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Fashion Phenomenon in Postmodern Marketing Applications and Effects on the Marketing Components

Mustafa Aksu^a, Güzide Öncü Eroğlu Pektaş^b, Merve Eseoğlu^c, a*^{a,b,c}Haliç University, 34420, Turkey

Abstract

One of the concepts with significant effects on the way of living of the consumers in their preferences of consumption in our times is fashion. Fashion is an important factor constituting an important portion of daily consumption decisions as well as being in the center of the daily events. Liberalization seen in the world in recent years and particularly falling apart of the USSR and the free market economy has enlarged the alternative markets in the international markets and the operations entered a ruthless competency with domestic and foreign competitors in their own markets and in foreign markets. Following this, the global markets and global competency was introduced. The economic changes appearing as a result of political changes and the particularly the stunning developments in the informatics technologies have revealed the need for radical changes in all the functions and the understanding of management of operations. In our study, the effects of the phenomenon of fashion in the marketing understanding and applications on the marketing components were investigated. In the application section, the project of Istanbul Shopping Fest aiming at making Istanbul a trading center as a global brand for European and Middle Asian countries in the first place and for other surrounding countries making use of not only the clothing and fashion products, but also the values other than clothing like food and cultural and touristic values. Organizations that implement this project within the scope of the Fest in Istanbul between March 18 and 26, 2011 include institutions and organizations like the Ministry of Culture; Turkish Airlines, TAV Operations Group, Istanbul Metropolitan Municipality, Istanbul Sabiha Gökçen Airport, Istanbul Trading Center (İTO), and Istanbul Provincial Governorship and big sponsors consisting of leading brands of Turkey like Turkcell, Sinpaş and BKM (Inter-bank Card Center). Two hundred forty brands participate in the Istanbul Shopping Fest applications in- and outside 42 Shopping Centers in Istanbul. These brands are not only the brands of the textile sector; restaurants, cafes, and many other operations are also included in this festival. Furthermore, providing added value to the campaign as regards the tourism sector is aimed at through the tourists coming from abroad. In addition, interviews were made with various persons using the in-depth interview technique. In-depth interview with Ms. Nurten Kurt, deputy general director and one of the most important names of the project and details of the project were obtained. Questionnaire technique was not used. The reason for this is the in-depth evaluation of this project as regards marketing and taking the data of the BKM (Interbank Card Center) and the press and the material support of the citizens of Istanbul for the project as the subject matter of the application. All the Istanbul and the in-coming tourists and the rising credit card data show how successful is the project.

Keywords: Fashion Marketing, Consumer Behaviour

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* Corresponding author. Tel. +90-212-297-2560 fax. +90-212-297-3144

Email address: mustafaaksu@halic.edu.tr

1. Introduction

At the moment, world is more global and has a common market area. In this situation, marketing efforts have become related with culture, social structure and tradition of communities. In recent years, a great interest in fashion has increased. Fashion has turned into its real meaning "fashion" instead of being required for people.

Fashion has become one of biggest economic power recently. Then a competitive economic situation has appeared with this 'economic power' in this situation, importance of fashion marketing became very important. Becoming popular, creating fashionable products, quality, labels, distribution and prices have become factors of this competitive economy.

2. Literature Review

2.1. *The Concept of Consumption*

Consumption can be explained with two economically and symbolically different concepts. When explained in the economic sense, products are handled as a pile of qualities, and their productivity is measured as the benefits they provide. The symbolic meaning however, is defined as the pile of meanings with similarities for the consumers. The consumptions is formed with the characteristics of the object of consumption. [1]

