

*Brand Marks as Messengers of Publicity for the City: The Level of Awareness of the
City Brand Marks*

Kadir Canöz, Ömer Bakan, Ahmet Tarhan

Selcuk University, Turkey

0424

The Asian Conference on the Social Sciences 2013

Official Conference Proceedings 2013

Abstract

The metropolitan cities which are getting bigger and bigger together with the increasing of mechanization in production have caused some changes in people's way of life and habits. In today's world many cases such as fast spread of mass culture, typical habits of eating, drinking and having fun, revival of tourism, emerging new brand marks of almost every products are considered as results of this mass production. While the fact that goods and services in the same sector come nearer to one another in quality every passing day is making way to lots of new options for the producers, it has also caused various problems of marketing from the angle of manufacturers and managers. The most efficient tool to be used to overcome this disorder and disturbance is commonly said to be "branding". "Brand" has been being widely used for a long time as not only specific to products but also to cities and countries. In this context, branding of the cities are realizing with their historical past, national and international brands, successful and famous scientists, artists and politicians and internationally well-known institutions as well. Our work aims at putting forth the contribution of brands to publicity of the cities for consideration. On this account, a field survey that is used to test the information obtained through literature review was applied to the students and their parents who had come to the city of Konya in Turkey to be enrolled in the Faculty of Communication of Selcuk University. At the end of the research, awareness of the international brands in the city of Konya was tested. The results of analyses of the obtained data in three different categories shows that the most well-known politician is Prof. Dr. Necmettin Erbakan in the category of politics, the most well-known international company which predominantly produces sugar, biscuits and chocolate is "Torku" in the category of economy and the most well-known public institution is Selcuk University in the category of education in the city.

*This scientific work was supported by The Department of Scientific Research Projects of Selcuk University.

INTRODUCTION

The ongoing growing population of mankind has led to emergence of families, tribes, villages and small cities. The first of these small communities formed survived by collecting food and animal hunting in groups of 25-50 people. However, depending on the varying needs of an ever-growing population required social division of labor in order to meet the needs of housing, security, health, food, and entertainment. In particular, industrial revolution brought about specialization in many areas. Previously only farming, military, masonry, played an important role in the continuation of social life while after the industrial revolution professions such as blacksmithing, foreperson, machine operator, advertising, engineering and architecture turned out to give direction to the communities.

While the industrial revolution led to the abundance of production it also forced sociological changes in the community and caused changes in the lifestyles. Trade unions, non-governmental organizations, major metropolitan cities and brands have been formed as a result of this effect. Mechanization of production caused the standardization of goods and pushed a new search for the manufacturer and the manager who want to differentiate in the market. Competitive advantages for being distinctive from the similar manufacturers were found in becoming a “brand” or as a term named “branding” which was a novel idea then.

While the vast majority of cities are similar in having experienced in meeting the sociological needs of today's society (-entertainment, education, health, security, and so on. -) they only differ with their images and brands.

In this study, it was aimed to reveal to what extent Konya is recognized by the society through its national brands. This study is important in that it demonstrates how national brands affect recognition and awareness of cities. Because, apart from products and services, brands are also embedded within the characteristics of the city where they are manufactured. For this purpose, the students and parents were surveyed when they came to register for the first time at the university following the principles of field research method.

1. BRANDING IN SOCIAL LIFE

Brand, a seller or any group of supplier, is a name, term, sign, symbol, shape or combination of the above significations that identify the goods and services, (Wood 2000:662). It can also be referred to as a sign of any kind such as letters, a logo or a shape, which provides distinguishing features from those of goods and services of an organization's competitors within the market. (Pinar 2005:45).

Today, consumers receive brand messages through huddle with friends, a newspaper article, shop presentation format of the product on the shelves, the way they were behaved by the customer service or the talking style of company's phone operator (Yurdakul 2012:205-206).

In today's vast productive economies, brands, create desire and loyalty for their products and services that consumers through differentiation while increasing the demand. On the other hand, consumers love, trust, and are inspired by the attractive brands so as to add a "meaning" to their lives.

From the perspective of companies, creating a brand means establishing trust within the community because trust is considered as the first step in the relationship between the consumer and brand. People choose and use not only what they need but also the brands, which comply with their philosophy of life and their character. Once this choice is made, then, the validity of the idea that similar products are equal to each other declines and the brand is placed in a unique place in the eye of the customers. (<http://www.temelaksoy.com>).

