
Denmark	4	84	4	100	100	102	1	40	South Korea	1	87	11	98	99	97	0	19
Egypt	52	75	37	66	100	105	2	28	Spain	7	85	4	98	100	98	2	43
Estonia	6	83	9	100	100	97	0	26	Sweden	5	84	4	100	100	105	0	47
Ethiopia	62	69	401	44	39	65	7	43	Switzerland	2	85	5	100	100	97	1	43
Finland	5	85	3	100	99	101	0	46	Tajikistan	58	74	17	100	99	95	0	24
France	5	85	8	100	89	95	11	40	Thailand	44	81	37	92	100	95	1	16
Germany	7	83	7	100	96	100	0	35	Turkey	24	81	17	94	100	90	2	17
Greece	6	84	3	97	99	96	1	22	United Arab Emirates	5	79	3	97	93	105	0	50
Hungary	25	79	12	99	99	96	1	13	United Kingdom	11	83	7	100	100	101	0	34
India	10	71	145	66	87	96	1	14	United States	16	80	19	100	100	103	2	28
Indonesia	46	74	177	95	99	102	1	21	Uzbekistan	25	74	29	100	100	106	0	33
Iran	41	78	16	81	94	99	1	6	Vietnam	26	80	43	95	98	112	0	30
Iraq	72	73	79	80	47	57	14	29	Yemen	57	68	164	35	67	65	5	0
Ireland	6	84	5	100	100	102	0	23	High income	10	83	11	100	97	100	1	31
Israel	8	85	3	92	99	102	0	28	Upper middle income	29	79	41	95	94	95	2	27

Italy	5	85	2	99	100	97	0	36	Middle income	37	74	183	83	90	93	2	24
Japan	3	88	5	100	100	99	0	10	Lower middle income	41	71	253	70	87	92	2	21
Kazakhstan	29	76	10	100	94	101	0	27	Low & middle income	45	74	231	81	83	89	3	24
Kenya	72	69	342	78	71	100	3	22	Low income	92	66	460	54	53	64	9	24
Lithuania	9	80	8	100	98	104	0	28	OECD members	21	82	18	95	98	100	1	32
Malaysia	14	78	29	94	92	102	0	15	World	41	75	211	83	85	90	3	26

2.1. CRITIC (Criteria Importance through Strategic Correlation) Method

The CRITIC method is one of the weighting methods that determines the objective weights of the criteria introduced in the literature by Diakoulaki, Mavrotas, and Papayannakis (1995). In this method, the standard deviation of the criteria and the correlation between the criteria are included in the process of weighting the criteria. The application process of this method consists of 5 steps and these steps are shown below (Diakoulaki et al., 1995).

Step 1: The X matrix is created, which shows the performance of alternatives consisting of different criteria and different options. An example matrix X is shown in equation 1.

$$X = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1n} \\ x_{21} & x_{22} & \cdots & x_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ x_{m1} & x_{m2} & \cdots & x_{mn} \end{bmatrix} ; i = 1, \dots \dots m \ ve \ j = 1, \dots n$$

(1)

Step 2: The decision matrix is normalized based on whether it is focused on benefits or costs. Equation 2 is used to normalize the decision matrix based on benefits. Equation 3 is used to normalize the decision matrix based on costs.

$$r_{ij} = \frac{X_{ij} - min \ X_{ij}}{max \ X_{ij} - min \ X_{ij}}$$

(2)

$$r_{ij} = \frac{max \ X_{ij} - X_{ij}}{max \ X_{ij} - min \ X_{ij}}$$

(3)

Step 3: At this step, equation 4 is used to figure out the correlation coefficients based on the data from the normalized decision matrix.

$$p_{jk} = \frac{\sum_{i=1}^{m} (r_{ij} - r_j) * (r_{ik} - r_k)}{\sqrt{\sum_{i=1}^{m} (x_{ij} - \bar{x}_j)^2 * \sum_{i=1}^{m} (x_{ik} - \bar{x}_k)^2}} ; j, k = 1, \dots, n$$

(4)

Step 4: "1 -Pjk" values are obtained by subtracting the correlation coefficients from 1. The cumulative sum of this obtained value is multiplied by the standard deviation values "σj" to obtain the "Cj" value. Equation 5 is used to figure out Cj, and equation 6 is used to figure out σj.

$$c_j = \sigma_j \sum_{k=1}^{n}(1 - p_{jk}); \quad j = 1, \dots, n \tag{5}$$

$$\sigma_j = \sqrt{\frac{1}{n-1}\sum_{j=1}^{n}(x_{ij} - \overline{x}_j)^2}; \quad i = 1, \dots, m \tag{6}$$

Step 5: The "Cj" values obtained are divided by the total "C_j" values, and the Wj values for which the weights of the criteria are determined are obtained. w_j values are calculated by equation 7.

$$w_j = \frac{c_j}{\sum_{i=1}^{n}c_j}; \quad j = 1, \dots, n \tag{7}$$

2.2. TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) Method

TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) is generally defined in five steps as shown in Figure 4 (Erdin & Ozkaya, 2017):

Figure 4. *TOPSIS evaluation steps*

Step 1. First of all, normalization is done to the decision matrix. Using the r_{ij} values calculated here, the R matrix is obtained:

$$r_{ij} = \frac{x_{ij}}{\sqrt{\sum_{k=1}^{m} x_{kj}^2}}, i = 1, \dots, m; j = 1, \dots, n$$

Step 2. By applying the weighting process stated below to the matrix in the first step, the v_{ij} matrix is obtained with the v_{ij} weighted normal values. w_j represents the weight of the J-th criterion or indicator.

$$v_{ij} = w_j r_{ij}, \sum_{j=1}^{n} w_j = 1$$

Step 3. In this step, positive ideal (A^*) and negative ideal (A^-) solutions are determined:

$$A^* = \left\{ \left(\max_i v_{ij} \middle| j \in C_b \right), \left(\min_i v_{ij} \middle| j \in C_c \right) \right\} = \{v_j^* | j = 1,2, \dots, m\}$$

$$A^- = \left\{ \left(\min_i v_{ij} \middle| j \in C_b \right), \left(\max_i v_{ij} \middle| j \in C_c \right) \right\} = \{v_j^- | j = 1,2, \dots, m\} \text{ When indicator j is a benefit indicator:}$$

$$v_j^* = max\{v_{ij}, i = 1, \dots, m\}, v_j^- = min(v_{ij}, i = 1, \dots, m) \text{ When indicator j is a cost indicator:}$$

$$v_j^- = max\{v_{ij}, i = 1, \dots, m\}, v_j^* = min(v_{ij}, i = 1, \dots, m)$$

Step 4. The deviations of all alternatives from positive and negative solutions (discrimination criteria) are obtained individually using the following equations using the m-dimensional Euclidean distance:

$$S_i^* = \sqrt{\sum_{j=1}^{m} (v_{ij} - v_j^*)^2}, j = 1,2, \dots, m$$

$$S_i^- = \sqrt{\sum_{j=1}^{m} (v_{ij} - v_j^-)^2}, j = 1,2, \dots, m$$

Step 5. In this step, the relative proximity to the ideal solution is determined. Then, sort results in descending RC_i.

$$RC_i^* = \frac{S_i^-}{S_i^* + S_i^-}, i = 1, \dots, m$$

3. Results

Following the process stages outlined in the methodology section of the CRITIC approach, the weights of the indicators were first established. In other words, an objective method was employed in which no subjective evaluations were made, and the weights were decided by considering the indicator values.

Figure 5 illustrates the weights of the criteria for gender-specific indicators based on the Sustainable Development Goals that were obtained using the Critic technique.

Figure 5. *Indicators weights obtained Critic method*
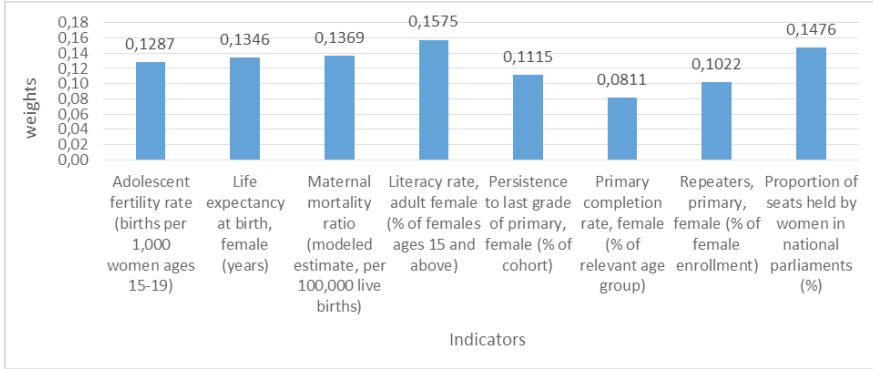
While the literacy rate is the most significant indicator according to the Critic method weights, the indicators with the closest weight to this indicator are the representation rate in the parliament, the maternal mortality rate, and life expectancy.

As indicated in the methodology section, ideal distance values were initially obtained in the TOPSIS analysis following normalizing and weighted normalization computations.   Table 5 shows the ideal distance values.

Table 5. *TOPSIS Analysis Ideal Distance Values*

Countries	Si*	Countries	Si*
Afghanistan	0.1546697	Mexico	0.152394557
Argentina	0.15237378	Moldova	0.151319971
Australia	0.151367929	Morocco	0.153309521
Austria	0.152347626	Mozambique	0.154407052
Azerbaijan	0.152226534	Myanmar	0.152820141
Bangladesh	0.153699764	Netherlands	0.152392556
Belgium	0.152449132	New Zealand	0.152258671
Brazil	0.154175446	Nigeria	0.156450993
Bulgaria	0.151866067	Norway	0.128723294
Cameroon	0.154104987	Pakistan	0.154488299
Canada	0.15142496	Philippines	0.152917034
Chad	0.155887098	Poland	0.130766701
Chile	0.152501996	Portugal	0.152362382
China	0.151754196	Romania	0.153363069
Colombia	0.153259431	Russia	0.152337743
Congo, Dem. Rep.	0.155062543	Saudi Arabia	0.153305333
Cote d'Ivoire	0.154886088	Senegal	0.153673479
Croatia	0.151441129	Slovenia	0.152776447
Czechia	0.151645219	South Africa	0.152862168
Denmark	0.152333981	South Korea	0.080828297
Egypt	0.153154529	Spain	0.152285456
Estonia	0.151609403	Sweden	0.151015079

Ethiopia	0.154200091	Switzerland	0.152280722
Finland	0.150993612	Tajikistan	0.151969758
France	0.152377364	Thailand	0.153448673
Germany	0.151263817	Turkey	0.153392324
Greece	0.152984148	United Arab Emirates	0.151089725
Hungary	0.15368202	United Kingdom	0.151290332
India	0.154150305	United States	0.152797705
Indonesia	0.15334197	Uzbekistan	0.151577202
Iran	0.154314599	Vietnam	0.15149293
Iraq	0.153793235	Yemen	0.156291614
Ireland	0.151725916	High income	0.152625195
Israel	0.151459553	Upper middle income	0.152894326
Italy	0.128925338	Middle income	0.153267879
Japan	0.152543188	Lower middle income	0.153684
Kazakhstan	0.151741784	Low & middle income	0.153327518
Kenya	0.15376436	Low income	0.154531678
Lithuania	0.151566613	OECD members	0.152612492
Malaysia	0.152362434	World	0.153164629

The negative ideal distance values were then computed and shown in Table 6.

Table 6. *TOPSIS Analysis Negative Ideal Distance Values*

Countries	Si-	Countries	Si-
Afghanistan	0.019505661	Mexico	0.039885391
Argentina	0.038767987	Moldova	0.041344476
Australia	0.041662164	Morocco	0.028194449
Austria	0.039052149	Mozambique	0.025046818
Azerbaijan	0.036188646	Myanmar	0.031157773
Bangladesh	0.023707091	Netherlands	0.037901795
Belgium	0.037167623	New Zealand	0.042065473
Brazil	0.02682674	Nigeria	0.012574089
Bulgaria	0.037095483	Norway	0.091039479
Cameroon	0.024174173	Pakistan	0.017897277
Canada	0.040983691	Philippines	0.03309391
Chad	0.019306364	Poland	0.086132404
Chile	0.036718273	Portugal	0.038433336
China	0.037521598	Romania	0.030644726
Colombia	0.032109385	Russia	0.036609556
Congo, Dem. Rep.	0.016540942	Saudi Arabia	0.030294792
Cote d'Ivoire	0.022107604	Senegal	0.027497915
Croatia	0.040108192	Slovenia	0.035237956
Czechia	0.039092476	South Africa	0.036685974
Denmark	0.039130295	South Korea	0.134668461
Egypt	0.029310931	Spain	0.039993255
Estonia	0.039913758	Sweden	0.045741689
Ethiopia	0.026247459	Switzerland	0.040185483
Finland	0.045510425	Tajikistan	0.037015223

France	0.038317386	Thailand	0.031211336
Germany	0.041676071	Turkey	0.031424822
Greece	0.033936426	United Arab Emirates	0.044627225
Hungary	0.031034776	United Kingdom	0.041784044
India	0.022793652	United States	0.034664283
Indonesia	0.030550168	Uzbekistan	0.039507412
Iran	0.027080562	Vietnam	0.039753197
Iraq	0.025028995	Yemen	0.012396665
Ireland	0.039868359	High income	0.035957968
Israel	0.040155991	Upper middle income	0.032512593
Italy	0.089793227	Middle income	0.028185757
Japan	0.039519889	Lower middle income	0.024572608
Kazakhstan	0.037876129	Low & middle income	0.027063372
Kenya	0.024382811	Low income	0.018205792
Lithuania	0.039550356	OECD members	0.035345426
Malaysia	0.035519496	World	0.028381877

Positive and negative ideal distance values were used to compute relative proximity to the ideal solution values. These values used to rank the nations are shown in Table 7.

Table 7. *TOPSIS Relative Proximity to the Ideal Solution Values (Ci*)*

Countries	Si*	Si-	Ci*	Countries	Si*	Si-	Ci*
Afghanistan	0.15467	0.01951	0.11199	Mexico	0.15239	0.03989	0.20743
Argentina	0.15237	0.03877	0.20282	Moldova	0.15132	0.04134	0.21459
Australia	0.15137	0.04166	0.21583	Morocco	0.15331	0.02819	0.15534
Austria	0.15235	0.03905	0.20403	Mozambique	0.15441	0.02505	0.13957
Azerbaijan	0.15223	0.03619	0.19207	Myanmar	0.15282	0.03116	0.16936
Bangladesh	0.15370	0.02371	0.13363	Netherlands	0.15239	0.03790	0.19917
Belgium	0.15245	0.03717	0.19601	New Zealand	0.15226	0.04207	0.21647
Brazil	0.15418	0.02683	0.14821	Nigeria	0.15645	0.01257	0.07439
Bulgaria	0.15187	0.03710	0.19631	Norway	0.12872	0.09104	0.41426
Cameroon	0.15410	0.02417	0.13560	Pakistan	0.15449	0.01790	0.10382
Canada	0.15142	0.04098	0.21300	Philippines	0.15292	0.03309	0.17791
Chad	0.15589	0.01931	0.11020	Poland	0.13077	0.08613	0.39711
Chile	0.15250	0.03672	0.19405	Portugal	0.15236	0.03843	0.20144
China	0.15175	0.03752	0.19824	Romania	0.15336	0.03064	0.16654
Colombia	0.15326	0.03211	0.17322	Russia	0.15234	0.03661	0.19376
Congo, Dem. Rep.	0.15506	0.01654	0.09639	Saudi Arabia	0.15331	0.03029	0.16500
Cote d'Ivoire	0.15489	0.02211	0.12491	Senegal	0.15367	0.02750	0.15178
Croatia	0.15144	0.04011	0.20939	Slovenia	0.15278	0.03524	0.18742
Czechia	0.15165	0.03909	0.20495	South Africa	0.15286	0.03669	0.19354
Denmark	0.15233	0.03913	0.20437	South Korea	0.08083	0.13467	0.62492
Egypt	0.15315	0.02931	0.16064	Spain	0.15229	0.03999	0.20800
Estonia	0.15161	0.03991	0.20840	Sweden	0.15102	0.04574	0.23248
Ethiopia	0.15420	0.02625	0.14546	Switzerland	0.15228	0.04019	0.20879
Finland	0.15099	0.04551	0.23160	Tajikistan	0.15197	0.03702	0.19586
France	0.15238	0.03832	0.20094	Thailand	0.15345	0.03121	0.16902

Germany	0.15126	0.04168	0.21601	Turkey	0.15339	0.03142	0.17003
Greece	0.15298	0.03394	0.18156	United Arab Emirates	0.15109	0.04463	0.22802
Hungary	0.15368	0.03103	0.16801	United Kingdom	0.15129	0.04178	0.21641
India	0.15415	0.02279	0.12882	United States	0.15280	0.03466	0.18491
Indonesia	0.15334	0.03055	0.16613	Uzbekistan	0.15158	0.03951	0.20675
Iran	0.15431	0.02708	0.14929	Vietnam	0.15149	0.03975	0.20786
Iraq	0.15379	0.02503	0.13997	Yemen	0.15629	0.01240	0.07349
Ireland	0.15173	0.03987	0.20809	High income	0.15263	0.03596	0.19067
Israel	0.15146	0.04016	0.20957	Upper middle income	0.15289	0.03251	0.17536
Italy	0.12893	0.08979	0.41054	Middle income	0.15327	0.02819	0.15533
Japan	0.15254	0.03952	0.20577	Lower middle income	0.15368	0.02457	0.13785
Kazakhstan	0.15174	0.03788	0.19975	Low & middle income	0.15333	0.02706	0.15003
Kenya	0.15376	0.02438	0.13687	Low income	0.15453	0.01821	0.10540
Lithuania	0.15157	0.03955	0.20694	OECD members	0.15261	0.03535	0.18805
Malaysia	0.15236	0.03552	0.18905	World	0.15316	0.02838	0.15633

Table 8 presents the TOPSIS ranking of countries according to the seven gender equality indicators. The country with the highest Ci* value is the best country based on the criteria, as determined by the ranking generated from the TOPSIS study. While South Korea is the greatest country in the ranking, Norway, Italy, Poland and Sweden round out the top five. On the other side, the five countries with the lowest performance are Chad, Pakistan, Congo, Dem. Rep., Nigeria and Yemen.

Table 8. *Ranking of countries in terms of gender equality all indicators through TOPSIS*

Rank	Countries	Ci*	Rank	Countries	Ci*
1	South Korea	0.625	41	High income	0.191
2	Norway	0.414	42	Malaysia	0.189
3	Italy	0.411	43	OECD members	0.188
4	Poland	0.397	44	Slovenia	0.187
5	Sweden	0.232	45	United States	0.185
6	Finland	0.232	46	Greece	0.182
7	United Arab Emirates	0.228	47	Philippines	0.178
8	New Zealand	0.216	48	Upper middle income	0.175
9	United Kingdom	0.216	49	Colombia	0.173
10	Germany	0.216	50	Turkey	0.170
11	Australia	0.216	51	Myanmar	0.169
12	Moldova	0.215	52	Thailand	0.169
13	Canada	0.213	53	Hungary	0.168
14	Israel	0.210	54	Romania	0.167
15	Croatia	0.209	55	Indonesia	0.166
16	Switzerland	0.209	56	Saudi Arabia	0.165
17	Estonia	0.208	57	Egypt	0.161
18	Ireland	0.208	58	World	0.156
19	Spain	0.208	59	Morocco	0.155
20	Vietnam	0.208	60	Middle income	0.155

21	Mexico	0.207	61	Senegal	0.152
22	Lithuania	0.207	62	Low & middle income	0.150
23	Uzbekistan	0.207	63	Iran	0.149
24	Japan	0.206	64	Brazil	0.148
25	Czechia	0.205	65	Ethiopia	0.145
26	Denmark	0.204	66	Iraq	0.140
27	Austria	0.204	67	Mozambique	0.140
28	Argentina	0.203	68	Lower middle income	0.138
29	Portugal	0.201	69	Kenya	0.137
30	France	0.201	70	Cameroon	0.136
31	Kazakhstan	0.200	71	Bangladesh	0.134
32	Netherlands	0.199	72	India	0.129
33	China	0.198	73	Cote d'Ivoire	0.125
34	Bulgaria	0.196	74	Afghanistan	0.112
35	Belgium	0.196	75	Chad	0.110
36	Tajikistan	0.196	76	Low income	0.105
37	Chile	0.194	77	Pakistan	0.104
38	Russia	0.194	78	Congo, Dem. Rep.	0.096
39	South Africa	0.194	79	Nigeria	0.074
40	Azerbaijan	0.192	80	Yemen	0.073

Table 9 presents the TOPSIS ranking of countries according to the gender equality health/survival indicators. According to the analysis, while South Korea is the greatest country in the ranking, Italy, Norway, Poland and Japan round out the top five. One of the important results is that Sweden, which is in the top five in the general ranking, ranks 14th in terms of health evaluation. On the other side, the five countries with the lowest performance are Congo, Dem. Rep., Cameroon, Cote d'Ivoire, Nigeria and Chad. In terms of indicators in this dimension, Yemen and Pakistan rank better than the overall ranking. They have a better position than the low income group's ranking.

Table 9. *Ranking of countries in terms of gender equality health/survival indicators through TOPSIS*

Rank	Countries	Ci*	Rank	Countries	Ci*
1	South Korea	0.62252	**41**	China	0.09240
2	Italy	0.38742	**42**	Upper middle income	0.09240
3	Norway	0.38742	**43**	Bulgaria	0.08873
4	Poland	0.38554	**44**	Iran	0.08873
5	Japan	0.12418	**45**	Romania	0.08873
6	Finland	0.11387	46	Malaysia	0.08873
7	Israel	0.11387	**47**	Mexico	0.08873
8	Switzerland	0.11386	**48**	Morocco	0.08873
9	Spain	0.11385	**49**	Saudi Arabia	0.08502
10	Australia	0.11384	**50**	Kazakhstan	0.08129
11	France	0.11384	**51**	Russia	0.08129

12	Greece	0.11037	**52**	Moldova	0.08128
13	Denmark	0.11036	**53**	Azerbaijan	0.08128
14	Sweden	0.11035	**54**	Philippines	0.08128
15	Austria	0.11035	55	Egypt	0.07752
16	Ireland	0.11035	56	World	0.07752
17	Portugal	0.11034	57	Bangladesh	0.07752
18	Canada	0.11034	58	Tajikistan	0.07372
19	New Zealand	0.11034	59	Uzbekistan	0.07372
20	Belgium	0.10682	**60**	Middle income	0.07372
21	Netherlands	0.10682	**61**	Indonesia	0.07372
22	Slovenia	0.10682	**62**	Low & middle income	0.07372
23	Germany	0.10682	**63**	Iraq	0.06989
24	United Kingdom	0.10681	**64**	India	0.06214
25	Estonia	0.10681	**65**	Lower middle income	0.06214
26	High income	0.10681	66	Myanmar	0.05822
27	Chile	0.10681	67	Senegal	0.05822
28	OECD members	0.10325	**68**	Ethiopia	0.05427
29	Czechia	0.09969	**69**	Kenya	0.05427
30	Croatia	0.09967	**70**	Pakistan	0.05029
31	Turkey	0.09967	**71**	South Africa	0.05029
32	Thailand	0.09966	**72**	Yemen	0.05029
33	Lithuania	0.09605	**73**	Afghanistan	0.04628
34	United States	0.09605	74	Low income	0.04223
35	Vietnam	0.09605	75	Mozambique	0.03404
36	Argentina	0.09605	76	Congo, Dem. Rep.	0.02990
37	Brazil	0.09605	**77**	Cameroon	0.02152
38	Colombia	0.09605	**78**	Cote d'Ivoire	0.01301
39	United Arab Emirates	0.09243	**79**	Nigeria	0.00000
40	Hungary	0.09240	**80**	Chad	0.00000

Table 10 presents the TOPSIS ranking of countries according to the gender equality education indicators. The country with the highest C_i^* value is the best country based on the criteria, as determined by the ranking generated from the TOPSIS study. While Uzbekistan is the greatest country in the ranking, Sweden, Russia, Vietnam and Lithuania round out the top five. On the other side, the five countries with the lowest performance are Afghanistan, Yemen, Mozambique, Ethiopia and Chad. These countries are ranked below the low income group.

Table 10. *Ranking of countries in terms of gender equality education indicators through TOPSIS*

Rank	Countries	Ci*	Rank	Countries	Ci*
1	Uzbekistan	0.973	41	Indonesia	0.570
2	Sweden	0.969	42	Netherlands	0.569
3	Russia	0.968	43	Poland	0.569
4	Vietnam	0.963	44	Greece	0.569
5	Lithuania	0.962	45	Portugal	0.569
6	Moldova	0.958	46	Argentina	0.567
7	Ireland	0.956	47	OECD members	0.567
8	Czechia	0.954	48	Mexico	0.566
9	United Kingdom	0.952	49	South Africa	0.563
10	Finland	0.951	50	Thailand	0.560
11	Australia	0.948	51	Turkey	0.560
12	Norway	0.947	52	France	0.559
13	Japan	0.944	53	Upper middle income	0.557
14	Germany	0.941	54	Romania	0.557
15	United Arab Emirates	0.939	55	Saudi Arabia	0.557
16	Canada	0.939	56	Belgium	0.532
17	Kazakhstan	0.937	57	Iran	0.530
18	Estonia	0.935	58	Middle income	0.522
19	Italy	0.935	59	World	0.510
20	South Korea	0.933	60	Egypt	0.509
21	Azerbaijan	0.932	61	Low & middle income	0.499
22	Israel	0.930	62	Cote d'Ivoire	0.499
23	Tajikistan	0.927	63	Morocco	0.494
24	Croatia	0.926	64	Lower middle income	0.480
25	China	0.918	65	Kenya	0.478
26	Malaysia	0.918	66	India	0.473
27	Bulgaria	0.878	67	Brazil	0.453
28	Myanmar	0.807	68	Bangladesh	0.424
29	United States	0.580	69	Cameroon	0.396
30	New Zealand	0.580	70	Iraq	0.389
31	Denmark	0.579	71	Congo, Dem. Rep.	0.375
32	Austria	0.578	72	Nigeria	0.337
33	Slovenia	0.577	73	Pakistan	0.321
34	Switzerland	0.576	74	Senegal	0.305
35	Phillippines	0.575	75	Low income	0.296
36	High income	0.574	76	Afghanistan	0.277
37	Spain	0.573	77	Yemen	0.262
38	Hungary	0.572	78	Mozambique	0.246
39	Colombia	0.572	79	Ethiopia	0.229
40	Chile	0.570	80	Chad	0.216

4. Discussion

Gender equality is the focus of this research, which takes a novel approach by comparing and evaluating 72 nations across seven country groups using a data collection that represents global averages in gender equality. SDGs include lots of dimensions, but gender equality is one of the least researched. We can see the need for more regular, current, and diverse methods of research on this topic.

In terms of multi-criteria decision-making methods that deal with a large number of countries and economic groups together, the study differs positively from other studies in the field in terms of scope. Objective weighting method is preferred. This shows that the subject and the indicators used in the evaluation are approached objectively. As stated in the introduction, TOPSIS method is the most preferred objective multi-criteria decision making method among SDG subjects. Therefore, the TOPSIS method was preferred in this study on gender equality.

5. Conclusion

In many societies, individuals are treated differently, starting from childhood. Different behaviors imposed on girls and boys have many effects in their later life cycles, for example, in their career choices. The movements of women or men in the social order or how their behavior will be determined by the culture of the society. Education, health and access to technology stand out as the most important issues among these inequalities of opportunity. Also, inequalities hinder sustainable development. The 193 member states of the United Nations have set an agenda highlighting 17 goals that aim to end poverty, promote well-being and improve people's well-being, and protect the environment by 2030. It is seen that the 5th title in the targets is devoted to gender equality.

