

The Relationship between Music and Urban Image: A Research on Effects of Turkish Folk Songs on Urban Image

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Abstract

Civilizations created by people constructed basically on three essential elements which are religion, language and music. However music is the common language of the world, it is impossible to consider apart from societies' value judgements and cultural features. Music, which implies harmonies composed by voices, gives important information about habituates of society, value judgements and places. Nevertheless, there is no considerable research about evaluation cities with music. Whereas there are many studies about cities and life experiences of them. In this study, some Turkish Folk Music pieces which include statements about particular cities were examined and it is tried to find the level of their impact on urban image. Survey was conducted in Ankara with 512 participants and music pieces with statements about cities were evaluated with impression about the city. Data gained from the scale is analyzed with SPSS 16 software program and tested with T-Test, Anova, Regression and Correlation Analysis. As a conclusion, it is stated that music has an important place in people's lives and there are significant relationships between music and gender, level of education and places long lived.

Keywords: Image, Urban Image, Music

"City starts and finishes with us, it rests in our memories."
Lawrence George Durrell

1. INTRODUCTION

Cities are the most vital places around the world and it is known that they become places that compete with each other with the effect of technological developments and globalization; they desire to build a brand by featuring their distinctness and wish to develop their urban image in positive way. Besides, there are many elements that affect cities' urban image. These elements are becoming significant to the extent that they impress potential visitors or investors.

Just like other elements, music also has an important role on affecting urban image positively by increasing cities' awareness level. Music which is defined as "a cultural fact", directly affects development of culture. It contacts the past and future and also stated as "culture's talking face" (Say, 2001: 19). It also reached great power in terms of its economic functions and take whole world in its sphere of influence. In this respect, main objective of this study is to reveal relationship between music and "urban image" which has great importance during the branding process. Therefore, after drawing conceptual framework of regarding subject, field research is conducted to examine relationship between urban image and music. Research made in Turkey universe is given a place of participants' projection to several music pieces to cities and it is stated that how these pieces affect the city's urban image.

2. URBAN IMAGE

Image concept has been used by people to evaluate others or organizations, too often. Image concept is defined as "summary of released ideas, understandings and impressions of individuals or organizations to other individuals or organization's mind" (Dinçer, 2002: 2). The concept is defined in Turkish dictionary as "general view, impression and public opinion". In most common way, it can be defined as "total of all opinions and impressions about an individual, an organization or a situation". According to this, it is possible to state that many factors are effective on comprise of image. Besides, it is known that image has deterministic role on attitudes and behaviours. This cause that image is an element that should be managed.

Whereas image refers to an individual or an organization, it can also refer to a place. Image of a place is sum of people's believes opinions and impressions about that place. Image provides simplified aspect of several connotations and opinions regarding that place (Kotler, 1999: 86).

Cities defined as "societies' focus points" (Law, 2002: 1), "indicators of civilizations" (Kılıçbay, 2000: 41) and "places for distinctness" (Bumin, 1998: 60). With technological developments and effects of globalization, they have become residential areas that give high importance to their image to have competitive advantage and increase their preferred

level. In only Europe, there are 150 000 residential areas that compete each other and all of them are trying to attract potential buyers with well-chosen urban image. For place that even has an attraction potential, it would be difficult to attract attention in fierce competition environment without a unique and distinctive image (İlgüner ve Asplund, 2011: 79).

Image is important for both inner and outer target market. A positive urban image in terms of tourism provides advantages to city in international level. Attractive image of a city has a significant role on visitors' preference to visit that city. In decision making process, image, which is consist of prejudices, dreams, expectations, emotions and opinions, is deterministic.

Urban image concept has strategic significance during the period of city being a brand. Because, urban image is consist of peoples' perceptions and impressions in relating to city. Creating an image that has positive impact on target market can bring competitive advantage and substantial development. Therefore, it can be said that researches to indentify image is deterministic on city branding process. In this case, it should be known which factors must be more important to identify the image.

