

THE IMPORTANCE OF BRANDING WITHIN THE SCOPE OF GOVERNMENT SUPPORTS: TURQUALITY EXAMPLE

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ABSTRACT

Today, as a result of globalization and developing technology, marketing boundaries between countries have disappeared. As a result, with the liberalization of brands, it became necessary for companies to operate in international markets. It is only possible for companies in Turkey to differentiate themselves from their competitors in the competitive environment of the national market and take their place in the minds of consumers by having a strong brand. Because countries with global and strong brands create a positive country image in the eyes of the consumer. So a strong brand both strengthens the position of companies in the market and plays a role in determining the preferences of consumers.

The main purpose of the study is to investigate the effect of state supports on local brands becoming world brands so that Turkish brands can take part in the global market, and the importance of the supports of Turquality Programs is examined. As a methodology, the research findings obtained as a result of content analysis and evaluations of the findings were discussed, taking into account the sector-based positions of the trademarks receiving support.

Keywords : Globalization, Trademark, Branding, State Supports, Turquality, International Marketing

DEVLET DESTEKLERİ KAPSAMINDA MARKALAŞMANIN ÖNEMİ: TURQUALITY ÖRNEĞİ

ÖZ

Günümüzde küreselleşme ve gelişen teknoloji ve sonucunda ülkeler arasında pazarlama sınırları ortadan kalktı. Bunun sonunda markaların serbestleşmesi ile firmalar uluslararası pazarlarda faaliyet gösterir hale geldi. Türkiye'deki firmaların ulusal pazarda yer bulabilmesi ve rakiplerinden farklılaşarak tüketici zihninde yer alması ancak güçlü marka ile mümkün olabilecektir. Çünkü küresel markalara sahip olan ülkeler tüketicinin gözünde olumlu bir ülke imajı oluşturmaktadır. Zira güçlü bir marka, firmaların hem pazardaki yerini güçlendirmekte, hem de tüketicilerin tercihlerini belirlemede rol oynamaktadır.

Çalışmanın temel amacı Türk markalarının küresel pazarda yer alabilmesi için devlet desteklerinin yerel markaların dünya markası olabilmesi üzerindeki etkisi araştırılarak, Turquality Programlarının desteklerinin önemi incelenmiştir. Metodoloji olarak, destek alan markaları sektör bazında konumları dikkate alınarak içerik analizi sonucunda elde edilen araştırma bulguları ve bulgulara ilişkin değerlendirmeler tartışılmıştır.

Anahtar Kelimeler: Küreselleşme, Marka, Markalaşma, Devlet Destekleri, Turquality, Uluslararası Pazarlama,

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INTRODUCTION

The freedom of movement created by today's globalization increases competition in markets. The change in markets under the influence of globalization has also caused a change in the marketing understanding of businesses and has been replaced by global competition. With the rapid growth of international trade and global competition, exports play an important role in the growth of many companies (Chen vd., 2016: 626-670). The only key required for export is branding. Therefore, with strong brands, businesses can go beyond local borders and turn into an international business. For this reason, in order for businesses that are accepted in the world markets to continue their existence, it is vital to create global brands to present their products in the world markets.

Since becoming a global brand requires a long-term process and investment, businesses are sometimes unable to make these investments with their own resources and need financial support. There are many businesses in Turkey that have the potential to become global brands. However, from time to time it needs financial support in this regard. At this point, a unique program is being carried out in our country under the name "Turquality". Turquality, which takes its name from the combination of the words "Turkish" and "Quality", which are of English origin and have Turkish equivalents, provides financial resources to brands that have the potential to gain acceptance in world markets with the "Made in Turkey" image and create a global brand. Thanks to "Turquality", which aims to create a positive quality perception about Turkish brands and products in international markets and thus create global brands, significant developments have been made in branding in Turkey in recent years.

The aim of the research is to investigate the impact of state supports on local brands becoming world brands in order for Turkish brands to take part in the global market, and to examine the importance of the supports of the Turquality Program, which is the world's first state-supported branding program. As a methodology, the research findings obtained as a result of content analysis and evaluations of the findings were discussed, taking into account the sector-based positions of the brands receiving support.

1. LITERATURE

1.1. Concept of Support:

According to TDK, the concept of support is explained as assistance or protection. Based on this definition, the concept of support can be expressed as incentives given in the form of financial aid and administrative facilities to achieve the economic goal.

According to DPT, support is defined as material or non-material assistance given by the state to accelerate the activities that are desired to be developed (DPT, 2007). Çiloğlu defines the concept of support as material and non-material aid given by the state through different methods in order to ensure that activities that are desired to develop faster are carried out (Çiloğlu, 1997), in parallel with this definition, ATO defines it as material and non-material assistance provided by the public to encourage strategic activities in order to realize the development strategies determined by the countries according to their development levels (ATO, 2000). Based on these definitions, it is possible to explain the concept of support as the encouragement of material and non-material assistance provided by the public through various methods and under certain conditions in order to carry out economic activities quickly and effectively in line with a purpose.

1.2. State Supports:

The freer movement of commercial products along with globalization has caused international competition to become closer to national competition. As a result, companies needed financial and non-financial support. At this point, states provide these supports to protect national producers and give them a competitive advantage (Bellamy ve Child, 1993: 908). Government supports are defined as public resources used in a particular region or sector (Erdem, 2004:2). Köksal expresses state aid as the tools used by countries to achieve growth, full employment, industry, technology and social policy goals within the scope of their general economic policies (Köksal, 2001). In other words, it is defined as incentives given by the state under certain conditions or methods that help the rapid development of certain economic activities.

The main purpose of the aid provided by the state is to organize activities that can achieve the goals of development programs without creating a situation that is contrary to international organizations and country obligations (İşleker, 2010:31). While supports require the financing needs of businesses and the use of state resources for certain problems or purposes, (Önder, 2005: 9) To solve the problems that businesses face in both production and marketing stages and to give them a competitive advantage in international markets. (Akkaplan, 2014 :60). Although the purpose of state supports varies depending on the current economic level, it is mainly to help the development of the people by contributing to their welfare. (DPT, 2007:1). State Aids for Exports were regulated by the Undersecretariat of Foreign Trade within the scope of the Decision of the Council of Ministers dated 27/12/1994 and numbered 94/6401, in accordance with EU and GATT norms.

There are some development policies that countries implement in order for businesses to compete in the foreign market. The most important of these are government supports. Fanta and Teshale; Governments provide support to introduce new products to international markets, to ensure that branded products circulate in the world market and to keep competition alive. The main purpose of these supports is to increase the total amount of products offered to the markets and to increase the development level of the country's economy by creating strong brands (Fanta ve Teshale, 2014:114). Based on these explanations, state aid, which is one of the intervention tools of states in the economy, is the most important and indispensable element of industrialization, branding and trade practices within the socio-economic frameworks of countries. State supports vary from country to country, and the current incentive system in a country is related to the development level of that country.

1.3. Government Supports and Applications in the World:

The gradual contraction of trade volume in the world has brought export incentives to the agenda in many countries. When we look at the support in the world, it can be seen that while it was in the form of supportive policies for investors in the pre-1980 period, it focused on attracting global foreign investors with the liberalization movement that started in 1980. In the 2000s, the development of industrial, science and technology policies began to come to the fore in the country. However, the government has started to provide some support to exporters. (Karakurt, 2010). In addition, there are Eximbanks within the scope of supports implemented in the world. These banks are different organizations from commercial banks. Banks that provide financing for exports are commercial banks. However, these banks mostly play an active role in domestic trade. Eximbanks are banks that specialize only in exports. It was established to provide support on issues such as financial resources and credit insurance regarding export.

With the developments in Asian countries, it has been noted that the countries both ensure justice in income distribution and are more successful in the fight against poverty compared to other countries. (Şenses, 2009). When we look at government incentives in the world; South Korea has become one of the top 10 exporting countries in the world. Thus, in order to increase investments in South Korea, incentive investments were made in the field of industry. Incentive policies provided financial support and tax reductions to companies that mostly export. The incentives provided for this purpose have begun to pave the way for the country in international markets, and the country has implemented some incentives to increase revenues from exports instead of the domestic market. The incentive programs implemented are based on company performance and focus on the implementation of special incentive programs prepared for successful companies. Thus, while South Korea rewarded successful companies, it excluded unsuccessful companies from the incentive system (Ministry of Finance and Economy Republic of Korea and KDI School of Public Policy and Management, 2006).

