



MARMARA UNIVERSITY

FACULTY OF ARTS AND SCIENCES/DEPARTMENT OF SOCIOLOGY

SOC421 FIELDWORK AND SEMINAR

**THE IMPACT OF GENTRIFICATION ON PRODUCTION AND CONSUMPTION
RELATIONSHIPS IN DINING AND DRINKING VENUES: THE CASE OF
KARAKOY**

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ISTANBUL, 2016

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Abstract

Gentrification is a renewal process that changes the life style in a certain urban area or district via the replacement of lower income groups by upper social classes. This process often occurs as a governmental or state policy with a purpose of rehabilitation and in relation to economic interests. Similar to many other districts in Istanbul that are under change with this purpose, Karaköy, too, becomes a gentrification area in which spatial transformation affects social practices; since as gentrification influences life styles and class movements in the area, it also affects social practices and patterns. Aim of this research is to contribute to the existing literature by interpreting the gentrification process in Karaköy based on an analysis of the change in consumption and production practices around food and beverage places' shopkeepers and their customers. The sample of the research consists of 20 shopkeepers and 20 customers in food and beverage places in Karaköy, making a sum of 40 participants. Two separate survey forms were prepared for shopkeepers and customers, and data were analyzed under the light of urban and consumption sociology. The final conclusion has been that, whereas, before the gentrification, Karaköy was prominently a trade and transportation center, after the gentrification started, the consumption and production practices have demonstrated themselves largely through food and beverage places.

Key words: Gentrification, Karaköy, food and beverage places, shopkeeper, customer, production, consumption, supply and demand equilibrium, spatial change

1. INTRODUCTION

The gentrification process and the economic processes in the area influence each other. Labor Sociology, which examines market operations along with power relations, reminds us that local business owners are critically important in this regard. The subject of this research is the changes in production and consumption relationships during the gentrification process that has begun in the Karaköy neighborhood and the effects of these changes on business owners in the dining and drinking sector. It is observed that the spatial changes and transformations occurring in this process are reflected in the customer profile, product portfolio, and production and consumption relationships of cafe and restaurant businesses. The research is concerned with the questions of what driving factors initiated the gentrification process in the Karaköy neighborhood and what changes have made this area an attractive center.

The aim of this research is to highlight the relationships of production and consumption through the spatial transformation and change that Karaköy has undergone due to the impact of gentrification. Within the scope of the research, face-to-face surveys were conducted with cafe and restaurant businesses and their customers in the Karaköy district of Istanbul. The changes and transformations in the product portfolios, production and consumption relationships, and customer profiles of the cafes and restaurants in the Karaköy district are significant for contributing to research in the fields of consumption sociology and urban studies, especially in terms of the effects of gentrification.

During the literature review process, the research was structured under three main headings: theories and debates on gentrification, consumer culture and its reflection on production in the context of gentrification, and the history of Karaköy. In the section on theories and debates on gentrification, topics such as urbanization, urbanization processes, gentrification as an urban policy, gentrification theories, and examples of gentrification from Turkey and

around the world were included. The second main heading, consumer culture, covered topics like consumer culture, consumer society, and the reflection of production-consumption relationships and social relations in the context of gentrification. Lastly, the historical changes and location-specific transformation of Karaköy were discussed. The literature provided a source for our research on the changing production and consumption relationships in the Karaköy neighborhood as a result of the gentrification process, which is a consequence of urbanization.

In the Theoretical Framework section, the concepts of gentrification and consumer culture are explained, followed by discussions on what gentrification is, how it occurs, the historical development of the gentrification process in Istanbul, and the changes in Karaköy during the gentrification process.

Under the Methodology heading, the methods used in the research, the formation of the main universe and the sample, the main questions, and the surveys applied are described. The demographic information of the sample to which the surveys were applied is mentioned. Information about the surveys conducted and the stages of the research process are discussed. Lastly, the challenges encountered in the field, limitations, and ethical concerns are addressed.

