

A study on applications of glocalization in creative industries

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Abstract

The painful transition process from modernism to postmodernism makes its impact felt in the field of globalization as well. Advances in technology have overcome the difficulties experienced in mass production and accessing global markets, enabling the integration of more local markets into the global economy. However, the rapid increase in participants made it difficult to compete in the global market, and the proliferation of different local markets caused cultural differences to become more evident. The study examines the contribution of creative industries and glocalization strategies to the resolution of the global-local conflict, by considering them together. In this study, the findings were analyzed by using the literature review and the survey method together. A total of 310 people, 145 men and 165 women, participated in the survey in January 2019. In the case of Turkey, the research shows that there is a positive correlation between the customer experience created by the global brand by considering the cultural, economic and political data of the local society and the level of ad appreciation.

Keywords: Postmodernism, Creative Industries, Globalization, Glocalization.

INTRODUCTION

Since the concepts of glocalization and creative industries emerged as a result of similar paradigm shifts in society and continue their development under common factors in order to solve problems that are essentially different but complementary to each other, discussing these two concepts together can create an alternative for the solution of the current global-local conflict. Radical changes in economic and social life that started with the Enlightenment Movement in 17th century Europe and accelerated with the Industrial Revolution in the 18th century, with the transition from agricultural society to industrial society, triggered paradigm shifts. The use of steam-powered machines in production, paved the way for mass production to create excess demand and standardize quality. The labor force required by many established factories and unemployment in rural areas accelerated the migration from rural to urban areas, lead to the establishment of large metropolises and the emergence of modern society and city life. This progression in Western society is defined as the modernism movement in philosophy. By prioritizing reason and science, modernism aimed to compensate for the great destruction after World War I. "Modernism promised to get rid of the scarcity of resources, poverty and the random blows of natural disasters with its scientific domination over nature" (Harvey, 1998: 24). Modernism intervened in every aspect of social life (personal relations, family relations, business relations) to provide the prosperity and wealth it promised with the principle of rationalization. According to Taylor (1997: 23), no one can deny that a single individual can achieve the greatest welfare only by achieving the maximum individual productivity, by realizing the maximum daily production.

According to Eğilmez (2018: 95), despite the rationalism concept based on modernism, people who are supposed to behave rationally often do not behave rationally, and their irrational behavior is at least as common as their rational behavior. Many researchers state that modernism has not fulfilled its promises and has begun to produce its own problems. Mechanization of individuals by the pressure of capital owners, alienation of individuals from objects, themselves and other individuals, discontent becoming a social emotion, the emergence of diseases causing mass deaths, and the beginning of unplanned urbanization with the effects of sudden migration are examples of this problem (Talu, 2010: 144). While the debates on modernism continue, the destruction caused by the Second World War that broke out in 1939 will attack the foundation of modernism, beating a path for a new concept called postmodern society and Postmodernism, where the line between real and virtual is blurred and gradually disappears. Postmodernism responds to the rationalization effort imposed by modernism, which does not accept criticism, with a social structure in which objective knowledge is not accepted as the only truth, and populism and post-truth rise. According to Antmen (2016: 275), the scope and boundaries of the term "postmodernism", which started to become widespread in art communities in the last half of the 1970s, do not seem to be fully clear even today.

The break in the post-World War II period and the developments in thought, science, and technology have shaped the postmodern society by rearranging the economy, production methods, consumer behavior, and national policies. The postmodern society intends to take its revenge on the modern society, which strictly adheres to the principle of rationalism and promises unrequited welfare with science, by killing the truth. According to Jameson (1985: 124), the great change that postmodernism has created in the field of culture can be measured by the fact that Joyce and Picasso are no longer repulsive and strange, but considered classics and even quite realistic.