When we look at China, one of the world's largest economies and exporters, it opened its doors to foreign investors in the 1980s and started to adopt a policy based on increasing exports and encouraging foreign investment in the development of high-tech sectors and infrastructure (Lu, 1999). During this period, China tried to integrate into the global economy and develop high-tech sectors with its "open door" policy (Sigurdson, 2003). China aims to develop local R&D activities by supporting the entry of new technologies into the country (Oshima, 1993). China was ranked "10th" in 2001. Started to implement the national science and technology program within the scope of the "Five-Year Development Plan". The aim of this program is to increase the innovation capacity of high-tech sectors and ensure that these sectors gain competitive power (China Ministry of Science and Technology, 2007). Aiming at export-based growth, many initiatives taken by the Chinese Government to increase its technological capacity and the incentive system implemented in this direction have been successful, and China has become the world's main production base in a very short time (Yusuf ve Nabeshima, 2007). The Japanese government, through the Japanese External Trade Organization (JETRO), organizes fairs for national businesses to find their global partners in developing countries. It enables the companies participating as guests within the scope of this fair to explain their country's products, technologies and investments. With these fairs, national companies are given the opportunity to meet their potential partners and get to know those countries (www.jetro.go.jp/en/jetro/topics/1305_topics1, Access Date:17.08.2024).

In European countries, incentives are under the influence of the legal order. In this system, transparency is a top priority. In Ireland, foreign capital and competition enhancing policies have been adopted instead of imports. In the period between 1950 and 1960, when important developments took place, protectionist, import substitution and policies preventing foreign capital from entering the country were abandoned and measures were taken to support exports and foreign capital (O'Donnell, 1998). During this period, Ireland implemented financial incentives for exports to attract international companies to the country and supported businesses by exempting export revenues from tax for a certain period of time (Ruane, 2003). In the following years, it exhibited a very selective attitude according to sectors, focusing on attracting foreign capital in high technology sectors, especially the pharmaceutical and electronics sectors, while abandoning investments in traditional sectors (Eser, 2011). During this period, it became easier for foreign capital to come to Ireland thanks to the flexible incentive system implemented on a company-oriented and project-based basis (Ruane, 2003). On the contrary, the Czech Republic has an economic structure that aims to attract foreign investments and an export strategy that prioritizes Europe. Since the Czech Republic transitioned from a planned economy to a free economy, it has quickly integrated into the global market (Eser, 2011). The Czech Republic has adopted the mission of attracting

foreign capital with its incentive policies, educated workforce, strong economy and low labor costs (Günem, 2007). The reason for this situation is that the country has a sufficient production culture in heavy industry and investment demands are directed towards these areas (Eser, 2011).

In Germany, state supports are provided through Germany Trade & Invest (GTAI), the economic development agency of the Federal Republic of Germany. Thanks to this agency, some support is provided to companies engaged in international trade or investment. The first of these is to encourage exports. GTAI provides comprehensive export market information to companies looking to export. In order to compete successfully internationally, Germany's export-oriented SME sector must: They believe that they need to know their markets, import regulations and the characteristics of their target countries. That's why GTAI experts, located in more than 50 locations around the world, analyze the latest trends and developments in all strategic growth markets (www.gtai.de/GTAI/Navigation/EN/invest.html Access Date: 22.08.2024).

In America, there is no government support for direct branding. However, the government provides some support to companies that will export. It helps companies raise awareness of their existing or new products/services in a particular market by organizing promotional events such as technical seminars, press conferences, cocktails or meals. Besides these; Companies are supported with activities such as event organization, running direct targeted mail or e-mail campaigns, managing the promotional campaign and event-related logistics, providing on-site logistics and incentive support during the event, and preparing a post-event information brochure to discuss next steps. By using international communication guides, the government provides companies with the opportunity to meet with potential partners or representatives in the markets they will enter. Companies are provided with quality market information about the marketability and sales potential for their products or services. In addition, information about the company's size, sales, number of employees, etc. is shared with potential partner or representative companies. All this information is obtained within approximately 30 business days after the companies' meetings with foreign sales offices. The American Government offers companies a service called "Golden Key Matching". This service includes: Dedicated market and industry briefings with trade experts; Timely and relevant market research; Appointments with potential trading partners in key industry sectors; Post-consultation meetings with trade experts and assistance in developing appropriate follow-up strategies; Assistance with travel, accommodation, interpreter service and office support. Contains. The American Government aims to increase export figures with all these services (www.export.gov Access Date:23.08.2024). Looking at South Africa, it is aimed to attract the attention of both local and foreign investors in order to develop economically. Incentives are made for the purpose of being in the global market and are financial and financial supports (Akdeve ve Karagöl, 2013: 330).

1.4. State Supports in Turkey

Türkiye is among the developing countries. Therefore, our goal is to be among the developed countries. While it can achieve this through development projects in many cultural, political and social issues, it will primarily achieve this through economic regulations and planning. Achieving this development depends on international trade. Exports help countries avoid foreign debts arising from imports, create international markets and increase the level of welfare (Asar, 2017:3-5). The first legal regulation implemented in our country was made during the Ottoman Empire, but it was only truly put into practice during the Republic period. After the establishment of the Republic, the Industrial Encouragement Law was put into effect in 1927, with the aim of first developing the industry. II. With the start of World War II, a number of laws came into force between 1950 and 1960. The work done to meet the financial needs

of the industry and to provide credit to the industry was the establishment of the Turkish Industrial and Development Bank.

The main purpose of the support system implemented in Turkey has been determined as increasing the job rate and preventing unbalanced distribution between regions. In addition, it is aimed to transform the savings made with the support and incentives provided for the market into value-added investments, to increase the production volume, to increase international competitiveness, to increase direct foreign investments, to support research and development activities and to support investments with high technology levels. For this purpose, it is envisaged that the state supports and incentives implemented by encouraging important industrial investments, increasing the production level and improving the export volume will serve its purpose (Akyol, 2016:61).

When the official sources of the Ministry of Commerce of the Republic of Turkey are examined, state supports include the expenses related to strengthening the design and institutional capacities of companies in order to gain a competitive advantage in international markets, the expenses related to the promotion, marketing, promotion and branding of their products abroad, and the expenses related to other activities necessary to ensure the sustainable increase of our exports. It was prepared to arrange the payment from the Price Stabilization Fund (DFIF). Thus, it is aimed for Turkish businesses to adapt to this new global economic environment, to remain healthy and competitive, and to contribute to the growth and basic economic development of policy makers on a global scale.

When the supports in Turkey are examined, companies can see Export Supports, Market Research, Foreign Operations Branding Supports, Overseas Trademark Registration Support prepared to protect the existing and registered trademarks in Turkey in the international market, Market Entry Project Preparation Support, UR-GE (Improvement of International Competitiveness) International. Support program for the Development of Competitiveness, Foreign Market Research Support, Foreign Market Research support program, Foreign Fair Support and Domestic Fair Support Domestic Fair Support, Foreign Company and Foreign Brand Purchasing Support Foreign Company and Foreign Brand Purchasing Support program, Global Supply Chain Support Global Supply Chain Support, Unit Rental Support Support program for Unit Rental Support, Promotion There are Support Promotion Support program and Turquality support programs. Among these programs, it is the first and only brand support program implemented in the world to ensure that the content of Turquality is fully included in the brands at the national level.

1.5. Concept of Turquality

In today's developing technology and globalizing world, manufacturers and service providers have to create strong value-added brands and move them to the global arena in order to continue their proactive existence. The most important program that supports companies in Turkey to expand into foreign markets is the TURQUALITY® Program. The program, which was launched in 2006, aims to provide financial support to companies that want to become global brands to differentiate their products in domestic and foreign competition. In other words, TURQUALITY is the first state-supported company branded with its own name, created for the purpose of creating a positive image of Turkish goods through its brands, and disseminating and establishing Turkish Culture abroad, so that Turkish companies, which have the competitive advantage of our country and have branding potential, can compete with their own brands in international markets. It is the only branding program.

TURQUALITY®, the world's first and only state-supported branding program, is a support model that contributes significantly to the goal of creating a world brand from Turkey. It supports companies to increase their brand value and turn them into value-added brands. TURQUALITY, all accredited brands with Turquality support, the Turquality logo is a symbol that distinguishes the quality of the products bearing this logo from their competitors.

In TURQUALITY, the service sector has been included in the scope of the law with Decision No. 2564 (Service Exports), the Goods sector has been included in the scope of the law with Decision No. 5973 (Goods Exports) and E-Turquality has been included in the scope of the law with Decision No. 5447. There is no such categorization in the Turquality program at first. The program was first launched with the aim of creating 10 world brands in 10 years, and has been supported by 92 companies and 104 brands from 14 sectors since 2004. It is provided within the framework of 50% support rate for 5 years (+5 years). Based on the registration and protection of businesses abroad, it provides support in many items, from patent, utility model and industrial design to decoration and rental expenses of the stores to be put into operation. The added value of these supports provided to the brands within the scope of the program has also increased significantly in the exports of the companies within the scope of the support (www.turquality.com, Access Date: 01.09.2024).