2.2. *Development of Consumption Culture*

While production and being productive was important in the modern society, the postmodern understanding brings forth the emotional images formed by the consumption and buying the brands of consumption and attempts to summarize the social and cultural change.[2] The culture concept has an important role to understand the behavior of the consumer when attempting to explain it as the personality of the society.[3] While the lifestyle, which is a more homogeneous system, and the basic values shared by the societies are examined under the headline of culture, the inter-locking multi-cultural groups are examined with the Consumption Culture Theory within the socio-cultural frame created with globalization and market capitalism. The Consumption Culture Theory handles the productive portion of the consumption. In other words the Consumption Culture Theory mentions the transformation of the symbolic meanings encoded in the advertisements, brands, retail chains and material products into themselves and re-creation of meanings and reconciles them with the personalities and lifestyle objectives to clearly express them in their personal and social environments. [4]

2.3. *History of Consumption Culture*

It is assumed that the roots of the consumption society go back to the eighteenth century. Availability of a diversity of goods that will decorate the homes and bodies of humans and the increase of the purchasing power have caused the realization of the "consumption revolution" in the fits 60 years of the eighteenth century.[5]

In this period, modernization and creativity triggered the change in the understanding of shopping and creativity appeared in the understandings of retailing to contribute to the development of fashion systems.[6]

The consumption revolution characterized the understanding of the modern society with the domination of intellect and brought forth a form of society that depended on intellect. This understanding

is the modern form of society that material and social factors gain value through individual interactions and therefore the society is in the point of producing its own culture. [7]

Consumption culture was stated to be seen as a phenomenon affecting the societies in mass scale after the Second World War, and particularly in the previous quarter-century. This phenomenon had continued its existence by continuously changing form and being included in the production models of the capitalism.[8]

Veblen and Simmel consider the establishment of shopping centers that provide the possibility of finding everything manufactured for mass consumption as a factor changing the lifestyle in western societies. Together with this, they have emphasized that the shopping centers form the consumption in the direction of preferences among multiple options. [9]

Starting from the early twentieth century, consumption changed with the use of the resources of the modern society, and the consumption goods became important in economic activities. The giant shopping centers and the changing production and consumption goods established in the global economy of the twenty-first century developed the marketing environment and encouraged the environments increasing the buying behavior without affecting consumers directly. [10]

With the process of globalization, the consumption culture became a symbolic environment that changes and differences are implemented and expressed in almost every area related to society and life from economy to politics, from law to culture and art, from sexuality to fashion, and from the classical understanding to technology and creativity.[11]

2.4. Postmodern Consumption Culture

Postmodernism is considered as complex, frequently paradoxical, and a multi-faced nature that is discussed in philosophy, architecture, art, literature, fiction, history and other disciplinary areas.[12] Postmodernism covers a cultural history particularly covering the Western Europe and North America. “Increase of the mass consumption” in the post-war period, the 50s and 60s is accepted as the shift to the postmodern period.[13] Together with postmodernism, the researches for order, authority, union, purpose, continuity or consistency were left aside, and differentiated structures were focused on. The postmodern consumption can be explained as being situated in the sequence of independent and separate behaviors without a common purpose. [14]

2.5. Fashion and The Concept of Fashion

The word fashion (mode) originates from the Latin word “modus”. Modus means the non-existing limit. Its equivalent in the English language is fashion and means method, form, style, mode; behavior, lifestyle of the gentle class, and upper class. In Turkey, it was first came into use with westernization and developed mostly under the influence of the French culture. The reason for this was the dominance of the French culture in the social and governmental life of the Ottomans.

It is possible to divide fashion in the sense of temporary novelty in the social life into three groups:[15]

- 1- The temporary novelty with the need for a change and fancy in beautification, e.g. mini skirt fashion
- 2- The social favor for a certain period of time, over keenness for an object
- 3- Objects fitting to the novelty and social favor temporarily, like the hat fashion

As seen from the items above, fashion can change from like in the item 1, or disappear like in item 3. Or else, fashion that was disappeared can be fashionable again after a certain period of time.

