

## Glocalization of Consumption Culture Through Global Brand Advertisements<sup>1</sup>

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### Abstract

This study tries to explain glocalization strategy usage by global brand advertisements. To focus on glocalization term, it explores advertisements of three global brands, which are Lays, Vodafone and Coca Cola. Two research methods were applied to understand using glocalization in advertisements of aforementioned brands. Firstly, this study explains how Turkish cultural codes are represented via semiotic analysis. Secondly, in-depth interviews were conducted with ten people to analyze how people interpret and perceive glocal advertisements of global brands. According to research results, it is argued whether glocal advertisements plays a crucial role to manipulate peoples' brand choices or not.

**Keywords:** Globalization, Glocal advertisements, Cultural homogenization, Consumption, locality

### Global Reklamlar Aracılığı ile Tüketim Kültürünün Küyerelleşmesi

### Özet

Bu çalışma global marka reklamlarının küyerelleşmeyi strateji olarak nasıl kullandıklarını analiz etmektedir. Ana tema olan küyereselleşmeye odaklanarak, üç global marka olan Lays, Vodafone ve Coca Cola'nın küyerel reklamlarını araştırmaktır. Üç global markanın reklamlarında kullandıkları küyereselleşmeyi anlayabilmek için iki araştırma metodu uygulanmıştır. İlk olarak, göstergebilimsel yöntem aracılığı ile reklam içerisinde Türk kültürel kodlarının nasıl gösterilmiş olduğu açıklanmıştır. İkinci olarak, on kişi yapılan derinlemesi görüşme ile global markaların glocal reklamlarını nasıl yorumladıklarını ortaya konmaya çalışılmıştır. Araştırma kapsamında, küyerel reklamların insanların tüketim tercihlerini etkilemede önemli rolü olup olmadığı tartışılmıştır.

**Anahtar Kelimeler:** Küreselleşme, Küyerel reklamlar, Kültürel Homojenleşme, Tüketim, Yerellik

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## Introduction

Globalization is a general term that it is difficult to define from one perspective. Globalization combines with different disciplines because it touches every point of our lives. Because of this, scholars define globalization differently. Some of them think that it creates single world, one society. ‘Globalization can thus be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events according to many miles away and vice versa’(Giddens:1990:64). According to this point, global and local culture interact with one another because they have a relationship. The other definition is made by Arjun Appadurai. He thinks that everything is globalized. As Arjun Appadurai noted in 1996, ‘Globalization is a world of things’ that have, different speeds, axes, points of origin and termination and varied relationships to institutional structures in different regions, nations or societies’ (as quoted in Dr. Nayef R.F Al-Rodhan:2006:7). Globalization is interconnection of everything in the world in terms of people, geographies, cultures, languages, communication. Because of this interconnection, differences are eliminated because all people meet at the mutual point. Even if there are many kilometres between them, they meet with each other under the same effect.

This study looks at globalization impact on culture. With globalization, variety of cultures interact and gather around at the same place. Some scholars think that local cultures have become part of global culture. Tomlinson defined global culture as the emergence of one single culture embracing everyone on the earth (1999:71). Actually, scholars oppose the cultural globalization process because they think that cultures become Americanized under the resemblance of lifestyles and consumption patterns, so this causes homogenization of cultures. Therefore, globalization impact of culture is examined with consumer culture. Consumer culture has a connection with advertisement because advertisements are closely associated with the economic impact of globalization and cultural globalization. They manipulate people to consume the products which are advertised. Advertisement is a crucial communication resource between brands and societies. Because they hold a place in all types of communication tools which impact consumers who watch these advertisements and absorb messages presented to them over and over again. Leiss, Kline, Jhally and Botteril state that ‘By the virtue of the media’s saturation of everyday life and of the expanding scope of marketing as a strategic activity, advertising must be recognized as a special (and uniquely problematic) business institution because it lies at the intersection of the economy and culture’ (2005:15). Advertisement is a communication method with brands, which are being advertised, gain

specific interests due to its power. Even if the observation and assessing results of this process are long, the sole purpose between economic dimension of globalization with advertising lays groundwork for spreading consumer behaviour. Globalisation eliminates dissimilarities and provides homogenization through creating same consumption patterns. At this point, advertisement tries to put the effectiveness of glocalization with the process of manipulating consumption. Robertson defines glocalization within the scope of culture. Robertson underlines the ‘interpenetrating’ of the ‘particular’ and ‘the universal’. That is, ‘The local is not best seen as a counterpart to the global’ rather, it can be regarded ‘as an aspect of globalization’ (1995:30), so glocalization is a strategy of global brands to communicate or connect to dissimilar types of people who have different cultural characteristics. Khondker defines glocalization as the notion that removes the fear from many globalization that is like wave erasing all differences. He also states that in order for glocalisation to be meaningful, it must include at least one component that addresses the local culture, system of values, and practices and so on (2004:5-6) so globalisation impact, which shows how culture is used in advertisement making by global brands by using cultural factors under glocalisation because its starting point is national culture so culture is making process of human kind because people formulate themselves whatever they learn from their cultures. Therefore, culture is the most important factor to become human during life cycle. It differentiates people and create dissimilarities between them because conditions of world in different geographies are dissimilar and people who adopt these conditions since their childhood period according to place that they live in.

Local and global brands differ in their marketing strategies. Local brands create their strategies by indulging characteristics of society, including people and culture, since target audience of local brands is specific and they have knowledge how to use their strategies in society where they hold a place. Global brands, like Lays, on the other hand, try to expand its borders in different countries. In order to do this, global brands firstly observe and study on people. As a result, they develop global brands strategies, together with their policies. They then create positive perceptions towards their brands and companies for general Turkish public to make their brands more attractive to the target society.

### **Economic and Cultural Globalisation**

Globalization has many dimensions that many academicians discuss and write the impact of globalization under sociological, technological, political, economic and cultural dimensions. Economic globalization is a historical process, the result of human innovation and

technological progress. It refers to the increasing integration of economies around the world, particularly through trade and financial flows. The term societies also refers to the movement of people (labor) and knowledge (technology) across international borders. There are also broader cultural, political, and environmental dimensions of globalization that are not covered here (Dr. Nayef R.F Al-Rodhan: 2006:16).

Appdurai (1996) who conceptualizes globalization by identifying five forms of flow: It is given only ethnoscape form of globalization in this study. Technoscape means the global landscape of persons made up of tourists, workers, refugees and others who are mobile, technoscape, the global configuration of technologies that allow movement across space; financescape, the high-speed global circuits of capital that are central to contemporary life; mediascapes, the networks capable of producing and distributing information in printed and visual forms, and ideoscapes, the political ideologies and values often circulated through mediascapes (As quoted in Faulconbridge and Beaverstock:2008:5).