Table-1: Year-Based Information on Services Sector Support Within the Scope of Decision No. 2564

Support Type	SUPPORT LIMIT	Duration
Product and service registration, trademark registration/protection	unlimited	5 years per target market
Quality/hygiene/environment/market entry documents, rationing, testing expenses	unlimited	unlimited
employment	maximum 10 people at a time	first 5 years
Advertising, promotion and marketing expenses	unlimited	5 years per target market
Rent for overseas units	unlimited	5 years per target market
Installation/decoration/technical equipment expenses for overseas units	7,304,631 TL / Unit (units receiving rental support)	5 years per target market
Pre-diagnostic center, office, warehouse, after-sales service, aisle/shelf/decorated corner/kiosk/stand rental	unlimited	5 years per target market
Pre-diagnostic center, office, warehouse, after-sales service, aisle/shelf/decorated corner/stand installation/ ecoration/concept architecture expenses	7.304.631 TL / Unit	5 years per target market
Franchise lease (store)	7,304,631 TL / Year / Unit (max.100 units / 2 years per unit)	5 years per target market
Franchise installation/decoration/technical equipment expenses	3.651.556 TL / Unit (max. 100 units)	5 years per target market
Market research study and reports, data mining/data monitoring/evaluation	unlimited	5 years per target market
Consulting	21,915,411 TL / Year	first 5 years
Participation in International Events	unlimited	unlimited
Domestic Event Participation	unlimited	unlimited
Agency Commission Expenses	unlimited	5 years per target market
Membership Expenses to International Organizations	unlimited	first 5 years

Expenses for Product / Service Placement	unlimited	first 5 years
Strategic Business Plan Study	7,304,631 TL	One times

Table-2: Year-Based Information of Supports in the Goods Sector Within the Scope of Decision No. 5973

Support Type	Support Periods	
	Duration	TURQUALITY® Supports
Promotional Support	4 years	5 Years Per Target Market
Fair Support	4 years	During the Period Within the Scope of Support
Corporate Infrastructure Consultancy Support	4 years	During the First 5 Year Period
Employment Support	4 years	
Consultancy Support for Target Market	4 years	Per Target Market for 5 Years
Unit Support	4 years	Per Target Market for 5 Years
Franchise Support	4 years	Per Target Market for 5 Years
Patent, Utility Model, Industrial Design Registration and International Trademark Registration / Protection Support	4 years	During the Period Within the Scope of Support
Market entry certificate, licensing support	4 years	Support Throughout the Period
Market research study and reports support	4 years	Per Target Market for 5 Years
Development Roadmap Support	One times	

TURQUALITY encourages 50% of eligible expenses as a grant. After the expenditure documents regarding the expenses are submitted to the Ministry, these fees are paid back to the company. A maximum of 2 brands of a company can benefit from the support. More than one company can be supported for a brand. A maximum of 6 brands are supported within the holding. Support upper limits are updated at the rate of $(TÜFE+Yİ-ÜFE)/2$ at the beginning of each calendar year. (www.turquality.com, Access Date: 02.09.2020).

Before applying to the TURQUALITY Program, the "Pre-Assessment Question" set is filled in to measure the company's Competency Level. This question set includes questions about the company's brand strength, corporate competence and the business model it uses. After determining whether the program is ready or not by answering a total of 33 questions under three headings, the next stage in the process, the preliminary examination, is started for companies with no missing documents. In this process, the preliminary examination work is assigned by the Ministry of Commerce; It is carried out by any of Deloitte, Ernst and Young, McKinsey, PricewaterhouseCoopers, Boston Consulting Group or KPMG Consulting firms. A fee is paid to the consultancy firm for the preliminary examination work to be carried out by the TURQUALITY Program Management Consultancy Firm. Within the scope of the preliminary examination study, by the appointed TURQUALITY Program Management Consultancy Firm; may request detailed information and documents regarding the examination areas from the applicant company. An on-site inspection is carried out at the company's facilities. In fact, if deemed necessary, officials of the Ministry of Commerce or TİM - TURQUALITY Secretariat also participate in the on-site inspection. Preliminary review criteria include strategic planning and corporate performance management, brand management, brand performance, supply chain management, marketing, customer and trade management, product design/research and development, financial performance, human resources management, corporate management and information systems management. Contains relevant information (www.turquality.com, Access Date:07.09.2024).

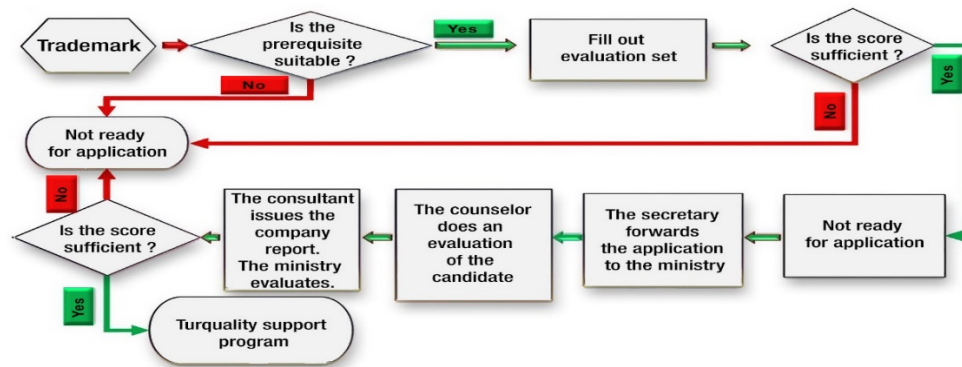


Figure-1: Turquality Application Process

As a result, every business interviewed within the scope of the Turquality Program relationship with state policies that support the basic component of national competitive advantage stated the existence of a direct and strong effect. It can be said that the basis of this relationship is that the Turquality Program is an application created and carried out entirely by the state and aims to support the entry of businesses within its borders into global markets.

1.6. Branding:

As a result of globalization and technological developments, the effectiveness of competitiveness in the marketing world has become important with branding. This situation has led to the diversification of products and services with the differentiation of demands. In order to distinguish products from each other in the world of goods and services, emphasis has been placed on the concepts of brand and branding. Because countries gain recognition thanks to the features of the brand concept their products have in the process of opening up to foreign markets. While brands are useful in distinguishing products, they also provide information about the seller's profile by providing information about current and potential customers. The concept of brand has a strategic position in terms of competitiveness with the combination of many factors, and brand and branding lie behind the strengthening of the competitive market.

Brand; Great care needs to be taken in terms of differentiation, functionalization, symbolization, legality and inclusion of certain approaches (Baldauf, vd, 2003:229). Kladou et al. stated that as the communication between customers and buyers increases with the influence of globalization, brand-related concepts gain value, and thanks to the brand, a high trust environment in exports is ensured and the continuity of the purchasing action is ensured (Kladou vd., 2017). From this definition, it is understood that the importance of the brand is not just a matter of distinguishing the product and service. At the same time, it is possible to conclude that a strategic position in the target market is of critical importance in achieving absolute success in product and service.

The brand ensures sustainability by adding value to the product for producers and consumers, ensures the standardization of products by creating demand, and activates this loyalty by creating consumer loyalty (Todor, R.D., 2014). Brand is the shortest way to describe the product and service (Zhang, 2015:58). Brand is the most important factor that accelerates the decision-making process of the target audience who wants to buy a product or service (Doyle, 2008: 398). David Aaker, the founder of brand theory and known as the brand guru, evaluated branding as a distinctive name and/or symbol (such as logo, package design) that identifies the products or services of a seller or group of sellers and differentiates these products or services from their competitors (A. Aaker,1991). Kapferer, on the other

hand, describes the brand as a symbol that gives meaning to the products, provides communication about the past and future of the product, and gives clues to the user about the nature of the product, the benefit he will obtain by consuming the product, the value it carries, his personality, and the culture to which he belongs (Kapferer, 1992). A brand is not a good and/or service. It is a value that not only provides a tangible benefit to consumers among many different goods producers or service providers, but also is perceived as a status indicator among individuals and aims to always exist. Therefore, a brand is the past and future of a product, it gives identity and meaning to the product, and beyond that, it indirectly creates an emotional bond between the business and the consumer (Gümüş, 2024:165).

Brand, which constitutes one of the intangible elements of businesses, is a whole, a communication tool that is distinguished by the values it has among other similar products in the market According to Gümüş, it is used to achieve certain marketing purposes. In simple terms, brand is the communication between the consumer and the product by giving reputation and value to the phrase. For this reason, it is the key that enables consumers to choose among similar products or services in the market. It is the identity of the product and service, its sales name (Gümüş, 2023: 682). In short, while the brand tries to reveal the origin of the goods or services, on the other hand, it functions to distinguish the goods and services of a business from the goods and services of other businesses. In this way, the brand is an important tool that serves the purpose of directing the preferences of its consumers correctly

2. RELATIONSHIP BETWEEN TURQUALITY AND BRANDING

Nowadays, with the changing competitive conditions and established consumption habits, countries and businesses that want to take part in international markets can only be included in this race if they create strong brands. For this reason, it is important for the important enterprises of our country to brand in exports (Çam, 2012:8). Because brands, especially strong brands, increase our country's foreign trade efficiency while also adding a positive value to the promotion of our country in the background. In this context, T.R. Turquality, the world's first and only state-supported branding program, was put into effect on November 23, 2004, with the initiatives of the Ministry of Economy. According to the "Communiqué No. 2006/4 on Branding of Turkish Products Abroad, Establishing the Image of Turkish Products and Supporting Turquality"; Turquality enables businesses with product groups that have branding potential, where our country has a competitive advantage, to become a global player with their own brands in international markets by ensuring their development, covering all marketing activities starting with production and continuing with after-sales services, and to create a positive 'Made in Turkey' image with these brands. It is a branding program created for the purpose of.