The general meaning of fashion is determined by the two antonyms, namely, the fashionable and the unfashionable. These terms indicate that some of the changes in social forms are more accepted and considered more as compared to others. [16]

The word fashion recalls clothing in the first place. However, philosophy, art, music, house decoration and many social sciences constitute the components of fashion. Every changing area of the social life is open to the interest of fashion. [17]

The common statement in the definitions of marketing developed by scientists is the “development of ideas of manufacture, and the production, pricing, adhering and distribution of the manufacture”. Which manufacture(s) must be produced? In what quantity and for which consumer mass it must be produced? Answers to these questions and the results of the investigations on other marketing components can help for making the required decisions. As is known, the manufacture with a certain physical structure and the servicing that is not manufacture have equal importance as regards the satisfaction of human needs.

The FASHION, which plays an important role in the decisions of marketing, consists product(s) (services) that the majority of consumers in the target market adopt the buying behavior with reasons of prestige, personal satisfaction, gaining status or similar. Here, the social psychology plays an important role rather than the individuality, and if the fashionable products in the market are accepted as the FASHION by the group of consumers in numbers exceeding the average, others also follow the majority they accept as reference.

When handling the concept of fashion as regards the marketing above, “fashion” can be created also in the other layers of the society following the opinion leaders on the axis of novelty.

The word “fashion” recalls clothing the first place generally, and it is the “woman” who uses fashion in the most efficient way possible. Therefore, wise operations develop their marketing strategies to create fashionable products to ensure profit maximization within a short time, because these products have the highest selling potential as long as they remain in the market.

2.6. History of Fashion

History of fashion starts with the history of humanity and continues with the transformation of dressing to a fact of being accepted beyond the need. Individuals have reflected the characteristics of the society they belong to, their personalities and lifestyles in their clothing. Very important changes in the area of fashion happened especially with the Industrial Revolution. Serious increases in the trade of clothing were seen in the late 1870s after the invention of sewing machine in 1825 and the invention of the first synthetic dye in 1856. This became widespread throughout the world in the 1870s and serious increases were observed in the trade of clothing and the prices of the clothes fell. [19]

Fashion pages in newspapers started to be common in 1850s, and the foundations of the expensive ‘haute couture’ made for the upper classes were established by the English fashion designer Charles Frederick Worth. Worth opened the first fashion house in Paris in 1857 and therefore the understanding of the nameless concept that was having the women their dresses designed by tailors left its place to the understanding of presenting the fashion designers new collections for each season. With Worth, a “Fashion System” in the modern sense was established that was affordable for the most people. The production of clothing for the elite that started in the workshops of Worth became to spread in many European cities.[20] Starting from the year 1871, paper dress patterns prepared by Ellen Butterick provided great ease for sewing. Following this, sewing the shoes also with sewing machine and mass production was started. Consumption of ready-made clothing started thus.

Liberalization seen in the world in recent years and particularly falling apart of the USSR and the free market economy has enlarged the alternative markets in the international markets and the operations entered a ruthless competency with domestic and foreign competitors in their own markets and in foreign markets. Following this, the global markets and global competency was introduced. The economic changes appearing as a result of political changes and the particularly the stunning developments in the informatics technologies have revealed the need for radical changes in all the functions and the understanding of management of operations.

2.7. *Organizations and Institutions That Can Create Fashion and Requirements of Creating Fashion*

It can be said that the fashion creators should have the following features:

1. Having a settled and well-operating organizational structure
2. Visionary structure adopting the learning organization philosophy
3. Understanding of management open to innovation and change
4. Having a share in the market exceeding the average
5. Attributing importance to R&G activities,
6. High financial power
7. Having already created image in every area, being well-known
8. Having products as brands,
9. Having a high-quality product range
10. Having business ethics in the highest level.

No doubt new additions can be made to the basic features listed above.

Apart from the producing operations, the opinion leaders of the society, famous fashion houses, individuals accepted as the doyennes of fashion by some social groups of the society are also accepted as the creators of fashion.

2.8. *Components Of The Fashion And Marketing*

When an operation is open to growing in the axis of innovation and novelty, leadership in the market, having activities in the global markets and other requests of change, then the fashion is an important tool for mass selling.