2. CONTRIBUTION OF BRANDS TO IMAGES OF CITIES

The spread of the Industrial Revolution and the mass media in the world not only globalized the world but also urbanized. Today, more than half of the world's population live in urban areas. Although cities offer a more complicated and stressful life to the people, they are considered to be very important indicators of civilization displaying an improvement in people's welfare and incomes.

In the new economic system of our globalizing world, it has been a crucial issue that how many brand cities countries possess (<http://www.temelaksoy.com>). In today's conditions, brand cities are created by bringing one or more characteristics to the fore. According to Kotler et al (1999) brand image of the cities are formed as a sum of residents' beliefs, ideas and impressions of the city. Through this process, awareness, judgments and cultural environment of the individuals play a vital role. (Tolungüç 2000: 23-25).

The image of cities is not only based on the activity of a single issue of a city's geography, political discourse, famous citizens, products, tourist attractions and historical background (Boulding 1959: 122) but also on the city-owned political attitudes, cultural reflections, political and cultural leaders, tourists, tourism figures, sporting events, sports stars, scientific achievements, artistic and sporting achievements, international organizations, successful festivals, trade shows, public leaders' positive opinions about the city, lobbying activities carried out, and their images of export and owned brands (Gültekin 2005: 136-138).

Today's cities form various images with the brands they possess. For example, Tokyo has a technological and innovative image with "Toshiba and Sony"; Milan is famous for its "Milan FC" football club, history and history of fashion week; Cologne inspires a successful and productive image thanks to "Mercedes" and Washington, DC has a powerful image with its "White House and the Capitol ". So much so that, today, some cities have become more important and popular with their great brands than the countries. For example, Venice, Florence, Rome are "valuable and famous" than Italy,

as in the cities of Vienna (Austria), Casablanca (Morocco)
(<http://www.temelaksoy.com/>) .

All in all, there has been a great need of such a study that aims to find out to what extent politicians, national brands and national corporations, which recall Konya are known and to what level they contribute to the promotion of Konya.

3. METHOD

3.1. POPULATION AND SAMPLING

A field survey was carried out in order to investigate the recognition level of national brands of Konya and well-known politicians among the people from various demographical characteristics (newly enrolled college students and their parents) during their registration at Selçuk University Faculty of Communication. The sample for this study was based on a purposive sampling. Respondents were those who agreed to participate among all present for the registration at the Faculty of Communication. The data was comprised of the responses from 364 people using face to face interview technique. As a result of preliminary investigations, 350 questionnaires were taken into the analysis process.

3.2. DATA COLLECTION TOOLS

A questionnaire consisting of two sections was prepared to determine the recognition level of Konya's national brands using the responses of new students and their parents. In the first section there were items to determine to what extent Konya's national brands and politicians were known using a 5-point Likert-type (1 = I don't know by no means, 2 = I don't know, 3 = Neutral, 4 = I Know, 5=I Know well).

The second part of the survey includes items socio-demographic characteristics of the students and parents such as identifying respondents' education level, occupation, monthly family income, marital status, sex, age, city of residence.

The prepared questionnaire form initially was reviewed by two specialists in terms of face validity and necessary amendments were made before administration according to their views. Also the questionnaire was piloted on 50 subjects in order to ensure the intelligibility and see the possible problems in the administration.

3.3. DATA ANALYSIS AND TESTS

The field survey was conducted face to face with the newly enrolled students and their parents at Selçuk University Faculty of Communication between, 3-7 September 2012. The data obtained were processed electronically using the SPSS 15.0 statistical software.

In the analysis of the data, demographic characteristics of the respondents and the level of recognition of national brands originated from Konya were examined by using descriptive statistical techniques such as mean and frequency distributions. In order to evaluate Konya's national brands and their levels of recognition fully and objectively, arithmetic means were evaluated in the form of three different categories namely: politicians, corporations and brands. As a result, the resulting groups are saved as a variable and Independent Samples T-Test was used to look for possible relationships between two groups; parents and students. Significance level was set at .05 and only those, which are equal or lower than this value were evaluated.

4. FINDINGS AND DISCUSSION

4.1. SOME CHARACTERISTICS S OF PARTICIPANTS

Some of the findings related to the demographic characteristics of the respondents are stated as follows:

- Of the participants (N = 350), in terms of gender, 55.4 % were male and 44.6 % were female. These percentages obtained were at a sufficient level to make comparisons in terms of gender.