3. FACTORS INFLUENCE to URBAN IMAGE

Just as there are some factors that affect people's and products' images, there are some factors in relation to urban image, too. It is clear that, ambulatory and touristic places, fun zones and resort areas, general infrastructure and transportation network, and historical, cultural, social, financial and natural features contribute to urban image. Cities with these kinds of features might be more advantageous to other ones.

People mostly may have a particular image for a place that they have never been or seen there. Moreover, their image figuration may not rely on actual data or truth. Media, other people's behaviours and opinions, their own experience, prejudice and beliefs might be effective at this issue (Tekeli, 2001: 45).

Creating and managing image at will is possible with developing effective and consistent brand identity (Yavuz, 2007: 49). Elements create city identity might be ordered like identity elements that aroused from natural environment and human based environment. Identity elements related to human environment are fundamentally integrated to existing cultural structure. Authentic characteristics of city's natural, human and structured environment create a special situation and distinctive urban function for the city. This distinctive function is the resource of city identity. City identity shape up in a long time period and form city as a mixture of qualities like city's geographic content, culture level, architecture, local traditions, way of living (Suher, 1999: 356).

Image factor that forms the city can be divided two; basic image factors and distinctive image factors. Primary factors that affect city's basic image are ambulatory, recreation, tourism, general infrastructure, transportation network and cost related activities. On the other hand, factors regarding to distinctive image are historical, cultural, political, social, financial, climatic and natural beauty features (Özdemir ve Karaca, 2009: 118).

4. IMPACTS of MUSIC on URBAN IMAGE

Music is one of the most important instruments

which people identify their opinions, emotions and living experiences. Music creates very strong relations between individuals and societies. It is obvious that music is very effective to direct social life. This impact which is highlighted in Confucius' quote "Music establish state, demolish state"¹ can be seen in whole life.

Even though impacts of music are universal, its meaning comes from culture. This situation might be explained by the sense of different societies render music in different ways (Titon, 1984: 3). Accordingly, it is possible to say that resource of music is culture. In this respect, music can be classified as a cultural feature of a city and so can be evaluated as one of the distinctive image factors.

Music affects "limbic system" that organizes drives, emotions and motivation in brain (McDonnell, 2007: 227). Thus, it influences individuals' decision making process and choices. When studies scanned, it is seen that music has significant effects not only on people's state of mind, time perception, product choices, time of shopping, purchase ratio, but also on sales and interaction between buyer and seller (Spangenberg vd., 2005: 1584). Besides all known impacts of music, it is also related to place it performed. According to Yıldırım and Koç (2008: 40); music is vision and voice of the place where it is created. This statement tells us that music nurture from its environment and has features of its existing place. Hence, Seferis (2000: 8) states that to transfer an artistic expression to a strange place rather than the place that it is created in would be delusive.

Determination above is closely related to the city which is one of the most important residential areas around the world. According to Yıldırım (2008); there is a structural relationship between music and city from history. Form in music is parallel to borders of city. Cosmopolitanism in the city is equal to music's harmony. Visual images on a musical piece's partition are not different from panoramic photo of the city. Facet that every single musical theme is placed meticulously is just like the discipline of arrangement of city's streets.

Universal features of music and relationship with cities suggest the positive contribution to music to city's urban image. Implications of cities on music pieces may draw attention and curiosity about the cities told. It is obvious that this situation can increase awareness level. In this respect, it is possible to consider music – a component of the culture – as an element that contributes to create image.

5. RESEARCH METHODOLOGY

5.1. Research Objective and Hypotheses

The objective of this study is to assign the levels of contribution of various music pieces that contain statements about cities in Turkey to urban image. With this respect, hypotheses of the research are as follows:

H1: Creating curiosity of music pieces about a city is related to participants giving importance to music in their lives.

H2: There is a significant relationship between participants giving importance to music in their lives and their gender.

H3: There is a significant relationship between participants giving importance to music in their lives and their level of education.

¹Kaplan. Ayten (2008), *Kültürel Müzikoloji*, Müzik Bilimleri Dizisi 6, 2. Baskı, Bağlam Yayıncılık, İstanbul.

