

A RESEARCH TOWARDS EXAMINING THE PROBLEMS OF BRANDING OF TURKISH READY-TO-WEAR SECTOR

TÜRK HAZIR GİYİM SEKTÖRÜ MARKALAŞMA SORUNLARININ İNCELENMESİNE YÖNELİK BİR ARAŞTIRMA

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ABSTRACT

The importance of the fact that Turkish brands should cross the borders, that Turkish manufacturer should leave aside contract manufacturing and that a positive image should be acquired in the international platform is continuously emphasized in various publications and meetings. The necessity of the sector to build brands is much better understood with each passing day. With the research that was undertaken upon setting off from this necessity, it was aimed to examine the problems of branding encountered by Ready-to-Wear Sector that is one of the most important sectors of Turkish Economy. For this purpose, a survey form was prepared by the researcher that included questions towards reaching the characteristic information and determining the branding problems pertaining to the sector. The survey form was applied to 136 medium and large scale establishments that operate in 8 different provinces and that do not carry out contract manufacturing and the data that was obtained was analyzed by using SPSS 15.0 statistics program. The answers given according to the scales of establishments are presented in cross tables. Cronbach Alfa (α) test statistic was carried out for the scale validity/reliability for 13 different variables that were measured with the 5 point Likert scale. For the measurement of statistical relations between establishments' scale variable and the variable pertaining to branding, χ^2 relation analysis was used. The results that were acquired were evaluated on $(P) < \alpha = 0,05$ significance level. At the end of the research it was determined that the most important problems of ready-to-wear establishments are inability of finding qualified personnel both in fashion-brand design and brand management subjects, the problems encountered in design and product quality, insufficient financing, insufficient brand promotion studies and public relations studies, complexity of studies of brand establishing and brand registry and the time spent for these studies.

Key Words: Brand management, Branding, Ready-to-Wear, Ready-to-Wear sector, Branding problems.

ÖZET

Türk markalarının sınırları aşmasının, Türk üreticisinin fason üretimi bir kenara bırakması gerektiğinin, uluslararası platformda olumlu bir imaj edinilmesinin önemi çeşitli yayınlarda ve toplantılarda sürekli vurgulanmaktadır. Sektörün artık markalaşmasının gerekliliği her geçen gün daha fazla anlaşılmaktadır. Bu gereklilikten yola çıkılarak yürütülen araştırmayla, Türk Ekonomisi'nin en önemli sektörlerinden biri olan Hazır Giyim Sektörü'nün markalaşma konusunda yaşadığı sorunların incelenmesi amaçlanmıştır. Bu amaçla araştırmacı tarafından sektöre ilişkin karakteristik bilgilere ulaşmaya ve markalaşma sorunlarını belirlemeye yönelik soruların yer aldığı anket formu hazırlanmıştır. Anket formu 8 farklı ilde faaliyet gösteren, fason üretim yapmayan orta ve büyük ölçekli 136 işletmeye uygulanmış ve elde edilen veriler SPSS 15.0 istatistik programı kullanılarak analiz edilmiştir. İşletmelerin ölçeklerine göre verilen cevaplar çapraz tablolarda sunulmuştur. Çalışmada 5'li likert ölçeği ile ölçülen 13 farklı değişken için ölçek geçerliliği/güvenilirliği için Cronbach Alfa (α) test istatistiği yapılmıştır. İşletmelerin ölçek değişkeni ile markalaşmaya ilişkin değişkenleri arasında istatistiksel ilişkinin ölçümü için χ^2 ilişki analizi kullanılmıştır. Elde edilen sonuçlar $(P) < \alpha = 0,05$ anlamlılık düzeyinde değerlendirilmiştir. Araştırma sonucunda hazır giyim üreten işletmelerin markalaşma konusunda en önemli sorunlarının gerek moda-marka tasarımı gerekse marka yönetimi konularında nitelikli elemana ulaşamamak, tasarım ve ürün kalitesinde yaşanan sorunlar, finansman yetersizliği, yetersiz marka tanıtım çalışmaları ve halkla ilişkiler çalışmaları, marka oluşturma ve marka tescil çalışmalarının karmaşıklığı ve uzun zaman alması olduğu belirlenmiştir.

