POLITIK EKONOMIK KURAM

Research Article

Brand Globalization in Türkiye: Local Culture and Market Adaptation

Mehmet TATOĞLU[1]

1 Assist. Prof. Dr. Recep Tayyip Erdogan University, mehmet.tatoglu@erdogan.edu.tr, ORCID: 0000-0001-5789-2263

Abstract: Fast-moving consumer goods (FMCG), particularly the food sector, constitute one of the domains in which local identity is most visibly reflected, serving as a medium for preserving cultural belonging through taste, traditions, and symbolic elements. This study investigates the localization strategies adopted by global brands in the Turkish market, their interaction with local culture, and the competitive advantages generated by these strategies. Employing a qualitative research design based on document review and content analysis, the study analyzes examples from the brands Domino's Pizza, Nutella, Knorr, Colgate, Algida, Lay's, Doritos, and McDonald's. The findings indicate that these brands attract local consumers by adapting their products to Turkish cultural values through offerings such as the "Kayseri Ateşi" pizza, "Maraş Usulü" ice cream, "Misvak Özlü" toothpaste, and "Yoğurtlu Kebap Aromalı" chips. In addition, they establish strong emotional connections with consumers by incorporating culturally significant symbols, including Hacivat and Karagöz, baklava, and mantı, into their branding and marketing strategies. The findings further suggest that globalization requires brands to pursue strategic cultural adaptation in order to achieve sustainable market success. Brands that successfully integrate elements of local identity into their products, packaging, and marketing communication gain significant competitive advantages by strengthening consumer loyalty and enhancing brand trust.

Anahtar Kelimeler: Globalization, Localization, Culture, Sustainability, Adaptation, Localization Strategy
Jel Codes: M31, F23, Z13

Küyerelleşmenin Markalar Ekseninde Yerel Kültürel Değerler Bağlamında İncelenmesi, Türkiye Örneği

Öz: Hızlı tüketim ürünleri (Fast-Moving Consumer Goods–FMCG), özellikle gıda sektörü, yerel kimliğin en görünür biçimde yansıtıldığı alanlardan birini oluşturmakta; tat, gelenekler ve simgesel unsurlar aracılığıyla kültürel aidiyetin korunmasına hizmet etmektedir. Bu çalışma, küresel markaların Türkiye pazarında benimsedikleri yerelleşme stratejilerini, bu stratejilerin yerel kültürle etkileşimini ve sağladıkları rekabet avantajlarını incelemektedir. Doküman incelemesi ve içerik analizine dayalı nitel bir araştırma deseni benimsenmiş; Domino's Pizza, Nutella, Knorr, Colgate, Algida, Lay's, Doritos ve McDonald's markalarına ait örnekler analiz edilmiştir. Bulgular, bu markaların "Kayseri Ateşi" pizza, "Maraş Usulü" dondurma, "Misvak Özlü" diş macunu ve "Yoğurtlu Kebap Aromalı" cips gibi ürün uyarlamalarıyla Türk kültürel değerlerine uyum sağladıklarını ve bu sayede yerel tüketicilere hitap ettiklerini göstermektedir. Ayrıca markalar, Hacivat ve Karagöz, baklava ve mantı gibi kültürel açıdan anlam taşıyan sembolleri marka kimliği ve pazarlama iletişimi stratejilerine dâhil ederek tüketicilerle güçlü duygusal bağlar kurmaktadır. Araştırma bulguları, küreselleşme sürecinde sürdürülebilir pazar başarısına ulaşabilmek için markaların stratejik kültürel uyum politikaları benimsemelerinin gerekli olduğunu ortaya koymaktadır. Yerel kimlik unsurlarını ürün, ambalaj ve pazarlama iletişimi stratejilerine başarılı bir şekilde entegre eden markalar; tüketici sadakatini güçlendirerek ve marka güvenini artırarak önemli rekabet avantajları elde etmektedir.

Keywords: Küreselleşme, Yerelleştirme, Kültür, Sürdürülebilirlik, Uyum, Yerelleştirme Stratejisi
Jel Kodları: M31, F23, Z13

Cite: Tatoğlu, M. (2026). Brand Globalization in Türkiye: Local Culture and Market Adaptation, *Politik Ekonomik Kuram, 10*(3), 1275-1296. https://doi.org/10.30586/pek.1946677

Submitted: 07.05.2026
Accepted: 09.09.2026

Copyright: © 2026. (CC BY) (https://creativecommons.org/licenses/by/4.0/).

1. Introduction

Today, globalization places increasing pressure on brands to conform to global standards in their marketing, product development, and brand identity strategies. The food sector, in particular, represents one of the domains in which local cultural values are most vividly expressed through taste, customs, traditions, rituals, and symbolic elements. However, this global pressure may diminish the visibility and vitality of local culture, causing traditional flavors and regional culinary practices to be overshadowed by standardized global products. Furthermore, even when brands implement localization strategies, inadequate integration of these strategies with local cultural values may lead to consumer dissatisfaction, identity conflicts, and a significant erosion of brand trust.

The significance of this study can be discussed from several perspectives. First, from the standpoint of cultural sustainability, preserving local cultural values should be regarded as a corporate responsibility, as it contributes not only to economic value creation but also to the safeguarding of cultural heritage. Second, as consumer preferences in the food sector increasingly favor local products and traditional flavors, the effective integration of local cultural elements can provide brands with a sustainable competitive advantage. Third, in culturally rich countries such as Türkiye, these strategies can contribute to strengthening local brands while enabling global brands to develop marketing practices that are more culturally sensitive and locally relevant.

The primary objective of this study is to examine how globalization transforms local culture through global brands and to explore how this transformation is mediated by glocalization strategies. The study further investigates how global brands engage with local cultural values, how they adapt when direct intervention is not feasible, and how these adaptation strategies influence local market dynamics. Although the concept of globalization is interpreted differently according to political, ideological, and theoretical perspectives, the growing importance of local cultural elements becomes increasingly evident in the transition from globalization to glocalization. The findings suggest that the more effectively local cultural values are identified and integrated into global branding and marketing strategies, the greater the potential for sustainable market success.

The relationship that global brands establish with local culture encompasses both economic and ideological dimensions. Although localization has the potential to enrich brand–consumer relationships, its successful implementation requires careful planning and execution. In this study, the localization practices of global brands with respect to local cultural values were examined through document review and content analysis.

The findings suggest that when global brands collaborate with local stakeholders and cultural experts to ensure alignment with local identity, their potential for market success increases significantly. Accordingly, it is essential for brands to develop communication strategies that respect consumers' local identities while emphasizing authentic and culturally relevant messages. Overall, the localization practices implemented by the global brands examined in the Turkish market demonstrate considerable strategic value in terms of cultural adaptation, economic contribution, and the effective integration of local culture into advertising, language, symbols, and traditional rituals. The following section presents the findings of the literature review that form the theoretical foundation of this study.

According to Erdoğan (2023), the three possible outcomes of globalization on culture are homogenization, hybridization, and polarization. His study analyzes how local identities are transformed by the global circulation of cultural products, conceptually framing the cultural effects of globalization to explain why brands need to localize. Bir (2024) discusses globalization strategies and the adaptation methods global brands use to enter local markets, while also examining the relationship between consumer perception and brand strategies to explain "local cultural values in the context of brands." Parsak and Aşçı (2025) examine Turkey's national branding policies (Turquality), analyze the strategies of local brands entering global markets, and discuss the impact of state-supported brand programs on the global and local balance, thereby explaining the

dimension of state-brand cooperation specific to Turkey's glocal brand policies. Furthermore, Öztay and Erol (2023) use semiotic content analysis of advertising to examine how global brands incorporate local cultural elements, such as language, symbols, and rituals, as well as localization practices, illustrated with examples such as Coca-Cola and Pringles. Erdinç and Yurtsever (2025) use a survey to examine consumers' perceptions of global brands, revealing through empirical data that some groups view global brands as symbols of modernity and status, while others perceive them as foreign. In the digital realm, Harbutoğlu and Özmen (2023) analyze the localization strategies of global brands in digital media, such as advergames and social media, emphasizing that digital culture creates a new intersection for the global and the local through a content-analysis-based case study. Lastly, Aydoğan (2021) evaluates the transformation of consumption habits in the process of globalization and the role of brands in consumption culture, examining the relationship between brands and local values through conceptual analysis and a literature review. Similarly, Gülöz, Müezzinoğlu, and Onurlu (2022) examine the moderating roles of perceived price value, perceived quality value, and consumer-brand fit on how the perceived brand locality of domestic digital streaming platforms affects brand preference, starting from the premise that the perception of locality, which is particularly difficult for global brands to replicate, can provide a competitive advantage to domestic brands.