H4: There is a significant relationship between participants giving importance to music in their lives and their living area (rural-urban).

H5: Music pieces that contain statements and figurations about cities create curiosity on said cities and their features and enable considering cities as figured in music pieces.

5.2 Sampling Population and Scales used in Research

Research had conducted on population who lives in Ankara. Surveys delivered to 600 participants who are selected with random sampling method and 512 of correctly filled survey had returned and evaluated as input. Hence, rate of return of survey forms is 85,3 %.

Within the context of determination research subject, wide range literature reviewed and, scales that present variables ideally identified. However no study was found in both Turkish and English literature about the subject. Therefore, research scale is designed by authors. To collect data, a survey form is used which composed 3 parts and 36 statements with 5 point Likert scale. In every scale, more than one variable and Likert type interval method was used. Lowest variable (1) is equal to "definitely disagree" and highest variable (5) is equal to "definitely agree".

At first part of the survey, there are statements about demographic variables. There are seven questions to identify participants' age, gender, income, level of education and personal features. At second part, there are 9 statements about participants' concern about music and music's impact on urban image. At third part of the survey, there are 20

questions about what kind of connotations have occurred in participants' minds about city, city projections and features with preferred Turkish Folk Music pieces. It is known that method of survey form's organization is important in terms of return. Therefore, while organizing the survey form, it is considered to be careful about issues mentioned in literature. For that purpose, at the top side of the survey form, there is a brief explanation about research's content, its scientific and social benefit, objective of research and secrecy of gained data. There is also an explanation about period of time a participant would possibly pass during giving answers to the survey. Under this explanation there is a name, title and contact information of researchers. Researchers also were careful about language of the survey and for that reason; they use simple, understandable and short sentences.

6. EMPIRICAL RESULTS

6.1. Factor and Reliability Analysis

First, KMO (Kaiser-Meyer-Olkin) and Barlett test were applied whether data is available to do factor analysis. KMO and Barlett tests' results showed that data was convenient to do factor analysis. Eigen variable is used as "1" on factor calculation. Under cut point of scale's factor loads were considered as 0.5. After calculating factor loads of statements, Cronbach Alpha coefficient was used to measure reliability. Factor analysis was applied to the scale for relationship between music and urban image. Coefficient-significance tests were done at definite significance degree and sum of factor loads are given at Table 1.

Table 1: Factor Loads of Music and Urban Image Scale

DEMOGRAPHICS n (512)		RATE	PERCENTAGE (%)	DEMOGRAPHICS n (512)		RATE	PERCENTAGE (%)
GENDER	Female	288	56,2	AGE	between 18-28	372	72,7
	Male	224	43,8		between 29-39	97	18,9
	Total	512	100		between 40-49	23	4,5
LEVEL OF EDUCATION	Primary	12	2,3		between 50-59	20	3,9
	Secondary	12	2,3		Total	512	100
	High School	334	65,2	PROFESSION	Public Servant	88	17,2
	Two Year Degree	32	6,2		Employee	40	7,8
	Bachelor Degree	51	10,0		Self-Employment	20	3,9
	Masters Degree	71	13,9		Unemployed	24	4,7
	Total	512	100		Student	304	59,4
1001 – 2000 TL	125	24,4	Other		36	7,0	
INCOME STATUS	2001 – 3000 TL	107	20,9	PLACE THAT LIVED LONGEST	Total	512	100
	3001 – 4000 TL	29	5,7		Village or Town	54	10,5
	4001 – 5000 TL	6	1,2		City	454	88,7
	5001 and more	19	3,7		Abroad	4	0,8
	Total	512	100		Total	512	100

Table 2: Frequency and Percentage Dispersion of Participants' Demographic Features

Statements	1
Music has an important role in my life.	,799
Music is one of the most important communication tools among people.	,711
A song about a city can make me curious about that city.	,700
Music can be used as an effective tool to promote cities.	,721
I like some songs/folk songs from particular region, more	,680
I think I am a good music listener.	,633
A song/folk song helps me to understand region better, because it contains many features of the region	,633
Besides music's artistic features, it has educational function.	,606
Statements and lyrics about cities and regions in songs/folk songs have a function nothing but rhythm order.	,633
Expounded Total Variance	66,323

6.2. Frequency Analysis

Frequency analysis was done to identify participants' demographics like age, gender, profession, longest lived place. Table 2 presents the information about participants' demographic features.

