

Perception of Yachts by Non-Owners

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Abstract: Yachts are vessels built for especially recreational cruises or racing using sails or engines. These types of vessels are built for private use or charter activities and are generally associated with wealth, luxury, better living conditions, society, and of course remarkable expenses while operating. In literature, there are limited studies concerned with the yachts in terms of their perceptions. This study tried to figure out the perceptions of yachts by non-owners. A face-to-face survey consisting of 28 questions (yes/no, priority order, and Likert scale) was performed for 251 participants. According to the results, the yacht was perceived as a luxury vessel that shows better living rather than necessity. Furthermore, the length of the yacht, especially when the super or mega-yachts were considered, was interpreted as an indicator that shows the social belonging and economic purchasing power of the surveyed people. Composite is the lesser-known construction material that attendees preferred while steel and wood are the first two. The Interior of the yacht attracts more attention than the exterior while imported materials or goods are the prominent choice for interiors. Functionality and safety were identified as two of the main properties of the yacht.

Keywords: Consumer, behaviour, boat, socio-economics.

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1. INTRODUCTION

Yachts are vessels built not only for cruising but also for entertainment or racing. The term yacht was initially used to address the sailing world but then extended to cover motorboats which are being used for pleasure cruises (Fricke and Bronsart, 2012). There is an interchangeable use of the terms for yacht and boat, but size and luxury are assumed as the distinctive factors for the yachts. However, boatbuilding dates back to 4500 years (Köküöz and Örs, 1995), and the history of yachting starts from the 17th century and can be divided into two; the first period (from the beginning of 1600 to 1815) and the modern era (up to time) (Clark, 1903). And technological developments are unveiled as the door to a new age through the transformation of building technologies and used materials, tools, equipment, etc.

Nowadays, vehicles are essential not only for individuals but also for commercial activities. But luxury is one of the key factors for consumers who are willing to have unique products. From past to present, luxury is associated not only with vehicles but also with everything that can be bought. And the yacht is one of these vehicle types purchased by customers who generally have high purchasing power. According to Aydın (2012) yachts, especially semi or custom

super or mega yachts are the peaks for the luxury of the high-end sector. Custom-built yachts are generally constructed by the demand and are user-centered, designed to fulfill the needs and lifestyle of the users (Ergul, 2017). Customization is a reflection of lifestyle, and custom-built yachts express the social standing, aesthetics, and dignity of the owners (Changxue et al., 2012) in terms of wealth. Design, consumer, preference, and rational choice in consuming theory, admiration, necessity, purchasing power, channelization or tendency, and production restraints can be assumed as the main factors that form the reflection. Also, the effects of these factors on the life cycle of a final product can be considered another issue that influences the environment.

Purchasing power does not mean that the consumers must buy the vessel because renting or chartering a yacht is the fundamental in business activity of post-production in this high-end sector. And, according to Blundel and Thatcher (2005) chartering or renting sector became a global partner that shapes the nature of demand because of an increase in disposable income, a decrease in the cost of airfare, desirable exchange rates in destinations, activity-based vacations, etc. Furthermore, yacht clubs are another important party that provide involving opportunities for non-yacht owners to this

culture and potential of sharing awareness. But whether is owned or rented, using such a vehicle expresses meanings to the community. And, wealth and luxury are the main associations of these vessels as Tokol (2010, 2013) says. Also, Dear and Kemp (2005) and Simpson and Weiner (2001) stated that yachts are being used by the “important person” for pleasure while cruising. Khufu, the ancient ship that dates to 2500 BC, is one of the best examples that express “important person” and power not only in the social and economic but also political manner.

Kan and Nas (2014) evaluated the effect of various factors on the purchase decision for motor or sailing yachts. And, according to the results, speed, width, and comfort are the first three factors for purchasing a motor yacht. On the other hand, width, comfort, and safety are for purchasing a sailing yacht. Furthermore, personal characteristics, product properties, and sociocultural effects are assumed as some of the variables that define the yacht type while making a purchase decision.

Yachts are specific vehicles for some individuals. Design, durability, comfort, speed, size, types, costs, etc. for the construction, and wealth and sense of belonging for the society are some of the prominent factors for the yachting world. However, the fact is that what normal people think about these factors and so on. Therefore, this study tried to figure out the perception of yachts by the non-owners in terms of yacht type, the relationship between the product and person, construction material, priorities for functionality, comfort, aesthetic, safety, durability, interior or exterior designs, and such common-sense such as purchasing power, length, operational costs, the effect of society or popular culture. Furthermore, it’s thought that the results of this study might provide some comparative data in the field of yachting.

2. MATERIAL and METHOD

To evaluate the perception of the yachts, a questionnaire, by face-to-face method, was performed with randomly selected people who have never owned a boat or a yacht and had undergraduate or upper-level education. Furthermore, the target population of the study did not consist of businessmen or entrepreneurs. They can be assumed as middle income when their professions were taken into consideration. However, the income of the surveyed people was not asked in the survey. The survey was performed in the city of Isparta which has 421766 (Turkish Statistical Institute, 2020) habitats for the year 2015. The percentage of the survey sample was 95 %. Eq. 1 (Yamane, 2001) was used to determine the sample size. Eventually, sample size (n) was determined as around 250.

$$n = (Z^2 \times N \times P \times Q) \div (N \times D^2 + Z^2 \times P \times Q) \quad (1)$$

Where; Z is the confidence coefficient (1.96 for $\alpha = 95\%$), N is the population size, P is the confidence level (95 %), Q is (1-P), and D is the confidence interval or margin of error (2.7 %).