Anahtar Kelimeler: Marka yönetimi, Markalaşma, Hazır giyim, Hazır giyim sektörü, Markalaşma sorunları.

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1. INTRODUCTION

Thanks to information and communication technologies, distances get shorter all around the world and consumption

globalizes in the face of requirements of people. One of the most crucial problems that Turkey should overcome in the presence of globalizing world reality is to achieve

branding and create competitive brands in global scale.

When today's developed economies are observed it is realized that the real

power behind development is economic power. The fundamental elements that provide economic power are making branded manufacturing by staying away from contract manufacturing and acquiring the ability of selling quality goods and services in world scales with the brands created (1).

Brand is defined as a name, term, mark, symbol, design and/or the combination of all these elements that enable a product or service to be recognized by being differentiated from its competitors by the seller or sellers (2). In another definition, brand is today and future of a product, it gives a meaning and a direction to products and turns into an understanding between the consumer and the firm within time (3).

The benefits of a brand with respect to firms can be uttered as follows: While it ensures that the image of the firm and the product is established, it also causes the establishment of an attachment in the user towards the product and the firm. While it is effective in ensuring that the product is accepted in the market and a desire is created for the product, it also serves for the promotion of the product (4). Brands present an image to consumers, give a guarantee about the quality of the product, present and include integrated solutions (5).

Brand concept is important from the point of making the product recognized in ready-to-wear products and ensuring that it can demonstrate its difference from other products. In the economic indicators of Turkey, Textile and Ready-to-Wear Sectors are observed as the most powerful and privileged sectors with their dynamic structure both in the development of industry and also in globalizing process.

Ready-to-wear sector plays a leader and nominal role together with the textile sector within economic developments of countries. With the acceleration of economic development, the impulsive sectors of the economy begin to

change in time. However, within the process of this natural development, countries don't withdraw from ready-to-made sector and on the contrary reposition them and continue their presences. Developed countries begin to play the role of market maker and other countries continue their supplier country positions. Especially, today the whole world encounters specific processes where firstly life concepts are built and these are marketed and then the products in accordance with these life concepts are manufactured and attachment to the brand is created (6).

In addition to prominent fashion designers in the world today, ready-to-wear firms in developed countries prepare and sell their own collections too. These firms choose to conduct their manufacturing in underdeveloped and developing countries where raw materials and labor are less expensive due to the fact that labor is expensive in their own countries. As a result of this fact, in these countries (including Turkey), a ready-to-wear industry that is fed by contract manufacturing completely towards exportation has been established (7).

When the place of ready-to-wear sector in Turkish economy is observed, it is seen that it creates approximately 10% portion of GNP and it owns "the largest installed capacity" together with Italy within EU with its production capacity. When raw material and production quality of this sector that has reached this production capacity with high technology is considered it is observed that production is carried out in world standards (8).

Among the major problems of the sector we can list high costs in financing and energy, supply of qualified labor, inability to get branded and impotence of capital structures of firms.

Principal advantages of the sector are listed as fast delivery, proximity to target markets, large product spectrum and development of textile and finishing industry (9). Turkish Ready-

to-Wear Industry has a flexible production structure and it can accommodate itself with changing fashion trends easily.

The changing position of the sector within economic development process, the developments in the World ready-to-wear sector, the experience of ready-to-wear sector and the requirements for development and renewal based on capacity resulted in entering restructuring and repositioning process. This change accelerated the process of China's and India's, which based their economic developments to ready-to-wear and textile sector with the liberalization in world's ready-to-wear trade, becoming suppliers for world markets of many countries.

Global repositioning of Turkish Ready-to-Wear Sector in this changing structure is a positioning that includes selling more quality and high value added products in foreign markets and the products that bear its own collection, fashion and brand within its own stores and retail chains and targets at transforming from cost-price competition to quality-price area (10).

