

Dress Culture-Related Adaptation Problems Faced by Turkish Women Living Abroad

Associate Professor Emine Koca
Research Assistant Inci Seda Kivilcimlar Sahin
Art and Design Faculty, Fashion Design Department,
Gazi University, Golbasi Campus, Turkey

doi: 10.19044/esj.2017.v13n5p15 [URL:http://dx.doi.org/10.19044/esj.2017.v13n5p15](http://dx.doi.org/10.19044/esj.2017.v13n5p15)

Abstract

This study, which was carried out in order to identify the problems faced by Turkish women living abroad with respect to dress culture, is a descriptive study based on a scan model. The sample group for this study comprised 394 Turkish women aged 20 and over living in London in the United Kingdom, which is home to many cultures as well as its own specific culture. As a result of an analysis of the data obtained from the survey prepared by the researcher it was determined that people coming to London from the major cities in Turkey encountered fewer problems with respect to dress culture than people coming from towns and villages in Turkey, and that people with an income of less than £1,000 a month experienced more problems than people with a higher level of income. Furthermore, it was also determined that the sample group aged 50 and over experienced more adaptation problems with respect to dress culture, and that these problems were generally due to the length of clothing and how revealing it was.

Keywords: Dress culture, clothing, adaptation problems, Turks living abroad

Introduction

Clothing and style of attire are an important factor in any civilization's cultural makeup and they are just as much the cultural building blocks for nations today as they have been throughout history. Styles of attire are shaped by such societal values as tradition, custom and lifestyle. Over time they become a part of society's culture by creating that society's dress culture through the values they reflect. Although the history of dress culture dates back a long time it nevertheless undergoes transformation from one generation to the next just like other cultural values do. In addition to their primary function of protection clothing and attire have become symbols

reflecting their society's values due to their characteristic of being able to indicate personality and status. Therefore, it can be said that dress culture documents the advance of human history.

Styles of attire are shaped by societies' lifestyles. Influenced by many factors they have undergone changes over the course of history while today in addition to being a cultural element, due to fashion's powerful influence they have even created their own sector. How fashion can and does influence people is a topic that has been discussed from different perspectives by many intellectuals. Simmel (1904) stated that fashion met people's need for singularity and difference as well as the desire for unity and similarity (from Ritzer, 1992). Meanwhile, Bursaligil (2009:3) described fashion as a means of identifying social status due to its hierarchical aspects, as a device for erotic attraction due to its sexuality aspects, and as the flaunting of wealth due to its economic aspects.

It is known that fashion, which is equated with clothing, is an important factor in clothing preferences. The reason why fashion holds the masses under its sway despite being fleeting and seasonal stems from its inherent originality and its quality as a social phenomenon (Koca,Vural and Koç, 2013:56). Regardless how it is described, it is an indisputable fact that fashion is a developing social phenomenon influenced by individual preferences and cultural events. Just as society's living conditions, beliefs and cultural values determined how that society dressed in the past, today the social, political, artistic and cultural events of not just one society but all the other societies it is in contact with shape fashion by creating trends. Trends possessing the characteristic of reflecting many social phenomena can and do shape fashion, and this explains fashion's characteristic of being a social phenomenon. Even though they know that fashion is a vehicle for rapid consumption individuals nevertheless try to follow fashion in order to conform to society and sometimes even to catch the latest trends. While doing this they mostly tend to follow fashion while at the same time preserving the values they possess. As a result, fashion trends that are seen across the entire world at the same time can and do reflect styles of attire, and they create dress culture by being interpreted in such a way as to carry different meanings in different cultures.

Dress culture is described as a phenomenon common to all mankind and it is a part of cultural makeup. This plus the styles of attire that make up this culture are the leading visual objects that help to identify the people that create them plus their societies due to their unique identities in specific areas. Just as the cultural globalization of this modern age is the reason for lifestyles becoming different in every field it has also led to changes in dress culture, but even so it is difficult for individuals to learn to abandon long-adopted values. It is well known that people who have to live in societies

possessing different cultures encounter important problems in this area. As Bursaligil (2009:2) pointed out, individuals are unable to step outside the dress culture and style of attire that has been shaped over time by the value judgments of the society they belong to, or they find it very difficult to do so.