The questionnaire, presented in the appendix, consisted of multiple-choice, five points Likert scale, and priority

questions (total of 28) to figure out the perceptions of the population. The applicants’ interest in yachts was evaluated by asking about the yacht types, construction materials, and priorities for functionality, comfort, aesthetics, safety, and durability. Besides, the following 14 main investigations (MI) were evaluated by the population.

- MI-1: Are the yachts luxury vessels?
- MI-2: Is yacht ownership a necessity?
- MI-3: Yacht ownership is an indicator of better living conditions.
- MI-4: Yacht ownership means a more comfortable life.
- MI-5: You must have high purchasing power for yacht ownership.
- MI-6: The length of the yacht means more recreation space.
- MI-7: More the length more the guest entertainment
- MI-8: Purchasing price and operational costs increase with the increase in length.
- MI-9: There is a direct relation between the length and purchasing power.
- MI-10: There is a direct relation between the length of a yacht and social belonging.
- MI-11: Do social surroundings, fairs, etc. organizations cause cognitive channelization on yacht ownership?
- MI-12: Fashion and popular culture have effects on yacht ownership.
- MI-13: Fashion is dominated by people who have high purchasing power.
- MI-14: Yachts are generally owned by males but are effectively used by females.

Before performing the survey, a pilot application was done to enhance the apprehensibility by correcting or rearranging the questions. Eventually, a total of 251 surveys were performed and descriptive statistics were presented to figure out the main investigations using graphs and tables.

3. RESULTS and DISCUSSION

The gender of the subject groups was almost equal (49 % male and 51 % female) and 82.1 % of them stated that they would like to have a boat. However, 17.9 % of the subjects stated that they want neither a boat nor a floatage. As seen in Figure 1, sailing (21.5 %), motor (20.7 %), and catamaran (15.5 %) were the top three types of the yacht that desired to have.

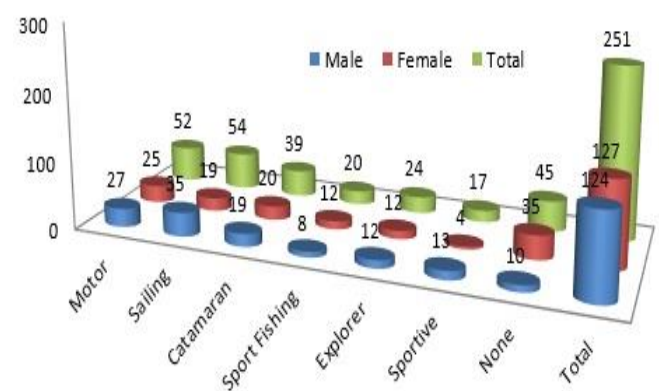


Figure 1. Frequencies for the Desired Yacht Types

According to Solomon (2019) self-concept (Product supports to form of user identity), nostalgia (products serve as a connection with a past self), interdependence (products are part of the owners' daily routines), and love (strong emotional bonds elicited by a product) are some of the relationship types that a person might have with a product. As seen in Figure 2, the order of the four different consumer types of subjects was defined according to this relationship: interdependence (38.2 %), self-concept (31.9 %), nostalgia (17.5 %), and love (10.8 %). Four of the subjects (1.6 %), among those who do not want any, did not specify their properties. Furthermore, the yacht preferences of the subjects in terms of consumer types are presented in Figure 2. The motor (41.7 %), sailing (28.7 %), sailing (45.4 %), and motor (29.6 %) yachts were the top choices of the consumer types, respectively. Sailing and motor yacht preferences of the subjects who identified themselves as nostalgic and interdependent were meaningful due to today's conditions.

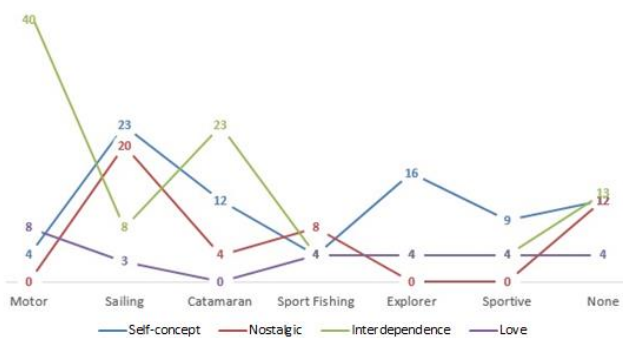


Figure 2. Consumer types and their yacht type preferences (Frequencies)

Steel, wood, aluminum, and composites are the main yacht building materials. Construction of a yacht can be done by the standalone or a mixture of these materials. Choosing the proper material is a crucial issue not only for structural purposes but also for performance by reducing the weight, cost, practicability, availability, etc. But, in this study, building material was not asked in this manner; just it was intended to figure out the attitude of subjects. Subjects were asked “Is yacht building material important for you? If yes please make the order of priority”, and 167 (66.5 %) of 251 subjects stated that yes, it is, and as seen in Table 1, steel and wood are the foremost choices. Furthermore, the distribution of the preferences for building materials according to gender is presented in the table. Also, 80 and 4 of 251 subjects marked the “no” option and did not present an opinion, respectively. It is thought that composite is not a well-known material by an ordinary human being. However, when the education level of the subjects was taken into consideration, it was thought that they would hear it in any conversation. Anyhow, perception of robustness and awareness may be some of the main motives for preferring steel and wood as top choices, respectively.

