global sized and expanded in this transformation process. Ritzer named Mc
Donaldization for
this process to the interaction with cities and global brands which are sharing the
common
cultural codes and some local features. For example, Starbucks is the most famous
coffee
brand in global sized and that is possible to buy Turkish coffee in product range within
other
coffees which are being harvested in different regions of the world. Starbucks has had
more
than 21,000 coffee shops in 65 countries and more than 300 in Turkey since 2003.
Global
brands’ effects to cities should be a subject matter indeed. In this paper, the
relationship
between global brands such as Starbucks and middle-sized Anatolian cities are
research
subject. In addition to this, we should ask that “Why do global brands like Starbucks
Coffee
Chain exist in Isparta but not in Burdur?” The methods in this research are survey with
people who live in Isparta and Burdur city centers, review with authorized people in
Commerce and Industrial Chambers in both cities and brand representatives.