- In terms of marital status, of the respondents 78.3 % of the respondents were single, 20.0 % were married and 1.7 % were divorced.

- Under the category of age distribution, 23.4 percent of participants were under 18 years of age, 52.3 % were between the ages of 19 to 23, 2.6 % were between the ages of 24 to 29, 1.6 % were between the ages of 30-35 and 20.3 % were in the 36 + age group.

- In terms of educational level, 0.3 percent of the respondents stated that they were illiterate while 4.3 % were graduated from primary school, 4.6 % from secondary school, 78.0 % from high school. 12.6 % of the respondents from university and only 0.3 % stated that they had a postgraduate degree. Results showed that the majority of respondents had either high school degree or a major degree.

- According to the respondents' occupations, 3.2 % were workers, 6.9 % were civil servants, 1.7 % were shop owners, 4.0 % were self-employed, 5.1 % were retired, 2.0 % were housewives and 77.1 % were students. These percentages showed that this study included participants from a variety of occupational groups.

- The findings from descriptive analysis of family total income of the respondents showed that the lowest income was 100 Turkish Liras whereby the highest was 5000 Turkish Liras. If the range is categorized, of the respondents 16.9 % get less than TL 740, 48.0 % get TL 741-1500, 25.7 % get TL 1501 - 2500 and 9.4 % get higher than

TL 2501. According to these findings, the majority of the participants were from lower and middle income groups.

- 78.6 % of respondents were students while 21.4 % were parents of those.

- In order to categorize the province that the respondents reside, findings revealed that 33.1 % lived in Central Anatolia, 26.0 % lived in Marmara, 12.4 % were from Black Sea Region, 9.1 % lived in Aegean Region, 8.9 % lived in Mediterranean, 6.1 % were from Southeastern Anatolia and 4.4 % were from Eastern Anatolia Region.

4.2. LEVELS OF RECOGNITION OF KONYA'S NATIONAL BRANDS

4.2.1. Levels of Recognition of Konya's Politicians

There are several factors that make up the image of cities. These can be listed as the city's architecture, its economy, its natural structure, institutions, and well-known politicians. Of these, particularly politicians, they provide information about the city's political standing, economic structure, religious beliefs and reaction to social phenomena. In order to determine Konya's politicians' levels of recognition, Table 1 shows the list of mean order of according to their levels of recognition. According to Table 1., respondents mostly recognize Prof. Dr. Necmettin Erbakan (M=3.82), while the rest of list is occupied by Prof. Dr. Ahmet Davutoğlu (M=3.40), Konya PM and Minister of Foreign Affairs; Tahir Akyürek (M=2.32), the mayor of Konya; Mehmet Keçeciler (M=2.16), former minister and Atilla Kart (M= 2.13), Member of Parliament.

Nation-wide these little-known politicians were Dr. Serdar Kalaycı (M= 1.84), mayor of Meram district followed by the Mayor of Meram district, Mehmet Hançerli (M = 1.83). This is because, both of which are the mayors of the districts of Konya and the respondents were mostly from other cities.

According to the findings, the most well-known politicians of Konya were former Prime Minister Prof. Dr. Necmettin Erbakan and Prof. Dr. Ahmet Davutoğlu, Minister Of Foreign Affairs while the least well-known were Serdar Kalaycı and Mehmet Hançerli.

Table 1: Descriptive Statistics of Levels of Recognition of Konya's Politicians

	Items	N	Min.	Max.	Mean	S.D.
1	Prof.Dr.Nejmettin Erbakan	350	1	5	3.82	1.31
2	Prof.Dr.Ahmet Davutoğlu	350	1	5	3.40	1.47
3	Tahir Akyürek	350	1	5	2.32	1.33
4	Mehmet Keçeciler	350	1	5	2.16	1.25
5	Atilla Kart	350	1	5	2.13	1.23

6	Faruk Bal	350	1	5	2.12	1.18
7	Uğur İbrahim Altay	350	1	5	1.98	1.09
8	Dr. Recep Konuk	350	1	5	1.95	1.08
9	Dr. Serdar Kalaycı	350	1	5	1.84	0.94
10	Mehmet Hançerli	350	1	5	1.83	0.96

Significant differences were found between the two groups – parents and students according the recognition level of Konya’s politicians: Prof.Dr. Ahmet Davutoğlu ($t=-2.55$; $p< .05$), Mehmet Keçeciler ($t=-8.76$; $p< .05$), Atilla Kart ($t=-3.11$; $p< .05$), Faruk Bal ($t=-5.24$; $p< .05$), Dr. Recep Konuk ($t=-2.99$; $p< .05$), Dr. Serdar Kalaycı ($t=-3.00$; $p< .05$) and Mehmet Hançerli ($t=-3.02$; $p< .05$). According to the descriptive statistics table, parents were likely to recognize Prof.Dr. Ahmet Davutoğlu, Mehmet Keçeciler, Atilla Kart, Faruk Bal, Dr. Recep Konuk, Dr.Serdar Kalaycı and Mehmet Hançerli better than the students.