Wood, before BC to today, is being used for a great variety of purposes such as nutrition, housing, heating, transportation, consumer goods, and art or craft. And, the ancient vessel, Khufu, is one of the oldest and best examples of this. As stated in the study performed by El Hadidi (2005), the great majority of the vessel was constructed using Cedrus

libani wood. According to Wegner (2017) long-life and durability properties of cedar were taken into for the construction of royal funerary boats. Furthermore, edge-joinery with Mortise-Tenon joint technique was used for the construction of the Khufu hull planks, and planks from coniferous species swell around Tenon for a tighter fit when the wood is wet (Mark, 2014). And, this enhances the structural durability. As it is understood, wood is a traditional construction material in boat building, and with advances in nowadays technologies, the physical and mechanical properties of solid wood material can be improved by some modification methods. Also, the natural or engineered growth of trees provides sustainable and renewable construction material for different industries such as boat-building. Furthermore, engineered wood products such as plywood are of great interest in construction. Anyhow, they still have some disadvantages for the devastating environment such as marine and need to be protected. Ultraviolet (UV) is one of them and Ulay and Çakıcıer (2017) evaluated the effects of UV on varnished Iroko and Ashwoods that were used for boat construction. Furthermore, Ulay et al., (2016a) mentioned some significant issues for yacht interior production. Apart from solid wood used for interior production, composite materials will get a significant share in the future of marine construction due to the lightness, ease of production, durability, and strength properties (Koci, 2017) even if they have some major restrictions. Furthermore, carbo-epoxy resin, developed for aviation purposes, is used to build transoceanic racing yachts (Baley et al., 2014).

Table 1. Order of the construction material preferences

No	Material	Priority preferences ((Male+Female)xPoint)				Total Points
		1st (4 P*)	2nd (3 P)	3rd (2 P)	4th (1 P)	
1	Steel	(47+36)x4*	(28+28)x3	(8+16)x2	(12+0)x1	560
2	Wood	(40+32)x4	(4+16)x3	(43+16)x2	(8+12)x1	486
3	Aluminum	(0+4)x4	(36+16)x3	(26+28)x2	(33+28)x1	341
4	Composite	(8+8)x4	(27+16)x3	(18+18)x2	(42+36)x1	339

Note: P* means Points.

As in other vehicles, there are two main focuses of interest of yachts; interior and exterior. However, a great majority of yachts are white even if they have stunning exterior styles. Besides, the exterior of a yacht is particularly related to seaworthiness instead of consumer demand. On the contrary, except for the structural requirements, living spaces, and their arrangement require not only the customer demands but also conceptualization of the spaces according to budget, perception of the volume, anthropometry, and materials. According to Özer and Tokol (2021) forming the structure of the interior space of a yacht is directly related to interior equipment. Furthermore, material choices can be limited due to the regulation of the construction activity. The selection of interior decorative material and furniture is touchy because the interior of a yacht is one of the most time-spent places. Moreover, Aydın (2015) figured out that the design phase of a yacht plays a critical role in the material selection for the interior and provides significant contributions to the local supplier if the domestic goods are chosen. It is because; around 79 % of the firms located in the Marmara region manufacture order-type custom-design interiors (Aydın and Koç, 2015). However, achievements in yacht building and

interior production were not similarly repeated for luxury yacht interior design (Aydın and Yılmaz Aydın, 2016).

According to Campolongo (2017) recreating the family or home atmosphere was the topmost aim of yacht interior design for the beginning of the 20th century. Furthermore, traditional wooden interiors reflected the prestige of these boats. As seen in Figure 3, the interior of the yachts was indicated as the first priority (50.2 %) and women (54.8 %) paid more attention to interior priority.

As seen in Figure 3, 60.2 % of the subjects stated that they would choose imported fittings, equipment, and accessories. This fact may be due to the perception of the import products in Turkey because they are assumed as highly valued and prestigious not only for a yacht but also for other industrial products by marketing tactics (Gürler, 2013). In support of this, activities such as conceptual, structural, interior, and exterior designs, building, interior production, materials, and equipment or tools in the yacht building industry are dominated by a few leading industrialized countries (Aydın and Yılmaz Aydın, 2019).

As seen in Figure 3, the great majority (84 %) of the subjects expressed that admiration for the yachts arises from individual psychology. Admiration in the communal-sociological was 12.8 % while 3.2 % were hesitant.

