

Original Research Article

Tesettur Fashion in Turkey: The Contribution of Facebook as a Social Media Marketing Tool

ABSTRACT

Aims: The aim of this paper is determining the contribution of Facebook as a social media tool in promoting and marketing of tesettur fashion, and exposing what companies should do to get ahead in competitive markets.

Study design: Research study.

Place and Duration of Study: Analyzing the Facebook accounts of different tesettur clothing companies.

Methodology: 10 different tesettur clothing companies in Facebook have been selected and the changes in the firms' accounts have been analyzed under a variety of parameters for one week. A formula has been developed with the help of survey results and Facebook performances of the companies have been computed in terms of 5 parameters.

Results: Modanisa is the winner with a score of 35,1 by a large margin. In addition, the point of the subsequent SefaMerve is 23,3. Alvina is seen at the third place with 17,2. Armine is the fourth with 13,9, Nihan is the fifth with 12,4, Setrms is the sixth with 8,7, Kayra is the seventh with 8,1, Tuğba&Venn is the eighth with 6,8, Zühre is the ninth with 6,6 and Aker is the last one with 5,9 points. Modanisa is well ahead among the first three companies in terms of the total number of entry by the company. It shows the importance of entries shared by the company. Companies' performances increase when they advertise and share information about their products, campaigns etc. much on Facebook. Number of member and entries shared by companies are the most important parameters in terms of Facebook performance.

Conclusion: It seems to be a significant contribution of Facebook in marketing of tesettur fashion. It is seen the most important things are increase of weekly membership number and entries shared by the companies. If the companies advertise much, consumers will be informed about the products better. The increase in the number of members directs the company to share more. Thus, increasing of the shares will attract more members to company's Facebook account.

Keywords: *Tesettur fashion, Social media, Islamic marketing, Facebook performance*

1. INTRODUCTION

The case of veiling is an important sacred duty both for men and women from the time of being an obligation in Islam (UAMA, 2013). Throughout the history of Islam, although clothes used in fulfilling these requirements have a wide variation, the main underlying reason remains the same. However compared with men, women are more attractive due to the creation. This makes the veiling case obligatory especially for women in Islam.

As the years passed, both along with the increasing of families' income, level of culture and the improvement in the world economy, the case of veiling has begun to change. Formerly, a black chador or a plain piece of cloth providing the necessity of veiling is not enough anymore. The veiling case has started to evolve into a consumption culture, as well as an internal need. This culture aimed at women mostly, has pioneered to the process of variety of clothes with the increasing of the supply. Thereby, a tesettur fashion has started to spread among the Islamist women who belonging to well-educated, middle and upper income groups. In addition, the effects of the tesettur fashion have reverberated into the sub-groups over the years (Sandıkçı and Ger, 2005).

Transformation of tesettur into the fashion has begun to get manufacturers into this field with the help of consumption culture. Today's consumer's request of reflecting themselves to the outside world led to product diversification in the context of tesettur. Considering that consumers are more conscious in the era of marketing, manufacturers must show further efforts. Thus, manufacturers turn into the alternative supply channels for delivery of tesettur products which reflect a style and fashion. One of these channels is defined as social media. With this research it's aimed to determine whether social media contributes to the marketing of tesettur fashion and which company uses the Facebook more effectively.

II. TESETTUR

The veiling case in Islam is intended for purposes such as protection of individual's mental health, honor and general ethics of society, and providing the balance in interpersonal relationships, and setting up a family life in a dignity way. Men and women are subject to different provisions in terms of veiling. Because these two genres have been created differently (Diyanet, 2013).

Men and women should cover themselves as needed in terms of veiling. Men are obliged to veil their awrah during prayer, towards other men and women except wife (Diyanet, 2013). Awrah is defined as the part from navel to the knee for men. In addition, awrah covers almost the whole body except the face and hands in terms of women (Köksal, 2006). Covering targets mostly women although the veiling case in Islam concerns both genders. This is because a large majority of men wrap themselves already as needed in their daily lives. In other words, men generally cover themselves by wearing regular daily clothes without the need for special ones such as headscarves, chadors etc.

Tesettur is a concept which arises from the necessity of veiling in Islam. The tesettur concept can be stated as being covered for women (TDK, 2013). Another definition of tesettur is the avoidance of women from the other men and covering themselves in case of encounter with them with a veiling cloth (Koloğlu, 2008). In another study, it has been defined as a head and body covering that provides to avoid contact with unrelated men (Gökariksel and Secor, 2010). This can be understood from the descriptions, tesettur is the term that covering of women in order to shield themselves against men and hide their ornaments.