The opinion that the same cultural products carry different meanings for different groups and masses is valid for almost every product that is the expression of modern culture (Koc, 2008:107). The effects and consequences of cultural globalization vary depending on how close the local culture is to current global values, its flexibility and its ability to resist. While rejection of one's own culture and complete adherence to global culture or conversely turning one's back on the world and staying rigidly within one's own culture are seen as extreme reactions, nations feel the need for syntheses that will enable them to merge with world values while not losing their own cultural values. For those cultures that are lucky enough to live within the global culture without losing their own characteristics there is also the means to form their own regional and communications networks at an international level using the global system's technology (Ozkan, 2006: 7-8).

It can be said that from the past to the present the styles of attire in every society and social class having different lifestyles and cultures have also demonstrated differences, and that other factors in addition to fashion have played an important role in these differences. Dress changes according to fashion and valid preferences as much it does according to purpose of use, the age of the individual and socio-economic status (Koca, 2008: 175). When the new items that are introduced by fashion are viewed from the context of culture you can see social and regional differences in the acceptance of the new over the old that it is replacing. A prime example of a new form of clothing being altered to comply with the society or region in which it is worn can be seen in the wearing of trousers underneath skirts that were of a length not in keeping with social values in various parts of Anatolia when the mini-skirt came into fashion. This difference constitutes an important problem for people who have to spend a part of their lives in different cultures. The individual wants to fit in with the current prevailing culture while at the same time feeling the need to preserve their own identity. Problems created by concerns about losing one's own identity emerge during this time. According to Pehlivan (2007: 271), these differences include the individual's own culture and a clash of cultures, a lack of borders and the lack of a sense of belonging. Pehlivan calls this condition *hybrid culture*. This hybrid culture can be particularly harrowing for young individuals. This is because young people find it difficult to splice their parents' way of life with this new world. They feel pressurized and they experience a clash of cultures.

A person who has grown up in Anatolian culture with a native form of attire can and does find it hard to adjust when they see the different clothes and complementary accessories and shoes in the country they have emigrated to. They begin to combine these clothes, which they have never seen before, with their own dress culture very slowly and wear clothes in a manner that can be said to be neither culture one nor the other. The efforts by people and the groups they are a part of to stand out are the reason why fashion advances within a specific cycle. Accordingly, lower social groups adopt the principle of "mimicry" and they adapt the clothing worn by higher social groups to fit themselves, and thus they try to forge new statuses (Ozelge, 2008:71).

When it is considered that people who determine their style of attire according to one dress culture experience adaptation problems with respect to dress culture when they have to live in other cultures, particular in international cultures, then in order to keep the problems to a minimum the synthesis between the two cultures needs to be made correctly. In this study, which was precipitated by this thought, the aim is to identify the adaptation problems experienced by Turkish women living abroad with respect to dress culture.

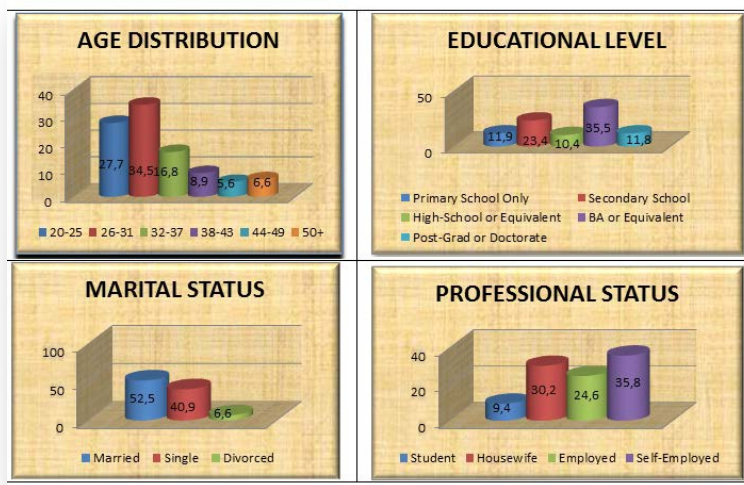
To this end in general answers were sought to the following questions:

1. Do Turkish women living abroad experience adaptation problems with respect to attire?
2. Do Turkish women living abroad think that their manner of attire affects their social life?