The demand for fashionable products exceeds the normal because of the well-known brand and quality image of the operation. In this frame, the known four Ps of marketing (price, place, product, promotion) must be performed in the context of fashion as follows:

Which product will be produced in what quantities for whom using which technology with what cost, and how it will be placed in the market using which tools, what will the promotion strategies be, what will the price be, how will the logistic activities be planned? These questions must be handled so as to support the FASHION. In other words, the marketing activities must be FASHION-FOCUSED so as to create the image that the products to be placed in the market are FASHIONABLE.

2.8.1. *Product, production technologies and fashion*

Although any product in the existing product range of the operation already introduced to the market can be launched as “fashionable” manufacture, fashion, in principle, is designing and creating through production a brand new product with a proactive understanding to meet the expectations of the targeted consumers. Since the fashionable products require continuous change, the production technologies must be suitable for the purpose and flexible. Apart from the brand new products, the differentiating and diversification as a marketing strategy van also be used to develop fashionable products.

The “lifecycle of the manufacture” for fashionable products differ from others and follow the following trace:

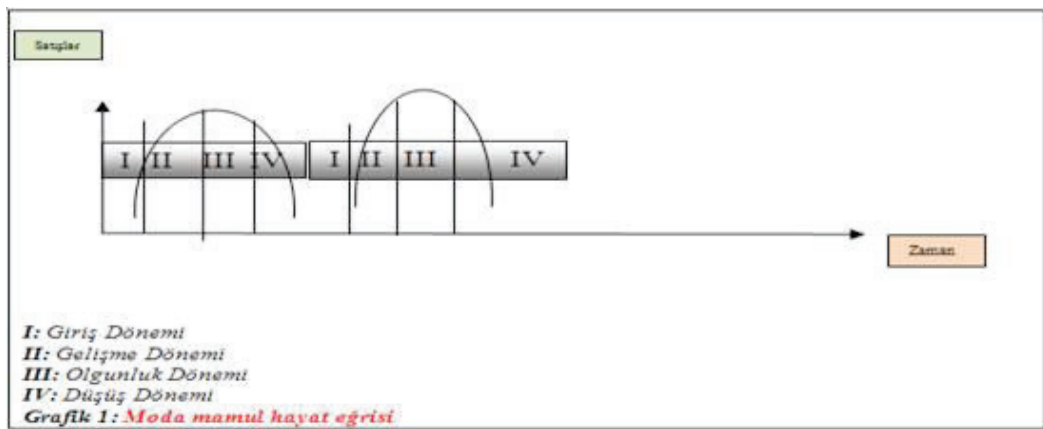


Figure 1: The life curve of the fashionable manufactures

As seen above, the introduction of the fashionable product and time period of increase in sales is relatively very rapid and short-lived. Operations in this period apply the highest prices acceptable by the mass with the efforts to retrieve their investments, if any.

The maturity period when the rivals place their products in the market is rather short and sales fall rapidly. The wise operations monitor the “lifecycle of the fashionable product” and are able to plan the development of new products instead of the unfashionable products.

2.8.2. Pricing and fashion

If the fashion created is accepted by the society the price becomes of secondary importance, and prestige and image comes to the front. Thus, operations that are able to create fashion can sell their products with prices that maximize the profit. In the second half of the maturity period of the lifecycle of the fashionable product (the period that the sales tend to fall despite all the marketing efforts), exerting efforts for total profitability for price reducing and carious promotion methods will be beneficial.

2.8.3. Adherence and Fashion

Operations must establish their adherence strategies as fashion-focused strategies that bring innovation and the benefit created for the consumer as well as the various characteristics of the product.

2.8.4. Distribution and Fashion

The fashionable products must be kept in stands ready in types and amounts continuously, and this requires no doubt planning and implementation with the full integration of other operational functions. Otherwise, since followers of fashion have and impatient and hasty nature, they will buy the fashionable products of competitors.

