CULTURAL MAP OF TURKEY

An Emerging Markets Project by
Institute of Customer Experience

By

Dr. Esra Ozkan and the ICE Team

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FOREWORD

Waking up early one morning, I look out from our hotel room. The sea is the same color as the sky: a grayish blue. Giant ships and tankers are gliding quietly through the Bosphorus into the Marmara Sea carrying goods and oil. The fishing boats look like they are hanging on the canvas of this grayish blue. There is a group of dolphins chasing one another, playing around the fishing boats trying to get to the same fish as the seagulls are diving into. Just add the sound of ezan, the Islamic call to prayer, coming out of the minarets one after another in great harmony.

This is Istanbul, one of the largest cities in the world, and the only city that is built on two continents.

You see the same traditional scenes play out in all of Turkey. At the same time, you can witness the big change.

Stephen Kinzer, journalist, writes "No aspect of Turkish life has remained untouched by its power [recent changes in Turkey]. It may even be strong enough to make Turkey the most audaciously successful nation of the twenty-first century."

There are three major forces that play a significant role in making Turkey such a successful player in the world.

First, being at the center of geography and history tells us why it attracted so many civilizations, from Hittites to Byzantines to Turks. It is the country where 10,000 years of history lie under the soil, layer by layer, like an onion skin. It is the country that hosts 9,000 historic sites. It is the country that has witnessed many changes for thousands of years. It is the country that is considered to have a desired strategic location where east meets west. It is the country called the "Cradle of Civilization". It is the country that can still sustain itself with its own produce and livestock.

The official name of Turkey (Turkish: Türkiye) is The Republic of Turkey (Türkiye Cumhuriyeti). The area of Turkey is 783,562 square kilometers (300,948 sq mi). The Asian part of Turkey is 755,688 square kilometers (291,73 sq mi), and the European part of Turkey is 23,764 square kilometers (9,174 sq mi). It is bordered by Bulgaria, Greece, Georgia, Armenia, Azerbaijan, Iran, Iraq, and Syria. There are 8,000 kilometers of coastline with the Mediterranean Sea in the South, Aegean Sea in the West, Marmara Sea in the North West, and Black Sea in the North. According to the Address-Based Population Recording System of Turkey by TurkStat, it is estimated that, in 2011, there are 74.7 million people living in Turkey. About three quarters of this population live in cities and towns.

Second is its vibrancy. Turkey became the world's 18th largest nominal GDP in 2011. The World Bank classifies Turkey as an upper-middle income country in terms of the country's per capita GDP. Mean graduate pay was $10.02 per man-hour in 2010. Turkey is one of

the leading producers of agricultural products, textiles, construction materials, consumer electronics, home appliances, and transportation vehicles and equipment. It plays a major role in industry, banking, transportation, and communications. In recent years, Turkey set up more than 40 Technoparks (Teknokent) to create an environment which integrates intellectual inquiry and entrepreneurial innovation, and to encourage the flow of information and technology between universities, research and development centers, and companies.

Just these few basic facts already make Turkey an important player in the world economy. In addition to these economic advances, its magnificent coastline, historic sites, and the rich culture make Turkey a desired destination for tourism and cultural exploration.

Third, and the most important factor, is the people of Turkey. Turkey is the country where natural beauty is enhanced with the kindness and the hospitality of its

people. It is the country where they offer you a glass of tea at a gas station while they wash your car. It is the country, even in economy class, where Turkish airlines give you a little bag of toothpaste, toothbrush, sleep eye cover, and soft socks crossing the Atlantic Ocean. Even in domestic flights, just one hour flight from Istanbul to Ankara, you get full food service.

About ten years ago, during our stay at Kismet Hotel, Kusadasi, we called for a taxi to take us to an ancient fort. My husband was not feeling well and he needed antibiotics. It was Sunday and most Pharmacies were closed. The taxi driver, after he dropped us at the fort, found the only pharmacy that was open and delivered antibiotics to our hotel. Our hotel manager paid and had them waiting in our room when we returned. This is caring, generosity, and trust.

This year, we had lunch at Bodrum Café and Restaurant in Istanbul. It started to rain. Like many restaurants in

Turkey, they carry several wool wraps for clients sitting outside when the weather gets cool. We requested a few for the day so that we could stay warm and dry, and promised to bring them back at night. And, yes, we did bring them back. About eleven hours later. This is also caring, generosity, and trust.

Turkish people are famous for their kindness and generosity. They feel your need even before you tell them. They watch you quietly so that they can help you when you need it. A huge "thank you" has much more meaning than a mere tip they receive. They are respectful to each other and to any stranger.

In her book, Yes, I Would Love another Glass of Tea (2010), Katharine Branning emphasizes over and over the characteristics of "this magnificent and most generous of nations." As the nation goes through these changes, the people of Turkey, hopefully, remain kind and caring to one another.

Branning adds:
"In all this change, I pray that the local individuality of each region in Turkey, so rich and distinctive, will be able to withstand globalization and its internationalized stamp of uniformity, for this regional diversity is one of the greatest resources of Turkey."

Dr. Nuray Aykin
Author of "Pomegranates and Grapes: Landscapes from My Childhood", 2012.

More about Dr. Nuray Aykin

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Katharine Branning, Yes, I Would Love another Glass of Tea:
An American Woman's Letters to Turkey. 2010. Bluedome Press, New York.

Stephen Kinzer,
Crescent and Star: Turkey Between Two Worlds
(revised edition). 2008.
Farrar, Straus and Grioux, New York.

INTRODUCTION

This is the first in our series of 'food for brainstorming' reports. These reports are an attempt to present interesting facts and related opportunities as 'brainstorming seeds' about new markets or technologies or societal changes.

This one is about new markets such as Turkey. A country that is on the radar for the potential it holds in the near future. We hope that the facts and brainstorming seeds will fuel your interest in Turkey and help you continue with your ideation.

Why is it worthwhile to brainstorm about opportunities for strategy and innovation in Turkey?