Method and Sampling

The necessary permissions were obtained from the Republic of Turkey Embassy in London in order to identify the sample group for this study, which aims to identify the adaptation problems experienced by Turkish women living abroad with respect to dress culture. The study focused on such districts as Enfield, Barnet, Haringey, Islington and Hackney, which are areas with high concentrations of Turks. The demographic characteristics of the sample group, which is made up of 394 Turkish women aged 20 and over living in London and chosen at random, are presented in Table 1.

Table 1. Demographic Characteristics of Sample Group



A questionnaire prepared by the researchers was used to gather the research data. The questionnaire asked questions about the sample group's demographic characteristics, style of attire, the changes in their style of attire after they began living in London, the problems they encountered as well as the problems they encountered with respect to style of attire when they returned to Turkey. The questionnaire was tested for validity and reliability. With a Cronbach Alpha value of 0.700 the questionnaire is seen to be quite reliable.

The collected data was analyzed using SPSS 17.00 (Statistical Package for Social Sciences). The data was presented in the form of frequency tables as well as table of results from Chi-Square tests and Kruksal Wallis H tests. After the Kruksal Wallis H test a Mann-Whitney-U test was applied to the variables in pairs in order to determine which group the differences in the variables originated from. The results were then interpreted.

Findings and Interpretation

The change that emerges when the impact of cultural globalization affects local culture as well varies depending on individuals' ability to hold onto their values. While this situation is felt at home, it is felt even more in people who have to live in different societies, and this creates a problem. It is known that some people are able to break away easily from their own culture and adapt to new values while others experience problems as they try to find their place between two cultures in an effort not to lose their cultural values, and that this is affected by demographic characteristics.

The factors that make consumers purchase particular products in the field of clothing, a field that nowadays has taken on multiple personal and social aspects that go beyond simple need, are many and various, and are influenced by diverse variables (Koca and Koç, 2016: 235). The spread of the dress culture-related adaptation problems experienced by the sample group can be seen in the tables between Table 2 and Table 15.

Table 2 - Encountered Dress Culture-Related Adaptation Problems by Age Distribution

	Age	n	Mean Rank
Circumstances when Turkish women living abroad experience dress culture-related adaptation problems.	20-25	109	192.12
	26-31	136	202.10
	32-37	66	202.89
	38-43	35	195.13
	44-49	22	260.70
	50 plus	26	131.98
Total		394	

According to the results of the Kruksal Wallis H Test seen in Table 2, it was determined that people aged 50 and over experienced problems relating to dress culture when living in London. It may be said that people aged 50 and over are stronger than the younger generations given their cultural makeup and life experiences and that accordingly they hold fast to a certain dress culture, which in turn affects the outcome of the test. The group that followed them in experiencing adaptation problems was the 20-25 age group. Akyol (2010: 187) said: "When young people generate their identity they take a great interest in those around them and what they think of them. Young people look to popular, successful people or their peers and want to be like them; they try to emulate them in every way." It can be seen that wants and expectations that develop with age are influential when individuals choose from among a vast variety of products and services all meeting their needs.

In many age-related studies it has been seen that young people are very fickle in their preferences when compared to adults, who demonstrate more rigid behavior. Koca and Koc (2010:39) state that an individual's identity among his or her peers is important during teenage years. Pointing out that dress plays an important part in this developmental process they state that during this period, which is known as the stormy period, young people try to establish their own identity while at the same time striving to be socially acceptable. While young people are more open to change the pressure put on them by their family elders can and does lead to them experiencing a cultural crisis. In addition, one result that stands out from this test is that it is the upper and lower age groups that experience adaptation difficulties with respect to dress culture.