2.8.5. R&D and Fashion

Since, in principle, fashion is the new products expected by the consumers, developing new products can only be continuously created with continuous research and development activities.

Otherwise, fashion created at once disappears in a short time. Operations wishing to exist and continue to exist in the market both today and in the future can make this happen if and only if they use advanced innovative technologies and R&D studies by foreseeing the possible needs of the consumers in the present and in future and very efficiently using the scale economy.

3. Implementation

In the application section of the study, the Istanbul Shopping Fest arranged in Istanbul for the first time was investigated. The majority of the information came from the website of İSF in the address <http://www.istshopfest.com.tr> and from the news articles in the written media. In addition, interviews

were made with various persons using the in-depth interview technique. In-depth interview with Ms. Nurten Kurt, deputy general director and one of the most important names of the project and details of the project were obtained. Questionnaire technique was not used. The reason for this is the in-depth evaluation of this project as regards marketing and taking the data of the BKM (Interbank Card Center) and the press and the material support of the citizens of Istanbul for the project as the subject matter of the application. All the Istanbul and the in-coming tourists and the rising credit card data show how successful is the project.

In the investigation determining the cities with the largest economies in the world, Istanbul came in the 34th place with Gross National Product amounting to 133 billion Dollars. Istanbul, which was within the first 100 in the report of PricewaterhouseCoopers'in (PWC) headed "Which are Biggest City Economies in the World and How This Will Change in 2020", is a very important center with its population of 14 billion. According to the latest data, there are 93 shopping centers in Istanbul and many shopping avenues and market places, and the integrity of these with the cultural and historical pattern have made it an excellent trading center. The Grand Bazaar is considered the oldest shopping center in the world, and is one of the first shopping centers since the year 1461 that Asian and European traders come together in 3600 shops on an area of 40,000 square meters. This historical pattern and the quality of being a trading center together have made Istanbul a commercial and cultural marketing center uniting the Asia and Europe and covering the European countries, Middle Asian countries, and Far-eastern countries as its target mass. In this point we took the Istanbul Shopping Fest project as our subject matter targeting Istanbul to this target markets as a trademark. The most important objective of the Istanbul Shopping Fest is to introduce Istanbul as a global brand to the global markets. Another purpose of the project is to market the Turkish culture with all the cultural and commercial aspects from clothing to music, from dishes to hospitality together with the animation of shopping in Istanbul. Istanbul Shopping Fest is the idea of creating a shopping, culture and entertainment festival in Istanbul outside the ordinary shopping times starting from the period between March 18 and April 26, 2011 to repeat every year. The Festival was planned according to the concept of 40 days and 40 nights. The number forty comes from the idea of emphasizing the fairy tale quality of the entertainments and weddings in the Ottoman history. This period also includes the Nawroz, Easter and Passover holidays in surrounding countries. The periods included in the Istanbul Shopping Fest as the reasons for the selection of dates are given below in Table 1.

Table 1: Religious Holidays and Dates

Holidays	Dates
Nawruz	21-23 Mart 2011
Passover	18-26 Nisan 2011
Easter Sunday (Catholic)	24 Nisan 2011
Easter Sunday (Greek Orthodox)	24 Nisan 2011

Source: Istanbul shopping fest press statement – Interview with Nurten Kurt

The potential surrounding countries within the scope of the Istanbul Shopping Fest are as follows: Russia, Iran, Ukraine, Azerbaijan, Saudi Arabia, Greece, Romania, Syria and Iraq.

Table 2: Target Countries of the Istanbul Shopping Fest

Russia
Iran

Ukraine
Azerbaijan
Saudi Arabia
Greece
Romania
Syria
Iraq

Source: Istanbul shopping fest press statement – Interview with Nurten Kurt

According to the 2009 data numbers tourists coming to Istanbul are shown in the table below.[22] As seen in Table 3, majority of the tourists is from Germany.

