

Servicing Global Brands to Local (Glocal) Markets and Evaluating These Strategies: A Study on the Detergent Sector Made in Antalya Province

Global Markaların Yerel (Glokal) Pazarlara Servis Edilmesi ve Bu Stratejilerinin Değerlendirilmesi: Antalya İli Deterjan Sekörü Üzerine Yapılmış Bir Araştırma

ABSTRACT

Consumer behaviors are influenced by social, cultural, psychological and personal factors. Therefore, there are purchasing actions that vary from person to person, from city to city, even from market to market.

All businesses that continue to operate on the global lane will have to adapt their strategies to the markets of the countries in which they are located. On this basis, they can turn global success into success in the local market. But what characteristics should be emphasized when the product is served to local markets? What do consumers pay attention to when purchasing this product? The answer to this question is in the application part of our study. To find out why a global detergent brand is taken in local markets. Consumers in the glokal market are trying to find out what they are looking for and why they buy it in global brands. The study was conducted with 250 people in Antalya city center. It includes a survey of women over the age of 20. The data of this questionnaire was evaluated and interpreted.

Keywords: Global Brand, Glocal Brand, Consumer

ÖZET

Tüketici davranışları sosyal, kültürel, psikolojik ve kişisel faktörlerden etkilenmektedir. Bundan dolayı kişiden kişiye, şehirden şehre hatta ve hatta pazardan pazara bile değişen satın alma eylemleri bulunmaktadır.

Küresel kulvarlarda faaliyetlerine devam eden bütün işletmeler, girdikleri ülkelerdeki pazarlarda stratejilerini o ülke pazarlarına adapte etmek durumunda kalmaktadır. Bu sayede global başarılarını yerel pazarlarda da başarıya dönüştürebilirler. Ancak ürün yerel pazarlara servis edilirken, hangi özelliklerini vurgulamalıdır? Tüketiciler, bir ürünü satın alırken nelere önem vermektedir? Bu soruların yanıtı çalışmamızın uygulama kısmında yer almaktadır. Küresel bir deterjan markasının yerel pazarlarda satın alınmasının nedenleri bulunmaktadır. Glokal (yerel) pazarlardaki tüketicilerin karşılaştığı global markalarda ne gibi özellikler aradıkları ve neden satın aldıkları araştırılmıştır. Çalışma Antalya il merkezindeki 250 kişiyle yürütülmüştür. 20 yaş üstü bayanlara yapılan bir anket çalışmasını kapsamaktadır. Bu anket çalışmasının verileri değerlendirilerek, yorumlanmıştır.

Anahtar Kelimeler: Global Marka, Glokal Marka, Tüketici Davranışlar

INTRODUCTION

Developments in technology and information have increased people's level of knowledge. In parallel with the increase in knowledge levels, expectation levels have also differentiated. This situation has made it necessary for all businesses producing products and services to enter into a tough competitive environment. In order not to fall behind technology in this competitive environment and to increase their chances of success, businesses should be consumer-oriented and realize their products and brands in this direction. Businesses that can do this can only become a world brand.

Advances in technology and information have led to the elimination of trade barriers and facilitated borderless access to all countries of the world. This has led to the process of globalization, which is a new and challenging process for businesses. The essence of the globalization phenomenon is that businesses carry out their activities as a single market without any restrictions in all country markets of the world. Businesses that want to achieve competitive advantage and success should create global marketing strategies very well and implement them with great care. However, a standard marketing strategy may lead to different reactions in different regions. This is because the world is made up of consumers who are a synthesis of different characteristics and cultures. These different social, cultural, etc. factors closely affect the purchasing behavior of consumers. In this case, while global companies present their products to glocal (local) markets, a single strategy will not be sufficient and they need to develop different strategies. Of course, while developing these strategies, they should not ignore consumer demands and needs.

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Today, it is seen that many businesses operating glocal globally around the world are turning towards glocal markets. They try to adapt their marketing mix to local phenomena in different markets. The reason for this is to ensure further growth and development by opening up to new markets.

Global companies applying glocal marketing strategies look at, examine and analyze all the features that may affect purchasing behaviors such as market structure, characteristics, consumers, cultures, purchasing power, etc. in the local markets they want to enter. Businesses that form their strategies and marketing mix according to the results of this analysis try to gain competitive advantage by developing effective strategies against other companies in the market.