Culture is a crucial thing to shape society because it is composed of material and spiritual values to become society. Members of the society share common values and formulate social values under what culture teaches them and their identity. Spencer Oatey defines culture as;

*Culture is a fuzzy set of attitudes, beliefs, behavioural conventions and basic assumptions and values that are shared by a group of people, and that influence each member's behaviour and each member's interpretations of the "meaning" of other people's behaviour (2000: 4)*

Globalization has an impact on culture because people who are at a distant part of the country come together so the cultural globalization comes to fore. Cultural globalization is distinguished by a consciousness of dwelling in the world and a conception of that world as a fluid, interconnected, conflicted and dynamic whole (Dr. Nayef R.F Al-Rodhan;2006:16). Some scholars think that culture enters into interaction with other culture but on the other hand some of scholars think that culture becomes homogenized through these interactions. Because there are many local cultures in the world and these local cultures are under the influence of the dominant culture and this is the reason how global culture formulates and homogenization of globalization impacts to the culture in the world. According to their point of view, local culture starts to diffuse and becomes damaged through globalisation processes and the world begins to transform one cultural form and culture becomes standardized. The criticism comes from this

point. Kongar identifies two important consequences of globalization on behalf of general culture. The first thing he underlines micronationalism, and the other consequence is cultural monosampling. He underlines that there is respect to all cultural differences with globalization and nation states lives separate. In addition to these separations, consumers who live in different cultures the world resemble each other as far as the result of global marketing strategies is concerned. They wear same clothes, eat same foods, or use same goods. These two contrary consequences live at the same time and threaten all nation states (as cited in Çelik; 2005:15).

There is an interaction between globalization and culture because people, languages and traditions interact with one another. Castell discusses global network society according to these interactions. Even though people live in dissimilar cultures and have different perceptions of cultural values, globalization will impact hugely depends on them because the world which we live in has started to shrink under the globalization impact. Because of this reason, heterogenization of local culture becomes diffuse and global culture term start to enter into our lives and regulate our lifestyles with new forms of cultures.

### **Methodology**

Two qualitative analysis were applied under this study. One is semiotical analysis. Semiotic analysis is a way of understanding texts and sorting out signifiers and signifieds. It gives an idea about which circumstances formulate meaning of a text. In addition to this, it is used to make sense of meanings behind the text. With the semiotic analysis, television advertisements of Lays, Vodafone, Coca Cola were examined in this study. There are four important reasons why those brands were chosen. The first reason is that these are well known global brands in Turkey, the second reason is that these brands spend huge amounts of money on advertisements, the third is that choosing these brands give importance to glocal type of advertisement because their advertisements are designed according to Turkish cultural values. Lastly, these brands can be found in various categories such as food and beverage, or telecommunication sector. Five advertisements of Lays broadcast in Turkey are analyzed in terms of when, where and the time frame. These advertisements are called, Lays Fırında Muhtar, Lays Kaşık Cips, Lays Fırından and Ayşe Teyzeli. These advertisements show how glocalisation term is used via cultural indicators and which figures are expressed through localisation. On the other hand, four advertisements of Vodafone were analyzed. The first advertisement is primary advertisement campaign of Vodafone in Turkey. The second advertisement represents some parts of Ramadan period and it is called ‘Davulcu and Cam

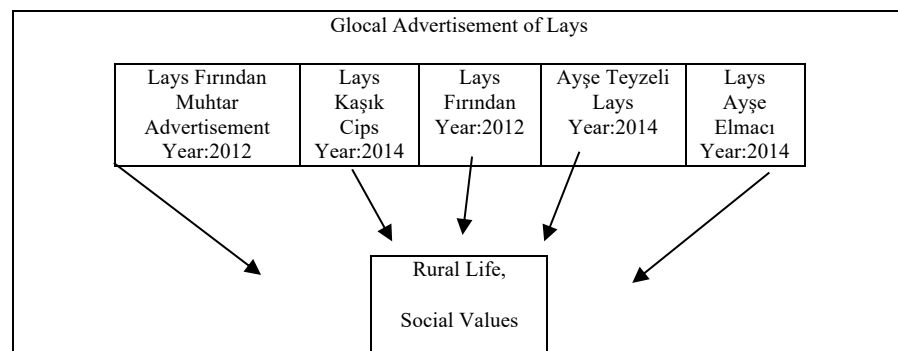
Güzeli'. The third advertisement shows campaign during Ramadan Festival and the last advertisement is called 'Ofsayt'. These advertisements were chosen to show which customs, traditions and common values of Turkish cultural societies are shared and represented in different ways. The third analysis focuses on Coca Cola advertisements. Three advertisements of Coca Cola brand were investigated. The first advertisement is called 'Doğudan Batıya'. This advertisement was broadcasted during Ramadan festival. The second advertisement is 'Haftasonu Gelse Yemekler Gelse', and the other one is called 'Yeni Yıla Yalnız Giren Adam'. It is seen how traditional, religion and cultural codes are used in Ramadan festival, amongst different geographies of Turkey through selected advertisements. On the other hand, the second qualitative method which was applied is Indept Interview. Boyce and Neale define in-depth interviewing as:

*In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation (2006:3).*

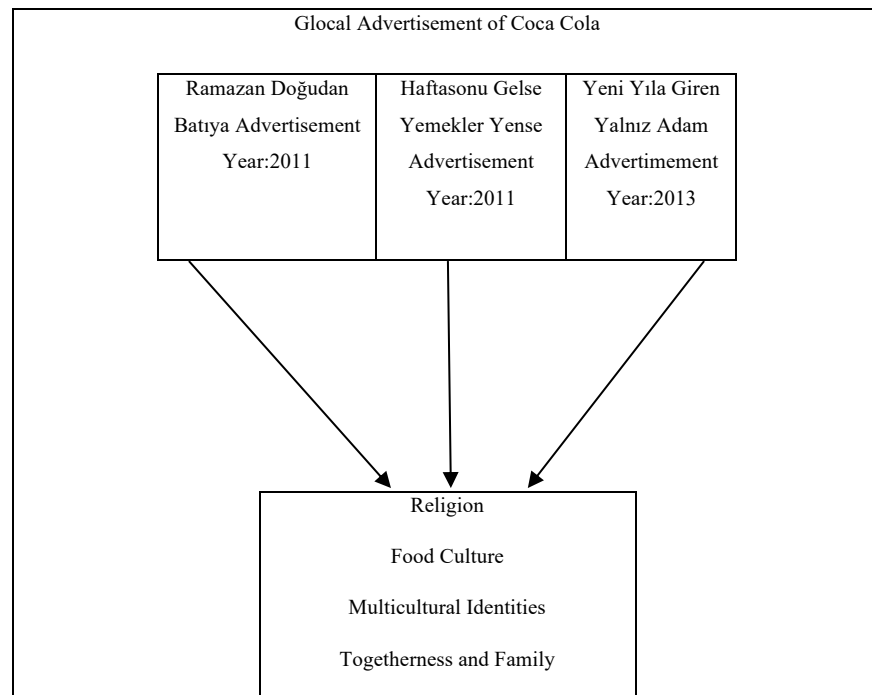
12 questions were prepared regarding three global brands. In this method, ten people participated in in-depth interviews. In-depth interview is composed of two sections. The first section represents general questions about Lays, Vodafone and Coca Cola. The second part is composed of glocal advertisements of these brands. They represent Turkish society in order to understand participants' feelings, remembrance level, ideas and observations about Turkish cultural elements. In-depth interviews were applied for a period of 2 weeks. Each interview with each participant took 50-60 minutes. It was recorded with a voice recorder. In-depth interview was designed to answer 12 questions, some participants answered questions differently. In-depth interviews reflect on how people think about global brand advertisement effects on local culture.