In the May 2012 edition of Time, an article titled 'The Next Frontier' discusses how "…as growth slows in China and

India, a fresh group of markets breaks out…', and mentions Turkey, Indonesia and the Philippines as the fresh markets to watch.

Turkey is already a part of the promising emerging CIVETS economies, and the following indicators of growth predict a very bright future in the coming decades:

- Turkey is a 'global player' with stable currency, a low inflation rate (6.4 %) as compared to 120% 16 years ago, and rising GDP.

- It has the third-fastest rate of growth in the G20 and is Europe's fastest-growing sizeable economy for the second year. It is likely to be outpaced in the world only by China, India and some smaller emerging markets.

- It is supposed to be the fastest growing

economy of the OECD countries during 2011-2017 with an annual growth rate of 6.7%.

- It has a relatively young and growing working population with positive growth rate, thanks to its high birth rate.

- Total food consumption in Turkey is expected to grow by 34% and food consumption per capita by 21%, between 2009 and 2014.

- Turkey has been considered as the China of Europe for its proximity to Europe, availability of cheap and skilled labor, fast economic transactions and high quality financial services from well functioning foreign banks and access to shipping ports.

- 60 percent of Turkey's economy is service-driven. This can potentially create employment opportunities in sectors like Financial Services, Tourism, Distribution and Health and Education.

DEMOGRAPHICS OF INTEREST

Turkey has 3 main socio-economic classes - Lower (33 %), Middle (45%) and Upper (22%).

Turks see unemployment as the most important problem Turkey faces. The employment rate, which is only 44% of the workforce, is the lowest in the OECD countries. According to a 2010 survey conducted in 42 cities, 24.9% of unemployed people were university graduates. Another 2010 survey reveals that the unemployment rate among 15-24 years old people is 21.7 %.

Turkey seems to be a land of contradictions: devout and secular, modern and not, repressive and liberal, rich and poor, central and peripheral.

Turkey's population pyramid is broad-based, thereby indicating a large young workforce and a small geriatric population; In contrast, industrialized nations such as Germany, the United States, Japan and France tend to have demijohn shaped pyramids, indicating large geriatric populations and a small able workforce.

Furthermore, while most industrialized nations have a very low or often negative population growth rate, Turkey is just about stabilizing from its recent boom and is predicted to hit its maximum population of about 90 million by the year 2030, whereupon it will stabilize. In comparison to its neighbours, the size of its workforce is very large.

Turkey has an advantage over most other industrialized nations, and shows great potential for economic growth in the near future.

Turkey will not for many decades experience the negative economic effects of an aging population felt by the United States, Germany, and Japan, amongst others.

Svante E. Cornell and Halil Magnus Karaveli, of the Central Asia-Caucasus Institute & Silk Road Studies Program, state in their report entitled 'Prospects for a Torn Turkey: A Secular and Unitary Future?' that:
"Turkey's demographic outlook is relatively positive. It does not share either the problem of an aging population that characterizes most of Europe, nor the runaway population growth of many developing countries. Instead, Turkey faces the relatively advantageous prospect of a population continuing to grow, but reaching a manageable 90 million by 2030."

Turkey has a labour force of 25.9 million. If it were in the European Union, the Turkish labour force would be the fourth largest, after Germany, the United Kingdom and France.

INNOVATION SCORE

In the European Union's most recent Innovation Scoreboard (EIS), Turkey currently ranks among the lowest considering education levels, information and communication technologies access and usage, R&D expenditure, and venture capital investment. Yet when it comes to the trend, Turkey is among the top performers in the "catching up" quadrant.

The European Innovation Scoreboard (EIS) has been known as the Innovation Union Scoreboard (IUS) since 2010. It is a comparative analysis released annually by the United Nations University Maastricht Economic and Social Research and Training Institute on Innovation and Technology (UNU-MERIT).

Based on their average innovation performance, the Member States fall into four performance groups:

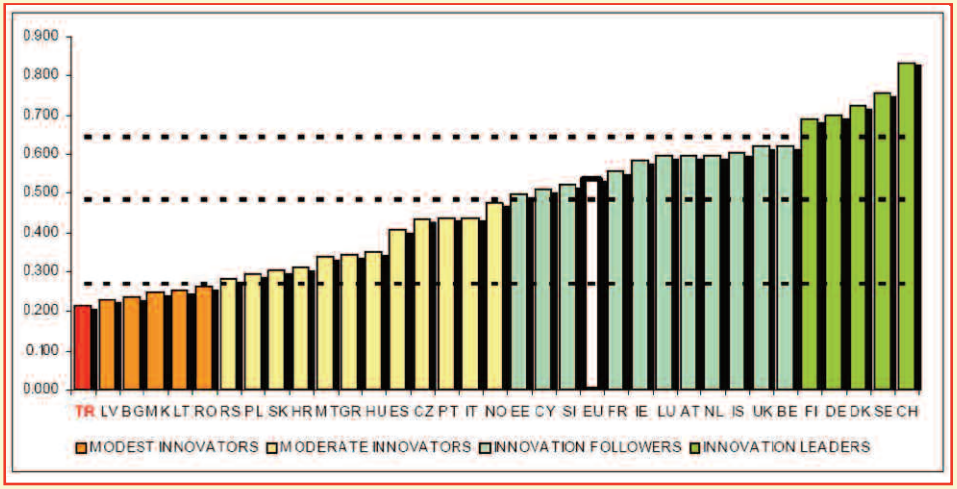
✠ The performance of Denmark, Finland, Germany and Sweden is well above that of the EU27 average. These countries are the 'Innovation Leaders'.

✠ Austria, Belgium, Cyprus, Estonia, France, Ireland, Luxembourg, Netherlands, Slovenia and the UK all show a performance close to that of the EU27 average. These countries are the 'Innovation Followers'.

✠ The performance of Czech Republic, Greece, Hungary, Italy, Malta, Poland, Portugal, Slovakia and Spain is below that of the EU27 average. These countries are 'Moderate Innovators'.

✠ The performance of Bulgaria, Latvia, Lithuania and Romania is well below that of the EU27 average. These countries are 'Modest Innovators'.