Table 3. Number of tourists coming to Istanbul

Countries	Number of tourists
Germany	1.112.590
United kingdom	427.575
France	384.504
Usa	367.127
Italy	363.738
Russian fed.	363.563
Holland	272.831
Iran	228.504
Spain	229.181
Ukraine	162.583
Azerbaijan	154.232
Austria	145.092
Switzerland	129.270
Japan	133.865
Belgium	115.979
Turkmenistan	112.157
Sweden	111.630
Kazakhstan	104.471
Kktc	100.157
Iraq	97.489
Other	2.392.930
Total	7.509.738

Source: Istanbul shopping fest press statement – Interview with Nurten Kurt

Data of the expenditure of the tourists coming to Istanbul are given below. As seen in Table 4, Arabian tourists make the biggest expenditure among all the other tourists. Russia follows that with 11%.

Table 4: Shares of tourists in the expenditure made in Istanbul
(July 2009 – June 2010)

Countries	Shares of tourists in expenditure
Arabian countries	% 23
Russia	%11
İran	% 9
Azerbaijan	% 9
Turkey	% 9
KKTC	% 6
Kazakhstan	% 5
Other	% 28

Source: <http://www.tursab.org.tr>

3.1. Istanbul Shopping Fest

Ministry of Cultural Affairs, Istanbul Governorate, Istanbul Metropolitan Municipality, AYD, AMPD, BMD, TİM, İTO and all unorganized retailers which are not in the scope of İTO but want to participate take a place in this project. In addition to these, Turkey's leading brands such as Turkcell, Sinpaş, BMK, ntvmsnbc, etc. which have supported the project also take place in the project. (See. Table 5) With the company of the project partners and sponsors, and attendance of 42 Shopping Centers and more than 240 brands from Istanbul (due to the continuously increasing demand an accurate number couldn't be determined), this festival on March 18th, 2011, addresses firstly the European Countries', Middle East Countries', neighboring countries' and lastly Turkey's market. Since ISF (Istanbul Shopping Fest), unlike other countries' shopping festivals, provides advantages for seasonal products, this has caused an increase in demand from the other cities in Turkey, apart from Istanbul. For example, with the 30% discount rate on seasonal products in Koton stores aim to divert the shopping area of consumers living in the city of Adıyaman to Istanbul. With this purpose, a good sales volume target is expected in Turkey market. Furthermore THY has carried out publicity works for ISF in Russia, Sweden, England, Iran, Denmark, Switzerland, Bahrain, Sarajevo, Yemen, Kiev etc., through the use of billboards, newspapers and magazines. We can say that Istanbul Shopping Fest is real marketing product. We can summarize the marketing activities of the project as; encourage buying and selling of products, sales data as prices, advertisements, contests, lotteries, concerts, etc. as promotion; all sales points, Shopping Centers, etc. as distribution (See. Figure 2)



Figure 2. Istanbul Shopping Fest

Table 5. Partners and some Sponsors of Istanbul Shopping Fest

<i>Countries</i>
<p>T.R. Ministry of Culture and Tourism</p>
<p>T.R. Governorship of Istanbul Istanbul Metropolitan Municipality Shopping Center Investors Association (AYD)</p>
<p>TİM Shopping Centers and Retailers Association (AMPD)</p>
<p>United Brands Association (BMD)</p>
<p>İTO Unorganized retailers not in the scope of İTO</p>
<p>Turkcell</p>
<p>Sinpaş GMYO</p>
<p>Teknosa</p>
<p>Tursab</p>
<p>ntvmsnbc</p>
<p>TAV Airports</p>
<p>Interbank Card Center</p>
<p>İstinye Park</p>

Source: <http://www.istshopfest.com.tr>

In addition to the 42 shopping centers located on the European and Asian sides of Istanbul, 6 shopping streets that include Abdi İpekçi Caddesi (Nişantaşı), Bağdat Caddesi (Kadıköy), Bahariye Caddesi (Kadıköy), İstiklal Caddesi (Beyoğlu), İstasyon Caddesi (Bakırköy), Sultanahmet Meydanı (Eminönü) and many unorganized retailers which are not registered with İTO will take place in the Istanbul Shopping Fest. (See. Table 6)