As it seen at table 2, individuals participated to survey are 43,8% males and 56,2% females. Majority of participants (72,7%) are in 18-28 age group which is young generation. 65,2% of participants are graduated from high school and approximately 30% of them had university education (two-year, bachelor, masters degree). It is also observed that big portion of participants are students (59,4%). Because of this student population, income levels of participants also appear low. It is found that 88,7% of participants live in a city, 10,5% live in a village or town and 0,8% live in abroad. When demographic features evaluated in generally, it seems that participants are predominantly female, young, and live in a city for a long time, graduate from high school and student.

Table as follows shows how participants respond to statements about music and city.

As it is seen at Table 4, 93,8% of individuals participated to survey respond "Music has an important role in my life" statement with definitely agree or agree. Therefore, it can be said that music has an important place in people's lives. Participants respond "Music is one of the most important communication tools among people" statement with 48% definitely agree and 37,9% agree. "A song about a city can make me curious about that city" statement is respond with 31,2 definitely agree, 39,8% agree and 18,6% neutral. Vast majority of participants respond "Music can be used as an effective tool to promote cities" statement positively.

At table 4, it is presented responses of participants to "Does song/folk song give idea about features of region?" statement. As can be seen in table, there are only two out of twenty songs that participants give disagree response. "Yürü yavrum yürü Konyalım yürü" folk song has 42,4% and " Yarım İstanbul'u

Table 3: Frequency Table about Music and Urban Image

Agreement Degrees	Definitely Agree		Agree		Neutral		Disagree		Definitely Disagree	
	Ratio	Percen. (%)	Ratio	Percen. (%)	Ratio	Percen. (%)	Ratio	Percen. (%)	Ratio	Percen. (%)
Music has an important role in my life.	369	72,1	111	21,7	16	3,1	12	2,3	4	0,8
Music is one of the most important communication tools among people.	246	48	194	37,9	24	4,7	36	7	12	2,3
A song about a city can make me curious about that city.	160	31,2	204	39,8	95	18,6	37	7,2	16	3,1
Music can be used as an effective tool to promote cities.	181	35,4	245	47,9	54	10,5	24	4,7	8	1,6
I like some songs/folk songs from particular region, more	94	18,4	162	31,6	126	24,6	115	22,5	15	2,9
I think I am a good music listener.	204	39,8	212	41,4	56	10,9	28	5,5	12	2,3
A song/folk song helps me to understand region better, because it contains many features of the region	148	28,9	272	53,1	62	12,1	27	5,3	3	0,6
Besides music's artistic features, it has educational function.	232	45,3	178	34,8	82	16,0	16	3,1	4	0,8
Statements and lyrics about cities and regions in songs/folk songs have a function nothing but rhythm order.	8	1,6	34	6,6	98	19,1	250	48,8	122	23,8