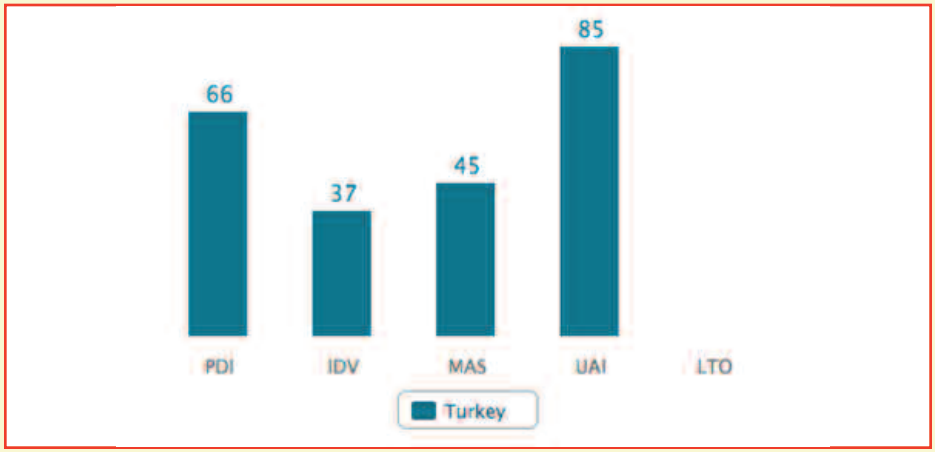
TURKEY'S RANKING ON THE INNOVATION UNION SCOREBOARD 2011



CULTURAL DIMENSIONS

What is Turkish culture like? The fact that it is a fusion of Asian and European cultural attributes makes it rather unique. Is it a collective culture like Asia or more individualistic like several European cultures? Answers to these questions will determine how and what products and services will work well for the Turkish population.

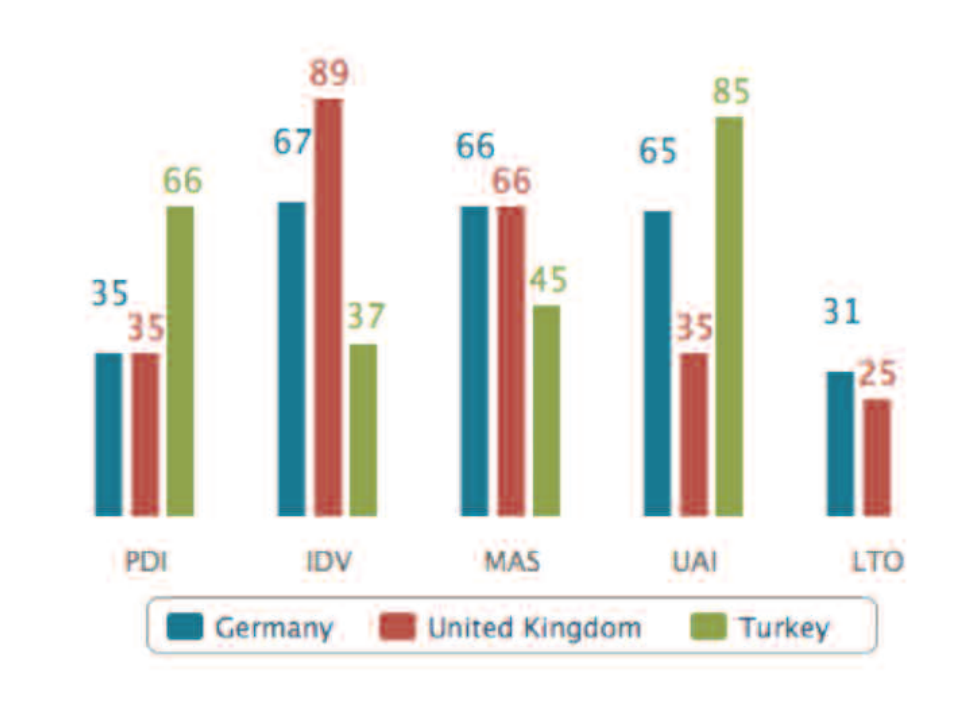
Who better to answer these questions and more, than Geert Hofstede?



GEERT HOFSTEDE CULTURAL DIMENSIONS FOR TURKEY
http://geert-hofstede.com/turkey.html

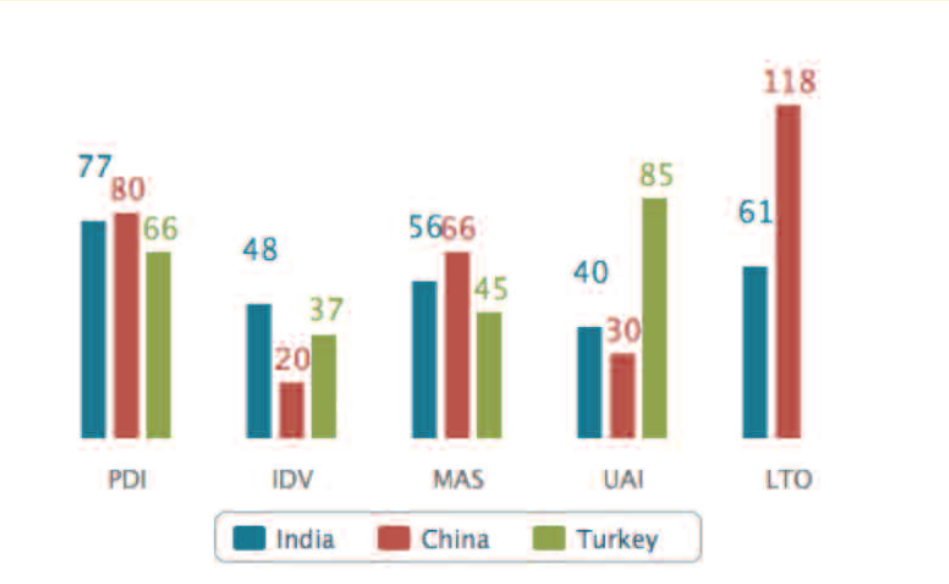
IS TURKEY MORE LIKE ASIA OR EUROPE?