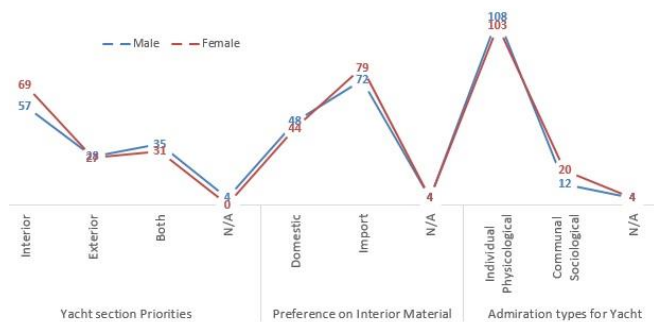


Figure 3. Priority for the interior or exterior, the choice of interior materials or goods, the formation of yacht applause (Frequencies)

Priority for the functionality, comfort, and aesthetics in the interior was evaluated by 127 of 251 subjects who stated that the interior of the yacht is precedence. According to results seen in Figure 4, functionality is placed on the top by 305 points while comfort was second by slightly lower points. In the yacht-building industry, the type of yacht may play a critical role in functionality. For example, functionality is at the forefront in sailing yachts due to hull geometry. On the contrary, comfort is at the forefront in motor yachts due to the relatively big spaces provided by hull design. Flush decks, cramped cabins, and small wet areas with low-height ceilings are some of the essential factors for uncomfortable interiors of sailing yachts (Felek, 2020). However, according to Kan and Nas (2014), speed and comfort are some of the main factors for choosing a motor yacht, but comfort is the common factor for choosing both motor and sailing yachts.

Ergonomics or human factors engineering, function, shape, and material which form the basis of design concepts are the most important design criteria that influence the relationship of the equipment with the area they are in and the user they

serve (Özer and Tokol, 2021). Meunier and Fogg (2009) reported that comfort, high-quality interior, and performance are related to design. Furthermore, the number of hulls is another important factor that influences the handling, performance, and spatial comfort of a yacht and this is an essential factor that affects the user or owner's expectations and preferences (Tokol, 2020). Considering the noise and vibration damping tools and materials is another key factor in the design phase to provide more comfortable interiors not only for the motor but also for sailing and other types of yachts (Aydın et al., 2016). However, both functionality and comfort are also related to the budget. Furthermore, according to Kan and Nas (2014) cost is another important factor for sailing yacht owners. And, when the choices of the subjects (21.5 % sailing and 20.7 % motor yachts) were taken into consideration, the order of the choices became meaningful.



Figure 4. Priority for the functionality, comfort, and aesthetic in the interior of a yacht in terms of gender (Frequencies)

Priorities for the safety, durability, functionality, and aesthetics in yacht preferences according to gender are presented in Figure 5. Outfitting, comfort, and safety are the determinants for a floating living space or vessel (Göksel, 2006) and safety was the supreme preference factor with 890 points and followed by durability (688 points), functionality (495), and aesthetics (397). It's thought that perceptual reasoning may play a critical role in establishing a relationship between safety and steel which was expressed as the first choice for the construction material of a yacht. Therefore, choosing safety as the first choice was reasonable.

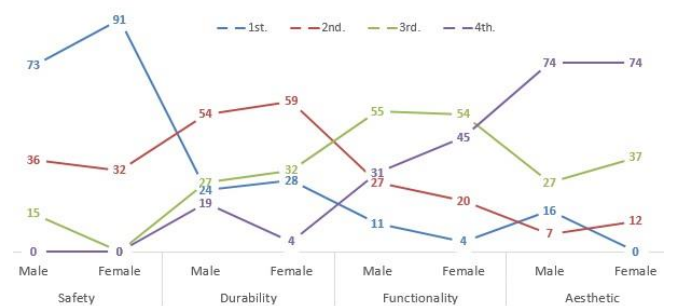


Figure 5. Priority for the safety, durability, functionality, and aesthetics in yacht preference in terms of gender (Frequencies)

Turkey has lots of attractive tourism destinations due to its geographic and climatic properties. Turkish coastline (over eight thousand km) offers safe and unique blue voyages not

only for foreign visitors but also for domestic tourists. Providing sufficient and quality conditions for the yachting is important for providing foreign currency inflow when the nature of the yachting is taken into consideration. However, there were only 83 marinas in Turkey by the end of the year 2018 while around 5000 were in Europe (DTO, 2019). Progress from the beginning of 2000 was significant because there were only 25. However, according to Öztürk et al. (2013) the main problem in Turkish marinas is excess capacity due to lack of required marina. Another important factor besides the capacity is that such societies seek prestigious marinas. More than half (53.8 %) of the subjects stated that marinas in Turkey are insufficient in terms of capacity while 25.9 % of them were neutral. However, this query requires knowledge not only about the capacity and properties of the marinas but also the size and number of the registered domestic and visiting vessels. Furthermore, this issue is not directly related to the perception of yachts and should be evaluated by another study. Anyhow, facilities especially in the Aegean and Mediterranean region in Turkey are top class and safe both for the vessels and tourists but must be supported by at least the same quality individual or public marinas. Furthermore, the new or planned expansion of ports and marinas for the Sea of Marmara and Black Sea coastlines may help to transform Turkish yachting into a major destination for tourism (Sariisik et al., 2011). As Ioannidis (2019) expressed; yachting tourism provides pronounced contributions to the local and state economy through the coastal lines. Out of providing tourism activities

by Yachting, another important contribution to the economic field is the building activities by the main and supporting industries. To improve the contributions to all partners, the perception and accessibility of such vessels must be changed and widened to middle-income families, respectively. Therefore, ownership of serial production yachts should be encouraged due to relatively low purchasing and operational costs. For example, Ulay et al., (2016b) compared the interior production properties for traditional and computer aided manufacturing.