In the Findings and Discussion section, the results obtained from the surveys are evaluated and discussed in the context of the literature. The role of the Galataport Project in the gentrification process of Karaköy is discussed based on the survey results. The project, which increased the popularity of the area, is debated as a pioneer in attracting new types of businesses to Karaköy. Many cafes and restaurants were opened following the introduction of the Galataport Project. The restoration of cafes and restaurants, their decoration according to specific concepts, took place in the last 5-6 years, coinciding with the implementation of Galataport. Business owners who started operating in the area and consequently initiated

change believe that the project has had a positive impact on the region. The transformation process in Karaköy has been embraced by business owners, with many thinking that old and neglected buildings needed to be renovated. Customers, however, expressed that they were not bothered by the old buildings in the area. The study also discusses the differences in perspectives between business owners and customers regarding the changes that emerged during the gentrification process. Another discussed issue is the balance of supply and demand during the transformation process, with findings analyzed based on whether and how business owners made changes to their menus. The increase in demand from customers is seen as a result of the rise in living standards in Karaköy due to the transformation. Despite the rising living standards, the perceived inadequacy of security levels in the area is another finding discussed.

2. LITERATURE REVIEW

****Available upon request ****

3. THEORETICAL FRAMEWORK

In contemporary cities transformed into consumption spaces, the identity-defining characteristic of space has come to the forefront. Today, the meaning attributed to consumption has gone far beyond "meeting needs"; it has become a sign of pleasure, entertainment, or success (Aydoğan, 2009: 203-217). In this context, the gentrification process is one that allows the examination of consumer habits in transforming spaces. To examine the consumption relationships in gentrified spaces, it is important to analyze both the reasons for this transformation process and the perceptions about the spaces that have undergone change.

When we look at consumption areas in Istanbul today, we can see that there is a widespread consumption culture that causes people to consume more and attribute new

meanings to consumption. It is notable that the neighborhoods and spaces where this consumption culture is more prevalent are undergoing intense gentrification processes. Although the term "gentrification" used in English encompasses many dynamics, in the definition used in this study, it is described as the process of middle and upper classes settling in neighborhoods in city centers where low-income individuals live (Uysal, 2006: 77-92). As the middle and upper classes settle in these neighborhoods, they symbolically and physically manifest the distinguishing characteristics of their class through their own living practices in the spaces undergoing gentrification. Thus, rather than the construction of new buildings, it can be said that the transformation of old structures is discussed here. Gentrification, which has physical and social components, results in changes in the character of the area (Ergün, 2006: 21). The concepts that help to observe these changes are Bourdieu's concepts of habitus and taste. The concept of habitus allows for the examination of the formation of tastes and lifestyles in the area and their systematic manifestation. Thus, the concepts of habitus and taste will help to understand how the new class represents itself in the gentrified space, where and how they make their expenditures.

According to Lefebvre's definition, the "constructed" spaces of modern cities are commodified, abstract spaces that gain priority only through their economic, instrumental, and functional qualities in daily life. For individuals, spaces are social areas where they interact with others and live their lives. In gentrified areas, it is observed that the social fabric excludes unwanted activities and certain social groups from social spaces. This exclusion means distancing elements that are assumed to threaten society from everyday life, limiting them to those that contribute to the functioning of the modern city. Much like a form of exile, it becomes nearly impossible for the excluded phenomena to return to their former places. Urban spaces become areas of social tension that are constructed, packaged, and marketed (Giddens, 2012: 108; Gotham, Shefner, & Brumley, 2001: 316; Öz & Eder, 2012: 3).

The gentrification process in Istanbul has occurred in three waves (İslam, 2006: 52). The first wave of gentrification took place in the neighborhoods along the Bosphorus, such as Kuzguncuk, Arnavutköy, and Ortaköy. According to İslam, the second wave of gentrification occurred in and around Beyoğlu (including Cihangir, Asmalı Mescit, Tünel Area, and Galata). The third wave of gentrification spread to the Balat and Fener neighborhoods in the Golden Horn during the 1990s, where institutions played a direct role, unlike other gentrification processes. Over time, these changes began to occur in different areas, and today, one of the most prominent examples of this process is the Karaköy neighborhood, the focus of this research. The studies on neighborhoods undergoing gentrification (such as Beyoğlu, Cihangir, Tarlabası, Fener-Balat) highlighted in the literature review part of this research generally focus on the manner, timing, and driving forces that initiated the gentrification process in these neighborhoods. Additionally, the outcomes of the gentrification process for the local population are emphasized. Gentrification has been considered an urbanization theory, and conclusions have been drawn from studies in this direction. Similarly, the general framework of previous gentrification studies on Karaköy follows this pattern. Uniquely, this research will examine the impact of the gentrification process in Karaköy on the consumption habits of local business owners, artisans, and residents by associating gentrification with consumption sociology, alongside its role as an urbanization theory.