Comparing Turkey with European Countries



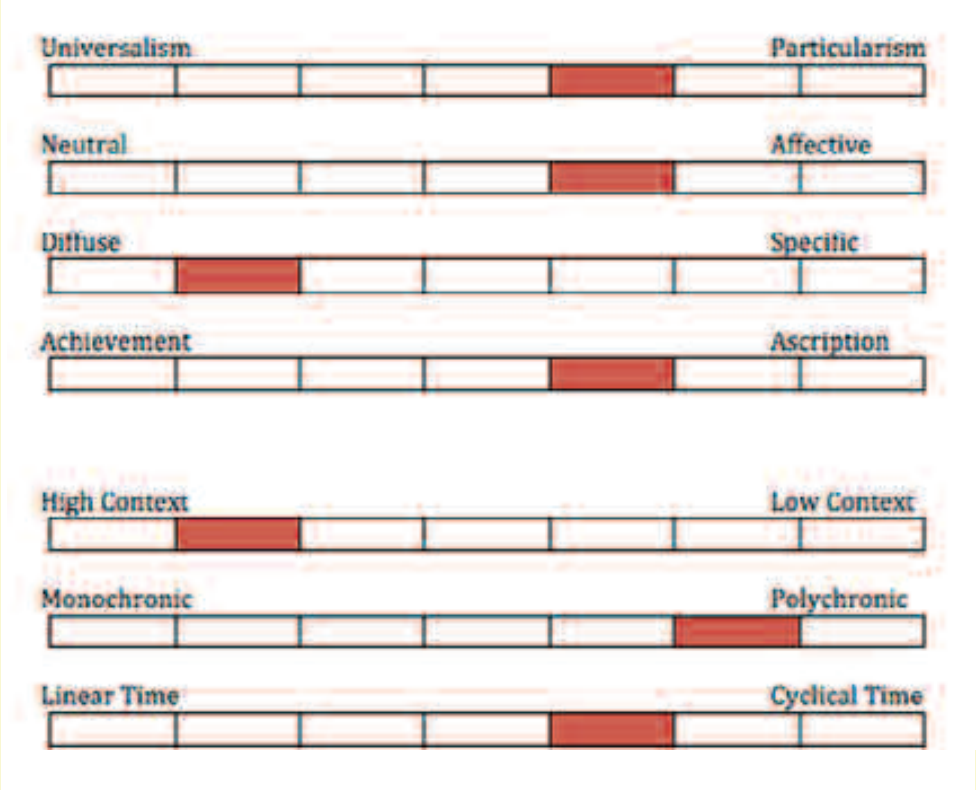
http://geert-hofstede.com/turkey.html

Comparing Turkey with Asian Countries



http://geert-hofstede.com/turkey.html

OTHER CULTURAL DIMENSIONS – HOW TURKEY FARES



POPULATION

Facts

Turkey and issues related to its ageing population

✠ Turkey has had a massive population boom recently, but the growth rate is now slowing down. The large cohort of people older than 65 years of age (7%) implies 'issues' for the working population regarding taking care of the elderly.

Brainstorming Seeds

✠ **Financial Services for Those Preparing to Retire and in Retirement**

Annuities for the Poor
Mugger Proof Money
Extended Family Accounts
Medical and Frail Insurance

✠ **Work Opportunities for Older People**

Child Care
Story Telling Site
At Home Locksmith

Part Time Customer Care
Home MRI

✠ Retirement Activities and Entertainment

Learn a Language
Local News
Digital Art
Volunteer Tutor

✠ Medical Care

Telehealth Services

✠ Consumer Goods for Older People

Health Food & Dietary Supplements
Personal Care & Hygiene Products
Accessible Packaging
Geriatric-friendly Furniture & Bedding

✠ Housing Solutions

Old age housing societies
Geriatric Clubs

Facts

Turkey has a lot of very young people.

✠ Turkey has had a massive population boom recently, and 27% of the population is below 15 years of age.

✠ Only 10 percent of Turkey's youth have ever been abroad, and only 41 percent speak a second language. Many cannot use the Internet because they cannot read English.

✠ Turkey is in a phase of agricultural and industrial revolution, while at the same time moving toward becoming an information-based society. That brings with it many contradictions – there is a requirement for speaking English, but the constraint is the unwillingness of a part of the young population to learn English as a language.

Brainstorming Seeds

✠ **Financial Services for the Very Young**

Piggy 'bank' account for new born infants

✠ **Entertainment**

Story Telling Site

Family Gaming

Local games that teach history of Turkey and in the process also teach English

✠ **Education**

Learn English via mobile app

Professional education institutions (e.g. Aptech, NIIT in India)

Educational loans, scholarships, foreign education plans

English learning programs sandwiched with internet learning programs

INTERNET & MOBILE

Facts

✠ 24 million of the population uses the Internet connecting from their homes and Internet cafes. 66 million in Turkey are mobile phone subscribers, four times more than fixed-line subscribers and accounting for 92% of the population.

✠ According to the International Telecommunication Union, there were around 35,000,000 Internet users in Turkey representing 44% of the population as of June 2011, up 1,750% in the last decade. Turkey ranked 14th with the number of Internet users worldwide. 43% of households have Internet access at home. Access to Internet through Internet cafes is not negligible.

✠ The individuals using the Internet in Turkey concentrate in the 16-24 age group.

✠ Amongst all European countries, Turkey has the seventh largest online population and the most engaged users spending an average of 32.7 hours online consuming 3,706 pages per month.

✠ Access to the Internet from homes via mobile phones has increased by more than 100%.

✠ The top three reasons for using the Internet are sending-receiving e-mails, chatting, posting on social networking sites, and reading newspapers and magazines. Facebook is the most engaging site followed by Microsoft and Google sites. Almost 30 million people are Facebook users. In 2011, Turkey ranked 8th in Internet penetration for Twitter.