The article evaluates 72 countries and 8 country groups based on 7 indicators related to gender equality. In addition, while the article aims to demonstrate the current status of these countries, it also aims to offer an integrated decision support framework in order to contribute to this field. Indicators used in the application of study include very important topics in terms of health, education and political empowerment. The fact that a country has a poor score in terms of gender equality criteria also means that the stability and sustainability of that country's economy, welfare of citizens, life quality, economic justice, sustainable growth, and employment opportunities are under threat.

In terms of all seven gender equality indicators. while South Korea is the greatest country in the ranking, Norway, Italy, Poland and Sweden round out the top five. On the other side, the five countries with the lowest

performance are Chad, Pakistan, Congo, Dem. Rep., Nigeria and Yemen. According to the gender equality health/surviva indicators, while South Korea is the greatest country in the ranking, Italy, Norway, Poland and Japan round out the top five. One of the important results is that Sweden, which is in the top five in the general ranking, ranks 14th in terms of health evaluation.On the other side, the five countries with the lowest performance are Congo, Dem. Rep., Cameroon, Cote d'Ivoire, Nigeria and Chad. In terms of indicators in this dimension, Yemen and Pakistan rank better than the overall ranking. They have a better position than the low income group's ranking. In terms of the gender equality education indicators, while Uzbekistan is the greatest country in the ranking, Sweden, Russia, Vietnam and Lithuania round out the top five. On the other side, the five countries with the lowest performance are Afghanistan, Yemen, Mozambique, Ethiopia and Chad. These countries are ranked below the low income group.

According to the TOPSIS analysis results made in terms of 7 indicators, 40 of 72 countries have values and rankings above the high income average values: South Korea, Norway, Italy, Poland, Sweden, Finland, United Arab Emirates, New Zealand, United Kingdom, Germany, Australia , Moldova, Canada, Israel, Croatia, Switzerland, Estonia, Ireland, Spain, Vietnam, Mexico, Lithuania, Uzbekistan, Japan, Czechia, Denmark, Austria, Argentina, Portugal, France, Kazakhstan, Netherlands, China, Bulgaria, Belgium, Tajikistan , Chile, Russia, South Africa and Azerbaijan. While the number of countries that are above the high income level in terms of health falls to 25, the number of countries that are above this average in terms of education is 35.

The results of the study show that there are many areas where women's living conditions need to be improved, even in the most developed countries. First of all, the topics that need to be addressed are tackling the increased risk of girls leaving school, early and forced marriages and pregnancies, and gender-based violence. Studies on education show that once girls drop out of school, they do not return to the same extent as boys. In addition, persistent gender inequalities in science and technology need to be addressed. The issue of limiting the careers of women by drawing certain roles is also among the important problems. Early marriages and pregnancies affect the health of women negatively, but also form the basis of many problems such as early maternal deaths and termination of education. Policies about women are generally evaluated by male-dominated working groups and politicians. There is a need for women to be given more authority and voice in organizations and decisions on issues related to women.

A growing number of such studies will keep this topic in the public

eye, allowing us to track the development of nations through time in terms of gender equality. In the future, it is expected that the results of this study will be compared to those of future studies using comparable or dissimilar approaches. Additionally, this research might be repeated in the coming years to assess and compare the gender equality of these nations.

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CHAPTER 8

TECHNOLOGY USE IN SOCIAL MARKETING; A THEORETICAL INVESTIGATION IN THE COVID-19 PROCESS

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Introduction

Individuals and societies, which have been in a constant change and development from the past to the present, continue to build a world where they can live more easily, comfortably and in prosperity with technological developments and advances in every field. The results of all these progresses do not lead to entirely positive results (Yapraklı et al., 2017). There are many factors that complicate the living conditions we live in, such as increasing population, migration from rural to urban areas, people's gradually adopting individual (singular) lifestyles, scarce resources and endless needs. It is seen that the negativities, problems, and undesirable situations that occur and gradually differentiate in economic, social, psychological, environmental, and other fields for individuals and societies are also becoming more prominent (Özata and Kapusuz, 2019).

The ineffectiveness of the stereotyped solution methods to the differentiated problems caused by the developments requires change and new searches at the point of producing solutions against the problems. The concept of social marketing, which is one of today's innovative concepts, will help us to solve the problems of individuals and societies, to eliminate their deficiencies, and to change the undesired behaviours of individuals in a positive way. Thus, it emerges as a new and an effective solution that will benefit individuals and society (Torlak et al., 2017).

Social marketing applications, which are seen as an innovative solution method, are an implementation that commercial organizations and brands use in social responsibility studies and projects that positively affect their institutional reputations. Moreover, social responsibility studies and projects carried out by non-profit organizations and states for the solution of social problems are gradually expanding (Yeşilyurt, 2021). In this regard, non-profit organizations that work without any personal interest for itself or its members in order to be beneficial to individuals and societies aim to make the works more effective and successful by integrating social marketing applications, and to make the solutions sustainable and more permanent in addition to producing solution methods for the social projects and works they carry out for individuals and society.

In this regard, first of all, the definition of social marketing and the studies in the field of social marketing were explained. In the following section, the importance of social marketing and the applications of social marketing in the Covid-19 process were mentioned and the study was concluded. As a result, a process, in which many tools such as telephone, television, radio and Web 2.0 applications come together and these tools are managed in coordination, is required in order for social marketing to channel the society in one direction. During the Covid-19 process,

especially during the implementation of curfews, various social marketing applications were carried out by many companies and these applications were successful.

1. Definition, Characteristics and Development of Social Marketing

The sociologist G. D. Wiebe sparked a new concept in the world of marketing by asking the question "Why can't we sell the idea of fraternity the way we sell a soap?" in his article in 1951. This point of view of Wiebe brought the acceptability of the marketing methods used in the sale of tangible things and the concepts that are considered abstract and emotional such as the idea of fraternity into question. Wiebe emphasized the success of marketing methods in influencing people's buying behaviour and drew attention to the argument that people can be made to accept certain ideas through the same methods (Kayıkçı et al., 2019).

The origins of the concept of social marketing don't date back to old times. The birth of the concept is based on the studies conducted by researchers such as Wiebe, Lazarsfeld, Sheatsley, Mendelsohn and Hyman in the 1940s and 1950s from the perspective of social psychology, mass communication, advertising and public relations. However, none of the people who pioneered these studies were marketing scientists (Yeşilyurt, 2021).

The first example of social marketing studies was carried out in India in 1963. K.T Chandy working in Indian Institute of Management in Indian Government conducted studies emphasizing the expansion of birth control services, particularly condom use, through commercial channels. Accordingly, a controlled population and family planning was aimed to be made by distributing high quality state-owned condom products and selling them cheaply (Yapraklı et al., 2017).

The concept of social marketing was first discussed by Kotler and Zaltman (1971) in the light of marketing-based scientists. "Social Marketing" was clearly conceptualized for the first time. There are basic topics that employees focus on in the field of social marketing. These can be listed as promoting a healthy life, avoiding the use of harmful substances, sensitivity to environmental issues, and social actions (Dursun and Belit, 2017).

Businesses are responsible for the society and their environment in issues such as preventing environmental pollution, afforestation, forest protection activities, family planning, fighting against thirst, raising awareness of drivers and pedestrians, preventing traffic accidents and preventing violence against women etc. These activities, which are within the scope of social marketing, are essential activities that have critical

importance for meeting the expectations of consumers and a more liveable society (Şahin and Selvi, 2019).

These activities, carried out by non-governmental organizations and public institutions, have become an area of interest for businesses as a result of the change in the understanding of marketing. In the early days, businesses provided financial support to non-governmental organizations by giving various ideas, and later assumed a leading and regulatory role in the process. Many organizations and businesses attempt to contribute to social problems with their social responsibility projects and social marketing strategies (Gençoğlu et al., 2017). Awareness of the society is of great importance in taking these actions.

The new consumer profile pays attention to how the brands they prefer react to social issues and problems. The approach of businesses to social problems differentiates consumers' perspectives on the brand and can be an important factor in their preference for the brand. As a matter of fact, the Covid-19 virus, which emerged in Wuhan, China in late 2019, affected the whole world in 2020. The fact that many countries were faced with a global pandemic crisis brought countries to take various measures. In the implementation of these measures and in this difficult process that the world was going through, great responsibilities fell on brands (Yeşilyurt, 2021).

In a study, 83% of the participants reported that they closely followed the communication activities of brands during the Covid-19 pandemic period. Half of the participants stated that they did not find these communication activities published by brands sincere. While 45% of the participants stated that the policies followed by the brands during the Covid-19 pandemic period would affect the buying behaviour after the pandemic, the rate of the participants who thought that it would affect them partially was 33% (Şentürk, 2020). From this point of view, it can be concluded that brands should give importance to communication activities, expectations of individuals and social marketing practices.

In recent years, the marketing method has become more relevant and sensitive to social problems. While the decisions taken in the traditional marketing approach are taken on the axis of cost-income, today businesses make decisions by considering social profits, social costs and social benefits more (Dursun and Belit, 2017). The social marketing approach argues that marketing decisions cannot be made solely based on financial costs and profitability. Accordingly, some goods or services should be marketed for social benefit even if they have low financial returns or no economic returns.

In the article published by Kotler and Zaltman in 1971, they defined

the concept of social marketing as follows: "Social marketing is the design, implementation and supervision of programs that cover principles such as product planning, pricing, communication, distribution and marketing research and are created to influence the acceptability of social ideas in line with these principles" (Özgen and Bahadır, 2019).

Andreasen's definition is one of the most powerful and frequently mentioned definitions of social marketing. This definition is as follows: "Social marketing is the adaptation of commercial marketing technologies to programs designed to improve their personal welfare and the welfare of the society, based on the voluntary behaviour of the target audience" (Özata and Kapusuz, 2019).

Social marketing often facilitates the acceptance, modification, abandonment, maintenance or rejection of certain behaviours by target audience groups. In social marketing activities, the target audience is mostly consumers. However, it is also used by experts in the field of health to influence a wider mass of audience (Şahin and Selvi, 2019).

Social marketing applications are attempts to influence consumers and therefore, always have an ethical aspect. By its very nature, social marketing seeks to encourage not only the change which is good, but also the change of consumer. It aims to increase moral or social gains rather than material gains (Kayıkçı et al., 2019).

Institutions have very important responsibilities in meeting the aforementioned needs as a result of the increasingly difficult living conditions and the increase in the social needs of societies, and the states' inability to meet these needs. As a result, it is seen that institutions give more importance to concepts such as social marketing and institutional social responsibility (Torlak et al., 2017).

In the following section, the common points of the definitions of the concept of social marketing by different researchers are given. These are as follows (Marangoz and Aydın, 2019):

- Social marketing is a special discipline different from other marketing disciplines.

- The primary principle in social marketing is the welfare of the society.

- The basis of social marketing is the principles of traditional marketing, and the techniques of this understanding are implemented.

- All 4P elements (product, price, place and promotion) should be included while taking action in social marketing. Social Marketing is a pioneering tool for social change.

- Social marketing can directly affect the behaviour of individuals.

- Social marketing, which creates a positive atmosphere in the society, provides positive changes.

The most important development in the social marketing has been the transition from the first definition of the marketing of products that include social change in social marketing to a wider range of potential application areas. This is the kind of a model in which it is revealed that there is a transfer of marketing concepts and tools from the "commercial sector" to the "non-profit sector" in line with a transition (Yapraklı et al., 2017).

With the recent global pandemic crisis, the marketing world has once again tested the importance of creating "Social Benefit" and thinking as "We" rather than "I" and taking action in line with this framework, and this process has continued. This new period, in which consumers' perspectives on brands change and their expectations differ, is of great importance in terms of creating social benefits and refreshing the brand image in a positive way (Ekiyor and Çetin, 2017).

According to the report prepared in 2019 by Trendwatching, which conducts study on the trends and innovations of consumers globally, it is seen that it is not enough for businesses to support the sensitivity of society on social issues only with campaigns, and consumers expect to take the lead in changing the laws from brands. These expectations lead brands to act in the light of innovation and transformation. Collaborating with American football star Colin Kaepernick, Nike took an anti-racist stance in the commercial and managed to attract the attention of the media as one of the best examples of this (Cılızoğlu et al., 2020). In line with this perspective, many innovative brands are leading change and transformation by reacting to the expectations of the society.

There are many gains provided by businesses that give importance to social marketing. These can be listed as (Özata and Kapusuz, 2019);

- Social marketing activities ensure that a close relationship is established between the business and the customer and that businesses understand their expectations.

- Projects implemented increase the trust and respect for the business by providing the establishment of an emotional bond with the customers.

- Thanks to these activities, the brand awareness of the brands within the business increases. In addition, it creates an important power factor in the formation of brand loyalty in the minds of consumers.

- A better-equipped employee profile will be created in line with the trainings provided by businesses to their employees, and this will provide a competitive advantage.

- Social marketing activities ensure that the loyalty and trust of the employees towards the business is at the maximum level.

- The performance of the employees is affected positively because of these activities and the productivity of the businesses increases.

2. Global Effects and Changes in Social Marketing

Philip Kotler and Gerald Zaltman first mentioned the social marketing discipline, which has a history of more than 40 years, in their article "Social Marketing: An Approach to Planned Social Change" published in the Journal of Marketing in 1971. They pioneered the emergence of the concept of social marketing, which defined social marketing as the process of designing, implementing, and controlling programs that are calculated to affect the acceptability of social ideas and that cover product planning, pricing, communication, distribution, and marketing research (Akgün and Ergün, 2017).

From its beginning onwards, the social marketing discipline has influenced the programs that many governments, policy experts, and social organizations create to channel their ideas and thoughts and consumers' behaviour towards greater social good. Social marketing studies are increasingly applied in different settings and in different behaviours, adapting to marketing theories and new technologies (Torlak et al., 2017).

3. Social Marketing Campaigns

In the marketing discipline, a campaign is the long-term, strategic plan, project, process and stages for communicating and informing the society through technological channels in order to achieve a specific goal (Akdoğan et al., 2012). Social marketing campaigns are of great importance in communicating with the target audience and in realizing positive social attitudes and behaviour tendencies in the society. The purpose of social marketing campaigns is to make positive attitudes and behaviours in society permanent and long-term through social marketing (Saran and Bitirim, 2010).

The main feature of social marketing campaigns is that there is promotion during the campaign, it increases the credibility and image of the brands, and has a long-term effect that will look after the benefit of the society. Today, social marketing campaigns such as the continuity of healthy generations, protecting the natural environment, supporting especially girls' schooling and education, supporting economic development in rural

areas, proper nutrition and the correct use of resources and the use of recycling products are conducted. The most frequently carried out social marketing campaigns are implementations aimed at improving health, preventing damage, quitting smoking, protecting the environment, and changing the behaviour and attitudes of communities. The purpose of these social campaigns is to regulate the value judgments of the society and to raise the level of knowledge and consciousness (Mert, 2012).

In order for social campaigns to be effective and to be accepted by the society, and to cause positive behavioural changes, marketing activities must be carried out professionally. Therefore, institutions and businesses need to present their social marketing campaigns honestly, transparently and with products and services that are beneficial to the society.

4. Technology Use in Social Marketing

In order to realize certain behavioural changes on the society with social marketing, it is necessary to carry out applications that involve a continuous and long process. Today, social marketing is carried out with classical methods such as hand posters and promotional posters and many technological elements such as radio, television and social media (Aslan Çetin and Öziç, 2020).

When the social marketing activities carried out in our country are examined, it is necessary to mention the success of the Smoke-Free Air Field Policy. The public spots broadcast "You Can Quit" by the Ministry of Health took place on television for a long time, and the same video podcast took its place on the radios, and at the same time, the appeal of the campaign was increased through billboards on people's transit routes (Bitirim Okmeydan, 2018). Various images have been placed on cigarette packages for public health, and ALO 171 psychological support phone line has been created for those who want to quit smoking. In addition, pills and nicotine patches that help quit smoking were distributed free of charge. With the support of not only the Ministry of Health, but also non-governmental organizations, new projects and slogans were produced with the same idea and tendency. The projects "Quit Smoking, Don't Stop Life", "We Lose While They Win", "Don't Let Your Life Be Smoke" carried out by the Green Crescent are important in this respect (Bilgüç, 2016). At the same time, 115 Telephone Counselling Lines and a website called "bırakırım.org" were also created by the Green Crescent. While all tools are important in terms of social marketing in today's conditions, social media is becoming more important with the developing technology and the effect of the generation Z.

Social media can be defined as web-based applications that enable the creation and sharing of content among online groups and that allow

wide-ranging sharing to share thoughts and ideas through interactive media. Today, non-profit organizations benefit from the platforms offered by social media such as electronic bulletins, virtual discussion platforms, television and radio broadcasts, and websites, instead of turning to a single media tool (Yeşilyurt, 2021).

Being in the social media environment provides companies and organizations with advantages such as being closer to consumers, creating brand loyalty and making voluntary announcements with the help of the masses, thanks to their posts. With these advantages, organizations and all stakeholders have the chance to express themselves more easily through social media (Tekin, 2018). In this way, organizations can learn about consumers' requests, offer discounts to consumers, and have new products.

The purpose of organizations' use of social media is to produce content, make campaigns, create interaction, and increase the number of fans besides increasing the number of likes. In order to achieve this, content should be created in accordance with the purposes and goals of the brand.

Today, organizations do not use traditional media channels (newspapers, magazines, radio, television and billboards, etc.) very often while delivering their messages to target audiences. With the development of technology, changes have occurred in the behaviour of organizations and consumers, and this has led to the start of a new period. However, one-way communication has ended and a medium has emerged that allows everyone to participate in multi-directional conversations and allows people to spread it.

Social media has created an environment that allows both the individual and the organization to make their voices heard. Social media aims to enable organizations to interact with and help users, and to increase their overall social media use day by day by making use of users' experiences. This situation gives organizations the opportunity to learn the necessary information about the target audience and to develop themselves according to the wishes and needs of the target audience (Tekin, 2018). Social media also offers organizations the opportunity to increase awareness, as it provides the opportunity to observe the thoughts of the target audience besides its organizational impact.

With the environment created by social media, the way of interaction with the target audience has also changed. The 21st century is a period of great change in creating internet-based content. These created contents have been an important factor in terms of raising awareness, obtaining information, thoughts, attitudes, buying behaviour and influencing many aspects of consumer behaviour in subsequent purchase communication.

These social media platforms, where it is inevitable for people, politicians, public and private organizations and non-profit organizations to take part in, can be used for many different purposes, positive or negative (Özgen and Bahadır, 2019).

One of its usage purposes is to announce social marketing activities. Therefore, announcements and advertisements published on social media platforms are very important issues when evaluated in terms of social marketing communication. Until now, especially televisions have been used frequently in social marketing communication due to their features such as being able to communicate with large masses and conveying the message in an impressive and convincing way. Nowadays, the digital age's reshaping of communication and the widespread use of social media tools give a new meaning to marketing applications in this regard. The possibility of interacting with people or institutions that are met with the use of the internet and that are not available in traditional media makes the virtual world different and popular. In fact, as a result of this change in communication tools, the support of digital platforms is of great importance in the planning, execution and announcement stages of social marketing and social responsibility projects that are for the benefit of the society. The power of social media today is an undeniable fact. In this sense, social media is of great importance not only for social marketing and other community-based studies, but also for various social issues for many different purposes (Yeşilyurt, 2021).

Social marketing campaigns use the media, messaging, and an organized set of communication activities to produce specific results in many individuals over a period, that is, to create behavioural change. These campaigns can be defined as an attempt to shape behaviour towards desired social outcomes (Tekin, 2018). These behaviours include getting people adopt good eating habits, less alcohol consumption, encouraging recycling, encouraging mothers to breastfeed babies, increasing children's literacy, measures for early detection of breast cancer, voting or participating in voluntary activities for community welfare. The consequences of these behaviours, i.e. the ultimate goals of the campaigns, may include certain policy changes that can lead to better outcomes for healthier individuals, families and society. The most obvious feature of social marketing campaigns is preparing advertisement works as part of the campaign during the implementation of the campaign, its long-term nature, and its aiming of creating a permanent, real, and long-term change in both the creation of the brand image and the solution of the social problem and purpose. Hence, social marketing campaigns do not contain imitation and include strategic methods (Marangoz and Aydın, 2019). Strategically choosing the topic and event to be covered in the campaign,

identifying the right media channel and making the most efficient use of various communication channels are important for success.

Announcements and advertisements published in public spaces are one of the important ways that can be followed in the dissemination of social marketing campaigns. In addition, various activities carried out in television, radio and internet channels ensure that the message is delivered to the target audiences quickly. In this respect, significant advantages can be obtained through television in terms of speed, reaching large audiences, and conveying the message in an impressive and convincing way. Therefore, using social media can be a fast and effective method to reach the target audience. In short, in order to bring about the desired behavioural changes as a result of social marketing campaigns, it is necessary to benefit from mass media, especially the media, effectively and in a versatile way (Özgen and Bahadır, 2019).

The use of social networking channels such as Facebook, Twitter, Instagram, YouTube, LinkedIn as a marketing tool along with traditional media channels such as television and radio offers important opportunities to organizations in terms of creating brand awareness and gaining loyal customers (Marangoz and Aydın, 2019).

5. Situation Analysis of Social Marketing During the Covid-19 Process

During the pandemic process, many businesses and institutions had to carry out very comprehensive campaigns that also promote their products and services, as well as giving social messages through internet platforms. In addition, brands such as Bayer, Dyson, MAC, Nike, which are among the leading brands of the world, took an active role in preventing the spread of the pandemic and restructured their social marketing activities by respirator donations for Covid-19 patients, financial aid donations to groups affected by the disease and producing face protection masks. In addition to these activities, they emphasized social distance and isolation by carrying out advertisements, effective posts and campaigns on social media during the Covid-19 pandemic process. The sectors that provided the most interaction during the Covid-19 period in Turkey were the internet, TV and social media sectors (Deloitte, 2020). This situation revealed that the internet had a significant impact on social marketing activities, especially due to working from home and education. Due to the increasing need for the internet during the pandemic period, GSM operators and digital platforms accelerated their marketing efforts with creative strategies, tactics and message appeals.

The sectors most affected by the mobility restriction and entry and exit bans were travel agencies, air transport companies, retail sales,

entertainment, catering, accommodation, entertainment, and sports sectors. The most demanded sectors were construction, manufacturing, real estate, employment, and land transportation. The most resilient sectors against the pandemic crisis include personal and social services, internet, health, law, advertising, accounting, publishing, information technology, telecommunications, energy, waste and water management, agriculture, fisheries, mining and forestry. In addition, the Covid-19 outbreak provides an opportunity to discover the change and resilience of industries in times of crisis. In this regard, institutions should give priority to social marketing activities as part of these dynamics.

During the Covid-19 pandemic, institutions used the components of the social marketing mix defined as "4P" (price, product, promotion and place) by running some campaigns, which require money, habits, effort and time, such as making individuals comply with the social distancing rules for the pandemic, making them wash their hands frequently and use cologne, making them give up the heart-warming behaviours like socializing and going out, making them buy and use masks and disinfectants, making them use masks during shopping, and making them work and receive education from home Institutions and businesses carry out social marketing campaigns as part of promotion activities in order to put an idea into action that is beneficial to the society. Promotion consists of communication strategies and tactics carried out in order to introduce the campaign to the target audience and make them desire it. This social marketing mix includes activities such as advertising, campaigns, public relations, and sales (Kotler and Zaltman, 1971; Saran and Bitirim, 2010; Mert, 2012; Cılızoğlu et al., 2020).

While many brands were promoting their services and products during the Covid-19 process, they also provided their consumers with the methods of fighting the disease through technology tools such as social media posts and communication organs. As a result of the quarantine of large public masses during the pandemic period, these brands have directed their options for their products and services to internet shopping and products and services that can be used at home, by running campaigns on social media with traditional and digital media tools. In this process, advertisements and campaigns were often an investment tool rather than a cost. In this regard, creative strategies, tactics, and messages for quarantine using technology gained importance during the Covid-19 pandemic process (Smartly.IO, 2020; Adparlor, 2020; Nesterenko, 2020; Cılızoğlu et al., 2020). Studies show that customers wanted to have their brand experiences with social marketing methods and their basic expectations from organizations that implemented these methods were to fulfill their responsibilities during the pandemic process (Kotler, 2005).

Some retailers made donations to hospitals, healthcare systems, charities by directing their brand production activities to medical support equipment and hand sanitizers during the Covid-19 process. Consumers attempted to transform their homes into work offices, broadcast studios, classrooms and gyms to cope with the pandemic. Upon the realization of the importance of internet use in this process, personal computers played a key role not only in family members but also in human interaction and socialization. A society of consumers who do their own work is being formed and new skills are adopted in the society. This situation brought out co-creation, innovation and creativity, and the society that had difficulties in using technology gained new skills (Kirk and Rifkin, 2020).

6. Application Examples of Social Marketing in the Covid-19 Process

The arguments that institutions and businesses used for social marketing purposes during the Covid-19 process differed. Due to the increase in the sensitivity of the society to the pandemic, the campaigns carried out and messages given on the internet platforms aimed at the needs and expectations of the target audience were concentrated on. As of March 11, 2020, when the first cases of the pandemic were seen in Turkey, GSM operators focused on the theme of the pandemic in their advertisements in order to strengthen the bond between their brands and customers. Among the social marketing activities, twelve out of fifteen ad shares on YouTube contain social messages directly or indirectly related to the pandemic (Cılızoğlu et al., 2020). In this regard, the predominantly informative and creative strategies of brands are aimed at fighting the pandemic as well as promoting products and services.

GSM operators, on the other hand, gave messages mainly on themes such as entertainment, uninterrupted communication, education, etc. for the pandemic. Türk Telekom advertisements starring Kenan İmirzalıoğlu had the highest interaction on YouTube. The fact that the social marketing campaigns carried out by the GSM operators during the pandemic created an interaction in the social media shows that the target audience perceives the message positively. Brands focused on convenience, effectiveness, use of technology, affordability, diversity, and service promotion within their social marketing campaigns. In addition, responsible messages in the fight against the pandemic with campaigns aimed at health, safety, benefit of society, rescuing and modesty were given. Social marketing campaigns created by operators differed in terms of content. Among these differences, Turkcell attempted to create a sense of social unity over values of morality and sacrifice. Vodafone differed in that it offered entertainment, pleasure and comfort to its target audience during the pandemic. The company Türk Telekom attempted to create a modest brand image by focusing on the sacrifice of healthcare professionals. The

hashtag sharing messages of GSM operators such as "#ThereIsLıfeAtHome", #LetsStayTogether", #YouWant #LetFeelValuable", "StayAtHome" created great interaction on all internet platforms during the coronavirus process (Cılızoğlu et al., 2020). In this regard, all brands emphasized the importance of internet platforms during the pandemic process, pointing to the promotion of their services, and social unity and solidarity as part of combating the disease, and drew a responsible brand image.

Cottonelle, the world's largest toilet paper company, launched the campaign "let's stock up for those in need" and gave the message #ShareASquare so that consumers did not worry about running out of products in their stores and did not panic during Covid-19. It donated in collaboration with the United Way Worldwide charity. It also stated that it would donate 1 dollar for each consumer who would make a post with the hashtag #ShareASquare to increase the effectiveness of the campaign. McDonald's, giving confidence about protecting the health of its customers during the coronavirus pandemic, made it necessary to check the temperature of its employees before and after working hours. Ford, on the other hand, changed its advertising focus and promised to produce medical equipment in case of need. In this regard, it supported consumers experiencing economic difficulties with the "Built for Right Now" and "Built to Lend a Hand" campaigns (Shipley and Loar, 2020).

