THE ROLE OF THE BRAND IN THE DEVELOPMENT OF COSMETIC EXPORT IN GALATA AND NIŞANTAŞI DISTRICTS OF ISTANBUL, TÜRKIYE

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Abstract

This study's primary goal is to examine the connection between Istanbul's non-oil exports of cosmetic products. The current study's approach is a descriptive survey, and two certain districts of city of Istanbul serve as the statistical population. 383 individuals were chosen using a Morgan table and simple random sampling with proportional allocation. The Export Performance Measurement Questionnaire of Zhu and others Model has a reliability of 0.800 and the Brand Equity Questionnaire of the Acker Model has an 868.0 reliability score. Using SPSS software, descriptive statistics and inferential statistics (including the Kolmogorov-Smirnov test and the Spearman correlation coefficient test) were used to analyze the data. The research's results show a strong correlation between brand equity and its constituent parts and the growth of cosmetic products in the context of Istanbul. As a result, a brand has a big influence on the growth of (non-oil) exports of cosmetic and make-up products.

Keyword: Brand, Non-Oil Cosmetic Export, Brand Associations

Introduction

The relationship between a country's products and its economic progress has been amply demonstrated in the modern era. Trade is often seen as an important factor in economic development and growth rates; international economists refer to it as the growth engine (Mohammadzadeh Sal and Mohammadi, 2012). Today, brands are more than just a useful instrument for managers. Branding is a strategic requirement that aid organizations in creation of value-added merits for customers as well as sustainable competitive benefits. A brand may be the root cause of organizational problems like increased sales, increased customer loyalty, resilient responses to price changes, and assessment of attitudes toward export market. Today's business environment places all authority with the firm. A brand is the general idea and perception that a customer has about a product based on prior consumption experiences and what they have learned about the market. The product function and integrated advertising and promoting campaigns are the two major pillars that must be present when building a brand. Another aspect of branding is creating a picture of the company in the minds and hearts of consumers (Moghimi, 2022). In the branding process, opinions are tried to be affected. The value of a brand can, on the one hand, result in higher returns, lower costs, and higher profits; however, on the other hand, it may also have a direct impact on a company's ability to make wise decisions regarding raising product prices, the success of marketing communications and business development. Any organization's primary goal, in addition to marketing its product, should be to establish a stable bond between the product or service and a particular customer mindset. This will encourage and increase customer loyalty and a sense of commitment to the brand via different tools such as gamification (Moghimi and Dastouri, 2023). Process is needed to get the consumer know the product under a specific brand name, familiarize them with it, and then prefer it to a specific brand in order to get them to make such a promise to a product. If this procedure is effective, the company will be successful, its customers will remain loyal, and other competitors will fail (Moghimi and Dastourii 2022)

STUDY HYPOTHESIS

General Hypothesis: There is a relationship between brand and development of non-oil exports (Cosmetic Products and Make-up Supplements) in Istanbul (Districts of Galata and Nişantaşi)

 Specific-hypotheses:
There is a relationship between the perceived quality of the brand and the development of non-oil exports of cosmetic products in Istanbul. There is a relationship between brand loyalty and the development of cosmetic Products and Make-up Supplements in districts of Galata and Nişantaşi in Istanbul. There is a relationship between brand association and the development of export of cosmetic products in districts of Galata and Nişantaşi in Istanbul.
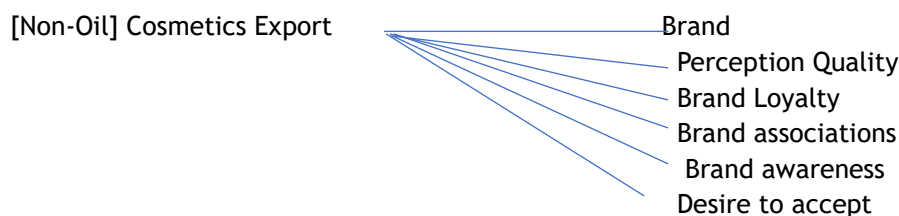
[Non-Oil] Cosmetics Export ——————————— Brand
                                         Perception Quality
                                         Brand Loyalty
                                         Brand associations
                                          Brand awareness
                                         Desire to accept

Fig.1. The conceptual framework of study.