✠ The number of Internet cafes per capita is higher in Turkey than in any other country in the world. Internet cafes are not only locations that offer access to the Internet, but are also social places where Internet users can meet and mingle, seen as an alternative to traditional Turkish coffee houses, *kahvehane* for the youth of Turkey.

✠ Cloud based access is increasing and so is interest in services that host all personal data including photographs, music and documents on line, allowing access through any Internet connected device regardless of location.
(Source: Motorola Mobility's Global Media Engagement Barometer Research 2011: The Fast Facts for Turkey)

- 9% of Turkish respondents are already using cloud based access to store data, equal to the global average (also at 9%)

- 35% of Turkish respondents are interested in this type of service, significantly higher than the global average of 23%

- A further 44% of Turkish respondents are interested in this type of

service, but would need to be convinced of its value. Once again, this is significantly higher than the global average of 41%

Brainstorming Seeds

✠ Develop e-commerce and online banking, services that the Turkish population is still not using to their full potential.

✠ The web and mobile channels can be used to push consumers beyond the basic use of the internet.

✠ The use of cyber cafes as new age coffee houses demonstrate the collective social side of the Turkish people. Merge these spaces with group oriented online services like group buying, gaming, matrimonial etc.

SOCIAL & MOBILE TV

Facts

Turkey is well above the global average in terms of time spent on a social network, interest in Social TV, and watching TV on a mobile device.
(Source: Motorola Mobility's Global Media Engagement Barometer Research 2011: The Fast Facts for Turkey)

✠ Traditional viewing habits are being augmented by new ways to access and consume video content:

✠ Turkish respondents spend an average 12 hours a week on a social network, in line with the global average (also 12 hours per week)

✠ More Turkish respondents are interested in discussing a TV program with their friends via a social network in 2011 than they were in 2010: 44% in 2010 compared with 75% in 2011

✠ Interest in Social TV in Turkey in 2011 (75%) is well above the global average of 58%

✠ There was a 5% increase in Turkish respondents that mainly or solely

watched scheduled or live TV in 2011: (55% in 2011 , compared with 51% in 2010)

- The preferred device to download/record or store TV programs or films amongst Turkish respondents is the laptop, in line with the global average

- 67% of Turkish respondents download/record or store TV programs or films via a laptop, compared to the global average of 45% globally

- 49% of Turkish respondents already watch TV on a mobile device when away from home, this is 12% more compared to the global average of 37 %,

- 33% of these Turkish respondents do this 3 4 times a week: 11% higher than the global average of 22%

- Significantly more Turkish viewers now watch TV on Smartphones, with 16% using a Smartphone to watch TV in 2011 compared to 7% in 2010

- The increased proliferation of the tablet in the last 12 months has seen growth in using this device to watch TV: 8% of Turkish viewers watch TV on tablet PCs in 2011 compared to 0% in 2010

- 34% of respondents spend 100% of their weekly viewing time watching TV via television sets, compared to the global average of 31%

Brainstorming Seeds

- New revenue streams for the region's TV operators by incorporating social media into their existing offerings, and not compete with existing entertainment services in the home.

- Connected Home Services – being able to manage parts of the home remotely via a Smartphone, laptop or tablet.

- Produce content for social & mobile TV.

DISPARITY IN EDUCATION

Facts

✠ There are significant disparities in access and inputs to education exist between genders, social economic classes and geographical locations.

✠ Only 27% of the adult population has a complete secondary school education compared with 65% in the EU, 74% in Korea, 82% in Poland, and 87% in the US.

Brainstorming Seeds

✠ Virtual Education (using the mobile and the internet) in local languages. (This will work well for Turkey as they are a collective culture and also big technology consumers).

✠ E-programs, not just for students, but also for housewives and the elderly.

✠ Professional educational programs and loans for willing students with potential.

GENDER INEQUALITY

The reforms of 1923 and 1934 introduced by the founder of the Turkish Republic, Mustafa Kemal Ataturk, liberated women from Islamic norms and values. Yet reforms barely penetrated the society at large beyond a small urban elite.

In 1975 more than half of Turkish women were illiterate. Women composed less than 10 percent of urban workforce. The seemingly bright picture of Turkey was misleading. The right to education, work, and voting meant little for rural women living in the patriarchal rural centers.

In 1979, Turkey signed the Convention on the Elimination of Discrimination Against Women but didn't fully commit to it until 1999. Even then it didn't amend its Civil Code. The New Civil Code of 2001 was the result of a broad-based women's movement and emphasized equal rights (in marriage, divorce and property ownership) and responsibilities for women and men in family.

In 2004, a new Penal Code was passed with changes to 35 articles concerning women and their rights thanks to the involvement of AKP, CHP, and women NGOs. The same year, Recep Tayyip Erdogan's attempt to criminalize adultery failed and left a savory taste.

Facts

✠ According to a survey by the World Economic Forum, Turkey ranks 105th among 115 countries in terms of gender equality in areas of economic participation, educational attainment, health and political empowerment. Among EU countries, Turkey has the lowest number of women in the parliament, lowest share of women in the workforce, and highest rate of female illiteracy.

✠ The murder rate of women in Turkey has increased 1,400 percent between 2002 and 2009: in 2009, almost one thousand women were killed by their partners, husbands, brothers, fathers etc.

✠ Girls cannot go to Internet cafes everywhere in Turkey, and even at home, girls can use the computer and the Internet only after the boys do.

Brainstorming Seeds

✠ Empower women through products and services across the web and mobile channels to promote distance learning, spread awareness of women's rights, inform about job opportunities, help network with other women, provide easy access to healthcare, etc.

- One example from India is the Feminist Approach to Technology (www.fat-net.org), a not-for-profit organization working towards empowering women through technology. Their mission is to enhance women's awareness, interest and participation in technology in order to decrease the gender divide in this field.

- **Education**
  - Computer & internet programs for schools
  - Informative mobile magazines for girls

UNREGISTERED ECONOMY

Facts

28% of the Turkish economy is unregistered. Some estimate the figure to be 50%.