In the recent past, a transformation that made gentrification very evident has occurred in Karaköy. Until the 1950s, the neighborhood was known for Bankalar Caddesi (Banks Street) because of the many banks it hosted, and it had the characteristics of a commercial-business center. However, as the banking sector concentrated in the Levent-Maslak district, Karaköy lost its commercial-business center identity, and small tradesmen began to settle in the area. Thus, the way spaces in the area were used began to change (Karşıt, 2016: 6). In this context, the commercial-social changes and transformations that have taken place in the Karaköy

neighborhood will be examined within the framework of gentrification, analyzing how the gentrification process has affected the consumption relationships in the small business spaces of the neighborhood.

4. METHODOLOGY

Under this heading, the research method, main universe and sample, research questions, and observations and experiences gained in the research field will be presented together. This research focuses on the impact of the ongoing gentrification process in the Karaköy neighborhood on production and consumption relationships, examining these relationships through local business owners, and is based on quantitative survey data collected from business owners and customers. The primary objective of the research is to highlight the production and consumption relationships through the transformations and changes experienced by business owners undergoing spatial change due to gentrification.

The research area consists of the Karaköy neighborhood, where the gentrification process is currently taking place. The universe of the research includes business owners who were actively working in Karaköy in 2016 and customers who have been consumers at least twice in restaurants, cafes, or boutique shops in Karaköy. The sampling method used in the research is simple random sampling, known in the literature. The main purpose of using this method is to ensure that everyone in the research universe has an equal probability of being included in the sample. The quantitative surveys conducted with randomly selected business owners and customers through face-to-face interviews also provided opportunities for observation and qualitative data collection.

Throughout the research, 40 surveys were conducted in the field, half of which (20) were for business owners and the other half (20) for customers. Of the 20 surveyed business

owners, 19 (95%) were male and 1 (5%) female, while 7 (35%) of the customers were male and 13 (65%) female. Among the business owners, 2 (10%) had a master's degree or higher, 8 (40%) had a university degree, 7 (35%) had a high school diploma, 2 (10%) had a middle school diploma, and 1 (5%) had an elementary school diploma. Among the customers, 14 (70%) were university students, 3 (15%) had a master's degree or higher, and 3 (15%) had a high school diploma.

The first step in the research was to conduct theoretical background readings that guided the formulation of research questions. Subsequently, the main questions of the research emerged as follows: What driving forces initiated the gentrification process in Karaköy? What are the effects of the gentrification process in Karaköy on the spaces, customer profiles, and product portfolios of business owners whose production and consumption relationships have changed? To what extent can the impact of the gentrification process on business owners and customers be observed?

After determining the main questions, the next step was to prepare a list of resources and create the "General Information" section. Then, new questions based on the main questions posed at the beginning of the research, along with demographic questions, were added to obtain two different quantitative surveys for business owners and customers. Since the gentrification process in Karaköy is currently ongoing, it is possible to find both old-looking shops, buildings, and long-term business owners as well as businesses that have undergone significant changes in decoration and renovation within the last two years. Being able to witness the process and interview business owners who operated in Karaköy both before and after the gentrification process began provided significant benefits to the research.

Over approximately four days, 40 surveys were conducted with business owners and customers in the field. One of the limitations in the research was that most middle-aged and older customers refused to participate in the survey, resulting in 18 (90%) of the 20 customer

surveys being conducted with customers aged 35 and under. Fourteen of these 18 individuals were university students. Another limitation was some negative feedback regarding the length of the questions and the perceived irrelevance of some of them during the survey application. The demographic questions were considered too personal and detailed, causing discomfort for some business owners and customers. Finally, the survey data collected in the field were tested and organized using the SPSS program, and tables were created based on this data. The discussion in the following sections will be based on these survey data.

5. FINDINGS AND DISCUSSION

The area in Karaköy where the surveys were conducted starts from the Karaköy end of the Galata Bridge, extends behind Bankalar Caddesi, includes the French Passage, and stretches up to Tophane. In this area, surveys were conducted with business owners of dining and drinking venues that have been operating for a few months as well as those that have been established for 15 years or more, along with their customers. Karaköy, which was located at the most important port position under the Galata Tower and east of Azapkapı at the entrance of the Golden Horn during the Ottoman period (Çelik, 2015: 95), carried various functions brought by the port as a commercial and transportation region rather than a residential area, just as it does today. With the onset of the gentrification process, Karaköy, which was previously a commercial center, has transformed into a center concentrated with dining and drinking venues. The identification of this change and transformation will be achieved through the presentation and discussion of data obtained from surveys conducted with local business owners and customers. These discussions will be framed within the context of gentrification and consumption culture.

