



EDEP EĞİTİME DESTEK PROGRAMLARI MERKEZİ

# III. LİSANSÜSTÜ SOSYAL BİLİMLER SEMPOZYUMU

-BİLDİRİ ÖZETLERİ KİTAPÇIĞI-

1 KASIM 2025 | CUMARTESİ | 09.00

ÜSKÜDAR, İSTANBUL

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Eğitime Destek Programları Merkezi  
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**EDEP EĞİTİME DESTEK PROGRAMLARI MERKEZİ**  
**III. LİSANSÜSTÜ SOSYAL BİLİMLER SEMPOZYUMU**

1 Kasım 2025 Cumartesi 09.00-16.00

Üsküdar Edep

Adres: Selamiali Mah. Selanıkliler Sok. No: 28 Üsküdar/İstanbul

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## GLOBAL BRANDS' GLOCALIZATION STRATEGIES ACROSS CULTURAL DIMENSIONS

SUDE PARLAK

Ibn Haldun University

Globalization has enabled brands to operate across different countries and reach broader audiences. In recent years, digital marketing and social media in particular have become an inseparable part of glocalization. Global brands now design culturally sensitive messages and campaigns that resonate with local communities, moving away from traditional advertising toward more interactive and responsive methods. The concept of glocalization highlights the need to preserve global recognition while adapting to local cultures. An essential step in glocalization is to consider cultural elements when marketing products and services. Consumer behavior can vary significantly depending on cultural tendencies such as power distance, individualism versus collectivism, or uncertainty avoidance. For this reason, localization strategies should go beyond simple language adaptation and take into account consumers' value systems and cultural expectations. This approach not only increases brand visibility but also strengthens consumers' likelihood of purchase. Brands that embrace local values are generally perceived more positively and are able to establish deeper emotional connections with their audiences. In markets where local identity carries particular weight, such strategies become especially critical. In conclusion, a successful localization strategy requires a holistic approach that combines cultural sensitivity, effective positioning, and digital engagement. Such an approach allows brands to maintain their global visibility while also securing a trustworthy and influential position in their target markets.

**Keywords:** Branding, Consumer Behavior, Cultural Sensitivity, Digital Marketing, Glocalization

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