Tesettur is a distinctive form of veiling that developed in the 1980s with an oversize headscarf with tailored coat or suit. Tesettur is a key symbol of the Islamist movement, but despite its centrality, tesettur is rent by the same multiple, contradictory meanings as Islamist lifestyle choices (White, 2005). It can be also said, tesettur concept reflects the modern version of veiling clothes. This may resemble in principle, the traditional dress of Muslim women who live in rural areas in agricultural communities and are uneducated, but it is now

Islamist women in the city, who want to be appear educated and political, who adopt the tesettur style (Hermann, 2010).

Tesettur also represents the social order among genders in Islam. The tesettur cloth has a moralistic function and provides a protection of women's honor. The woman controls her behaviors and limits the attractiveness by covering with the aid of tesettur. So that she can also limit the potential abusive behaviors of the opposite gender (Göle, 2010). Tesettur cloth must have some special and obligatory features. First, tesettur should veil the private parts. In other words, tesettur must cover the nakedness even the individual is alone. Second, the veiling cloth should be tightly woven and show no skin (Başdemir, 2012). As seen, women should wear the tesettur in order to hide their attractiveness.

III. TESETTUR AND FASHION RELATIONSHIP IN TURKEY

Tesettur and fashion relationship in Turkey has occurred over the past thirty years within a particular economic group and political developments. It's important to remember Turkey has been a constitutionally secular state with a majority Muslim population in 1923 while evaluating the current occasion (Göle, 1996). There has been a big pressure on headscarves before 1980s due to veiling and Islam is a barrier towards modernism.

After 1980s, Islamist movements have emerged in the areas of politics, education, finance etc. Thus, Muslims have started to involve these fields and they have discovered three important concepts that associated with consumption and capitalism: fashion, brand and profit (Arslan, 1997). The fashion concept can be stated as a social norm accepted and advocated by a particular social class. It affects all areas of society, especially in clothing (Ma *et al.*, 2012). It can be understood fashion doesn't occur in classless societies (Simmel, 1957). Firstly a trend must occur in order to create a fashion in terms of clothing. Secondly, this trend must be followed by individuals and the society.

Briefly it can be said Islamic identity has evolved in Turkey especially after 1980s by getting rid of the feeling of exclusion and oppression (Bilici, 2000). A couple of reasons can be shown as a source of this evolution in Islamic culture. First one is the increasing level of individuals' income and affluence. Islamist women belonging to middle and upper class have begun to prosper and made the veiling different after the 1980s with the rising of economy in Turkey. Tesettur products have started to vary with the developments in the economy. Thus, a consumption culture and a fashion concept have started to occur among this group of Islamist women (Sandıkçı and Ger, 2005). Uniform clothing preferred in earlier periods such as large scarves and coats in a limited series of color has transformed into modern and designed clothes.

The second reason can be expressed as the increasing level of women's education and request of being modern. Veiling and modernity have been placed in opposite sides in earlier periods in Turkey. It has been argued the modern individual must move away from the conservatism of the religion (Göle, 2010). However, Islamist girls have increased their level of education and moved away from the veiling clothes like black chadors and veils that can be described as reactionary. This situation has given them the identity of a modern tesettur. Thereby, the idea of combination of modernism and religion has played an extremely important role in the development of tesettur fashion.

The last reason can be described as reaching to the consumption level of "contemporary" republicans and reducing the gap between Islamist and Republican individuals (Bilici, 2000). Hereby, Islamist women can dress up like moderns and represent their culture in the best way.

Variety of clothes has started to increase with the transformation of tesettur into the fashion. The resulting colors, shapes and designs have increased a lot, so that this rising provides to dress differently. Nowadays, Islamist women merge in a wide range of tesettur models while there is a limited possibility to choose in earlier periods. In addition, designers considering the needs of women pave the way for further diversification of tesettur fashion (Sandıkçı and Ger, 2001).

IV. TESETTUR FASHION AND SOCIAL MEDIA MARKETING

Individuals wear clothes as a tool for reflection of their inner worlds, as well as the basic needs of dressing. In this context, individuals intend to send various signals to the outside world by following the fashion when a fashion occurs. This condition is also similar to the tesettur case. The reason why women transform the tesettur into the fashion is request to express themselves, as well as the needs of veiling.