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Non-Oil Industry Export
The secret to the economy's reproduction today is the growth rate of national exports. The problem of export development is that the case is almost always at the top of the list of government priorities and policies, along with awareness of and focus on the significance of the exports issue in developed countries. Governments can play a significant role in promoting local companies' international trade activities by offering export development programs (Meshbaki and Khademi, 2011). One of the nation's long-term economic strategies in recent years has been to work toward the 20-year vision objectives and develop new capacities for the promotion of non-oil exports. Although Turkiye non-oil export situation was less favorable than anticipated in the state strategies and predictions, but with proper investments and studies; it has improved in the current years to the strongest economy in the region. Since the exports are categorized to Oil supplements and non-oil supplements in government plans, we are also using the term "None-Oil Supplements; Cosmetic and Make-up products" in this study and use variable of "Cosmetic Products Export" and "Non-Oil Cosmetic Export" interchangeably to show the strategic and importance of the export category we are surveying.
Brand
A logo is a symbol or design, term, mark, image, or mix of all of these that is used to identify and differentiate products, services, vendors, or a group of vendors in the marketplace, according to Moghimi & Abramishvili, (2021) referring to American Marketing Association.
To describe the products and services provided by rivals, the term "brand" has been used in a variety of ways, including even instead of a "trademark," interchanged by "brand name," too. Given the definition above, it needs to be reminded that these names are a part of the concept of brand elements and cannot be used in place of the term "logo." An element of a trademark could be any of the following: It is a pronounceable component of the name. It can be expressed and used to distinguish the product, in other words.
Trademark (logo): A recognizable portion of the name and trademark that cannot be performed but can be used to identify the product. A mark, design, or hue is displayed alongside an index letter when presenting a trademark. A trademark, or a portion of a trademark, is something that has been legally filed and all rights are reserved.
According to Wells, a well-known product's brand image fosters a feeling of familiarity. The consumer will be confident that purchasing it again in the instance of a well-known product. An institution's "competitive advantage" is thought to be a set of concepts that make up a successful brand image. Cutler defines the brand image and notes that consumer perceptions may differ from the company's actual characteristics. According to him, this may be because of the consumer's personal experience, as well as the effects of attention, distorting, and selective upkeep (Moghimi, 2020).
Cosmetic Products

Humans have long thought about using make up and decorative products on themselves for beauty of certain feelings like being young or member of a specific social group etc. and they have always looked to better products and higher quality and naturalization of these products. Traditional cosmetic products were from local herbs but modern ones are a scientific products that have been produced and tested and then presented in the market over time in various ethnic groups with different effects and memories. However, over time, some of this interpretation knowledge has been not documented or lost due to a variety of factors, mainly because of the gap between industry and university, and costs of quality research.

When we study the export, Oil itself and oil supplements are having first priority especially in the Middle-East region. But also the fact is that in different countries including Turkiye, one of the most significant products to produce and export are none-Oil products that shall create a significant rise GDP per capita and affect the whole nation. Cosmetic products are not an exception in this strategy having in mind that non-oil cosmetic products are considered none-chemical, natural and healthier and thus attractive for target markets. This category of industry includes a wide range of goods, including perfumes, lipsticks, face powders, eye liners, eye lashers, and huge and numerous other makeup compounds, are all parts of these supplements. Turkey is notable for its Orientation products and its cosmetic industry and its export to own region and almost all other countries around the world.

The last section of introduction is to remind that brand associations for non-oil cosmetic products would be definitely different personality and factors of innovativeness, novelty, influencers' driven promotions, luxury and corporate social responsibility are part of them

LITERATURE REVIEW:

In a study titled "Rising customer satisfaction", the researchers (Wan Nur et al 2020) discovered that the brand can greatly enhance the competitive position of businesses in todays' competitive markets. It also has a significant impact on how customers make decisions. Long-term export success for the nation will increase if attention is paid to and assistance is provided for the development of export brands. Therefore, branding is crucial for identifying and growing export target markets, which helps companies increase their share of global commerce and enhance the value chain. The authors of a study surveying the successful implementation of voluntary and regulated requirements of EU Single Market Available in Food, Textile, and Cosmetics Sectors in Thailand, Garcia AR, and others (2015), came to the conclusion that territories that have more unique geographical and ecological conditions, richness, and diversity are having high potential to export none-oil cosmetic products including medical or cosmetics. The World Health Organization's emphasis on the gradual substitution of natural materials with chemicals and the shift in people's propensity to use herbal remedies have encouraged numerous nations to invest in, plan their cosmetic and medicinal plant cultivation, and produce large quantities of them on an industrial scale. However, since cosmetics are a significant component of Turkey's exports, the non-oil cosmetic export strategy has made the problem more outstanding and proper staying and reviews of the success guidelines are very essential.