As it is stated in Vision 2023; Turkish Ready-to-Wear Sector that has global competition experience should establish fashion/brand and distribution channels, place importance in high value added products and novelty presentation by taking into account the relative labor cost advantage that is expected to be reduced and strengthen its position in world market with high technology acquisition and utilization in order to accommodate itself with the liberal competition environment that came into existence especially after 2005 (11).

In order that the functions of the brand in the market life are completely understood and these functions are implemented with the aim of placing necessary importance in brand in Turkey, various studies are undertaken by ready-to-wear manufacturing establishments and

various public organizations and institutions. However, there are some problems in the sector regarding the subject of branding.

In this research, it was aimed to put forward the problems on the subject of branding that assists medium and large scale establishments that operate in Turkish Ready-to-Wear Sector in establishing themselves and that provides advantage in creating demand.

2. MATERIAL AND METHOD

The material of the research is composed of related resources and the data obtained with the help of survey from 136 ready-to-wear establishments that are registered to Turkish Union of Chambers and Commodity Exchanges, that employ 50 and more workers and that were chosen randomly from medium and large scale establishments. In the implementation of the prepared survey, the establishment magnitude classification of KOSGEB (Small and Medium Industry Development Organization) that entered into force in 19.10.2005 was taken as basis. According to this classification; the establishments that employed 50 – 250 workers were evaluated as medium scale and those that employed more than 250 workers were evaluated as large scale.

Scanning Method was used as the method in the research. In the survey form that was used in order to obtain the data there were questions towards determining the product types produced by establishments, their foundation years, the resources that provided qualified labor, places of raw material supply, places where their products are marketed, the department in which brand management studies are conducted, the trainings received on the subject of brand management, their brand registry status, the methods of reaching the products to the consumers and the problems they encountered within the last five years on the subject of branding.

The survey was applied to 101 medium scale and 35 large scale large scale establishments that don't carry out contract manufacturing in the provinces of İzmir (25,0%), İstanbul (23,5%), Ankara (19,1%), Kahramanmaraş (14,7%), Denizli (7,4%), Gaziantep (3,7%), Konya (3,7%) and Bursa (2,9%) where the sector is dominant the most. Setting off from the fact that those firms that don't carry out contract manufacturing have more suitable infrastructure in respect of branding studies, the establishments that carry out contract manufacturing were left out of the scope of the research. Before the survey was conducted, the establishments were asked whether they carried out contract manufacturing or not and survey questions were directed only to the establishments that don't carried out contract manufacturing.

The data that was obtained at the end of the survey was conveyed to SPSS 15.0 package program and the answers given according to the scales of establishments were presented in cross tables. The findings related to Medium and Large Scale Establishments were given in sections coded as MS and LS.

Firstly, the results of Cronbach Alfa (α) test statistics were examined with the aim of determining the scale validity/reliability for 13 different variables that were measured with 5 point Likert scale. The evaluation criteria that was adapted in the evaluation of Cronbach Alpha Coefficient:

If $0.00 \leq \alpha < 0.40$ then the scale is not reliable.

If $0.40 \leq \alpha < 0.60$ then the scale has low reliability.

If $0.60 \leq \alpha < 0.80$ then the scale is rather reliable.

If $0.80 \leq \alpha < 1.00$ then the scale is highly reliable (12).

The Cronbach Alpha (α) statistic that was applied in the research was calculated as 0.907. It was proved that 13 scaled questions that were used in the data collection medium (survey) passed the validity and reliability test according to the results that were obtained. Furthermore, for each scaled variable separate Cronbach Alpha (α) statistic was calculated. These values are between 0.8977 and 0.911. As a result validity/reliability was sustained for all questions used both in integrated meaning and also on the scale basis.