Institutions fully use their websites and social platforms for advertising, marketing and other purposes and strategies in order to leave a positive perception on their target audiences during the Covid-19 process. On the other hand, airlines realized the importance of websites in order to reach the target audience and exchange information with a low budget. In today's world, where online shopping and online ticket sales are increasing, websites that are frequently used by the target audience have become very important in terms of advertisements and marketing by airlines and institutional communication activities. Also, online communication, entertainment and shopping sectors have shown an unprecedented development (Donthu and Gustafsson, 2020; Çakıroğlu et al., 2020). Some brands make long-term strategic changes in the logos and slogans of their brands in their social marketing campaigns to raise awareness about the coronavirus, as in Burger King, Mercedes Benz, DHL, McDonald's, and Audi (Sayın, 2020; Altan, 2020).

Individuals isolating themselves at home and reducing physical contact in order to prevent the spread of infection necessitated the development of new marketing strategies for companies to survive. This situation necessitated companies to strengthen their activities, especially on online platforms, by applying different marketing innovations rapidly (Wang et al., 2020). All organizations increased the number of employees in order

to increase cleanliness, free cleaning products were offered to address the safety concerns of their customers, and social distance was attempted to be ensured by limiting the number of customers in the stores. Through this process, the use of contactless cards was increased, and communication was limited with protective screen arrangements (Sharma et al., 2020). In addition, home deliveries, which required signatures in shopping before the virus pandemic, have now turned into a method of leaving packages in front of the door to ensure contactlessness (Çakıroğlu et al., 2020).

Walgreens, one of the leading brands in the healthcare industry in the United States, answered its customers' questions regarding COVID-19 with the campaign message "Ask a Pharmacist". The company turned this campaign into a video ad, explaining how its customers could benefit from online care services and free delivery to use prescription drugs. It also offered the service of testing in the car. During Covid-19, the company IKEA posted the "#YoMeQuedoEnCasa (#I Am Staying At Home) campaign message so that people would not stress about the need to stay at home and would change their perspectives towards their homes. The company Guinness encouraged celebrating the date of the start of the coronavirus in a different way with the message of "unity and togetherness". The firm also highlighted the importance of solidarity activities by donating $1 million to the "Gives Back Fund" to support their expanding communities and those working in the accommodation sector (Shipley and Loar, 2020).

In addition to these examples, the company Arçelik, by giving hopeful messages on the internet platforms, accompanied by emotional music, made posts such as "we will get better, this too will pass ", "you are at home but you are not alone, maybe we have never been this crowded", "we will be better people", "there is hope in every new day". In order to support the economy, Garanti Bank included the messages "Your breath is my breath, Turkey" in its posts. In its hopeful posts, İşbank included messages such as "the day will come, and the dark clouds over us will disperse" and "we cannot do without us", while Turkish Airlines included the messages "one day we will continue our journey from where we left" and "we will leave all the bad days behind". The comments and likes of the consumers were mostly on the posts that shared support messages for employees, were encouraging and offered support to the economy (Artan Özoran, 2020). In this regard, consumers expect social marketing campaigns and activities from institutions and businesses to reduce the negative effects of Covid-19 and improve their morale by using internet platforms effectively.

Conclusion

Social marketing, as a part of the business discipline; efforts to direct, place and maintain their attitudes and behaviors towards social tendency

by establishing contact with the target audience; are long-term strategic plans, programs and activities that market goods, services, ideas, and all elements of change. In today's globalizing world, with the development of postmodern marketing methods, social marketing has also gained an important role. With this important role, it has turned into a marketing approach used by businesses, institutions, universities, local governments, non-governmental organizations, and local governments to increase ethical climate and organizational commitment.

From family planning to vaccination, from environmental protection to energy, from smoking cessation to supporting art, from education to cultural activities, from supporting the needy to providing employment, social marketing campaigns lead to positive attitudes and behaviors in the society. The purpose of social marketing is to produce strategies and policies to change the consumption, behavior and lifestyle of the society in a positive and social way. Institutions and businesses, thanks to their social marketing approaches, get to know their target audiences better, understand their demands, establish an emotional bond with them and increase the prestige, brand reliability and image of their institutions and businesses. For this reason, today, social marketing is one of the marketing activities used by all organizations, from universities to government institutions, from non-profit organizations to companies.

The Covid-19 epidemic, which started in Wuhan, China in December 2019 and affected the whole world rapidly, caused serious loss of life, economic difficulties, and changes in the understanding of social marketing. According to the report of the financial consultancy firm, the sectors most affected by the epidemic are electronics, furniture, education, real estate, transportation, and tourism. During the Covid-19 process, some brands cut their marketing budgets and stopped their marketing activities; some brands have changed their campaign strategies. The Covid-19 virus has created a pandemic environment that can greatly affect the health of the whole world. This situation has made Covid-19 directly on the agenda of social marketing activities for health.

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HUMAN RESOURCES AVAILABILITY TOWARDS INDUSTRY 4.0 : A COMPARATIVE ANALYSIS FOR OECD COUNTRIES

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INTRODUCTION

There have been four industrial revolutions starting from steam-powered mechanical equipment which was the First Industrial Revolution on the manufacturing sector, followed the Second Industrial Revolution which consists of mass production of industrial goods. While the Third Industrial Revolution incorporated electronics and information technology in production and the Fourth Industrial Revolution, which is distinct by the Internet of Things' ((IoT) and ability to connect sub-components in manufacturing processes. According to European Parliament (2016), "Industry 4.0 involves the merging and application of nine digital industrial technologies which involve advanced robotics, additive manufacturing, augmented reality, simulation, horizontal/vertical integration, industrial internet, cloud computing services (CCS), cyber security and Big Data, and Analytics". Industry 4.0 has four main components, which are Cyber Physical System (CPS), Internet of Things (IoT), Internet of Services (IoS) and smart factoring. Industry 4.0 has potential benefits to countries in terms of strengthening productivity, revenue growth, and competitiveness Rüßmann, M., et al. (2015). With industry 4.0 manufacturing industries instantly automate their production (Atik&Ünlü, 2020). Industry 4.0 leads important changes especially in production sectors. This will save money by lowering labor costs and lowering the number of human errors. To meet the requirements of industry 4.0 industries, the industries must prioritize human resource skills. Fourth industrial revolution will lead to the expansion of digitalization which will change manufacturing technologies and supply chain technological integration.

The aim of our paper is to check and compare the availability of human resources in OECD countries. Our work will analyze variables that are similar to the paper of Vrchota, J., et al. (2019). As far as we know, there is not any study in the literature, which compare human resources availability in OECD countries. So, this paper will be the first in the literature which evaluate human resources availability in the OECD countries.

The first part of the paper will examine the features of industry 4.0, while the second part will concentrate on the literature review. The third part will examine the educational level of the population in OECD countries towards Industry 4.0. The fourth part shows Industry 4.0 related employment in OECD countries. The fifth section is related with the availability of internet and computer skills in OECD countries. The last section concludes the paper.

1.THE FEATURES OF INDUSTRY 4.0

As a result of the three developments listed below, Industry 4.0 leads transformation of industry (Alamada-Lobo, 2015; Schlechtendahl et al., 2015):

1. The digitalization of production and information systems

2. The automation of systems

3. Automatic data interchange

We will explain the four main components of industry 4.0. These are; Cyber Physical Systems (CPS), The Internet of Things (IoT), The Internet of Services (IoS), Smart Factor.

1.1 *Cyber Physical Systems (CPS)*

The first component, CPS used to be called embedded systems. Telecommunications, automation, and transportation systems are examples of these systems. CPS are defined as integrations of computer, networking, and physical processing (Gilchrist, 2016). A human operator is also a CPS. Physical and cyber components make up a human operator. The operator can engage with other operators and the system through mechanical interfaces as well as communicate with other operators and the system. CPS can be described an intelligent production line. By connecting its components and the product, a machine can accomplish its task (Lom et al., 2016). Big data and CPS are closely linked (Xu & Duan, 2019). Big data is defined as "a bound that subtly connects and integrates the physical world, the human society, and cyberspace" (Jin et al., 2015).

1.2.The Internet of Things (IoT)

IoT is a connection of physical products which gather data, and then distribute that data through the internet (Roblek et al., 2016). The IoT is also called as the Internet of Everything or the Industrial Internet. Globally individuals are currently connected to the internet via computers, tablets, and smart phones. People will be connected in the future through small devices that connect to the internet wirelessly (Lee & Lee, 2015).

1.3.The Internet of Services (IoS)

If any device has service, then it is presumed that it has internet connection. The Internet of Things (IoS) are those smart services, Inventory control, logistics, and smart transportation.

1.4.Smart Factory

An intelligent, flexible, and dynamic factory is referred to as a smart factory. Sensors and actors will be used in these facilities to aid the production process. In Industry 4.0, smart factories will optimize the production.

2.LITERATURE REVIEW

Hecklau, (2016) posited that manufacturing businesses will need

new strategic approaches to holistic human resource management to deal with knowledge and competency problems posed by Industry 4.0's new technology and processes. As simple industrial processes become increasingly automated, the number of workspaces with a high level of complexity will grow, necessitating a high level of staff education. The problem is to prepare individuals to shift their capacities to workplaces with more sophisticated processes while also ensuring job retention in ever-changing work settings. Hecklau's article describes a strategic approach to workers qualifications.

Chinachoti, (2018) studied the readiness of the industrial business sector towards the 4.0 industry in Thailand and propose the approaches for the preparation of human resources of the industrial business sector towards the Industry 4.0 in Thailand. In this study, the qualitative research was conducted by the in-depth interview. Atik&Ünlü(2019) measured Industry 4.0 developments in European Union countries and in Turkey through some indicators related with big data, CCS and CPS.

According to (Vrchota et al., 2019) major developments, especially in production, are associated with Industry 4.0. As a result, changes in the labor market may be significant; their article focuses on the Czech Republic. Twelve indicators were chosen and described in the results based on this information.

Sony and Naik (2019) tried to identify the fundamental components for measuring an organization's readiness for Industry 4.0. For the final theme analysis, a total of 68 articles were selected. Six key topics of preparedness criteria emerged from the systematic literature review findings. The mechanism of interaction between these elements has been found. Furthermore, 17 research proposals were validated. As it was the first study on assessing businesses' preparation for Industry 4.0, research propositions will help as a roadmap for future studies. Even though Industry 4.0 is a catchphrase, few businesses fully comprehend the concept. Even though, much study has been done on Industry 4.0, it is the first systematic literature to establish the critical factors for measuring an organization's readiness for Industry 4.0.

Nick et al., (2019) stressed that, Hungary is one of Europe's most industrialized countries, with many major automobile manufacturers. Hungary is one of Europe's most industrialized countries, since several of the world's largest automobile manufacturers, as well as their suppliers and allied businesses, have manufacturing facilities there. Their study introduces in detail a complete questionnaire with 99 questions that attempts to assess the Industry 4.0 readiness of enterprises in Hungary. In considering some general information about the participating organization,

key company level Industry 4.0 maturity topics on the one hand, and concerns related to national economy policy on the other. According to the responses of Hungarian organizations, most of them collect data on their production, but the use of this data has yet to be integrated into the manufacturing and production processes.

Atik & Ünlü (2020) examined the digital divide within the European countries by using Industry 4.0 related indicators and concluded that the EU should target countries that are left behind in integrating industry 4.0.

Marinas, et al (2021) on the other hand seeks to estimate patterns both for the adoption of new technologies in European manufacturing companies in Romania, and for the human resource readiness for new technological challenges. They estimated a further widening of development gaps between leading and laggard countries in technology. They concluded that less developed countries have the chance to skip certain stages of the transition towards Industry 4.0 by adopting effective methods to improve their digitalization potential.

Our work will contribute to the literature by comparing OECD countries human resource preparedness by using some indicators from Vrchota, et al. (2019).

3. EUCATIONAL LEVEL AND EDUCATION EXPENDITURE IN OECD COUNTRIES TOWARDS INDUSTRY 4.0

Education related development in OECD countries will be examined under five sub-titles. These are; population with at least post-secondary education, life-long learning, mobility of students, education expenditure, number of technical and natural science graduates.

3.1. *Population with at Least Secondary Education*

Human resource is vital for the transformation into industry 4.0.Therefore, we use the percentage of population (age 25 and over) with at least completed post-secondary education (ISCED 4 or higher) as measure of human development. The number of people aged 25 and up who have completed post-secondary education is divided by the total population of the same age group and multiplied by 100 to get this indicator. The educational attainment dataset from the UNESCO illustrates the educational composition of the population aged 25 and up, and thus the stock and quality of human capital within a country. Table 1 shows us that Lithuania has the highest percentage of 48% and Turkey has the lowest at 9.8% in 2008 while in 2013 and 2018 Lithuania was still the highest with 49% and 54% respectively. Mexico was the lowest in 2013 and 2018 with 14.7% and 15.8%. The dataset also reflects the educational system's structure and performance, as well as its overall impact on human capital

generation. The averages are 25%, 29% and 33% for 2008,2013 and 2017.

COUNTRY	YEAR			COUNTRY	YEAR		
	2008	2013	2017		2008	2013	2017
AUSTRIA	23.6	27.8	30.6	ITALY	12.6		
AUSTRALIA	39.4	41.6	47.7	LATVIA	29.8	37.9	
BELGIUM	29.4	33.0	36.4	LITHUANIA	48.4	49.6	54.6
CHILE	20.9	18.3	22.0	MEXICO	14.5	**14.8**	15.8
COLOMBIA	15.3	18.6		NETHERLANDS	31.1	30.3	
COSTA RICA	20.4			NORWAY	32.8		39.6
CZECH REPUBLIC	14.6	20.0		POLAND	20.7	26.0	
DENMARK	34.1			PORTUGAL	12.1	16.3	19.8
ESTONIA			38.8	SLOVAK REPUBLIC		17.9	22.8
FINLAND		34.4	36.2	SLOVENIA	20.1	24.8	28.2
FRANCE	23.0	27.3	30.2	SPAIN	24.6		
GERMANY	28.8	32.3		SWEDEN	32.3	35.9	38.6
GREECE	25.7			SWITZERLAND			
HUNGARY		29.0		TURKEY	9.8	14.9	19.0
IRELAND			42.9	UNITED KINGDOM		37.9	44.0
ISRAEL		45.4		UNITED STATES	38.3	41.5	
Average					25	29	33

Table 1:Population with at Least Post Secondary Education-percentage

Source: UNESCO, http://data.uis.unesco.org/, (Date accessed 06\062022).

3.2. *Lifelong Learning*

As industry 4.0 needs knowledge (Stef and Mirea, 2021), we should produce information in this era in doing every job (Naimpally and Smith, 2012). If we would like to keep our personel cariyer in this new society we should join lifelong learning activities(Stef & Mirea, 2021).

The Oxford English Dictionary (OED) defines lifelong learning as: "Lifelong learning is a form of or approach to education which promotes the continuation of learning throughout adult life, especially by making educational material and instruction available through libraries, colleges, or information technology". The European Commission issued "A Memorandum of Lifelong Learning" in 2000 and the definition of lifelong learning used is: "All purposeful learning activity, undertaken on an ongoing basis whit the aim of improving knowledge, skills, and competence and all learning activity undertaken throughout life, intending to improve knowledge, skills, and competences within a personal, civic, social and/

or employment-related perspective" (Schuller and Desjardins,2007, Redecker, et.al, 2011, CEU).

The significance of the preceding is further demonstrated by its inclusion in the Lisbon Strategy, in which the EU goal is for each member country to have a bigger share of the population (25–64 years) than 12.5 percent (Vrchota et al., 2019). The information presented in Table 2 represents the proportion of the population (25–64 years) involved in formal (intent to obtain a certificate) and non-formal education (intent to educate). The data also represents the commitments of OECD countries in continuously encouraging their constituents to learn even after university as new and advanced knowledge is crucial in Industry 4.0, considered by many as a knowledge-based economy. By 2020, data shows that there is a considerable decrease in participation in a formal or informal training/education because of the pandemic.

Table 2. Lifelong Learning							
Percentage of the Population in Education (Between 25-64 Years Old)							
COUNTRY	YEAR			COUNTRY	YEAR		
	2008	2014	2020		2008	2014	2020
AUSTRIA	13.3	14.3	11.7	LITHUANIA	4.9	6.6	7.2
BELGIUM	7.1	7.4	7.4	LUXEMBOURG	8.7	14.5	16.3
CZECH REPUBLIC	8.0	9.6	5.5	NETHERLANDS	17.1	18.3	18.8
DENMARK	**29.9**	**31.9**	20.0	NORWAY	19.7	20.1	16.4
ESTONIA	9.7	11.6	16.6	POLAND	4.7	4.0	3.7
FINLAND	23.1	25.1	27.3	PORTUGAL	5.3	9.6	10.0
FRANCE	6.0	18.4	13.0	SLOVAK REPUBLIC	3.6	**3.1**	2.8
GERMANY	8.1	8.0	7.7	SLOVENIA	14.3	12.1	8.4
GREECE	3.2	3.2	4.1	SPAIN	10.7	10.1	11.0
HUNGARY	3.4	3.3	5.1	SWEDEN	22.5	29.2	**28.6**
ICELAND	25.1	26.3	20.3	SWITZERLAND	27.9	30.5	27.6
IRELAND	7.2	7.0	11.0	TURKEY	**2.1**	5.7	5.8
ITALY	6.3	8.1	7.2	UNITED KINGDOM	20.5	16.3	:
LATVIA	6.9	5.6	6.6	LITHUANIA	4.9	6.6	7.2
				AVERAGE	11.8	13.3	12.0

Source: EUROSTAT. https://ec.europa.eu/eurostat/databrowser/view/SDG_04_60/default/table. (Date accessed: 10.05.2022)

3.3. Mobility of Students

The concept of the digitalisation of manufacturing was discussed at European Union Level and World Economic Forum meetings (Gleason, 2018; Najam, 2018). These initiatives have provided an opportunity to consider how Industry 4.0 will change the structure of education (Li, 2020).

"The globalization of education entails the transmission of universally applicable knowledge, skills, and values. It also indicates that a curriculum

becomes intercultural and cross-national. Internationalization of education can also take place in this manner to assist students in acquiring international skills without leaving the country. At times, this entails shifting production from domestic to international markets. This entails modifying the orientation of courses taught at domestic universities, a process known as 'internationalization at home.' (Knight, 2003). Universities in OECD countries such as the United States, the United Kingdom, Germany, France, and Australia attract a considerable number of international students. (Varghese, 2008)".

Table 3 shows that there seemingly upward trend of students being mobile and seeking education in other countries. This trend continues despite that the world was ravaged by the COVID-19 pandemic. Iceland, on one hand, continued to have smaller share in students' mobility among OECD countries with a slight improvement from 2014 to 2020 while UK, on the other hand, continues to have the bulk of mobile students.

Table 3. Number of the Students from Other Countries					
COUNTRY	YEAR		COUNTRY	YEAR	
	2014	2020		2014	2020
AUSTRIA	65,165	75,870	LITHUANIA	4,508	6,559
BELGIUM	55,516	54,080	LUXEMBOURG	2,977	3,602
CZECH REPUBLIC	41,150	47,768	NETHERLANDS	73,954	124,876
DENMARK	29,945	31,478	NORWAY	9,418	12,887
ESTONIA	2,230	5,520	POLAND	34,665	62,091
FINLAND	22,757	23,591	PORTUGAL	14,883	44,005
FRANCE	235,123	252,444	SLOVAK REPUBLIC	11,116	14,254
GERMANY	210,542	368,717	SLOVENIA	2,612	5,974
GREECE	28,408	22,429	SPAIN	56,358	82,269
HUNGARY	23,208	38,422	SWEDEN	25,361	31,935
ICELAND	1,472	1,636	SWITZERLAND	49,552	57,972
IRELAND	14,253	24,141	TURKEY	48,183	185,047
ITALY	87,233	58,508	UNITED KINGDOM	428,724	489,019
LATVIA	4,477	10,148			
AVERAGE				58658.8889	79083.037

Source: EUROSTAT.https://ec.europa.eu/eurostat/databrowser/view/
EDUC_UOE_MOBS01$DEFAULTVIEW/default/table.

3.4. Education Expenditure

Table 4. The Share of Education Expenditure in GDP							
COUNTRY	YEAR			COUNTRY	YEAR		
	2008	2014	2018		2008	2014	2018
AUSTRALIA	4.6	5.2	5.1	ITALY	4.4	4.0	4.3
AUSTRIA	5.3	5.4	5.2	LATVIA	5.4	5.3	4.2
BELGIUM	6.3	6.6	6.4	LITHUANIA	4.8	4.5	3.9
CANADA	4.6	..	..	LUXEMBOURG	..	4.0	3.7

CHILE	3.8	4.7	5.4	MEXICO	4.8	5.2	4.3
COLOMBIA	3.9	4.6	4.4	NETHERLANDS	5.0	5.5	5.4
COSTA RICA	4.9	6.7	6.8	NEW ZEALAND	5.5	6.3	6.0
CZECH REPUBLIC	3.7	**4.0**	4.3	NORWAY	6.3	**7.7**	7.6
DENMARK	**7.5**	7.6	..	POLAND	5.0	4.9	4.6
ESTONIA	5.5	5.0	5.2	PORTUGAL	4.7	5.1	4.7
FINLAND	5.8	7.1	6.3	SLOVAK REPUBLIC	**3.5**	4.2	4.0
GERMANY	4.4	4.9	5.0	SLOVENIA	5.1	5.3	4.9
HUNGARY	5.0	4.6	4.6	SPAIN	4.5	4.3	4.1
ICELAND	7.0	7.6	7.6	SWEDEN	6.3	7.6	7.6
IRELAND	5.4	4.9	**3.4**	SWITZERLAND	4.7	4.9	4.9
ISRAEL	5.5	5.8	6.1	UNITED KINGDOM	4.9	5.6	5.2
				AVERAGE	5.1	5.5	5.0

Source: UIS. Stat<u>http://data.uis.unesco.org/Index.aspx?DataSetCode=SDG_DS</u>.

Education is crucial in terms of labor market competitiveness and population preparedness for Industry 4.0. (Vrchota et al., 2019). Table 4 shows that most OECD countries are geared toward investing in education as seen in their GDP percentage allocated in education. This is a strong indication that Industry 4.0 can be achieved by investing more in education for the present and future generation and to be assured that the requirements of Industry 4.0 can be achieved. This belief is reinforced by the fact that there is no notable decrease in education allocation. Noticeable as well is the decline in education funding among OECD members in 2020, and again, researchers would like to reiterate that the world was and still ravaged by the COVID-19 pandemic. Whether OECD countries will again increase or continue the trend in decreasing its education funding is yet unknown and deserve further research in the future.

3.5. Number of Technical and Natural Science Graduates

Industry 4.0 needs highly qualified people in every areas (Abdullah et.al., 2020). Furthermore, In order to increase the opportunity of the students we should increase their knowledge (Maria et al., 2018). Further, with rapid advancement of technology, according to Thirunavukarasu et.al, (2020) we need career-ready graduates.

The methodology according to datatopics.worldbank.org/education was used. The data revealed that Germany succeeded in catching up with the requirements posited in Industry 4.0 preparedness in so far, the number of graduates in technical and natural sciences is a concern with of 36.7 and 35.3 percent for the year 2015 and 2018 respectively, despite the decrease in value of 1.4 %. It is important to also note that, on 2010 Austria rank first with 30.9% of graduates for both sexes among OECD countries. While Costa Rica had the consistently revealed a lowest data for the years identified, with only 11.5%, 12.9%, and 15.5% percent, from the

total average value of 23.2 from 2010, 2015 and 2018 among the selected OECD countries (See Table 5).

Hence it should be noted that the higher education sector should have an essential role in preparing graduates for future employment (Omar and Hasbolah, 2018).

Table 5. Technical and Natural Science Graduates (Percentage)

Country	Year			Country	Year		
	2010	2015	2018		*2010*	*2015*	*2018*
AUSTRALIA		17.6	17.4	LATVIA	15.4	20.5	20.2
AUSTRIA	30.9	29.3	31.0	LITHUANIA	22.2	23.1	26.8
BELGIUM	16.3	17.4	17.0	LUXEMBOURG		13.8	18.8
CANADA		20.0	22.4	MEXICO	25.5	27.9	
CHILE	20.5	20.1	20.9	NETHERLANDS	14.1		17.5
COLOMBIA		22.7	23.1	NEW ZEALAND		20.3	21.4
COSTA RICA	**11.5**	**12.9**	**15.5**	NORWAY	16.6	21.0	
CZECH REPUBLIC	24.1	23.2	26.1	POLAND		22.3	21.7
DENMARK	19.4	19.6	22.2	PORTUGAL	26.3	27.9	
ESTONIA	23.7	26.5	27.7	SLOVAK REPUBLIC	21.2	21.1	22.1
FINLAND	**32.1**	28.5	28.1	SLOVENIA	22.1	25.7	27.2
FRANCE		25.3	25.4	SPAIN	26.3	25.4	22.3
GERMANY		36.7	35.3	SWEDEN	25.6	26.0	26.6
GREECE	27.9		28.3	SWITZERLAND	20.7	24.4	25.2
HUNGARY	18.1	22.1	22.5	TüRKEYI	20.6		19.4
ICELAND	15.7		18.6	UNITED KINGDOM	22.5	26.1	
IRELAND	23.1	24.5		UNITED STATES	15.9	17.4	
ITALY		23.3	24.2				
AVERAGE					23.5	23.00	23.3

Source: https://databank.worldbank.org/indicator/UIS.FOSGP.5T8.F500600700?id=c755d342&report_name=EdStats_Indicators_Report&populartype=series. (Retrieved March 30, 2022).

Note: Data Extracted from Percentage of Graduates from Science, Technology, Engineering and Mathematics in Tertiary Education for both sexes (%).

4. INDUSTRY 4.0 RELATED EMPLOYMENT IN OECD

4.1. Technical Workers

The advantages of Industry 4.0 are already being felt by forward-thinking businesses. They realized early on that investing in new technologies and integrating them into corporate operations might boost both productivity and profitability. We should expect technology to become more focused on software, platforms, and apps in the next years. With simulations, linked automation, 3D micro printers, and other features, these solutions promise to take Industry 4.0 to the next level.[1]

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1 https://stefanini.com/en/trends/news/industry-4-a-complete-guide

In the era of Industry 4.0, employees with university education will keep their work and benefit from them, the same goes for companies whose workers have a high level of technical skill. Companies and workers must have a symbiotic relationship, meaning that while companies upgrade their factories and machinery, it will most likely require a worker with a higher level of technical skills.

Table 6.Share of Technical Workers in Employment			
COUNTRY	2020*	COUNTRY	2020*
AUSTRIA	5.5	LITHUANIA	9.5
BELGIUM	7.0	LUXEMBOURG	5.9
CZECH REPUBLIC	5.8	NETHERLANDS	5.9
DENMARK	5.3	NORWAY	6.21
ESTONIA	6.3	POLAND	7.4
FINLAND	5.0	PORTUGAL	8.4
FRANCE	4.9	SLOVAK REPUBLIC	6.3
GERMANY	4.9	SLOVENIA	7.1
GREECE	11.0	SPAIN	8.3
HUNGARY	7.0	SWEDEN	4.9
ICELAND	7.7	SWITZERLAND	5.7
IRELAND	8.2	TÜRKIYE	15.0
ITALY	5.6	UNITED KINGDOM	7.5
LATVIA	6.6		
AVERAGE			7.0

Source:Eurostat, Employment Statistics.

Note: data is computed by the researchers

The modern industrial system is defined by more complex machines that perform a variety of tasks, including coordinating and controlling other equipment and enabling flexible output (Lotti et al., 2018).

The aim of this new society is to create an environment in which automated (H. Kagermann, et.al 2013, M. Rugman, et.al 2015, Lotti, et.al 2018). Complex and automated systems are managed by humans (Lotti et al., 2018).