Yachts are associated with lux and wealth (Tokol, 2010, 2013), and according to results of 1st and 5th MIs seen in Table 2, 95.6 % and 68.2 % of the subjects agreed that the yachts are luxury vessels, and in such a high-end sector, purchasing a yacht requires high income, respectively. However, there are typical differences between the serial and semi-custom or custom yachts, and particularly custom-built yachts are assumed as a wealth indicator. Anyhow, owners of serial productions such as Ferretti, Azimut, and Beneteau take part in a certain social class or society (Gürler, 2013). Even if the majority of the subjects agree on high purchasing power is required to own a yacht, a considerable amount of the subjects (30.2 %) disagreed with this expression. Furthermore, reasons for disagreeing are presented in Figure 6. Anyhow, the fact is that ownership of a luxury and large yacht requires high purchasing power.

Table 2. Main investigations for the non-owners' perceptions of yachts (frequencies for 5 points likert scale)

Main Investigations (MI)	Definitely Agree	Agree	Neutral	Disagree	Definitely Disagree
1-Are the yachts luxury vessels?	137 (54.6)*	103 (41)	11 (4.4)	-	-
2-Is yacht ownership a necessity?	4 (1.6)	12 (4.8)	43 (17.1)	115 (45.8)	77 (30.7)
3-Yacht ownership is an indicator of better living conditions.	99 (39.4)	89 (35.5)	28 (11.2)	28 (11.2)	7 (2.8)
4-Yacht ownership means a more comfortable life.	67 (26.7)	93 (37.1)	36 (14.3)	31 (12.3)	24 (9.6)
5-You must have high purchasing power for yacht ownership	90 (35.9)	81 (32.3)	4 (1.6)	44 (17.5)	32 (12.7)
6-Length of the yacht means more recreation space	44 (17.5)	73 (29.1)	75 (29.9)	35 (13.9)	24 (9.6)
7-More the length more the guest entertainment	49 (19.5)	82 (32.7)	52 (20.7)	37 (14.7)	31 (12.4)
8-Purchasing price and operational costs increase with the increase in length	109 (43.4)	119 (47.4)	15 (6)	6 (2.4)	2 (0.8)
9-There is a direct relation between the length and purchasing power	118 (47)	117 (46.6)	4 (1.6)	9 (3.6)	3 (1.2)
10-There is a direct relation between the length of a yacht and social belonging	86 (34.3)	122 (48.6)	24 (9.6)	14 (5.6)	5 (2)
11-Do social surroundings, fairs, etc. organizations cause cognitive channelization on yacht ownership?	24 (9.6)	36 (14.3)	67 (26.7)	79 (31.5)	45 (17.9)
12-Fashion and popular culture have effects on yacht ownership	83 (33.1)	131 (52.2)	25 (9.9)	8 (3.2)	4 (1.6)
13-Fashion is dominated by people who have high purchasing power.	56 (22.3)	108 (43)	55 (21.6)	18 (7.2)	14 (5.6)
14-Yachts are generally owned by males but are effectively used by females.	84 (33.5)	94 (37.4)	52 (20.7)	14 (5.6)	7 (2.8)

* % percentages.

It is obvious that yachts, particularly custom-built ones, are not one of the vital or basic needs, and subjects (76.5 %) did not agree with the 2nd MI as expected. However, the role of an owned product cannot be limited to vitality and functionality or making life easier because it represents the owner's reflections in terms of social, cultural, psychological, and economic manner.

Better living conditions vary from person to person in terms of expectations that are affected by physiology, sociology, and economic factors. As seen in the 3rd MI, the majority of subjects (76.4 %) agreed that yacht ownership is a better living indicator.

In general, comfort is related to what you have and who you are. Therefore, having a yacht would enable the owner to feel free from the terrestrial dependence and sense the oceanic feeling onboard. As seen in the results of the 4th MI, the majority of the subjects (63.8 %) agreed that yacht ownership means a more comfortable life.

In most cases, dimension is the key element for planning the spaces. Therefore, arranging the indoor and outdoor spaces depends on the dimension. As indicated with the 6th MI was agreed by 46.6 %, and this approximation is valid for lots of people.