For the measurement of statistical relations between establishments' scale variable and the variable pertaining to branding, χ^2 relation analysis was used. The hypotheses for relation test were structured as follows:

H₀ = There is no statistical relation between distribution of sampling according to scales and variables of establishments in relation with branding.

H_1 = There is a statistical relation between distribution of sampling according to scales and variables of establishments in relation with branding.

If probability value for acceptance or rejection of the hypothesis is $(P) < \alpha = 0,05$ then H_0 can be Rejected, H_1 can be Accepted. Namely there is a statistical relation between the variables.

If probability value for acceptance or rejection of the hypothesis is $(P) > \alpha = 0,05$ then H_0 can be Accepted, H_1 can be Rejected. Namely there is no statistical relation between the variables.

Statistical relations that were obtained as a result of χ^2 relation analysis were specified in related areas.

As the place of raw material supply; 55,1% (75) stated that they supplied raw material from local market, 3,7% (5) from foreign market and 41,2% (56) from both markets.

It was found that 18,4% (25) of the establishments marketed their products to local market, 29,4% (40) marketed to foreign market and 52,2% (71) marketed to both markets.

36,6% (37) of the **medium scale establishments** within the scope of the research conduct their brand management studies in marketing department, 26,7% (27) in upper management and 11,9% (12) in brand management departments with the most aggregation; whereas in large

ratio was found to be 20,0% (7) in large scale establishments.

59,6% (81) of both medium and large scale establishments stated that they reached their products to the customers via wholesalers, 36,0% (49) in their own stores, 30,1 (41) via retail sellers, 20,6% (28) in departments that belong to themselves in large stores and 11,8 (16) via directly exporting.

The Results Pertaining to Branding Problems of Establishments

The results that were obtained in relation with the problems that ready-to-wear establishments encountered

Table 1. The Problems That Establishments Encountered within the Last Five Years

3. RESEARCH FINDINGS AND DISCUSSION	None		Rarely		Sometimes		Frequent		Very Frequent		χ^2	P
	MS	LS	MS	LS	MS	LS	MS	LS	MS	LS		
Qualified labor supply	13,9	17,1	9,9	8,6	16,8	20,0	3,0	22,9	56,4	31,4	16,347	0,003
Raw Material Supply	17,8	31,4	15,8	17,1	20,8	8,6	22,8	11,4	22,8	31,4	6,948	0,139
Sub-industry products quality problems	15,8	20,0	21,8	17,1	19,8	17,1	25,7	17,1	16,8	28,6	3,255	0,516
Sub-industry products delivery on time	19,8	22,9	12,9	14,3	19,8	11,4	23,8	20,0	23,8	31,4	1,945	0,746
Financing problems	16,8	22,9	11,9	20,0	15,8	17,1	21,8	11,4	33,7	28,6	3,433	0,488
Product quality	23,8	25,7	11,9	17,1	15,8	11,4	14,9	17,1	33,7	28,6	1,225	0,874
Efficiency	21,8	25,7	16,8	14,3	12,9	14,3	16,8	17,1	31,7	28,6	0,403	0,982
Product promotion	21,8	31,4	15,8	2,8	19,8	17,1	16,8	17,1	25,7	31,4	4,909	0,297
Registered brand	22,8	31,4	18,8	2,9	14,9	17,1	24,8	20,0	18,8	28,6	6,777	0,148
Sale problems	23,8	29,7	15,8	11,4	18,8	17,1	20,8	11,4	20,8	34,3	3,615	0,461
R&D problems	16,8	26,0	17,8	14,3	21,8	25,7	16,8	17,1	26,7	22,9	0,670	0,955
Exportation problems	18,8	29,7	18,8	14,3	19,8	22,9	26,7	17,1	15,8	20,0	2,272	0,686
Ready-to-wear establishments' products	16,8	20,0	11,9	17,1	20,8	17,1	15,8	25,7	34,7	20,0	4,051	0,399

Characteristic Results Pertaining to Establishments
 Ready-to-wear establishments' products within the scope of the research cover manufacturing of a very large product spectrum such as women's, men's, children's inner-outer-sports-knitwear-jeans-nightgown-dress gown and worker's suits.