### Semiotic Analysis

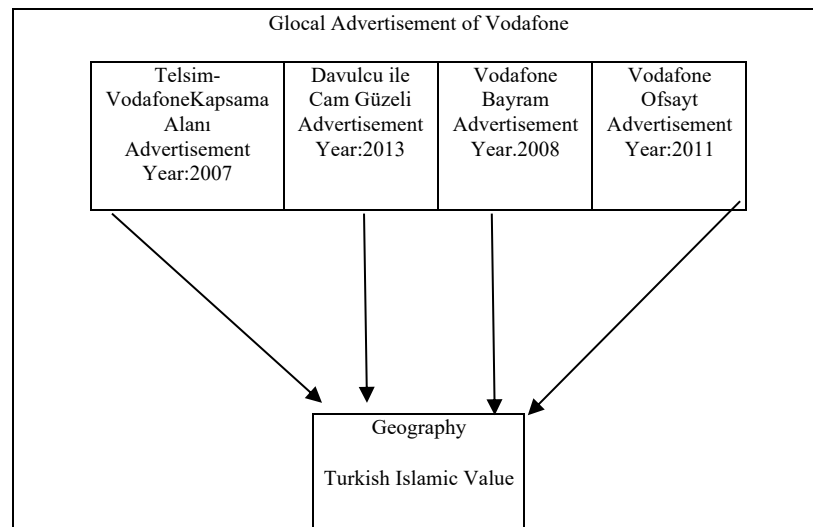
**Schema 1: Concepts of Glocal Advertisement of Lays**



### Schema 2: Concepts of Glocal Advertisement of Coca Cola



### Shema 3: Concepts of Glocal Advertisement of Vodafone



### Glocal Advertisements of Lays

Five advertisements of Lays presented in this study, it is seen that figure of Ayşe Teyze is not only brings attention of audience, but also it uses local characters with elements of language, way of dressing, images of people, village scenes etc. Lays prepares its advertising contents according to dissimilar cultures and broadcast them according to local characteristics.

One common characteristics of this global brand is people who live in worldwide, consume the same brand, exposed to the same logo, similar name, eat Lays everywhere. Actually, this represents how globalisation has a power to create global culture, and shapes our lives through cultural usage. ‘Glocalisation is the way that globalisation really operates, which means that it enters into our lives through harmonization of local with global process’ (Robertson, 1995). Talaş and Kaya (2007) discuss the results of cultural globalization in their article. The pivotal point they argue is that with the globalization, multiculturalism happens. Especially, they underline importance of communication channels and improvement of advertisement by adding culture, identity and global culture. Arslan (2006) underlines that with the impact of globalisation, local and global interact with each other. He thinks that cultures are rediscovered again and culture is evaluated on behalf of holistic approach. Culture is produced and local integrates to global. In Turkey, Lays uses Ayşe Teyze figure, it also shows natural production of Lays by showing potatoes production in village of Ödemiş. It uses natural people by portraying their lifestyle, their language dialect, their clothes, all the symbols that convinces us that this is a fragment of Turkish society. On the other hand, one of the commercial in United States is called Lays Fireworks Commercial (Fireworks54321, 2009) represents American people who gather around on a farm to seed potatoes. All generations of community help each other, they have come together in natural environment to see yielding of potatoes and share it. Actually, many advertisement campaign of Lays were broadcasted in different countries. These advertisements show how heterogenization to the homogenization process formulate our lives through such advertisements, by asking questions: how and in which way? Undoubtedly, the answer is locality and culture. To represent this, two advertisements were investigated in order to analyze some concepts. One is the first advertisement of Lays in Turkey, and the other is Lays Kaşık Cips. In the first advertisement, there are three things attract attention which are locality, heterogenous culture and rural life. Locality is significant because peoples’ roles are shaped according to their local identities. Advertising focuses on the concept of locality because the main figure, Ayşe Teyze, is a leading character. She acts so naturally, while describing the preparation process of Lays, as if she wasn’t acting. Her local identity was reified by her flowery baggy trouser, her green waistcoat, and her blue headscarf. In addition to this, her dialect is the most distinguishable characteristic of local identity. She says ‘Yavrum Maşallah’, ‘Buncağızlarım’, as she advises people to eat Lays Chips, she says, ‘Yiyin Gari’. These phrases are the most obvious examples to disclose her dialect, which also contributes to shape audiences perception about local person. Her language usage represents the society where she lives in. The reason behind local characteristic usage, is a strategy of a global brands; in order to express



itself, global brands, such as Lays, must capture mutual points and behaviours with Turkish people. Culture is a specific, original, and changes from society to society. Using regional dialect (Ödemiş), social geographical identity, local clothing are clearly observed in Lays advertising concept. As Lays uses this strategy, it tries to provide internalization process by Turkish people and capture their attention. Therefore, culture is a fragile segment and it surrounds advertising message of global brands and magnetizes people. In addition to this, it is a way of communication with Turkish people in a mutual way to use locality on advertising style through this strategy. As a result, advertising concept of Lays ads gives an idea about sharing Lays with others bring happiness.

### **Glocal Advertisements of Coca Cola**

Characteristic of three glocal Coca Cola advertisements are investigated under globalization term. The first one shows that Islamic Turkish society is generally about religion because its contents depend on Ramadan period. This period is crucial for Muslim people, like Turks, because people who don't eat anything whole day and they think that they fulfill one of the duties to become Muslim person. In the first advertisement of Coca Cola. it is seen that how Turkish people, from West side to East side to Turkey, prepare for dinner time in Ramadan. In this ad, it isn't seen preparation process of them, it is seen how localization surrounds this ad because peoples eating habit, their foods, their living place, lifestyle, clothes are dissimilar even if they hold a place in Turkey boundaries. In the second ad, hospitable characteristic of Turkey is shown. According to Künüçen, 'Ramadan rituals which are owned by Turkish culture are accentuated'(2007:3). It is seen that crowded people who gather around home to eat Turkish kind of food, and share good time to talk with each other. Particularly, Turkish people who enjoy to invite people to their home, prepare food and pass time. This is one of the characteristic of Turkish society and reflects daily life of Turkish people. Generally, Turkish people who celebrate Christmas with elder members of their families. In this ad, old man who works as a security man in a factory in Christmas day but he isn't alone because their family members who make a surprise for him to prevent becoming alone in a factory. Actually, this also shows how family is important for Turkish people especially in private days. It is penetrated how elderly person is respected in a family. Indeed, Coca Cola uses fragile things, like religion, like family, to attract attention of Turkish audiences through advertisements which are prepared according to structure of Turkish society. In general, global brand reaches people wherever they live in the world. The aim of global brand is to create global culture under consumption of the same brand in the world regardless of a culture people have. Aaker and Joachimsthaler (2000:306)