Table 1. Changes in supply and demand methods in transition from modern society to postmodern society

Production Society		Consumer Society
Consumption Patterns Based on Socio-Economic Status		Unique Consumer Behaviors
Standardization in Production, Mass Production	↔	National / Regional / Individually Customized Production
Labor Intensive Production		Knowledge Intensive Production
Unregulated Copyright and Culture Industries		Creative Industries
Globalization		Glocalization
Modern Era	← →	Postmodern Era

In the modern society period, the differences in the quality of life and styles are quite evident and the transition in classes are quite difficult between the aristocrats, the bourgeoisie and the working classes. The period in which the main features are mass production, mass consumption and mass culture with a society structure based on production culture, consumption patterns (especially the consumption habits of the working class cannot exceed compulsory consumption goods), and ways of thinking are quite similar to each other in the social class they are in (Azizağaoğlu & Altunışık, 2012: 41). Contrary to the ideal society of modernism, postmodern society and postmodern consumers, who have begun to put their feelings and criticism in the foreground, are not only interested in the functional benefit of the product, but also expect their emotional needs to be satisfied when making a purchase decision. According to McColl and Legorburu, today's consumers are emotional beings and feel better when their emotional needs and wants are satisfied. When a brand shares its purpose with the public, it establishes an emotional bond with consumers who share the same values (2014: 46). The fact that the consumers started to create their unique consumption behaviors by abandoning the consumption patterns of the modern period forced the producers to be original and creative in the production and marketing stages to make a profit. Producers who focus on social needs must now also listen to the demands of the postmodern consumer. With the transition from the beginning of the modern era, when it was difficult to produce, to the postmodern era, where marketing was difficult, manufacturing, business, and service industries began to need creative classes in an organized structure to satisfy the new generation of consumers. This development has helped creative industries have the potential to generate large amounts of value.

CREATIVE INDUSTRIES

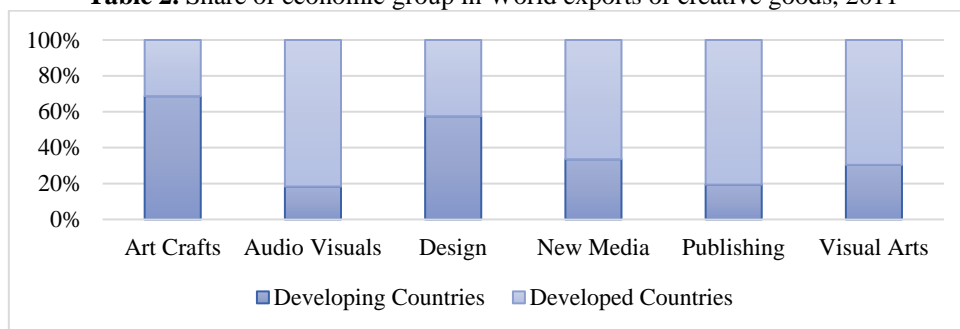
In his 2001 book examining the relationship between creativity and economics, John Howkins talks about creative economies as “creativity is not new and neither is economics, but what is new is the nature and the extent of the relationship between them and how they combine to create extraordinary value and wealth” (UNCTAD, 2010: 9). The concept of the creative economy gained its current popularity after this publication by John Howkins. The meaning and boundaries of creative industries vary by country, academia, and industry. Creative industries do not fit well with the traditional expression “industry”. The definitions of “creative industries” by national and international organizations are not an industry consisting of sectors that have developed naturally as a result of individual or collective initiatives in the market, and that have multifaceted relations with each other. However, it is an effort to transform economic activities based on individual creativity and individual entrepreneurship, which have the potential to create high added value, into a planned, sustainable economic model that can generate wealth for society. The “Creative Nation” report tried for the first time in Australia to transform the cultural industries into a planned and high value-added structure, supported by national policies (Department of Communications and the Arts, 1994: 1).