LITERATURE SUMMARY

From past to present, the human factor is the most important element in the world. The main source of every work has been human beings and all innovations have become specific to this factor. However, in order for this valuable being to survive on earth, it has certain needs and has to fulfill these needs. First of all, they have been able to meet their most basic needs such as eating, drinking, shelter, etc. for a long time by struggling with nature. However, when the needs that they could not provide from the region they were in emerged, they resorted to meeting them through bartering from the people who had provided them. This process has developed with the evolution of humanity and revealed the phenomenon of marketing (Mucuk, 2013: 2-3).

The historical development of marketing can be divided into two groups: traditional marketing understanding and modern marketing understanding. Traditional marketing understanding is seen as production, product and sales understanding. In the understanding of production, product and sales, the producer is in the first plan and the consumer is in the second plan. The producer is king, not the consumer (Koç, 2015: 78). Modern marketing understanding is seen as marketing management, social marketing and relationship marketing and covers a period extending to the present day (Erdoğan et al., 2012: 11). The consumer is the king, not the producer, and the interests of the consumer and society are at the forefront (Derin, 2011: 20).

The main element marketing is to communicate. Through communication, the marketing function will be fulfilled (Bender and Torok, 2000: 15).

Perhaps the most important element in marketing efforts is the product (Erdoğan et al., 2012: 23). Concepts such as goods, products, services etc. are within the scope of the product concept (Torlak et al., 2013: 100). The product is the reason for businesses to live and the element of income generation. It is an element needed to start marketing activities. The concept of product is also a need for the creation of marketing mixes (Kavak and Sığındı, 2012: 50). If the concept of product, which is the living element of businesses, is so important, it is a great competitive advantage for businesses to develop a brand new product that can be made for the benefit of consumers (Uyanık, 2012: 50).

Another important element in marketing efforts is the brand. A strong brand provides prestige, guarantee, quality, trust, etc. to consumers, while also providing legal protection to businesses (Uyanık, 2012: 56). Therefore, creating a strong brand is a very important element for businesses (Durmaz and Ertürk, 2016: 83). After creating a strong brand, the business that successfully completes the promotion function will become superior to competing businesses in the market (Koçoğlu and Aydoğdu, 2017: 225).

Today, with the development of technology, access to information has become quite easy and the level of knowledge of consumers has increased. This has greatly increased the level of discernment of today's consumers. Again, thanks to these developments, consumer expectations and desires have become more diverse and differentiated. These developments have made it inevitable for businesses to enter into a great competitive environment (Uzkurt et al., 2013: 22). Businesses that can control micro and macro environmental factors, evaluate the advantages of these factors and eliminate their disadvantages, and make marketing mixes and strategies, that is, marketing management effectively and appropriately, have been able to have a say in this competitive environment. In fact, businesses that can make their products and brands of higher quality and different will have the opportunity to reach regional, national and global scales respectively (Uyanık, 2012: 50).

Due to the impact of the technological, economic and cultural developments, the impact of multinational and global firms on world trade has also started to increase. Again, the increasing prevalence of technology has caused consumers' desires and demands to diversify and become more specialized (İnce, 2014: 7). These developments have made it difficult for businesses operating on a global scale to enter new markets with standard criteria (Altınbaşak Farina et al., 2013: 4-5). Because the consumer mass with different demands and demands is now more conscious and more selective. If the only reason for businesses to continue their activities and survive is the consumer, the consumer concept should be the focus of all businesses, whether global or local. Global companies need to develop a consumer-oriented strategy and act according to the expectations of the consumer factor, which is the only reason for their survival in the new markets they will enter. This situation makes it important for global businesses to adapt their marketing mix to the new markets they will enter, that is, glocalization (Ekinci, 2010: 52).

Global firms that want to increase their share in the markets have to consider the effects on consumers' purchasing behavior. However, consumer behavior is complex and affected by many variables (Taşkın, 2010: 110). Especially cultural changes affect consumer behavior a lot (Durmaz, 2008: 39-40). For example, pork is not eaten in Islamic culture and cows have an important place in Indian culture. Generally accepted and established value judgments are passed from generation to generation, while at the same time bringing along consumption habits and preferences. When products are offered from one country to another, if there are similarities between the cultures of the two nations, the chances of their acceptance are much higher (Otay, 2001: 103). If there are more differences, the adaptation of products and other marketing mix elements to the culture of this country gains importance (Onurlu and Zülfügarova, 2016: 496). The global strategies of twenty years ago have been replaced by localization strategies and methods specific to the regions in which they trade. McDonald's restaurant chain is a globally successful brand. The main reason for this is the managers' efforts to recognize and understand different cultures. They aimed to present their products according to the culture, traditions, ideas, etc. of that country. This has enabled them to be successful in glocal markets. In a country like India, where the cow is considered sacred, it is religiously forbidden to eat beef. Vegetables are mostly consumed. In this sense, McDonald's can produce and sell meatball menus in India from vegetables or lamb (Çakırer, 2013: 112).