59,6% of ready-to-wear establishments (81) were founded after 1991 and 40,4% of these establishments (55) were founded before 1991.

28,7% of the establishments (39) meet their qualified labor requirements by bringing up within the establishment, 24,3% (33) by transferring from the market, 3,7% (5) by finding from the organizations that give vocational training and 43,4% (59) by using all of these three resources.

It was detected that brands of 55,1% (75) of ready-to-wear establishments are registered in Turkey, brands of 16,9% (23) are registered both in Turkey and abroad and 27,9% (38) of these establishments have no registered brand. When the results are examined on the basis of scale, while the ratio of medium scale ready-to-wear establishments that have no registered brand is 30,7% (31), this

ratio was found to be 20,0% (7) in large scale establishments. 59,6% (81) of both medium and large scale establishments stated that they reached their products to the customers via wholesalers, 36,0% (49) in their own stores, 30,1 (41) via retail sellers, 20,6% (28) in departments that belong to themselves in large stores and 11,8 (16) via directly exporting.

within last five years and the issues they faced in brand creation and positioning are given below.

In the Table 1 there are findings concerning the medium and large scale ready-to-wear establishments' levels of facing various problems within the last five years. According to the findings, it is seen that **medium scale establishments** encounter qualified labor supply problems, fashionable product development problems, financing problems, product quality problems, efficiency and sub-

industry products delivery on time problems very frequently with the most aggregation and **large scale establishments** face sale problems, qualified labor supply problems, raw material supply problems, sub-industry delivery on time, product promotion problems, sub-industry quality problems, financing problems, product quality problems and efficiency problems very frequently again with the most aggregation. These problems affect branding studies negatively and result in slowing down of branding process.

It is observed that medium scale establishments have been encountering **the problems of reaching qualified personnel** on the subjects of fashion-brand design and brand management more within the last five years when compared to large scale establishments.

Although ready-to-wear sector has been making progress in respect of technology, labor still retains its dominant feature. No matter how much investment is done for technology, ready-to-wear production is a task of imagination, creation and attention. And in order to achieve this, trained and qualified personnel are required (13). Moreover, the establishments that desire to accomplish branding need qualified personnel that are informed on the studies of brand management, experienced especially in connections with abroad and that know foreign languages. The sector's encountering problems on the subject of qualified personnel requirement in order to achieve branding is one of the problems to whose solution priority should be given.

Another problem that has been encountered within the last five years is **the problem of fashionable product development**. If there is no product then a brand can not be established no matter how much marketing, promotion, advertisement, etc. are done (14). The first

determining factor in the differentiation of one product or service from others is its design. Design is everything (15).

It is necessary to be able to compete in globalizing clothing market, become different from markets that resemble each other and strip the collections off an understanding of "repeating the same idea". The technological quality necessary for competition is now turning into "Design Quality". The identity of the product, on the other hand, is coming into the picture with the quality of the design (16).

As a result of the fact that everyone presents suitable price, suitable service and suitable design to the same consumer groups, it is necessary to catch a different and authentic style with creativity that is united with art in order to differentiate collections, fashion, trends and brands from each other (17). Choosing the target consumer groups well by taking into account the effect of fashion factor that is variable in order to compete with other firms in clothing sector, preparing suitable and attractive color, fabric and model designs to target consumer groups, determining the requirements and tastes of target consumer group well and giving convenient service to these groups, preparing original collections in accordance with the target group and transforming these designs into finished products in the cheapest and most quality way within the shortest time are the issues that should be emphasized (18).

When it is evaluated from this perspective, it is an undeniable fact that one of the most important elements of branding in ready-to-wear sector is fashionable product design. Ready-to-wear establishments should focus on fashionable-brand design studies in order to accommodate themselves with the fashion trends that are shaped within the concept of fast changing fashion and to meet the expectation of customers. It is deemed that they should receive more

training from the organizations that provide trainings on this subject.