The Department of Culture, Media and Sports of the United Kingdom defines creative industries as “The creative industries are those activities based on creativity, individual talent and skill, and that have the potential to create jobs and wealth through the generation and exploitation of intellectual property.”. With the reports updated in 2001 and 2013, DCMS expanded the sectors within the industry and emphasized the economic relationship and closeness between tourism, museums, cultural heritage and sports sectors (Department for Digital, Culture, Media & Sport, 2001: 4). In its report prepared in 2013 for the classification and measurement of creative industries, DCMS suggested that sectors with a 30% or more employment rate of creative professionals in total employment should be included in the creative industries (Department for Culture, Media & Sport, 2013: 4).

The most significant advantage of creative industries, whose base? Production input is individual creativity, is that creative industries offer the potential to create a high added value and royalty-based long-term income model at low cost and less capital risk. This feature of creative industries plays a convincing role in being preferred by developing countries.

In the chart compiled by UNESCO, where the shares of developed and developing countries in creative product exports are compared, it is seen that it is possible for developing countries to compete with developed countries in this area. According to UNCTAD data, creative products and services reached a total of 624 billion dollars in world trade in 2011 (UNESCO & UNDP, 2013: 10).

Table 2. Share of economic group in World exports of creative goods, 2011



When the creative industries are examined on the scale of Turkey, Turkey gives great promises for the future in this field. According to the data for 2015 included in the report published by UNCTAD in 2018, Turkey ranks 6th among developing countries in creative product exports and 13th in the world (United Nations, 2018). Turkey has 8,671 million dollars of creative product exports and has a foreign trade surplus of over 5 billion dollars in the creative industries, although it has a foreign trade deficit in the general economy. The fact that China, which is considered among the developing countries according to the report, increased its foreign trade surplus of 29 billion dollars in creative products in 2002 to 154 billion dollars in 2015 can be a reference for Turkey.

GLOCALIZATION

Although there is no consensus on the content of globalization in many areas, many people agree that the concept of globalization started to become popular after T. Levitt published his article “The Globalization of Markets” in 1983. The steps from the industrialization process to the formation of the global market are as follows;

- Increasing labor demand with the industrialization process accelerated the migration from rural to urban areas and increased the purchasing power of these communities,
- As a result of modernism, mass production and standardization in production caused product costs and final consumer prices to fall, and many luxury goods became normal goods,
- Manufacturers who want to increase their competitiveness in the international market have moved their factories from developed countries to less developed countries to benefit from cheap labor and reduce their costs,
- With factories and technology transferred to underdeveloped countries, these countries jumped into the developing countries class, and per capita income began to increase,
- With the increase in the purchasing power of these countries, now seen as a new market by manufacturers. The concept of the global market began to emerge.

According to Levitt (1983: 309), if a company provides an increase in quality and reliability while pushing costs down, it will be preferred despite differences in national and regional tastes, preferences, and needs. However,

- increase in per capita income in the world,
- their concerns about meeting their basic needs begin to decrease,
- people's recovery from post-war psychology, the strengthening of postmodernism
- caused the functional benefit to lose its dominant effect in the purchasing decision process and
- the global-local conflict that emerged with the rejection of the cultural imperialism of the west by the eastern culture,
- the belief that globalization has begun to harm the nation-state phenomenon,

have challenged the sustainability of globalization, which carries the effects of modernism, and has led to the questioning of its methods. The concept of glocalization, which started to emerge in the 90s, with its dynamic structure and its potential to cover the areas where globalization strategies are lacking, caused the debates about it to become more frequent and to show itself among the popular topics of today. Glocalization has entered lives as a result of the local/global conflict -especially in the field of culture- that rise against globalization, similar to the fact that postmodernism is a result of criticism and reactions of modernism.