Brainstorming Seeds

- Micro-business models like micro-finance, sachet marketing and small scale industries.

- App based solutions for small business problems, e.g. Mobile Cash.

TOURISM

Facts

Tourism is one of the most dynamic and fastest developing sectors in Turkey.

- Rapid growth in the last decade. 31 million tourists visited Turkey in 2011 and generated 35 billion USD in revenues.

- With a fraction of the cost of similar treatments in the US and Western Europe, knowledgeable doctors in fields ranging from eye surgery to dental implants and compliance with EU standards, Turkey has become a major destination for medical tourism. At least 85,000 Americans travel abroad for medical procedures each year.

Brainstorming Seeds

- Develop travel apps that help overcome barriers of language and culture.

- Involve locals as navigators, translators, virtual guides, etc. over the web or mobile.

- Promote home stays and design local themed tours related to spa

treatments, traditional medicine, fashion, heritage homes, pilgrimage, spirituality, monuments, food, perfume, etc.

- Create apps and services to connect foreign students with local families.
- Create training and employment opportunities for tourist guides.

CREDIT

Facts

Household debt is the lowest in Europe

✠ Household income is lower as compared to other European countries but going into debt is not as common as in Europe or the U.S.

✠ Third among European countries in terms of the number of credit card users. With over 45 million cards issued, there is nearly one credit card in circulation for every adult in Turkey. Installment payment plans associated with credit cards following the long established practice by banks.

Brainstorming Seeds

✠ Devise local and relevant business models for offering credit.

✠ Offer student credit cards for young population.

✠ Offer daily deals and savings coupons on using credit cards for group buying.

ISLAMIC ECONOMY

Informal networks exist among small and middle enterprises who consider Islam as a political and economic guide.

Tarikat are traditional Islamic organizations that, since their appearance in the 10th century, have responded to a variety of social, cultural and political needs. The *tarikat* have traditionally been propagators of an esoteric Sufi-like 'flexible' Islam.

The *tarikat* were driven underground in 1925 by the Kemalist government, but continued to survive unofficially till 1961, when the new constitution allowed them certain civil liberties.

Urbanisation and industrialization have widened the role of the *tarikat* in modern day Turkey. The *tarikat* provide a set of guidelines, an organizational structure and a social network to their adherents. In a country where 30% of the population does not have social coverage, they also provide social assistance.

The best known *tarikat* is the Iskenderpasha Monastery, founded by a Naksibedi Sheikh by the name of Mehmet Zah Kotku.

The *cemaat* are relatively new Islamic communities. They are founded on the

tarikat model. However, as opposed to the Sufi Islam propagated by the *tarikat*, the *cemaat* propagate hard-line fundamentalist Islam. They are fairly politically active and are vehemently opposed to Western, non-Islamic influences.

Most large Turkish business associations are religiously active and adhere to certain *tarikat* and *cemaat*. Furthermore, *tarikat* and *cemaat* are known to mediate in business and advice on religious ethics in business.

Successive Turkish governments starting with the Kemal government have tried to rid Turkish society of non-occidental elements and have tried to push for Turkey's inclusion within the European community. Turkish society therefore is caught between its distinctly Islamic roots and culture, and the desire to westernize itself. This clash has resulted in the appearance of a hybrid between Islam and capitalism that is being referred to as Islamic Calvinism.

The hotbed of Islamic Calvinism is a very conservative region in Turkey called Anatolia that is home to some of Turkey's largest corporations and most successful businesses. All this activity is centered on a town called Kayseri that, in recent years, has witnessed an economic miracle that has turned a number of former trading towns into prosperous manufacturing centres. Over the past decade this new prosperity has led to a transformation of traditional values and a new cultural outlook that embraces hard work, entrepreneurship and development. Individualistic, pro-business currents have become prominent within Anatolian Islam.

Turkey is trying to straddle the strait that separates Asia and Europe, not just physically but economically, politically and culturally. The clash between the desire for acceptance within the European community and the distinctly Islamic Turkish culture has given rise to democratic conservatism and Islamic Calvinism. These ideologies along with the *tarikat* and *cemaat* (traditional Islamic brotherhoods and communities) seek to improve economic conditions through implementation of Islamic guidelines and moral values.

Islamic fashion flourished and became a major industry in the last two decades, especially after AKP became the governing party. Whereas the turban (Islamic veil) used to be a stigma, today the first lady wears the most fashionable veils and outfits and hosts Republic Day celebrations.

Facts

- Turkey is home to a vibrant contemporary art scene.
- Turkey had its 1st design week and 4th fashion week in 2011.
- Some Turkish global brands in textile and electronics: Zeki Triko (fashion swimwear), Mavi Jeans (denims), Vestel (electronics & home appliances) and Beko (home appliances).

Brainstorming Seeds

- Islamic business models, community based banking and finance, Islamic social media for entrepreneurs

- Create services for promoting and selling traditional artifacts, as these are currently considered fashionable and not seen as signs of oppression.

- Design online shopping experiences keeping in mind Turkey's high internet penetration. These can include retail of Islamic fashion items as well as staying updated on trends.

- Handloom and handicraft items needed for weddings, festivals, etc can be ordered online within Turkey and other Islamic countries.

CONSUMER ETHNOCENTRISM

In Turkey, patriotism was found to be the most important motive for consumer ethnocentrism. Consumer ethnocentrism implies that purchasing imported products is wrong, not only because it is unpatriotic, but also because it is harmful to the economy and results in loss of jobs in industries threatened by imports. In a collectivist society such as Turkey, patriotism is not just an expression of love for the nation but also an important expression of loyalty to the group.

Yet, Balabanis argued that patriotism and Turkish feelings of dominance and superiority do not automatically translate to rejection of foreign products. Females, older and lower income consumers are more ethnocentric. Income has the strongest influence on consumer ethnocentrism followed by patriotism, gender and age.