Table 4: Frequency Table about Song/ Folk Song and Features of Region

STATEMENTS	This song/folk song gives idea about features of region					
	Agree		Neutral		Disagree	
	f	%	f	%	f	%
Urfa'nın etrafı dumanlı dağlar...	414	80,9	63	12,3	35	6,8
Silifke'nin yoğurdu...	355	69,3	85	16,6	72	14,1
Kütahya'nın pınarları akışır...	368	71,9	93	18,2	51	10,0
Ordu'nun dereleri aksa yukarı aksa...	371	72,5	81	15,8	60	11,7
Yürü yavrum yürü Konyalım yürü...	176	34,4	119	23,2	217	42,4
İzmir'in kavakları, dökülür yaprakları...	308	60,2	119	23,2	85	16,6
Adana'nın yolları taşlık...	326	63,7	109	21,3	77	15,0
Hey onbeşli onbeşli, Tokat yolları taşlı...	349	68,2	87	17,0	76	14,8
Ankara'nın taşına bak, gözlerimin yaşına bak...	240	46,9	143	27,9	129	25,2
Yârim İstanbul'u mesken mi tuttun...	152	29,7	169	33,0	191	37,3
Malatya Malatya bulunmaz eşin...	213	41,6	106	20,7	193	37,7
Diyarbakır güzel bağlar hanım ey Lorke...	265	51,8	127	24,8	120	23,4
Sivas'ın yollarına, çıkayım dağlarına...	310	60,5	111	21,7	91	17,8
Evreşe yolları dar...	282	55,1	123	24,0	107	20,9
Gesi bağlarında dolanıyorum...	317	61,9	79	15,4	116	22,7
Erzurum çarşı pazar, içinde bir kız gezer...	354	69,1	84	16,4	74	14,5
Maçka yolları taşlı, geliyor sarı saçlı...	372	72,7	92	18,0	48	9,4
Çanakkale içinde aynalı çarşı...	409	79,9	66	12,9	37	7,2
Antebin hamamları, sallanır külhanları...	432	84,4	34	6,6	46	9,0
Burası Muş'tur, yolu yokuştur...	442	86,3	48	9,4	22	4,3

Table 5: Frequency Table for Creating Curiosity about Song/ Folk Song and City

STATEMENTS	This song/folk song creates curiosity about the city					
	Agree		Neutral		Disagree	
	f	%	f	%	f	%
Urfa'nın etrafı dumanlı dağlar...	285	55,7	132	25,8	95	18,6
Silifke'nin yoğurdu...	194	37,9	123	24,0	195	38,1
Kütahya'nın pınarları akışır...	309	60,4	127	24,8	76	14,8
Ordu'nun dereleri aksa yukarı aksa...	342	66,8	90	17,6	80	15,6
Yürü yavrum yürü Konyalım yürü...	153	29,9	137	26,8	222	43,4
İzmir'in kavakları, dökülür yaprakları...	251	49,0	119	23,2	142	27,7
Adana'nın yolları taşlık...	225	43,9	135	26,4	152	29,7
Hey onbeşli onbeşli, Tokat yolları taşlı...	267	52,1	105	20,5	140	27,3
Ankara'nın taşına bak, gözlerimin yaşına bak...	194	37,9	152	29,7	166	32,4
Yârim İstanbul'u mesken mi tuttun...	209	40,8	172	33,6	131	25,6
Malatya Malatya bulunmaz eşin...	282	55,1	104	20,3	126	24,6
Diyarbakır güzel bağlar hanım ey Lorke...	264	51,6	107	20,9	141	27,5
Sivas'ın yollarına, çıkayım dağlarına...	277	54,1	111	21,7	124	24,2
Evreşe yolları dar...	221	43,2	140	27,3	151	29,5
Gesi bağlarında dolanıyorum...	280	54,7	105	20,5	127	24,8
Erzurum çarşı pazar, içinde bir kız gezer...	333	65,0	87	17,0	92	18,0
Maçka yolları taşlı, geliyor sarı saçlı...	274	53,5	117	22,9	121	23,6
Çanakkale içinde aynalı çarşı...	378	73,8	76	14,8	58	11,3
Antebin hamamları, sallanır külhanları...	353	68,9	102	19,9	57	11,1
Burası Muş'tur, yolu yokuştur...	352	68,8	64	12,5	96	18,8

mesken mi tuttun” folk song 37,3% disagree response. Hence, it is accepted by participants that other eighteen songs give ideas and opinions about regions’ physical, geographical, cultural, social and economic structure.

Frequency indications for answers of participants about whether songs and folk songs create curiosity about cities are shown at Table 5. As is understood from the table, it is seen

that all pieces except “Silifke'nin yoğurdu, kız seni kimler doğurdu” and “Yürü yavrum yürü Konyalım yürü” can create curiosity about city.