Branding has become an important differentiation tool in the face of price-based competition provided by cost advantages arising from differences in factor endowments between countries. In this respect, branding has become indispensable for businesses. The TURQUALITY program, the world's first and only state-supported branding program, aims to develop quality, positive image and world-renowned Turkish brands in foreign markets. The program aims to create global Turkish players in different sectors in international markets with government support. According to the Good Country Index, which reveals the level of global contributions of countries on different issues, launched by Simon Anholt in 2014, while Turkey ranked 79th in this country in 2015, it ranked 59th among 153 countries in 2018, behind Uganda, Kenya and Malta. This development has undoubtedly occurred thanks to the TURQUALITY program. Brands of countries, thanks to their image in the perception of consumers at a global level, contribute to the image of both the country of origin and the brands of other products produced in that country.

Nation branding can be defined as “the combination of unique and multidimensional elements that provide a country with culturally based differentiation and relevance to its entire target audience (Dinnie, 2008 15). The cultural infrastructure of the countries, their standards in business life, and their economic and political powers are among the factors that affect the images of these countries worldwide. A country's image around the world also affects consumers' perception of the products it produces. Japan is the leading country in electronic products, Germany in car production, the USA in the development of advanced technological products, and France in the perfume industry. Turkey's brand image TURQUALITY program also functions as a quality label for brands originating from Türkiye. In this context, Turkey's image as a country around the world will also contribute positively to the perception of the TURQUALITY program in the international arena in the political, economic, cultural, scientific, technological and business global markets.

Effective use of the brand plays an active role in creating global brands, which is the aim of the Turquality Program. With the Turquality Brand Support Program taken towards branding, activities aimed at the development of the brand in businesses are of primary importance. In addition, these activities and the efforts made by the brand to reflect Turkish culture are very valuable and important for "Turkish Brands" that want to become global brands, which is the aim of the Turquality Program.

The continuous increase in social, cultural and commercial interaction around the world with globalization causes consumers to be indifferent to the national elements of global brand products and services. Therefore, the fame of global brands may surpass these brands. As consumer reaction to the origin of global brands has largely disappeared, branding has become more important in global markets. In this regard, Turkey has brands with a high transaction volume in the world markets. However, it is not possible to say that these brands are recognized in all countries of the world. Having brands that will represent Turkey in the world, "carrying national values specific to Turkey" and being commercially large has been a very effective program in making Turkey a 'Global Brand' that will be traded in world markets.

3. RESEARCH METHODOLOGY

In this section, research methods, sample selection, and data collection method are explained. After examining these data, findings and evaluation will be included.

3.1. Purpose of the Research:

The aim of the research is to investigate the impact of state supports on local brands becoming world brands in order for Turkish brands to take part in the global market, and to examine the importance of the supports of the Turquality Program, which is the world's first state-supported branding program. As a methodology, the research findings obtained as a result of content analysis and evaluations of the findings were discussed, taking into account the sector-based positions of the brands receiving support.

3.2. Importance of the Research:

The importance of the research is the creation of global Turkish brands by benefiting from the TURQUALITY support of strong and quality brands that aim to turn businesses into profits abroad so that they can become brands in global markets. The research also aims to create value-added sustainable brands. Thus, becoming a country brand and opening up to the international market also strengthens the country's image. Creating a Turkish Brand image in products and services to be offered to international

markets and strengthening the country's economy. In addition to the financial incentives in the program, strategic supports are of great importance in the branding process

3.3 Research Method:

The "content analysis" method, one of the quantitative research techniques, was used in the research. Turquality Program has 3 support categories. The first of these; Goods Exports, the second support group is Service Exports and finally E-Turquality. Among these three categories, Goods Exports and Services Exports are the support given only to brands, and E-Turquality is the support given to companies. In this context, since the aim of the study is branding within the scope of state supports, in this study only the supported brands in the Goods Export and Service Export Categories were examined based on certain criteria. As a result of the review, the criteria were discussed and interpreted by making comparisons between brands. Within this scope, the methodology of our study is based on comparative case study and content analysis of the two support categories that constitute the focus of our research on the basis of certain criteria. Content analysis is a scan that aims to determine certain features of a certain text, book or document by digitizing them (Karasar, 1999: 184). In short, content analysis is making inferences about social reality from the content of the text. The records on Turquality's official website were examined regarding the two categories, and the data in the digital environment was examined on the basis of two support categories and it was determined in which sectors the brands were supported. A total of 379 pieces of data were examined in the said scan . (www.<https://turquality.com.tr>. Access Date: 19.10.2024). The content analysis part of the study was created by examining the criteria such as brands in the general category within the scope of support, sector-based brands and the year in which the brands were supported, and the obtained numbers related to the criteria are shown in tables.

4. RESEARCH FINDINGS

Within the scope of the research, the relationship between global branding mentioned in the literature and the Turquality Program was examined. In the research, the situation of the brands receiving support from the support categories of the Turquality Program in the goods and services sector on a sector and year basis was examined and analyzed, and the research findings and evaluations of the findings were presented in tables.

Table-3: Sector/Brand and Year Based Examination of Supports Within the Scope of the Goods Sector

TRADEMARK	SECTOR	YEAR
FRUTTI EXTRA	Alcoholic and Non-Alcoholic Beverages	2022
ULUDAĞ	Alcoholic and Non-Alcoholic Beverages	2022
EFES	Alcoholic and Non-Alcoholic Beverages	2006
LAV	Glass and Glass Products	2023
ŞİŞECAM	Glass and Glass Products	2024
DERİMOD	Glass and Glass Products	2014
DESA	Glass and Glass Products	2006
YORGLASS	Glass and Glass Products	2021
PAŞABAĞÇE	Glass and Glass Products	2008
NUDE	Glass and Glass Products	2019
BONNA	Natural Stone, Ceramics and Sanitaryware	2021
CREAVİT	Natural Stone, Ceramics and Sanitaryware	2015
DURATİLES	Natural Stone, Ceramics and Sanitaryware	2017
NG KÜTAHYA SERAMİK	Natural Stone, Ceramics and Sanitaryware	2017
KÜTAHYA PORSELEN	Natural Stone, Ceramics and Sanitaryware	2016
SEREL	Natural Stone, Ceramics and Sanitaryware	2006

VİTRA	Natural Stone, Ceramics and Sanitaryware	2007
KALEBODUR	Natural Stone, Ceramics and Sanitaryware	2008
SERANİT	Natural Stone, Ceramics and Sanitaryware	2021
EGE SERAMİK	Natural Stone, Ceramics and Sanitaryware	2017
ÇANAKKALE SERAMİK	Natural Stone, Ceramics and Sanitaryware	2008
ECA	Natural Stone, Ceramics and Sanitaryware	2006
BEKO	Electricity, Electronics	2008
VOLT	Electricity, Electronics	2019
FİBERLİ	Electricity, Electronics	2023
TRAGEN	Electricity, Electronics	2024
2MKABLO	Electricity, Electronics	2023
AKSA	Electricity, Electronics	2019
HEPER	Electricity, Electronics	2020
GENERAL MOBİLE	Electricity, Electronics	2018
KONVEYÖR	Electricity, Electronics	2023
MUTLUSAN	Electricity, Electronics	2024
BLOMBERG	Electricity, Electronics	2008
FAKİR	Electricity, Electronics	2015
İNCİ AKÜ	Electricity, Electronics	2010
LİTUM	Electricity, Electronics	2022
FİNLUX	Electricity, Electronics	2008
VATAN	Electricity, Electronics	2011
MUTLU	Electricity, Electronics	2017
BORSAN CABLE	Electricity, Electronics	2024
SILVERLINE	Electricity, Electronics	2014
SİNBO	Electricity, Electronics	2012
VESTEL	Electricity, Electronics	2006
MİTAŞ	Energy	2017
TÜPRAŞ	Energy	2020
ENTES	Energy	2020
EUROPOWER ENERJİ	Energy	2023
7STİCK	Food	2022
AVVA	Ready-to-Wear	2015
MUDO	Ready-to-Wear	2015
DENIGMA	Ready-to-Wear	2023
KİĞİLİ	Ready-to-Wear	2013
VAKKO	Ready-to-Wear	2007
KOTON	Ready-to-Wear	2006
D'S DAMAT	Ready-to-Wear	2013
COLINS	Ready-to-Wear	2006
CROSS	Ready-to-Wear	2006
MORE&MORE	Ready-to-Wear	2021
MACHKA	Ready-to-Wear	2007
DEFACTO	Ready-to-Wear	2013
İPEKYOL	Ready-to-Wear	2006
YARGICI	Ready-to-Wear	2015
SARAR	Ready-to-Wear	2006
MAVİ	Ready-to-Wear	2007
LOFT	Ready-to-Wear	2021
W COLLECTION	Ready-to-Wear	2007
NARAMAXX	Ready-to-Wear	2024
ABDİ İBRAHİM	Medicine	2013
PF POLİFARMA	Medicine	2021
ALVIMEDICA	Medicine	2012
GEN	Medicine	2021
ASFARMA	Medicine	2021
NOBEL	Medicine	2015
D DEVA	Medicine	2021
NEUTEC	Medicine	2015
BİLİM	Medicine	2015
ABDİFARMA	Medicine	2024
WORLD MEDICINE	Medicine	2020
DROGSAN	Medicine	2023