Research also revealed that less ethnocentric Turkish consumers are more fashion conscious and leadership oriented or vice versa. Older, female, low-income earning and low-educated people tend to be more ethnocentric in their purchase choices between domestic and foreign. However many researchers argue that consumer ethnocentrism could not be taken as the sole parameter but has to be supplemented with additional data such as lifestyle segments.

Within urban Turkey there are two major consumer clusters.

The Traditional or Conservative group includes more traditional Muslims who display the highest levels of ethnocentric tendencies and are labeled as devout Muslims. They are family concerned and community oriented and they most likely prefer purchasing domestic products.

The traditional conservative group also includes an Islamic elite seeking to ascertain itself as an alternative to the secular elite. Drawing both from Islam and local and global cultural resources, this elite crafts new consumption practices modern, casual and trendy clothes, natural goods, traditional cuisine, Ottoman culture and artifacts, alternative vacation and traveling, books, intellectual debates, educational programs and documentaries on Islamic television channels in an attempt to differentiate itself from the secularist moderns and other groups of Islamists. The newly emergent urban, middle-class covered women do not only differentiate themselves from the Westernized, secular Turkish women but also from the traditional Islamic women who wear a headscarf out of a habit.

The Liberal group is the least ethnocentric consumer segment, labeled as liberal consumers who happen to be opinion leaders. They have significantly more favorable beliefs, attitudes, and intentions regarding imported products rather than Turkish products. Quality, workmanship, prestigious brand name and style are very important for these consumers, but price is not important to this group. They pay attention to fashion and design. Most people in this cluster are college

educated and high-income earners. They have very similar demand and requirements as of their counterparts in the Western nations.

Facts

Turkish consumers have very positive perceptions about the products imported from Japan, the USA and Western countries, perceived as having a well known brand name, being technologically advanced, expensive, denoting luxury and style and being heavily advertised. On the other hand, products from Russia, China and other Eastern countries were perceived as inferior in terms of reliability, durability and service.

Brainstorming Seeds

- Fusion products that combine the best of Western and Turkish product attributes
- Products designed in Turkey and produced in Russia or China at cheaper prices

EMERGENT CLASSES

Facts

There are 3 main emergent classes:

✠ **The New Middle Class** is an expansion of the urban middle class in Turkey as an outcome of steady economic growth and the increased globalization of the economy in the last two decades. This new class has professional, managerial and entrepreneurial components through their access to high educational qualifications, expertise or capital. They benefit from increased wealth and disposable income.

✠ **White Turks** are an emerging class of blue collar with income higher than 10,000 YTL per month. They are university graduates and often have foreign language competency and computer literacy. They have spent time outside of the country either as students, tourists or employees. They have an aspiration for Western values and commemorate westernization. Even though they are critical of the current system, they are protective of status quo. They perceive themselves above common people. They have urban roots and live a comfortable life away from slums, poor people and conservatives. They feel a deep malaise for the millions-strong migration from rural Anatolia to the big cities in past decades.

✠ The third group consists of the **Billionaires**. Istanbul has 28 billionaires, ranking 4th behind New York, London, and Moscow.

Brainstorming Seeds

✠ Variety of localised online retail experiences for these emerging classes with extra purchasing power.

✠ Online banking to suit local needs.

✠ Investment ideas – industry within Turkey, Turkish arts and antiques, design houses, educational institutions

THE VISUAL WORLD

Turkey has a very rich artistic culture. Rather than being representational of the profane world, the perfection of Turkish art lies in the pure balance of colour, line and rhythm in geometric patterns and designs. The dominant colours in Turkish art are blue, white, black and red.

Traditional Motifs & Patterns

Floral motifs are ubiquitous the world over, but Turkey's floral motifs are especially distinctive. Istanbul's municipal emblem itself is a graphic design of stylized mosques and minarets arranged to resemble a tulip.

The classic Turkish tulip motif has elongated, slender petals. These tulips appear on walls of Iznik tiles, across silk textiles, on steel armour, and on carpets from the Ladik region.

Fritillary, carnation, rose, hyacinth, and narcissus flowers all appear in Turkish decorative art. The pomegranate is also very prevalent. The cypress tree and pine cone are also motifs from antiquity, although the latter is sometimes misinterpreted as a pineapple. The "golden horn" pattern consists of fine blue and white spiraling stems with coils and tiny hook-like leaves. This pattern often appears in manuscripts and in metalwork.

The "tree of life" image is another ubiquitous symbol with origins in the earliest Near Eastern cultures.

TREE OF LIFE

CINTAMANI

Another well-known pattern is the *cintamani*, comprising three spots and wavy lines, which derives from leopard and tiger pelts. This motif travelled west with the Turks from Central Asia. Sometimes a single spot is incorporated into a pattern, sometimes a single wavy line, but all have the same origin.

The *nazar*, an eye-shaped amulet believed to protect against the evil eye, is ubiquitous in Turkey. It has also become a symbol of Turkish culture, arts and crafts worldwide. It is often hung around one's neck, on doorways, and even painted onto vehicles.

CONTEMPORARY ART IN TURKEY

Painting

Painting in the Occidental sense of the word has developed over the past 150 years in Turkey. Turkish painting evolved through a continuous integration of Turkish art with the modern world. The first generation of Turkish painters is known as the 1914 generation. Artists like Namik Ismail, Nazmi Ziya Guran, Ibrahim Calli, Avni Lifij, Feyheman Duran and Hikmet Onat, attended art schools in Europe in the 1910s and leant towards impressionism as a style. These artists influenced the development of painting in the early Republic Period.

PAINTING BY NAZMI ZIYA GURAN

Since then, Turkish painting has developed a unique language that blends certain elements of traditional Turkish art such as local colours with techniques developed by art movements in Europe. They now tend to address social issues such as the conflict between Islam and the secularity of the Turkish Republic.

Sculpture

The development of sculpture as a modern art form in Turkey started when the School of Fine Arts was founded in 1883. Ratip Asir Acudogu, Ali Hadi Bara, Zuhtu Muridoglu, Nusret Suman, Yavuz Gore, Huseyin Gezer, Mehmet Sadi Calik, Ilhan Koman were amongst the first sculptors of the Modern Turkish Republic. At the same time the appearance of women artists such as Sabiha Bengutas, Nermin Faruki, Zerin Bolukbasi and Lerzan Bengisu exemplified the changes and modernization of the Republican Period.