The problems on the subjects of quality and efficiency are some of the subjects that should be emphasized too. Since, the establishments that desire to achieve branding shouldn't encounter any problem on the subject of both product and process quality. Due to the fact that ready-to-wear products are included within a very large spectrum, quality criteria that shall be taken into account in production demonstrate difference. While there are quality criteria that seem to be similar in general in products that are produced after passing through departments such as main and auxiliary material purchase, cutting, sewing, ironing and packaging, these criteria might change due to the type of the product, technological capacity, the features included in the specifications sent by the customer, etc. Furthermore, party amounts in the sector are few, product diversity is abundant and demand is variable. This situation results in encountering of problems on the subjects of quality and efficiency.

One of the problems that cause negativities in the studies of branding is **the problem of product promotion** as it can be seen from the findings of the research. When the requirements that are necessary for the success of a brand are observed, it is seen that first of all the consumer should recognize the product and the brand should be positioned on the mind of the consumer clearly. The manufacturer makes a promise with its products and requests a price and the consumer performs shopping if she/he finds that benefit worth its price (19).

It is necessary to carry out various studies within the scope of product promotion. These are market and advertisement analyses, consumer researches, brand positioning study, target group definition, distribution and promotion strategy, marketing plan, etc. However, as the establishments in

the sector encounter problems in financing, they can't carry out high cost product promotion studies in sufficient levels.

As it can be understood from these results; ready-to-wear establishments experience various problems within changing economic conjecture. These problems cause branding studies to be affected negatively. It is conceived that establishments should enter markets with fashion-brand image that shall increase their competition chances in markets by conducting studies towards processes that shall provide maximum efficiency, authentic product designs and optimum quality understanding.

At the end of the χ^2 analysis that was conducted; only in the qualified labor supply option (P=0,003) among the problems that medium and large scale ready-to-wear establishments have encountered within the last five years, a significant relation was found and H₁ hypothesis was accepted; in other options it was found that there was no significant relation statistically and H₀ hypothesis was accepted.

When Table 2 is examined in which the findings concerning the problems encountered by medium and large scale ready-to-wear establishments in brand establishment and positioning

Table 2. The Problems Encountered in Brand Establishment and Positioning

Options	MS	LS	Total	χ^2	P
	%	%	%		
I don't know brand establishment process	16,8	14,3	16,2	0,124	0,724
I can't reach qualified personnel on the subject of brand establishment and management	36,6	20,0	32,4	3,286	0,070
I don't have enough capital for brand establishment	25,7	25,7	25,7	0,000	0,997
The regulations for brand registration are complex and take time	26,7	25,7	26,5	0,014	0,906
We can't perform efficient public relation studies	17,8	28,6	20,6	1,837	0,175
We are not sufficient in sale development services	11,9	14,3	12,5	0,137	0,711
Brand promotion studies are not sufficient	25,7	37,1	28,7	1,652	0,199
Brand is not accepted for being a Turkish brand	4,0	-	2,9	1,428	0,232
We don't experience any problem	12,9	14,3	13,2	0,045	0,831

scale establishments state that their brand promotion studies are insufficient, they don't have efficient public relations activities, the regulations for brand registration are complex and take time and their capitals are insufficient for establishing brands.

It was determined from the findings that were obtained that **mostly the problem of establishing brands and reaching qualified personnel on the subject of management** is encountered on the subject of branding.

Brand management is a dynamic process in which the applications, which are carried out with the aim of naming the product, positioning it on the mind of the consumer, maintaining the continuity of sales and increasing consumer attachment and satisfaction in such a way to enable a product to differentiate itself from its competitors, are planned and audited (20). Brand management refers to the marketing of a brand. Brand and marketing managers spend an intense energy on the tactical decisions pertaining to pricing and promotion of the brand and conduct of its advertisements (5).