Again, although McDonald's is one of the established brands of popular culture, it is trying to be a brand closer to its customers and to appear more familiar and more familiar than its competitors with its glocalization movements. While McDonald's adds beer to its menus in Germany, avocado replaces ketchup and mayonnaise in Chile, or while boiled rice is served on the menu in another country, pizza with doner is an indispensable flavor for Turks. (www.huseyinsevkitopuz.blogspot.com2010/05/kuresellesmenin-otesi-glokallesme, 2010).

Local and global are concepts that are completely intertwined and need each other. Robertson argues that there cannot be global without local and local without global. Again, a Turkish proverb says, "You cannot sell snails in a Muslim neighborhood" (Çakırer, 2013: 112). For this reason, when global companies present their brands to local markets, they should adapt both the way of presentation and the way of address to the climate of the local region. No matter how big the brand is, if the way of meeting the customer is wrong, defeat will be inevitable. For this reason, consumer behavior should be examined in the finest details and presented to the consumer with the appropriate marketing communication tools.

This study will focus on global detergent brands. In this sense, there are important giant companies. As seen in Table 1, Unilever, P&G, Henkel and RB (Reckit Benekiser) are the leading companies in the detergent sector and have the largest share of the cake. Başer Kimya (ABC), a local brand, ranks 9th in the ranking with a small share. Looking at the figures, it can be seen that more than half of the turnover in 2013 in the most competitive detergent markets is in the hands of three major companies.

Table 1: Turkish detergent brands 2012/2013 statistics

COMPANIES	2012	2013
Unilever	24,2	25,0
P&G	16,4	16,5
Henkel	14,7	14,9
RB	13,9	13,3
Hayat	5,1	4,8
J. Wax	2,3	2,0
FHP	1,8	1,6
3M	1,7	1,5
Baser	1,4	1,4
Provel	0,8	0,9

BRANDS	2012	2013
Omo	8,6	8,9
Finish	6,7	6,7
Ariel	6,6	6,5
Domestos	5,0	5,4
Fairy	3,8	4,7
Bingo	4,9	4,6
Persil	3,6	3,8
Pril	1,9	1,6
Cif	1,5	1,4
Alo	1,5	1,3
Yumoş	1,1	1,2
Rinso	2,9	1,1
Vernel	2,7	2,6
Henkel Tursil	2,2	2,2
Kosla Vanish	2,3	2,0
Ace	2,4	2,0
Vileda	1,8	1,6
Scotch Brite	1,7	1,5
Air Wick	1,7	1,5
Calgon	1,4	1,4

Source: TÜLÜMEN, Merve (2015).

PURPOSE OF THE RESEARCH

Global enterprises must first determine whether they should offer a standard product or a product adapted to the local market when making product decisions for the markets they will enter. In today's world where competition conditions are increasing, it is seen that global businesses include glocal product strategies while developing their

strategies. This raises the question of whether local factors are more important than the brand. How these brands meet their consumers, the continuity of the process and what should be done in this process should be investigated. Strategies need to change with rapidly evolving technological, political and cultural values. Continuously staying in place with the same strategy and handing over success to other hands will prepare the end of businesses. Therefore, the aim of this study is to reveal the relationship between brand and consumer and how international brands should form a product strategy in local markets. More specifically, it sought answers to questions such as the following;

- ✓ Why are marketing strategies important?
- ✓ Why glocal marketing?
- ✓ Is it the brand or the way of marketing that matters?
- ✓ What are the reasons why consumers turn to brands?
- ✓ What are the reasons why consumers buy?
- ✓ What is a brand in the eyes of the consumer?

The detergent sector, which is one of the most competitive markets almost all over the world, has a highly competitive structure both in terms of the size of the market and the large number of multinational companies such as Procter & Gamble (P&G), Unilever and Henkel operating in this field. There is not much need for local adaptation when global detergent brands meet local markets. Standard marketing elements are often sufficient. Harmonization is only possible through strategies such as the placement of a few cultural or social elements in advertisements. For this reason, in our study, instead of addressing the adaptation elements with the research on global detergent brands in the provincial center of Antalya, the reasons why local consumers prefer products and brands and their reasons for purchasing will be evaluated, and it is thought that this study will provide ideas to managers in local markets.