"Yalnizlik" (Loneliness) by Huseyin Gezer

Facts

Turkey is seen as an emerging market in terms of the vibrancy of its contemporary art scene. The Istanbul Biennial, Istanbul Contemporary Art Museum, and Istanbul Modern (sponsored by the Eczacibasi family), Arter (sponsored by Koc family) and numerous gallery spaces have made Istanbul a new center for international auctions.

Highly reputable international festivals are organized by the Istanbul Foundation for Culture and Arts), and several other festivals host international artists and groups throughout the year.

Use of and experimentation with new and digital media in art installations is very widespread among contemporary artists.

Contemporary Turkish artists:
Kutlug Ataman - http://www.saatleriayarlamaenstitusu.com/site/main
Leyla Gediz - http://www.rampaistanbul.com/artists/leyla-gediz/
Ahmet Ogut - http://www.ahmetogut.com/
Halil Altindere – http://www.sharjahart.org/people/people-by-alphabet/a/altindere-halil
http://www.manifesta.org/manifesta4/en/projects/artist1572.html

Brainstorming Seeds

✠ The well evolved and experimental art scene in Turkey must also be influencing customer sensibilities. This gives designers an opportunity to experiment with styling interfaces and lifestyle products for urban Turkish youth. This may involve fusion of the traditional and the modern, and incorporate new media and technology.

ARCHITECTURE

In the first years of the republic, Turkish architecture was influenced by Ottoman architecture, in particular during the First National Architectural Movement. However, from the 1930s, architectural styles started to differ from traditional architecture, also as a result of an increasing number of foreign architects being invited to work in the country, mostly from Germany and Austria.

Second Grand National Assembly Building by Vedat Tek in Ankara

Ankara Central Station (Sekip Akalin, 1937) is an example of Turkish Art Deco

The Second World War was a period of isolation, during which the Second National Architectural Movement emerged. Similar to Fascist architecture, the movement aimed to create modern but nationalistic architecture. This period is characterized mostly by monumental, symmetrical, cut-stone clad buildings, with great emphasis given to detailing and workmanship in construction. The Anitkabir is the mausoleum of Mustafa Kemal Ataturk, the founder and first president of the Turkish Republic. It was designed by the architect Emin Onat, and is an example of this style. It is a major landmark in Ankara and is visible from most of the city as it is located on a hill.

From the 1950s to the present, there has been a growing Western European influence on Turkish architecture. Current Turkish architecture is indistinguishable from that of most European countries.

The Anitkabir

ADVERTISING

Facts

The advertising industry in Turkey has developed with an increasing speed since the 1980s when huge shopping centers were built one after the other, and advertising billboards and shop windows created the image of 'plenty'. Today Turkey ranks the 2nd after Russia among developing countries in terms of spending in digital advertisement.

Popular TV Ads

TURKCELL

✠ http://www.youtube.com/watch?v=GPJVxi1AaC0

A touching ad with the slogan of: "Life is beautiful when shared; life is beautiful when you share the love."

✠ http://www.youtube.com/watch?v=uSqSfdIkReE&feature=endscreen&NR=1

An ad celebrating the 17th anniversary of Turkcell with promotional free minutes. One of many ads depicting Turkcell characters of children with antennas in yellow costumes.

TURK TELECOM

✠ http://www.youtube.com/watch?v=B2C41iIYCTo

An ad depicting a famous popular Turkish actor and stand-up comedian Cem

Yilmaz. Yilmaz goes around Germany talking to Turks about "definite return." The ad is a funny narrative of how he mobilizes thousands who mistakenly assume he is talking about return to the homeland and not to Turkcell from other service providers. The ad is one of a series where Yilmaz is seen in other European cities with different narratives.

GARANTI

- http://www.youtube.com/watch?v=7PgrS537Dgo

A moving ad depicting a child selling cold water at a street corner and somewhat growing his "business" from his small water stand to water and lemonade stand. The ad has become one of the most popular ads in Turkey.

DORITOS

- http://www.youtube.com/watch?v=kPBp5eFZ5t0&feature=related

An ad where Cem Yilmaz is seen as the entrepreneur producing potato chips. The ad is part of Doritos series where Yilmaz is an entrepreneur trying to produce counterfeit version of Doritos.

Brainstorming Seeds

- Localised digital marketing using the advertising style that is popular
- SoLoMo strategies for promotions and offers

ENTERTAINMENT

Facts

According to national and multinational time use surveys among OECD countries (2006), in Turkey 40% of leisure time is spent on TV and radio at home. Visiting or entertaining friends reaches a high of 34%. Other leisure activities such as hobbies, computer games, recreational internet use, arts and crafts, walking pets etc. take up to 25%. More active types of leisure such as attending cultural events are much rarer in Turkey as compared to other European countries.

Over 200 TV series depict life outside of Istanbul and focus on Anatolian regional cultures, deep state, satires of nuclear family, women's place in society (urban women having gained their freedom on the one hand and suppressed women on the other), and relationships between struggling lower classes and upper classes.

Brainstorming Seeds

✠ Use the collective cultural attributes for inspiration, and innovate on new web and mobile services that tap into people getting together or doing things together.

✠ Business models can be created using telecom services around the theme of social entertainment (e.g. Social TV).

RESOURCES

http://www.indexmundi.com/turkey/economy_profile.html

http://www.hurriyetdailynews.com/turkish-youth-suffering-from-knowledge-deficit-sociologist.aspx?pageID=238&nid=17305

http://www.unicef.org/infobycountry/Turkey_statistics.html

http://www.turkishodyssey.com/turkey/culture/people.htm

http://seekingalpha.com/article/551911-turkey-a-different-type-of-emerging-market

http://geert-hofstede.com/turkey.html

http://data.worldbank.org/country/turkey

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