According to The Oxford Dictionary of New Words, glocalization is the fact of adapting products or services that are available all over the world to make them suitable for local needs (“Glocalization” 1991: 134). The term used in the literature by Robertson in 1995 to refer to the Japanese word “dochaku-ka” (global-localization) has become a hot topic after Robertson's work (Singh, 2013: 7). Robertson conceptualizes glocalization with the phrase “means the simultaneity-the co-presence-of both universalizing and particularizing tendencies” (Robertson, 1992: 173). Friedman speaks of glocalization against cultural imperialism as follows;

I define healthy glocalization as the ability of a culture, when it encounters other strong cultures, to absorb influences that naturally fit into and can enrich that culture, to resist those things that are truly alien, and to compartmentalize those things that, while different, can nevertheless be enjoyed and celebrated as different.
(Friedman, 1999: 295)

The positive response of populist policies in society can be given as an example of the relationship between glocalization and politics. Today, the belief that problems can be solved by turning to the past is almost a common idea in world politics. This idea is supported by the majority in different parts of the world, with local variations. In America, to make America great again, to bring back the days of prosperity and justice in Turkey by returning to the Ottoman Empire, returning to its former glory by re-establishing the Commonwealth of

Nations after Brexit in the UK, and so on. “In the past, did life promise justice and prosperity for a group of elites or society?”, while even though the question is a matter of deep debate, the postmodern society, which opposes the objectivity of modernism, produces its reality by saying, “feelings and beliefs say this is true” instead of making rational explanations with objective information, making it clear that they do not even want to be involved in this debate.

The reasons for the intense need for glocalization strategies today are examined under two headings. The first is that politics cannot become as globalized as the economy. Although the organizations established to regulate world trade have generally discouraged countries from customs duties and policies that restricting capital movements for the free movement of capital and goods around the world, different taxation policies, different laws regulating society and purchasing power varying from country to country, can turn into an advantage or disadvantage in different markets for the products coming out of the same production band. The second heading is that the total economic volume of the differentiated local markets is starting to outpace the global market.

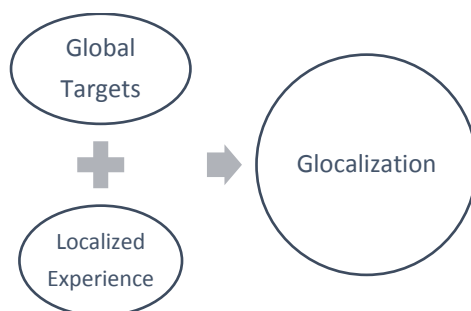


Figure 1. Glocalization

Although it differs from globalization in many ways, glocalization cannot be defined as an anti-globalization concept, but as an alternative method to achieve the goal of globalization. Today, the most effective use of glocalization is included in global marketing strategies. The main function of glocalization in this field is to overcome the cultural barriers faced by the brand in the new local market, to initiate the establishment of an emotional bond between the consumer in the target market and the brand, and help ensure the continuity in the market. Building these strategies on the differentiation of brand experience prevents the production of stereotypical theories and everyone can apply methods seen in modernism and globalization. The need to create unique strategies by evaluating the brand, product, and local market together to achieve the goal is the builder of the tight bond between the creative industries and glocalization strategies.

PURPOSE AND LIMITATIONS OF THE STUDY

Research Hypotheses

“Creative industries make a positive contribution to the solution of the Global-Local problem by using glocalization strategies” statement constitutes the research question. The research sub-hypotheses developed in accordance with the purpose of the research are given below.

H1: There is a correlation between the admiration level of advertising campaigns with glocalization strategies and the perception created by the brand for differentiation in customer experience.

H2: The level of appreciation of advertising campaigns with glocalization strategies and the degree of agreement with the statement “Global brands push local brands to raise their quality standards with the competition they create” shows a significant difference according to the individual calling herself/himself a global citizen.

H3: The degree of agreement with the statement “I prefer to use local competitors as much as possible instead of global brands” shows a significant difference according to age groups.

H4: The degree of agreement with the statement “I prefer to use local competitors as much as possible instead of global brands” varies according to income level.

Sample and Method of the Research

The research was conducted with 310 people over the age of 18 living in Turkey with the online survey method in January 2019. The survey consists of 2 parts. In the first part, there are questions that aim to measure the demographic information of the participants, and in the second part, there are questions that aim to measure their reactions to glocalization-oriented advertising campaigns. In order to measure the reliability of the data set obtained through the questionnaire forms, the Cronbach Alpha test was applied to all questions between the 7th and 10th questions and it was accepted as reliable after the result of “.832”.