To get the percentage of share of technical workers in employments, the researchers first took the total number of workers in the fourth quarter of 2020 and then divide it to employed persons categorized under ICSO-08 as technicians and associate professionals. In this sense, Table 6 shows that Turkey with 15.01 percent has the highest share of technical employment and Germany with the lowest.

4.2. Employment in High-Tech, Medium High Tech, and Knowledge-intensive Sectors

With the advent of Industry 4.0, Srinivasan et.al., stressed the role of a "typical" worker changed drastically. Accordingly, the new roles will require greater cognitive, problem-solving, and collaboration skills, to name a few. This shift requires that the current human resource management (HRM) practices change to the future role of the worker. To date, HRM has been focused on identifying workers who are well suited for performing tasks that improve efficiencies of the firm. Instead, new HRM practices need to focus on acquiring and managing the workforce that leverages Industry 4.0 technologies (Srinivasan et.al., 2020).

Mohelska et.al (2020) juxtaposes those high-tech sectors and enterprises are key drivers regarding economic growth and productivity, and generally provide high value-added and well-paid employment. Sufficient skilled workers are required to develop this sector, and the proportion of university graduates is higher than in other sectors (Mohelska et.al, 2020). Furthermore, Mohelska et.al (2020) stressed that the significance and position of high-technology industries within the economy are often considered to be an attribute of the company's maturity and readiness for the fourth evolution of the Industry.

The data shows the employment in high- and medium-high technology manufacturing sectors (code C_HTC_MH) and knowledge-intensive service sectors (code KIS) as a share of total employment. The definition of high- and medium-high technology manufacturing sectors and knowledge-intensive services is based on a selection of relevant items of NACE Rev. 2 on the 2-digit level and is oriented on the ratio of highly qualified working in these areas.

Statistics on high-tech industry and knowledge-intensive services (sometimes referred to as simply 'high-tech statistics') comprise economic, employment, and science, technology, and innovation (STI) data describing manufacturing and services industries, or products traded broken down by technological intensity.

Table 7. Percentage of the workers in technological sectors							
Country	**Year**			**Country**	**Year**		
	2010	2015	2020		*2010*	*2015*	*2020*
AUSTRIA	5.1	6.2	6.1	LITHUANIA	1.8	2.1	2.6
BELGIUM	5.3	4.6	4.4	LUXEMBOURG	1.0	0.8	0.7
DENMARK	5.2	5.2	4.9	NETHERLANDS	2.5	2.8	2.8
ESTONIA	3.5	3.6	4.3	NORWAY	3.4	3.0	2.4
FINLAND	5.4	4.7	5.0	POLAND	4.6	5.3	5.4
FRANCE	4.8	4.4	4.1	PORTUGAL	2.8	3.0	3.3

GERMANY	**9.7**	9.9	10.1	SLOVAK REPUBLIC	8.6	**10.6**	**11.2**
GREECE	1.5	1.3	1.7	SLOVENIA	8.6	9.4	10.4
HUNGARY	8.2	9.1	9.6	SPAIN	3.8	4.0	4.0
IRELAND	5.1	5.3	4.2	SWEDEN	4.7	4.4	4.2
ICELAND	1.4	1.5	1.7	SWITZERLAND	6.2	5.6	5.9
ITALY	5.8	6.1	6.4	TURKEY	3.0	3.3	4.0
LATVIA	1.3	1.6	2.2	UNITED KINGDOM	3.7	3.6	
AVERAGE					4.5	4.7	4.9

Source: Eurostat. European Labour force survey (LFS).

https://ec.europa.eu/eurostat/databrowser/view/tsc00011/default/table?lang=en (Retrieved: May 12, 2022).

In terms of the percentage of the total employment of the OECD countries in High-Tech, Medium-High-Tech, Germany ranked first during 2010 with 9.7 % from the average percentage of 4.50. However, Germany does not sustain being on top as Slovak Republic overwhelmed the ranking as consistently rank first with 10.6% from 4.67% of the average percentage from 2015 and 11.2 % of the total average percentage of 4.86 of the total employment while Luxembourg has a decreasing percentage share of 1.0%, 0.8% and 0.7% from the average percentage of total employment from the three years identified, among the available data from Eurostat (See Table 7). The data represents that Slovak Republic are eager ready, and are very determined in fulfilling on one of the key areas of Industry 4.0.

4.3. *Number of Employees in ICT*

King (2017) stressed the use of physical equipment in order to increase the capacity of workers(King, 2017. Information technology currently allows employees to be able to freely move anywhere and at any time by staying connected to the company (Gilchrist, 2016).

This construe on the assertions of Vrchota et.al., (2019) who said that information technology played an important role in employment and that it will not be possible to switch to Industry 4.0 without a sufficiently broad and high-quality employment base.

The methodology used in this study was the data from Eurostat, of which dataset from percentage of the ICT personnel in total employment, a statistical classification of economic activities in European community was extracted.

Data revealed that Sweden with a consistent increased from 4.4% in 2010, 4.4% in 2014 and 4.9% in 2020 could somehow meant to be very heedful to be within Industry 4.0's track and in one way or another prepared for it. Based on the data as well, it revealed that Greece though possessed and increasing data but still have the lowest value of 1.3%, 1.5%,

and 1.5% for the year specified (See Table 8).

Thus, to follow and cope-up with the challenges of this current eras, countries must be serious and try harder to prepare in any way possible. Note that obtaining and maintaining these employees as an asset of the company is very important, to cope with the eclectic and diverse Industry 4.0 as a determinant of the competitiveness and readiness in Industry 4.0.

Table 8. Number of Employees in ICTs							
Measurement: *Percentage*							
Country	Year			Country	Year		
	2010	2014	2019		*2010*	*2014*	*2019*
AUSTRIA	2.3		2.7	LITHUANIA	1.8	2.2	2.8
BELGIUM	2.8	2.6	3.0	NETHERLANDS	3.0		
DENMARK	3.2		3.6	NORWAY	2.9	3.00	3.1
ESTONIA	3.3	3.6	4.8	POLAND	1.7	2.00	2.7
FINLAND	3.9		3.9	SLOVAK REPUBLIC	2.7	2.9	3.4
FRANCE	2.8	3.0	3.1	SLOVENIA	2.3	2.5	2.8
GERMANY	2.3	2.6	3.1	SPAIN	2.0	2.2	
GREECE	1.3	1.5	1.5	SWEDEN	4.4	4.4	4.9
HUNGARY	3.7	3.4	3.8	SWITZERLAND	3.00	3.2	3.3
ITALY	2.4	2.3	2.5	UNITED KINGDOM	3.3	3.4	
LATVIA	2.1	3.0	4.1				
AVERAGE					2.7	2.8	3.3

Source: Eurostat.   https://ec.europa.eu/eurostat/databrowser/view/ isoc_bde15ap/default/table?lang=en.

5. AVAILABILITY OF INTERNET AND COMPUTER SKILLS IN OECD COUNTRIES

5.1. Availability of Internet

For a country to pursue integration of industry 4.0, availability of internet is a significant requirement for the application of Industry 4.0. This indicator is close to the levels of computer literacy. This indicator is now equally accepted as a skill such as reading, writing, math, and a basic understanding of primary sciences Vrchota et al. (2019). We collected data from Eurostat on percentage of individuals, with the availability and use of data for 2012,2016 and 2020. Table 9 illustrates the availability of internet in percentage and Iceland with 96%was the highest in 2012, Turkey was the lowest at 45% in 2012. Luxembourg and Norway were the highest at 98% in 2016 and Turkey was 59 % in 2016. In 2020, Iceland and Norway were the highest at 100% and Greece was the lowest with 79.Average for 2012 was 74% and in 2016 81% and 90% in 2020.

Table 9. The availability of Internet (percentage)							
COUNTRY	YEAR			COUNTRY	YEAR		
	2012	2016	2020		2012	2016	2020
Belgium	82	87	94	Austria	81	85	93
Czech	76	83	90	Poland	65	75	87
Germany	84	91	92	Portugal	64	71	83
Estonia	79	88	92	Slovenia	70	76	90
Ireland	79	83	99	Slovakia	80	83	90
Greece	56	70	**79**	Finland	91	94	97
Spain	72	81	94	Sweden	94	95	97
France	83	88	93	Iceland	96		100
Luxembourg	92	98	99	Norway	95	98	100
Netherlands	93	94	95	Turkey	45	59	82
Average	74	81	90		74	81	90

Source: Availability and use of internet (Percentage of individuals) Eurostat (Date accessed 06\062022) https://ec.europa.eu/eurostat/data/database.

5.2. Level of Computer Skills

People will need to have computer skills in addition information technology to be able to work and add value in industry 4.0 Vrchota, J. et al (2019). For this indicator we collected data also from Eurostat dataset in percentage of individuals from 2009,2014 and 2019. Denmark was the highest at 82 %in 2009 and Greece the lowest at 46 %in the same year the average was 63 %. In 2014 Finland was highest with 87% and Italy lowest with 60% with average of 71% and in 2019 Finland was again the highest with 77% and Italy with the lowest at with 50% and average of 65% (See Table 10).

Table 10: Level of Computer skills(percentage)							
COUNTRY	YEAR			COUNTRY	YEAR		
	2009	2014	2019		2009	2014	2019
Belgium	57	67	52	Luxembourg	79	80	69
Denmark	82	82	75	Netherlands	81	78	76
Germany	72	79	75	Austria	73	77	71
Estonia	60	73	67	Poland	54	63	61
Ireland	61	65	58	Portugal	58	67	57
Greece	46	62	69	Slovenia	69	65	64
Spain	60	68	65	Slovakia	71	78	67
France	68	74	63	Finland	79	87	77
Croatia	29	65	73	Sweden	75	76	67
Italy	52	60	50	Norway	74	84	75
Latvia	53	71	51	United Kingdom	65	74	64
Lithuania	64	74	71	United Kingdom	65	74	64

Source: Eurostat (Date accessed 06\062022) https://ec.europa.eu/eurostat/data/database.

CONCLUSION

This paper has examined human resources availability in EOCD members towards Industry 4.0. Human resources related indicators are divided into three categories. These are □I) educational level and educational expenditure,(ii) Industry 4.0 related employment, and (iii) availability of internet and computer skills. Under the first category, we used five sub-indicators. The first indicator was the percentage of the population at least with post secondary education. The data shows us that Lithuania has the highest percentage of 48% and Turkey has the lowest at 9.8% in 2008 while in 2013 and 2018 Lithuania was still the highest with 49% and 54% respectively. Mexico was the lowest in 2013 and 2018 with 14.7% and 15.8%. Another education related indicator was student mobility. The data showed that there seemingly upward trend of students being mobile and seeking education in other countries. This trend continues despite that the world was ravaged by the COVID-19 pandemic. Iceland, on one hand, continued to have smaller share in students' mobility among OECD countries with a slight improvement from 2014 to 2020 while UK, on the other hand, continues to have the bulk of mobile students. In terms of the graduates in natural science, the data revealed that Germany succeeded in catching up with the requirements posited in Industry 4.0 preparedness in so far, the number of graduates in technical and natural sciences is a concern with of 36.7 and 35.3 percent for the year 2015 and 2018 respectively, despite the decrease in value of 1.4 %. It is important to also note that, on 2010 Austria rank first with 30.9% of graduates for both sexes among OECD countries. While Costa Rica had the consistently revealed a lowest data for the years identified, with only 11.5%, 12.9%, and 15.5% percent, from the total average value of 23.2 from 2010, 2015 and 2018 among the selected OECD countries.

In terms of the percentage of the total employment of the OECD countries in High-Tech, Medium-High-Tech, Germany ranked first during 2010 with 9.7 % from the average percentage of 4.50. The availability of internet in percentage and Iceland with 96%was the highest in 2012, Turkey was the lowest at 45% in 2012. Luxembourg and Norway were the highest at 98% in 2016 and Turkey was 59 % in 2016. In 2020, Iceland and Norway were the highest at 100% and Greece was the lowest with 79.Average for 2012 was 74% and in 2016 81% and 90% in 2020.

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AN EVALUATION ON CRITICISM OF PRAGMATISM

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Introduction

Pragmatism is a school of thought which is divided into different periods and in which partly differing doctrines have been developed. We deduce from the statements of the founders that the formation began with the meetings held in an academic environment, which was modestly named the "Metaphysics Club". It is often stated that these meetings, in which many thinkers who had academic careers not only in the discipline of philosophy, but also in different fields of social or natural sciences, led to the emergence of the concept of Pragmatism. But some interpretivists, contrary to this belief, claimed that aforesaid meetings were neither scientific nor the philosophers coming together were innocent. It was also stated that these chosen philosophers couldn't come together because of their presence in different cities, intensity of their work, and some other reasons. Afterwards, it was said these philosophers gathered around this view served a different purpose, and what is worse that it was suggested that each of them was a spin-doctor in their own spheres of expertise. Some criticisms focus on the fact that this community of philosophers was selected from different fields on purpose, each of them tried to glorify Pragmatism in their own field, but attacked social norms, solidarity, scientific attitude and values, shadowed and destroyed this common tradition. In further comments, it is pointed out that common feature of these philosophers to follow an ideological attitude to place imperialist thought in the memory of the masses of people, to make it reasonable or to glorify it. The accusations have been directed against many disciplines and many philosophers within these disciplines. For example, when it comes to law, Oliver Holmes and John Fiske are philosophers who were criticized for providing an opportunity for imperialist thought in history. However, in this study we wanted to pay attention to philosophical claims and specifically aimed to examine Pierce's views because they contributed to development of this country-specific philosophy in the USA and have an important place in the creation of Pragmatism. During this study, we would like to state that we will make analyses without forgetting the fact that Pragmatic thought has developed at least in two directions and Peirce became a pioneer without followers in his time. Based on this idea, we will argue that one criticism made against a pragmatist philosopher cannot be directed against another.

When the philosophical foundations of Pragmatism are discussed, the first prominent point is that this doctrine rejects a common a prior founding principle called truth while each of us must make our decisions based on it. Pragmatist philosophers acting from results by putting practice forward, were accused of being relative or even destructive for putting forward an opinion according to arbitrariness, the day and the events experienced or the accepted principles, motifs or facts. Some resources specified Classical

Pragmatism and especially Pierce's views as some kind of positivism and James' opinions as American-style imperialism (Wheeler, 1993: 75). Pragmatist philosophers also caused discontentment and concern because they asserted that objective knowledge and truth could not have a discipline in education and arts. W. Y. Elliot, Morris C. Cohen, William E. Hocking, Alexander Meiklejohn, Roy W. Sallars, Arthur Murphy, Hans Reichenbach and many others criticized him in one way or another for his features mentioned above. Here, according to some interpretivists, there is a paradoxical situation in terms of the development of Pragmatism right here. Many people, thinking Pragmatism will create destructive effects in all areas of life and thought and reacting to it, have been influential in the acceptance of this idea indirectly. For instance, views of the interpretivists who criticize Pragmatism in terms of religious content or absolute idealism have been beneficial   in development and further spread of this idea. Because, opposition to the religious orthodoxy and objective idealism have been fundamental dynamics of Pragmatism since the beginning. In the meantime, being close of Pragmatism in front of criticism and lacking of an absolute basis or integrity had positive results in many aspects (Wells, 1986).

At the end of the last century, Pragmatism started to be called more as "Practicality" philosophy. In fact, in this context, Pragmatist philosophers were considered as bourgeois ideologues in a period when capitalism in the United States of America reached the highest point of free competition, capitalism began to rise to the imperialist stage and take over the state mechanism of this system. According to the philosophers claimed this, "Practicality is a philosophy disguised as a subjective idealist in order to hide the real causes of events happening in society from the public. It rejects the objective world that exists independently from human consciousness, and the cause-and-effect relationships between events. Instead of these, it puts the life arising from momentary needs, which is nondirectional and is not based on a theory. It denies the truth. It puts the understanding of serving a purpose and being useful in its place. According to it, everything useful for a person in achieving the goal is truth and good. Human is not a historical and social being, on the contrary, he/she is the presence of inborn instincts."

Another criticism of the pragmatist method is its expressions opening the door to opportunist actions. With this method, Pragmatist philosophers show the shortest behaviour or results helping achieve the goal as a criterion that people can use in their actions or decisions. What they mean by the result is usually being beneficial. Because Pragmatism is only interested in tools and equipment corresponding to purpose. Additionally, for interpretivists this suggestion also highlights individualism. From the

basic attitude of empiricism, that is, the understanding that all information is based on an unmediated experience of sensation, it is concluded that this life is the property of the individual creating it, and everything he/she knows is his/her personal life. What does this life isolated from social life mean? Life consists of sensations and effects that are not connected with each other. Every life is special and unique. Being special and unique are the inevitable consequences of individualism. Being special (being single) means rejection of being general and being unique means rejection of being together and eventually objectivity. Pragmatism is denial of the fact that private phenomena are examples of general laws making impression in the nature and society. In addition, it is emphasized that certain situations, even if they are equal in essence, and every life are unique or can be unique. According to the interpretivists, even if it is shown as positive in one respect, considering oneself as unique is more dangerous because it prevents joint action. Individual believing the uniqueness of events he experienced can't think of looking outside and thus, he can both get stuck in a psychological impasse by simply blaming himself and cannot realize the problems caused by many external mechanisms and individuals damaged by this mechanism (Crabb, 1989).

In Turkey, this notion is often thought to be a crude utilitarianism and philosophy of Capitalism or the oppression of the American economy except for a few comments about the positive Pragmatism. Translations have a special place in the formation of this opinion. Two translation sources come to the forefront in terms of creating this effect. These are Cornforth's *Defence of Philosophy against Positivism and Pragmatism* and Harry Wells' *Pragmatism: The Philosophy of Imperialism*. Cornforth declares both the epistemological and political aspects of Pragmatism and sees Pragmatism as both a positivist philosophy and a symbol of the capitalist spirit. And Wells considers Pragmatism as a capitalist thought in its economic and political aspects and as a hedonistic thought in its moral aspect (Cornforth, 2009; Wells, 2003). Especially the influence of James' writings in the formation of this attitude is more than other pragmatist philosophers. However, this attitude is the result of a superficial and quick decision and this attitude/manner is not quite right (James, 1975b).

Wells' claims gather in some points. According to him, Pragmatic way of thinking is the method of reaching the goal with any means. Since there is no objective measure of the truth, "success" is the only measure of all kinds of action. As long as this measure is effective, that is, as long as it leads the person to achieve his goal, it is not considered a crime to use everything desired. The only question that matters in Pragmatism is: Does this work for me? If the answer is yes, then this is truth and good; if "no" it is wrong and bad (Wells, 2009: 19). According to him, Pragmatic way

of thinking expresses capitalists' understanding of the World in the first place; it emerges as a product of bourgeois ideologues in the second place. Once philosophy is put forward, it also tries to influence the social life constituting it and general class consciousness (Wells, 2009: 20).

For Cornforth, Pragmatism was created under the conditions of rising American capitalism. "Its distinctive characteristics can only be understood in the light of these conditions in which it was born and developed. It was perfectly expressing its desire and effort to reach the maximum profit, to eliminate rivals, to open up to untouched and virgin regions, to constantly renew the production technique with radical changes, to catch up with the "old world" and exceed it. It stated individual entrepreneurship and priority. It was reflecting the noisy optimism of an era in which every citizen (certainly except for the black people) was considered as equal and free and had equal opportunity to reach success and run their own business." (Cornforth, 2009: 251). Understanding of success was completely capitalist understanding of success. Providing the individual with the necessary equipment for his practical life as a citizen was providing him the necessary equipment in a competitive capitalist society.[1]

From these two sources, especially Wells' style is sometimes far from being philosophical, and it is a source where the accusations appear more intensely on the mentioned issues. In this work, which was clearly written in a Marxist language and to defend Marxism, we often see comments like the claims mentioned above. Cornforth's work and claims appear one step ahead of Wells' work within the framework of its suitability to the academic method and its logical integrity. Cornforth seems to dominate the philosophies of pragmatist philosophers. For this reason, the second work mentioned should be taken into consideration. To reiterate, all the evaluations proposed by these two authors are still under discussion. However, although we do not mention the other side of the debate here,

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[1] The essence of the pragmatist understanding of success expressed in a very effective way in the presentation called "Is There a North American Philosophy? At the second American Philosophy Congress (December 1947) by Professor Ralph Barton of Harvard University. Unlike Cornforth, who said European readers were inclined to think the professor was joking, trying to make them laugh, he thought the professor was so serious. He described the understanding of "success" and advocated it against accusation of being "materialist". Part of Barton's speech was as follows: "It is wrong to think that the American understanding of success is limited to financial success. What is unique to America is not the exclusion of art, literature, science and religion in pursuit of wealth, it is the spirit and approach provided by the pursuit of wealth introduced into art, literature, science and religion: It is the idea of reviving culture, not drowning it with the roar of industry. As for financial success, yes, but this is valid for any kind of achievement. No cultural prowess is prejudiced provided that it is accepted and evaluated as a success. The criteria is not primarily self-seeking or commercial success, but competitive success; this success can be achieved by breaking records or by eliminating other competitors." *Felsefe ve Görüngübilimsel Araştırma*, volume IX, issue 3, March 1949, p. 358. See also: Maurice Cornforth, *Pozitivizme ve Pragmatizme Karşı Felsefeyi Savunmak*, trans. Tonguç Ok, Evrensel Publication, Istanbul, 2009, p. 253.

interpretivists, influenced by Pragmatist thought, claimed that Peirce and James disliked the individualistic and self-seeking character observed in the American public and were uncomfortable with this situation and they wrote articles in which they gathered such expressions in the works of these pioneering philosophers.[2] In our study, after briefly introducing Pragmatism, we aim to open up the criticisms of this doctrine to discussion.

Pragmatism and its Pioneers

Pragmatism is one of the concepts that is difficult to define and draw boundaries. In Turkish, it is often formed in the context of the concept of utility, benefit, action and is defined as a philosophical doctrine where practice is more prominent. Turkish Language Association has chosen to define this philosophical doctrine as "utilitarianism" in a way that may cause confusion in a dictionary where Turkish language corresponds to foreign concepts. The evaluations that can be made about the appropriateness or adequacy of these definitions are important and broad enough to be the subject of another discussion. Although these discussions are not addressed here, unlike Turkey, negative comments for this philosophy especially outside the United States, are meaning ambiguities decided without a detailed examination (TDK,1995:57).

Pragmatism is a philosophy unique to America and it is possible to find the roots of this philosophy in European philosophy. Tocqueville argued that universities in the United States, at that time, did not have a philosophical equipment or skills regarding the institutionalization and the curriculum to be applied during the development or teaching of many disciplines in his important work titled Democracy in America in which investigated thoroughly the institutional structure of America in its establishment years. With such examples, many philosophers like Tocqueville expressed that this country deeply felt Europe's leadership in every field during its infancy. When the demographic structure of America taken into account, this is actually a normal situation (Tocqueville, 1981). When it comes to philosophy, American philosophers pioneered the emergence of the concept of Pragmatism by organizing various meetings with a group of scientists called the Metaphysics Club on a unique path to philosophy. This philosophical tradition, has started with the classical Pragmatists and is continued today by the New Pragmatist philosophers, has been producing

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2 For example, James writes in *Essays in Pragmatism*: "Take a small demand from a weak creature. Shouldn't it be fulfilled just because it is so? If no, show why it should not be fulfilled." See: Essays in Pragmatism, ed. A. Castell, New York: Hafner Publishing Co., 1948, p. 73. in *On Some of Life Ideals*, James presents passages not conforming to similarly cited claims and containing allusions that exalt 'value'. For instance: "Up to now, only looking deeper into the intrinsic value of what we do externally, in a hollow way, immediately captivates person. When this happens, an era opens in one's history. We all need to be aware of each other in such an intensive, sensitive and caring way." It is possible to see the expressions in this article. See: *On Some of Life Ideals,* New York: Hafner Publishing Co., Rinehart and Winston, 1899, p. 20, 51.

a distinct and original thought from previous period philosophies since the very beginning. But while this tradition, owed so much to British empiricism, continued its development, it did not neglect to work hand in glove with various other views to the extent that it could connect or match. While James sharing a memory of his lectures in the philosophy of religion at a university in Scotland, he stated Scottish, British, and German philosophers were used to lecturing in America, but the opposite was a source of great pride, and he clearly expressed this influence in the following lines. It is possible to see this frequently in the writings of Peirce and Dewey, other founding philosopher rather than James. For example, Peirce states that this philosophy is English-based and that only he can enter philosophy through the door opened by Kant and while showing this issue as a sign of privilege or superiority, he also mentions the extent of being affected. In addition, many distinguished philosophers involved in Pragmatism indicated that Pragmatic understanding was expressed many times before in the history of philosophy and said that many philosophers, whose names we cannot count here, such as Socrates, Aristotle and Berkeley, used this understanding successfully. While talking about Pragmatism, influences of the names such as Berkeley, Kant and Mill should be mentioned definitely. The relation of this philosophy with Berkeley is established in terms of considering Pragmatism as a type of subjective idealism and it is claimed that this philosopher affected this idea deeply. Before these American philosophers, one of the names who successfully defined this way of doing philosophy is Kant, whose name Peirce mentioned at every opportunity. Before these American philosophers, one of the names successfully defined this form of philosophy is Kant, whose name was mentioned by Peirce whenever possible. Finally, Utilitarianism, in which Mill brought a new breath, has affected this philosophy so much that James wrote "in memory of John Stuart Mill, whom I believe would be our intellectual leader if he lived" in the introductory part of his Pragmatism. In summary, Pragmatism is a philosophical method used without given a name, as its pioneers emphasized (Peirce, 1978; 271; James, 1975a).

As we mentioned in the introduction of our research, it is difficult to draw the boundaries for this idea and had different appearances in the hands of philosophers. But a definition, gathering common beliefs of philosophers and can be agreed upon, can be given. In this respect, Kant's distinction between pragmatic and practical has an undeniable importance in determining the content of the concept. Kant's thoughts will be useful both to see the place of Pragmatism in the history of philosophy and to understand this view more properly. However, it is also precious to see the direct influence of Kant, the leading philosopher of the German Enlightenment, on Peirce. He makes the following reasoning in the last

part of his work "Critique of Pure Reason". If individuals do not have real knowledge to cause the action, they still want to act or have a feeling like this and when they cannot reach a exact decision, they act with a kind of pragmatic belief. In other words, If anyone is pursuing a specific aim or goal but does not necessarily know how to achieve it, he/she has to allow pragmatic beliefs to rule himself. Now, the only possibility to reach a goal given by a certain means is belief. Kant explains the pragmatic belief that we are trying to frame as follows: "Even if the doctor has no idea about the illness of a patient in danger, he must intervene in. Supposing that disease is tuberculosis, the doctor looks at the symptoms and makes a judgment according to them since he does not know anything better. This belief of him is completely accidental in his judgment. Maybe another doctor will be able to detect the disease better. I call pragmatic beliefs for these kinds of accidental beliefs that are bases of the real use of the means leading to certain actions." (Kant, 2010: 460-461; Wood, 1970: 18-20). It is obvious that Kant, with inspiring Peirce, conceived of pragmatic belief not as a theory of truth, but rather as a method that can be used to create a way of behaviour by freeing people from doubt and finally to reach the integrity of beliefs. It should be noted that Kant saw the pragmatic mode of action as secondary value and said that this attitude can only be preferred when we do not have a exact judgment on a subject. Kant sees the pragmatic method as a matter of phronesis/practical wisdom that can be applied in situations of necessity. Unlike this, Peirce believes that no common truth can be reached. Therefore, he considers Pragmatism as the most appropriate method to clarify concepts or to make clear thoughts and he attributes a superior value to this philosophical attitude in terms of clarifying the concepts by bringing an original interpretation to this method (Moore, 1961; Murphy, 1990).