Table 3 - Dress Culture-Related Adaptation Problems by Age
(The Mann-Whitney U-Test was applied because the relevant Kruksal Wallis Test's level of

Age	Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Dress Culture-Related Adaptation Problems Experienced by Turkish Women Returning Home From Abroad
20-25	26-31	0.507
	32-37	0.526
	38-43	0.888
	44-49	0.011
	50 plus	0.018
26-31	32-37	0.995
	38-43	0.738
	44-49	0.023
	50 plus	0.004
32-37	38-43	0.733
	44-49	0.039
	50 plus	0.005
38-43	44-49	0.016
	50 plus	0.016
44-49	50 plus	0.000

significance was 0.006 for adaptation problems experienced while living abroad but 0.001 for adaptation problems experienced on return to Turkey.)

According to the Mann-Whitney U-Test results in Table 3, a significant difference was noticed between women living abroad aged 44-49 and the women in the other age groups (20-25, 26-31, 32-37, 38-43 and 50-plus) with respect to dress culture adaptation problems whereas on return to Turkey a significant difference with respect to dress culture adaptation problems was seen between the women aged 20-25 and the other groups, and between the women aged 44-49 and the women in the groups aged 26-31 and 32-37.

Table 4 - Dress Culture-Related Adaptation Problems by Level of Education

	Level of Education	n	MeanRank
Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Primary School only	47	137.06
	Secondary School	92	177.37
	High School or equivalent	41	185.15
	BA or equivalent	140	225.62
	Post-Grad or Doctorate	74	214.55
	Total		394

When the results of the Kruksal Wallis H Test in Table four are analyzed is can be seen that the group that experienced the most dress adaptation problems after starting to live in London was the group having only a primary school level of education with 137.06 points. The group ranking second was those having a BA or equivalent level of education with 225.26 points.

The results of the Mann-Whitney U Test that was applied to the variables in pairs in order to determine which groups the difference between the variables originated from following the Kruksal Wallis Test can be seen in Table 5.

Table 5 - Dress Culture-Related Adaptation Problems by Education Level

Education Level		Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad
Primary School	Secondary School	0.038
	High School	0.022
	BA	0.000
Secondary School	Post Grad or Doctorate	0.000
	High School	0.706
	BA	0.001
High School	Post Grad or Doctorate	0.033
	BA	0.033
BA	Post Grad or Doctorate	0.162
	Post Grad or Doctorate	0.467

(The results of the relevant Kruksal Wallis Test show the level of significance for Dress Culture-Related Adaptation Problems Experienced by Turkish Women Abroad is 0.000, meaning there is a difference in the averages. A Mann Whitney U test was applied in order to identify which groups the difference was between. As the figure for Adaptation Problems Experienced by Turkish Women on Return to Turkey After Having Lived Abroad was 0.445 it was concluded that there was no difference. Therefore, there is no need to apply the Mann Whitney U Test to determine which group is different.)

When Table 5 is analyzed a significant difference can be seen between women of primary school only education living abroad and women having secondary school, high school and post-graduate education; a significant difference can be seen between women having a secondary school education and women with a BA or a post graduate or doctorate level of education, and also between high-school graduates and BA graduates with respect to dress culture-related adaptation problems.

Table 6. Distribution of Dress Culture-Related Adaptation Problems by Marital Status

Marital Status	n	Mean Rank	
Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Married	207	185.62
	Single	161	215.02
	Divorced	26	183.60
	Total		394

According to the results of the Kruksal Wallis H Test in Table 6, it can be seen that married women then divorced women experienced the most dress culture-related adaptation problems when they started living in London with 185.62 and 183.60 points respectively.

Table 7 - Dress Culture-Related Adaptation Problems by Marital Status

Marital Status	Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	
Married	Single	0.013
Married	Divorced	0.911
Single	Divorced	0.199

(The results of the relevant Kruksal Wallis Test give the level of significance for Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad as 0.038, which means there is a difference between the averages. A Mann Whitney U Test was applied to determine between which groups the difference was. As the figure for Adaptation Problems Experienced by Women on Return to Turkey After Having Lived Abroad was 0.115 it was concluded that there was no difference, and so a Mann Whitney U Test was not necessary.)