IMPORTANCE OF RESEARCH

So far, research has been conducted on topics such as global marketing, glocal marketing, marketing strategies, and changes in marketing understanding. However, there has not been a one-to-one overlapping research on the value of global brands in the eyes of consumers when meeting local values. With this research on global detergent brands, it will be evaluated what kind of strategies global brands should determine when meeting with local markets and how these strategies should be evaluated. In addition, emphasizing that the local market does not need the brand, but the brand needs the local market will emphasize how valuable people are, which will add great importance to this study.

Again, the arrangements to be made to improve product quality as a result of the suggestions on identifying and correcting the deficiencies in the marketing strategies of the enterprises can be seen in the importance of this research.

Aykan Candemir and Ali Erhan Zalluhoğlu 2010 "Evaluation of Glocal Product and Brand Strategies. The Case of Algida İzmir", Fatma Çakır, Mesut Çakır and Özden Gürsoy 2011 Journal of Organization and Management Sciences "Global Businesses' Local Product Decisions and the Impact on Consumers' Purchasing Behavior" and Yakup Durmaz 2008 "Consumer Behavior" are good examples on this subject. Yakup Durmaz 2008 "Consumer Behavior" book was used in the creation of the survey questions.

METHOD

Research Method

In accordance with the purpose of our study, the research was handled using the "Descriptive Model", which is used extensively in marketing research.

Descriptive research requires collecting data to test hypotheses or find answers to questions about the current state of the topic under study. Descriptive data are usually obtained through information gathering methods such as observation, questionnaires, interviews or tests.

Universe and Sample

The population of the study consists of Antalya province. Convenience sampling and partially guided sampling methods were used. Antalya has a very large structure in terms of settlement area and population density. It has been observed that reaching each neighborhood causes great difficulties. For this reason, for the accuracy of the research findings, Akdeniz University Hospital patients and their relatives, who make it possible to reach people living in every corner of Antalya and who receive applications from every neighborhood almost every day, were determined as Akdeniz University Hospital patients and patient relatives. The survey was conducted with 250 people over the age of 20. Since the subject of the research was the detergent sector, the sample consisted of 250 women over the age of 20 who answered the survey questions distributed to 250 women over the age of 20 in the city center of Antalya. A total of 250 questionnaire forms were distributed, 249 of which were returned, and 248 forms were used for

analysis after eliminating 1 form with errors. The sample size was determined to be at least 10 times the 20 items to be used in factor analysis.

Data Collection Tools

In this study, data were collected using the questionnaire method. The questionnaire consists of three parts.

The first part of the questionnaire form aims to reveal the demographic characteristics of the respondents. This section includes questions on age, education level, income, marital status and employment status.

In the second part of the study, questions were asked to find out what global brands mean to consumers and the detergent brand they currently use. In the third part of the study, a questionnaire form was applied with questions to determine which factors consumers consider while shopping. In addition, with this questionnaire form, it was tried to find out which factors are effective in local consumer preferences.

Statements in the third section of the questionnaire, From "1: Strongly disagree" 5: Strongly agree" on a 5-point Likert-type scale.

Data Analysis

SPSS (Statistical Package for Social Science) for Windows 22.0 program was used for statistical analysis of the data obtained in the study. For the quantitative variables of the study determined by measurement, descriptive statistics were shown as mean and standard deviation, and for the qualitative variables determined by counting, descriptive statistics were shown as number and percentage. The data used were first tested for conformity to normal distribution using the Shapiro-Wilk test. As a result of the tests, it was understood that the data showed normal distribution and parametric tests were used in statistical analysis. Correlation analysis was performed to reveal the relationship between quantitative variables. Reliability coefficient Cronbach's Alpha and factor analysis were used in the analysis of the 5-point Likert-type scale questions consisting of 20 items. Anova Test (F Test) and Independent Sample t-test were conducted to test whether the overall scale mean and sub-dimension averages obtained as a result of factor analysis differed according to demographic characteristics. The t-test was used for pairwise comparisons between variables with two categories, and Analysis of Variance was used to find differences between variables with three or more categories such as education. A significance level of 0.05 was accepted throughout the study.

FINDINGS

The mean age of the participants was calculated as 34.35 with a standard deviation of 6.825

Table 2: Demographic Characteristics of the Respondents

DEMOGRAPHIC CHARACTERISTICS		
EDUCATION	N	Percentage
Primary education	8	3,23
High School	65	26,21
Associate Degree & Undergraduate	127	51,21
Postgraduate	48	19,35
INCOME	N	Percentage
1501-3000	60	24,19
3001-5000	108	43,55
Over 5000 TL	80	32,26
MARITAL STATUS	N	Percentage
Single	84	33,87
Married	164	66,13
WORK STATUS	N	Percentage
Not working	29	11,69
Working	219	88,31