According to the Peirce's pragmatic method, the opinion of a person about any event or subject, or the opinion or belief with philosopher's own words, it is nothing more than a combination of sensible or practical effects about that event. For example, the findings or common opinion obtained as a result of research on fire is the evaluation of its experiential effects together. Accordingly, fire is nothing except its burning, luminous and perceptible effects. Peirce criticized some of the statements of Kirchhoff in his work called *Analytical Mechanics*, considered very important scientifically during his years, in terms of pragmatic method. Kirchhoff stated that we can only make inferences on the effects of power, but he claimed that we cannot understand what power itself is, its essence, or natüre (Peirce, 1958b). According to Peirce's belief, such a way of thinking is contradictory. Because, for him, "The thought forming in our minds because of the word power has no function other than affecting our actions

and these functions cannot be associated with power in any other way than their effect. After all, if we know the effects of power, we know about every event implied when it is said there is a power and there is nothing to know beyond that. " (Peirce 1958a: 129). In the views of James and Dewey, successors of Peirce in terms of history, the pragmatic method remained as a research method in one aspect, but its boundaries have expanded and it has included efforts to find solutions to the problems around people. In this sense, Dewey defines research as follows: "It is the controlled transformation of an uncertain situation into such a distinct state in terms of its own characteristics and relations that the elements in the original (uncertain) state are transformed into a unified whole" (Dewey, 1988; Thayer, 1968: 172). The difference between Dewey's understanding of this research and Peirce's understanding was summarized as follows by a scientist: "Peirce aimed to determine the opinion, and Dewey aimed to correct the current situation." (Smith, 1978: 98). Pragmatism, designed human and his experiences with his environment and even in a way to allow interaction by Pierce, had an appearance that this relationship was interpreted more dynamically in the hands of both philosophers. Deep conflicts between the pioneers of Pragmatism were mentioned throughout the research but there were a few features which all three philosophers agreed on and affected Postmodern thought with this attitude. Unlike traditional epistemology, all three philosophers do not explain events, phenomena, or representation called knowledge through a dualist relationship. According to them, the subject has an interactionist relationship with his environment/other entities around him. Regarding this approach, distinctions such as means-end, knowing-known prevent the research process; as means affect ends, ends determine the means to be used, knowing is not only a consumer of information, but also an interpreter and an assimilator of information (Scheffler, 1974).

Pragmatism is a reasonable method for establishing belief that determines action rather than an epistemic ideal highlighting practice. Pragmatists, who give up the search for a universal truth, aim a conclusion framed by a consensus determined by a nominalist, individualistic and democratic relationship. And it was even argued that this doctrine was rootless, unprincipled, or unregulated, and could be combined with many beneficial beliefs. Although these criticisms were sometimes exaggerated, almost all pragmatists accepted that this doctrine can be combined with most ideas. In this context, Pragmatist philosophers did not hesitate to assemble many philosophers or ideas that could not come together. The Italian pragmatist philosopher Papini, one of the thinkers who best explained the aforementioned situation, described Pragmatism metaphorically as a hotel corridor through which all rooms opening to him. In this example, it is

explained that individuals with very different personalities stay in different hotel rooms, but each guest has to use this corridor. This belief, which also contains hope, aims at a point that researchers can agree on in the future. Pragmatism, with its dynamic, evolutionary understanding of truth, allows neither absolutism nor excessive scepticism.

Pierce as a Pioneer of Classical Pragmatism and Evaluations

Peirce is not directly concerned with knowing and not knowing or the processes related to this process in his writings, on the contrary he is occupied with the sensations of doubt and belief. Because, according to him, believing directs our desires and shapes our actions. However, doubt prevents both. What driving us to the action is not theory that drives but believing. The question, then, is how to fix believing or relieve doubt. The question to be asked here is what is to believe? As British psychologist Alexander Bain and philosopher Nicolas St. John Green observed, in pragmatic thinking, believing appears as what makes a person ready for action. Peirce gives this definition another form with adding new thoughts. He says that believing is a habit determining one's action. To him, believing is a habit created to act in a certain way against any event or situation. Here, doubt stands at the opposite point and it is the elimination or interruption of such a habit. Peirce clearly maintains these thoughts with the phrase "habit determines our action". Doubt destroys habit and leads to a war to reach a state of believing. Peirce calls this war to get rid of doubt and reach belief as "researching" or "thinking". Duty of thinking is not gaining knowledge, but merely fixing belief and strengthening the belief. The one and only task of thinking is to create belief (Wells, 2009, 33-34).

Even if this process that results in doubt, believing and finally action is not too problematic, at the end of this way of thinking, the subject of what that truth is, which will be decided on the basis of it, is the main controversy. Consistent truth determined as a goal in traditional philosophy does not have a fundamental position in this philosophy. Even in this philosophy, aim cannot be predicted, it can be modified and it can be contributed depending on the outcome of the research. This is where the problems arise. We can summarize this point as follows: Where does truth emerge in this philosophy? The answer, according to Peirce, is that truth will not emerge anywhere. Because, in his point of view, what person believes in is the truth. The person has formed community of experiences to continue his life and make his decisions. But every new day is full of new experiences, and these new experiences create new realities and new ways of behaviour. Accordingly, if individuals claim that 'we should only believe in the truth', this is completely nonsense for Peirce and Pragmatism. Such thinking is circular thinking. Because for us truth is what we believe

in; whatever we believe is truth for us. In this regard, Peirce says: "So the only subject of the research is the fixation of belief. We can admit that expressing thought in this way is not enough for us. But we are seeking true belief not just the belief. Nevertheless, this acceptance reveals itself as valid after being revised.

Because when we have a strong belief, whether the belief is true or false, we are pleased with it. The aim of thinking is to fix the opinion tending to believe. If we would like, we can call it as truth. But that means using only its synonym. It is meaningless to speak of true believing. Because we find the same meaning in both concepts. Belief is the 'truth', the truth is the 'belief'. Belief is the action becoming a habit. Therefore "truth" is nothing more than a habit of action. The opposite of the belief is doubt. But belief is the truth. Then, the opposite of "truth" is not "nontruth", but doubt. The task of thinking or research is to set the war between belief and doubt and between habit and action." These explanations are also very important in terms of the nature of scientific knowledge, its relationship with other types of knowledge and its preservation as a "metanarrative". Because this type of knowledge, finding itself at the top in terms of truth in a hierarchical classification, can lose its power to a certain extent with this view. Scientific research, which has an effective position to cause changes in the views of other related disciplines, retains partly its privilege only as the result of the meticulous and longer efforts of scientists. Also, according to Peirce, the most striking examples of the transition from old to new truths can be easily seen in the history of science. In terms of humanity experience, Aristotelian logic, the Ptolemaic universe, and many scientific views that are now outdated, seemed correct on that day. In short, with pragmatism, only a small modification has been made to the old form of subjective idealism. Unlike the old way of thinking, Peirce says that the universe is our creation, not mine. His formula is to replace individual and personal solipsism with an intersubjective solipsism. Is there a difference between changing me/my with us and claiming that the universe can be independent of human lives? This creates a separate discussion topic. If one says the universe is my life or our life, in either case, he seems to reject the objectivity of the material universe, albeit in different contexts. Since no material universe is accepted in either case, it means that there is no problem with their reflection in consciousness. For this reason, the possibility of determining whether opinions are true or not by investigating whether they are compatible with reality disappears. For Peirce, scientific research does not have a privilege in this regard and knowledge created under a discipline is not a resort of truth corresponding or representing a reality. Only belief is fixed in some way (Wells, 2009, 24). Here, it can be reiterated that the truth is not something accomplished but directly

related to the outcome of the research. The result of the research carried out by a community that has adopted a pragmatist criterion by keeping the discussion long, constitutes the belief that will cause the behaviour. This view is also good as a result, truth, and pattern of an action. In other words, pragmatist grounds the greatest good on a process which is more prominent when compared to other forms of behaviour, favourable and in which action, which can develop into generalized habits as much as possible, is tested. These statements of Peirce are quite convincing to correct two common mistakes made regarding the ideas of the founder of Pragmatism. It is often said Pragmatism makes action purpose of the life. It is also indicated that Pragmatism considers certain interests and profit aims as superior to thought and rational action. The theory, as Peirce understands it, is concerned with certain actions and human behaviour. But the role of action is mediation. In order to attribute meaning to concepts, one has to apply them to presence. The change happened in existence with this application is the true meaning of the concept. Pragmatism is therefore far from glorifying action purely for the purpose of glorifying action which is said to be a characteristic of American life (Dewey, 2004: 29).

Conclusion

Pragmatism is a philosophy unique to the American culture connecting knowledge or reality to human experience, the research process and its consequences. Any fact or thing is evaluated through its practical effects in this doctrine in which abstract rules, absolute expressions or principles are rejected. A life, adapted according to the information that can change with the research, can be successfully maintained by interacting with the environment, not with specific principles or definitions. In this thought, opposite thoughts or disconnected ends of action and theory are intended to be gathered. Even this new paradigm contains ideas that will cause a lot of controversy alone. Pragmatism, deemed as the "official philosophy" of the American nation, has been conceived as one of the basic dynamics of the actions, international economic and political moves this country. In the formation of this perception, explanations of Pragmatist philosophers also had an effect. It is a fact that Pragmatism includes expressions that can justify criticism and can have different meanings. Therefore, it will not be a correct assessment to read the source of criticisms of this philosophical tradition unilaterally and only through the wrong analysis or determinations of the interpretivists. Leaving aside the trans-historic claim, related to an absolute understanding of knowledge based on representation, the certainty, rigidity and permanence of the political, economic and religious life determined by knowledge, is almost one of the limited common opinions of contemporary philosophers. To defend this view, unifying Pragmatism, isolating it and putting it on the target board is a problematic approach. By acting only

from certain points and with unsuitable standards of philosophical research, setting out from connection points created with a content based on fiction and speculation and sometimes with nonsense contents and demonstrating Pragmatism as a philosophy of Imperialism are attitudes far from being scientific. Today, it is a fact that individuals often act on the basis of results or personal benefits. But this phenomenon did not occur with Pragmatism. If not, wouldn't it be too easy to simply show Pragmatism as a scapegoat in this respect? It is certainly possible to talk about an organized power of the capitalist class. Thanks to mass communication tools, this class reaches each of us quickly and effortlessly. But based on these evaluations, it is extravagant to argue that the power of Pragmatism arises in promoting political and economic pressure by the ruling class. It would not be an objective comment that no member of society, no worker will be able to protect himself from the adverse effects of Pragmatism, and this adverse effect penetrates into his conscience, or the worker's family, through the radio, the press, and the education of her children, in many ways that can be called endless.

When the philosophy of Peirce, the founder of Pragmatism, is mentioned alone, perhaps the first thing that should be said is the belonging of this philosopher to the science and the value he gave to scientific method. His strict adherence to scientific method and logic did not cause the evaluation of the meaning of the concept with its effects in everyday life but it led to the evaluation of whether the meaning obtained makes any practical difference. In this respect, he distinctly has varied from other pragmatists. However, Peirce, a contemporary name, did not have an understanding of science which was effective for a certain period from the XVII century and he also left the tradition presented this discipline as a "meta-narrative". But this situation is not intrinsic to Peirce or pragmatist philosophers. On the contrary, as scientific developments and psychological studies have shown, our knowledge acquisition is loaded with contents that cannot be detected by traditional theory. With the influence of scientific findings, many contemporary scientists or philosophers, revised their thoughts on many issues from the nature of scientific knowledge to the perception of the external world and the acquisition of knowledge. Therefore, it is not very right attitude to choose only Peirce among these philosophers, to see his criticism, against any absoluteness in which he incorporates religious knowledge, as a front to destroy the dignity of science and to claim that pragmatists, including Pierce, re-embraced the religion which they did not accept before. In conclusion, by linking most social and political cases directly to the influence of Peirce's thoughts or to Pragmatism, getting out of the situation will mean missing out other parameters that can cause these problems and so it will cause the delay or not realization of the solution.

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LITERATURE SURVEY OF CRYPTOCURRENCY ON ECONOMIC GROWTH AND FINANCIAL SECTOR

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1. Introduction

The digital currency concept emerged numerous years before Bitcoin. Digi Cash was the first company to use electronic currency, which was established in 1990. Then more money transfer companies were founded such as PayPal provided users to transfer money through online services over the world. However, the decentralization concept of digital currency operating in behavior similar to Bitcoin was proposed in 1998 but the plan was never implemented due to the inability to ensure the transactions will be secured and verifiable. In 2008, anonymous programmers working under "the pseudonym Satoshi Nakamoto" the Bitcoin software released in January 2009 as open secure code. Bitcoin and all subsequent cryptocurrencies use the base on blockchain technology which through a "peer-to-peer network", all user's transaction records which carried out inside the network by cryptography and avoided double transactions. The decentralized system often has the advantage of having no centralized spots of vulnerability or defeat, making it tough to hack and resistant to localized equipment or power failures. Additionally, since Bitcoin is decentralized, no center is governing controlling or authority body. Like governments, banks have requirements to ensure that the system kept on their funds inside the particular wallet. New "blockchain blocks" are generated through a procedure known as mining, the Bitcoin ecosystem computational power of transaction record in the blocks on the chain. Proof of work mining (POW) and Proof of Stock mining (PoS) are two different types of mining that use Computational power. The purpose of this paper conducts a systematic review of literature on cryptocurrency and brief information about a crypto coin by researching and analyzing previously published research papers in recognized journal databases.

1.1. There are four Key Characteristics of Crypto Currency

1.1.1 Decentralization

The financial organization is controlled by central authorities and banks in traditional fiat currencies. These transactions can be validated and handled via a distributed and open system that Bitcoin and further cryptocurrencies are not owned by anybody. In every scenario, the Centre authority becomes the main weakness leading to the currency's collapse.

Most Crypto coins are decentralized and run on a globally distributed network system of computers recognized as nodes. cryptography is used by network nodes to verify the transactions and then is stored in a public distributed ledger called a blockchain. Every node in the peer-to-peer network repeats the transaction, reaching the great majority of nodes in a couple of seconds. We no longer need to trust a single entity/organization/third-party since we can easily verify it because everyone on the network has a copy. A decentralized ledger is a blockchain.

1.1.2. Immutable and irreversible

Cryptocurrency is irreversible and immutable; no one can transfer their digital assets other than the owner of the private key, and transactions cannot be changed once they have been stored in the system. Because coins lack the traits of centralization and trustworthiness, there is no longer a third party to which we can trust on these duties. As an outcome, transaction records are now public and irrevocable (immutable). Although modifying the transaction ledger isn't impossible, it is exceedingly difficult due to cryptographic security.

1.1.3. Anonymous

There is no need for a central authority; users are not required to identify themselves while trading with cryptocurrencies. When a payment request is submitted, the decentralized and distributed evaluates and verifies the transaction before it is recorded on the blockchain. To verify transactions, cryptocurrencies such as Bitcoin employ a private key and asymmetric key mechanism. Users may generate anonymous digital identities and electronic wallets to trade on the decentralized system while having their transactions safely validated.

1.1.4. Scarcity and Limitation of Supply

The supply of fiat currency is infinite since central banks can print and/or issue as much as they want. Central banks routinely alter the value of countries' currencies as part of their economic strategies. Fiat currencies' value will drop over time since they are inherently inflationary. On the other hand, numerous cryptocurrencies have a limited and pre-determined supply that is integrated into the system's functionality when it is developed.

1.2. Blockchain

A blockchain is a technology of registering transactions information of cryptocurrency, there is a strict set of regulations that manage how to prove the validity of the block and ensure that the blocks will not change and vanished. Financial institutions which have centralized authority like banks are using the transaction ledger of centralized, where all of a bank's transactions are taken into account. Generally, every bank has owned ledger and the transaction from one bank to another must be recorded in both ledgers. The blockchain is the same in a different way that is sorted decentralization transactions and connected with the internet 24/7. When the ledger is linked, it will automatically update to the most recent version, which contains all of the network's transactions. Trusted third parties can be replaced by blockchain ledgers to process, verify, safeguard, and protect electronic transactions (Dinu, 2014).

Blockchain by a cryptographic proof mechanism using a willing transaction for two parties via the internet that is protected and the digital signatures are set up. The digital signatures include a private and public key. These two keys are the bank's compare account. All transactions are sent to the public key of rivers and signed senders with private keys. The public key would show the bank account's IBAN, while the private key would be the pin coded to access and use the funds. One issue is that all blockchain transaction does not arrive in the order in which they were made, so a framework was created to prevent double-spending. The bundle's number's transactions within the one block of the blockchain. Each block has linearly connected and cryptographically with the previous block by taking account of the block. Even since there is hundreds of transactions and copy of the blockchain ledger in a minute the issue occurs.

2. Brief History of Bitcoin between 2009 and 2022

The first cryptocurrency was the Bitcoin which has existed for a couple of years and has no transaction value, Bitcoin had no transactional value in its established year and was only mined by a small group of supporters. During the year 2009, 1 million Bitcoins have mined by Nakamoto. However, Nakamoto stepped away from the Bitcoin project in 2010 and Nakamoto has never been named publicly much debate has surrounded him / her identity with 1-million-bit coins becoming the wealthiest person in the world. The first transaction was the purchase of two Pizzas for 10000 BTC in 2010 occurred among users of the Bitcointalk forum. By January 1, 2011, one Bitcoin was valued at $0.30, and the market cap had exceeded $1 million. Bitcoin's value peaked at nearly $30 in June 2011, before dropping to just over $5 at the end of the year. As a consequence of this relationship, The Gawker report was one of the first major publications to cover Bitcoin. Bitcoin has long been linked to the black market.

Graph: 1

Source: https://www.buyBitcoinworldwide.com/pric
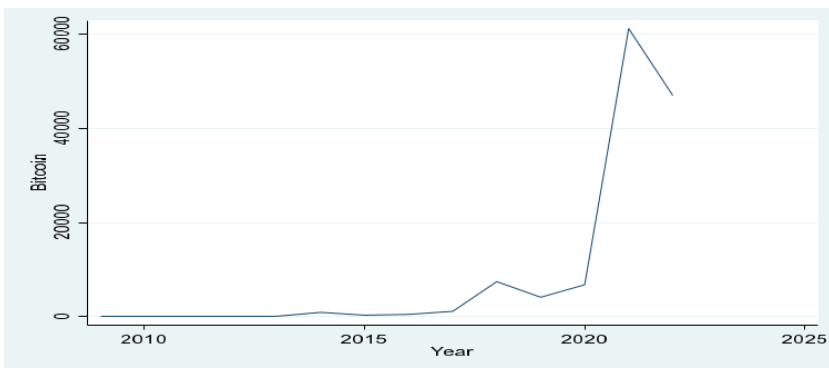
Bitcoin was first accepted as a form of payment by legitimate online merchants in 2012 and also the Bitcoin value reached greater than $13. And also, the alternative coin developed in the cryptocurrency system. Bitcoin flirted with the mainstream for the first time in 2013. By December of that year, the value of one Bitcoin had risen to over $1,000 before falling to over $750 by the end of the year. The Mt Gox hack also signaled the start of a bear market in Bitcoin's value, which fell from over $950 in January 2014 to $200 by August 2015. Bitcoin didn't surpass its all-time high market value until the beginning of 2017. In the mainstream, 2017 was the year when Bitcoin was the most valuable cryptocurrency at the time, hitting a peak of nearly $20,000 in December 2017 due to increased regulatory attention that has accompanied the rise in the popularity of cryptocurrency. In the December 2018, 2019, 2020, 2021, and 2022 rapidly getting high 3743.91$, 7301.07$, 27036.69$, 61035.81$, and 30235.38$ respectively.

2.1. The SWOT (Strength, Weakness, Opportunity, and Threats) Analysis of Bitcoin

2.1.1 Strengths

Bitcoin has been designed to stay strong to be a feasible currency, which has raised its prestige over time, most notably; there will be a limited supply of Bitcoins. Bitcoin will be mined with falling marginal returns every four years until the maximum number of Bitcoins is reached: 21 million. This characteristic of Bitcoin is critical to its worth. There will never be an oversupply of Bitcoins since there is a finite amount of them. Furthermore, it is often assumed that Bitcoin and other cryptocurrencies are resistant to inflation induced by national government acts or restrictions. As a result, it is a "haven" for traders since its value does not depreciate owing to inflation. Bitcoin has quickly established itself as a feasible alternative to increasingly depreciating national currencies. But, like another commodity, the value might fluctuate significantly based on a variety of other variables. Due to a mix of desire for a haven and volatility, Bitcoin became the highest performing currency in 2015 using the US Dollar Index.

2.1.2. Weaknesses

Bitcoin has a lot of fundamental flaws that must be addressed. On the public ledger, also known as the blockchain, every transaction is accessible to all users. While there is semi-anonymity in the sense that Bitcoin wallet owners cannot be immediately identified, several potential customers may find it uncomfortable. Because the public blockchain is available to all users, it is vulnerable to attacks owing to its ease of access. The Bitcoin network has previously been limited by several "stress tests," that were DDoS (distributed denial-of-service) assaults. These "tests" were undertaken by exchanges and miners to show a point about Bitcoin's

design: that the network cannot handle fast transaction speeds. The fact that Bitcoin users may take the network down to emphasize the point is an undesirable design defect in the code. These two aspects of Bitcoin's design are critical to its operation and cannot be changed. Despite these features, reluctant clients may adapt.

2.1.3. Opportunities

Cryptocurrency holds a unique status as a leader in potential revolutionary innovation for formal financial institutions. Its peer-to-peer nature allows it to address holes in current financial technology and aid in the settlement of traditional banking concerns. Another peer-to-peer network revolutionized the music industry by removing the intermediary. The Bitcoin approach allows individuals to trade currency without the need for a third party, like a bank, to monitor the transaction. All you need to use Bitcoin is a mobile phone, which 70% of Latin Americans own. Because of the commercial networking potential of Bitcoin, two users can trade Bitcoin by scanning QR codes printed out by the program on their phones. This is a very unique solution to an issue that has afflicted some individuals for decades. One of the most significant advantages of Bitcoin is that it can be used as a commodity, similar to gold. Gold's value may surge when an event threatens the world market's equilibrium, such as that of the Brexit vote. As investors were concerned about how the markets would react to the decision, the price of gold increased to a two-year peak, and it is now being used as a safe place.

2.1.4. Threats

Bitcoin is still a long way from being broadly embraced by customers. Consumers are wary of cryptocurrencies due to their unpredictable value. Finally, the broad adoption of cryptocurrency is a limiting factor. Worth swings reduce trust in a consumer's value daily, reducing faith in the currency's overall value. According to a PwC survey, 83 percent of those interviewed had little knowledge of Bitcoin (PwC, 2015). Because Bitcoins are decentralized, any attempt to overcome this marketing difficulty through adverts may help the investing firm's rivals. This is not a good marketing plan. Inadequate system configurations by exchange operators have resulted in cryptocurrency theft and fraud. These hacks are routinely covered in the media, and the typical individual may easily conclude that these are unsafe locations to put their money. There is also a big gap in the regulations regarding Bitcoin use. As long as cryptocurrencies are not governed by legislation. Users are likely to be skeptical. Users must believe that all cryptocurrency transactions are lawful and binding. Governments and markets are slow to adopt new technologies. All of these worries, in the end, diminish consumer trust in Bitcoin and other cryptocurrencies.

3. Brief information about Ethereum between 2015 to 2022

Ethereum is a decentralized blockchain with smart contract capabilities that is open-source. Ether (ETH) is the platform's native cryptocurrency. It has the second-largest market capitalization behind Bitcoin. The most popular blockchain is Ethereum. Ethereum was suggested by Vitalik Buterin, a programmer, in 2013. The network went live on July 30, 2015, with an initial supply of 72 million coins, after development and maintenance were crowds funded in 2014. Developers can utilize the platform to create and run decentralized requests that users can engage with. Decentralized finance (Defi) service allows cryptocurrency customers to borrow against their holdings or traditional financial institutions like brokerages, exchanges, and banks are not required to lend them out for interest. Non-fungible tokens (NFTs) are non-transferable tokens that are linked to electronic works of art or other true items and marketed as one-of-a-kind digital property, and Ethereum facilitates their creation and trading. Many more cryptocurrencies, known as ERC-20 tokens, operate on the Ethereum blockchain and have utilized the platform to make digital currency offerings. Ethereum 2.0, often known as Eth2, is a major update to Ethereum that is presently in development as an open-source project. The update's main purpose is to increase the network's transaction throughput from about 15 transactions per second to tens of thousands per second.

Graph: 2

Source: https://www.statista.com/statistics/806453/price-of-Ethereum/
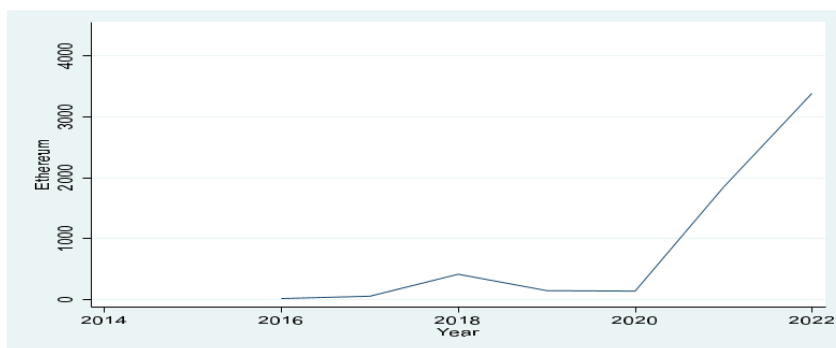
In December 2015 and 2016 the Ethereum was price gradually increase by 0.93$ and 7.97$ respectively, after these two years the Ethereum price rapidly raise in 2017, 2018, 2020, 2021, and 2022 are 756.73$, 133.37$, 737.80$, 1809.07$ and 3383.79. In 2019 it wasn't developed due to the covid-19 pandemic (129.61$).

4. Brief information about Ripple between 2013 to 2022

Ripple is a monetary system that works as a cryptocurrency and an online payment network at the same time. It was co-founded by Chris Larsen

and Jed McCaleb and first released in 2012. Ripple's main function is to act as a payment settlement capital transfer and remittance method, similar to the SWIFT ("Worldwide Interbank Financial Telecommunications") system for international money and safeness transfers. It is used by banks and financial intermediaries to deal in other currencies.

Ripple is a blockchain-based digital payment network and platform with its currency, XRP. Instead of using blockchain miners, Ripple uses a consensus mechanism encompassing a network of financial institution computers to confirm transactions. Ripple transactions use very little energy, are validated in seconds, and are inexpensive, whereas Bitcoin transactions use more energy, take longer to process, and have large transaction fees and costs. Ripple is one of the top five most valued blockchain-based currencies in terms of market capitalization.

Graph: 3

Source: https://finance.yahoo.com/quote/XRP-USD/history/
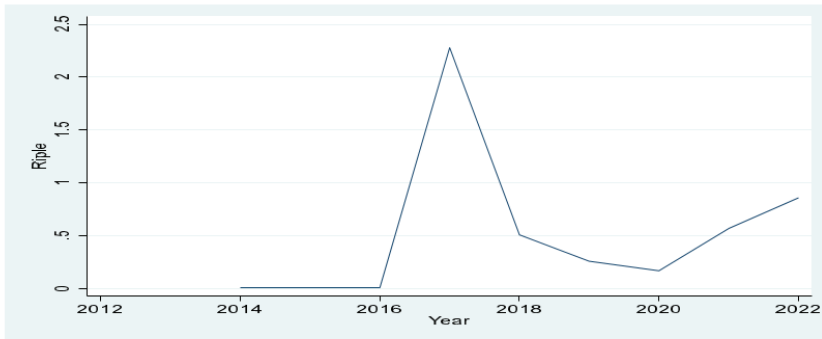
In December 2013 Ripple's price was 0.03$, but over time in 2014, 2015, and 2016 the price was declining, to 0.2$, 0.1$, and 0.1$ respectively. In 2017 reached a peak point of 2.28$ then decreased till 2020, after that again the price of Ripple has started to increase.