When the results of the Mann Whitney U Test in Table 7 are analyzed it can be seen that there is a considerable difference between married and single Turkish women living abroad with respect to dress culture-related adaptation problems.

Table 8 - Dress Culture Related Adaptation Problems by Employment Status

Employment Status	n	Mean Rank	
Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Student	37	230.11
	Housewife	119	167.44
	Employed	97	217.53
	Self-employed	141	200.54
	Total		394

According to the results of the Kruksal Wallis H Test in Table 8, the sample group that experienced the most adaptation problems with respect to dress culture was housewives with 183.6 points while the group that experienced the fewest problems was students with 230.11 points.

Table 9- Dress Culture-Related Adaptation Problems by Employment Status

Employment Status		Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad
Student	Housewife	0.003
	Employed	0.579
	Self Employed	0.172
Housewife	Employed	0.001
	Self Employed	0.019
Employed	Self Employed	0.241

(The results of the relevant Kruksal Wallis Test give the level of significance for Dress Culture-Related Problems Experienced by Turkish Women Living Abroad as 0.002 meaning there is a difference between the averages. A Mann Whitney U test was applied to determine between groups this difference was. As the figure for Adaptation Problems Experienced by Women on Return to Turkey After Having Lived Abroad was 0.839 it was concluded that there was no difference, and so a Mann Whitney U Test was not necessary.)

According to the results of the Mann Whitney U Test in Table 9 a statistically significant difference can be seen between housewives living abroad and students, employed and self-employed women.

Table 10 - Dress Culture-Related Adaptation Problems by Income

Income Level	n	Mean Rank	
Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Less than £1,000	17	155.76
	£1,000-£2,000	226	180.77
	£2,001-£3,000	68	235.73
	£3,001-£4,000	40	220.36
	£4,000 and over	43	220.20
Total		394	

When the results of the Kruksal Wallis H Test in Table 10 are analyzed it can be seen that the group experiencing the most dress culture-related adaptation problems on moving to a foreign country was the group having an income of less than £1,000 a month with a ratio of 155.76. It is understood that income is an important factor in adapting to dress culture and that low income people have greater difficulty in adapting. In order to determine which groups the difference in the variable originated from a Mann Whitney U Test was applied to the variables in pairs and the results presented in Table 11.

Table 11 - Dress Culture Adaptation Problems by Level of Income

Level of Income		Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Dress Culture-Related Adaptation Problems Experienced on Return to Turkey by Turkish Women Having Lived Abroad
	£2,001-£3,000	0.000	0.753
£1,000-£2,000	£3,001-£4,000	0.040	0.064
	£4,000 and over	0.043	0.000
	£1,000 or less	0.423	0.873
£2,001-£3,000	£3,001-£4,000	0.476	0.194
	£4,000 and over	0.576	0.001
	£1,000 or less	0.005	0.756
£3,001-£4,000	£4,000 and over	0.945	0.031
	£1,000 or less	0.037	0.224
£4,000 and over	£1,000 or less	0.052	0.006

(The results of the relevant Kruksal Wallis Test give the level of significance for Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad as 0.001, and so a Mann-Whitney U Test was applied.)

When Table 11 is analyzed a significant difference can be seen between Turkish women living abroad with an income of £1,000-£2,000 and those women with incomes in the £2,001-£3,000, £3,001-£4,000 and £4,000 plus brackets, also between those earning £2,001-£3,000 and those on £1,000 or less, and those women earning £3,001-£4,000 and those on £1,000 or less with respect to dress culture related adaptation problems. On their return to Turkey on the other hand, significant differences were identified between women with an income of £1,000 or less and those women with incomes in the higher income brackets. Koca's (2008) study comparing how students in different countries regard fashion showed that income was the most important factor in how students regard fashion, and the results in Table 11 are in parallel with those findings.