This study distinguishes itself from the existing literature by moving beyond descriptive brand examples and providing a systematic analysis of glocalization strategies within a strategic framework. Although previous studies have examined cultural adaptation practices, relatively few have classified these practices into strategic typologies and linked them to mechanisms of competitive advantage. Accordingly, this study addresses the following research question: "Which strategic glocalization patterns are implemented by global brands in Türkiye, and how do these strategies contribute to competitive legitimacy and consumer loyalty?" By identifying and classifying product adaptation, symbolic adaptation, spatial adaptation, and ritual adaptation strategies, this study makes a strategic and analytical contribution to the literature on branding, globalization, and glocalization.

2. Method

The study evaluated the practices of global brands in the context of local cultural values using document review and content analysis methods. The study covers the period between 2020 and 2024. Document review is an important method used in qualitative research for many years. Examples of document types include books, articles, letters, magazines, biographies, statistics, constitutions and regulations, newspapers, photographs, interviews, pictures, and messages (Kıral, 2020). Content analysis is a qualitative research method that examines information and documents, such as texts and files, within a specific framework (selection, comparison, coding, categorization) to obtain measurable, objective, and verifiable findings (Metin & Ünal, 2022).

Research Design and Analytical Procedure

The data for this study was obtained from secondary sources covering the localization practices implemented by global brands in the Turkish market between 2020 and 2024. In this context, the brands' official websites, official social media accounts, advertising and campaign content, press releases, national news sites, industry reports, and relevant academic studies were examined. When determining which campaign examples to include in the analysis, the following were accepted as the primary selection criteria: the campaign must be targeted at the Turkish market; it must incorporate local cultural elements (traditional foods, regional flavors, cultural symbols, use of the local language, etc.); it must have been published between 2020 and 2024; and it must be found in verifiable corporate or reliable digital sources. To access the documents, the following search terms were used: "localization," "glocalization," "localization strategy," "Turkey campaign," "local flavor," "local culture," "Turkish cuisine," "Domino's Turkey,"

"McDonald's Turkey," "Nutella Turkey," "Knorr Turkey," "Lay's Turkey," "Doritos Turkey," "Algida Turkey," and "Colgate Turkey" were used to conduct a systematic search.

The documents obtained were first evaluated in detail as part of the content analysis and then coded in accordance with the research objectives. During the coding process, preliminary codes such as "local product adaptation," "use of local cultural symbols," "local language and discourse," "traditional consumption habits," "local elements in packaging and visual design," and "competitive advantage" were created; themes were identified by grouping similar codes together. During the analysis, all documents were examined according to the same evaluation criteria; information obtained from different sources was compared to verify the consistency of the findings; and care was taken to ensure that interpretations were based solely on data explicitly stated in the documents. This approach aimed to minimize researcher-induced interpretive differences and potential biases.

2.1. Theoretical Foundations

From the perspective of the concept of globalization and its historical development, it is a multidimensional and wide-ranging process. It encompasses the spread and development of economic, social, and political relations between countries, as well as the interconnectedness of cultures, beliefs, and expectations. Globalization can be defined as the process whereby established attitudes and institutional structures in the social, economic, and cultural spheres spread beyond national borders, giving rise to globally defined standards (Acar, 2009).

Globalization is described as a process in which the importance of international borders diminishes worldwide, and relationships between individuals, cultures, and countries increase, diversify, deepen, and accelerate. The historical process of the concept of globalization is not particularly new; the theory of "Comparative Advantages" by classical economist David Ricardo (1772-1823), along with Adam Smith, can be considered the starting point of globalization. The world economy is evaluated in terms of production, costs, marketing, and sales. In a world where many countries are engaged in production, each country can contribute to increasing its level of prosperity by specializing in products with lower opportunity costs while striving to achieve superiority in goods production (Fırat, 2021).

Globalization is a concept encompassing interconnected issues such as the development of technological, economic, social, cultural, and political relations between countries; a better understanding of the beliefs and expectations of different societies and cultures; and the intensification of international relations. In this period, referred to as the global age, the necessity of living in an increasingly densely populated environment has emerged (Çelik, 2012).

Marshall McLuhan (1962) used the concept of globalization in his book The Gutenberg Galaxy, noting that radio, television, and newspapers spread culture worldwide. According to McLuhan, who believed that the use of communication tools would increase, the world is becoming an increasingly accessible place and is shrinking. He describes the world in the globalization process as a "global village" with a dense network of relationships. When people in different countries can receive news about events occurring in different parts of the world at the same time, the impact of the news will expand and reach a global dimension (Ölçekçi, 2020).

It is emphasized that globalization is not merely an economic phenomenon but also encompasses social and cultural dimensions. It can be viewed as a process that diminishes the distinctiveness of national borders and deepens the mutual interaction between social, cultural, political, and economic systems. In this sense, established attitudes, institutions, and norms are reshaped according to universal criteria, thus creating a trend towards the formation of common standards worldwide (Alpar, 2021).

Globalization can give rise to a situation where the classical meaning of the elements of time and space loses its relative meaning. People can accelerate interactions between different countries through elements such as information, culture, and capital, thereby revealing cultural depths. Globalization is not limited to the circulation of goods and services; thought systems, cultural codes, and symbols are also included in this flow (Yaman, 2019).

Globalization is a multifaceted process that is transforming economic, social, cultural, and political spheres today. The historical course of globalization is presented in Table 1.

Table 1. The Historical Course of Globalization

Period / Date	Features	Description
15th–16th centuries (Age of Discovery)	Globalization of Trade	With European-centered discoveries, trade in spices and precious metals began (Hopkins, 2002).
18th century (Industrial Revolution)	Industrialization and Transportation	Technologies such as steam power, railways, and the telegraph accelerated global interaction; production and trade increased on a global scale (O'Rourke and Williamson, 2000).
19th–20th centuries (Imperialism)	Colonial Expansion	European states accelerated economic and cultural expansion by establishing colonies in Asia and Africa (Hobsbawm, 1989).
1945 (Cold War)	International Institutionalization	The global economy and politics were organized through institutions such as the United Nations, the IMF, the World Bank, and GATT (Robertson, 1992).
1970–1980 (Neoliberalism)	Free Market Communication Technologies	Neoliberal policies, capital mobility, and the rise of multinational corporations; cultural globalization through television and satellite technologies (Harvey, 2005).
1990 (Post–Cold War)	Digital Globalization	With the spread of the Internet, globalization in economic, cultural, and social spheres intensified (Castells, 1996).
2000–Present	Digitalization and Globalization	While social media, mobile communication, and artificial intelligence accelerated globalization, the preservation of local identities and globalization trends rose (Ritzer, 2010).

Rather than reiterating the broad historical evolution of globalization, this study focuses specifically on the marketing-strategic dimension of glocalization within branding practices.

This transformation increases brands' cross-border activities while also focusing on interactions established with local cultural values. In this sense, brands must be in harmony not only on a global scale but also with local cultural values. Globalization can be defined as a process that increases cultural and economic interaction through the unrestricted spread of communication tools, technology, and capital movements. This

process can influence cultural values, leading to changes in traditions, customs, language, and identities.