ATABAY	Medicine	2022
SÜTAŞ	Processed Agricultural Products	2014
DİMES	Processed Agricultural Products	2022
ŞÖLEN	Processed Agricultural Products	2006
TADIM	Processed Agricultural Products	2021
TÖREN	Processed Agricultural Products	2023
BANVİT	Processed Agricultural Products	2012
SUPERFRESH	Processed Agricultural Products	2018
PEYMAN	Processed Agricultural Products	2017
PINAR	Processed Agricultural Products	2006
ELVAN	Processed Agricultural Products	2015
ŞENPİLİÇ	Processed Agricultural Products	2022
ÜLKER	Processed Agricultural Products	2007
BEBETO	Processed Agricultural Products	2010
OBA MAKARNA	Processed Agricultural Products	2023
DURUKAN	Processed Agricultural Products	2016
MURATBEY	Processed Agricultural Products	2021
TAT	Processed Agricultural Products	2013
LEGURME	Processed Agricultural Products	2020
ETİ	Processed Agricultural Products	2006
SAFYA	Processed Agricultural Products	2023
YOVİTA	Processed Agricultural Products	2022
DOĞADAN	Processed Agricultural Products	2019
KRİSTAL	Processed Agricultural Products	2021
PARTEKS	Paper and Cardboard Products	2024
SELPAK	Paper and Cardboard Products	2007
SETAŞ	Chemicals	2017
DALİN	Chemicals	2006
DEEPFRESH	Chemicals	2022
DURU	Chemicals	2006
MOLFIX	Chemicals	2012
FLORMAR	Chemicals	2015
EKSOY	Chemicals	2021
ASPEROX	Chemicals	2023
BİNGO	Chemicals	2007
FARMASİ	Chemicals	2022
AKPA ORGANIC PEROXIDES	Chemicals	2024
LUBEX	Chemicals	2023
AKSAN KOZMETİK	Chemicals	2022
PEROS	Chemicals	2023
EGE KİMYA	Chemicals	2023
KALEKİM	Chemicals	2010
ÖNLEM	Chemicals	2024
ORGANİK KİMYA	Chemicals	2012
ARKO	Chemicals	2006
BETEK	Chemicals	2013
DYO	Chemicals	2008
POLISAN HOME COSMETICS	Chemicals	2014
SAN DECO PAINT	Chemicals	2021
AGROBEST GRUP	Chemicals	2024
NEOCİTRUS	Chemicals	2023
BELGİN	Chemicals	2023
GENÇ	Chemicals	2016
AKKİM	Chemicals	2016
VSY BIOTECHNOLOGY	Chemicals	2024
FAMILIA	Chemicals	2023
MOLPED	Chemicals	2023
KEMİTEKS	Chemicals	2023
PLASTAY	Chemicals	2024
AC AKDENİZ CHEMSON	Chemicals	2022
ABC	Chemicals	2016
SASA	Chemicals	2024
PETKİM	Chemicals	2018

AKCOAT	Chemicals	2023
CONFY	Chemicals	2018
JOYFUL	Chemicals	2024
ORP	Chemicals	2022
KALE(COLOR)	Chemicals	2010
ZEN	Goldsmiths and Jewellery	2006
ARİŞ	Goldsmiths and Jewellery	2016
ETERNATE	Goldsmiths and Jewellery	2024
ROBERTO BRAVO	Goldsmiths and Jewellery	2021
ATASAY	Goldsmiths and Jewellery	2006
STORKS	Goldsmiths and Jewellery	2023
HİDROMEK	Machine	2006
DOF ROBOTICS	Machine	2023
AKYÜREK TECHNOLOGY	Machine	2023
GEKA	Machine	2016
POLAT	Machine	2023
DİKKAN	Machine	2023
BAYKAL	Machine	2022
KAPLANLAR	Machine	2024
KUTLUSAN	Machine	2020
MİKROPOR	Machine	2024
DALGAKIRAN	Machine	2019
İ-MAK REDÜKTÖR	Machine	2024
DURMA	Machine	2018
MEKA	Machine	2024
HAUS CENTRIFUGE TECHNOLOGIES	Machine	2022
WELTEW HOME	Furniture	2023
KELEBEK	Furniture	2019
BÜROTİME	Furniture	2008
DOĞTAŞ	Furniture	2008
SANDALYECİ	Furniture	2022
YATAŞ BEDDING	Furniture	2017
Z ZEBRANO	Furniture	2023
ENZA HOME	Furniture	2017
ÇİLEK	Furniture	2007
İSTİKBAL	Furniture	2008
LAZZONI	Furniture	2024
YATSAN	Furniture	2017
KONFOR	Furniture	2022
BELLONA	Furniture	2008
NURUS	Furniture	2012
LİNEADECOR	Furniture	2017
KASTAMONU	Forest Products	2015
ÇAMSAN ORDU	Forest Products	2021
AGT	Forest Products	2019
GİZİR WOOD PRODUCTS	Forest Products	2024
ARKOPA	Forest Products	2024
AKA	Automotive Supply Industry	2023
NORM	Automotive Supply Industry	2023
ÖZKA	Automotive Supply Industry	2022
KALİBRE BORU	Automotive Supply Industry	2022
COŞKUNÖZ METAL FORM	Automotive Supply Industry	2022
TEMSA	Automotive Supply Industry	2006
ALK AL-KOR	Automotive Supply Industry	2023
SANEL	Automotive Supply Industry	2022
TİRSAN	Automotive Supply Industry	2022
ELATEK	Automotive Supply Industry	2022
KANCA DESIGN FORGE SAFETY	Automotive Supply Industry	2022
ORAU	Automotive Supply Industry	2021
CAVO	Automotive Supply Industry	2021
JANTSA	Automotive Supply Industry	2024
CMS	Automotive Supply Industry	2014
FORMFLEKS	Automotive Supply Industry	2023