define global brand as ‘Brands with a high degree of similarity across countries with respect to brand identity, position, advertising strategy, personality, product, packaging and look and feel so global brand onto Coca Cola which has an important role on to become standardize people. Its characteristic is totally same, one difference is strategy usage to address people due to cultural backgrounds. Success of Coca Cola is hugely depends upon its global strategy. Because it knows that how addresses to different kinds of people and how communicates with them in a mutual way through advertisements. Şili states that ‘Coca Cola which integrates not only with using traditional one but also it uses religious one and through this way it gets at somebody through this influence’ (2009:13). On the other hand, Gajendar and others underline ‘Coke are strongly identified with American ideas and values, such as the American dream of consumer society’. ‘Coca Cola has important role to shape worlds popular culture’ (2001:3). As a result, Coca Cola manipulates people to have or encourage them to have American way of life. It is not only brand but also it provides people to become Westernize, Americanize and through communication way so it bewitches Turkish people through its advertisements.

### **Glocal Advertisements of Vodafone**

Four advertisement content of Vodafone are dissimilar from one another, they are analyzed under the same common point and it expresses using glocalization strategy usage in four advertisements of Vodafone. Turkish cultural codes are used with elements such as religion, gender relations, gender roles, and costumes. Relationship between technology and peoples lives’ are transformed. Appdurai (1990) uses the terms which is technoscape is paralel with this issue. His ideas reflect the issue and points out growing and spreading of technology in our lives. In Vodafone advertisements, relations are made under cultural elements. Vodafone offers different opportunities and organizes campaigns to Vodafone customers, it promises better conditions for Turkish people. In these advertisements, culture is an instrument of economic purposes of Vodafone, and it addresses Turkish people to gain more economic power. Vodafone is a global brand and many Turkish people are not able to recognize that Vodafone applies glocalization strategies of Vodafone. Even though Vodafone uses its advertisement content according to Turkish peoples way of understanding, it represents global technology and it isn’t possible to protect local characteristics of Turkish society. On the contrary, it pushes Turkish people to refrain to become a Vodafone customer. Content of advertisement hugely depends on cultural values. Technology completes our lives. It is one of the most important indicator that it expresses how globalization has entered in our lives and has a power to changed it. However, advertising content of Vodafone isn’t successful to formulate, like Lays and Coca

Cola. It brings homogenization process through communication, because it effects peoples' lifestyle, their way of communicating and their social relations.

### **Indepth Interviews**

#### **Comparison and Contrast: Audience response to Lays, Coca Cola and Vodafone Advertisements**

Indept interview was conducted with ten people in 2014. Interviewees said that what comes to their mind firstly regarding the Lays advertisement represents rural life, rural/village people, especially the character 'Ayşe Teyze'. The main perception of the advertisement in one word could be rural. Rural is the contrary of urban, which is where we live, our life conditions, our lifestyles, our homes, our income sources, clothing styles, way of communicating. They lead simple life, and this preserves their natural characters, such as Ayşe Teyze. She is an example of a pure character, at the same time she is also sympathetic with the way of her speaking, and her behaviour towards fellow villagers. These are characteristics of a rural life and rural people, however the important thing is that peoples' life conditions are formulated by their lifestyle, their wearing and their daily life (Quality of Life in Rural Areas, 1994).

People who took part in this interview stated that the rural life caught their attention. This expresses how rural life is associated with Turkish culture. Participant 1 (M,30) said that rural life continues until modernity. In that period, Turkish people used to live according to rural way of living and their life style based on agriculture conditions. According to this issue, Participant 3 ( F, 28) made a contribution when she said that potatoes which are grown in villages and later on picked up by farmers because townsmen won't pick up potatoes. The local tastes, organic structure of potatoes, its freshness, and the farming is done by villagers are associated with our Turkish culture. Because it doesn't show only farmers' mentality, but also represents effort of Turkish nation. Furthermore, in Lays advertisement, there are also some signifiers which represents rural life conditions in terms of some clothing. Participant 2 (M,25) said that Lays advertisement reflects identity of our society. This includes flat heeled shoes, baggy trousers, ladys' dresses etc. This reminds his grandmother. He associates this type of clothing with life conditions in the village he visited, where he saw people like Ayşe Teyze. Type of clothing also represents and become important signifiers of our lives. Participant 1 (M,30) underlined authenticity of a village, because for him our villages have special, unique arhitectual house style, environment, nature, village planning, daily lifestyle etc. Interestingly, people are not real villagers in this advertisement, they are actors and actresses; therefore all is

replica of a real village. The environment is created for commercial purposes and so many characteristics of an authentic Turkish village fascinates audiences.

The common idea which meets up with its global characteristic, when interviewees discuss Coca Cola brand, they think that it is a well-known global brand. Global brand can be found on the shelves in many markets, and in various societies, and consumed by people who have different lifestyles. Common characteristics are recognized everywhere. They have same colour, same slogan. In an indepth interview, comments about Coca Cola were traditional. These positive remarks of the product come from its global chracteristic because it gives special taste and special feeling toward consumers.

Participant 4 (M,25) observes different point of view about Cola Cola. Participant 4 says that our world in which we live in causes lonelines, and individualization is emphasized, that is why Coca Cola wants to show us counter image of togetherness in its advertisements. Coca Cola tries to impose on us the idea of Coca Cola consumption brings us closer to happiness. Informants who took part in an indepth interview, associated Ramadan advertisements of Coca Cola with Turkish cultural character. In Ramadan advertisement, parallel scenes are seen during the festival in Turkey; such as, all family member gather around the festive table, waiting for iftar time (evening meal during Ramadan), and become together to consume delicious traditional Turkish food, which is prepared. Especially, meat balls, sarma, köfte, traditional desert etc, are eaten by family members who gather around the table and Coca Cola bottle passes hand to hand. Particularly, Muslim people don't consume alcohol during Ramadan and Coca Cola is the substitute for it. Even though its character represents Coca Cola becomes part of "Turkishness", it uses its global opportunities to express itself and manipulates consumption. According to this point of view, it is understood how and why Coca Cola gives importance to religious festivals. Coca Cola advertisements during Ramadan, is composed of religious motifs because it focuses on selling Coca Cola increasingly. Coca-Cola is one company says 'Think global, Act local'. Ian Rowden, the vice-president and director of advertising for Coca-Cola, maintains that there is not even a quota on how many pool ads have to run in individual countries, but even he admits: 'In one form oranother, all countries should see something' (How Coca-Cola's 'think global, act local',1997).

Interviewees shared their opinion about Vodafone brand, the common point regarding the Vodafone brand is negative connotation and loss of interest. There are many reasons behind these negative perpection, such as bad experiences of Vodafone customers regarding the price,

service, its technology and also its network power. Participant 1 (M,30) said that he used Vodafone network not only in Turkey but also in Spain and Germany during 2 months during his travelling period in 2010. He wasn't happy to use Vodafone network in foreign countries, because he encountered different price policy than Turkey. Participant 5 (M:27) thinks that Vodafone has a corporate identity. Vodafone addresses not only corporate individuals but also larger corporations.