5. Literature survey

5.1. Cryptocurrency and Economics' Growth: A Review of the Literature

Since the start of Bitcoin around 2009, the crypto currency's implementation has been quite visible to the general public. Even with its autonomy and efficiency, the new type of currency has become a famous and viable form of income all across the world. Many people and businesses have already been able to grow and succeed as a result of trading, and many people and businesses still rely on trading for a living. The economy is gradually adapting to these demands, and cryptocurrencies have a lot of potentials to satisfy them. Corbet et al., (2018) used Lott and Hassett's

methodology to examine those four macroeconomic indicators: gross domestic product, unemployment, consumer prices index, and durable goods influence Bitcoin returns. The result illustrates that has a significant influence on Bitcoin returns and as well as the unemployment rate and durable goods have a strong correlation with Bitcoin returns.

On the other hand, Mohsin et al. (2020) uses the data for 2012- 2019 in the G20 countries. The long-run relationship was validated by the completely altered panel data estimation, dynamic ordinary least square, and error correction model (VECM). The VECM verifies bi-directional causation between environmental degradation and crypto-volume in the short and long terms, as well as a bidirectional causal link between GDP and energy usage. In today's world, e-waste is interconnected with not only crypto-trading but also energy use and GDP, causing significant environmental disruption and global warming. The negative repercussions of crypto-trade, GDP, and energy usage increase inequalities.

In addition, Rasool and Sjerotanovic (2021), utilize daily data from January 1, 2015, until November 1, 2020, through the Granger causality test and vector autoregressive model to find out if Bitcoin's price is explained by US macroeconomic factors. The findings reveal that GDP and unemployment levels have a statistically significant influence on Bitcoin. The paper discusses how this relates to Market Sentiment Theory and how it influences investor behavior. Empirical findings reveal that the indicators of gross federal debt and CPI had no effect on Bitcoin and were not statically important.

Li and Wang (2017) determined the exchange rate of cryptocurrency by economic and technology throughout the sample period from 01.01.2011 to 31.12.2014 by using the ARDL model. According to their research, in the short term, the Bitcoin exchange rate adjusts to changes in economic fundamentals and market patterns. The long-term Bitcoin exchange rate is much more responsive to economic fundamentals but much less responsive to technology variables since Mt. Gox's shutdown. The paper state the significant influence of mining technology and a lessening relevance of mining difficulty in determining the Bitcoin exchange price.

Miśkiewicz (2022) examined the economic importance of crypto trading by employing Pedroni and Kao panel cointegration tests, as well as the FMOLS and DOLS panel cointegration models, and Vector Error Correction Models in the study for a 2013-2020 period. According to the data, increased crypto trading resulted in increased real gross fixed capital formation, GDP, and globalization. However the empirical findings, on the other hand, did not show a long-term link between crypto trading and the proportion of renewable energy in overall energy consumption.

Bartolucci et al., (2020) examined whether emotional development can private effectively improve the cryptocurrency price by utilizing the unit root test, Johansen cointegration test, and Granger causality test. Their paper uncovered this relationship in our research by examining GitHub comments from two major blockchain projects, Ethereum and Bitcoin, with quantitative approaches based on sentiment, politeness, emotions, and VAD analysis. Impact time series have predictive significance on cryptocurrency values, according to these studies.

Kathiravan et al., (2019) studied the dynamic relationships between three meteorological factors in New York City (temperature, humidity, and wind speed) and the Coinbase Index from the Federal Reserve Bank of the United States. In this paper, several statistical techniques unit root, statistical tools, Granger causality test, and Johansen cointegration test were used to discover that temperature impacts investors' mood and emotions regarding financial decisions concerning the Crypto-currency index (Coinbase Index) and that the sample variables were in longterm equilibrium during the study period. The findings provide evidence against the Efficient Market Hypothesis (EMH).

DeVries (2016) analysis the future image of cryptocurrency, SWOT analysis of Bitcoin is presented, outlining some of the recent events and movements that might influence whether Bitcoin contributes to a change in the economic paradigm and whether it is a "haven" for traders since its value does not depreciate owing to inflation. Bitcoin has quickly established itself as a feasible alternative to increasingly depreciating national currencies.

Agu and Kindgom (2020) investigated cryptocurrency rules in a few African countries, as well as Bitcoin's favorable economic influence on the continent. Illiterate and local farmers in Africa are experiencing the coexistence of fiat currency and cryptocurrency and also their educational grasp of economic consequences. The outcome shows that Bitcoin has a beneficial impact on the economy that surpasses its negative impact.

Patel and Pereira (2021) investigated the impact of the terrorist attack on cryptocurrency return through dynamic panel data for the 2014 to 2018 period of time by utilizing the Granger causality test and vector autoregressive model. The outcome indicates terrorist attacks have a slight association with cryptocurrency return and a count of fatality is positive but wounded is negative causality with cryptocurrency return.

Moreover, Smikle (2021) examined financial crimes such as e-fraud, identity theft, credit card forgery, money laundering, and terrorist operations that continue to affect Jamaica, particularly in cyberspace. Spoofing, spamming, virus propagation, viral phishing, data corruption, and denial

of service are all common cyber security flaws in Jamaican businesses. With the rise of cryptocurrency and digital currency, Jamaica must employ intelligence-led policing and data analysis to decrease and prevent financial crimes such as money laundering and the proceeds of corruption. Because the unlawful use of cyberspace could have a considerable influence on Jamaica's financial industry, cyber security is now considered a national policy issue rather than just a computer security concern. Cyber-attacks on the banking sector have proven successful all around the world. While much of the attention and resources committed to addressing the threat posed by these assaults have been focused on rich economies, emerging countries have received significantly less attention. Because many of these countries, such as Jamaica, have weak cyber capabilities, their capacity to respond to cyber-attacks is restricted, even though they must respond to defend their key financial infrastructure.

Blau et al., (2021) the time-series relationship between Bitcoin and inflation anticipation rates is investigated in this research in the United States from 01.01.2019 – 31.12.2020 by using a vector autoregressive process. Results support the hypothesis that Bitcoin could be used as an inflation hedge, an exogenous shockwave to Bitcoin's value causes the forward inflation rate to rise indefinitely, and fluctuations in the value of Bitcoin influence the predicted inflation rate.

Furthermore, Rastogi and Kanoujiya (2022) in India through the bivariate GARCH model for the period 2015-2021. The finding indicates the volatility of cryptocurrencies has a significant short-term response to the volatility of inflation. Besides, there is a large volatility spillover effect from cryptocurrency volatility to inflation volatility.

Table: 1

Authors	Title of the Paper	Period	Aim	Methodology	Finding
Agu and Kingdom(2020)	The impact of cryptocurrency on African economics	2012-2019	Investigating positive and negative effects of cryptocurrency on the economy of African countries.	SWOT analysis	Bitcoin has a beneficial impact on the economy that surpasses its negative impact.
Mohsin (2020)	The crypto-trade volume, GDP, energy use, and environmental degradation sustainability: An analysis of the top 20 crypto-trader countries	2012 - 2019	Examines the empirical influence of crypto-volume, energy consumption, and GDP on environmental sustainability.	Granger causality Co-integration (VECM)	The negative repercussions of crypto volume, GDP, and energy usage increase inequalities.
Li and Wang(2017)	The technology and economic determinants of cryptocurrency exchange rates: The case of Bitcoin	01.01.2011 – 31.12.2014	Determines the relationship between Bitcoin exchange rate technology and economic factors.	ARDL Model	There is bi-directional causality among variables (Long Run and Short Run).

Miśkiewicz, et al (2022)	The Role of Crypto Trading in the Economy, Renewable Energy Consumption, and Ecological Degradation	2013- 2020	Examines the connection between crypto-trading, GDP, energy consumption, and the environment.	Panel Cointegration (VECM)	Increased crypto trading resulted in increased real gross fixed capital formation, GDP, and globalization.
Rastogi and Kanoujiya (2022)	Impact of cryptos on the inflation volatility in India	2015- 2021	Analysis of the volatility impact of cryptocurrency on inflation volatility.	Bivariate GARCH model	The volatility of cryptocurrencies has a significant short-term response to the volatility of inflation (Short-run).
Blau, et al (2021)	The Impact of Cryptocurrency on the Turkish Capital Market	01.01.2019 – 31.12.2020	Investigating the relationship between bitcoin and forward inflation rate.	Granger causality VAR	shockwave to Bitcoin's value causes the forward inflation rate to rise indefinitely
Liu and Serletis (2019).	Volatility in the cryptocurrency market. *Open Economies Review*	2015-8:07 - 2019-4:27	Determined the spillover impact of the cryptocurrency market on economic factors.	GARCH model	Statistically significant spillover effects.
Corbet et al (2018)	The volatility-generating effects of macroeconomic news on cryptocurrency returns	2012 - 2017	Examine the relationship between bitcoin return and macroeconomic indicators.	Lott and Hassett methodology	Significant effect and strong correlation
Rasool and Sjerotanovic(20 21)	Can Bitcoin's price be explained by United States macroeconomic factors	01.01.2015 – 01.11.2020	Analysis if the GDP and unemployment rate statistically influence bitcoin.	Granger causality VAR	GDP and unemployment levels have a statistically significant influence on Bitcoin
Patel and Pereira(2021)	The relationship between terrorist attacks and cryptocurrency returns	2014_2018	Investigating the impact of terrorist attacks on cryptocurrency return.	Granger causality VAR	The outcome indicates terrorist attacks have a slightly association with Crypto- Currency return
Bartolucci et al (2020)	Impact of development practices on cryptocurrency prices	2010_2020	Provides a thorough review of previous research in the topic of bitcoin price forecasting.	Granger Causality	Impact time series have predictive significance on Cryptocurrency values
Kathiravan et al (2019)	Effect of weather on cryptocurrency index: Evidences from coinbase index	01.01.2015 30.06.2018	Investigating the relationship between weather factor and cryptocurrency index.	Granger Causality Co-integration	Temperature impacts investors' moods and emotions and financial decisions ((Log run Equilibrium exists).
Smikle (2022)	The impact of cybersecurity on the financial sector in Jamaica		Investigation of financial crime.	Literature Review	Cyberspace has a significant impact on the financial sector. Cyberattacks are targetting the financial sector
DeVries (2016)	An analysis of cryptocurrency, bitcoin, and the future.	-	Conducting a SWOT analysis illuminates some of the recent events and movements that could influence whether Bitcoin contributes to a shift in economic paradigms.	A SWOT Analysis	Bitcoin contributes to a change in the economic paradigm and whether it is a "haven" for traders since its value does not depreciate owing to inflation.

Note: Abbreviations: "Crypto = Cryptocurrency, GDP = Gross

Domestic Product, CIP = Consumer Price Index, "VECM = Vector Error Correction Model", VAR = "Vector Autoregressive Model", ARDL = "Autoregressive Distributed Lag Model", GARCH = Generalized Autoregressive Conditional Heteroskedasticity Model."

5.2. Cryptocurrency and Financial Sectors: A Review of Literature

Crypto has become a movement in the financial industry. There is a plethora of cryptocurrency-related news, views, and concerns that need to be summarized and examined. When it comes to estimating Bitcoin's future influence on global financial markets, there are probably the most unknown factors than certainty. Nonetheless, it has already stimulated the financial sector and either better or worse, altered the way society views currency.

Cosic and Casni (2019) examined how incorporating cryptocurrency interest in a portfolio affects the showing of numerous countries. By using sample daily data from 13.07.2018 to 07.06.2019 through the Markowitz Portfolio Theory (MPT). The finding indicates that Bitcoin has reached the point of maximum efficiency. Because all instruments on the efficient frontier are efficient according to Modern Portfolio Theory, it can be stated that investments in such instruments are dependent on the risk aversion of the investor. Likewise, Hung (2021) aimed to analyze the dynamic relationship between the Bitcoin market and the conventional asset classes in India by utilizing the correlation, Granger causality test for a sample span period April 2013 to December 2019. The finding shows that low, medium, and high frequency, correlations between Bitcoin and important financial return on assets are significant statistically. The existence of bidirectional connectivity between Bitcoin and further assets in India.

Ashimbayev and Tashenova (2018) examined the key characteristics of cryptocurrencies, focusing on the most popular and widely used – Bitcoin – to use a review of the literature and a survey. The attitudes of international central banks and the National Bank of Kazakhstan toward cryptocurrency recognition and regulation have been examined, and conclusions concerning the prospects for cryptocurrency use in Kazakhstan have been developed Abraham (2020) examined the short-run and long-run dynamic movement of different cryptocurrency prices for a sample period from 29.04.2013 to 07.02.2019. In this paper, the vector autoregressive model has been employed and the findings of the empirical analysis demonstrate the important impact of cryptocurrency on the fundamental market and cryptocurrency prices associated with each other.

Zhao and Zhang (2021) determined how financial literacy and investing experience affected the Bitcoin behavior of investors, as well as which factor had the largest impact. Individual investors in the 2018 National

Financial Capability Study (NFCS) Investor Survey were examined using a regression model-comparison approach. According to this study, while both financial literacy and investing experience were positively related to cryptocurrency investment and investment experience had a greater influence.

Chokor and Alfieri (2021) investigated Bitcoin investors' belief in market regulation, and events that increase the chance of regulation adoption are associated with negative irregular returns for the coins in the issue. This paper emphasizes that the magnitude of the return reactions differs amongst the cryptocurrencies in the sample. According to data, investors responded less negatively to the most illiquid cryptocurrencies and those that faced higher asymmetric information risk.

Sami and Abdallah (2020) investigated the influence of the cryptocurrency industry on stock market returns in the Middle East and North Africa (MENA) region, for data from 2014 to 2018 by using two strategies. In this comparative study's first strategy, cointegration analysis, prediction model, and panel-specific types of Granger causality are used to differentiate this effect across Gulf countries and other economic systems in the region. The result shows that in the MENA region, there is a strong correlation between cryptocurrency success in the market and the stock market index. And a 1 percentage increase in cryptocurrency return reduces stock market performance by 0.15 percent in Gulf nations that profess to follow Islamic Sharia law to the letter. The stock market performance of non-Gulf (other MENA) countries that have flexibility in enforcing Islamic Sharia laws or do not follow it increases by 0.13 percent for every one percent increase in cryptocurrency returns. Under the second strategy that has been used by Sami and Abdallah (2020), the Generalized Method of Moments with Instrument Variables (IVGMM) approach has been used for the period 2014-2019 in Gulf countries. The results imply that the stock market and cryptocurrency markets are feasible options for Gulf investors. In fact, for every 10 percent gain in cryptocurrency profits, stock market returns decline by 0.17 percent. The cryptocurrency business has impeded stock market indexes in Gulf nations. After agreeing in the literature that fundamental variables, market sentiment, technical indicators, and irregularities all influence stock market prices and returns, this study shows that cryptocurrency should be added as one of the primary drivers of stock prices and returns.

Levine (2019) examined how technological factors inherent in cryptocurrencies affect them as a financial asset for the first time, using Ordinary least square (OLS) regression with lagged controls for daily data sample time 01.06.2014 to 31.03.2018 period. The result shows that cryptocurrency in trading volume growth affects the financial asset.

In addition, Liu and Serletis (2019) used GARCH-in-mean models with data from 2015-8:07 to 2019-4:27 to study the link between major cryptocurrency volatility and returns, as well as spillovers within the cryptocurrency market and from the cryptocurrency market to other financial markets. Overall, the researchers revealed statistically substantial shock and volatility transmission among the main cryptocurrencies, as well as statistically significant spillover effects from the cryptocurrency market to other financial markets in the United States and other developed nations (Germany, the United Kingdom, and Japan).

Corbet, et al. (2021) examine the volatility of Bitcoin price with utility companies and financial market, and energy during 2016 in Georgia, Russia, Japan, and Iceland by utilizing the DCC-GARCH model. The findings suggest that continuous Bitcoin energy consumption has an influence on the energy sector's performance, emphasizing the need for more research into the environmental consequences of cryptocurrency expansion.

Vincent and Evens (2019) revealed the relationship between cryptocurrency, internet uses mobile subscription, and financial sectors in the sample period from 2009 to 2017 in India, Nigeria, and South Africa. In this paper, the Granger causality test has been employed and the findings reveal that Bitcoin, internet use, and mobile subscriptions all contribute to financial inclusion and financial sector development in the four nations studied.

Anamika et al., (2021) surveyed the causality association ship between cryptocurrency price and investor's sentiment, the study's findings revealed that when traders are bullish about Bitcoin, the price of Bitcoin increases. After adjusting for the essential aspects, Bitcoin sentiment has a considerable impact on predicting Bitcoin values. There's also proof that the values of other cryptocurrencies are influenced by the feeling of the most popular cryptocurrency, Bitcoin, and also look at the influence of stock market mood on cryptocurrency performance as part of the research.

Baig (2017) investigated the impact of cryptocurrency on the Turkish capital market; Bitcoin (BTC) has been used as an alternative financial instrument to diversify the investment portfolio by using multiple regression models. The finding shows, that the stock price has a weak association with independent variables in the movement during the time and the cryptocurrency had little influence on the stock price of the companies.

Table: 2

Journal	Authors	Title of the Paper	Period	Aim	Methodology	Finding
ERS	Ashimbayev and Tashenova (2018)	Prospects for Using Cryptocurrency in the Economy of Kazakhstan and the Attitude of the National Bank	2013 – 2017	Analyzes the major characteristics of cryptocurrencies, with a focus on the most prominent and commonly used-bitcoin.	Survey and Literature Review	Conclusions concerning the prospects for cryptocurrency use in Kazakhstan have been developed
IJBM	Zhao and Zhang (2021)	Financial literacy or investment experience: which is more influential in cryptocurrency investment?	2015-2018	Investigating the relationship between crypto investment, investment experience, and financial literacy	2018 NFCS Investor Survey	The positively related to cryptocurrency investment
JOEAS	Sami and Abdallah (2020)	Cryptocurrency and Stock Markets: Complements or Substitutes? Evidence from Gulf countries	2014-2018	Investigating the influence of the crypto market on the stock market.	Granger Causality Co-integration	There is a strong correlation between cryptocurrency success in the market and the stock market index.
grrbe.in	Baig (2022)	The Impact of Cryptocurrency over the Turkish Capital Market	01.01.2017 - 12.12.2020	Bitcoin (BTC) has influenced an alternative financial asset to diversify one's investment portfolio.	Multiple Linear Regression	Stock price has weak association with independent variables in the movement during the time.
SSRN	Corbet, et al (2019)	The financial market effects of cryptocurrency energy usage	During 2016	Analyzes how the price volatility of Bitcoin impacts energy markets, utilities, and green ETFs.	DCCGARCH model	The environmental consequences of cryptocurrency expansion
JOTM	Vincent and Evans (2019)	Can cryptocurrency, mobile phones, and internet herald sustainable financial sector development in emerging markets?	2009 - 2017	Examines relationship between crypto, internet, mobile and financial sectors.	Granger Causality	Financial sector is developed in these nations by crypto.
JOEAS	Sami and Abdallah (2020).	How does the cryptocurrency market affect the stock market performance in the MENA region?	2014 – 2019	Analysis the impact of cryptocurrency market on stock market.	GMM Approach	Cryptocurrency should be added as one of the primary drivers of stock prices and returns.
JOFC	Liu and Serletis (2019).	Volatility in the cryptocurrency market. Open Economies Review	2015-8:07 - 2019-4:27	Determined the spillover impact of cryptocurrency market on financial market.	GARCH model	Statistically significant spillover effects from the cryptocurrency market to other financial markets
JOTM	Levine (2019)	Scalability controversy: understanding past cryptocurrency returns through Segregated Witness.	01.06.2014 – 31.03.2018	Analysis the cryptocurrency trading, volume growth effect on financial factors.	OLS technique	Cryptocurrency in trading volume growth effect the financial asset

CROE, BASS	Ćosić and Ĉeh(2019).	The impact of cryptocurrency on the efficient frontier of emerging markets	13.07.2018 - 07.06.2019	Examine how including the Bitcoin cryptocurrency into a portfolio impacts the performance of various nations' portfolios.	Markowitz's Modern Portfolio Theory (MPT)	Bitcoin has reached the point of maximum efficiency
JOBF	Anamika, et al (2021)	Does sentiment impact cryptocurrency?	During 2020	The influence of investor attitude on bitcoin returns is investigated.	Direct Survey-Based	Traders are bullish about Bitcoin, the price of Bitcoin increases
JOCAF	Abraham(2020 20)	Studying the patterns and long-run dynamics in cryptocurrency prices.	29.04.2013 - 07.02.2019	Investigating the relationship of difference cryptocurrency.	Co-integration (VECM)	Cryptocurrency prices have associated with each other's (Long run and short run exist).
JOIBR	Hung (2021)	Co-movements between Bitcoin and other asset classes in India	4.2013- 12.2019	Examining the connection between bitcoin market and further asset.	Correlation, Granger causality	The existence of bidirectional connectivity between Bitcoin and further assets in India.
The Quarterly Review of Economics and Finance	Chokor and Alfieri (2021)	Long and short-term impacts of regulation in the cryptocurrency market	2015-2019	Attempting to examine whether cryptocurrency traders perceive the market regulation beneficially or not	Event Study Methodology	The magnitude of the return reactions is not the same across all the cryptocurrencies.

Note: Abbreviations: "Crypto = Cryptocurrency, Bit = Bitcoin, NFCS = National Financial Capability Study, VECM = Vector Error Correction Model, VAR = Vector Autoregressive Model, ARDL = Autoregressive Distributed Lag Model, DCC-GARCH = Dynamic Conditional Correlation Generalized Autoregressive Conditional Heteroskedasticity Model, GMM = Generalized Method of moments GARCH = Generalized Autoregressive Conditional Heteroskedasticity Model, and OLS = Ordinary Least Square Model."

6. CONCLUSION

The purpose of this paper conducts a systematic review of literature on cryptocurrency and brief information about a crypto coin by researching and analyzing previously published research papers in recognized journal databases. The protocol aims to smooth the adjustment from centralized financial systems to a decentralized distributed network as easily as possible. The cryptocurrency sector has evolved over the previous twelve years, starting slowly and then rapidly, with an exponential rise that continues today, occasionally stronger and sometimes weaker but last two years the cryptocurrency rapidly growing robust, especially Bitcoin. Mostly with technology just being twelve years old, it is still too early to estimate an exact economic impact, but as this study shows, the economic influence of cryptocurrency is slowly but steadily becoming visible on the surface of the global economy, relative to literature survey of cryptocurrency and economic growth, there is bi-directional causality relationship existence

among Cryptocurrency price, GDP, Energy consumption, Inflation Rate, real gross fixed capital, technology, sentiment, terrorist attack, and temperature. There is a causality relationship run from cryptocurrency to economic, inflation rate, and technology and from consumer price index, unemployment rate, and durable goods to cryptocurrency price. Crypto collaterals will have a considerable impact on the traditional banking system, particularly in nations where bank interest rates are high. Bitcoin's peer-to-peer mechanism can help resolve traditional banking concerns by filling in holes in current financial systems. According to a literature survey on cryptocurrency and finance, there is a bi-directional causality relationship between cryptocurrency price, financial sector, perceived benefit, stock market, and among of cryptocurrency price. There is a causality relationship run between cryptocurrency to financial Assets, the financial market, and investor's risk aversion and investor sentiment.

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A CURRENT APPROACH TO STRATEGIC MANAGEMENT TOOL 'SWOT ANALYSIS' WITH AN EXAMPLE

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Managers have to make decisions about strategies in business life, the results of which have a significant impact on the future. This is much more critical and effective especially in planning processes. Making some plans before starting a job or taking a new step directly affects the success rate of that job. For the strategic planning phase of corporate companies or organizations, a precise analysis of the situation is essential. These planning and analysis help us to have an idea before we even start. SWOT (Strengths, Weaknesses, Opportunities, Threats) is one of these analyzes. As the name suggests, a four-stage evaluation is carried out in this analysis.

Figure 1 – SWOT Analysis

1. What is SWOT Analysis?

Consisting of the words Strengths, Weaknesses, Opportunities, and Threats, SWOT is a type of analysis in which the specified topics are evaluated separately. This method was introduced in 1960 by Harvard University Professors Andrews, Guth, Christensen, and Learned ('SWOT Analysis' n.d.).

2. What Does SWOT Analysis Do?

SWOT analysis can be used for many different purposes. You can even use this analysis to determine the status of a business enterprise, to determine a strategy for a new product or service, or to make an important decision about your life.

In the SWOT analysis, Strengths and Weaknesses should be evaluated as Internal factors (caused by you), while Opportunities and Threats should be evaluated separately as External factors (caused by the environment) (TEOLI, SANVICTORES, and AN 2021).

3. Why and How Should a Personal SWOT Analysis Be Done?

People can use SWOT Analysis to make important personal decisions, plan for the future and set the right direction for their own life. In order to be able to plan personal development, you must have correctly identified your skills or deficiencies.

Again, creating a development plan for yourself without accurately determining your own future goals will cause a complete loss of time, effort and money. Other than a hobby or personal curiosity, participating in an educational program unrelated to your future plans can be given as an example (VonBERGEN 2013).

4. How and Why Should Businesses Do a SWOT Analysis?

A business can perform SWOT Analysis to determine its current situation, areas that need improvement or how the new product or service to be created should be presented to the market.

Employees and managers in working life may not pay attention to many issues and may not notice some important issues due to the daily workload and work schedules that need to be trained. Sometimes stopping to think about what you are doing and making a plan is the most important step to take in order to improve.

For this reason, gathering together and performing a SWOT Analysis will help the business to determine the steps to be taken correctly.

In addition, company founders must be included in the SWOT analysis process. It would be better if all stakeholders participate in the analysis. Making this analysis by meeting with representatives from each separate unit such as sales, marketing, production and product development will increase your success and enable you to gain different perspectives.

In individual businesses, suppliers, customers, your accountant and vendors will help you get an idea.

4.1. Internal Analysis of the Business

The characteristics of an enterprise related to itself are evaluated within the scope of SWOT internal analysis. Strengths and weaknesses are used for internal analysis of a business.

4.2. External Analysis of the Business

Again, SWOT topics related to the environment other than a business itself are within the scope of external analysis. Threats and opportunities are used for external analysis of a business.

5. How is SWOT Analysis Done?

SWOT takes place over four analysis steps. You should start your SWOT analysis with yourself first, because knowing yourself and discovering your own power will open the way to use your potential properly.

You should start by giving objective item-by-item answers to the questions you ask yourself in each analysis area. The questions to ask yourself should be as follows (USLU 2021).

Strengths

• What are the skills and abilities that set you apart from your competitors?

• What is your area of expertise, what are your diplomas, certificates or documents?

• In which business processes are you successful?

• What are the strong groups and institutions that you interact with?

• What brands or services are loved by your customers?

• What are the most positive qualities of your brand?

• What assets do you have on equipment, customers, technology, cash, patents?

• What resources are you able to access and manage?

• What qualities do you have that are valued by others?

• What are your strengths found by your competitors?

• What are the circles and areas that you can influence and manage?

Knowing your strengths will help you gain self-confidence. You must realize your potential, and using this potential correctly will be the first step on the road to success.

Weaknesses

• What are the issues that people around you criticize you about?

• What are the issues holding you back in your business life?

• Are you fully confident in your expertise?

• What are your weaknesses compared to your competitors?

• What are the issues you see missing in yourself or your company?

• What are the bad habits that affect your work?

• What are the disliked aspects of your product or service?

• Are there any shortcomings in the staff or team doing the work?