Table 3: What the Global Brand Means to the Consumer

WHAT A GLOBAL BRAND EXPRESSED MEANS	N	Percentage
Product Of The Quality	142	57,26
Company's Reputation	12	4,84
Guaranteed it to be	18	7,26
Variety of Options	9	3,63
Awareness / Recognition	62	25
Design Model Difference / Uniqueness	5	2,02

Table 4: Detergent Brands Used by Consumers

DETERGENT BRAND USED	N	Percentage
Omo	67	27,02
Rinso	28	11,29
Alo	22	8,87
Ariel	45	18,15
Persil	16	6,45
Tursil	12	4,84
ABC	34	13,71
Eti Matik	16	6,45
Other	8	3,23

In order to apply the factor analysis and reliability analysis of the Likert scale 20 items of the questionnaire, the mean, standard deviation and skewness values for each question item of the scale were taken and given in Table 5. Since the skewness values, which were examined in order to evaluate the conformity to the normal distribution, are in the range of +3 and -3, the data conform to the normal distribution. Providing the normality assumption makes it possible to perform factor analysis.

Table 5: Mean, standard deviation and skewness value of the scale

	N	Mean	Std. Deviation	Skewness
I spend a lot of money and I love a lot.	248	2,61	1,236	0,182
I don't care about anyone, I do it for myself	248	2,65	1,244	0,056
I give importance to brand in my shopping.	248	3,25	1,096	-0,472
I give importance to quality in my shopping.	248	4,31	0,756	-1,606
Price is important in my shopping.	248	3,7	0,956	-0,603
Persuasion by the seller is important in shopping.	248	2,97	1,053	0,044
Economic situation is important in shopping.	248	3,9	0,881	-1,207
I give importance to advertisement in shopping.	248	3,11	1,125	-0,104
It is important to have a tariff for use.	248	3,31	1,028	-0,269
Promotion is important when shopping.	248	2,77	1,173	0,077
The reputation of the company is important when shopping.	248	3,12	1,004	-0,133
Fashion is important when shopping.	248	2,77	1,167	0,157
It is important that I like the products myself.	248	4,22	0,785	-1,569
It is important that my family likes it.	248	3,32	1,057	-0,313
It is important that my friends like it.	248	2,88	1,097	0,028
It is important that the group I admire likes it.	248	2,7	1,17	0,14
It is important that it is suitable for my culture.	248	3,43	1,07	-0,749
It is important that my shopping is appropriate for my age.	248	3,58	0,966	-0,667
It is important that my purchases are suitable for my profession.	248	3,19	1,157	-0,258
Color and model are important in my shopping.	248	3,03	1,169	-0,232

Reliability analysis:

In the study, reliability analysis was applied for the consisting of 20 articles scale question on a 5-point Likert-type , excluding demographic characteristics.

Cronbach's Alpha	N of Items
0,877	20

The Cronbach's Alpha value obtained at the end of the reliability analysis, in other words, the overall reliability was calculated as 0.877. Since this value is greater than the acceptable limit of 0.7, it is possible to say that the scale is reliable.

Factor analysis:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0,828
Bartlett's Test of Sphericity	Approx. Chi-Square
	2323,531
	Df
	171
	Sig.
	0,000

Before factor analysis, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test were applied to determine whether the sample size was sufficient. The Kaiser-Meyer-Olkin (KMO) Test showed that the sample size was sufficient for factor analysis (KMO value 0.828) in the principal components analysis applied to the data obtained from the responses of the participants to the questions consisting of 20 items of a 5-point Likert-type scale, which constitute the third part of the questionnaire and are evaluated to determine which factors consumers consider while shopping. The result of Bartlett's Test, which was performed to determine whether the data belonging to Likert type variables were normally distributed, was also significant ($p < 0.000$).

As a result of the factor analysis of the Likert-type scale questions consisting of 20 items, the factor load of the question "In the goods and services I will buy; what is important for me is that I like myself" (Question 13) was excluded from the analysis because the factor load was below 0.4. The results of the factor analysis applied to the remaining 19 questions are given in Table 6. This table shows the factor loadings of the 4 sub-dimensions obtained as a result of the factor analysis.

Reliability analysis was applied to the remaining 19 items as a result of the factor analysis and Cronbach's Alpha value was found to be 0.8805. The internal consistency coefficients (Cronbach's Alpha values) obtained as a result of the reliability analysis for the four sub-dimensions are 0.8775, 0.7747, 0.7027 and 0.7134 respectively. It is seen that the sub-dimensions have a high level of reliability. It can also be said that the sub-dimensions measure a single construct and have construct validity.