Table 12 - Dress Culture-Related Adaptation Problems by Size of Settlement Area in Turkey

	Settlement Area in Turkey Before Moving to London	n	Mean Rank
Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Metropolitan	266	214.35
	Province	59	164.02
	District	39	166.74
	Town or Village	30	153.93
	Total		394

According to the results of the Kruksal Wallis H Test in table 12, the sample group that lived in towns or villages before moving to London experienced the most adaptation problems with respect to dress culture with 153.93 points followed closely by those who lived in the provinces and districts. It can be said that those who lived in the metropolitan cities experienced fewer problems or no problems with respect to dress culture. Even those women living outside the metropolitan cities experience dress culture-related problems. Results in Demir's (2006) study called "Young Girls' Media Consumption in the Other Turkey" show that young girls from Elazığ do not take to the lifestyles shown on TV that are a long way from their own culture, and these results support this conclusion.

Table 13 - Dress Culture Adaptation Problems by Settlement Area in Turkey

Settlement Area in Turkey Before Moving Abroad		Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Dress Culture-Related Adaptation Problems Experienced by Turkish Women on Return to Turkey After Having Lived Abroad
Metropolitan City	Province	0.002	0.009
	District	0.013	0.006
	Town or Village	0.006	0.671
Province	District	0.867	0.453
	Town or Village	0.692	0.248
District	Town or Village	0.600	0.161

(The results of the relevant Kruksal Wallis Test give the level of significance for Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad as 0.000, and so a Mann-Whitney U Test was applied.)

When the results of the Mann Whitney U Test that was applied to determine which groups the difference between the variable originated from are examined it can be seen that there is a significant difference between those Turkish women living abroad who used to live in the metropolitan

cities and those who used to live in the provinces, districts, towns and villages. It can be seen from Table 13 that there is a significant difference between women who live in the metropolitan cities and those who live in the provinces and districts on return to Turkey.

Table 14 - Dress Culture-Related Problems by Settlement Area in London

Settlement Area in London		n	Mean Rank
Dress Culture-Related Adaptation Problems Experienced by Turkish Women Living Abroad	Wood Green	22	158.48
	Enfield	37	212.59
	Camden	37	180.42
	Hackney	22	210.00
	Islington	26	186.77
	Tottenham	23	165.41
	S.Kensington	21	229.83
	Palmers Green	15	209.40
	Central	38	250.62
	Wandsworth	38	170.14
	Surrey	39	215.65
	Edmonton	20	184.80
	Elephant & Castle	11	146.36
	Mill Hill	10	258.10
	Finchley-Woodside Park	35	178.64
Total		394	

According to the results of the Kruksal Wallis H Test, it can be seen that the sample groups living in such districts as Elephant and Castle (146.36), Wood Green (158.48) and Tottenham (165.41) where Turks mainly reside experienced proportionally more problems than in other districts. It can be said that the group living in the Mill Hill district experienced the fewest problems with 258.10 points.

Mill Hill is a neighborhood within the Barnet Municipal District. In a study relating to the Barnet Municipal District, Tasci (2010) stated that in terms of level of income Barnet had a makeup that was different not only from London's other districts but from the rest of England, too. According to the study, Barnet's level of income is higher than the rest of London and the rest of England. It can be surmised that this is why those people living in Mill Hill with its higher than average level of income did not experience any difficulty in adapting to the area's dress culture on moving to London. This conclusion matches the view that a consumer's place of residence influences the products they buy and that people living in the same area tend to make similar purchases (Akyuz, 2006:20).

Observations made in London during the course of the study yielded the impression that middle aged and older people generally wore plain, comfortable clothing with pastel tones so as not to be conspicuous. The younger generations on the other hand boldly wore livelier colors using their

clothing to express themselves. The young men and women at university wore comfortable jeans with baggy and comfortable sweatshirts. When frequenting the pubs and clubs on Friday evenings and on weekends girls would wear short, flimsy dresses without any thought for the cold air complementing their elegance with high-heeled shoes, altering their attire to fit the time and the venue. It can be said that with this manner of dress they did not experience any problems fitting in with the local English citizens. The findings of this study tend to support these impressions.

The findings relating to the sample group's opinions as to whether or not their manner of dress affected their social lives and how they expressed themselves are presented in Table 15.