Localization is the desire of a culture, community, group, or nation to preserve its unique characteristics and qualities and pass them on to future generations. These characteristics are the features that shape its identity in every area, such as its unique political, economic, moral, clothing, and language. Every society develops solutions to problems based on its own living conditions, experiences, history, customs, and traditions. Globalization has led to the spread of a more dominant and widespread culture across the world, resulting in conflicts and problems, because each culture has its own sensitivities. The dominance of one culture over another does not mean that it will provide solutions to the desires and problems of the dominated culture. Therefore, cultures may seek to preserve their own cultures through localization. Nationalist movements in countries can give rise to tendencies such as supporting local production, closing off the country, longing for the past of one's own culture, and preserving certain characteristics unique to one's own culture (Ritzer and Stepnisky, 2018).

Glocalization emerged as a synthesis of globalization and localization and was introduced in the Japanese business world in the early 1980s by combining global strategies adapted to local cultural conditions. Roland Robertson presented this term as an important tool for understanding globalization processes and stated that the concept expresses the mutual interaction between "the universalization of the local" and "the localization of the global." In this sense, glocalization refers to the adaptation of global strategies to local cultures and the consideration of these two dimensions together (Küçük and Bilgiç, 2022).

Multinational companies such as McDonald's and Coca-Cola have set effective examples by adapting their products to the socio-cultural demands of local markets. Glocalization can also be considered a phenomenon that supports cultural diversity. Unlike cultural imperialism, the localization and hybridization of local cultures with global influences represents a process of preserving and developing these cultures. Therefore, an approach that embraces the philosophy of "think globally, act locally" has begun to gain acceptance worldwide (Güner, 2024).

In brand management, this approach involves global brands developing product and communication strategies that are sensitive to cultural conditions in local markets, with elements that align with the consumer's cultural identity coming to the fore in this context. The "think globally, act locally" approach plays an important role. Empirical studies conducted specifically in Turkey show that the glocalization strategy is applied in various dimensions, from product form to symbols in advertisements, and from the presentation of family and social values to elements of national identity. This allows brands not only to adopt standard global strategies but also to establish a stronger connection with consumers by delivering messages that are sensitive to local cultural sensitivities (Lee and Sezen, 2022).

In conclusion, with this approach, global brands have the opportunity to gain acceptance and create a sense of belonging in local markets, while local cultures can remain within the global system while preserving their unique values. Therefore, glocalization can be seen as a balancing mechanism that supports cultural diversity and strengthens economic legitimacy, countering the one-sided effects of homogenizing globalization.

Regarding the localization strategies of multinational corporations, the acceleration of globalization in the last quarter of the 20th century prompted these entities to look beyond offering standardized products and services. Instead, they have increasingly sought ways to achieve market sustainability by adapting to local cultures, making localization one of the fundamental strategies in the brand management of multinational companies (Sağlık and Zorlu, 2022).

The most prominent feature of localization strategies is the adaptation of products and services to local consumer needs and cultural sensitivities. The inclusion of products

tailored to local tastes in the menus of fast-food chains such as McDonald's, Burger King, and KFC, along with Coca-Cola's emphasis on local symbols and values in its advertisements, represent well-known examples of this approach (Erdoğan, 2023). This phenomenon is not limited to product adaptation alone; it is extensively supported by the localization of cultural indicators such as advertising language, visual symbols, music, and the presentation of familial and social values (Öztürk et al., 2022).

The glocalization strategies of multinational companies create a sense of trust and belonging among consumers, while also increasing brand loyalty and market share for enterprises. Indeed, studies conducted in Türkiye show that glocal strategies play a particularly decisive role in shaping the brand preferences of young consumer groups (Lee and Sezen, 2022).

However, glocalization strategies also have the aspect of promoting cultural diversity. The reproduction of local cultures through global brands both increases cross-cultural interaction and paves the way for cultural hybridization (Erdoğan, 2023). Therefore, for multinational companies, glocalization is not only an economic necessity but also a strategy that fosters socio-cultural sustainability.

In conclusion, glocalization strategies are a critical tool that enables global companies to strike a balance between multinational standards and local cultural dynamics. These strategies enable brands to establish emotional connections with consumers, demonstrate cultural sensitivity, and increase market share, while also contributing to the preservation of local cultures and the promotion of cultural diversity. Thus, this strategic alignment holds paramount importance in terms of cultural sustainability and social acceptance.

2.2. The Impact of Local Cultural Values on Brand Communication

Local cultural values play a significant role in branding strategies. Consumers expect brands to be not only providers of products or services but also actors that integrate with cultural identities. Therefore, brands' sensitivity to local cultural values has a positive impact on brand perception and consumer relations. For example, Coca-Cola's "Enjoy the Taste" campaign in the United States and Turkey demonstrates the impact of culture and cultural differences on the communication strategies of global brands. Within the scope of this campaign, Coca-Cola's visual content shared on social media was designed to be appropriate for the cultural values of both countries. In this way, Coca-Cola has successfully positioned itself in different markets and established an emotional connection with consumers (Sucu, 2015).

Furthermore, local cultural values play an important role in the branding of cities. The creation of a brand image for cities by blending local culture and regional characteristics contributes to both the preservation of cultural heritage and the regional economy. For example, a study conducted in the province of Sinop examined the role of cultural heritage in creating economic value and its impact on brand city market performance. The results show that cultural heritage is an important factor affecting brand city market performance (Ceylan and Eravcı, 2019).

Globalization has brought standardized products, services, and communication strategies to different country markets, but because each society has different habits and cultural codes, this standardization can often create a contradiction. The resulting approach of "glocalization" refers to global brands differentiating their products, advertising, and marketing strategies to adapt to local culture. Typical examples of this strategy include fast food brands offering products that suit the local food culture on their menus or beverage brands using local symbols and rituals in their advertising. The survival of brands in the globalization process depends not only on global standardization but also on local cultural adaptation processes. Local cultural values are a powerful tool for brands to connect with consumers. Therefore, the globalization process can be interpreted not as a one-way "homogenization" but rather as a process of mutual cultural interaction between brands and societies (Deneçli, 2013).

The problems encountered in the branding process with local cultural values are significant obstacles that directly affect both the efforts of global brands to adapt to local markets and the strategies of local brands to stand out in global competition. These problems arise at various levels and in different contexts.

a) Cultural Adaptation Issues: The biggest challenge for global brands entering local markets is cultural incompatibility. Failure to offer products and services that align with local consumer expectations, values, and behaviors can negatively impact brand perception. For example, fast food brands that do not offer menu items that appeal to local tastes may create a negative image among consumers.

b) Brand Identity and Local Identity Conflict: The inability of global brands to create a brand identity that is compatible with local cultural values can create a conflict between brand personality and local identity. This situation can undermine consumer trust and loyalty to the brand. In particular, brands' failure to accurately reflect local cultural symbols and values can be perceived as cultural insensitivity.

c) Insufficient Resources and Infrastructure: The lack of financial resources and infrastructure necessary for local brands to stand out in global competition poses a significant obstacle in the branding process. In particular, insufficient infrastructure and lack of resources in the promotion and marketing of geographically indicated products can negatively affect the branding process. For example, problems encountered in the production and marketing of Kağızman Long Apples include irrigation, cold storage, and training deficiencies.

d) Lack of Education and Awareness: The lack of education among producers and marketers poses a significant obstacle to the branding process of local products. Lack of awareness in production processes and failure to adapt to technological innovations can hinder branding efforts.

e) Socio-Cultural Resistance and Social Acceptance: The resistance shown by the local community to the branding process and the lack of social acceptance can negatively affect the success of branding strategies. In particular, negative perceptions in society regarding the commercialization and externalization of local cultural values constitute a significant obstacle in the branding process.

f) Political and Legal Barriers: Political and legal barriers encountered in the protection of local cultural values and the branding process can make it difficult for brands to operate in national and international markets. Bureaucratic obstacles in the registration and protection of geographical indications can negatively affect the branding process (Yıldız and Gelibolu, 2025).

Local cultural values are considered not only a complement to branding processes but also a strategic element that directly shapes brands' market positioning and their relationships with consumers. The approach of glocalization, which has emerged as a counterbalance to the homogenizing effects of globalization, requires brands to maintain global standards while also adapting to local cultural codes. However, as emphasized in the literature, cultural adaptation issues in the branding process, conflicts between brand identity and local identity, insufficient resources and infrastructure, lack of education, socio-cultural resistance, and legal barriers emerge as significant limitations.