In conclusion, informants expressed their point of views and they identified themselves with brand. Additionally, perception about brand is critical because peoples' perceptions are formulated according to their experiences. These are formed in a specific time and helps us to determine whether people should trust this brand or not. Interviewees talk and express their opinions about brand identity in a definite way. They have both positive or negative ideas connection with the brands identity, because brands reflect to their desirable characteristics through advertisement via visual images. These images manipulate peoples perception regarding the brand.

### **Glocal content in Lays, Coca Cola and Vodafone**

Participants agreed common cultural points before watching advertisements of Lays. This shows how people well aware about Lays brand and its advertisements. Because audience made a connection between product and rural environment, rural people, their dressing style. The most noticable Turkish cultural element, according to interviewers, is the habit of sharing something with neighbours and it is an important value for Turkish culture. Participant 6 (M:27) observed close neighbourhood relations, a Turkish type of music and tools used by craftsmen. The Eastern dressing style, colourful cardigans, cossach, headscarf, different kinds of muslins, all these items are local in terms of accent 'Yiyin Gari'. These cultural elements are taken from our traditonal local culture. 'In our society, one thing is sended to another person to show good character within local words: Düşmanlar Çatlasın'(Participant 5,M:27). He relates this point with the scene where Lays was sent to neighbours. (Participant 7, F:25) said that Coca Cola expresses people coming together in this advertisement. Especially, Turkish people want to imitiate the production of foreign food. All the actors play in the advertisement wear local costumes according to their villages, which grabbed Participant 7s' attention. This represents how Coca Cola harmonizes extensive Turkish boundries and relates them to each other during Ramadan period. This signifies various different cultures live within its borders. Because of these special cultural characteristics, their dining table styles, the food differentiate from one

another. The West and East part of Turkey have different cuisines on their dining tables. Coca Cola is a mutual point for people to experience different types of food culture. Participant 8 (M,28) pointed out ‘The folk music is one of the important element of Turkish culture’. As he explained folk music, in this case ‘Sordum Sarı Çiçeğe’ is one of the elements of Turkish culture and at the same time the main music track in Coca Cola advertisement. He added that ‘Konya is conservative place and it is seen bosphorus bridge in Istanbul, which means all these people from different part of Turkey wait for iftar time and mutual point which we see is that all of them consume Coca Cola in their festive dining tables’. Different regions of Turkey, have different styles of dining table, however Coca Cola is seen in all type of tables. Participant 1 (M,30) states that he has been influenced by his statement money earned from the Coca Cola in Turkey, isn’t send to America, but is kept in Turkey. This makes Participant 1 (M,30) opinion about Coca Cola brand in a positive way. From this situation, he concluded two inferences. One was that Turkey has enough power and enough equipment to manage foreign brands in Turkey boundries, which means that Turkey expands its borders to have contact with global brands. Other inference is Coca Cola which advocates success of its local characteristic in Turkey. It wasn’t perceived as a foreign product even though it is an American brand and represents American lifestyle, according to Participant 1 (M,30) point of view. Coca Cola integrates itself through the local characteristics, and even among diverse cultures and people in terms of their lifestyle, their living areas on West and East side of Turkey. Participant 1 (M,30) mentioned the family doesn’t have any relation to traditional Turkish family. The reason behind this idea is that brands are mostly used in Western region of Turkey. East – West dichotomy is reconstructed in these advertisements by emphasizing proximity the West of Turkey. The kiosk culture is owned by Ottoman in Vodafone advertising. Kiosk which means that it is a big luxury houses that Turkish people, who lived in, espacially during Ottoman time and it was a symbol of traditional Turkish society in republican time. Participant1 (M,30) explains usage of Turkish cultural elements in the advertising isn’t important for him, he only gives value to services. Participant 6 (M:27) added that ‘The mani he sang to his grandmother was like a community message’. The language particularly gets their attention, because it carries local character and makes it more real, the local language also reinvigorates brand message. Generally, interviewees agreed language usage in Lays ad, represents local language. As Participant 2 (M,25) adds positive connotations about Lays advertisement, because of its dialect ‘Yiyin Gari’. Lays advertisement closes to his heart because of the dialect, he uses the same dialect in his life. Language is most crucial element because it is the crucial element which makes us human.

It is not used only for communication purposes, but it is also express ourselves and the language usage is so close to Participant 2 (M,25) and he thinks that it brings a positive attention for him.

Different types of Turkish cuisine from East to West is shown in Coca Cola advertisements. The music usage in the advertisement; Sordum Sarı Çiçeğe, is a well known folk song in Turkish culture. However, some people think there is more than one culture in the country, it means multicultural identities hold a place and people have different dressing style in every part of Turkey. Therefore, Coca Cola is successful to combine them all differentiation in a positive way. Participant 1 (M,30) said that ‘The family in the advertisement was shown as a Western type of family’. It was artificial and fake. The only thing acceptable and close to our culture, was the kiosk, because it is part of an Ottoman period. Participant 7, (F:25) sees things in a different way. She said that ‘Bayramlaşma is an indispensable part of Turkish tradition and also the mani ‘Bedeniniz sıhhetli, yüzünüz mutlu, bayramınız kutlu olsun’ (Vodafone slogan in Turkish advertisement). Many interviewers were notable to receive Turkish cultural elements from the ad, even though it holdes place during the Ramadan period. Participant 8 (M,28) said that , ‘The cultural message presented by Vodafone is not successful as Lays and Coca Cola advertisements’. ‘Particularly, Coca Cola advertisements reflect Turkish society, according to her. ‘Coca Cola is remembered much more than Vodafone, cause of using Ramadan and the frequency of its advertisements on television is seen mostly than others. Coca Cola dominates the usage of Turkish cultural elements in terms of Ramadan festival’. As a result, advertisement of Vodafone is deficiency with its glocal strategy.

When interviewees discussed about preference of global brands and usage of Turkish cultural elements in advertisements, general conclusion was that they prefer these brands in terms of their taste and its product category, specially on behalf of Coca Cola and Lays. Some authors have asserted that consumers may prefer global brands because of associations of higher prestige (Kapferer: 1997:54). Particularly, interviewees said that they prefer Coca Cola because of its red container, its red package combination with white colour. In addition to this, they sequence their preferences of Coca Cola brand because of its global characteristic and identity of the brand. Apart from Participant 2 (M,25), other interviewees don’t find Lays brand to be close to them, because all of them live in an urban area. They don’t feel and experience what Participant 2 (M,25) does while watching Lays advertisement so it is concluded lifestyles shape not only our life conditions but also our mentalities, our approaches toward brands. The main messages of campaign regarding Lays chip presents that it is natural, healthy and delicious product. Brand message is encircled around locality and natural character so it is possible to

associate Lays consumption. General idea prevails that these brands were not chosen because of usage of Turkish cultural elements in an advertisements of Coca Cola, Lays and Vodafone. On the other hand, taste, price and quality play an important role to formulate customers' preferences as they decide to consume these brands.