Methodology:

The method chosen is completely in line with and relevant to the research subject depending on the characteristics of each study. A theoretical structure was created using library research on the topic. This research is descriptive-correlational in nature. According to statistics from 2022, Districts of Galata and Nişantaşi were chosen as the best target distributors of cosmetic products are located there in city of Istanbul, and has a population of 628,000 people. The sample size was set at 383 people using the Morgan table technique. The brand equity questionnaire from Acker Model (1990) and the export performance assessment questionnaire from Zoo et al. (1998) both have reliability ratings of 0.868 and 0.800, respectively. With the aid of SPSS software, descriptive statistics and inferential statistics (such as the Kolmogorov-Smirnov test and the Spearman correlation coefficient test) were used to analyze the data.

Results: According to the results, 25.6% of respondents were 50 years of age or older, followed by 40.8%, 18.0%, 24.8%, and 31.3% of respondents who were between 20 and 30 years old. In addition,

22.3% of respondents had a bachelor's degree, 13.7% had both an undergraduate and graduate degree, 29.5% had a doctorate degree, and 34.5% had a postgraduate degree. Findings showed that 50.4% of respondents were women and 49.6% were men.

The study findings is normal: H0

Study findings are abnormal: H1

Table 1. Significant amount and value Kolmogorov-Smirnov test for brand components and development of cosmetics' exports

		non-oil exports **Cosmetics**	Perceived brand quality	Brand loyalty	Brand associations	Brand Awareness	Tendency to accept
value		383	383	383	383	383	383
Normal parameters	Average	2/760568	2/91666	3/048370	2/896313	2/893241	2/87250
	Standard deviation	0/543498	0/62511	0/726737	0/7144413	0/692814	0/732045
Maximum parameters	Total	0/076	0/119	0/070	0/67	0/087	0/075
	Positive	0/045	0/068	0/050	0/066	0/087	0/068
	Negative	-0/076	-0/119	-0/070	-0/67	-0/071	-0/075
Statistical test Kolmogorov-Smirnov test		0/076	0/119	0/070	0/67	0/087	0/068
Significance level		0/10	0/0001	0/026	0/043	0/002	0/014

The opposite hypothesis implies the opposite in the data normality test, and according to Table (1), the significance level of brand variables and the development of Cosmetic (non-oil) exports and brand components is less than 0.5. The null hypothesis is that the data distribution follows the normal distribution. Is 0, it can be said that the data received from the questionnaire's distribution for these components is abnormal. To put the research hypotheses to the proof in this section. The following presumptions are addressed when looking at the Spearman correlation test for data with an abnormal distribution:

Table 2: Significance and level of Spearman correlation coefficient test

			Cosmetics Non-oil export	Cosmetics Non-oil export	Cosmetics Non-oil export	Cosmetics Non-oil export	Cosmetics Non-oil export	Cosmetics Non-oil export
Spearman correlation coefficient	Non-oil Cosmetic Export	Correlation coefficient	1.000	0/352	0/352	0/294	0/322	0/277
		Significance value	0	0/0001	0/0001	0/0001	0/010	0/0001
		number	383	383	383	383	383	383

According to Table (2): Finding Hypothesis 1: The significance level of 0001., which is less than 0.05, so the hypothesis of zero is rejected and with 95% confidence we can say: there is a relationship between perceived brand quality and the development of non-oil cosmetic exports.

According to the above table, the correlation coefficient of perceived brand quality and development of non-oil cosmetic exports is 0.352, which shows a positive and direct correlation between the above two variables.

Finding Hypothesis 2: The significance level of 0001., which is less than 0.05, so the null hypothesis is rejected and it can be said with 95% confidence: there is a relationship between brand loyalty and the development of non-oil cosmetic exports. According to the above table, the correlation coefficient between brand loyalty and the development of non-oil cosmetic exports is 0.352, which shows a positive and direct correlation between the above two variables.

Finding Hypothesis 3: Significance level of 0001., which is less than 0.05, so hypothesis zero is rejected and with 95% confidence we can conclude that: there is a relationship between brand association and the development of non-oil cosmetic exports. According to the above table, the correlation coefficient of brand association and development of non-oil cosmetic exports is 0.294, which shows a positive and direct correlation between the above two variables.

Finding Hypothesis 4: The significance level of 0001., which is less than 0.05, so the null hypothesis is rejected and it can be said with 95% confidence that there is a difference between brand awareness and the development of non-oil cosmetic exports. According to the above table, the correlation coefficient of brand awareness and development of non-oil cosmetic exports is 0.322, which shows a positive and direct correlation between the above two variables.