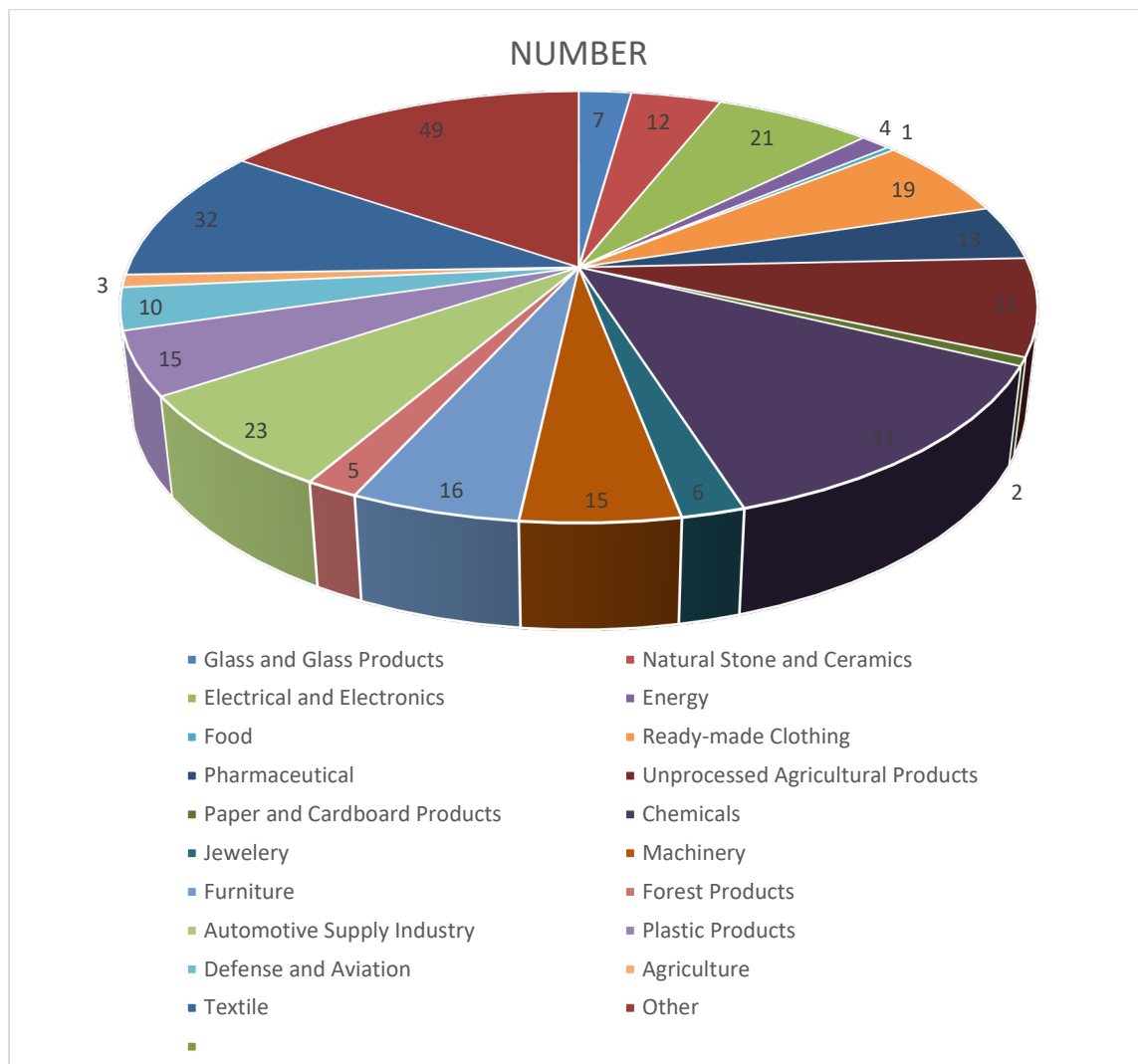
SKT	Automotive Supply Industry	2022
TEKNOROT STEERING	Automotive Supply Industry	2022
COŞKUNÖZ KALIP MAKİNA	Automotive Supply Industry	2024
TOKSAN	Automotive Supply Industry	2024
BİRİNCİ	Automotive Supply Industry	2021
BEYÇELİK GESTAMP	Automotive Supply Industry	2021
KL KALE OTO RADYATÖR	Automotive Supply Industry	2021
KOROZO	Plastic Products	2015
LASSA	Plastic Products	2008
PETLAS	Plastic Products	2016
POLİN WATERPARKS	Plastic Products	2018
POLİNAS	Plastic Products	2024
SESA FLEXIBLE PACKAGING	Plastic Products	2022
EUROTEC	Plastic Products	2024
SUBOR	Plastic Products	2021
STARMAXX	Plastic Products	2022
BENOPLAST	Plastic Products	2023
STANDARD PROFİL	Plastic Products	2016
ELİF	Plastic Products	2016
TEKLAS	Plastic Products	2016
ÖZLER	Plastic Products	2023
SUPER FILM PACKAGING FILMS	Plastic Products	2023
SARSILMAZ	Defense and Aviation Industry	2017
CANİK	Defense and Aviation Industry	2022
FNSS	Defense and Aviation Industry	2018
ASELSAN	Defense and Aviation Industry	2019
NUROL MAKİNA	Defense and Aviation Industry	2024
STM S	Defense and Aviation Industry	2020
TEI	Defense and Aviation Industry	2024
NUROL TEKNOLOJİ	Defense and Aviation Industry	2024
TURKISH AEROSPACE	Defense and Aviation Industry	2023
ROKETSAN	Defense and Aviation Industry	2018
AYBAKLAR	Agricultural	2023
SUNNY FRUIT	Agricultural	2024
GAMATEKS	Textile	2014
FESTİVAL	Textile	2019
SANAT	Textile	2017
MADAME COCO	Textile	2022
G GÜMÜŞSUYU	Textile	2023
BOSSA	Textile	2006
KİPAŞ	Textile	2021
BOYTEKS	Textile	2014
BİSKA	Textile	2024
KARAFİBER	Textile	2023
TAÇ	Textile	2006
KARACA HOME	Textile	2024
METYX	Textile	2024
PENTİ	Textile	2014
TİMAY & TEMPO	Textile	2021
BERTEKS	Textile	2023
ÇALIK DENİM	Textile	2016
PENELOPE	Textile	2024
KIVANÇ	Textile	2017
MENDERES FABRİCS	Textile	2021
BARUTÇU	Textile	2024
MELİKE	Textile	2021
MERİNOS	Textile	2011
AKSA	Textile	2013
DURAK	Textile	2022
ORTA	Textile	2019
HASSAN GROUP	Textile	2021
EMPERA	Textile	2022
KORDSA	Textile	2010

AKBAŞLAR	Textile	2021
İŞIKSOY	Textile	2023
WEAVERS WE WEAVE INSPIRATION	Textile	2023
ATELIER REBUL	Other	2024
GENTAŞ	Other	2012
ÖZTİ	Other	2006
KROMAN ÇELİK	Other	2024
PAREX	Other	2017
PETROL OFİSİ	Other	2021
ANKUTSAN	Other	2019
SAMET	Other	2008
SARTEN	Other	2018
SEÇİL	Other	2021
ÇOKYAŞAR	Other	2022
KALTUN MİNİNG	Other	2023
AKDENİZ	Other	2020
ASAŞ	Other	2021
BORÇELİK	Other	2019
MAHMOOD	Other	2021
LİGNADECOR	Other	2022
ODE	Other	2010
PERFEKTÜP	Other	2023
TOSÇELİK	Other	2018
BTM	Other	2024
MEGAMETAL	Other	2024
YÜCEL BORU	Other	2024
E ERCİYAS	Other	2016
ÇELİK HALAT	Other	2021
TEKNOPANEL	Other	2023
ARMADA FOODS	Other	2023
HEKİMOĞLU DÖKÜM	Other	2024
SİRENA MARİNE	Other	2020
BERDAN CIVATA B.C.	Other	2016
PGR Drive Technologies	Other	2021
ASSAN PANEL	Other	2019
BEYBİ	Other	2020
BELLA MAISON	Other	2024
DUYAR	Other	2015
COSBY	Other	2023
KÜMAŞ	Other	2015
ESAN	Other	2020
SEA COLOR	Other	2022
ÇİMSA	Other	2020
ÇELİKRAY	Other	2022
KARACA	Other	2018
MESPA	Other	2024
ÜZÜMCÜ	Other	2024
ASSAN ALÜMİNYUM	Other	2016
TEPE BETOPAN	Other	2020
YEŞİLYURT	Other	2024
TORUN	Other	2022
KASTAŞ	Other	2022

When examined in the table, it was determined that a total of 320 brands were received within the scope of support within the scope of the Goods Sector. Within the scope of support, Alcoholic and Non-Alcoholic Beverages, Glass and Glass Products, Natural Stone and Ceramics, Electricity and Electronics, Energy, Food, Ready-made Clothing, Medicine, Unprocessed Agricultural Products, Paper and Cardboard Products, Chemicals, Jewellery and Jewellery, Machinery, Furniture, Forestry Products. There are a total of 21 sectors, including Automotive Supply Industry, Plastic Products, Defense and Aviation, Agriculture, Textile and Other. Goods sector supports were first started in 2006. When the

table is examined, it can be seen that the first three brands that benefited from the support in 2006 were Bossa, which was in the Textile Sector, Temsa, which was in the Automotive Sub-Industry, and Zen, which was in the Jewellery and Jewellery sector. When I evaluate the table, it is seen that TepeBeton, Bellla Maison and Atelier Rebul brands are included in the scope of Support in 2024.

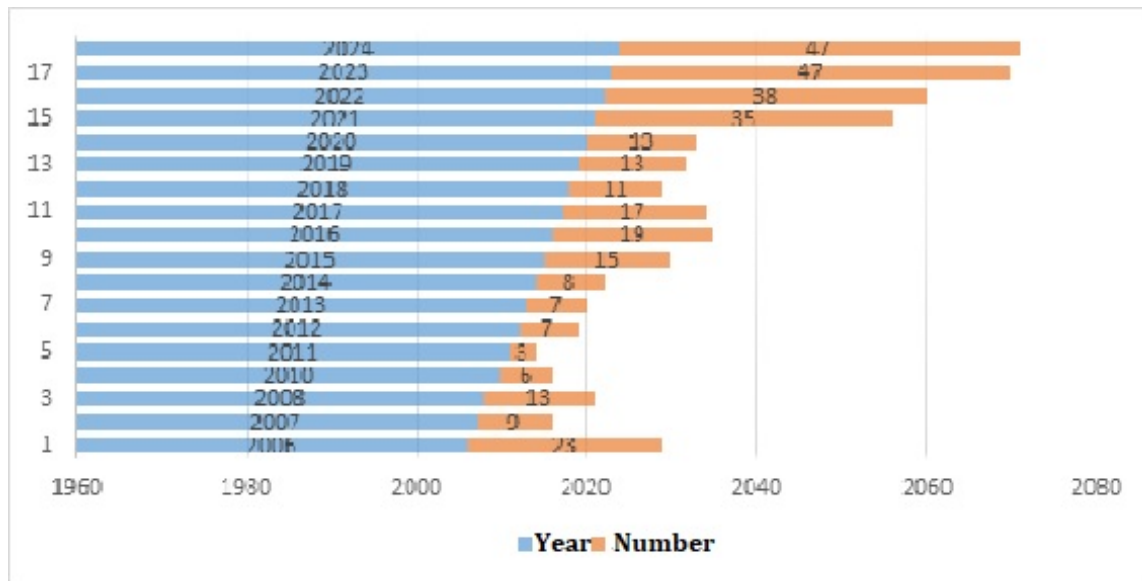
Chart-1: Analysis of Sector-Based Numbers of Support within the Scope of the Goods Sector