### **Brands and Lives**

The interviewees discuss whether these brands take place in our lives or not. Ideas merge around brands dominate our lives because of advertisement impact in terms of completing our lives with their qualities. According to Participant 1 (M,30) says that 'Lays became part of our lives because it creates an image of healthy, natural and delicious food product. Participant 3 (F, 28) makes a different contribution regarding Coca Cola. She states that, 'Coca Cola is like a personal character. It is like an individual and even a family member'. Participant 3 gives an example from her daily life; where her father doesn't care other types of food in a masses because he doesn't eat anything without Coca Cola. Behalf of Coca Cola brand, it is only one type of a beverage and it replaced other types of drinks. Participant 10 (M,25) underline that 'The reason behind Coca Cola preference by majority is, because it doesn't have any rival, there is no powerful brand that would be an equal rival towards Coca Cola and this is why people want to consume Coca Cola. Coca Cola takes place as a first order and first thing which comes to our minds so these reasons and examples shows how people aware of Coca Colas adaptation to Turkish society. Participant 6 (M:27) expresses that Coca Cola flows our lives. Participant 3 said that 'Turkish people buy these brands because of their global brand characteristic'. They shape our points of view about brands prices, ingredients of drinks and food, they give us the opportunities so we buy these global brands according to these points of view under impact of global brand characteristics and identities. Participant 3 (F,28) gives an example; she drinks and eats Lays and Coca Cola when she is in a good mood but also she consumes same products when she is unhappy. Participant 3 said that 'These brands become part of our lives. We are exposed to advertisements while watching TV series'. From points of view about dominant brand in our lives, there are two crucial reason associates with this condition. One of them is power of the brand. It means their advertising investments show and identify itself to wide variety of people, the other reason is that product takes place in our lives because they fill blanks, they become our needs and then they create habits. Participant 5 (M:27) who claimed that 'These brands, Lays, Coca Cola and Vodafone, which come our minds as a first brand to consume' so advertisement has an important and dominant influence to our lives. As these brands come to our lives, they change our eating habits, as they introduce us to a new food



product category which we are not familiar with and those kinds of food products are not part of the traditional Turkish cuisine as we know it. Participant 7 (F:25) states that ‘Coca Cola creates fast food consumption behaviour’. This shows how Coca Cola takes place in our lives with combination with other foods. Participant 2 (M,25) stated that ‘Before Coca Cola, we drank sherbet or stewed fruit which provided coolness but Coca Cola supersedes them all, especially in summer time’. With this example, our consumption behaviour is transformed, according to Participant 2 (M,25). Furthermore, Participant 2 compares how consumption behaviour changes between his village in Manisa. According to Participant 2, the consumption of Lays increases between youths and children. Reflecting on this issue, Participant 10 (M,25) also observes negative points. He states that, before Coca Cola arrived, we drank sherbet, lemonade, and ayran. Regarding the mobile sector, particularly Vodafone, his idea is that it changed our lives. ‘Vodafone provides 500 minutes a month. The other networks offer 1000 minutes a month, because they are rivals and they encourage us to talk more. But this condition triggers ‘Geyik muhabbeti’ and we gain a new habit by sending text messages to one other and this is our new value’. Although Vodafone changes our lives by providing different campaigns, which includes more minutes to talk, this causes isolation among people since people prefer to communicate through phone than face to face communication. According to Participant 5 (M:27) thinks that consumption behaviour has been changed on behalf of mobile phone usage. People’s personality changed, because people have become more individualized and mobile phone communication started to gain biggest importance. His example is that ‘Mobile phones give us 5000 messages like Vodafone, the child nowadays can send a message to his friend, by typing a text under the table, even if he is engaged with eating his dinner with the rest of his family. In the past, this sort of behaviour wasn’t possible, but mobile phone brought new opportunities, we moved away from our families and it damaged our relations whether we are aware of it or not’. In addition to this, Participant 6 (M:27) who supports Participant 5’s idea. He thinks that our consumption behaviour changed with technological revolution. Also, our consumption habits are reflected, in the past, we consumed home made food but now, because of our busy lifestyle, we have tendency to consume more ready meals and now we are focused more on a consumption and developed new behaviours.

### **Transformation in Consumption**

There are many reasons behind changing consumption behaviour of people through brands. The most important issue is that local brands represent same product category and don’t improve themselves, as oppose to the global brands. Therefore, Turkish people have

tendency to consume foreign global brands. On the other hand, advertisement has a big influence to formulate their selling messages before manipulating peoples' selling behaviour. so the goal of advertising is to change or influence consumers' attitude. It aims to persuade people to buy product. Participant 1 (M,30) mentions dissimilar points about changing consumption behaviour. He said that 'his family lived with Western references . They were introduced in a positive way and this condition shaped the existence of todays Turkish consumption behaviour'.

### **Consumption of Global Brands and Its Effects in Culture**

Interviewees discussed the question is about how our culture is effected the consumption of these brands through advertisements. The strategic work of advertising is based on a constant surveillance of our changing culture. Fads, fashions, trends and individual behaviours are being monitored and diagnosed through a constant stream of market intelligence tools, which helps industry adjust to social change (Leiss, Kline, Jhally, Botteril:2005,263-264). 'Before Lays entered in our lives, we consumed appetizers, cookies, but now she observes Lays holds a place in every home. In tea time, we eat Lays and we combine Lays with Coca Cola'. According to her, Lays simplifies our lives and we can get it everywhere nowadays Participant 3 (F,28). Our eating habits transformed and we broke off from our local cuisine through advertisements and so new values were created. This damages Turkish culture according to her points of view. She explains that 'We weren't always like this, that means we didn't always eat appetizers, we gave importance to healthy food. In the last years, we started copying Western life style. Fast food consumption as a sufficient diet for us'. Participant1 (M,30) discussed that Turkish culture is well represented in an advertisements. This condition isn't a positive thing because our lifestyles are dealt with in the hands of advertisement agencies and for Participant1 (M,30) said this process isn't natural since culture becomes an marketing instrument for advertisements. On the other hand, Participant 5, (M:27) underlines 'Culture is passive because advertisements change culture and cultural identities.' He gives example from Lays advertisement; an old aunt Ayşe Teyze who eats Chips; this shows how cultural change happens and it proves how Turkish culture is made passive, so for him the main purpose of the ad shows a product, and not the culture itself. Culture is used only for brand integration into the advertisement, and its products according to his point of view. Holt, (2003a) Firat & Dholakia (2006) states that 'Culture plays an important role to manage holistic system of meaning. Organizations and brands are networks which can not be evaluated without their cultural context. Therefore, marketing and branding are not just business processes but also cultural processes' (as quoted in Maden, 2013). The