In this context, the effective integration of local cultural values into branding strategies should be seen not only as an element that increases economic competitiveness but also as a tool that supports cultural sustainability and strengthens social identity. Consequently, brands' sensitivity to local cultural values strengthens brand perception and enables them to establish a stronger bond with consumers. Therefore, incorporating local cultural values into branding strategies is critical for long-term success. In light of this information, examples of local applications by global brands operating in our country are presented in detail in the results and discussion section.

3. Results

The findings obtained in this section were evaluated within the framework of the study's central research question: how global brands utilize local cultural values in the Turkish market as part of their localization strategies, and what competitive advantages these practices provide to the brands. In this context, the brand examples examined were analyzed in terms of product adaptations, the use of cultural symbols, and marketing communication practices, and the findings were interpreted in line with the study's objective.

3.1. Practical Examples of "Unique to Us" Products Created by Global Brands Taking Turkish Culture into Account

Lay's and Doritos are brands owned by PepsiCo, an American multinational food and beverage company, in Türkiye. In the Turkish market, Lay's has launched a "Yogurt-Flavored Kebab" variety, and Doritos has launched a "Sesame and White Cheese Flavored" variety, inspired by the Trakya region. Since kebab culture is highly popular in Türkiye and the Trakya region's white cheese is well-known, these flavors are highlighted in their product lines. The kebab imagery on the packaging, along with visuals of tea, cheese, and simit, is highly eye-catching. The chips, released under the concept of "Alaturca," represent a true example of glocalization in terms of their naming, taste profile, and advertising strategies.

Lay's and Doritos have achieved great success in the Turkish market as global brands. They effectively implement their localization strategies by taking into account local tastes and cultural preferences. The brands attract Turkish consumers by offering flavors such as spicy, herby, and yogurt-based chips inspired by Turkish cuisine. A visual representation of these relevant products is presented in Figure 1.

a) Adaptation to Local Flavors: Both Lay's and Doritos appeal to consumer habits by developing products based on local flavors from Turkish cuisine.

b) Localization in Marketing and Advertising: These brands support their glocalization strategies by developing advertisements and campaigns tailored to the local culture. They reach consumers through local celebrities, popular television series, and social media platforms.

c) Flavors Suitable for the Palate: Spicy, savory, yogurt-based, and meat-based flavors from Turkish cuisine frequently feature in these brands' product ranges. In this way, the brands build consumer loyalty by offering products that are sensitive to local tastes.



Figure 1. Images of Lay's and Doritos Products

McDonald's (NYSE: MCD - USA) is a US-based multinational fast-food restaurant company that generally sells hamburgers, cheeseburgers, French fries, and cold drinks. McDonald's, which adapts lavaş and köfte—elements with an important place in Turkish cuisine—into its own style, offers its McTurco product in its restaurants in Türkiye.

McDonald's potato wrap menu is also a prominent example of product adaptation. Considering the economic situation in Türkiye, McDonald's sought a new product that would be both affordable and consistent with its brand identity, thus introducing this menu item. Inspired by patso, the potato wrap provides the advantage of being economical while remaining suitable for Turkish culture. Additionally, McDonald's refers to this localized offering as the "Turkish-style hamburger." A visual representation of these McDonald's products is presented in Figure 2.



Figure 2. Images of McDonald's Products

In a unique move to adapt to local dynamics in Kadıköy, McDonald's modified the interior and exterior decor of its branch on Söğütlüçeşme Street. In response to its traditional yellow and red sign—which closely resembles the colors of Galatasaray Football Club—in the Kadıköy area where Fenerbahçe fans live in large numbers, the global food chain opted for a strategic deviation. While the fast-food giant typically uses red with yellow lettering on its exterior signage worldwide, this specific restaurant departed from the general concept by utilizing yellow and green colors instead. The customized sign features yellow lettering on a green panel (Kadıköy Life, n.d.). A visual of this specially decorated McDonald's in Kadıköy is given in Figure 3



Figure 3. A visual of the Specially Decorated McDonald's in Kadıköy Söğütlüçeşme Street, Osmanağa Neighborhood, Kadıköy, Istanbul

This example illustrates symbolic adaptation strategies rather than mere product localization. By changing its colors from yellow and red to the yellow and blue of Fenerbahçe Football Club, the team from the Kadıköy district, McDonald's internalizes local symbolic competition and transforms its global corporate identity into a locally

established meaning. This strategic move strengthens emotional brand trust by increasing perceived fan sentiment. Therefore, localization here functions not as superficial customization, but as a negotiation of identity within local socio-symbolic colors.

Algida, originally known as Wall's, is one of the world's leading ice cream companies owned by Unilever. The company is headquartered in the UK and the Netherlands. In addition to its other products, Algida has gained popularity throughout Turkey with its Maraş-style sliced ice cream and its baklava and pistachio varieties.

Gaziantep baklava is one of the most famous desserts in Türkiye and the world, standing out for its unique preparation, ingredients, and taste. Antep pistachios are generally preferred in Gaziantep baklava, giving it a distinctive aromatic taste and green color. This dessert has a long history of production in the region since the Ottoman period and was registered as a geographical indication. In parallel, Kahramanmaraş ice cream is another traditional delicacy in Türkiye, famous for its thick texture and traditional production using goat's milk. In 2005, it was officially registered as a "geographical indication" by the Turkish Patent and Trademark Office (Türkpatent, 2005). Since baklava and traditional ice cream are deeply cherished across almost every segment of Turkish society, Algida combined the heritage of Maraş ice cream, Antep pistachios, and baklava concepts into its global product portfolio and introduced them to the market. A visual representation of these Algida products is presented in Figure 4.



Figure 4. Images of Algida Products

The use of geographically indicated products such as Maraş ice cream and Gaziantep baklava reflects a product-based differentiation strategy grounded in cultural legitimacy. By integrating protected regional identities into its portfolio, the brand appropriates symbolic capital. This strategy not only increases perceived authenticity but also reduces cultural resistance by aligning with nationally valued heritage assets.

Colgate is a prominent American brand that offers a comprehensive range of oral care products, including toothpaste, toothbrushes, mouthwash, and dental floss. Colgate's miswak-infused toothpaste serves as a compelling example of a glocalization initiative. Miswak, which holds a significant socio-cultural and historical place in Turkish culture, has been integrated into Colgate's core formula and commercialized in regions where its usage is traditionally valued. Botanically derived from the roots, stems, or branches of Salvadora persica—a plant whose Arabic name translates to "tooth-cleaning stick"—miswak represents a traditional method for maintaining oral hygiene, particularly favored across Asia, Africa, and the Middle East. Structurally, these sticks typically measure 15–20 cm in length and 1–1.5 cm in diameter (Törenek et al., 2018). Scientific findings indicate that the chemical composition of miswak includes essential components such as fluoride, silica, sulfur, hard fibers, resin, saponins, alkaloids, essential oils, tannins, flavonoids, and chloride; these constituents exhibit antibacterial and antioxidant properties that contribute to periodontal health (Apaydın, 2018). Given that a segment of

the population in Türkiye continues to use miswak—a practice with deep historical roots dating back to the Ottoman Empire—Colgate strategically leveraged this widespread cultural familiarity to build consumer trust.

Colgate integrated this traditional element into its marketing strategy by utilizing the "synthesis of modern science and traditional heritage" as its core communicative axis. Through television advertisements and packaging designs, the brand established a hybrid form of trust by concurrently presenting clinically proven toothpaste technology alongside the natural and religious references of miswak. This integration strategy generated two distinct consumer responses in the local market: first, the global brand's active respect for regional values enhanced its perceived sincerity; second, it minimized the cognitive dissonance between traditional oral hygiene habits and modern consumption patterns. Consequently, consumers were able to maintain a ritual aligned with their cultural and religious identity while using a product validated in a modern laboratory environment, thereby granting the brand long-term emotional loyalty and market legitimacy. Figure 5 provides a visual representation of this localized Colgate product.