Table 15 - Views Concerning How Manner of Dress Affects Social Life

Views	Never		Sometimes		Often		Always	
	S	%	S	%	S	%	S	%
a) Manner of dress is an important element in self-expression.	16	4.1	60	15.2	109	27.7	209	53.0
b) Manner of dress is an important element in neighborly relations.	112	28.4	86	21.8	123	31.2	73	18.5
c) Manner of dress is an important element when applying for a job and when settling into a job.	-	-	41	10.4	87	22.1	266	67.5
d) Manner of dress is an important factor in how people interact with you.	71	18.0	73	18.5	172	43.7	78	19.8
e) When people dress well they feel more self-confident.	-	-	57	14.5	131	33.2	206	52.3
f) Well-dressed people attract more attention in all segments of society.	19	4.8	84	21.3	143	36.3	148	37.6

n=394

According to Table 16, 53 percent of people acknowledged that manner of dress was "always" an important factor in self-expression, while 27.7 percent said "frequently" and 4.1 percent said "never." This situation can be seen as an example of clothing being a form of communication. Some 31.2 percent said that manner of dress was "frequently" an important factor in neighborly relations while 28.4 percent did not see it as an important factor. Manner of dress was "always" seen as an important factor in job interviews and in settling in at work by 67.5 percent of the sample group. This situation can be seen as an example of clothing being seen as a means of raising status in the workplace. In their study, Yurdakul and Ural (2008:53) determined that attire was 43-percent very influential, 30-percent

partly influential, 22-percent influential and 5-percent not influential in communicating with other people, and this corroborates our conclusion.

The sample group stated that well-dressed people "frequently" (36.3 percent) or "always" (37.6 percent) drew more attention in every segment of society, and this may be interpreted as manner of dress conferring status. In Ismail's study (2006:92) it can be seen that 38.6 percent of the sample group saw "attire" as a sign of prestige and respect while 29.3 percent were undecided on this. Those findings are similar to the results in Table 16.

Some 52.3 percent of the sample group indicated "always" in response to the view that "when people dress well their self-confidence improves" while 33.2 percent said this was "frequently" the case. According to Aytuglu (2006), self-confidence expresses how a person feels about themselves. A person's self-confidence or lack thereof is the reason why they choose certain products over other products. Choice of clothing is an important factor in social acceptance especially in young adulthood. Being the person one wants to be in outward appearance or wearing the clothes one wants to wear may be influential in increasing a young person's self-confidence. However, certain social and economic factors can be an obstruction here and in such instances the young people may not be able to fit in. In Koca's study (2008:183) it is stated that there were differences between students' opinions about fashion and the way they followed fashion and that these differences were caused by economic and socio-cultural factors.

Conclusion

Dress culture is affected by many factors such as geographic location, climate, traditions and customs and attitudes. It is possible to see many differences in dress culture in the same country, the same location, the same city, even the same neighborhood. It was with thought in mind that this study of the dress culture-related adaptation problems encountered by Turkish women living abroad was made. The conclusions arrived at are presented below.

The group that experiences the most problems with respect to dress culture is housewives while students experience the fewest problems. It was also seen that the group aged 50 and over experienced the most problems followed by the group in the 20-25 age bracket. When the effect of income on dress culture adaptation problems was examined it was seen that those people on an income of £1,000 or less experienced the most hardship adapting.

Those people living in districts like Elephant and Castle, Wood Green and Tottenham, where Turks mainly reside, were seen to experience more adaptation problems than those people living in other areas. It was

determined that the people living in Mill Hill experienced the fewest problems.

It was determined that a significant proportion of the same group believed that their self-confidence increased when they dressed well and that manner of dress was "always" an important factor in self-expression, applying for a job and in settling into a job.