At Table 6, responses to “I imagine the city like song represents” statement are shown. Agree answers are less than disagree answers in “Silifke'nin yoğurdu, kız seni kimler doğurdu”, “Yârim İstanbul'u mesken mi tuttun” and

Table 6: Table for Imagining City like Song/ Folk Song Represents

STATEMENTS	I imagine the city like song represents.					
	Agree		Neutral	Disagree		
	f	%	f	%	f	%
Urfa'nın etrafı dumanlı dağlar...	393	76,8	75	14,6	44	8,6
Silifke'nin yoğurdu...	184	35,9	130	25,4	198	38,7
Kütahya'nın pınarları akışır...	320	62,5	119	23,2	73	14,3
Ordu'nun dereleri aksa yukarı aksa...	371	72,5	83	16,2	58	11,3
Yürü yavrum yürü Konyalım yürü,	152	29,7	138	27,0	222	43,4
İzmir'in kavakları, dökülür yaprakları...	308	60,2	114	22,3	90	17,6
Adana'nın yolları taşlık,	271	52,9	142	27,7	99	19,3
Hey onbeşli onbeşli, Tokat yolları taşlı...	335	65,4	87	17,0	90	17,6
Ankara'nın taşına bak, gözlerimin yaşına bak...	234	45,7	144	28,1	134	26,2
Yârim İstanbul'u mesken mi tuttun...	170	33,2	163	31,8	179	35,0
Malatya Malatya bulunmaz eşin...	201	39,3	139	27,1	172	33,6
Diyarbakır güzel bağlar hanım ey Lorke...	250	48,8	135	26,4	127	24,8
Sivas'ın yollarına, çıkayım dağlarına...	293	57,2	112	21,9	107	20,9
Evreşe yolları dar...	286	55,9	125	24,4	101	19,7
Gesi bağlarında dolaniyorum...	332	64,8	83	16,2	97	18,9
Erzurum çarşı pazar, içinde bir kız gezer...	345	67,4	77	15,0	90	17,6
Maçka yolları taşlı, geliyor sarı saçlı...	316	61,7	101	19,7	95	18,6
Çanakkale içinde aynalı çarşı...	419	81,8	60	11,7	33	6,4
Antebin hamamları, sallanır külhanları...	381	74,4	77	15,0	54	10,5
Burası Muş'tur, yolu yokuştur...	400	78,1	62	12,1	50	9,8

“Yürü yavrum yürü Konyalım yürü” pieces. Therefore, other seventeen pieces are effective about imagination of the city. In this respect, three tables above show that Hypothesis 5 which is “Music pieces that contain statements and figurations about cities create curiosity on said cities and their features and enable considering cities as figured in music pieces” is accepted. Music pieces contain statements and figurations for a particular city can create curiosity for the city and cause imagination of the city like it represented in the song.

6.3. Hypotheses' Test

T-Test, Anova, Correlation and Regression tests were used to test hypotheses in the research. At Table 7 below, regression analysis test results is shown how “Creating curiosity of musical pieces about the city” as depended variable is influenced by “It is related to participants' importance that they give to music in their lives” as independent variable.

F coefficient in the regression model of this research is the coefficient that shows model's significance. F coefficient of the model created between curiosity to city and importance of music in person's life is 140.159 and it shows that model is highly significant. There is a positive and strong relationship

(at p: ,000** significance level) between curiosity to city and importance of music in person's life. Therefore, H1 hypothesis which is “Creating curiosity of music pieces about a city is related to participants giving importance to music in their lives” is accepted.

Correlation analysis that prepared to see relationship among variables confirms accepting Hypothesis 1. There is a positive and significant relationship between all these variables at 99% confidence interval.