culture is produced for the public masses and is not made by them. It doesn't arise with spontaneity, as a folk culture might be said to, nor does it offers the mass audience their own preferences, but is manufactured for producers' interest (Miles, Hall, Borden:2004,163). The culture is used as an instrument and is crucial element of advertisements. Its purpose is to sell product and it is an effective tactic to impact bigmasses through cultural usage. In the past, Coca Cola didn't use cultural elements in its ads, but today it uses local cultures elements in its advertisements. Now, Coca Cola uses local cultural elements in its advertisements although it isn't originally part of Turkish culture. Through changing our consumption behaviour, the alienation process comes to our minds because even if only consumption seems to be change, it impacts our culture indirectly and interviewees agree that cultural alienation come with consumption of these brands. Alienation doesn't just happen with one swift, but eating habits which are formulated by societies, our tastes, our preferences, also impact this and impact our food and appetizers choice or any other thing which we consume. Participant 6 (M:27)said that 'With alienation process, everything which is transformed through consumption because consumption touches every part of our lives and through this way global market transforms our consumption. Through consumption, we apart from our local culture slowly and our past habits'. According to his point of view, people all over the world meet at a mutual point because as we travel to foreign countries, we trust global brand and we directly to choose them as if we are British, Chinese, Indian... people who consume Coca Cola start to resemble each other. As we look from a local cultural perspective, our local culture may be at stake. Participant 7, (F:25)associates this condition with desire of resembling Westernization process. Participant 7, (F:25)explains that 'Coca Cola prevents consumption of other Turkish local drinks and Lays impacts Turkish food culture and local culture negatively'. Participant 8 (M,28)said that 'We try to copy Western lifestyle, we incorporate global brands and make them the center of our attention in our lives'. On the other hand, Participant 10 (M,25) added a contribution with example about alienation process. He said that 'I was alienated when I was a child. As new brand came, and I bought a new product, I identified myself with the Western people. I pictured myself as a child living in America, just like in American movies. This created a positive opinion about global brands. When I consume and purchase these brands, I alienate, definitely'. According to Participant 10s' points of view, alienating from our local culture comes from the idea that we (Turks) have tendency to become Western people and advertisements plays an important role on behalf of this predisposition. Participant 6 (M:27) said that 'Everything is transformed through consumption because consumption touches every part of our lives and global market transforms our consumption. To sum up, alienation is a complex process of

consumption, it processes our inner life and our lifestyle and effects our habits and then transforms our culture in a new form through alienation'. Consumption is one of the cultural indicators because it includes eating habits, peoples' taste, peoples' addiction towards food and these brands, especially Coca Cola and Lays, which have new tastes and flavours to Turkish people, these brands are not local and because they are shaped by worlds' cuisine, they differ from Turkish traditional types of food. Participant 2 (M,25) said that 'In the past, we spent our time with our friends, and families, but with telephone technology, we don't spend as much time with them anymore'. According to him, our first relations became second relations with using mobile phones relationships of people transform and change their communication style. We separated ourselves from our local culture with global brands consumption. He gave example from his family, despite he seperated from his family, he doesn't need to visit his family often, since he can just ring them up 2-3 times a day, andspend minutes given by Vodafone phone service. , He explains that he socializes with his family through cell phone, but people become lonelier. Participant 8 (M,28) claimes that our culture is not protected in this way because enterance of global brands to Turkish market try to substitute somethingwhich is part of Turkish culture to become more similar to Western societies. He said that 'We started to forget drinks like ayran and şalgam after some time, because new global brands have economic power and have capitalist mentality'. He says that salgam advertisements are not broadcasted instead of Coca Cola ads, because advertisements are one of the most important tool to address masses. According to his point of view, it brings negative consequences to Turkish society that it makes us passive observers watching our culture been turned into consumption.

### **Global Brands In Daily Life Practices**

In our daily life pratices, these brands have a different meaning, Participant 7 (F:25) points out that 'Consumption of global brand is associated with our working life styles, because people who work intensely and afterwards they are too tired to prepare their own meal at home, and because of this, they generally consume fast food'. This represents how reflection of consumption in our lives and gaining new habits. She gives an example of this issue, people were considerate, when a person consume a snack passed by a poor person, the person who consume food would hide his food because he respect toward the less fortunate one. In our culture, consumption of something in the street was imperfection but now Turkish people don't ignore whether this behaviour is an imperfection behaviour or not. Participant 8 (M,28), consumes Lays to satisfy his hunger because it is enjoyable before dinner time. On the other

hand, Participant 3 (F,28) makes a comment from different perspective, she says that Coca Cola became standard beverage in our dinner tables. She gives an example ‘We bought birthday cake when someone has a birthday, Lays and Coca Cola are served when guests come to visit’. Moving on, mobile phones have crucial importance nowadays because peoples’ communication realizes through mobile phones increased considerably. Participant 9 (F,28) says that ‘In my daily life, even if I don’t consume Coca Cola as much and don’t have an alternative of acidily containing drink, I would still prefer to drink Coca Cola than other beverages, because it substitutes other drinks in cinema, at cocktail party’. This example shows how Coca Cola is consumed in our daily lives. In addition to this, Participant 1(M,30) says that ‘Coca Cola harmonises with everything’. For example, we make an activity in terms of smoking, walking, swimming, Coca Cola is a combination with pleasure. His says that ‘While we are watching television, we drink Coca Cola’. As we drink beer, we need Lays indirectly’. If Coca Cola didn’t take place in our lives, we wouldn’t crave Lays, so we experience new things through consumption, all things are transformed. While all these points were made, advertisement effect on consumption and culture is evaluated by interviewees. Television advertisements take advantage to reach wider audience in a single public appearance. Participant 7 (F:25) emphasizes ‘The importance of television advertisements on persuasion capability compare to other types of advertisement in terms of radio, internet, print advertisement’. On the other hand, Participant 2 (M,25) stated that ‘Advertisingspreads fastlty and it causes homogenization process’. Advertisements teach us how to drink Coca Cola, as we eat Lays open a package of chips and then dip it in yogurt’. Even though Participant 1 (M,30) mentions the health damage Coca Cola causes to consumers because of its over acidic structure, he drinks consciously which means that he doesn’t care of harmed ingredients of Coca Cola interms of cafein, sugar, are damaging his health as he drinks. He is familiar with its ingredients but he doesn’t pay attention to news articles on the Internet, news, and televisions warning about the dangerous affect of Coca Cola to our bodies. This indicates how advertising has a power on peoples decision regarding the products consumption. It shows how advertising creates positive images about products whether or not the product includes unhealthy thing. Also, it gives persuasive messages even if there are negative characteristics, so it directly impacts peoples feelings, moods, emotions. So advertisements effect on our awareness and they transform our consumptions, habits because of advertising power. Participant 3 (F,28) said that advertisement equalizes the consumption and therefore it has an important role in our lives. Participant 10 (M,25) said that ‘Advertisements create a sensation and manipulate us to owe these brands so that we want to have an experience. Participant 7 (F:25) gives an example on having a positive

perception on Vodafone. She says that people have an image of travelling to foreign countries while using Vodafone. She remembers one of the advertisements of Vodafone. Main character in the ad is Mehmet Okur, national basketball player from Turkey. In this advertisement he phones from England to communicate with his parent, to show Vodafores reception power is in foreign countries. She still holds this perception in her mind. This shows how Vodafone expresses itself through fast networking to promote itself towards the huge population in the world. Importance of advertisement role is explained by Participant 8 (M,28). He remembers Vodafone advertisement which was broadcasted many years ago. It was about network characteristic of Vodafone. Participant 4 (M,25)said that he uses Vodafone for 3 years now. As he thinks about the reasons why he selected this brand, he recalls the campaign on tv and bilbord advertisements. Participant 9 (F,28) talks about Coca Cola and she remembers how advertisements create an excitement mood to drink Coca Cola. She says ‘We became accustomedto drink Coca Cola, our senses are influenced’. In this way, people and their environment are manipulated through advertisements to consume Coca Cola and Lays Participant 5 (M:27) who reminds importance of advertisement but the frequencies of them are broadcasted. He underlines that he rememberes Coca Cola because of the frequency of the ad shown on TV. So advertisement frequency is crucial to remember the brand and product. This situation represents that remeberence and preference of a brand. It is associated with its frequency.