This finding shows that parents, compared to the students, were more interested in politics and therefore they recognize the nation-wide politicians better.

Table 2: Difference in the Levels of Recognition of Konya’s politicians between groups – parents and students.

POLITICIANS		N	Mean	t- value	Sig.
Prof.Dr.Nejmettin Erbakan	Student	275	3.82	-0.18	.855
	Parent	75	3.85		
Prof.Dr.Ahmet Davutoğlu	Student	275	3.30	-2.55	.011
	Parent	75	3.78		
Tahir Akyürek	Student	275	2.25	-1.75	.080
	Parent	75	2.56		
Mehmet Keçeciler	Student	275	1.89	-8.76	.000
	Parent	75	3.18		
Atilla Kart	Student	275	2.02	-3.11	.002
	Parent	75	2.52		
Faruk Bal	Student	275	1.95	-5.24	.000
	Parent	75	2.73		
Uğur İbrahim Altay	Student	275	1.92	-1.92	.055
	Parent	75	2.20		
Dr. Recep Konuk	Student	275	1.86	-2.99	.003
	Parent	75	2.28		
Dr. Serdar Kalaycı	Student	275	1.76	-3.00	.003
	Parent	75	2.13		
Mehmet Hançerli	Student	275	1.75	-3.02	.003
	Parent	75	2.13		

4.2.2. Recognition Levels of Konya’s National Brands

Table 3 presents to what extent Konya’s national brands were recognized by both the parents and students surveyed. According to the findings, in order of recognition, Torku ($M=3.26$) was the first of all followed by Atiker ($M=3.06$), Rapsodi ($m=2.73$), Pakpen ($m=2.67$) and Beysu ($m=2.37$). Less recognized brands were, New City ($M =$

1.87), Seden Triko (M = 1.87), Falez (M = 1.79), Konfull (M = 1.66), and Kenzel (M = 1.63).

Actually, the mostly known brands imply the importance of commercials on the national media and sponsorship, social responsibility events, corporate image and public relations and media relations. In this sense, most of the lesser-known brands were recognized by only those who had a special interest in that brand.

Table 3: Descriptive Statistics of Recognition Levels of Konya's National Brands

	BRANDS	N	Min.	Max.	Mean	S.D.
1	Torku	350	1	5	3.26	1.38
2	Atiker	350	1	5	3.06	1.46
3	Rapsodi	350	1	5	2.73	1.47
4	Pakpen	350	1	5	2.67	1.47
5	Beysu	350	1	5	2.37	1.37
6	Ova Süt	350	1	5	2.36	1.38
7	Zade	350	1	5	2.32	1.44
8	Şeker Süt	350	1	5	2.28	1.35
9	Kompen	350	1	5	2.22	1.32
10	Selva	350	1	5	2.22	1.35
11	Cebel	350	1	5	2.18	1.31
12	Enka Süt	350	1	5	2.14	1.27
13	AKL Oto Gaz Sistemleri	350	1	5	2.11	1.21
14	Gesaş	350	1	5	2.09	1.18
15	Pak Siding	350	1	5	2.06	1.27
16	Huğlu Av Tüfekleri	350	1	5	2.03	1.23
17	Bürotime	350	1	5	2.02	1.23
18	İvrizsu	350	1	5	2.01	1.19
19	Hekimoğulları Unları	350	1	5	1.90	1.10
20	New City	350	1	5	1.87	1.01
21	Seden Triko	350	1	5	1.87	1.05
22	Falez	350	1	5	1.79	0.99
23	Konfull	350	1	5	1.66	0.89
24	Kenzel	350	1	5	1.63	0.84

There was a significant difference between the two groups, parents and students, in the levels of recognition of brands such as AKL Oto Gaz Sistemleri ($t=-2.20$; $p<.05$), Pak Siding ($t=-2.28$; $p<.05$), Huğlu Hunting Rifles ($t=-6.92$; $p<.05$), New City ($t=-2.63$; $p<.05$), Seden Triko ($t=-2.04$; $p<.05$) and Kenzel'i ($t=-2.03$; $p<.05$). This refers to the fact that the brands mostly used by male participants were recognized better than the brands used by female participants. However, this finding may be biased due to the fact that most of the parents accompanying their children were male.