When the sectors benefiting from the support are examined; 3 brands in the Alcoholic and Non-Alcoholic Beverages sector, 7 brands in the Glass and Glass Products sector, 12 brands in the Natural Stone and Ceramics sector, 21 brands in the Electrical and Electronics sector, 4 brands in the Energy sector, 1 brand in the Food sector, 19 brands in the Ready-made Clothing sector, 13 brands in the

Pharmaceutical sector, 23 brands in the Unprocessed Agricultural Products sector, 2 brands in the Paper and Cardboard Products sector, 41 brands in the Chemicals sector, 6 brands in the Jewellery sector, 15 brands in the Machinery sector, 16 brands in the Furniture sector, 5 brands in the Forest Products sector, 23 brands in the Automotive Supply Industry sector, 15 brands in the Plastic Products sector, 10 brands in the Defense and Aviation sector, 3 brands in the Agriculture sector, 32 brands in the Textile sector and 49 brands in the sector categorized as Other. It is concluded that there is a brand. The most striking issue in this research is that the sector expressed as "Other" has the most value, accounting for 16% of the supports. This sector is followed by Chemicals with 12.85% and textile sector with 10%. We can also conclude that the sectors that benefited the least from the supports are Food (0.31%) with one brand, Paper and Cardboard Products and Agriculture (0.63%) with two brands, respectively.

Chart-2: Examination of Year-Based Numbers within the Scope of the Goods Sector



When the sectors benefiting from the support are examined on a yearly basis, 23 brands in 2006, 9 brands in 2007, 13 brands in 2008, 6 brands in 2010, 3 brands in 2011, 7 brands in 2012 and 2013, 8 brands in 2014, 15 brands in 2015, 15 brands in 2016, 19 brands in 2017. We can conclude that 17 brands were included in the scope of support, 11 brands in 2018, 13 brands in 2019 and 2020, 35 brands in 2021, 38 brands in 2022, and 47 brands in 2023 and 2024. When the graph is examined, it is seen that the brands that received support from 2006 to 2016 showed a significant decrease, and after an increase in 2016, there was a decrease again until 2021. However, these decreases appear to increase noticeably in 2021 and 2024. It is seen that the number of brands received within the scope of support in 2006, when the support started to be given, will double in 2024. It has been determined that the number of brands supported in 2012 and 2013, in 2019 and 2020, and in 2023 and 2024 is equal. It is seen that the year with the least support was 2011, with 3 brands, and the most was 2024. Within the scope of this information, it is possible to conclude that the importance of branding has increased and that especially

brands with national branding potential need TURQUALITY support. For businesses that have completed their vision domestically and want to operate globally, the only way to increase awareness and brand image is to gain competitive advantage in their international target markets. On the other hand, companies' expansion into international markets supports the country's exports. In this context, creating a positive Turkish Brand image in the products and services to be offered to international markets is an important parameter in promoting the country to the outside world, as it will strengthen the country's economy.

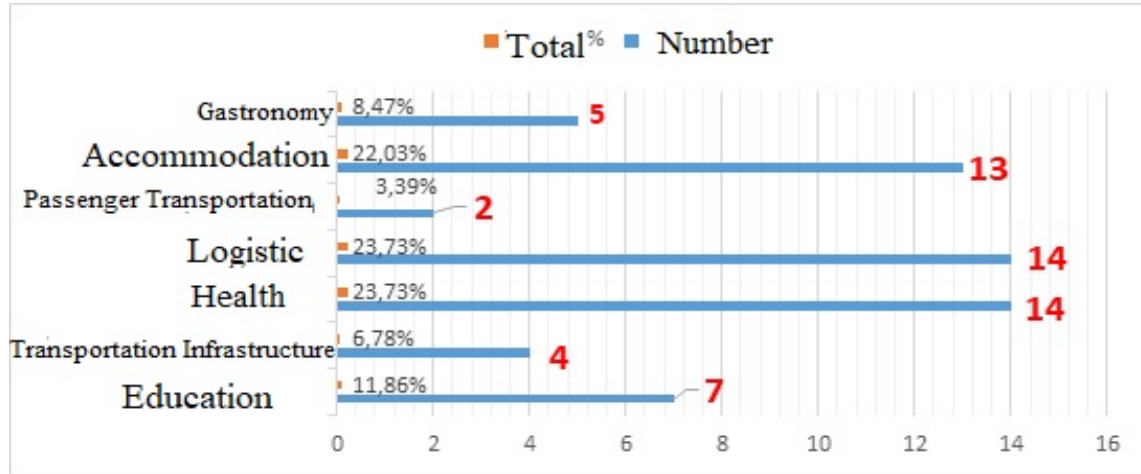
Table-4: Sector/Brand and Year Analysis of Supports within the Scope of the Service Sector

TRADEMARK	SECTOR	YEAR
BAU BAHÇEŞEHİR ÜNİVERSİTESİ	Education	2018
İSTANBUL OKAN ÜNİVERSİTESİ	Education	2022
İSTANBUL AYDIN ÜNİVERSİTESİ	Education	2019
ÜSKÜDAR ÜNİVERSİTESİ	Education	2022
ALTINBAŞ ÜNİVERSİTESİ	Education	2023
İSTİNYE ÜNİVERSİTESİ	Education	2023
İSTANBUL BİLGİ ÜNİVERSİTESİ	Education	2021
USTA DÖNERCİ	Gastronomy	2020
NUSRET	Gastronomy	2019
HUQQA	Gastronomy	2018
BURSA KEBAP EVİ	Gastronomy	2023
HAFIZ MUSTAFA	Gastronomy	2021
LIBERTY	Accommodation	2023
VOYAGE HOTELS	Accommodation	2022
MEGASARAY HOTELS	Accommodation	2021
KAYA HOTELS&RESORTS	Accommodation	2021
GLORIA HOTELS & RESORTS	Accommodation	2023
MAXX ROYAL	Accommodation	2021
ELA EXCELLENCE	Accommodation	2024
REGNUM CARYA	Accommodation	2020
CVK HOTELS & RESORTS	Accommodation	2022
ALİ BEY HOTELS & RESORTS	Accommodation	2023
BARUT HOTELS	Accommodation	2021
AKKA HOTELS	Accommodation	2022
PINE BAY	Accommodation	2022
WELD INTERNATIONAL TRANSPORT	Logistics	2024
ARKAS LOGISTICS	Logistics	2023
TURKON LINE	Logistics	2021
NETLOG LOGISTICS	Logistics	2023
MNG AIRLINES	Logistics	2023
TLS	Logistics	2024
SOLMAZ	Logistics	2020
SERGLOBAL LOGISTICS	Logistics	2018
BGL BARSAN GLOBAL LOJİSTİK	Logistics	2021
KTL	Logistics	2022
HAREKET	Logistics	2020
NMT	Logistics	2024
MARS LOGISTICS	Logistics	2021
EKOL	Logistics	2017
LIV HOSPITAL	Health Tourism	2019
MEDİPOL	Health Tourism	2023
BHT CLINIC	Health Tourism	2022
İYYÜGOP GAZİOSMANPAŞA HASTANESİ	Health Tourism	2022
MEDICALPOINT	Health Tourism	2023
BAHÇECİ	Health Tourism	2018
MEDICANA	Health Tourism	2022