Table 3. Reliability test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,832	,836	8

FINDINGS

Demographic Findings

Table 4. Distribution of participants by age range

	Gender		Total	
	Male	Female		
Age	18-24	26	28	54
	24-34	71	53	124
	34-44	27	22	49
	44-64	21	60	81
	64 +	0	2	2
	Total:	145	165	310

According to the age range distribution, 55% of the participants in the study are women and 45% are men. According to the same table, the most intense age group among the participants is the 24-34 age group with a rate of 41.3%.

Table 5. Distribution of Participants by Income Level

Income Level	Frequency	Share
0-2.200 TL	83	26,8 %
2.200 TL - 4.000 TL	88	28,4 %
4.000 TL - 6.000 TL	62	20,0 %
6.000 TL - 10.000 TL	49	15,8 %
+10.000 TL	28	9,0 %
Total	310	100,0 %

Findings on Global Local Conflict

Table 6. Frequency Analysis of Coca-Cola changing its name on packages to Koka-Kola (Turkish pronunciation of Coca-Cola) to celebrate its 50th anniversary in Turkey by preserving the font and style

What do you think about this campaign?					
	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
Frequency	98	40	96	46	30
Share	31,6%	12,9%	31,0%	14,8%	9,7%
According to this campaign, what do you think about the customer experience the brand offers compared to its competitors?					
	Never makes a difference	Does not make a difference	Indecisive	Makes a difference	Makes a great difference
Frequency	72	46	96	54	42
Share	23,2%	14,8%	31,0%	17,4%	13,5%

Table 7. Frequency analysis of the campaign “taken with Iphone”, revised for Turkey on April 23 (Turkish National Sovereignty and Children's Day), and sharing photos taken by children with Iphone on rental billboards and social media accounts

What do you think about this campaign?					
	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Frequency	24	24	97	78	87
Share	7,7%	7,7%	31,3%	25,2%	28,1%
According to this campaign, what do you think about the customer experience the brand offers compared to its competitors?					
	Never Makes A Difference	Does Not Make A Difference	Indecisive	Makes A Difference	Makes A Great Difference
Frequency	24	17	100	95	74
Share	7,7%	5,5%	32,3%	30,6%	23,9%

Table 8. Frequency analysis of Netflix hanging a banner with “KOLOMBIYA’DAN SEVGİLERLE” (from Colombia with love) on a cargo ship passing through the Bosphorus within the Narcos Series Turkey promotion campaign

What do you think about this campaign?					
	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Frequency	26	27	88	87	82
Share	8,4%	8,7%	28,4%	28,1%	26,5%
According to this campaign, what do you think about the customer experience the brand offers compared to its competitors?					
	Never Makes A Difference	Does Not Make A Difference	Indecisive	Makes A Difference	Makes A Great Difference
Frequency	28	23	85	89	85
Share	9,0%	7,4%	27,4%	28,7%	27,4%

Table 9. Frequency analysis of potato chip producer Lay's choosing the character “Ayşe Teyze” in Turkish Commercials, while competing brands choose world famous models like Megan Fox and Pamela Anderson for their advertisements

What do you think about this campaign?					
	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Frequency	36	31	55	78	110
Share	11,6%	10,0%	17,7%	25,2%	35,5%
According to this campaign, what do you think about the customer experience the brand offers compared to its competitors?					
	Never Makes A Difference	Does Not Make A Difference	Indecisive	Makes A Difference	Makes A Great Difference
Frequency	37	22	75	89	87
Share	11,9%	7,1%	24,2%	28,7%	28,1%

Table 10. Correlation test statics of relation between admiration of the campaign and the perception of customer experience created by the brand

		Correlation	Satisfaction	Difference
Spearman's rho	Satisfaction	Correlation Coefficient	1,000	,786
		Sig. (2-tailed)	.	,000
		N	310	310
	Difference	Correlation Coefficient	,786	1,000
		Sig. (2-tailed)	,000	.
		N	310	310

According to the correlation test of the results above, the statement "There is a positive correlation between the level of admiration of the campaign and the perception of customer experience created by the brand" in the H1 Hypothesis is supported.