Table 4: Difference in the Recognition Levels of Konya's National Brands between the two groups – Parents and Students

BRANDS		N	Mean	t- value	Sig.
Torku	Student	275	3.29	0.87	.385
	Parent	75	3.13		
Atiker	Student	275	3.07	0.40	.689
	Parent	75	3.00		
Rapsodi	Student	275	2.77	1.13	.257
	Parent	75	2.56		
Pakpen	Student	275	2.65	-0.63	.523
	Parent	75	2.77		
Beysu	Student	275	2.42	1.16	.247
	Parent	75	2.21		
Ova süt	Student	275	2.40	1.03	.300
	Parent	75	2.21		
Zade	Student	275	2.26	-0.67	.498
	Parent	75	2.38		
Şeker Süt	Student	275	2.28	-0.03	.973
	Parent	75	2.29		
Kompnen	Student	275	2.19	-0.79	.427
	Parent	75	2.33		
Selva	Student	275	2.19	-0.72	.472
	Parent	75	2.32		
Cebel	Student	275	2.16	-0.34	.729
	Parent	75	2.22		
Enka süt	Student	275	2.11	-0.74	.458
	Parent	75	2.24		
AKL Oto Gaz Sistemleri	Student	275	2.04	-2.20	.028
	Parent	75	2.38		
Gesaş	Student	275	2.03	-1.77	.077
	Parent	75	2.30		
Pak Siding	Student	275	1.98	-2.28	.023
	Parent	75	2.36		
Huğlu Av Tüfekleri	Student	275	1.80	-6.92	.000
	Parent	75	2.85		
Bürotime	Student	275	1.96	-1.53	.125
	Parent	75	2.21		
İvrizsu	Student	275	2.04	0.96	.336
	Parent	75	1.89		
Hekimoğulları Unları	Student	275	1.88	-0.62	.534
	Parent	75	1.97		
New City	Student	275	1.80	-2.63	.009
	Parent	75	2.14		
Seden triko	Student	275	1.81	-2.04	.042
	Parent	75	2.09		
Falez	Student	275	1.74	-1.85	.064
	Parent	75	1.98		
Konfull	Student	275	1.62	-1.73	.083
	Parent	75	1.82		
Kenzel	Student	275	1.58	-2.03	.042
	Parent	75	1.81		

4.2.3. Levels of Recognition of Konya's National Corporations

Table 5 shows the findings related to the level of recognition of Konya's nation-wide corporations with their means respectively. According to what is presented, "Selçuk University" (M = 4.24) was the first of all the corporations followed by the second "Konya Sugar" (M = 3.62), the third "Konya Sports Club" (M = 3.48), the fourth "Kontur" (M = 3.11) and the fifth "Özkaymak" (M = 3.06). Less recognized ones were "Akdeniz Cam" (M = 1.86), "Kongaz" (M = 1.86), "Komyapı" (M = 1.78), "Farmatur" (M=1.78), and "Seha Construction" (M = 1.61) respectively.

This finding reveals that the corporations offering goods and services for the whole nation were recognized better than those doing business only in a particular area.

According to these findings, the most well-known corporation of Konya was Selçuk University followed by Konya Sugar, Konya Sports Club, Kontur and Özkaymak Bus Companies respectively.

Table 5: Descriptive Statistics of Recognition Level of Konya'a National Organizations