Since it was understood that products can't endure without a brand, many organizations have created brand managers instead of product managers and structured themselves in order to manage, feed and control the presence and identity of their brands scientifically (21). It is seen important in respect of compensating for labor deficiency that ready-to-wear sector needs to tend towards these

structuring studies.

It is useful for those working on this subject in organizations that shall create brand identity to receive a detailed training from a fully equipped

person and understand what this job is and isn't (22). It is seen from the findings that are obtained as a result of the research and given in the section of the characteristic results pertaining to establishments related to trainings that establishments received on the subject of brand management that establishments don't have sufficient training in brand management. It can be said that increasing the rate of these trainings shall have positive contributions in brand establishment and management studies of the sector. Moreover, it is deemed important for the sector, which has sufficient production experience and suitability quality for branding in the direction of the findings obtained, in order to be successful in branding efforts to carry out its brand management studies with the personnel that are focused only on this task and that are professionals in their fields instead of the marketing department and upper management that already has an intense task load.

It is seen from the findings in the Table 2 that the second most problematic element for the sector is **insufficient brand promotion studies**. In brand promotion studies, the studies that are carried out in the subject of public relations are critically important. It is

also understood from the examination of this table that the sector also **has problems of inability to carry out efficient public relations studies**.

A strong promotion activity and public relations policy depend on advertisement and sponsorship system (23). Among main functions of advertisement, on the other hand, there are issues such as placing the brand on minds, informing the superiorities of the brand, ensuring that institutional identities such as brand are easily recognized, ensuring confidence in the organization and the brand, creating cognitive discrepancy towards rival brands and ensuring that the goods is wanted with its brand (24).

There is definitely a need for "Promotion Consultancy" organizations that shall know the person, organization, idea, goods or the service to be promoted very well, research the current or possible position that might be formed in the market, determine its difference and superiorities than similar or rival persons, organizations, ideas, goods and services, moreover take precautions of quality, idea difference, price, production amount and similar things in relation to person, organization, goods or services before the promotion, determine probable buyer sectors, make interviews with these and research the press, determine the features that shall be emphasized in relation to persons, organization, idea, goods or services and convey all these to the advertisement company (25). In the intense competition environment that was formed recently, new product, brand, quality and advertisement are individually competition elements (26). However, combinations of these in two increase the competition advantage (27).

Another important problem of the sector in branding is **that the regulation regarding brand registration are complex and take time**. It is understood from the section of characteristic results that majority of the brands of ready-to-wear establishments are only registered in Turkey and those establishments that don't have a registered brand are very much indeed.

Brand is not only a name or a mark. It is an economic value that represents the things that the establishment created (28). Brand is a valuable asset and protection of the brand is crucially important in respect of establishments (29). A registered brand can be transferred to another party, can be inherited, can be the subject of utilization right license and hypothecated. This name that provides a commercial right to its owner in the event that it is registered is called "brand" in industrial property terminology. Protection of the brand that is registered in Turkey is limited with the borders of Turkey. Those establishments that desire to become a world brand with the brand that they created have to make separate protection attempts in the countries that they shall maintain their activities (30).

Today, the legislation applied in relation to the protection of brands in Turkey was prepared in accordance with the Legislation of European Union and harmonized with EU legislation to a great extent (31). Registering the brand abroad too shall protect the establishment from brand pirates that carry out this job as a trade (32).

Ready-to-wear establishments should register their brands firstly as a first step in order to establish their brands.

Another important problem faced on the subject of branding is **the need for a large capital in order to establish a brand**. Becoming a brand in Turkey is very hard. The reason for this is high cost.

According to researches, the budget needed for establishing a brand is around 200 million USD only in the US. It is foreseen that this figure is around 2,5 million USD in Turkey (19). This situation hinders the sector from accelerating its studies on the subject of branding.

As a result of the χ^2 analysis on the other hand, it was found that there is no significant relation statistically

among the problems encountered by medium and large scale ready-to-wear establishments in the subject of brand establishment and positioning and H_0 hypothesis was accepted.