Table 11. Frequency analysis of findings on global local conflict

Q.2. "I consider myself a World citizen." Do you agree with the statement?						
Agree			Disagree			
Frequency	Share	Frequency	Share	Frequency	Share	
258	83,2%	52	16,8%			
Q.3. Which of the statements do you think best describes your situation?						
		Western			Eastern	
Frequency		228			82	
Share		73,5%			26,5%	
Q.4. Which of the statements best describes Turkey's situation?						
		Western			Eastern	
Frequency		75			235	
Share		24,2%			75,8%	
The fact that a brand is sold and preferred all over the world creates a feeling of trust in me.						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Frequency		33	22	93	99	63
Share		10,6%	7,1%	30,0%	31,9%	20,3%
I prefer products and services sold by global brands in my country to be of the same quality and exact same features as the rest of the world.						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Frequency		12	9	39	59	191
Share		3,9%	2,9%	12,6%	19,0%	61,6%
The products and services offered by global brands in my country, adhering to the quality standards in the world but being customized according to geographical, ethnic and cultural differences, affects my impression of the brand positively.						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Frequency		20	21	65	84	120
Share		6,5%	6,8%	21,0%	27,1%	38,7%
Global brands have better quality products and services than their local competitors.						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Frequency		9	59	55	135	52
Share		2,9%	19,0%	17,7%	43,5%	16,8%
I prefer to use local competitors as much as possible instead of global brands.						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Frequency		12	65	48	111	74
Share		3,9%	21,0%	15,5%	35,8%	23,9%
Global brands push local brands to raise their quality standards with the competition they create.						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Frequency		18	37	41	102	112
Share		5,8%	11,9%	13,2%	32,9%	36,1%

Table 12. Mann Whitney U Test statics of differs level of appreciation of advertising campaigns with glocalization strategies according to individual's characterization of herself/himself as a global citizen

Statements	Test Statistics ^a			
	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Campaign Satisfaction	6389,000	7767,000	-,544	,586
Global brands push local brands to raise their quality standards with the competition they create.	5773,500	7151,500	-1,659	,097

a. Grouping Variable: Q.2. "I consider myself a World citizen." Do you agree with the statement?

According to Mann Whitney U test results; the level of appreciation of advertising campaigns with glocalization strategies does not show a significant difference according to the individual's characterization of herself/himself as a global citizen. This result did not support the H_{2a} hypothesis.

“Global brands push local brands to raise their quality standards with the competition they create”. The degree of agreement with the statement does not differ significantly according to the individual's characterization of herself/himself as a World citizen. This result did not support the H_{2b} hypothesis.

Table 13. Kruskal Wallis test statics of differs the degree of agreement with the statement “I prefer to use local competitors as much as possible instead of global brands” according to age groups

I prefer to use local competitors as much as possible instead of global brands.	
Chi-Square	11,056
df	4
Asymp. Sig.	,026

a. Kruskal Wallis Test
b. Variable: Age

According to Kruskal Wallis test results; the degree of agreement with the statement “I prefer to use local competitors as much as possible instead of global brands” differs significantly according to age groups. This result seems to support the H₃ hypothesis.

Table 14. Kruskal Wallis test statics of differs the degree of agreement with the statement “I prefer to use local competitors as much as possible instead of global brands” according to income level

I prefer to use local competitors as much as possible instead of global brands.	
Chi-Square	4,692
df	4
Asymp. Sig.	,320

a. Kruskal Wallis Test
b. Grouping Variable: Q.1. Monthly Income

According to Kruskal Wallis test results; the degree of agreement with the statement “I prefer to use local competitors as much as possible instead of global brands” does not show a significant difference according to income level. This result did not support the H₄ hypothesis.