	Items	N	Min.	Max.	Mean	S.D.
1	Selçuk Üniversitesi	350	1	5	4.24	0.98
2	Konya Şeker	350	1	5	3.62	1.45
3	Konya Spor	350	1	5	3.48	1.51
4	Kontur	350	1	5	3.11	1.54
5	Özkaymak	350	1	5	3.06	1.52
6	Kon TV	350	1	5	2.99	1.42
7	Adese	350	1	5	2.97	1.54
8	İdeal Yurtları	350	1	5	2.78	1.39
9	Selçuk Ecza Deposu	350	1	5	2.61	1.42
10	Akinsoft	350	1	5	2.51	1.38
11	Adesem	350	1	5	2.40	1.42
12	Kombassan	350	1	5	2.32	1.37
13	Bera Hotel	350	1	5	2.06	1.20
14	İttifak	350	1	5	2.02	1.20
15	Dosteli	350	1	5	1.98	1.16
16	Bey Tekstil	350	1	5	1.93	1.10
17	Meramgaz	350	1	5	1.91	1.09
18	Koncam	350	1	5	1.90	1.01
19	Akdeniz Cam	350	1	5	1.86	1.00
20	Kongaz	350	1	5	1.86	1.11
21	Komyapı	350	1	5	1.78	1.04
22	Farmatur	350	1	5	1.78	1.00
23	Seha İnşaat	350	1	5	1.61	0.92

The recognition level of participants of the study for national organizations of Konya like Selçuk Ecza Deposu ($t=-3.03$; $p< .05$), Kombassan ($t=-4.75$; $p< .05$), Bey Tekstil

($t=-2.49$; $p< .05$), Koncam ($t=-2.35$; $p< .05$), Akdeniz Cam ($t=-3.59$; $p< .05$) and Farmatur ($t=-3.15$; $p< .05$) has shown meaningful differences depending on their being students or parents. Considering the multiple-comparison table, it can be seen that parents attending the study have further knowledge of Selçuk Ecza Deposu operating in the health sector, Kombassan Holding operating in different sectors from construction sector to food sector, Bey Tekstil operating in textile sector, Koncam operating in glass manufacturing sector, Akdeniz Cam operating in glass siding and Farmatur transporting in tourism sector.

Table -6: Differences in the Recognition Level of Konya's National Organizations Depending on participants' being student or parent.

ORGANIZATION		N	Mean	t- value	Sig.
Selçuk Üniversitesi	Student	275	4.28	1.51	.130
	Parent	75	4.09		
Konya Şeker	Student	275	3.65	0.65	.516
	Parent	75	3.53		
Konya Spor	Student	275	3.39	-1.34	.180
	Parent	75	3.65		
Kontur	Student	275	3.10	-0.20	.838
	Parent	75	3.14		
Özkaymak	Student	275	3.07	0.38	.701
	Parent	75	3.00		
Kon TV	Student	275	3.02	0.85	.394
	Parent	75	2.86		
Adese	Student	275	3.05	1.89	.059
	Parent	75	2.68		
İdeal Yurtları	Student	275	2.82	1.02	.307
	Parent	75	2.64		
Selçuk Ecza Deposu	Student	275	2.49	-3.03	.003
	Parent	75	3.05		
Akinsoft	Student	275	2.57	1.72	.085
	Parent	75	2.26		
Adesem	Student	275	2.48	1.80	.072
	Parent	75	2.14		
Kombassan	Student	275	2.14	-4.75	.000
	Parent	75	2.97		
Bera Hotel	Student	275	2.03	-0.96	.338
	Parent	75	2.18		
İttifak	Student	275	1.96	-1.78	.076
	Parent	75	2.24		
Dosteli	Student	275	1.94	-1.22	.223
	Parent	75	2.13		
Bey Tekstil	Student	275	1.85	-2.49	.013
	Parent	75	2.21		
Meramgaz	Student	275	1.88	-1.00	.315
	Parent	75	2.02		
Koncam	Student	275	1.83	-2.35	.019
	Parent	75	2.14		
Akdeniz Cam	Student	275	1.76	-3.59	.000
	Parent	75	2.22		
Kongaz	Student	275	1.82	-1.11	.268

	Parent	75	1.98		
Komyapı	Student	275	1.77	-0.50	.613
	Parent	75	1.84		
Farmatur	Student	275	1.69	-3.15	.002
	Parent	75	2.10		
Seha İnşaat	Student	275	1.58	-1.08	.280
	Parent	75	1.72		

CONCLUSION

Today production is no more a problem and technological capabilities make almost everything produced in sector base similar. However, the diversification of the products and services was formerly realized through differences resulting from production or quality, shape, presentation and package. Today it is possible to find a lot of products that are almost alike, of the same quality and that easily replace each other. Together with the producers, this situation has made the business of advertising industry harder as well. As a result of this necessity, the idea of “brand” has appeared so as to be notified and to diverse from the similar.