It can be also shown women want to express themselves as a result of postmodernism. The important thing in postmodernism is not the product itself or its function, but the meaning and image. Consumers don't purchase the product for its functional benefits but in the case of perceived image. The product should link to the consumer emotionally (Firat and Shultz, 1997). The tesettur fashion has turned into a consumption culture with the requests of women to reflect themselves to the outside world. It can be said that the need of veiling undergoes a change. Thus, the opportunity of choice and the range of products have increased as a result of tesettur fashion.

The transformation of tesettur into a fashion has attracted also the manufacturers to this area. In fact, it can be said manufacturers and the fashion have triggered each other in a way. In other words, fashion has occurred with the increase of production and diversity, and manufacturers in the market have increased with the fashion. This amount of excess supply in the market has brought an opportunity of choice to the consumers and various difficulties to the manufacturers in terms of reaching the consumers.

Consumers are more powerful than manufacturers in the age of marketing. Therefore, manufacturers have needed to search alternative marketing channels to link with the customers. Because the market competitiveness is quite high and the postmodern consumer who has a structure of instant satisfaction may seek other manufacturers (Odabaşı, 2004). It is extremely important to respond quickly and instantly to the consumers for retention. Otherwise, both the consumers and potential ones may be lost to competitors.

Social media can be shown as one of these alternative marketing channels. Social media is an internet based application that allows exchange of content developed by users (Kaplan and Haenlein, 2010). It helps individuals to connect each other in a restricted system (Boyd and Ellison, 2008). Social media is open to feedbacks and contributions of the users and this virtual environment enables voting, commenting and sharing of information (Mayfield, 2008). Briefly, we can define the social media as an interactive virtual environment which allows internet users to share about a subject or idea and so on. The websites such as Facebook, Twitter, FrieFeed, Flickr etc. can be shown as an example of social media tools.

In this study Facebook has been used from these social media websites. According to a study made by Öztürk and Akgün (2012) Facebook is mostly used among university students for socializing and maintaining friendships; in addition sharing information with contacts, participating discussions and uploading videos, music etc. (Rouis *et al.*, 2011). However, it can be said Facebook is also mostly used for commercial purposes and

marketing operations in recent years which is called “social media marketing”. Social media marketing can be explained as the usage of social media websites for the marketing aims. Social media is seen as a direct marketing tool due to its nature of communicating directly with users (Palmer and Lewis, 2009). In the context of promotion, social media is used in so many fields such as searching for solutions of consumer complaints, demonstration of products, campaign announcements, special applications and product usage knowledge (Köksal and Özdemir, 2013).

Facebook can be shown as the best way for companies for marketing operations. Because it has special applications for marketing such as like buttons, brand or company pages, advertisements, social games and contests, and analytics (Kistner and Zarrella, 2011). Companies attract individuals with these tools and promote them. Briefly, Facebook attracts individuals in terms of socializing and gives companies an opportunity to link with them. Consumers generally don’t make shopping via Facebook, but they purchase from companies’ websites or stores by following their products on Facebook. According to Packer (2011) it’s a tool for consumers to access to the company.

Facebook assumes the role of a supporting tool for the marketing of tesettur fashion. Turkey has approximately 32 million Facebook members (Socialbakers, 2013) and the penetration rate is around % 42. This means there is a considerable market for the online marketing activities. In this context, tesettur clothing companies use Facebook in order to reach the Islamist women consumers. Companies advertise and demonstrate their products reflecting tesettur fashion, give information about new creations, prices and even organize competitions via Facebook. Firms can establish warm and long-term relationships with consumers and also reach to consumers around the world with the help of the interactive nature of Facebook.

In addition to all these, company’s involvement in social network sites can also result in strategic and operational benefits. By inviting feedback, or simply by observing conversations, a company can learn about customers’ needs and inform about its new product development policy (Palmer and Lewis, 2009).

One more important thing should be noticed in Facebook marketing. As said before social media is a promotion tool for companies but there are some rules that need to be considered in terms of product promotion in Islamic marketing ethics. These can be listed as below (Damirchi and Shafai, 2011):

- Avoidance of false and misleading advertising
- Rejection of high pressure manipulations, or misleading sales tactics
- Avoidance of sales promotions that use deception or manipulation

Companies shouldn’t deceive individuals just in order to enhance sales and profits. Giving a false impression of any kind to promote or sell a product is strictly prohibited within the Islamic ethical framework of international marketing practices. Companies should be honest and fair in marketing activities to feel accountable to God (Hassan *et al.*, 2008).