Identifying your shortcomings correctly will give you a chance to correct them. The more you eliminate the deficiencies in your product, strategy or capabilities, the more successful your success will be.

Opportunities

• What are the newly opened areas in your business life?

• What are the topics that you can use as an advantage in the sector you work in?

• What abilities do you have that your competitors do not have? (Courses, certificates, technologies)

• Jobs that your competitors have difficulty with but that you can easily do?

• Purchases that can be made at a lower cost than your competitors.

• What are the fields that others have left blank? What can you take away from these areas?

• New organizations, groups, markets you can join.

• Subsidies, grants, or inexpensive resources offered by the government.

• Negativities that can be solved by you in your business life.

• Company acquisitions, growth.

In your business life, in the market, there will always be innovations. With the frequent development of technology, new capabilities and related advantages emerge. Some negativities that are only seen as problems and ignored can also be pregnant with opportunities. Keep your eyes on innovations, you will definitely find topics that will give you an advantage.

Threats

• Are there any competitors that are getting stronger?

• Who are potential competitors?

• What are your lost talents compared to the past? (Occupational Blindness)

• Opportunities that you may not notice but are noticed by your competitors.

• Apps and technologies that won't need you.

• Is there a decrease in the demand for your brand and services?

• What are the issues that prevent you from doing your job right?

• How much are the debts you have incurred and what is the amount of uncollectible income?

Again, as in opportunities, it means taking precautions beforehand by

identifying the issues that have the potential to threaten you, and producing solutions without facing the negative situation. Try to find objective and realistic answers to the topics that you write in the table, item by item. Taking these steps correctly will help you produce more effective strategies.

6. How to Do a SWOT Analysis Correctly?

There are some other issues that need to be considered in order to perform an accurate SWOT analysis.

• Getting together with the right people for SWOT analysis, getting together with individual representatives from the units active in the company provides more perspective. The challenges faced by each unit are different, so the right attendees help to see things from a broader perspective.

• Brainstorming should be done and every idea should be discussed. Similar ideas should be grouped together and everyone should be allowed to comment on each idea.

Matured ideas should be made into a list and everyone should vote on these ideas. At the end of the scoring, the person in the highest position should be the person who will make the final decision. (USLU 2021)

7. A SWOT Analysis Example

In this section, a SWOT analysis called *Turkey's Medical Tourism SWOT Analysis: The Case of COVID-19* was examined.

7.1. Turkey's Medical Tourism SWOT Analysis: The Case of COVID-19

Tourism is an important source of income in many countries. The rate of health tourism in tourism income is also quite high. Until recently, the main purpose of touristic travel was activities such as visiting new places, visiting natural beauties, stress relief, swimming, etc. Today, in these visits, it is aimed that people can lead a healthier life by treating their diseases by using the country's underground resources and technologies, as well as climate and weather conditions. People have turned to medical tourism due to the increase in the population in the world, the increase in the quality of life, and the higher quality and cheaper health services in other countries compared to the countries where people live.

In addition to the gradual development of the medical tourism industry, terrorist attacks, political events, epidemics and many other unexpected and undesirable events have also caused negativities in the development of the industry. For example, travel plans have been changed due to pandemics, reservations have been canceled and the borders of countries have been closed against the spread of the epidemic. Unlike

terrorist attacks and political events, pandemics require many measures to be taken by countries due to the risk of human-to-human transmission.

7.1.1. Pandemic in the World

Many pandemics were declared in the world years ago, as are the ongoing coronavirus and HIV/AIDS pandemics today. Examples of these are pandemics such as swine flu, which we have experienced recently and which are still effective today, and which can now be cured thanks to its medicine and vaccine, and epidemics such as bird flu, Hong Kong flu, Spanish flu, black plague, typhoid fever, and cholera that emerged years ago. Plague, cholera, typhoid fever and flu are the most affecting epidemics that people have had to fight since ancient times (GÜRLEYEN and ÇINAR 2020). Pandemics and their effects on the world throughout history are as follows:

1347-1351: *The Black Plague* caused severe damage in Europe. A bacterium called *yersinia pestis* is thought to have spread from person to person and reached Europe in the late 1340s. With the Black Plague epidemic, approximately 75 to 200 million people died in the world (ATİLA 2020).

1817-1824: *The first Cholera Pandemic* emerged around India, spreading to Africa, East Africa, Southeast Asia, and the Middle East. The exact number of deaths caused by the pandemic, which has damaged almost all Asian countries, is not known. Cholera emerged as a pandemic disease not only once, but several times during the 19th century. Although exact dates are not known, cholera was seen worldwide in 1817, 1829, 1852, 1863, 1881 and 1899 (ATİLA 2020).

1889-1890 *Influenza Pandemic:* More than one million people died in 1889 in Greenland, Bukhara, and Canada (ATİLA 2020).

1918-1920 *Spanish Flu:* The first detection of the epidemic took place on March 11, 1918 in the state of New Mexico, United States of America. While the epidemic mostly affected people between the ages of 18 and 34, it caused between 50 and 100 million people to die (ATİLA 2020).

The **1956-1958** *Asian Flu* is the most severe type of flu. The epidemic, which continued until 1958, was first seen in Singapore. Due to this epidemic, one million people died in the world, including 116,000 people in the United States (ATİLA 2020).

1968-1969 *Hong Kong Flu:* This epidemic, which spread to the continents of Europe and Asia, caused the death of approximately one million people in the world. This virus, which was first seen in Hong Kong on July 13, 1968, was formed by the emergence of a virus that gathered

more than one subtype and different from the original virus (ATİLA 2020).

1981-... *HIV / AIDS:* It first appeared in the United States in 1981. The virus spread to 75 million people worldwide, causing 31 million deaths. According to the 2017 data of the World Health Organization, there are 36.9 million people living with HIV in the world (ATİLA 2020).

Coronavirus (COVID-19): The virus was first discovered on January 13, 2020 in Wuhan Province of China. It was first identified in late December as a result of research in a group of patients who experienced respiratory symptoms (cough, high fever, shortness of breath) ('COVID-19' n.d.).

COUNTRIES	DIAGNOSIS	RECOVERING	FATALITIES
TÜRKEY	137.115	89.480	3.739
USA	1.298.117	198.993	78.320
SPAIN	239.639	137.984	26.299
ITALY	218.268	103.031	30.395
ENGLAND	216.525	1.001	31.662
RUSSIA	198.676	31.916	1.827
FRANCE	176.781	56.148	26.313
GERMANY	171.021	143.300	7.525
BRAZIL	148.670	59.297	10.100
İRAN	106.220	85.064	6.589
CHINA	83.976	79.056	4.637

Table 1: Latest Status of Countries with the Most Coronavirus Cases

7.1.2. Pandemic in Turkey

The first case of the coronavirus pandemic in Turkey, which affected the whole world, was announced by the Ministry of Health on March 11, 2020. The first death occurred on March 15. Since March 10, the number of cases and deaths has been increasing day by day. It was announced by the Minister of Health that the coronavirus has spread to all 81 provinces. Before the first case was seen, some measures were taken in the country for the coronavirus. The Coronavirus Scientific Committee was established, thermal cameras were installed, and passengers from China and countries where the cases were seen were scanned. Then, with the rapid increase in cases in the world, an entry and exit ban was imposed on countries where the cases were high, firstly China ('Türkiye'de COVID-19 pandemisi' 2022).

7.1.3. Medical Tourism Concept

Medical tourism is a tourism movement that occurs when people travel to other countries to receive health services because the treatment costs in foreign countries are lower than the treatment costs in their own country. There are different definitions of medical tourism. For some, it

means a type of tourism in which they take action to get health services from their country to another country, while for others, it means planned travels from one country to another in order to increase the level of personal well-being and improve their physical and mental health (AKSOY and YILMAZ 2019). Medical tourism is developing rapidly within the tourism sector. It is a concept that refers to the travels made in order to get medical treatment in distant countries, as well as to have a vacation at the same time. In medical tourism, it is possible to carry out tourism activities such as seeing different touristic places, having fun and making use of free time, in addition to surgical interventions, that is, health operations, which are the main purpose of tourists (ŞAHBAZ, AKDU, and AKDU 2012).

7.1.4. Medical Tourism in the World

The rapid development of medical tourism worldwide has made it easier for people to travel internationally. The rapid development of health and technology in the world has paved the way for new medical tourism. Especially short waiting times and low treatment costs are important factors affecting personal preferences (AKSOY and YILMAZ 2019). The fact that it is more economical and easier to change countries, cost advantages, waiting times, and the use of high-level technology in health services of many countries have allowed medical tourism to spread to a large region around the world (SOYSAL 2017).

Today, many Asian countries dominate the medical tourism market and many countries are trying to enter this market. Among these countries, India has an important place in the market with its very low prices.

The development of medical tourism in the world varies from country to country and differs according to the needs of people. Depending on the country of origin, discounts are generally made in the treatment costs of patients by 50%-70% and sometimes up to 80%. The most important factors in the development of medical tourism are low treatment costs, good use of medical technology in countries, cheap transportation costs and internet marketing (BİYAN, AYBARAZ, and KOÇ 2018).

7.1.5. Medical Tourism in Turkey

Turkey's historical, geographical and environmental beauties, climatic conditions, etc. have put it among the countries mentioned in tourism (EDİNSEL and ADIGÜZEL 2014). Turkey has an important share in the world tourism sector. Turkey has also increased its competitiveness in the tourism industry by increasing alternative tourism types. Thermal resources, having trained personnel and the existence of an important infrastructure in the field of health tourism indicate that Turkey can have a say in health tourism (AYDIN et al. 2011). The abundance of accredited

health centers is one of the most important advantages of Turkey in terms of medical tourism. Within the scope of medical tourism, Turkey is the country with the highest number of health centers accredited by JCI (Joint Commission International) after Thailand (AKBOLAT and DENİZ 2017).

7.1.6. Turkey's SWOT Analysis for Medical Tourism

SWOT analysis is important in order to determine the state of medical tourism in Turkey, to determine the strengths and weaknesses, opportunities and threats, and to determine the direction of development by taking these into account.

Strengths

• Epidemic diseases are not seen very often in Turkey.

• It is seen that the country has taken measures quickly before the pandemic, which has been experienced all over the world, has come to Turkey.

• Turkey is advantageous because it is geographically adjacent to the Middle East, Central Asia and Europe and can appeal to a large audience.

• Turkey is a country where the tourism sector is developed with its unique natural beauties in terms of tourism, its climate in all four seasons, historical places, the development of its infrastructure and quality accommodation opportunities.

• It is advantageous in terms of ease of transportation, reasonable prices and speed of service.

• Turkey offers health services with JCI approved, accredited affordable medical services, comparable to European countries, with the opportunity to employ foreign language speaking health professionals and foreign doctors.

• With the increasing interest of public institutions and organizations and the private sector in medical tourism, studies have started to be carried out with a participatory approach to develop the sector.

• Since Turkey has served many civilizations from past to present, it attracts people from different religions and beliefs.

• Due to the fact that all four seasons are experienced in the country, there is a tourism region suitable for all seasons.

Weaknesses

• Cooperation between the Ministry of Health and the Ministry of Culture and Tourism is insufficient for the development of the sector. Both Ministries work independently of each other.

• Due to the lack of a complete medical tourism database, reliable statistical data could not be obtained.

• Promotion and marketing for medical tourism is insufficient.

• Terrorist incidents in the country negatively affect Turkey's image.

• The number of health workers and physicians and per capita health expenditures are lower compared to European Union countries and the United States.

• Health institutions do not show the required care, effort and cooperation in sharing the necessary data and information with the Ministry of Health.

• Due to civil wars and diplomatic disputes in our neighboring countries, the number of tourists is decreasing.

Opportunities

• It can be said that Turkey's fight against the pandemic is better by looking at many European countries.

• The fact that the risk of epidemic is high in the South East Asian Region, where Turkey is in competition, is an advantage for Turkey.

• Turkish citizens living in Europe want to receive services from healthcare professionals who are from their own culture, who speak their own language and whom they trust in their own country, rather than the medical services provided by healthcare professionals who have different cultures and languages.

• Due to the increasing average age in the United States and European Union countries and the problems experienced in the health insurance systems, it has become difficult for people to access medical services.

• It has become easier and cheaper to learn about health services and institutions in different countries.

Threats

• Patients from different countries are likely to spread infectious diseases throughout the country.

• Due to the fact that the patients coming from abroad may benefit more economically than the patients in the country, there may be difficulties in accessing medical services due to the possibility of the health institutions to focus more on the patients coming from abroad, the quality of the services provided to the patients in their own country, or

the possibility of giving up the services provided by the private health facilities to their own people.

• Due to the fact that quality physicians and health workers choose hospitals and health institutions in the private sector where they can earn more income from the public sector, the problem of insufficiency of quality physicians and health workers in public hospitals may arise.

7.1.7. Turkey's Targets and Strategies for Medical Tourism

Considering the results of the SWOT analysis, targets and strategies should be determined in order to develop medical tourism in Turkey.

Goals

• In order to increase the interest in medical tourism in Turkey after the pandemic,

o Launching the fight against the pandemic correctly to the people,

o Showing people that the health system works in a planned and programmed way,

o Recognizing that the patients have successfully overcome difficult processes thanks to the health system in Turkey,

o By looking at many other countries, it is aimed to prove that they have a better system through this struggle.

• In order to increase the revenues of the Turkish tourism industry through medical tourism

o Extension of the stay at the hotel,

o Raising the average level of expenditure per tourist,

o Increasing foreign currency inflows to be provided by foreign tourists,

o It is aimed to bring tourists with higher incomes to the country's tourism.

• For the purpose of effective promotion and marketing of medical tourism

o Determining the target countries and products to be addressed in order to determine different promotion and marketing strategies for the audience,

o Participating in international fairs, conferences and organizations for the health tourism sector, increasing cooperation for medical tourism capacity in Turkey, and operating in promotion and marketing,

o   Budget allocation for medical tourism promotion and coordination in promotion by the General Directorate of Promotion and Promotion Fund Representation,

o   Promotion in terms of tourism opportunities within the scope of package tours to be determined for medical tourism through the official website and social media,

o   It is aimed to prepare brochures in Turkish and English, in different languages, to guide patients and to provide accurate, up-to-date and detailed information about transportation, hotel accommodation and hospitals.

•   In order to develop the medical tourism travel organization

o   Providing incentives for agreements reached with target patients, medical professionals, social security institutions, private health insurances by travel agencies specialized in medical tourism,

o   It is aimed to support travel agencies through the "medical tourism promotion and marketing incentive fund" to be created with cooperation between institutions.

•   In order to develop medical tourism with a participatory approach,

o   Organizing legal research and routine meetings to reorganize the Health Tourism Platform established between the Ministry of Health and the Ministry of Culture and Tourism in a participatory manner in order to ensure the participation of other relevant institutions and organizations,

o   To reach reliable data by creating a health tourism database by the Ministry of Health, the Ministry of Culture and Tourism and TurkStat,

o   It is aimed to strengthen relations by institutions such as Investment Support and Promotion Agency, etc., which will enable foreign capital to invest more actively in the medical tourism industry.

Strategies

Strategies should be determined by taking into account the SWOT analysis. These are:

•   Turkey's successful fight against the pandemic should be shown correctly to all countries.

•   It should be proved that Turkey's health system is in a better position than many other developed countries in the fight against the pandemic.

•   More work should be done in the field of health tourism.

- The country should preserve as much as possible its advantages such as advantageous prices and the availability of experienced doctors.

- In order for Turkey to attract people who want to receive health services from different countries, promotion and marketing activities must be carried out carefully and regularly.

- The main objective should be the satisfaction of the patients who come to Turkey within the scope of health tourism, from the welcome to the time of departure.

- Today, social media has a huge impact on service purchasing preferences. Considering this issue, social media tools should be used carefully.

- The employment of qualified and qualified employees in the hospital is very important in terms of patient satisfaction.

- Institutions providing medical tourism should have experienced employees who can speak foreign languages and have knowledge from different cultures.

- Standardization and accreditation should be taken seriously. Determination and implementation of service standards with national and international accreditation organizations is one of the key issues for the success of health tourism.

- More focus should be placed on marketing efforts. Success in health tourism largely depends on marketing. Health tourism, which requires focusing on marketing activities abroad, requires a versatile and professional marketing study.

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DEPRESSIVE SYMPTOMS, PERCEPTION OF PARENTAL ACCEPTANCE-REJECTION, PSYCHOLOGICAL RESILIENCE, WAYS OF COPING WITH STRESS

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I. Introduction

Based on the data obtained from the current studies on depression, it is seen that the depression incidence, the time spent for treatment and the costs of treatment increase constantly and that depression ranks first among the psychiatric disorders (Olchanski et al, 2013). It is anticipated that, by 2030s, its incidence will increase more and that it will rank first not only among the psychiatric disorders, but also among physical disorders (WHO, 2008).

People with depressive disorder experience feelings and thoughts such as sadness, depression, fatigue, poor concentration, worthlessness, guilt, wanting to die or suicide. Physical pains may occur with no medical reason and the sensation of heaviness in the extremities occur. The depressed people cannot think straight, move slowly or be hyperactive and restless, and rub their hands constantly (psychomotor agitation). They lose interest in the activities they used to love. They find the foods tasteless, their appetite has decreased or increased, they may experience significant weight losses or gains. Some of them hardly fall asleep and wake up frequently; and some sleep during the day. Their sexual desires have lost, the social withdrawals are common and most of them prefer sitting alone, in silence. Many people tells that they feel sad and depressed in difference courses of time. However, the intensity and duration of the most of these experiences are not enough to make a depression diagnosis (Kring & Johnson, 2014/2015; Morrison, 2014/2016). The most important criterion here is the presence of some of the above-mentioned symptoms, their occurrence time and and the fact that these symptoms cause disruptions in social or occupational functionality.

The studies on depression have found that both genetic factors and stress factors play a significant role. Twin studies have found that the heredity is 37% effective (Sullivan, Neale & Kendler, 2000). It has been found that sudden-onset stressful life event is effective in depression and long-term chronic stress is suffered prior to depression. It has been determined that 42% to 67% of people face with very severe life events before depression begins. The situations such as job loss, the loss of a close relative or friend, separation of spouses, ending of a romantic relationship are commonly encountered in people with depression (Brown & Harris, 1989).

The interpersonal Acceptance-Rejection Theory developed by Rohner is a socialization theory that explains the reason and consequences of parental acceptance and rejection and its association with the relevant variables in a way supported by universally empirical studies, and that involves the developmental process of individuals from birth to death

(Rohner, 2021; Rohner & Britner, 2002; Khaleque & Rohner, 2002). Although the theory focused originally on the effect of the perceived parental acceptance-rejection on childhood and adulthood age and was called as "Parental Acceptance-Rejection Theory" in this regard, it was expanded to include the emotional relationships of the adults and the interpersonal relationships with other people who are important for them, and thus was renamed as "Interpersonal Acceptance-Rejection Theory" (Rohner, 2021). According to "Interpersonal Acceptance-Rejection Theory", universally, every person needs to receive positive response from other people who are important for him or her. Failure to meet this needs of the person brings along the possibility of experiencing various psychological problems (Rohner & Khaleque, 2002). In the light of data obtained from both clinical and non-clinical sampling, one of these possibilities is depression (Rohner & Britner, 2002).

In their studies which they have compiled several studies conducted in different cultures such as Australia, China, Egypt, Germany, Hungary, Italy, Spain, Sweden and Turkey, Rohner and Britner (2002) have obtained strong evidences that there is a significant relationship between the perceived parental acceptance-rejection and both the clinical depression and depressive affect. Therefore, the relationship between parental rejection and depression has a culture-independent quality, rather than being culture-specific. Hence, in their meta-analysis, Khaleque and Rohner (2002) investigated the validity of basic assumptions of Parental Acceptance-Rejection Theory on 43 studies conducted worldwide. As the result of the analysis, it has been found that the perceived parental acceptance is associated with psychological adaptation in adults and children, regardless of the race, language, culture and gender variables. It has also been demonstrated via studies involving all ethnic groups of America that there is a significant relationship between the etiology of depression and the parental rejection. The result obtained from these studies is that experiencing rejection from parents in childhood age is associated with the occurrence of depressive symptoms in children, adolescents and both male and female adults. On the other hand, it has been found in the different studies conducted that, in cases where the individuals have perceived that they are accepted and loved by their parents, this experience has a protective effect and less depressive mood symptoms occur in children, adolescents and adults, and again, the parental acceptance act as a barrier against the stressful life events that may affect the mood in adolescents adversely (Rohner & Britner, 2002).

Stress is a phenomenon that people cannot avoid in their lives (Rowshan, 1998; Aydın, 2010) and it is not possible to get rid of this phenomenon fully, neither. It has been found in a study that the stress in

daily life is associated with the somatic symptoms and negative mood, especially in people with insufficient emotional support and low self-esteem (DeLongis et al, 1988). Therefore, one of the concepts, which is highlighted to fight with stress phenomenon that has an effect on well-being of the person and is not possible to completely eliminate in the life, is "coping" (Güney, 2011).

a. Coping. It refers to the cognitive, emotional and behavioral efforts exerted to reduce, minimize, tolerate or dominate the internal and external demands that go beyond one's sources or put the person in a difficult position against the stressful livings encountered in person-environment interaction relationship (Lazarus & Folkman, 1984; Folkman & Lazarus, 1980; Lazarus, 1993; Güney, 2011). According to Lazarus and Folkman (1984), coping styles are divided into two as emotion-oriented approach and problem-oriented approach. In a study, the participants were asked how they coped with the stressful situations they encountered within the previous seven months and it was found that either problem-oriented approach or emotion-oriented approach or both approaches together were used in 98% of 1332 events (Folkman & Lazarus, 1980). This result shows that the people use mostly the problem-oriented, emotion-oriented or both approaches in the face of stressful situations.

b. Problem-oriented coping. In the problem-oriented coping, it is aimed to cope with the problem causing nuisance and stress in the person-environment relationship by managing or changing it (Folkman 1984). In the problem-oriented coping, the individuals try to find a solution by accepting the conditions and situation that cause stress and try to minimize the effects of the stress by seeking for other's opinions if their own solutions do not suffice for the solution, by acquiring new skills and by making plans. The problem-oriented coping may take place in the form of the direct actions for reduction or elimination of requirements, and increase of the sources to meet the needs. The problem-oriented coping behaviors may be in the form of direct efforts to predominate to change the situation or in the form of cool, logical and tactful efforts towards the solution of the problem (Folkman & Lazarus 1986, Patterson & McCubbin 1987).

c. Emotion-oriented coping. In the emotion-oriented coping, the individual eliminates the effect of his/her feelings about the situation that cause the stress, by making use of techniques such as avoidance or denial. Though this is a temporary solution, it prevents the individual from being upset or distressed (Lazarus, 1993; Folkman, 2013). Emotion-oriented approach is style used in the absence of any action to be taken against harmful, threatening or challenging environment, whereas problem-oriented approach is used when there is an opportunity to change this environment. Emotion-oriented coping is to change the meaning of the

situation, not to change the situation itself (Folkman & Lazarus, 1980).

Many studies performed show that there is a relationship between well-being and coping. Herman-Stahl et al (1995) divided the participants into 4 cross-sectional and 7 longitudinal coping groups and examined the inter-group differences in terms of depression, and expressed that the frequent use of problem-oriented approach but the lack of the use of emotion-oriented approach has significant consequences in adaptational terms within the depressive symptoms. In their retrospective study, DeLongis et al (1988) have put forward that coping styles are associated with both positive and negative feelings. On the other hand, Lazarus and Folkman (1984) are of the opinion that the coping style must be used consistently at a moderate level in order to affect the adaptation status of the individual. For example, the use of emotional-oriented approach in the form of self-accusation only for once does not lead to depression.

The studies investigating the relationship between depression and stressful life events have started to be conducted as from the end of 1960s. The recent studies have evolved into an approach intending to identify these two variables in a mutual relationship in a more complex way, rather than reiterating the simple demonstrations aiming to find the effect in the earlier studies (Paykel, 2003). The cross-sectional and longitudinal studies demonstrate consistently that there is a relationship between the stressful life event and the onset of major depression disorder and/or the presence and severity of depressive symptoms in the course following this event (K. Ono et al, 2017; Martinez-Estrada et al, 2012). In their longitudinal study that they conduct on identical twin women, Kendler et al (1993) have detected that the stressful life events increase the predisposition to major depression and pose a risk both directly and indirectly.

There is a positive relationship between the quality of stressful life events and depression. In other words, the more the number of the stressful events in the life of the individual, the higher the occurrence risk of depression (Suzuki et al, 2018; Martinez-Estrada et al, 2012). On the other hand, the researchers also studied the relationship between the quality of the stressful life event and depression. It was reported that both acute and chronic stress were associated with depression (Van De Willige et al, 1995; Ensel & Lin, 1996) and the chronic stress had a higher impact on depression, compared to acute stress (McGonagle & Kessler, 1990). In addition, it was reported in the literature that various life events are associated with depression. They include wellness/illness of the individual, having problem with family members (Suzuki et al, 2018), gender discrimination, stress about the neighborhood that is lived in and neighbor relations, economical problems, stress related to daily life (Martinez-Estrada et al, 2012), occupational stress (Phelan et al, 1991),

problems in the relationship with spouse, political problems, terror events etc.

There is not one single definition regarding the psychological resilience, on which a consensus has been reached. Different definitions of this concept were made by the researchers. There are some common themes among these definitions: Psychological resilience is a conceptual framework that involves many opinions about positive patterns, including successful adaptation in the context of negative life events (Masten & Obradović, 2006). Rutter (1999) defines the psychological resilience as the individual's achievement of relatively favorable results despite of the difficulties that bear a major risk for his/her psychopathological development. Starting from the findings in the literature (Pietrzak et al, 2010; Yoshikawa et al, 2019), the results obtained have shown that the people with higher psychological resilience have less depressive symptoms. In these studies that are conducted on the risk groups in particular, the psychological resilience seems to protect the individuals from depressive symptoms. In a semi-experimental study, on the other hand, psychological resilience-oriented pscyhoeducation was found to be useful in reducing the depressive symptoms (Gündoğan, 2017). These results suggest that the psychological resilience is an important concept in the fight with depressive symptoms.

The main purpose of this study is to examine whether the relationships between the depressive symptoms and the perceived parental (mother-father) acceptance-rejection, psychological resilience and styles of coping with stress are significant or not. The secondary objective of the study is to identify the incidence of depressive symptoms in the individuals between 20 and 40 years of age, who constitute the sampling of the study. It is expected that the results of this study will contribute to the literature, may make new suggestions, and will lead to some clinic results.

II. Method

The research method in this study has been determined to be relational screening model as the relationships to be studied are described and investigated as they are, without making any change in the variables that are their object (Karasar, 2022: 81).

A. Population and Samples

In 2020, there are 25,827,067 people on the total population in Turkey, namely 6,663,636 people between 20 and 24 years of age with a ratio to general population being 7.97%; 6,370,954 between 25 and 29 years of age with a ratio to general population being 7.62%; 6,318,894 people between 30 and 34 years of age with a ratio to general population being

7.56%; 6,473,583 people between 35 and 39 years of age with a ratio to general population being 7.74%. (https://www.nufusu.com/turkiye-nufusu-yas-gruplari, 30.10.2021). For the selection of samples, simple, random sampling method was used (Büyüköztürk et al, 2021). According to this random sample formula, the number of samples must be not less than 384 in the studies with a population size of over 1 million, with 95% confidence interval and error number of 0.05. This study aims to reach a larger number than minimum sample number. The sample of the study consists of 726 female and male participants between 20 and 40 years of age, who are selected through appropriate sample method and have been/ are studying for under- and post-graduate degree. The mean age of the participants is 27.7 (SD = 4.63). Demographic properties of the participants and the percentage-frequency statistics of these properties are given in Table 1.