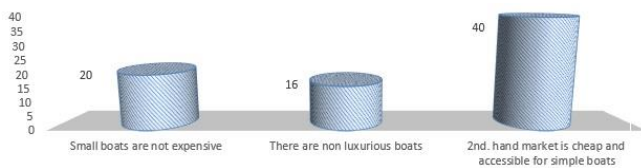


Figure 6. Frequencies for the reasons for disagreeing on the 5th MI

Privately owned or used boats sought to copy a home environment (Campolongo, 2017), and yacht owners tend to reflect their home interior in the yachts to show their social status even while they are on the sea (Lynn, 2010). This reflection can be vice versa for example inspiration of a costly yacht idea to a hotel design (Tara, 2007). Furthermore, according to 10th MI (82.9 %), social belonging or extent of reflection was directly related to the length of a yacht. This relation may be due to an increase in spaces and the ability to accommodate plenty of guests by the increase in length and deck number. Regarding this, increases in the spaces may provide more entertainment areas, and the results of the 7th MI (52.2 %) underpin the positive effect of length. However, the most affecting factor on the price of a mega yacht is the length, and deck number has little effect on the overall cost (Akyürek, 2013).

According to the result of the 8th MI (90.8 %), subjects agreed that not only the purchasing price but also operational costs increase with the increase in yacht length. Apart from the individually used boats, the employment of a captain and or crew is required for most of the yachts. Furthermore, crew expenditure is around 30-40 % of the operational cost of a yacht, and as a rule, the operational cost is 10 % of the purchase price of a yacht (Newing, 2013). Therefore, if the

purchasing price increase, then the operational costs increase due to 10 % generality.

According to the result of the 9th MI seen in Table 2, 93.6 % of subjects agree with relationship between length and purchasing power. Furthermore, the increase in cost is exponential instead of linear for each meter of any custom-built yacht (Perignon, 2008). However, the cost of each meter of 134 meters yacht built by Fincantieri was not reported as exponential due to the 2M USD for each meter (Alessandra, 2007).

According to the result seen in Table 2, the 11th MI statement was not appreciated by almost half of the subjects. However, reading or watching media and visiting boat shows were reported as some of the factors that have influences on the decision for purchasing a boat (Mills and Hughes, 2014). Furthermore, socio-cultural criteria such as preferring to buy the objects around a person may provide acceptance by the community to feel psycho-sociologically secure (Baykal, 2006). According to Kuentzel and Heberlein (1997) there is a sequential interaction for owning a boat. At first, friends or relatives introduce sailing to a person, and gaining confidence following to successful experience with cruising may result in purchasing a boat. Therefore, yacht clubs also may play a critical role in boat ownership. However, a significant percentage of the subject, who can turn the scales, were hesitant and they might agree with the above literature if only the cognitive channelization of the social surrounding was asked.

In today's era of communication, everything happens publicly due to sharing over social media. This is one of the most up-to-date and effective ways of influencing the surroundings. Furthermore, popular culture and fashion bombardments make an impression in perceptive advertising that causes a demonstration effect. As a result of perceptual filtering due to social concern, the instinct of possession may rise. In furtherance, the influence of fashion and popular culture on yacht ownership is approved by a majority of subjects (85.3 %) seen in the 12th MI. However, one of the most common facts seen in modern communities is the steering the social life by relatively few but dominant communities who have high income (Chung and Cox, 1998). According to the result seen in the 13th MI (65,3 %), the majority of the subjects agree on the "Fashion is dominated by people who have high purchasing power" expression.

The engagement of women in every part of life is on the increase with the increase in attending working life and technological developments. Apart from public transport vehicles, driving private vehicles by the woman became widespread day by day. Furthermore, such vehicles are relatively easy to access for a large segment of the population. However, high-end vehicles such as yachts (particularly luxury ones) may be excluded. In this sense, around 70.9 % of the subjects agreed on the 14th MI (Yachts are generally owned by males but are effectively used by females), and this may make sense when the wealthy businesswoman or leading characters of the societies is excluded. Furthermore, such vessels may have spiritual meanings such as fertility of soil and female fecundity as expressed by Kobyliński and Rabięga (2018). Apart from

these exceptions, just taking a seat for an excursion may be the context of yachting because as reported in a survey performed by Market Solution Pty. Ltd. (2012), sailing is predominantly a man's sport and it's required to be wealthy to deal with it. Because of the deep-rooted yet dehistoricized somatic codes, sailing has been assumed as a male-dominated special interest (Schmitt et al. 2020). To prove participation of the woman in yachting should be proved by performing a further study evaluating the owner-shiping, chartering, skippering, or just attending the cruises or sports activities.

The luxury yacht industry, especially for mega yachts, has an anti-cyclic and insensitive nature to the negative effects of the global economic crisis (Merendino, 2013, 2014). Owners of the yachts are entrepreneurs or industrialists that have high incomes instead of a member of the royalty or Silicon Valley (Kranz, 2008). Purchasing a custom or semi-custom yacht is a way of differentiation among society instead of choosing an existing vessel. For example, mass production is an efficient and effective way the production of less costly vessels due to standardization but customization of the design in the super or mega-yacht industry is the way for adding value (Van der Harst, 2020). Again, purchasing power is the dominant factor that shapes the behavior of customers. However, not only the budget but also limitations such as time, and extent or scope define the nature of demand. An increase in purchasing power is one of the main factors that cause increases in demand for larger, faster, and more comfortable yachts. Thus, small and simple yachts became large and more technologically developed than ever before (Fricke and Bronsart, 2012). However, physical and physiological comforts are associated with volume arrangement. Furthermore, lighting, sight, the shape of volume, and color choice not only define physiological comfort but also visual comfort (Di Nicolantonio et al., 2015). Eventually, the interior of a 45 m yacht can be as much as 65 m with an effective design and a proper layout (Rover, 2010). The functional design may allow effective use of limited spaces to some extent, but more spaces provided by enlargement and increasing the decks of a yacht mean more entertainment or functional spaces such as a gym, sun deck, tender stowage, helipad, etc.