4. CONCLUSION AND SUGGESTIONS

Clothing sector, which is one of the vital points of Turkey, is a sector that can't be dispensed or neglected with the added value and employment that it creates. Solving the problems of the sector, not repeating the mistakes that were encountered in the past and forming a stable investment and production environment constitute the preferential targets.

Turkish Clothing Industrialists stated in their study named "Horizon 2010" that branding requires financing in great quantities, needs infrastructures such as machine, human and know-how and requires scale magnitude (33).

When the results that are obtained in this research, which aims at putting forward the readiness of Turkish Ready-to-Wear Sector in the subject of branding, are examined it is seen that the requirements stated in two articles other than scale magnitude determined by Turkish Clothing Industrialists Association are still important. Branding problems don't show great differences in medium and large scale ready-to-wear establishments.

Moreover, the problems encountered in brand creation according to research findings are listed as follows; inability to reach qualified labor in subjects such as brand management, brand positioning, brand promotion, etc., inability to reach the desired quality level in design, product and auxiliary material, the problems in financing, problems of product and brand promotion, requirement of a long time in the process of brand registration and the complexity of

these procedures and insufficiency of public relations studies.

Ready-to-wear establishments should overcome the problems that they encounter in order to strengthen their infrastructures in the subject of branding. It is believed that it shall be useful for them to utilize the incentives such as R&D, Contributions Pertaining to Specialization Fairs, Contributions towards Market Research, Contributions for Foreign Offices-Stores Management and Promotion Activities, Training Contributions, etc. that are given on this subject.

It shall be advantageous for Turkish ready-to-wear manufacturers to establish strong marketing images in target exportation markets and to make sure that firms track this process. The information that they shall obtain via image tracking and management system shall provide important data in relation to target markets.

Utilization of different distribution channels by changing the methods of reaching the products to the final consumers in order to achieve branding is very important for ready-to-wear establishments in respect of taking place and positioning in markets.

As a result; correct image, correct product, quality, technology and marketing are indispensable and fundamental elements of branding process. The action of firms' coming into prominence with their brands in order to achieve a powerful and continuous presence both in local and foreign markets is one of the most important requirements of obtaining a place in the market.

Some of the suggestions that were developed so that medium and large scale ready-to-wear establishments can be successful in globalizing competition environment are given below:

✓ Sector associations should be strengthened. For,

after elimination of quotas, textile and ready-to-wear trade became more complex.

Establishments need a good business administration understanding, a quality product and manufacturing process, a good marketing and sale organization, an efficient visual identity and efficient advertisements and they should carry out strategic public relations studies successfully in order to create a brand image (identity).

Companies should establish a mechanism within themselves in order to measure the performances of their rivals in other countries in this increasing competition environment.

While a developed supply chain management can reduce costs it can also increase flexibility on the other hand. A large supply foundation can increase flexibility by providing the fabric supply in the pattern and quality desired by the user from the cheapest source. This kind of flexibility can be a critical

competition factor in the future.

Undoubtedly, another important feature of the upcoming era shall be abstaining from large and cheap markets and heading towards high value added market layers. Manufacturer firms should develop their brand and fashion abilities in order to reach the market layers whose added value is high.

Priority should be placed on the investments and activities that shall increase the abilities of establishing authentic design, quality, efficiency, marketing and distribution channels towards the production of fashion-oriented products and fashion-brand products.

As there is the labor force that shall track all of the developments and establish new strategies by reviewing the current applications, necessary human resources such as brand and marketing specialist, designer, foreign trade specialist, analyst, strategist, market research and development specialists and

international marketing specialists, etc. should be trained in parallel with experienced and trained manufacturing power.

This research is in the character of a scanning in order to determine branding problems of Turkish Ready-to-Wear Sector and it is a start for other researches. It is believed that briefing meetings that shall be organized in order to overcome the problems that establishments encounter, establishment and testing of programs such as training qualified personnel in the subject of brand management and the studies of evaluating the results of application shall provide positive contributions in overcoming the branding problems of the sector.

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