References:

1. Akyol, P.(2010), *Küreselleşen moda bağlamında blucin kültürü üzerine bir araştırma*, Milli Folklor Dergisi, 22 (86), pp.186-196.
2. Akyuz, N(2006), *Farkli eğitim düzeyindeki kadın tüketicilerin giyim esyasi satın alma davranışları*, Yayınlanmamış yüksek lisans tezi, Gazi Üniversitesi, Eğitim Bilimleri Enstitüsü, [Unpublished post-graduate thesis, Gazi University, Institute of Educational Sciences - Turkey] Ankara.
3. Aktuğlu, Karpat, I. & Temel, A. (2006) “*Markalar nasıl tercih ediliyor? (Kamu sektörü çalışanlarının giysi markalarını tercihini etkileyen faktörlere yönelik bir araştırma)*”, Konya Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, Issue:15.
4. Bursalıgil, G. (2009), *Antropolojik açıdan giyim kültürü*, Yüksek lisans tezi, Mimar Sinan Güzel Sanatlar Üniversitesi, Sosyal Bilimler Enstitüsü,[Unpublished post-graduate thesis, Mimar Sinan Fine Arts University, Institute of Social Sciences] Istanbul.
5. Demir, N (2006), *Oteki Türkiye’de genc kızların medya tüketimi*, 2nd International Conference On Women's Studies, Doğu Akdeniz Üniversitesi, Kuzey Kıbrıs Türk Cumhuriyeti.
6. İsmail, K.(2006), *Hazır giyim ürünlerinde markanın tüketici satın alma davranışı üzerine etkileri*, Yayınlanmamış yüksek lisans tezi, Gazi Üniversitesi, Sosyal Bilimler Enstitüsü, [Unpublished post-graduate thesis, Gazi University, Institute of Social Sciences - Turkey] Ankara.
7. Koca, E., Koç, F., (2016), *A Study of Clothing Purchasing Behavior By Gender with Respect to Fashion and Brand Awareness*, European Scientific Journal, March 2016 edition, Vol.12, No.7, pp. 234-248
8. Koca, E., Vural, T., Koç, F., (2013), *An evaluation of consumer tendencies towards hedonistic shopping for clothes*, EJRE-European Journal of Research on Education, Special Issue: Human Resource Management,pp. 54-64
9. Koca, E. (2008). *Comparison of viewpoints towards fashion among university students in different countries*, Tekstil ve Konfeksiyon, Ege Üniversitesi Tekstil ve Konfeksiyon Araştırma-Uygulama Merkezi, İzmir, July-September, Vol: 18, Issue:3, pp.174-184.

10. Koca, E., Koç, F. (2010), *Gençlerin dinledikleri müzik türlerinin giyim tarzlarına etkisi*, NWSA e-Journal of New World Sciences Academy, 5(2), Article Number: 2C0019, pp.37-49.
11. Koç. F. (2008), *Socio-cultural evaluation of attitude of the youth against branded clothing*, Tekstil ve Konfeksiyon, Ege Üniversitesi Tekstil ve Konfeksiyon Arastırma-Uygulama Merkezi, İzmir, April-June Vol:18, Issue:2, pp.103-114 .
12. Özelge, G. (2008).*İslam ve kapitalizm ilişkisi:Türkiye’de 1980 sonrası tüketim kültürü ve tesettür modası*.Yüksek lisans tezi, Hacettepe Üniversitesi, Sosyal Bilimler Enstitüsü, [Unpublished post-graduate thesis, Hacettepe University, Institute of Social Sciences -Turkey] Ankara.
13. Özkan, A. (2006), *Kuresellesme Sürecinin Medya ve Kültür Üzerindeki Etkileri*, İstanbul: Tasam Publications.
14. Pehlivan, H. (2007), *Hepimiz Amerika’da mıYasıyoruz?*, Elektronik Sosyal Bilimler Dergisi, www.esosder.org, Vol:6, Issue:22, pp. 270-282.
15. Ritzer, G. (1992), *Georg Simmel*, (Trans.Umit Tatlıcan), Sociological Theory, Third Edition, McGraw Hill.
16. Taşçı, F. (2010), *"Yerel Yönetimlerde Sosyal Politika ve Sosyal Hizmetler: Londra-Barnet Belediyesi Örneği,"* Sosyal Siyaset Konferansları Dergisi, 58. Kitap, pp. 217-251.
17. Yurdakul, S., Ural, Ö (2008), *İletişimde Giyimin Yeri*. Endüstriyel Sanatlar Eğitim Fakültesi Dergisi, 23, pp. 44-54.