Table 1. *Demographic Properties of the Participants*

		f	*%*
Gender	Female	377	51.9
	Male	349	48.1
Age	20-25	368	50.7
	26-30	230	31.7
	31-35	72	9.9
	36-40	56	7.7
Educational Status	Undergraduate	203	28.0
	Postgraduate	523	72.0

B. Data Collection Instruments

a. Personal details form. This form was prepared by the researchers in order to obtain information on age, gender and educational background.

b. Adult Parental Acceptance-Rejection/Control Questionnaire-Short Form (PARQ) This is a self-evaluation questionnaire that has been developed by Rohner et al (2005) and measures whether the individual's biological-based need for receiving positive reaction in the childhood are met or not. It has three versions, namely adult, child and parents. PARQ has two forms. Regular PARQ has 60 items, while the short form is constituted by 24 items. The questionnaire has 4 sub-dimensions, namely warmness/mercifulness, aggression/hostility, indifference/negligence and differentiated rejection.

Turkish translation of PARQ was made by (1988). The study on the validity and reliability of the short version of questionnaire for both mother and and father forms was conducted by Dedeler et al (2017). In the study, internal consistency coefficient regarding the sub-dimensions of the questionnaire differs as .75 and .88 for mother form and .85 and .95 for father form. Total internal consistency coefficient of the questionnaire was

found to be .92 for mother form and .96 for father form. Retest coefficient was calculated as .78 for mother form and .95 for father form in the study and the total correlations of items were found to vary between .45 and .92. In this study, however, acceptable Cronbach's Alpha value of PARQ-Mother Short form was found to be .94, while acceptable Cronbach's Alpha value of PARQ-Father Short form was found to be .95.

c. Beck Depression Inventory. This is a self-evaluation questionnaire of 4-point likert type, which has been developed by Beck et al (1961) to determine the depression risk and the severity of depressive symptoms in individuals. The items are scored between 0 and 3. The maximum score to be taken from the questionnaire is 63, and the minimum score is 0, so the total score ranges between 0 and 63. The questionnaire, which consists of 21 items, measures the various symptoms and attitudes regarding depression.

The Turkish validity and reliability of the questionnaire has been implemented by Hisli (1989). Regarding the data on the reliability of the questionnaire, split-half reliability has been found to be .74 and Cronbach's alpha coefficient has been found to be .80 in this study. Considering the findings on the validity of the questionnaire; the Pearson correlation coefficient between MMPI-D Scale and BDE, by which the validity is measured together, has been found to be .50. In addition, the sample has been divided into two on its own merit as depressive and normal and their factor structures have been examined. The findings obtained are of a nature that will constitute a proof regarding the structure validity of the questionnaire. The factor loads of the questionnaire items range between .29 and .66. The cut-off point has been found to be 17 in the study. Therefore, achieving a score of 17 and above in the questionnaire indicates that the depressive symptoms are above normal. The cut-off point has been taken as 17 in determining the depressive symptoms in this study, too. In the Hisli's (1989) study, the acceptable Cronbach's alpha value for Beck Depression Inventory was .80, whereas it was found to be .89 in this study.

d. Ways of Coping Questionnaire (WCQ). WCQ (Ways of Coping Questionnaire) has been developed by Folkman and Lazarus (1980) to determine the behavioral and cognitive coping strategies of people, which they use against stressful situations. In this 68-item questionnaire, the items have been classified in two categories, namely problem-oriented and emotion-oriented. The dimension called problem-oriented includes the cognitive efforts for solution of the problem and the behavioral strategies, which are used to change or manage the source of the problem. The dimension called emotion-oriented, however, includes the cognitive and behavioral efforts to reduce or manage the emotional distress.

The Turkish adaptation of the questionnaire was developed by Şahin and Durak (1995) and the item numbers were decreased. WCQ is a 30-item self-evaluation questionnaire, which was developed to measure the coping styles that are used in stressful conditions and associated with various psychological distress symptoms (depression, solitude, psychosomatic problems). The findings on the validity and reliability of the questionnaire have been obtained in three different studies by applying it on three different sample group (university students, bank staff, people residing in Ankara province). The Cronbach's alpha coefficient values of questionnaire, which have been obtained from three different studies, range between .49 and .68 for "Optimistic Approach" subdimension, .62 and .80 for "Self-Confident Approach" subdimension, .64 and .73 for "Desperate Approach" subdimension, .47 and .72 for "Submissive Approach" subdimension and .45 and .47 for "Social Support-Seeking" subdimension.

e. Ego Resilience Scale (ER89). ER89 was developed by Block and Kremen (1996) to measure psychological resilience (ego resilience). The scale is constituted of 14 items and is a self-report scale of 4-point likert-type. The scale is scored between 1 (Does not Apply at All) and 4 (Applies Very Strongly). The total score of the scale indicates the psychological resilience level. Therefore the higher score indicates the higher psychological resilience and the lower score indicates the lower psychological resilience. The Cronbach's alpha value found in the study for both participant groups of males and females with ages ranging between 18 and 23 is .76 (Block and Kremen, 1996).

The Turkish adaptation of the scale was made by Karaırmak (2007). No dimension is recommended in the original of the scale, whereas a three-factor structure with a variance rate of 47%, namely personal strengths for recovery, positive self-assessments, and openness to innovation, has been recommended in the study performed. However, it is recommended that the total score of the scale be used instead of this three-factor structure. Internal consistency coefficient of the study was found to be .80, and the test-retest coefficient was calculated as .76. In another study, Ego Resilience Scale was compared to Connor-Davidson Psychological Resilience Scale, which is another scale that measures the psychological resilience, and the correlation between them was found to be .68 (Karaırmak, 2010). In this study, however, the acceptable Cronbach's alpha value for Ego Resilience Scale was found to be .86.

C. Collection of Data

726 participants participated in the study via online questionnaire. The participation in the questionnaire is based on voluntariness and the consent form containing the subject of the study and rights of participants is given on the first page. The participants that approves this form has

responded to Personal Information Form, PARQ-Mother Short Form, Beck Depression Inventory, PARQ-Father Short Form, Ego Resilience Scale and WCQ questionnaire, respectively.

D. Statistical Analysis of Data

The analysis of data was performed via SPSS 22 statistics package program The descriptive statistics such as the demographic features of participants regarding age, gender and educational background, the percentage and frequency values as well as the mean standard deviation, minimum and maximum values of the study variables were investigated in order to identify the sample.

The total scores of perceived maternal acceptance-rejection, perceived paternal acceptance-rejection and psychological resilience as well as stress-coping subscale scores between individuals having and not having depressive symptoms were analyzed by Kolmogorov-Smirnov and it was observed that it did not show a typical distribution. For this reason, whether there is a significant relationship between the relevant variables was examined using Spearman correlation coefficient.

For prediction of depressive symptom, the relative contributions of the subdimension scores of stress-coping styles as well as the total scores of psychological resilience, perceived maternal acceptance-rejection, perceived paternal acceptance-rejection, ways of coping with stress were tested via multiple-regression analysis. In the multiple-regression analysis, depressive symptom was specified as dependent variable, while ways of coping with stress, psychological resilience, perceived maternal acceptance-rejection and perceived paternal acceptance-rejection were specified as independent variables.

III. Findings

Table 2 shows the mean score, standard deviation as well as maximum and minimum values of the variables of depressive symptom, perceived parental acceptance-rejection, psychological resilience and problem-oriented and emotion-oriented ways of coping with stress.

Table 2. *Descriptive Statistics of Variables*

	N	$\bar{x}$	SD	Min-Max
Perceived paternal acceptance-rejection	726	43.57	16.29	24-96
Perceived maternal acceptance-rejection	726	38.61	13.37	24-94
Emotion-Oriented Coping with Stress	726	16.58	7.11	0-40
Problem-Oriented Coping with Stress	726	30.78	7.82	1-48
Psychological Resilience	726	39.82	7.84	14-56
Depressive Symptom	726	13.98	9.96	0-49

1. Descriptive Statistics Regarding Depressive Symptoms of Participants

The results on the ratios of those with and without depressive symptoms are given in Table 3.

Table 3. *The Distribution of Participants by Their Depressive Symptom Levels*

Depressive Symptom Groups	N	%
Non-Depressed Ones	478	65.8
Depressive Ones	248	34.2
Total	726	100

As is seen in Table 3, 65.8% of participants (N=478) are below the cut-off point of 17 and do not show depressive symptom, whereas 34.2% (N=248) are above the cut-off point of 17 and above and show depressive symptom.

2. Correlation Analyses Between Depressive Symptom and Other Variables

Whether there is a significant relationship between depressive symptom and perceived maternal acceptance-rejection, perceived paternal acceptance-rejection, psychological resilience and ways of coping with stress was examined using Spearman correlation coefficient and its results were given in Table 4.

Table 4. *Correlation Analyses Between Depressive Symptoms and Other Variables*

		Maternal Rejection	Paternal Rejection	Psychological Resilience	Problem-Oriented Coping With Stress	Emotion Oriented Coping With Stress	Desperate Approach	Submissive Approach	Optimistic Approach	Self-Confident Approach	Social Support Seeking
Beck Depression Scores	*r*	.267	.255	-.349	-.464	.410	.487	.157	-.416	-.426	-.176
	p	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

*p < 0.05, **p < 0.01*

A positive low-level significant relationship ($p < 0.01$) was found between depressive symptom and perceived maternal acceptance-rejection (r=0.267) and perceived paternal acceptance-rejection (r=0.255). The depressive symptoms of the individuals seem to increase as the perceived

rejection from parents increases.

A positive moderate-level significant relationship ($p < 0.01$) was found between depressive symptom and emotion-oriented ways of coping with stress (r= 0.410). A positive moderate-level significant relationship was found between depressive symptom and desperate approach (r=0.487) score while a positive low-level significant relationship ($p < 0.01$) was found between submissive approach (r=0.157) score. The individuals' use of emotion-oriented ways of coping (desperate approach and submissive approach) increases just as their depressive symptoms increase.

A negative moderate-level significant relationship ($p < 0.01$) was found between depressive symptom and problem-oriented ways of coping with stress (r= -0.464). A negative moderate-level significant relationship ($p < 0.01$) was found between depressive symptom and optimistic approach (r=-0.416) while a negative moderate-level significant relationship ($p < 0.01$) was found between depressive symptom and self-confident approach (r=-0.426) and a negative low-level significant relationship ($p < 0.01$) was found between depressive symptom and social support-seeking (r= -0.176). The individuals' use of problem-oriented ways of coping with stress (optimistic approach, self-confident approach and social support-seeking) decreases as their depressive symptoms increase.

A negative moderate-level significant relationship ($p < 0.01$) was found between depressive symptom and psychological resilience (r= -0.349) score. The individuals' psychological resilience decreases as their depressive symptoms increase.

3. The Results of Regression Analysis Regarding the Relative Contributions of the Variables of Perceived Parental Acceptance-Rejection, Psychological Resilience and Ways of Coping with Stress in Prediction of Depressive Symptom Level

Multiple regression analysis was used to test whether the psychological resilience, perceived maternal and paternal acceptance-rejection, emotional- and problem-oriented ways of coping with stress, which are the independent variables of the study, have an impact on the prediction of depressive symptom, and the results were given in Table 5.

Table 5 *The Results of Regression Analysis Regarding the Ability of the Variables of Perceived Parental Acceptance-Rejection, Psychological Resilience and Ways of Coping with Stress to Predict Depressive Symptom Level*

	B	Std. Error	Beta	t	p	Tolerance	VIF
Constant coefficient	16.078	2.321		6.928	.000		
Maternal Rejection	.113	.024	.152	4.817	.000	.817	1.223
Paternal Rejection	.028	.019	.045	1.418	.157	.806	1.240
Psychological Resilience	-.079	.043	-.062	-1.828	.068	.711	1.406
Desperate Approach	.791	.074	.388	10.640	.000	.612	1.634
Submissive Approach	-.134	.113	-.042	-1.181	.238	.645	1.549
Optimistic Approach	-.559	.127	-.186	-4.391	.000	.452	2.212
Self-Confident Approach	-.286	.101	-.123	-2.838	.005	.431	2.318
Social Support-Seeking	-.415	.122	-.100	-3.407	.001	.943	1.061

R=0.644 r^2=0.415

Durbin-Watson statistic=1.965

F=63.673   p=0.000

*p < 0.05, **p < 0.01

The multiple correlation coefficient between the individuals' depressive symptom and their psychological resilience, perceived maternal and paternal acceptance-rejection, emotional- and problem-oriented ways of coping with stress was found to be 0.644, and it can be said that the relationship between dependent variable and independent variables are moderate. When the stated variance (r^2) value is examined, it has been observed that the individuals' psychological resilience, perceived maternal and paternal acceptance-rejection, emotional- and problem-oriented ways of coping with stress are all accounting for 42% of depressive symptom. Durbin-Watson statistic was found to be between 1.5 and 2.5, and it was observed that the hypothesis of the absence of an autocorrelation between independent variables was fulfilled. Again, it was observed that the tolerance value of independent variables was greater than 0.10 and VIF values were lower than 10, and that the necessary hypothesis for multiple regression was fulfilled.

The depressive symptoms of individuals were a dependent variable, and it was found that the multiple regression model established with their independent variables of psychological resilience, perceived maternal and paternal acceptance-rejection, emotional- and problem-oriented ways of coping with stress was valid (F=63.673, (*p < 0.01*).

It was found that Maternal Rejection, Desperate Approach, Optimistic Approach, Self-Confident Approach and Social Support-Seeking variables predicted the depressive symptoms of the individuals significantly (*p < 0.01*). According to the beta coefficients, it can be said that the most important predictive variable, among these variables, is Desperate Approach. It has

been observed that the 'Paternal Rejection', 'Psychological Resilience' and 'Submissive Approach' variables are a significant predictor of depressive symptoms ($p > 0.05$).

IV. Discussion

This section discusses the incidences of depressive symptoms in participants; the relationships between depressive symptoms and other variables; the similarities and differences between the findings obtained from multiple regression analysis results of 'depressive symptoms', 'psychological resilience', 'perceived parental acceptance-rejection' and 'ways of coping with stress' sub-dimensions and the findings obtained from literature, respectively.

1. Results on Depressive Symptoms

When evaluating the scores obtained in Beck Depression Inventory, it is stated that the ones with a score of 17 and below do not show depressive symptoms whereas the ones with a score of 17 and above have above-normal depressive symptoms. It has been observed in this study that 65.8% of participants (N=478) get a score lower than the cut-off score of 17 and do not show depressive symptoms, whereas 34.2% (N=248) get a score of over 17 and show depressive symptoms. In the large-scale longitudinal study of Qin et al (2018), it has been found that the rate of the participants showing depressive symptoms is 37.87% whereas, for the studies conducted in Turkey, this rate is 40.6% in the study by Çelik Yavaş et al (2018), 35.2% in the study by Çelikel and Erkorkmaz (2008), 32.8% in the study by Yıldırım et al (2018), and the results obtained are comparable to the results of this study. Based on the results obtained from this study and other studies, it is seen that the depressive symptoms have high incidence rates. According to the estimates of World Health Organization, it is anticipated that depression will rank first in creating disease burden in 2030s (WHO, 2008). It is thought that many factors such as economic difficulties, social and cultural shifts, urbanization, the change caused by technology in human relationships, intensive working hours and pace play a role in making depressive symptoms common. According to these data, it is thought that development of intervention programs to prevent depression is important for human health and compliance.

2. Discussion of Relationships Between Depressive Symptoms and Other Variables

In this study, it has been found that the individuals who get a high score in depression inventory have also high scores in perceived parental rejection. There are many studies in literature, which support this finding. In their compilation study, Rohner and Britner (2002) state that there is

a significant relationship between the individuals' perceived parental rejection and both clinic depression and depressive affection. In the study conducted both in Turkey and abroad regarding the depression and perceived parental rejection (Serbest, 2010; Işık, 2010; Kılıç, 2012; Pektaş, 2015, Tufail et al, 2015; Crockenberg & Leerkes, 2003; Kurtović & Živković, 2018; Najam & Majeed, 2012; Yazdkhasti, 2011), it appears that the results obtained are comparable. According to these data, it is thought that reception of positive contact messages from caregivers and important people is a universal need in the childhood; that the individuals with perceived parental rejections have negative contact messages; that depression resulting from the inward-oriented destructive anger of the person as the result of internalization of negative messages may occur.

Young and Klosko (1994/2018) mention about the "irony of repetition" regarding this phenomenon. We repeat these patterns that have been lived in the past, because they exist in the foundation of our self- and world-perception; these patterns provide an insight and control to some extent, and therefore these patterns continue no matter how painful they can be. Accordingly, it is likely that a child, who perceives aggressiveness, undifferentiated rejection or negligence from his/her mother and/or father, directs the patterns that s/he learns in the relationship established with him/herself to him/herself in his/her adulthood.

According to another finding obtained from this study: It is found that "the scores of using the emotion-oriented ways of coping with stress increase as the scores obtained from depression inventory increase"; whereas "the scores of using the problem-oriented ways of coping with stress decrease as the scores obtained from depression inventory increase". The results of the domestic studies in the literature show parallelism with the findings of this study. The results obtained from both female and male participants show similarity in the sample consisting of university student (Ülev, 2014); M. Kaya et al (2007); Topaç (2010); in the sample consisting of adolescent participants of 6th - 10th grade (Oğul, 2000); in the sample consisting of women with primary breast cancer, who have an outpatient treatment (Tunç, 2014); and in the sample consisting of infertile (childless/barren) couples (Ak, 2001)). According to the results obtained from different samples, it is found that the emotion-oriented way of coping increases and the problem-oriented way of coping decreases as the depression increases. These results suggest that the generalizability of the relationship between the ways of coping with stress and the depression is high.

The literature abroad also demonstrates that there is a positive significant relationship between the depression scores and the scores of emotion-oriented ways of coping with stress while there is a negative significant relationship between the depression scores and the scores of

problem-oriented ways of coping with stress (Muris et al, 2001; Ravindran et al, 2002). Herman-Stahl et al (1995) investigated the intergroup differences in terms of depression by dividing 603 participants into coping groups in the studies they performed using both cross-sectional and longitudinal methods. It has been found that the participants using the problem-oriented approach constitute the group that shows the least depressive symptoms, whereas the participants using the emotion-oriented approach constitute the group that shows the most depressive symptoms. It was found that there was a significant increase in the depressive symptom levels of the participants who had been using problem-oriented approach but started to use emotion-oriented approach within a period of one year, whereas there was a significant decrease in the depressive symptom levels of the participants who had been using emotion-oriented approach but started to use problem-oriented approach. Based on these findings, the researchers state that the frequent use of problem-oriented approach *without* using "emotion-oriented approach" has the positive consequences in terms of adaptation.

A negative moderate-level significant relationship was found between the scores taken from depression inventory and the psychological resilience scores. In other words, psychological resilience scores decrease as the scores taken from depression inventory increase. This finding shows similarity with the findings obtained from both domestic and foreign studies (Erarslan, 2014; Sağ, 2016; Serbest, 2010; Pietrzak et al, 2010; Yoshikawa et al, 2019). According to these results, it is seen that the psychological resilience has an impact on prevention of depressive symptoms. However, no clear explanation could be made as to how psychological resilience has an impact on decrease of depression due to its versatile and complex nature.

3. Discussion of Multiple Regression Results of the Sub-Dimensions of Depressive Symptoms, Psychological Resilience, Perceived Parental Acceptance-Rejection and Ways of Coping with Stress

In this study, the multiple correlation coefficient between the individuals' depressive symptom scores and their psychological resilience, perceived maternal and paternal acceptance-rejection, problem- and emotion-oriented ways of coping with stress was found to be 0.644, and it is seen that the relationship between dependent variable and independent variables are moderate. It has been observed that the individuals' psychological resilience, perceived maternal and paternal acceptance-rejection, problem- and emotion-oriented ways of coping with stress are all accounting for 42% of depressive symptom. It is seen that the maternal rejection, desperate approach, optimistic approach, self-confident approach and social support-seeking variables affect the depressive symptoms of the

individuals significantly (p<0.01). According to the beta coefficients, it is seen that the most important variable, among these variables, is desperate approach. According to this model, it has been observed that the 'paternal rejection', 'psychological resilience' and 'submissive approach' variables are a significant predictor of depressive symptom scores.

The finding that the perceived maternal rejection predicts the depressive symptoms is consistent with other results in the literature. As the result of their meta-analysis after their prospective longitudinal studies, Rohner and Britner (2002) state that the perceived parental (maternal and paternal) rejection leads to the development of depressive symptoms in adulthood. Crockenberg and Leerkes (2003) conducted a longitudinal study in 92 mothers, 84 fathers and their babies on their postpartum depression and the ability of mother to perceive the behavior of her own child. According to the results of the study, the mothers who perceived acceptance from their parents in their childhood showed less depressive symptom in both pre- and post-partum period. In a study conducted in Turkey, Salahur (2010) has revealed that the perceived parental acceptance-rejection level predicts the depressive symptoms with the dimension of anxiety and avoidance, which are two of the adult attachment patterns. On the other hand, the result obtained from the study conducted by Tufail et al (2015), in which they have studied the relationships between perceived parental acceptance-rejection, depression and self-esteem in 100 male patients diagnosed with "Substance Use Disorder" in Pakistan, shows similarity with the result of this study. The perceived maternal acceptance-rejection predicts the depressive symptoms significantly, while it is seen that the perceived paternal acceptance-rejection does not predict the depressive symptoms.

In this study, it is thought that the reason why the perceived paternal rejection is not a significant predictor of depressive symptoms in multiple regression model is due to the sample of the study. Turkish culture has been evolving from the traditional social structure to industrial social structure. The studies conducted in Turkey also demonstrate that the family structure has both nuclear and traditional family structure qualities (Tezel Şahin & Cevher, 2007). The traditional fatherhood can be defined as a style that the father is close to his children at the minimal level in the physical and emotional senses (Silverstein et al, 2002). Traditional fathers have a nature that they are reluctant to share emotional and individual issues with their children and that they avoid physical contact such as kissing or hugging, and they rather intervene with the decisions on social norms and rules as well as on education. The father's participation in the childcare in traditional families. It is considered that the childcare is the duty of mothers. The fathers usually assume responsibility for ensuring security

of children and providing financial opportunity (Goldberg et al, 2009; Silverstein et al, 2002; Elder, 1949; Freeman, 2008). The traditional fathers have a controlling nature and keep away from their children emotionally/ physically. While these features of the fathers are considered negative, the child's perception of parental method varies depending on the current context and cultural environment (Ayçiçeği Dinn & Sunar, 2017). In this study, the participants are thought to perceive the traditional father figure as a person who does not reject his children but rather has this role within cultural context, and it is thought that the perceived paternal rejection does not account for the depressive symptoms.

In the multiple regression model analyzed in this study, it is seen that psychological resilience is not a significant predictor of depressive symptoms. In the literature, there is no study that examines the sub-dimensions of the depressive symptoms and the ways of coping with stress, and the variables of the perceived parental acceptance-rejection and the psychological resilience via multiple regression model. On the other hand, Serbest (2010) has found that the perceived maternal acceptance and depressive symptoms have an effect on psychological resilience and account for 41% of psychological resilience. Sağ (2016) has revealed that the psychological resilience has a partial intermediary role in the relationship between early maladaptive schemas and depression. In the study by Yoshikawa et al (2019), however, it was found that the high psychological resilience prevented the depressive symptoms in life events.

Another finding is that desperate approach, optimistic approach, self-confident approach and social support-seeking approach predict the depressive symptoms significantly. It has been found that submissive approach is not a significant predictor of depressive symptom. It has been determined that the most important factor in predicting the depressive symptoms is the desperate approach. These findings show consistency with the studies in the literature. In their studies, Temizel and Dağ (2014) investigated the relationships between stressful life events of university students, their cognitive emotional self-regulation strategies and cognitive ways of coping, and depressive and anxiety symptom levels. They also found that desperate approach, self-confident approach and optimistic approach accounted for depressive symptoms, whereas submissive approach was not a significant predictor of depressive symptom. In a study performed on a sample consisting of university study, Ülev (2014) found that the desperate approach, optimistic approach, and social support-seeking accounted for the change of 12%, 3% and 1%, respectively, in predicting the depressive symptoms whereas the self-confident approach and submissive approach did not account for the depressive symptoms significantly. In a study conducted by Yılmaz (2012) in male participants

with alcohol addiction, it was found that the desperate approach was the most powerful way of coping, which predicts the depressive symptom.

Since the way of coping is in a bidirectional interaction with cognitive evaluation and is a context- and person-specific process, it is thought that it is not right to match all the emotion-oriented ways of coping with negative consequences. There are adaptive contexts which, for example, the positive reevaluation that has statements such as "I change in a positive way or become mature.", "I rediscover what really matters in life." etc. leads to positive consequences (Folkman et al, 1986). On the other hand, the results of this study show similarity with other studies in the domestic literature. It is seen that the emotion-oriented approach factors in WCQ adapted to Turkish culture by Şahin and Durak (1995) have a strong relationship with depressive symptoms; however, as is mentioned above, it is thought that it would be more appropriate to emphasize the relationship of desperate approach and submissive approach sub-dimensions with depressive symptoms, rather than making generalization as emotion-oriented approach, since there are also adaptive emotion-oriented approach styles.

It was found in this study that "Desperate Approach" was the most powerful predictive variable. It is seen that the desperate approach, one of the emotion-oriented ways of coping, changes the meaning of the current threat negatively when the stressful environment cannot be changed, that it drives the person to despair and that this increases the depressive symptoms (Folkman & Lazarus, 1980). It is seen that the statements such as "I always think that I have caused the problem", "I always think that everything happened because of me", which are among the desperate approach statements, contain the self-accusation cognition, whereas other statements contain desperate, ruminative, pessimistic and self-deprecating cognitions. In the face of unchangeable stressful situation, the individual tries to replace the meaning of the situation with the cognitions in this content to cope with the current situation. It is thought that the emergence of non-compliant results leads to an increase in the depressive symptom of the individual. The individuals that use the desperate approach in the ongoing cyclic relationship between coping behavior and cognitive evaluation consider the new situation as negative, too (Folkman et al, 1986; Folkman & Lazarus, 1980).

On the other hand, it is thought both in this study and in other studies in the literature that the problem-oriented ways of coping in the form of "self-confident approach", "optimistic approach" and "social support-seeking" are associated with low depressive symptom, and reveal more functional and adaptive results, compared to the emotion-oriented ways of coping in the form of "submissive approach" and "desperate approach".

4. Clinical Results of the Study and Conclusions

Considering the results obtained from this study and the similar studies;

It is seen that the relationship of the perceived parental acceptance-rejection with depressive symptoms and the bond between parents and child are likely to affect the individual in his/her later age periods in terms of depressive symptom. Parents should be trained by development psychologists, psychologists, advisory teachers and pedagogues in order to ensure the establishment of a secure bonding in children without formation of perceived parental rejection. These trainings should include the subjects about providing guidance to them to ensure that parents accept "the children unconditionally" and that children can develop their innate potentials. In addition, trainings should be organized for parents at application level to make the children develop their optimistic approach and social support-seeking ability.

It is seen that there is a strong relationship between the ways of coping and depressive symptoms in the childhood. In the education institutions, the problem-oriented ways of coping, i.e. "self-confident approach", "optimistic approach" should be developed in children. Moreover, training should be provided to develop psychological resilience.

In the light of these results, it is thought that it may be beneficial for clinicians to support their clients, who show depressive symptom, about using problem-oriented "cool, logical and tactful efforts" for solution of the problem, that the clients will refer to more functional behaviors rather than referring to non-functional desperate and submissive approaches and thus their depressive symptoms will decrease, and that they will return to normal emotion axis easier.

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