V. METHODOLOGY

In this study, the contribution of Facebook as a social media tool has been investigated to promote and market tesettur fashion. For this purpose 10 different companies over 100.000 members in Facebook have been determined. These 10 companies also represent mostly known tesettur brands in Turkey. Furthermore, these 10 companies have about 8 million members in Turkey where approximately over 18 million covered women live (Erdem, 2010).

235 It means the penetration rate is about % 44 which is extremely considerable. It's also
236 important to remember one person may get into 10 companies at the same time on
237 Facebook but the penetration rate still has the same importance.

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239 Number of member, entry, comment, like and sharing of the entry by users have been
240 determined as parameters from these companies' accounts in order to decide which
241 company's Facebook performance is greater in marketing of tesettur fashion. These
242 parameters have been selected because of the necessity of dynamic data for the study.
243 After an investigation it's seen that companies mostly interact with their consumers in terms
244 of these 5 parameters.

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246 "Number of member" is the term used for companies' Facebook membership number.
247 "Number of entry" means sharing information by the companies about a product, price,
248 campaign etc.. "Number of comment" represents the reviews made by consumers. The
249 meaning of "number of like" is approving the entry. The last term "sharing of the entry by
250 users" is associated with sharing of the entry again by users on their Facebook walls.

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252 Facebook accounts of the companies have been analyzed between the dates 24.06.2013-
253 01.07.2013 for one-week period. It is difficult to observe the accounts and save the rapidly
254 changing data for months or years. In addition, this process takes time and much effort.
255 Furthermore, one-week data has been used in a similar study made by Yıldırım (2012) and
256 comparison of the analysis with this study shows a linear increase. In this context, it can be
257 said one-week data can be enough for generalization. Thereby, it is planned to compute the
258 one-week Facebook performance of the companies in marketing of tesettur fashion.

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260 Given the level of importance of these 5 parameters is thought to be different from each
261 other. For this purpose, individuals have been asked to rank these 5 parameters according
262 to their level of importance during this one-week period. The questionnaire has been sent to
263 participants via Facebook and e-mail with an attached survey link. Participants have not
264 been informed about the sector during the survey process. In other words, the questionnaire
265 has been designed for any product ranking on Facebook. The survey consists 248
266 participants of 150 men and 98 women. It's seen that there are 42 participants in the age
267 group of 15-20, 53 of 21-25, 68 of 26-30, 58 of 31-35 and 27 participants in the age group of
268 41+ when age distributions of the participants have been examined. As a result of the
269 survey, ranking have occurred from the most important to the less as the number of
270 member, entry, sharing of the entry by users, like and comment.

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272 The ranking points have been converted to the coefficients of parameters as a result of the
273 survey. Thus, one-week data obtained in the context of the numbers of member, entry,
274 comment, like and sharing of the entry by users are weighted 5, 4, 1, 2 and 3 respectively.
275 These weighted points have divided by total number of member in order to compute the
276 Facebook performances of the companies. After that final performance scores were
277 obtained by multiplying these points with 100.

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279 One-week Facebook performances of the companies have been calculated with the formula
280 developed by the survey. In this context, it's seen Modanisa is the winner with a score of
281 35,1 by a large margin. In addition, the point of the subsequent SefaMerve is 23,3. Alvina is
282 seen at the third place with 17,2. Armine is the fourth with 13,9, Nihan is the fifth with 12,4,
283 Setrms is the sixth with 8,7, Kayra is the seventh with 8,1, Tuğba&Venn is the eighth with
284 6,8, Zühre is the ninth with 6,6 and Aker is the last one with 5,9 points.

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288 Table 1. Data of Companies' Facebook Accounts
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NCo	NM ₁ (24.06.2013)	NM ₂ (01.07.2013)	WD	NE	NC	NL	NS	FS
Aker	268.476	269.008	532	13	831	3.966	1.427	5,9
Alvina	461.588	468.671	7.083	42	276	19.699	1.766	17,2
Armine	636.612	653.139	16.527	8	176	3.849	123	13,9
Kayra	1.399.805	1.418.473	18.668	9	270	9.244	736	8,1
Modanisa	1.026.419	1.041.676	15.257	299	1.855	127.012	10.807	35,1
Nihan	137.418	140.358	2.940	7	34	1.253	64	12,4
SefaMerve	2.115.414	2.124.019	8.605	149	4.477	197.693	17.195	23,3
Setrms	595.329	602.857	7.528	33	167	5.372	1.253	8,7
Tuğba&Venn	828.347	837.994	9.647	4	128	3.972	276	6,8
Zühre	819.427	828.654	9.227	6	90	3.722	355	6,6