### **The Role of Advertisements for Local Consumers**

Advertisements manipulate ready consumption and they infuse it inside of culture. He thinks that ‘Advertisements lies and they are organized for crime to threat society’. They manipulate our lives immensely, and dictate us to do things differently. Our society is addicted to the television, while watching we are exposed to advertisements and in this way they effect our choices and influence our decisions definitely. Television also plays an enormous role according to interviewees because its persuasion capability is more powerful than other types of advertisement in terms of radio, internet, print advertisement so advertisements power shouldn’t have been underestimated even if we aren’t conciously aware. Therefore, society is influenced and finally culture is influenced. Advertisements impact and shape our lives, because our lives are formulated according to brands with their specific characteristics, and they give meaning to peoples’ live but it all begins with an advertisement. Advertisement has an enormous role regarding this situation because advertisements can be found literally everywhere; we stop at traffic lights there will be billboards, or as we walk down the street, we

will see some outdoor advertisement application, as we purchase newspaper or some magazines, we will see some examples of print advertisement, also as we watch Tv series, we will see every type of product from clothes to the jewellery, cosmetics etc. been advertised.

### **Resemblance in Consumption Patterns**

Participant 2 (M,25) says that ‘We have same consumption pattern, for example, through Coca Cola; whichever place we may go, we can purchase Coca Cola brand and experience same taste, so we meet a mutual point with other people outside the Turkish borders like, who are Chinese, Russian and American’. Participant 3 (F,28) also says that we are trying to become Westernized through usage of global brand products. She gives an example between a local brand Cipso and global brand Lays, she reveals that ‘As I decide between the two brands, I go for the Lays. I don’t look at their prices, I compare only their qualities’. ‘Global brands have always dominated our lives and this idea causes manipulating global brands to change our lifestyles so we resemble Western people become standardized as consume same brands’ (Participant 3, F, 28) To sum up, people who are from different parts of world, started to resemble each other in product consumption because these global brands are sold in every market, and wherever we go and we become part of other societies, regarding our eating and drinking habits with countries outside of Turkish borders.

As a result, indepth interview was applied to learn peoples’ perceptions or interpretations. The first and most important thing to conduct indepth interview was informants knowledge and awareness level about these brands. Because informants explain their opinions about Lays, Vodafone and Coca Cola before they watched advertisements. This condition relates with having global identities of these brands according to informants’ opinion. On the other hand, the other result of indepth interview is, informants who prefer and consume Coca Cola, Vodafone and Lays. The global advertisements of these brands provide to remember products and campaigns of these brands in an easily way but it isn’t a factor to use these brands because some informants think that global advertisements are artificial. The other result of an indepth interview is that people think these brands become part of our lives because people find them whichever place they go. The most important result of indepth interview is that informants think that our culture (consumer) is effected badly because consumption behaviour are shaped according to Americanization impact and this comes with alienation process through consumption.

## Conclusion

There is a new world order and this new order is formulated by globalization. Even though globalization is not an easy term to define. It entails various relations. It wraps our lives, cultures, perceptions, lifestyles, habits, needs because it dictates the world's standart and covers all geographies of the world. It has a macro level impact. Culture is the one dimension of this impact. This study especially focuses on relation of culture and advertisement and it looks glocalisation term with selected global brand advertisements. Role of advertisement manipulates consumption behaviour of masses. Consumption is one of the element of culture because our cultures are reflected to our consumption styles. This is the reason why consumer culture change through advertisements because our attitudes, habits, start to form and shape by global brands.

This study tries to explore how consumer culture is affected through globalization, where advertisement is the main theme to observe and learn peoples' ideas about this issue. Three global brand advertisements are selected due to their consumption percentages. These advertisements represents their glocal characters because their contents are prepared according to cultural characteristics. Even though globalization affects the culture, it realizes with advertisements because advertisement creates consumer societies and it has a powerful role to change peoples' preferences, attitudes, and lifestyles. In addition to this, advertisements of these brands were selected according to their glocal content in order to conduct semiotic analysis. Especially, rural and local characterictic of Lays advertisements are analyzed. Villagers have a role in the ad and use their own local language in their village environment. Advertisement exposes one of the Turkish social characteristics through advertisements. Coca Cola advertisements generally use Ramadan theme under the glocal type advertisement. Particularly, it focuses on vast Turkish geographical areas and their dissimilar characteristics from one another. In Vodafone advertisement, it uses Ramadan festivals to promote its campaigns. Coca Cola and Vodafone generally use Ramadan concept in glocal advertisements but Vodafone is dissimilar because it doesn't try to effect Turkish people through usage of cultural values in its advertisements, but it represents its technology according to world standarts. Then, questionneries and indepth interviews are applied based on semiotic analysis which provides deep analysis onto culture through advertisements of these brands.

Participants contributes different point of view about global advertisements onto culture according to indepth interview. Participants express their point of views in a free way. They



share their opinions detailly to say reason why. Many results are taken but the most important one is; people who think that our culture doesn't prevent itself from globalization and advertisement effect. Particularly, the question is about; why people prefer this brand, represents that many people prefer Lays, Vodafone and Coca Cola because of its global feature. It reveals how many people aware and accept to be part of a global brand. Two results are taken according to research methods. One of them is advertisement has manipulative role in our lives in terms of formulating homogeneous culture through standardized products, the other one is that local cultures are integrated global circumstances especially glocal type of global advertisements.

In conclusion, globalization presents everywhere. We indirectly interact with other people, who are from different cultures, geographies, and who speak different languages etc. This study doesn't prove the answer about how exactly we change and how our cultures become homogeneous through globalization, it tries to show how our consumption behaviour has a tendency to change, impacts on our food culture and how our food culture is transformed in a different way. This realizes through integration of local culture to global culture. It is not stated that global culture erases local culture but there is a tendency on a progress and processes impact local culture in a negative way. This study tries to represent impacts of globalization onto advertising strategies of globalization term. With the globalization, it is seen how consumption formulates peoples' lives, because global brands have a decisive character on shaping peoples' preferences, perceptions, expectations and form them in a homogeneous way.

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