CONCLUSION AND RECOMMENDATIONS

Creative industries are seen as an important leverage for entrepreneurs and countries with the flexibility in investment they need and their significant volume in world trade. It is observed that the structure of the creative industries, which allows personalization at the individual level, against the production understanding of the modern period based on standardization in production, better meets the demands of the postmodern society and as a result the economy it creates grows day by day.

Eric Schmidts, the Former CEO of Google, emphasized the potential of individual creativity on a global scale by saying, "But more important, someone, somewhere in a garage is gunning for us. I know, because not long ago we were in that garage." in a speech where he stated that their biggest rivals are not Amazon or Facebook, but entrepreneurs they do not know (Schmidt, 2014, para. 41). With the strengthening of postmodernism in society and the effect of industry 4.0, the responsibility of the creative class in the economy and social life from production to customer relations is increasing. The decisions to be made by the creative class, in today's world where mass production reaches huge numbers;

- At the macro level, how to use scarce resources, which is a global problem,
- At the micro level, the impact that the brand will have on the market and local economy

can directly create a positive or negative effect.

Despite the threat posed by global problems, the fact that globalization in cultural and political fields lags far behind economic globalization shows that the global-local conflict may increase rather than decrease in the near future. As the gap between global and local continues to increase, it is expected that the interest in glodal strategies, which is seen as an exit strategy against ethnic and cultural barriers in the global market, will

increase and the concept of glocalization will be used more widely in academic and professional business life. Turkey has a wide portfolio that can create a field of study for creative industries and glocalization, with the history of Anatolia and many different ethnic cultures that maintain their existence in today's Turkey. The service sector is the dominant sector in Turkey, as in many developed countries. However, Turkey's problem in launching a global brand is both the reason and the result of its being stuck in the status of developing countries and in the middle-income trap.

In the questions asked to the participants to identify examples of global-local conflict in Turkey, 73.5% of the participants describe themselves as Westerners, while 75.8% describe Turkey as Eastern. Participants answered;

- “Global brands push local brands to raise their quality standards with the competition they create.” “Agree” with 32.9%, “Strongly Agree” with 36.1%
- “I prefer to use local competitors as much as I can, rather than global brands.” “Agree” with 35.8% and “Strongly Agree” with 23.9%.

Although the participants tend to trust the brands in the global market and believe that they offer quality products / services, the idea that there are some barriers that global brands have to overcome in order to ensure their continuity while serving the postmodern consumer is supported.

The study results show that successful advertisements supported by glocalization strategies can be used to increase the perception of positive customer experience and overcome local - global conflict. Lay's campaign, which has the highest level of appreciation among the selected advertising campaigns, emphasizes the brand's support for the local economy by supporting farmers living in Turkey, as well as using local figures in its advertisements. According to the results of the survey, it is supported that there is a positive correlation between the level of ad appreciation and the perception of customer experience created by the brand in the case of Turkey. However, it can be suggested that in order to increase performance in the campaigns of brands seeking a way out of the global-local conflict, it is necessary to evaluate not only the cultural dimension but also the economic and political dimensions in their glocalization strategies.

This study shows that Turkey is promising in the creative industries and if it is supported under an institutional and planned structure, it can be beneficial to the country's economy in a short time, as in the case of China. But as the creative content produced continues to expand into the global marketplace, it will be caught in the local vs global conflict. It will be necessary to develop effective glocalization strategies to get out of this conflict and keep moving forward.

As a result, focusing on glocalization strategies by the creative industries will not only benefit the entry of a global product into the local market, but also play an important role in the successful launch of a local product into the global market, especially from developing countries that do not have a dominant cultural influence on the world.

Authors' Contributions

The first author contributed 60%, and the second author contributed 40%.

Competing Interests

There is no potential conflict of interest.

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Figure References

Table 2: UNESCO, & UNDP. (2013). *Creative economy report 2013: Widening local development pathways*. (p. 162).