Table 6. Commercial spots in the scope of Istanbul Shopping Fest

<p>A total of 42 AVM’s located on the European and Asian sides of Istanbul</p>
<p>6 Important shopping streets of Istanbul</p>
<p>Mani unorganized retailers not registered with İTO</p>

Source: <http://www.istshopfest.com.tr>

3.2. Goals of Istanbul Shopping Fest

The most important goals Istanbul Shopping Fest is trying to achieve can be listed under following topics:

- Istanbul Shopping Fest 2015 aims to attract 1,5 million tourists to the city. The goal is to bring 1,5 million of the targeted 10 million tourists visits in Istanbul in 2015.
- To increase the average spending amount per tourist from 580\$ to 1000\$ in Istanbul.
- To gain an increase in expenses other than food, within the scope of the festival. (Given in Table 5)
- To increase the retail trade volume which is 2 billion \$ in this period, to 10 billion \$ in 2023, with 4 billion \$ of this amount coming from foreign tourists.
- Another aspect of Istanbul Shopping Fest that sets it apart from the shopping festivals in other countries, is that it aims for discounts in seasonal products. For example the discounts will be applied to seasonal products, not to outlet products as it was done in Dubai shopping fest..
- To increase the retail trade volume which is 2 billion \$ in this period, to 10 billion \$ in 2023, with 4 billion \$ of this amount coming from foreign tourists.
- Tourists will be able to shop in Istanbul, outside of discount season, with advantages such as Tax Free, discounts, promotions and special offers adding up to as much as 30%.
- Through special promotions and discounts it is also aimed to attract the Turkish consumers which are not so passionate about shopping to this festival.

Table 7. Expenditure Data of Tourists in Istanbul

	2010	2015	2023
Expenses other than food (monthly)	1,8	6,0	10
Native	1,5	4,5	6
Foreigner	0,3	1,5	4

Source: Istanbul shopping fest press bulletin – interview with Nurten Kurt

3.3. Istanbul Shopping Fest's Promotional Activities

- All shopping centers, brands and unorganized retailers in the scope of Istanbul Shopping Fest apply different discount rates, promotion and sales development activities. For example, there are different promotions such as %40, %30, %20 discounts or 'buy one get one free'.
- A Windows Dressing contest has been organized within the Istanbul Shopping Fest's scope. Within the context of the Window Dressing contest, which is organized with the goal of awarding the shopping windows located at specified points around Istanbul, and their designers, an apartment from Sinpaş is planned to be given to one of the many participators of the contest that voted for the window dressings. The lottery drawings will be carried out by National Lottery, at the end of the festival. (See. Photograph)
- In the scope of Istanbul Shopping Fest, a chance to win a Renault car is presented through weekly held lotteries which are open to anyone that spends 40 TL or more through their credit cards or bank cards, during a period of 40 days and 40 nights. Furthermore for the duration of Istanbul Shopping Fest the Istanbul populace will have automatically joined this lottery if they have made any purchase worth 40 TL or more using their credit cards or ATM cards, since Interbank Credit Center will be following such purchase records. For example when someone makes a purchase from a market or any other sales point in Istanbul, using his or her credit card, he or she will have joined this lottery.

- One of the most effective and attractive activities of Istanbul Shopping Fest is that the Shopping Centers, and brands in the scope of ISF will be organizing entertainment activities such as various concerts, activities, street kermes'. The goal here, is not just to encourage the consumer to shop, but at the same time entertain them and help them socialize (See. Table 7)
- For the duration of 40 days and 40 nights, 2 Shopping Centers are planned to stay open until 2 a.m. every night, chosen as Shopping Centers on duty for the night among the shopping centers in Istanbul, one from European side and the other from Asian side. And during the night time shopping, special promotions of the brands and the Shopping Center's extra discounts and gifts are planned for the consumers. This attracts the customer to that shopping center point and encourages them to shop. This way the consumer crowds that don't want to shop are targeted, and the aim is to attract them to this activity. A list of Shopping Centers on duty and activities that are planned in the scope of ISF are given in the table below.