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NCo: Name of the company

NM: Number of member

WD: Weekly difference at number of member

NE: Number of entry

NC: Number of comment

NL: Number of like

NS: Number of sharing the entry by users

FS: Facebook score

$$FS = \frac{5WD + 4NE + 1NC + 2NL + 3NS}{NM_2} * 100$$

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It can be said why Modanisa is well ahead among the first three companies the reason is the total number of entry by the company in one week. It can be also explained like this, although SefaMerve has two times member of Modanisa, SefaMerve has lagged behind Modanisa. So it shows us the importance of entries shared by the company. It can be understood that companies' performances increase when they advertise and share information about their products, campaigns etc. much on Facebook.

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When the numbers of comment and like analyzed, it can be seen that they show parallelism with the entries. Increasing the number of entry will increase the numbers of comment and like. Because companies communicate with their members in accordance with the entries and shares. Members communicate with the companies by telling complaints or opinions about the products etc. that shared by the company. When compared the number of comment and like, it can be easier to decide according to the numbers of like. Because there may be useless expressions in the comments and other members may get bored to read the long comments. In this context, it can be said that the number of like can be a guide to make a decision.

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It is also very important of sharing of the entry by members. In this way companies can advertise themselves for free via their members. Facebook friends of the members can see the shares and advertising of the products spread exponentially by this way called "viral marketing". When Table 1 analyzed, it can be expressed Modanisa and SefaMerve use the viral marketing highly effectively via Facebook among other companies.

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VI. DISCUSSION AND CONCLUSION

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It seems to be a significant contribution of Facebook in marketing of tesettur fashion. As mentioned before Facebook is mostly used for the purpose of promotion in marketing

operations. Companies promote their products and listen to customers' complaints and opinions with the help of Facebook's direct communication ability. In this context, it can be said tesettur companies use Facebook in order to advertise and give information about the prices or campaigns etc.

When Facebook performances of the companies analyzed, it's seen the most important things are increase of weekly membership number and entries shared by the companies. If the companies advertise much, consumers will be informed about the products better. The increase in the number of members directs the company to share more. Thus, increasing of the shares will attract more members to company's Facebook account. Another important parameter for improving of the companies' Facebook performances is sharing entries by the users. In this way, the promotion company makes can reach hundreds of people with one "click" like a virus.

The number of comments and likes are the other factors affect the Facebook performances of the companies. Consumers have an idea about the product or the company by reading comments. Because user comments are an important guide during the purchase process especially consumers don't know much as Yıldırım (2013) mentioned. The number of likes can be used as a decision tool in the presence of long user comments and they also give an evaluation at the first glance.

As a result companies have started to use this alternative marketing channel effectively and this advantage of social media is known for the past few years. However in addition to this, it can be said this study focuses on what companies should do to beat their competitors in tesettur markets. According to Facebook performances and the survey, it's seen that the most important things are number of member and entries shared by companies. Companies should increase their level of member and share much about products, prices etc. for customers in order to enhance the Facebook performance. It's expected the increasing level of Facebook performance also raises sales and profits. It can be understood from this study the way to increase the effectiveness is to reach more consumers firstly. However, it should be noted that the excess of the number of members is not sufficient to increase the performance alone. Companies will obtain positive returns when they communicate with consumers constantly in this online environment.

Briefly, this study reveals the relationship between marketing of tesettur fashion and Facebook as a social media tool. The formula in this study, have been developed by the author after the survey. It's expected further studies will support the results of this study with the help of the formula.

VII. LIMITATIONS AND IMPLICATIONS

The first limitation of this study is the selection of specific 10 tesettur clothing companies. Secondly, only Facebook accounts have been investigated and used one-week data. In addition, the last limitation is the unknown effects of the Facebook operations to the sales. Considering these limitations, researchers can also examine the other tesettur companies outside. Furthermore, companies' accounts can be analyzed with social media tools such as Twitter, FriendFeed, Flickr etc. In addition, one-week data collection period can be expanded to one month or one year. Finally, interviews can be made with managers in order to determine the effects of marketing operations of Facebook to the sales and profits.

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