4. CONCLUSIONS

In this study perception of yachts by the non-owners was evaluated by the face-to-face survey method. Sailing, motor, and catamaran yachts are the top three types that subjects were willing to have. Steel and wood, traditional materials, are assumed as the primary sources for the yacht building. And safety was the first out of the durability, functionality, and aesthetic factors for yacht perception. Therefore, it can be thought that there was a consistent approach between the material and reliability. Furthermore, functionality was one step ahead of comfort. This can be due to size and cost relation and when the small yachts are taken into consideration functionality can be at the forefront. The size of a yacht influences the recreational and accommodation spaces, building and operational costs, and social belonging. Accordingly, as subjects agreed size matters for yacht ownership.

The Interior of the yacht and import products for the interior was prioritized by the subjects against exterior and domestic products, respectively. This can be considered a threat to the local industry, but it should be regarded as an opportunity to design and manufacture new appliances or products for yacht interiors. Furthermore, to increase interest in yachts and yachting, and provide economic contributions to all partners, interrelated parties should be kept in touch to ensure appropriate conditions.

Expect the 2nd and 11th, the acceptance levels of the MIs were remarkable. Therefore, yachts are luxury vessels but having one is not vital. Yachts are assumed as an indicator of comfortable and better living conditions, but you have to cover the expenses even if they are anchored.

The order of the consumer types of the subjects was interdependence, self-concept, nostalgia, and love in terms of the product-person relationship. Subjects' interests in yachts form individual/physiological ways instead of communal/sociological ones. This expression was moderately supported by the result of the 11th MI because around half of the subjects did not agree with the influences of the surroundings, fair, etc. on the yacht owner-shiping.

This study was performed with a small number of participants who live in the Mediterranean region of Turkey. Therefore, it's important to remark that the results of this study may not be representative of the non-owning community as a whole. Moreover, further studies performed in other regions of Turkey may be useful to reflect the overall perception of the Turkish community.

Ethics Committee Approval

N/A

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Author Contributions

Conceptualization: M.A.; Investigation: M.A.; Material and Methodology: M.A.; Supervision: M.A.; Visualization: M.A.; Writing-Original Draft: M.A.; Writing-review & Editing: M.A.; Other: Author has read and agreed to the published version of manuscript.

Conflict of Interest

The author has no conflicts of interest to declare.

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Appendix 1: Survey Form



1. Nasıl bir tüketicisiniz? **1. What is your Consumer Type?**
 Benlik kavramı bağlılığı olan, kullanıcı kimliği olan
 Self-concept (Product supports to form a user identity)
 Nostaljik bağlılığı olan, geçmişe bağlı
 Nostalgic (products serve as a connection with a past self)
 Günlük rutinin bir parçası
 Interdependence (products are part of the owners' daily routines)
 Tutkulu
 Love (strong emotional bonds elicited by product)

2. Nasıl bir yata sahipsiniz? **2. Which type yacht you have?**
 Yatım yok
 None
 motoryat
 Motor
 yelkenli
 Sail
 katamaran
 Catamaran
 sportif balıkçı
 Sportive fishing
 keşif tipi
 Explorer
 sportif
 Sportive

3. Yat sahibi değilseniz nasıl bir yata sahip olmak istiyorsunuz? **3. If you have not a yacht, which type you wish to have?**
 Motoryat
 None
 Yelkenli
 Motor
 Katamaran
 Sail
 Sportif Balıkçı
 Catamaran
 Keşif Tipi
 Sportive fishing
 Sportif
 Explorer
 İstemiyorum
 Sportive
 None

4. Yat sahipliği sizin için daha fazla konfor ifade etmektedir. **4. Yacht ownership means more comfort for you**
 Kesinlikle Katılmıyorum Katılmıyorum Kararsızım Katılmıyorum Kesinlikle Katılmıyorum

 Exactly agree Agree Neutral Disagree Exactly disagree

5. Yatın boyu sizin için daha fazla eğlence alanı demektir. **5. More the length more the entertainment area**
 Kesinlikle Katılmıyorum Katılmıyorum Kararsızım Katılmıyorum Kesinlikle Katılmıyorum

 Exactly agree Agree Neutral Disagree Exactly disagree

6. Yatın boyu sizin için daha fazla misafir barındırma anlamına gelmektedir. **6. More the length more the cabin**
 Kesinlikle Katılmıyorum Katılmıyorum Kararsızım Katılmıyorum Kesinlikle Katılmıyorum

 Exactly agree Agree Neutral Disagree Exactly disagree

7. Yatın boyu sizin için maliyet demek (daha büyük yat daha fazla maliyet) **7. Length is related to the cost**
 Kesinlikle Katılmıyorum Katılmıyorum Kararsızım Katılmıyorum Kesinlikle Katılmıyorum