Figure 5. Image of Colgate Product

Knorr, originally founded in Heilbronn, Germany, is a major global food brand currently owned by the British multinational consumer goods company Unilever. Aligning with the glocalization patterns observed in other global market leaders, Knorr effectively integrates traditional elements of Turkish cuisine into its product portfolio for the Turkish market. By offering localized products such as traditional Turkish soups and regional seasonings, the brand strategically tailors its global manufacturing capabilities to satisfy regional culinary habits and consumer preferences in Türkiye.

a) Yuvalama (Gaziantep / Anatolia): Yuvalama is a traditional regional delicacy native to Gaziantep and its surrounding areas. Composed of yogurt, minced meat, rice, chickpeas, and eggs, it functions as both a soup and a main course in terms of its rich consistency and formal presentation. Literature on Gaziantep's culinary traditions frequently underscores yuvalama as a pinnacle of regional gastronomy, emphasizing its prominent role in both celebratory guest banquets and everyday domestic kitchens. Consequently, it is heavily documented in regional gastronomic inventories as a core component of Gaziantep's local culinary repertoire (Karaman and Sezgin, 2021).

b) Mantı (Kayseri / Anatolia): Mantı, a dish originating from Central Asia, consists of small dough pockets filled with seasoned ground meat or other fillings, typically boiled and served with yogurt, garlic, infused oil, and spices. Gastronomic literature indicates that mantı evolved from ancient Central Asian culinary forms; however, the Kayseri style stands out as a distinct tradition in Anatolia, preserved through varied regional practices. In localized studies, mantı occupies a central position both in domestic cooking and as a symbolic representation of regional food cultures (Talas, 2005).

c) Yüksük (Adana / Anatolia): Prominent in Southern and Southeastern Anatolian cuisines, yüksük soup belongs to a category of hearty, meat- and dough-based dishes traditionally served during weddings, communal ceremonies, and rites of passage. Regional research reveals that yüksük and its variants form an integral part of the cultural

fabric in Adana and its periphery, carrying deep social significance in relation to communal practices. While these soups may display minor variations in nomenclature and ingredients across different sub-regions, their shared defining characteristic is their pivotal function within ceremonial dining contexts (Şenel and Karabulut, 2024).

d) Ezogelin (Anatolia): Prepared with red lentils, rice, bulgur, and a distinct blend of spices, ezogelin soup is a ubiquitous staple across Türkiye, widely featured in both household kitchens and commercial restaurant menus. In culinary literature, ezogelin is categorized as a cornerstone of traditional Turkish cuisine, with studies highlighting the necessity of preserving such heritage dishes through geographical indications and regional branding. Rich in folkloric narratives regarding its origin, the soup is distinguished by both its high nutritional value and its powerful cultural symbolism (Denk, 2021).

Together, these four traditional dishes exemplify the profound regional culinary wealth of Anatolia, playing a vital role in transmitting intangible cultural heritage through both dietary practices and social functions linked to communal ceremonies.

In conclusion, traditional Anatolian soups such as yuvalama, mantı, yüksük, and ezogelin are not only key elements of local culinary culture but also unique flavors that can be evaluated in the context of "glocalization" within the globalization process. These soups preserve regional identity and cultural heritage while also promoting Turkish cuisine on the international gastronomic stage. Indeed, within the scope of glocalization strategies, global restaurant chains or gastronomic tourism activities adapting and offering such local flavors on their menus both strengthen the sense of belonging among the local population and create authentic experiences for foreign consumers. Therefore, keeping these traditional soups alive is not only important for preserving cultural memory but also carries strategic value in terms of gaining a competitive advantage in Türkiye's gastronomic tourism and branding on a global scale. A visual representation of these Knorr products is presented in Figure 6.



Figure 6. Images of Knorr Products

Domino's Pizza is an international pizza company headquartered in Michigan, USA. It operates over 14,000 branches in 85 countries and holds the title of "The World's Largest Home Delivery Pizza Chain." Domino's Pizza successfully adapts to Turkish culture with pizzas such as "Kayseri Ateşi" and "Konyalım." Despite being an American company, Domino's Pizza seeks to appeal to the tastes of its customers in Türkiye by including authentic elements of Turkish cuisine in its menu. Kayseri pastırma and sucuk are not only food products but are also viewed as symbols of regional identity and cultural heritage. These products play a major role in promoting Kayseri in gastronomy tourism, the local economy, and city branding processes. Furthermore, Kayseri pastırma and sucuk are two of Türkiye's most important traditional meat products with geographical indication registration. Both reflect the cultural and economic identity of the region in terms of their historical origins and production techniques. Kayseri is the primary region

that comes to mind when sucuk is mentioned in Türkiye, and this regional variant received its geographical indication registration in 2018 (Türkpatent, 2018). A visual representation of the product called Kayseri Ateşi is presented in Figure 7.



Figure 7. The Image of the Product Called Kayseri Ateşi Sold by Domino's Pizza

Konya's etli ekmek stands out as one of the primary symbols of Konya cuisine. Documents related to Konya's long tradition of baking indicate that the first official etli ekmek shop opened in 1939 (Kaya and Seçim, 2022). Today, etli ekmek, oven kebab, and cheese pide are among Konya's typical products that are consumed outside, and many street bakeries or market shops produce cheese pide along with etli ekmek under the name "market börek" (Ünlü and Nizamlıoğlu, 2022). Furthermore, it has been determined that Konya etli ekmek was among the registered dough varieties under geographical indications in Türkiye in 2017 (Usta and Şengül, 2022). Geographical indications protect the local origin and cultural ties of products; this enhances the dominance of local identity within globalization. The role of products in brand urbanization and gastronomic tourism is a glocalization strategy that begins locally but also involves opening up to foreign markets. Legal and institutional processes such as registration are important in preventing the counterfeiting of local products, maintaining quality standards, and ensuring trust in international markets. Here, these local flavors have been presented to the public by the global brand under the names "Kayseri Ateşi" and "Konyalım," tailored to suit the palate. A visual representation of the product called Konyalım is presented in Figure 8.



Figure 8. The Image of the Product Called Konyalım Sold by Domino's Pizza

Nutella is a chocolate and hazelnut spread brand produced by the Italian chocolate company Ferrero SpA. Founded in 1946 in the town of Alba, Italy, by chocolatier Pietro Ferrero, the Ferrero Group is a family-owned business and stands as one of the world's largest chocolate and confectionery companies. As of 2025, the brand is distributed in over 170 countries and sold in 55 countries across five continents. (https://www.ferrerocareers.com/tr/tr/sirketlerimiz-ve-markalarimiz).

Unlike its competitors, Nutella adopts a differentiated product strategy, diversifying its products according to the usage habits and tastes of different countries. Examples include crepes, blinis, pancakes, poğaça, pita bread, açma, brioche, muffins, and waffles. The jars it produces may vary depending on the season or country; for example, the lids are designed in the shape of eggs during Easter. Nutella is currently in the maturity phase of its product life cycle, so it engages in reminder-based retention activities to create superiority among its competitors. For instance, it has recently succeeded in attracting more attention than expected by printing special names on its jars. On social media, the number of users who like Nutella on Facebook has reached over 29 million, where the page uses phrases such as "Join Us" to invite consumer interaction. According to market research, when consumers were asked, "What do you think should accompany Nutella?", the brand successfully maintained its top-of-mind awareness by quickly responding to demands for pairings like "a piece of fruit," "a slice of bread," or "a cracker stick" through a differentiated marketing strategy (Pazarlamasyon, 2014). The image of the Nutella jars designed in honor of the 150th anniversary of the Italian Unification is presented in Figure 9, and a visual representation of the jars featuring commonly used names in Türkiye to increase sales is given in Figure 10.