Finding Hypothesis 5: The significance level of 0001., which is less than 0.05, so hypothesis zero is rejected and with 95% confidence it can be said that there is a tendency between expanding brand acceptance and developing non-oil cosmetic exports. According to the above table, the correlation coefficient of the tendency to expand brand acceptance and the development of non-oil cosmetic exports is 0.277, which shows a positive and direct correlation between the above two variables

Table 3: The level of Significance and Spearman correlation coefficient test value

correlation coefficient				
			Development of non-oil cosmetic exports	brand
Spearman correlation coefficient	Development of non-oil Cosmetic Exports	correlation coefficient	1/000	0/477**
		significance value	.	0/0001
		number	383	383

The null hypothesis is rejected based on Table 3's significance level of 0001, which is less than 0.05, and it can be said with 95% certainty that there is a relationship between the brand and the growth of non-oil cosmetic exports. The above table demonstrates a positive and direct correlation between the two variables, with a correlation coefficient of 0.477 between brand and this model of cosmetic export's growth.

CONCLUSION

The statistical distribution of variables using the Kolmogorov-Smirnov method was not normal, according to the results of the test of study hypotheses. The Spearman correlation test was used to

evaluate this claim and determine whether the relationship is real or not. Table (2) shows that in Hypothesis 1, the Spearman correlation coefficient between the two factors, perceived brand quality and growth in non-oil cosmetic exports, is 0.352. According to this test, there is a direct and favorable correlation between the two aforementioned variables. Additionally, the degree of significance is less than 0.05, or 0.0001. In light of this, sub-hypothesis (1) is supported. The findings of this test support Hypothesis 2 because the Spearman correlation coefficient between brand loyalty and non-oil cosmetic export growth in Table (2) is equal to 0.352, indicating a positive and direct correlation between the two variables. Moreover, the degree of importance is less than or equivalent to 0.05, or 0.0001. In light of this, sub-hypothesis (2) is supported. The findings of this test indicate that brand association and non-oil cosmetic export development have a positive and direct correlation because the Spearman correlation coefficient between the two variables is equal to 0.294 in Hypothesis 3. The significance threshold is 0.05 or less, or 0.0001. As a result, the first major hypothesis supports sub-hypothesis (3). According to Table (2), the relationship between brand recognition and non-oil cosmetic export growth in Hypothesis 4 has a Spearman correlation coefficient of 0.322. The findings of this test indicate a direct and positive correlation between the two aforementioned variables. Less than 0.05, with a number of 0.0001, is considered significant. Sub-hypothesis (4) is thus verified. The findings of this test demonstrate a positive and direct correlation between the two variables in hypothesis 5, with the Spearman correlation coefficient between the two variables equal to 0.277 and tending to expand brand acceptance and the growth of non-oil cosmetic exports.

The first major hypothesis therefore supports sub-hypothesis (3). The Spearman correlation coefficient between the two variables of brand awareness and non-oil cosmetic export growth in Hypothesis 4 is equal to 0.322, as shown in Table (2). According to the test's findings, there is a strong and clear correlation between the two aforementioned variables. A value of significance equivalent to 0.0001 is less than 0.05. As a result, sub-hypothesis (4) is supported. According to hypothesis 5, Table (2)'s Spearman correlation coefficient between the two variables tends to increase brand acceptance and the growth of non-oil cosmetic exports is equal to 0.277, and the test's findings support this assertion by demonstrating a direct and positive correlation between the two variables. Branding is thus a strategic prerequisite that aids businesses in enhancing customer value and establishing long-term competitive advantages. Issues like customer loyalty, brand association, tensile reactions to price changes, assessment of foreign market views, and increased sales of herbal and nutraceutical products can all be led by a good strategic brand.

CONTRIBUTION FOR PROFESSIONALS

This study is showing that branding can undoubtedly increase the export of cosmetic products in Turkiye. The decision makers and the industry shall invest on branding associations to increase the success of their export strategies and the natural and non-oil cosmetic products is proven to increase significantly with targeted branding identity. The primary reviews of all the shops and representatives of cosmetic sellers and hyper magazines in the above-mentioned territories of Istanbul proved that none of them had a separate and independent branding strategist and branding did not have a separate budget in the company's budget and branding and marketing were done by the same team. For focusing the branding strategies of cosmetic export specifically on non-oil products, companies are advised to focus on green marketing and CSR in one hand and novelty and credibility in the other hand. This can gain via influencers' with certain personality traits and promoting health and luxury personality.

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