Brand, effective in both product diversion and creating customer loyalty, carries out its functions for today’s cities as well. In the era that is also called “brand age” and that we haven’t experienced yet, national and international brands are used as a distinctive feature in addition to different touristic and geographical feature in order to advertise a city. Furthermore, the brands owned by the city are presented as the most distinctive and remarkable feature of theirs. Cities are identified with their brands, they create images with their brands and they are mentioned with them.

In our research aiming to determine the recognition level of national and international brands contributing to the publicity of Konya, which is geographically the largest city and 6’th biggest city of Turkey considering population;

- The national politicians are deeply memorialized with Konya and best known by the public are former Prime Minister Prof.Dr. Nejmettin Erbakan, Minister Of Foreign Relations Prof.Dr. Ahmet Davutoğlu and Konya metropolitan Mayor Tahir Akyürek.

- Parents are more interested in politics than students.; they know national and local politicians (Prof.Dr. Ahmet Davutoğlu, Mehmet Keçeciler, Atilla Kart, Faruk Bal, Dr. Recep Konuk, Dr.Serdar Kalaycı and Mehmet Hançerli) better.

- Among the national brands of Konya is Torqu that is best known; Atiker and Rapsodi brands follow it. The common features of these are that they advertise to national mass communication media and they continuously carry on public relation activities. The least known brands of Konya are “Konful” and “Kenzel”, producing in special fields and appealing to only a limited number of interested customers.

-Parents have further information on the brand names in which mostly men are interested such as AKL Auto Gas Systems, Pak Siding, Huđlu Shotguns, Seden Tricot and Kenzel; they have less information on brand names of the products in which mostly women are interested. The main reason of this situation is that Turkish society is a male-dominant society and parents participating this study are mostly men

-Among the Konya organizations operating in national level the most known are “Selçuk University”, “Konya Őeker”, “Konya Sport Club”, “Kontur Bus Company” and “Özkaymak Bus Company” respectively. The least known ones are; “Komyapı”, “Farmatur” and “Seha İn Őaat”. This data shows that the national organizations producing services and products for the general society have a higher level of recognition than those producing in a special field and for a specific part of the society.

The parents know Selcuk Ecza Deposu working basically in the field of Medicine, Kombassan Holding working in a variety of fields from Construction to Food Industry, Bey Tekstil operating in textile sector, Koncam operating in glass manufacturing sector, Akdeniz Cam operating in glass siding and Farmatur transporting in tourism sector better than the students.

Consequently, just the natural beauties, historical tissues owned and hosting for the big organizations are not enough for the publicity of cities; they should have national and international brands as well. The recognition level of the brands owned makes very positive contributions to the publicity of cities.

REFERENCES

Boulding K E (1959). “National Images and International Systems”, The Journal of Conflict Resolution, 3 (2), 120-131.

Gültekin B (2005). “Türkiye’nin Uluslararası İmajında Yükselen Deđerler ve Eğilimler”, Selçuk İletişim, 4 (1), 126-140.

<http://www.derszamani.net/illere-gore-turkiye-nufusu.html>, (Erişim Tarihi: 03.03.2013)

<http://www.temelaksoy.com/yazilar/marka/Markalar-Dunyasinin-Kurallari>, (Erişim Tarihi:12.04.2013)

<http://www.temelaksoy.com/yazilar/marka/Marka-Sehirler.aspx>, (Erişim Tarihi: 22.04.2013)

Kotler, P., Asplund, C., Rein I. and Haider, D. (1999). Marketing Places Europe, Perason Education Ltd., London

Pınar, İ. (2005). Doğrudan Pazarlama, Seçkin Yayıncılık, Ankara

Tolungüç A. (2000). Turizmde Tanıtım ve Reklam, MediaCat Kitapları, Ankara

Yurdakul, N.B. (2012). “İşletme Yönetiminde İki Stratejik Görev: İmaj – Marka Yönetimi ve Müşteri İlişkileri Yönetimi”, Sosyal Bilimler Dergisi, PDF Created With FinePrint pdfFactory Pro Trial Version <http://www.pdffactory.com>, pp.205-211

Wood, L. (2000). “Brands and Equity: Definition and Management”, Management Decision, Vol:38, No:9, pp.662-669

The logo for the International Association for Business and Economics (IABE) is centered on the page. It consists of the lowercase letters "iafor" in a light blue, sans-serif font. The text is surrounded by two large, overlapping circular arcs. The upper arc is light blue and the lower arc is light red, both with a soft, feathered edge. The background of the page is white.