Figure 9. The Image of the Nutella Design Jars Made in Honor of the 150th Anniversary of the Italian Unification (https://www.pazarlamasyon.com)



Figure 10. Visual Related to the Nutella Product Sold with Names Written on the Jars (https://www.pazarlamasyon.com/kuresel-dusunyerel-davran-nutella)

Hacivat and Karagöz are the most well-known representatives of the Turkish shadow play tradition. This tradition, which has continued from the Ottoman period to the present day, remains an important cultural element that entertains the public, especially during Ramadan between iftar and sahur times. Shadow plays, performed by projecting characters made from camel hide onto a screen with the help of light, combine elements of humor, social criticism, and cultural transmission. During Ramadan, Hacivat and Karagöz plays are not only entertaining but also carry great importance in terms of social solidarity, moral guidance, and preserving cultural identity. These performances have generally been an indispensable part of post-iftar entertainment. Performed in various venues from the imperial palace to public coffeehouses during the Ottoman period, these plays served to both entertain and provoke thought within the spiritual atmosphere unique to Ramadan (And, 1985).

The main characters of shadow theater, Karagöz (the innocent but honest representative of the people) and Hacivat (the educated, Arabic- and Persian-speaking intellectual), humorously reflect the class and cultural differences of the period. In this

respect, the plays are considered a mirror of the socio-cultural structure. In the modern era, municipalities, cultural centers, and television channels continue to stage Hacivat-Karagöz performances during Ramadan events. Additionally, UNESCO included the Hacivat and Karagöz shadow play on its Representative List of the Intangible Cultural Heritage of Humanity in 2009. This development has both ensured the international recognition of the play and raised awareness regarding the preservation of traditional theater arts in Türkiye (UNESCO, 2009). In Türkiye, this shadow play is performed in central locations densely populated by the public, especially after iftar or tarawih prayers during Ramadan. Since the public has been watching this play with interest for many years, Nutella chose to feature these shadow play visuals on its jars in Türkiye. Furthermore, various Turkish city names are also visually integrated into this design concept. A visual representation of these jars, specially produced for the 60th anniversary and the month of Ramadan, is presented in Figure 11.



Figure 11. Image of Jars Released Specially for the 60th Anniversary and Ramadan Month (https://www.instagram.com/nutellaturkiye/p/C39-bypt8Rw/)

Images of the jars containing pictures of different city names in Turkey are shown in Figure 12. The globalization strategies implemented by global brands in the Turkish market, including product adaptation, cultural adaptation, and marketing approaches, are presented in Figure 13.



Figure 12. Image of Jars Featuring Images of Different City Names in Turkey

Nutella's Ramadan-themed packaging and the use of Hacivat-Karagöz imagery illustrate ritual-temporal adaptation. By embedding the brand into culturally sacred temporal cycles, the company constructs emotional resonance. This contributes to symbolic proximity and reinforces consumer-brand attachment beyond functional consumption.

4. Discussion

This study examines the localization strategies implemented by global brands in the market of Türkiye. It analyzes how brands such as Algida, McDonald's, Domino's Pizza, Colgate, Knorr, Nutella, Lay's, and Doritos integrate local cultural elements into their marketing, product development, and communication strategies. The findings support the understanding of glocalization expressed in the literature as the principle of "think globally, act locally."

The study shows that brands resort not only to product adaptation but also to cultural symbols, language, traditions, and ritual representations in order to gain acceptance in the local market. For example, Algida's "Maraş Usulü Dondurma" (Maraş-style ice cream) product has reinforced both local identity and national pride by integrating a geographically marked flavor with its global brand identity. Similarly, Domino's Pizza's "Kayseri Ateşi" and "Konyalım" products reinforce the strategic role of local gastronomic identity in branding.

Brand	Product/Menu Adaptation	Advertising & Communication Strategy	Pricing Campaigns
Domino's Pizza	Pizzas with sausage, pastrami, cheese, and chili peppers, unique to Turkey; special Ramadan menus; pizzas named "Kayseri Ateşi" and "Konyalım"	Emphasis on local flavors; advertisements themed around family and friend gatherings; campaigns via social media	In Turkey, economical menus, combo packages; discount coupons and online order promotions
Nutella	Shadow play Hacivat-Karagöz cultural heritage, Ramadan Iftar, Sahur	Linking with local breakfast culture; child and family-focused advertising; influencer collaborations	Ongoing promotions; supermarket campaigns, buy one get one free offers
Knorr	Turkish cuisine-specific products such as Yuvalama, Mantı, Yüksük, Ezogelin soup	Advertisements focused on local recipes and food culture; TV and social media recipe videos	Economical package sizes; campaign sets; different pricing for restaurant and home use
Colgate	Sensitive teeth, whitening and children's toothpastes, miswak-based toothpaste in Turkey	Family-focused advertising; dental health awareness campaigns; school partnerships	Economy size packages; supermarket promotions; special discount days
ALGIDA	Turkey-specific Maraş-style cut ice cream, airy products, stick and mini series, Baklava and Pistachio varieties	Emphasis on local flavors and summer culture; TV and social media advertising; celebrity collaborations	Seasonal pricing; campaigns and 'buy 2 get 1 free' promotions
Lay's	Spicy, hot, yogurt, onion, and mixed flavors unique to Turkey: "Yogurt Kebab Flavored" chips	Fun, colorful campaigns targeting young audiences; social media challenges	Limited-time flavors with a pricing strategy; prices vary according to package size.
Doritos	Spicy cheese, taco, and seasoned varieties unique to Turkey, as well as sesame and white cheese varieties from Thrace	Dynamic advertising targeting young people and university students; social media and game sponsorship	Pricing based on package size and campaign period; promotional sets
McDonald's	McTurco Burger, ayran, Ramadan menus, Lavash and Köfte, Potato wrap menu, Turkish-style Hamburger, exclusive to Turkey	Advertisements focused on local taste and culture; campaigns targeting families and young audiences; communication via social media	Menu pricing based on the local economy and consumer habits; promotions for Ramadan menus

Figure 13. The Globalization Strategies Implemented by Global Brands in the Turkish Market

As seen in the McDonald's example, brands are localizing not only at the product level but also at the level of physical space and symbolic representations. The redesign of the Kadıköy branch's color and decoration choices based on local identity is a concrete example of the glocalization process defined by Robertson. At the same time, such spatial adaptations strengthen consumer trust in the brand by creating a perception of respect for local identity.

Nutella's special Hacivat-Karagöz-themed jars for the Ramadan period contribute to the emotional branding process by evoking shadow plays, which are part of Türkiye's cultural heritage. This strategy can also be linked to the concept of "symbolic proximity" defined in Bernays' rhetoric and persuasion theory; the brand establishes a connection through a symbol embedded in the consumer's cultural memory, demonstrating that global brands integrate with local identity not only through products but also through the construction of emotions and belonging.

Colgate's "Miswak Toothpaste" ensures the integration of a religious and cultural element with modern consumption patterns. This finding shows that global brands carefully use traditional culture and religious symbols in local markets. Such examples reveal that globalization must be carried out not only economically but also with socio-cultural sensitivity.

Similarly, Knorr's Anatolian soup series (yuvalama, ezogelin, mantı, and yüksük) exemplifies the reinterpretation of gastronomic heritage and its transformation into branding. This situation emphasizes the capacity of cultural heritage to "create economic value." These products demonstrate that cultural heritage is not only preserved but also reproduced.

The Lay's and Doritos brands, on the other hand, are creating a hybrid between popular culture and traditional flavors by transforming local tastes into chip form with products such as "Yogurt-Flavored Kebab" or "Thrace-style White Cheese and Sesame Flavor." The effects of globalization on culture occur in three dimensions: homogenization, polarization, and hybridization. In this context, hybridization is seen to be dominant in the case of Türkiye.

When the findings are evaluated overall, it can be said that the glocalization strategies implemented by the brands examined in the market of Türkiye have yielded positive results in terms of cultural sustainability, consumer trust, and brand loyalty. Consumers find brands that respect local values to be more sincere and trustworthy. Comprehensive examples are provided in Table 2.

Table 2. Synthesis of Glocalization Strategies, Consumer Perceptions, and Brand Outcomes in Türkiye.