Table 6: Factor loadings of the scale

	F1	F2	F3	F4
It is important that the group I aspire to like it.	0,719			
It's important that my friends like it.	0,675			
Color and model are important.	0,674			
Company reputation is important.	0,673			
It is important for the seller to convince.	0,653			
Publicity is important.	0,648			
Fashionable is important	0,629			
It's important that my family likes it.	0,562			
It's important that it's appropriate for my age.		0,759		
It is important that it fits my culture.		0,691		
It is important to have a usage tariff.		0,567		
It is important that it is suitable for my profession.		0,511		
The economic situation is important.			0,811	
Price matters.			0,761	
Advertising is important.			0,556	
I don't care about anyone				0,886
I spend a lot of money and love a lot.				0,858
Brand is important.				0,554
Quality matters.				0,522
Percent explained variance	22	13,62	13,59	11,77
Stacked percentage explained variance	22	35,62	49,21	60,98
Cronbach's Alpha	0,8775	0,7747	0,7027	0,7134
General Cronbach's Alpha = 0.8805				

According to the factor analysis, it was observed that the 19-question scale consisted of 4 factors. These four factors explained 60.68% of the total variance. Factor loadings for each question are given in the table. According to the results of the reliability analysis for each factor, the Cronbach's Alpha value for the first factor was found to be 0.8775. This value shows that the factor is reliable. There are eight questions under the first factor. When all of these questions are used together, Cronbach's Alpha value is 0.8775. It explains 22% of the total variance.

There are 4 questions under the second factor and when all these questions are used together, Cronbach's Alpha value is found to be 0.7747. It shows that the factor is reliable. It explains 13.62% of the total variance.

There are 3 questions under the third factor and Cronbach's Alpha value was calculated as 0.7027. It explains 13.59% of the total variance.

When the four questions under the fourth factor are used together, Cronbach's Alpha value is 0.7134. This value is also considered to be within reliable limits. It explains 11.77% of the total variance.

Table 4 shows that when all factors are used together, Cronbach's Alpha value is 0.8805.

Table 7: Correlations between the sub-dimensions of the scale and the overall mean

Dimensions	N	Mean	Std Dev.	General	F1	F2	F3	F4
General	248	3,18973	0,60879	1,0000				
F1	248	2,94456	0,81667	0,91939 0,0001	1,0000			
F2	248	3,37802	0,81701	0,76173 0,0001	0,64363 0,0001	1,0000		
F3	248	3,57258	0,78625	0,67833 0,0001	0,52541 0,0001	0,49204 0,0001	1,0000	
F4	248	3,20464	0,80717	0,45555 0,0001	0,23493 0,0002	0,05489 0,3894	0,13838 0,0294	1,0000

The correlations and descriptive statistics between the sub-dimensions and the overall mean of the scale are presented in Table 7. It is seen that all of the correlations are statistically highly significant ($p < 0.01$). In addition, there are positive correlations between the sub-dimensions and the overall score of the scale, which can be considered quite high.

Table 8: Test of differences of demographic characteristics according to factors and overall

	General		F1		F2		F3		F4	
	Ort	Std Dev	Ort	Std Dev	Ort	Std Dev	Ort	Std Dev	Ort	Std Dev
EDUCATION										
Primary Education ¹	3,53	0,39	3,5	0,5	4,06	0,32	3,63	0,77	2,97	0,82
High School ²	3,39	0,56	3,14	0,75	3,63	0,67	4,03	0,63	3,16	0,97
Associate Degree & Undergraduate ³	3,19	0,6	2,99	0,78	3,36	0,86	3,45	0,71	3,21	0,78
Postgraduate ⁴	2,87	0,6	2,46	0,86	2,96	0,75	3,26	0,91	3,3	0,62
F/p	8,23	0,0001	8,96	0,0001	8,97	0,0001	12,42	0,0001	0,51	0,6771
Comparison		1,2>3,4		1,2>3>4		1,2>3,4		2,1>3,4		
INCOME										
1501-3000 ¹	3,36	0,56	3,15	0,76	3,67	0,66	3,78	0,65	3,14	0,92
3001-5000 ²	3,23	0,63	3,01	0,87	3,47	0,77	3,64	0,76	3,16	0,81
Over 5001 ³ TL	3	0,57	2,71	0,73	3,04	0,88	3,33	0,86	3,32	0,71
F/p	6,49	0,0018	5,75	0,0036	12,33	0,0001	6,73	0,0014	1,26	0,2862
Comparison		1,2>3		1,2>3		1,2>3		1,2>3		
MARITAL STATUS										
Single	3,22	0,64	2,91	0,93	3,32	0,84	3,59	0,7	3,43	0,83
Married	3,18	0,59	2,96	0,76	3,41	0,8	3,56	0,83	3,09	0,77
t/p	0,48	0,6337	-0,43	0,671	-0,74	0,4606	0,27	0,7894	3,18	0,0016
WORK STATUS										
Not working	3,05	0,66	2,77	0,81	3,13	0,88	3,75	0,59	3	0,87
Working	3,21	0,6	2,97	0,82	3,41	0,8	3,55	0,81	3,23	0,8
t/p	-1,33	0,1858	-1,22	0,2255	-1,75	0,0811	1,27	0,2039	-1,46	0,1466