Table 7. The Data related to Tourist Spending in Istanbul

DATE	ACTIVITY LOCATION	HOURS
18-19 March	Torium and İstinye Park	Until 02.00 AM
19 March	ELLE official opening party– Nişantaşı	Between 20:00 PM and 02.00 AM
19 March	Taksim İSF Concerts	Between 19:00 PM and 02.00 AM
26 March	Akmerkez and Palladium	Until 02.00 AM
26 March	Turkcell party- Bağdat caddesi	Between 19:00 PM and 02.00 AM
2 April:	Kozzy and Metrocity	Until 02.00 AM
9 April:	All İSF streets	Until 02.00 AM
16 April	Olivium Outlet and Optimum Outlet	Until 02.00 AM
23 April	Kanyon	Until 02.00 AM
26 Nisan	All İSF streets and ISF Shopping Centers	Until 02.00 AM

Source: <http://www.istshopfest.com.tr>



Photo 1. In front of Sapphire Shopping Center –(Window Dressing Contest)

Source:<http://www.shoppingfestvitrinleri.com>



Photo 2. In front of İstinye Park Shopping Center– (Window Dressing Contest)

Source: <http://www.shoppingfestvitrinleri.com>



Photo 3. An example to the lotteries organized by various shopping centres.

Source: <http://www.istshopfest.com>



Photo 4. A billboard THY created for İSF

Source: <http://www.istshopfest.com>

4. Conclusion and Review

Fashion, in addition to forming a significant portion of daily consumption decisions, is an important element residing at the center of daily happenings. “FASHION”, playing an important role in marketing decisions, is the product and/or products (services) which are in demand by the majority of consumers in an establishment’s targeted market, with reasons such as gaining prestige, personnel satisfaction and statute, and similar reasons. Here social psychology plays a more important role than individualism, and in case the fashion products in the market are accepted as “FASHION” by an above-average consumer group, then the others conform to the majority which they take as a reference. After addressing the fashion phenomenon in postmodern marketing applications and its effect on marketing components in the literary section of the article, in the application section Istanbul Shopping Fest has been examined on a marketing aspect and through the deep interview techniques used interviewing the project authorities the whole project has been addressed in the press. No survey techniques has been used. The reason for this is performing a thorough evaluation of the project from a marketing perspective, and BKM (Interbank Card Center) putting into application the sales data appearing in newspaper press, and the solid support given by the populace of Istanbul. The increase in the credit cards of all Istanbul residents and the visiting tourists shows how successful the project has been and that it has taken hold. Some of this data is as follows: According to BKM data (data from the first week of the festival) the sales made in the first week amount to 1 billion 500 million. When compared to the previous year’s data, in the same period, a 38% increase in foreign cards and a 21% increase in Turkish cards has been observed. Additionally, when compared to last year’s data during the period between 18 March and 27 March, a daily increase of 70% has been observed in the Global Blue Tax Free. These data prove to us that, even looking at only the initial first week’s data, Istanbul Shopping Fest project has been a serious success. Istanbul Shopping fest, which was held for the first time, marketing Istanbul as a world brand and also contributing to the

national economy is another successful side of the project. It is evident that this project will address the World market, through much more successful marketing activities. In the application part of our study we reviewed all marketing activities of this project from A to Z (product as project- sales data as price-advertisements, contests, lotteries, concerts, etc. as promotion- all sales points, shopping centers as distribution) in detail. With the contribution to the foreign literature, of the study performed on this project as a local application from Turkey whose target market is the world countries, it has been considered as a positive addition to both the academic literature and management world.

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