Correlation analysis is statistical method to identify direction and degree of the relationship between two variables (Özdamar, 1999: 407). Correlation analysis is the method of finding greatness, direction and significance of the relationship between two variables and it is used in this research to find out if there is a relationship between two variables. Pearson coefficient is symbolized by “r”. This coefficient changes between -1 and +1, and when it gets closer to 1, this shows that relationship between two variables is strong. For correlation analysis, variables used in regression analysis above were used. Generally, if $n > 100$ and $r > 0.70$, it is accepted that there is a “strong relationship” between variables. If $r =$ between 0.40 and 0.70, relationship is “medium degree” and if $r =$

Table 7: Regression Analysis for Curiosity for the City and Importance to Music

Dependent Variables	Independent Variables Music has an important role in my life		
	Standardized Coefficients Beta	t	Sig.
A song about a city can make me curious about that city.	,464	11,839	,000**
F	140,159**		
R	,464		
R ²	,216		

** p < 0,01

Table 8: Correlation Analysis between Variables

STATEMENTS	1	2	3
Songs/folk songs give idea about features of region	1		
Songs/folk songs create curiosity about the city.	,359**	1	
I imagine the city like song represents	,329**	,498**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 9: Correlation Analysis for Curiosity for the City and Importance to Music

STATEMENTS	1	2
Music has an important role in my life.	1	
A song about a city can make me curious about that city.	,464**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 10: T-Test Results of Importance of Music in Participants' Lives in Terms of Gender Factor

Sub Scales	Gender	n	\bar{X}	S.D.	t	F	Sig (p)
Music has an important role in my life.	Male	224	1,5848	,90437	5,743	78,430	,000
	Female	288	1,2222	,50702	5,379		

Table 11: Anova Test for Relationship Between Importance of Music in Participant's Life and Level of Education

Music has an important role in my life.	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	56,470	5	11,294	26,425	,000
Within Groups	216,263	506	,427		
Total	272,732	511			

Table 12: Anova Test for Relationship Between Importance of Music in Participant's Life and Place that Lived Longest.

Music has an important role in my life.	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,380	2	2,190	4,154	,016
Within Groups	268,352	509	,527		
Total	272,732	511			

between 0.20 and 0.40, it is accepted as "weak relationship". If $r < 0.20$, relationship becomes "ignored relation". As it is seen on Table 9, there is a medium level relation ($r=0.464$) between those two variables at $p: 0.01$ level.

T-Test results of hypothesis as there is a significant difference on importance of music in participants' lives in terms of gender factor are shown at Table 10. According to gender of individuals participated to survey, there is a significant difference for giving importance to music in their lives. When the results were analyzed, it is seen that average of male's response to importance of music in life statement is (\bar{X}) 1,5848 and female's is (\bar{X}) 1,2222. As it is mentioned before, "1" refers "definitely agree" and "2" refers "agree" in the scale. Female's average is closer to 1 rather than males, therefore it is possible to propound that music is more important for a female. In this respect, hypothesis 2 which is "There is a significant relationship between participants giving importance to music in their lives and their gender" is accepted.

At Table 11, there are test results of Anova test for relationship between importance of music in participant's life and level of education. Like gender variable, it is found that there is a significant relation between importance to music in participants' lives and their level of education. Hence, hypothesis 3 which is "There is a significant relationship between participants giving importance to music in their lives and their level of education" is accepted.

Table 12 below shows results of Anova Test for relationship between importance of music in participant's life and place that lived longest.

A significant difference has found between importance of music in participants' lives and their participants' living place (sigma: 0.16). To understand where this difference come from, Tukey HSD test was applied and found that the difference arise from living in village/town or city. Therefore, hypothesis 4 which is "There is a significant relationship between participants giving importance to music in their lives and their living area (rural-urban)" is accepted.

7. SUMMARY and CONCLUDING REMARKS

Results of study has shown above and it is seen that music influence the urban image. As a result of several analyses it is propound that data used in this study is reliable, significant and consistent. Besides, responses in terms of gender, age groups, education, professions, income levels and living place are able to project and represent society's opinion.

With the results of this study, one can argue that music which is inseparable part of human life is in interaction with city – one of the most important residential places. Therefore, music has an enormous potential role during the identification of urban image, transformation urban image to identity and branding period of this identity.

Advertisement and publicity activities for the city should be supported with musical pieces that have the urban theme and by doing this it would be more effective to market urban values and branding city. Thus, it is possible to reach higher numbers of visitors and have more awareness on this audience.

To actualize this foresight, it is suggested that governors and administrators in the city should work with music composers, artists and science people systematically and organized.

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