The four main factors formed as a result of the factor analysis and whether there is a relationship between general and education level, income level, marital status and employment status were analyzed and the results are presented in Table 8.

As seen in the F/p row for general, the p value of the F test is calculated as 0.0001. Since this value is less than the significance level 0.05, the p value is significant. In other words, statistically, there is a difference between the general average of the factors and the education levels. We look at the comparison column to understand which education level is different from the factors that consumers consider when shopping. There is no difference between primary and high school education levels, and between undergraduate and postgraduate education levels. However, there are differences between primary and high school education levels and between undergraduate and postgraduate education levels. In other words, there is a statistically significant difference between the average of 2.87 for postgraduate and 3.53 for primary education in terms of the overall average of the factors.

Likewise, the p value of the F test indicates that there is a statistically significant difference between Factor 1 and educational levels at the 0.05 level of significance. There is no difference between primary and high school education levels, and between undergraduate and postgraduate education levels. However, there are differences between primary and high school education levels with undergraduate and graduate education levels. In other words, there is a statistically significant difference between the average of 2.26 for postgraduate and 3.50 for primary education in terms of the general average of the factors.

As seen in the table, Factor 2 and Factor 3 also show the same difference. According to Factor 2, while the average of primary education level is 4.06, the average of postgraduate education level is 2.96 and statistically significantly different from each other.

Since the p value of the F value of Factor 4 is $0.6771 > 0.05$, Factor 4 does not show a statistically significant difference according to education levels.

As seen in the F/p row for the general according to income levels, the p value of the F test is calculated as 0.0018. There is a statistical difference between 5.000 TL and above income level and other income levels. Similarly, for factor 1, factor 2 and factor 3, the income level of 5.000 TL and above is different from the others.

There is no statistically significant difference between the general averages of the factors according to marital status. Since the p value of the t-test is 0.6337, which is greater than the significance level of 0.05, there is no difference between married and single respondents in terms of the general average of the factors. As it is clearly seen from the table, there is no difference in terms of factors 1, 2 and 3 according to marital status. However, since the p value of the t-test of factor 4 is $0.0016 < 0.05$, there is a statistically significant difference between married and single individuals. The mean of factor 4 for single individuals is 3.43, which is higher than the mean of 3.09 for married individuals.

When analyzed according to employment status, it can be said that all t-test p values are greater than the 0.05 level of significance, so it can be said that there is no statistically significant difference in terms of general and factors according to employment status.

Table 9: Factor mean for global brand expression and detergent used

	General		F1		F2		F3		F4	
	Ort	Std Dev	Ort	Std Dev	Ort	Std Dev	Ort	Std Dev	Ort	Std Dev
Global Brand Expression										
Product Quality	3,31	0,57	3,08	0,75	3,50	0,71	3,67	0,77	3,31	0,86
Company's Reputation Saygınlığı	2,91	0,42	2,53	0,35	3,19	0,80	3,19	1,17	3,17	0,86
Guaranteed	3,35	0,67	3,26	0,95	3,79	0,83	3,72	0,79	2,81	0,73
Variety of Options	2,99	0,60	2,72	0,90	3,44	0,89	3,33	0,80	2,83	0,65
Awareness Recognition	2,93	0,61	2,61	0,84	3,00	0,92	3,39	0,72	3,15	0,68
Design and Model Difference	3,45	0,85	3,45	1,03	3,45	0,96	3,87	0,45	3,15	0,80
F/p	4,84	0,0003	4,86	0,0003	4,69	0,0004	2,12	0,0641	1,83	0,1084
Detergent Used										
Omo	3,22	0,55	2,96	0,73	3,51	0,70	3,60	0,75	3,17	0,76
Rinso	2,99	0,50	2,73	0,72	2,89	0,96	3,55	0,77	3,19	0,64
Alo	3,19	0,55	2,95	0,65	3,52	0,84	3,61	1,18	3,00	0,85
Ariel	3,09	0,67	2,79	0,98	3,26	0,73	3,35	0,73	3,33	0,69
Persil	3,15	0,66	3,02	0,81	3,28	1,17	3,58	0,80	2,97	0,55
Tursil	3,07	0,43	2,63	0,53	3,35	0,60	3,50	0,73	3,33	1,23
ABC	3,64	0,65	3,54	0,84	3,68	0,77	4,02	0,50	3,50	1,01
EtiMatik	3,01	0,49	2,74	0,54	3,36	0,67	3,38	0,70	2,94	0,83
Other	2,92	0,71	2,63	0,96	3,25	0,95	3,21	0,85	2,97	0,66
F/p	3,56	0,0006	3,49	0,0008	2,41	0,0160	2,30	0,0219	1,43	0,1866