 Exactly agree Agree Neutral Disagree Exactly disagree

8. Yatın boyu sizin için sosyal aidiyet ifade etmektedir (daha büyük daha güçlü aidiyet) **8. Length means social belonging**
 Kesinlikle Katılmıyorum Katılmıyorum Kararsızım Katılmıyorum Kesinlikle Katılmıyorum

 Exactly agree Agree Neutral Disagree Exactly disagree

9. Yatın boyu sizin için ekonomik güç göstergesidir (daha büyük daha fazla ekonomik güç) **9. Length is an expression for wealth**
 Kesinlikle Katılmıyorum Katılmıyorum Kararsızım Katılmıyorum Kesinlikle Katılmıyorum

 Exactly agree Agree Neutral Disagree Exactly disagree

10. Yat inşa malzemesi sizin için önemlidir? **10. Is construction material important for you?**
 Evet
 Yes
 Hayır
 No

11. **11. If your answer is yes for 10th question, please order the following using 1 to 5**
 11. Onuncu soruya cevabınız evet ise aşağıdaki malzemeleri 1'den başlayarak önem sırasına koyunuz
 Ahşap **Wood**
 Çelik **Steel**
 Alüminyum **Aluminum**
 Kompozit **Composite**

12. İç mekanda kullanılacak malzemelerde tercihiniz nedir? **12. What is your choice for interior materials?**
 Yerli Ürünler
 Domestic
 İthal Ürünler
 Imported

13. Türkiye'deki marinaları yeterli buluyor musunuz? **13. Are the marinas in Turkey sufficient?**
 Evet
 Yes
 Hayır
 No

1

2

14. Yatlara karşı beğeninizin nasıl oluşmaktadır **14. How your admiration forms for the yachts?**
 Bireysel / Psikolojik
 Individual/Physiological
 Toplumsal / Sosyolojik
 Communal/Sociological

15. Sizin için yatın hangi bölümü önceliklidir? **15. Which section of the yacht is important for you?**
 İç mekanı
 Interior
 Dış görünüşü
 Exterior

16. Sizin için iç mekan öncelikli ise aşağıdakileri 1, 2 ve 3 şeklinde öncelik sırasına koyunuz. **16. If the interior is more important than the exterior please order the followings by 1 to 3**
 Fonksiyonel bir iç mekan
 Functionality
 Konforlu bir iç mekan
 Comfort
 Estetik bir iç mekan
 Aesthetic

17. Yat sahipliği sizin için bir ihtiyaç mıdır? **17. Is yacht ownership a necessity?**
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

18. Yat sizin için bir lüks araç mıdır? **18. Is the yacht a luxury vessel?**
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

19. Yat sahipliği daha iyi yaşamın göstergesidir **19. Yacht ownership is the expression of better living?**
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

20. **20. What is the order of the following factors for the yacht preference? 1 for highest priority**
 20. Sizin için yat tercihinde aşağıdakilerin önceliği nasıldır? 1'den başlayarak sıralayınız.
 Fonksiyonellik **Functionality**
 Güvenlik - Emniyet **Safety**
 Dayanıklılık **Durability**
 Estetik **Aesthetic**

21. Yat sahibi olmak için alım gücünün yüksek olması gereklidir. **21. You have to high income or purchasing power for yacht ownership**
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

22. Üstteki soruya hayır cevabı verdilerse gerekçesi nedir? **22. If your answer is No for the 21th question please specify the reason(s)**
 Küçük teknelerin çok pahalı olması
 Small boats or yachts are not expensive
 Lüks olmayan teknelerin de var olması
 There are non-luxurious yachts
 İkinci el teknelerin ucuz ve ulaşılabılır olması
 Second hands cheap and accessible
 Operasyonel masrafların küçük yatlarda çok yüksek olması
 Operational cost are not high for small yachts
 Sigorta maliyetinin küçük ve lüks olmayan yatlarda çok yüksek olması
 Assurance costs are not high for small and non-luxurious yachts

23. Girişimci ya da sanayicisiniz? **23. Are you entrepreneur or industrialist?**
 Evet
 Yes
 Hayır
 No

24. **24. Do your surroundings, fairs, etc. channelize your sense for yacht ownership?**
 24. Yat sahibi olma çevreniz, fuarlar vb. algınızda yönlendirmelere neden oluyor mu?
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

25. Moda ve popüler kültürün yat sahipliğinde etkisi vardır. **25. Trends and popular culture have influences on the yacht ownership?**
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

26. Yatlar genelde erkekler tarafından alınan fakat bayanlar tarafından etkin bir biçimde kullanılan araçlardır. **26. Yachts are the vessels generally owned by the males but effectively used by females**
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

27. **27. Fashion is formed according to the physiological behavior of people who have high purchasing power**
 27. Moda ekonomik alım gücü yüksek kişilerin psikolojik davranışlarına göre şekillenir.
 Kesinlikle Evet Evet Kararsızım Hayır Kesinlikle Hayır

 Exactly agree Agree Neutral Disagree Exactly disagree

28. Cinsiyetiniz **28. Gender**
 Erkek
 Male
 Bayan
 Female

3

4