Brand	Strategy Type	Strategic Outcome
McDonald's	Spatial + Product	Symbolic legitimacy
Algida	Product	Cultural authenticity
Nutella	Ritual + Symbolic	Emotional bonding
Colgate	Religious-cultural	Trust reinforcement
Domino's	Regional gastronomy	Differentiation
Knorr	Heritage branding	Economic-cultural value
Lay's/Doritos	Hybridization	Youth market appeal

As shown in the table, glocalization strategies operate through differentiated strategic mechanisms rather than a uniform form of adaptation. While product-based strategies create perceived uniqueness, symbolic and ritual strategies strengthen emotional connection and brand legitimacy. However, the study's findings also highlight certain risks. When global brands use or commercialize local cultural elements in a superficial manner, they may encounter a backlash that could be described as "cultural superficiality." Particularly among young consumer groups, a sense of locality that is perceived as artificial can weaken brand loyalty. Therefore, the key to success for brands

lies in positioning local values not merely as marketing tools, but as an integral part of their cultural identity.

In conclusion, this research demonstrates that the localization strategies implemented by global brands in the market of Türkiye have not only economic but also cultural and symbolic dimensions. Strategies that integrate with local identities enable brands to gain a sustainable competitive advantage in the long term. In markets with high cultural diversity, such as Türkiye, the success of global brands depends not only on product quality but also on communication established with sensitivity to local culture. In this context, glocalization continues to be a fundamental tool for brands to gain cultural legitimacy.

Research findings indicate that, for localization strategies to be successful, it is not sufficient to use local cultural elements merely in a symbolic manner in advertisements or product names. Superficial localization efforts may be perceived by consumers as insincere or purely commercial initiatives, which can negatively impact brand trust. Therefore, it is crucial for global brands to integrate local culture not merely as an element of marketing communications, but throughout the entire value chain—including product development, packaging design, communication language, and corporate social responsibility activities. Brands that reflect local cultural values in their strategies in an authentic, consistent, and sustainable manner will be able to build stronger emotional bonds with consumers, thereby achieving long-term brand loyalty and a competitive advantage.

5. Conclusion

Every culture is fundamentally shaped by its own unique values and norms; therefore, the capacity of multinational enterprises to achieve market success is intrinsically linked to their ability to adapt to regional cultural characteristics. A primary driver of global corporate success is the accurate analysis of cultural variances and the subsequent alignment of products and services with the host context. This adaptive framework, conceptualized in the literature as "glocalization," synthesizes the dynamics of the "global" and the "local," representing a strategic paradigm where multinational brands offer tailored products to regional markets. Consequently, glocal applications facilitate the socio-cultural acceptance of foreign brands while fostering deeper consumer engagement.

In contemporary brand management, globalization and glocalization emerge not merely as economic imperatives but as cultural necessities. The structural tension between the homogenization driven by globalization and the preservation of regional heterogeneity compels brands to deploy localization strategies to maintain a sustainable market presence. Within this matrix, glocalization serves as a strategic tool to fortify consumer perception, build brand equity, and resonate with regional values. Concurrently, digital culture provides a novel medium where global efficiencies and local nuances intersect. Therefore, the future trajectory of global brands depends heavily on establishing sustainable relationships with localized cultural values rather than relying solely on rigid worldwide standardization.

Glocalization acts as a counter-mechanism to globalization's homogenizing trajectory, allowing for the active preservation and reproduction of regional values. Through this approach, multinational corporations adapt to localized cultural dynamics, thereby gaining socio-political legitimacy. Rather than observing the erasure of regional identities, we witness their revival within global interconnectedness. This phenomenon is highly visible in fast-food chains, the beverage industry, and sector-wide fashion marketing, where the integration of regional motifs provides concrete evidence of glocalization. In this regard, glocalization enables nations to reproduce their cultural identities within the global system, developing an alternative balancing mechanism against cultural imperialism. Furthermore, glocalization transcends economic calculation; it is vital for preserving cultural diversity and supporting multiculturalism. Thus, the

"Think globally, act locally" maxim has evolved from a mere marketing slogan into a foundational pillar of socio-cultural sustainability. Consequently, glocalization marks the intersection of economic viability and social license for corporations, alongside the preservation and reshaping of identity for regional cultures. It will undoubtedly maintain its central position in future brand architecture and cultural interaction models.

Within the context of Türkiye, glocalization primarily functions as a form of "beneficial adaptation"; however, it concurrently harbors the potential to become a "strategy flirting with cultural imperialism" due to the inherent risk of commodifying sacred or traditional cultural values.

Competitive advantage in this hyper-competitive arena does not emerge merely from superficial cultural references but from deep strategic integration. Brands that systematically embed regional codes into product design, communication tone, and symbolic representation generate higher levels of perceived authenticity. This perceived authenticity effectively mediates brand trust, which ultimately secures long-term customer loyalty. Therefore, glocalization operates as a robust, legitimacy-building mechanism rather than a transient, short-term promotional tactic.

References

Acar, M. (2009). *Düzleştirici ve özgürleştirici bir süreç olarak Küreselleşme*. (1.Basım) Orion Yayınevi.

Alpar, G. (2021). Küreselleşme kavramının kökenleri. *Al Farabi Uluslararası Sosyal Bilimler Dergisi*, *6*(3), 41–53.

And, M. (1985). *Geleneksel Türk tiyatrosu: Köylü ve halk tiyatrosu gelenekleri*. Altınküre Yayınları.

Apaydın, E. (2018). Salvadora Persica (Misvak) bitkisinden elde edilen uçucu yağın antioksidan ve antimikrobiyal aktivitelerinin araştırılması. *Sakarya Üniversitesi Fen Bilimleri Dergisi*, *22*(3), 1001–1006. https://doi.org/10.16984/saufenbilder.332517

Aydoğan, H. (2021). Türk markalarının kurumsal reklamlarında menşei ülke belirteçleri: Brand Finance Turkey 100 örneğinde bir analiz. *Mehmet Akif Ersoy Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, *8*(2), 876-892. https://doi.org/10.30798/makuiibf.835610

Bir, G. (2024). Bosch reklamlarının Hofstede'nin kültürel boyutlarına göre içerik analizi. *Selçuk İletişim*, *17*(2), 288-313. https://doi.org/10.18094/josc.1468716

Castells, M. (1996). *The rise of the network society*. Wiley-Blackwell. https://doi.org/10.1002/9781444319514

Ceylan, K. E., & Eravcı, A. (2019). Kültürel mirasın ekonomik değer ve marka şehir pazar performansına etkisi. *Uluslararası Bilimsel Araştırmalar Dergisi*, *3*(4), 45-61. https://doi.org/10.23834/isrjournal.470267

Çelik, M. Y. (2012). Boyutları ve farklı algılarıyla küreselleşme. *Dumlupınar Üniversitesi Sosyal Bilimler Dergisi*, *2*(32), 58-61.

Deneçli, C. (2013). Küresel markalar, yerellik ve kültürel göstergeler. *Turkish Online Journal of Design Art and Communication*, *3*(1), 1–11.

Denk, E. (2021). Türkiye'de gastronomi turizmi açısından coğrafi işaretli ürünler. *İpek Yolu Turizm Araştırmaları Dergisi*, *1*(1), 51–61.