The overall average of the factors differs according to what the global brand means. Since the p value of the F test is $0.0003 < 0.05$, there is a statistically significant difference. In the question of what the global brand means, the mean for company reputation is the lowest with 2.91, while the mean for design and model difference is the highest with 3.45.

According to the F test p values for Factor 1 and Factor 2, there is a difference in the 95% confidence interval in terms of what the global brand means. There is no difference between Factor 3 and Factor 4 in terms of what global brand means.

According to the overall average of the factors and the F test p value of Factor 1, Factor 2 and Factor 3 statements, the detergents currently used are different from each other on brand basis.

CONCLUSION

This study, which aims to reveal the perspective of local consumers on global brands and the factors affecting their purchasing decisions, was applied to a total of 248 people over the age of 20 in Antalya city center. The majority of the consumers participating in the survey are associate's and bachelor's degree graduates with 51.21%. 3.001-5.000 is the highest income group with 43,55% and 5.001 and above is the second highest income group with 32,26%. 66,13% of the majority are married women and 88,31% are working women.

In response to the question asked to determine the detergent brand currently used by the consumers participating in the research; Omo is the most used detergent as a global brand, followed by Ariel, also a global brand. ABC, a Turkish brand, is among the brands preferred by a small number of consumers. Another different result from the research is that Eti Matik, a detergent that does not contain chemical elements, is the product used by a certain percentage of consumers.

The question asked to the participants in the research to determine what a global brand means; The option of expressing the quality of the product had the highest percentage with 57.26%. Awareness / recognition was the second option with 25.00%.

As a result of the percentages mentioned above, global brands are the most important criteria for the majority of consumers in their detergent purchasing decisions. Global brand refers to recognition and quality. The finding of Cop and Bekmezci (2005) that consumers prefer products with high awareness in their detergent choices is similar to the finding of this study.

Consumers prefer global brands in their purchasing decisions because of their quality. In addition, ABC, which is the choice of a small number of consumers, can be the reason for the preference of consumers who attach importance to national elements. Unfortunately, chemicals, which have recently been found in almost all products and threaten human health, cause the more conscious and health-conscious consumer mass to seek completely organic products. The fact that some of the consumers who participated in the research preferred the chemical-free product named Eti Matik explains this situation.

Another finding determined in line with the objectives of the study is the influence of social, personal and economic factors on consumers' purchasing decisions. Although consumers' preferences are in favor of global brands, it is seen that social, personal and economic factors affect their purchases on global brands. In the factor analysis of the questions asked to the participants, "the effect of social factors on purchase decisions", "the effect of personal factors on purchase decisions" and "the effect of economic factors on purchase decisions" were evaluated in terms of demographic characteristics. It is seen that women with similar income level, similar job status and similar education level make similar purchase decisions by being influenced by social, personal and economic factors. Another factor in the factor analysis, "brand and quality perception in purchase decisions" is similar and does not differ in all income levels, education levels and job status. Regardless of the situation, brand and quality are given importance in purchasing decisions and this phenomenon is important in purchasing decisions. However, brand and quality perception differs according to marital status. In the research conducted by Arslan, Doruk and Burdurlu (2009), it was found that married women attach more importance to the brand, but single women do not consider the brand very important, while in this study, it was found that brand and quality are very important for single women, while brand and quality are not very important for married women.

As a result, consumers make purchasing decisions mostly on global brands because they believe that global brands are of higher quality. Although they prefer global brands, their preferences are influenced by social, personal and economic factors. Brand and quality perception is another factor that influences consumers' purchasing decisions. As a result of the research, the following recommendations can be made to businesses:

- ✓ Global brands need to give importance to social, personal and economic elements of consumers in their marketing mix.
- ✓ To sustain the consumer's perception of the quality of the global brand and to create more trust in the global brand by increasing the quality of the product and further strengthening this perception of the consumer.

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