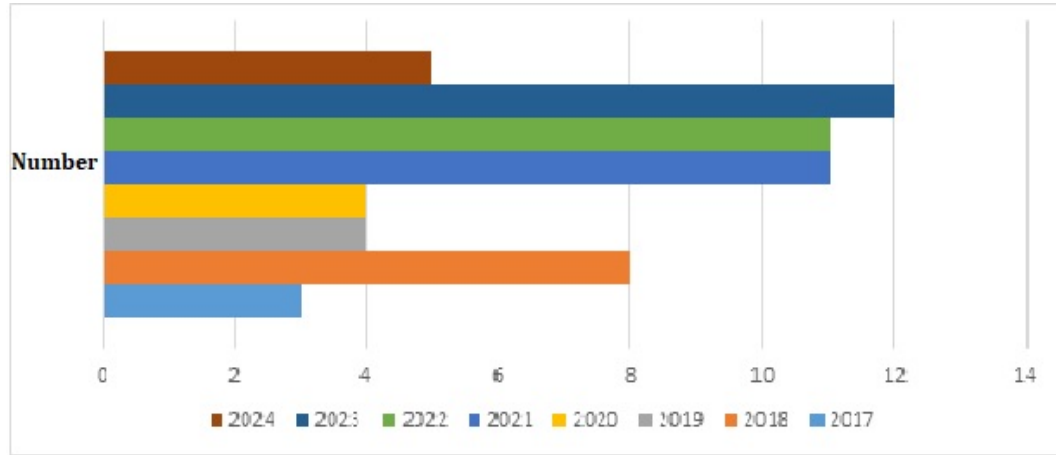
ACIBADEM	Health Tourism	2018
GÜVEN	Health Tourism	2021
MEDICALPARK	Health Tourism	2019
ESTETİK INTERNATIONAL	Health Tourism	2021
EMSEY HOSPITAL	Health Tourism	2023
LOKMAN HEKİM	Health Tourism	2022
MEMORİAL	Health Tourism	2024
ÇELEBİ	Transportation Infrastructure Services	2018
TGS TURKISH GROUND SERVICES	Transportation Infrastructure Services	2024
HAVAŞ	Transportation Infrastructure Services	2018
TAV AIRPORTS	Transportation Infrastructure Services	2018
TURKISH AIRLINES	Passenger Transport	2017
PEGASUS AIRLINES	Passenger Transport	2017

When examined in the table, a total of 59 brands are included in the scope of support within the Service Sector. This category includes Education, Gastronomy, Accommodation, Logistics, Health Tourism, Transportation Infrastructure Services, Passenger Transportation sectors. There is also the Cinema/Film Sector, which is not included in the table but is within the scope of support. Since there is no brand that has received support in this sector to date, it is not among the sectors in the table. In this regard, there are a total of 8 groups within the scope of the Service Sector. When the table is examined, it is seen that the first supports in the Service sector were made in 2017 and these supports were for the "TURKISH AIRLINES" and PEGASUS AIRLINES in the Passenger Transportation sector and the "EKOL" brand in the Logistics sector. When the table is evaluated, it is seen that the "NMT", "TLS" and "WELD INTERNATIONAL TRANSPORT" brands in the Logistics sector, the "TGS TURKISH GROUND SERVICE" brand in the Transportation Infrastructure Services sector, and the "MEMORIAL" brand in the Health Tourism sector are included in the scope of Support in 2024. When the table is evaluated, it is seen that foundation universities in Turkey are also within the scope of support and universities are located in the Education sector. Brands supported in the education sector include "BAU Bahçeşehir University", "İstanbul Okan University", "İstanbul Aydın University", "Üsküdar University", "Altınbaş University", "İstinye University", "İstanbul Bilgi University" is taking. It is seen that the first supported university was "Bau Bahçeşehir University" in 2018, and the last supported university was "Altınbaş University" and "İstinye University". It is seen that Istanbul Okan University and Üsküdar University are included within the scope of support in 2022. When we look at these universities in the education sector, it has been determined that almost all of them have representatives abroad.

Chart-3: Examination of Sector-Based Numbers of Support within the Scope of the Service Sector



When examined in the sectors benefiting from the support, 7 (11.86%) brands in the sector, 5 (8.47%) brands in the Gastronomy sector, 13 (22%) brands in the Accommodation sector, 14 (23.73%) brands in the Logistics sector, 14 (23.73%) brands in the Health Tourism sector. It is concluded that there are 14 (23.73%) brands, 4 (6.78%) brands in the Transportation Infrastructure Services sector, and 2 (3.39%) brands in the Passenger Transportation sector. In this research, it was determined that the number of brands in the Logistics and Health sectors is equal, while the Accommodation sector is only one less than these two sectors. It is seen that the least among the sectors benefiting from the support is Passenger Transport and Transportation Infrastructure Services. In the research, it is seen that the brands in the education sector include Universities. In this context, we can also conclude that the universities in our country have proven their potential to become international brands by leaving the national brand and going through the evaluation of serious programs such as Turquality in their international brand journey. Creating global brands is a long, difficult and costly process. However, the Turquality program, the formation of strong Turkish brands, their positive participation and belief in the influence of the country to which the brand belongs, enables this difficult process to be overcome more easily. The businesses, health institutions and universities in the table above, supported by the Turquality certificate, are businesses that try to introduce their brands to many parts of the world.

Chart-4: Examination of Year-Based Numbers within the Scope of the Goods Sector

When the sectors benefiting from the support are examined on a yearly basis, we can conclude that 3 brands were included in the scope of support in 2017, 8 brands in 2018, 4 brands in 2019 and 2020, 11 brands in 2021 and 2022, 12 brands in 2023, and 5 brands in 2024. When the graph is examined, it is seen that the number of brands receiving support from 2017 to 2024 sometimes decreases and sometimes increases. After an increase in 2018, there was a decrease again in 2019 and 2020. In 2024, it is seen that there is a decrease in the supported brands again. It was evaluated that the reason for the decrease in support numbers in 2019 and 2020 was due to COVID-19 experienced all over the world. Because, in relation to the economic growth experienced by Turkey in this period, public finance regulations may mean that such incentive practices are suspended. For this purpose, it has been evaluated that it will be aimed to make a positive contribution to the country's economy and to bring vitality to investments by preserving macro stability in the economy. It is seen that the number of brands received within the scope of support in 2014, when the support started to be given, and the number of brands received within the scope of support in 2023 have tripled. It has been determined that the number of brands supported in 2021 and 2022 is equal to that in 2019 and 2020. It is seen that the year in which the least support was given was 2017, that is, the year when support was started to be given to the service sector, with 3 brands, and the most was 2023. In this context, it will play an important role in the effective use of future resources by benefiting from the "TURQUALITY" support of businesses in creating a "Global Brand". However, considering the numerical data in the table, it is possible to conclude that although businesses can benefit from TURQUALITY support, it is not clear whether this support has achieved the desired efficient result.

CONCLUSION

The branding process is a long and difficult process. It is only possible for a brand to take part in the international arena if it is strong. Strong and global brands are also quality brands. However, creating permanent global brands is a time-consuming, difficult and very costly process. For this reason, Turkish Brands must grow in foreign markets and the brands must gain added value and be sustainable. TURQUALITY®, which is the subject of our research, is a very effective program in realizing this goal. The main goal of this program is to create a strong Turkish Brand in international markets by creating

global Turkish brands. Thus, in the face of rapidly developing and changing global competitive conditions in the world, becoming a country brand and opening up to the international market strengthens the country's image.

In this research, which was considered as a case study, the relationship between global branding and the Turquality Program was examined. In the analysis, it was determined that especially the Goods Export and the second support group, Service Export supports, were directly aimed at the brands. It has been determined that the brands to which these supports are given have become very strong brands in Turkey and the majority of them are in the global arena. In this context, it would not be wrong to say that the most effective way to create a sustainable global brand value is actually government support. Because, in order to become a strong and global brand with economic value, it is effective to have a continuous economic support and strategy. Thus, the brand made its importance felt in differentiating products and services in an intensely competitive environment. Creating a strong brand is a long and risky task, so it requires planning, dedication and a serious budget.

On the other hand, when the category benefiting from support is examined within the scope of the data obtained in the research, it is seen that the category receiving the most support is the goods group with 321 items. In the service group, 59 brands were identified. It has been determined that the brands supported in the Goods Export group are approximately 5.5 times more than the supported brands in the Service Export group. It was observed that the first brands to receive support within the scope of Turquality were Eti and Efes. In addition, the most striking point in the research is that it was seen that the Education sector was given to universities in the Service export category. Although there are pre-university education institutions of French, German, American and British schools in Turkey, it has been determined that these institutions are not included in the scope of Turquality support. It was determined that the first university to receive support in the education sector was "Bahçeşehir University", and the last supported university was "Altınbaş University" and "İstinye University". In this context, we gain from the support provided by the TURQUALITY issue to support the elimination of the problems faced by companies that have completed their vision domestically and want to operate on a global scale with Turquality, in terms of encouraging exports, expanding foreign trade markets and increasing their share in world exports, and increasing the competitive advantage of companies entering foreign markets. It brings the efficiency to a better level. Thus, considering the contribution it will make to the country's economy, TURQUALITY support is used efficiently in creating a "Global Brand".

In order to become a world brand and create more added value, the prevalence of the brand, that is, the brand's exports, is an important parameter. The presence of Turkish branded products in the market in many countries is a PR of the country in the outside world, and these brands also contribute significantly to the country's economy. As a result, it has been revealed that they aim to increase the value and credibility of brands, as becoming a brand in the context of globalization is mainly possible with government support. At the same time, the Turquality project will be one of the healthy and effective methods for companies that want to gain a competitive advantage in the global market to be in the national market as well.

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