Erdinç, İ. E., & Yurtsever, F. Y. (2025). McDonald's reklamlarında kültürel farklılıklar: Kültürel boyutlar çerçevesinde bir karşılaştırma. *Karadeniz Teknik Üniversitesi İletişim Araştırmaları Dergisi*, *15*(1), 1–32. https://doi.org/10.53495/e-kiad.1714570

Erdoğan, U. (2023). Semiotic Analysis of Multinational Brand Advertisements in the Context of Glocalization. *Erciyes İletişim Dergisi*, 10(2), 631-648. https://doi.org/10.17680/erciyesiletisim.1274150

Fırat, N. (2021). Küreselleşmenin tarihi ve bilgi. *Bilgi Ekonomisi ve Yönetimi Dergisi*, *16*(2), 165–171. https://doi.org/10.54860/beyder.1024732

Gülöz, G. E., Müezzinoğlu, D., & Onurlu, Ö. (2022). Yerli dijital platformlarda algılanan marka yerelliğinin marka tercihi üzerindeki etkisi ve algılanan fiyat değeri, algılanan kalite değeri ve tüketici benlik uyumunun bu etkideki moderatör rolü. *Uluslararası Yönetim İktisat ve İşletme Dergisi*, 18(4), 1181-1207. https://doi.org/10.17130/ijmeb.1009504

Güner, A. (2024). Dijital sanatta küyerel dokunuşlar. *Sanat ve Yorum*, (44), 13-21. https://doi.org/10.47571/sanatyorum.1471003

Harbutoğlu, T., & Özmen, Ş. Y. (2023). Giyim mağazası reklamlarının küyerel dokunuşu: göstergebilimsel bir analiz. *Anasay*, (23), 331-358. https://doi.org/10.33404/anasay.1226215

Harvey, D. (2005). *Neoliberalizmin kısa tarihi.* Oxford University Press, Sel Yayıncılık.

Hobsbawm, E. (1989). *İmparatorluk çağı*. Dost Kitabevi.

Hopkins, A. G. (2002). *Dünya tarihinde küreselleşme*. W. W. Norton & Company.

Karaman, E. E., & Sezgin, A. C. (2021). Türk mutfak kültüründe çorbalardaki umami bileşikler. *Çatalhöyük Uluslararası Turizm ve Sosyal Araştırmalar Dergisi*, (7), 1–15.

Kaya, S., & Seçim, Y. (2022). Yöresel bir lezzet: Konya yağ somunu. *Gastroia: Journal of Gastronomy And Travel Research, 6*(1), 156-176. https://doi.org/10.32958/gastoria.1036666

Kıral, B. (2020). Nitel bir veri analizi yöntemi olarak doküman analizi. *Siirt Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 8*(15), 170-189.

Küçük, E., & Erten Bilgiç, D. (2022). Küyerelleşme kavramı kapsamında, kültürün iç mekân tasarımına etkisinin zincir otellerin lobi tasarımları üzerinden irdelenmesi, Marriott otel örneği. *Journal of Architectural Sciences and Applications, 7*(1), 317-345. https://doi.org/10.30785/mbud.1079105

Lee, J., & Sezen, B. (2022). The effect of glocalization strategies implemented by global companies on consumer brand preference in Türkiye: The case of South Korea. *Çalışma İlişkileri Dergisi, 13*(2), 147-175.

Metin, O., & Ünal, Ş. (2022). İçerik analizi tekniği: iletişim bilimlerinde ve sosyolojide doktora tezlerinde kullanımı. *Anadolu Üniversitesi Sosyal Bilimler Dergisi, 22*(Özel Sayı 2), 273-294. https://doi.org/10.18037/ausbd.1227356

O'Rourke, K., & Williamson, J. (2000). *Globalization and History*. MIT Press.

Ölçekçi, H. (2020). Küreselleşme ve iletişimin millî kültürlere etkileri. *Gazi Türkiyat,* (26), 79-97.

Öztay, H., & Erol, F. (2023). Uluslararası marka ittifakı ürünü satın alma olasılığının algılanan marka yabancılığı bağlamında değerlendirilmesi. *Eskişehir Osmangazi Üniversitesi İktisadi ve İdari Bilimler Dergisi, 18*(1), 18–43. https://doi.org/10.17153/oguiibf.1145828

Öztürk, E., Şener, G., & Bilsel, H. (2022). Global markaların Türkiye sevdası: Glokalizasyondan "yerellik yıkamasına" uzanan stratejik yollar. *Kültür ve İletişim, 25*(1), 210–237. https://doi.org/10.18691/kulturveiletisim.987966

Parsak, M. Y., & Aşçı, T. (2025). Küresel markaların logo belirleme sürecinde simgesel, tarihsel ve kültürel perspektif üzerine bir değerlendirme. *Journal of Architecture Art Heritage, 4*(1), 53–69.

Ritzer, G. (2010). *Globalization: The essentials*. Wiley-Blackwell.

Ritzer, G., & Stepnisky, J. (2018). *Modern sosyoloji kuramları*. (2.Baskı) De Ki Yayınları.

Robertson, R. (1992). *Globalization: Social theory and global culture*. Sage Publications.

Sağlık, A. M., & Zorlu, Y. (2022). Küreselleşmenin tarihsel süreç ile değişimi ve kurumlar tarafından kullanımı. *İletişim ve Toplum Araştırmaları Dergisi, 2*(1), 58–71.

Sucu, İ. (2015). Küresel markaların yerel stratejileri ve advergame uygulamaları karşısında yerel markaların rekabet durumu. Nişantaşı Üniversitesi Sosyal Bilimler Dergisi, 3(1), 34-61. https://izlik.org/JA92SB36GN

Şenel, P., & Karabulut, A. S. (2024). Sürdürülebilir mutfak kültürü; Adana unutulmaya yüz tutmuş yerel yemekleri üzerine bir çalışma. Aydın gastronomy, 8(2), 351-364. https://izlik.org/JA27DF44PG

Talas, M. (2005). Tarihi süreçte Türk beslenme kültürü ve Mehmet Eröz'e göre Türk yemekleri. *Selçuk Üniversitesi Türkiyat Araştırmaları Dergisi*, (18), 273–283.

Törenek Ağırman, K., Miloğlu, Ö., Yeşiltepe, S., Sarıca, İ. (2018). Salvadora persica misvak ve ağız sağlığına etkileri: Derleme. *Atatürk Üniversitesi Diş Hekimliği Fakültesi Dergisi, 28*(3), 410-414. https://doi.org/10.17567/ataunidfd.473361

Türk Patent ve Marka Kurumu. (2005). *Gaziantep baklavası coğrafi işaret tescil belgesi*. Ankara. https://ci.turkpatent.gov.tr/cografi-isaretler/detay/%2037952

Türk Patent ve Marka Kurumu. (2018). *Kayseri sucuğu coğrafi işaret tescil belgesi*. Ankara. https://ci.turkpatent.gov.tr/cografi-isaretler/detay/5365

UNESCO. (2009). *Karagöz shadow theatre – Intangible cultural heritage list*. https://ich.unesco.org/en/RL/karagz-shadow-theatre-00180

Usta, S., & Şengül, S. (2022). Türkiye'deki coğrafi işaretli yiyecek-içecek ürünlerinin analizi. *Güncel Turizm Araştırmaları Dergisi*, *6*(2), 604–634. https://doi.org/10.32572/guntad.1102302

Ünlü, Y., & Nizamlıoğlu, H. F. (2022). Gastronomi festivalleri kapsamında Konya mutfağının değerlendirilmesi. *Ankara Hacı Bayram Veli Üniversitesi Turizm Fakültesi Dergisi*, *25(*1), 68–97. https://doi.org/10.55931/ahbvtfd.1099916

Yaman, A. (2019). Küreselleşme süreci ve küreselleşmenin yerel kültüre etkisi. *Karadeniz Uluslararası Bilimsel Dergi*, (44), 422–436. https://doi.org/10.17498/kdeniz.649953

Yıldız, E., & Gelibolu, L. (2025). Coğrafi işaretli ürünlerin üretim, pazarlama ve markalaşma sorunları: Kağızman uzun elması örneği. *Erzurum Teknik Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (22), 19–39. https://doi.org/10.29157/etusbed.1558808

https://www.ferrerocareers.com/tr/tr/sirketlerimiz-ve-markalarimiz

https://www.pazarlamasyon.com/kuresel-dusunyerel-davran-nutella

https://www.pazarlamasyon.com

https://www.instagram.com/nutellaturkiye/p/C39-bypt8Rw/

https://www.kadikoylife.com/kadikoye-ozel-dekor

Conflict of Interest: None.
Funding: None.
Ethical Approval: None.
Author Contributions: Mehmet TATOĞLU (100%)

Çıkar Çatışması: Yoktur.
Finansal Destek: Yoktur.
Etik Onay: Yoktur.
Yazar Katkısı: Mehmet TATOĞLU (%100)