Graph 5.1: Duration of Business Operations in Karaköy



According to the findings from the surveys conducted with business owners, 5 business owners (25%) have been operating in Karaköy for 0-1 years, 6 business owners (30%) for 2-5 years, 3 business owners (15%) for 6-9 years, 2 business owners (10%) for 10-15 years, and 4 business owners (20%) for 16 years or more (Graph 5.1). The fact that 11 business owners (55% of the sample) have been operating for the past 5 years indicates that the business structure in Karaköy is dynamic.

Graph 5.2: Business Sectors of the Shops



Among the shops whose operators were interviewed, 4 (20%) are cafes, 4 (20%) are restaurants, 8 (40%) are cafe-restaurants, and 4 (20%) provide services outside of these business sectors (Graph 5.2).

Table 5.1: Previous Business Sectors of the Shops

Ne amacla kullanilmisti?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	kebabci, iskembeci	1	5,0	5,0	5,0
	tornaci	1	5,0	5,0	10,0
	kafe	1	5,0	5,0	15,0
	depo	1	5,0	5,0	20,0
	heykel atolyesi	1	5,0	5,0	25,0
	asansor tamircisi	1	5,0	5,0	30,0
	cikolataci	1	5,0	5,0	35,0
	pilavci	1	5,0	5,0	40,0
	ambalajci	1	5,0	5,0	45,0
	sucu	1	5,0	5,0	50,0
	hirdavat	1	5,0	5,0	55,0
	fotografci	2	10,0	10,0	65,0
	otel, otel restorani	2	10,0	10,0	75,0
	daha once ne amacla kullanildigini bilmiyorsa	5	25,0	25,0	100,0
	Total	20	100,0	100,0	

When business owners were asked about the previous use of their shops, 9 out of the 15 business owners who had knowledge on the subject (60%) stated that their shops previously operated in sectors other than dining and drinking venues. The other 5 business owners indicated that they did not know what business sector their shops served in previously (Table 5.1). According to the information in the table, shops that previously operated in the food and beverage sector with limited product variety, such as rice sellers, kebab shops, and tripe soup sellers, have been replaced by cafes and restaurants with a broader and more diverse product range (Table 5.1).

Graph 5.3: Areas Where Customers Spend in Karaköy



When customers interviewed in Karaköy were asked about the types of expenses they made, 19 of them (95%) stated that they spent money on dining, while 1 (5%) mentioned spending on necessities. It can be said that the character of the area, which was previously commercial and transportation-focused, has changed and gradually transformed into a region concentrated with dining venues. This transformation can be interpreted as the impact of

gentrification on the character of spaces, with the most significant change being evident in dining establishments.

Graph 5.4: Changes in Customer Groups



As the character of the space has changed, the customer groups coming to Karaköy have also undergone changes. Thirteen of the interviewed business owners (65%) stated that there have been changes in customer groups (Graph 5.4). It can be said that the business structure in Karaköy has changed (Table 5.1) and that customers are increasingly gravitating towards dining establishments in Karaköy.

Table 5.2: Customer Opinions on the Increasing Number of Cafes and Their Prices

Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti. * Karakoy’de açılan yeni kafelerin ücretlerinin gereğinden pahalı olduğunu düşünüyorum. Crosstabulation

			Karakoy’de açılan yeni kafelerin ücretlerinin gereğinden pahalı olduğunu düşünüyorum.				Total
			katılmıyorum	kararsızım	katılıyorum	kesinlikle katılıyorum	
Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti.	hic katılmıyorum	Count	0	0	1	0	1
		% within Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti.	,0%	,0%	100,0%	,0%	100,0%
	katılmıyorum	Count	0	0	1	0	1
		% within Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti.	,0%	,0%	100,0%	,0%	100,0%
	kararsızım	Count	0	0	3	0	3
		% within Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti.	,0%	,0%	100,0%	,0%	100,0%
	katılıyorum	Count	3	1	6	3	13
		% within Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti.	23,1%	7,7%	46,2%	23,1%	100,0%
	kesinlikle katılıyorum	Count	0	0	2	0	2
		% within Son birkaç yılda Karakoy’de artan kafe sayısı beni mutlu etti.	,0%	,0%	100,0%	,0%	100,0%
Total			3	1	13	3	20
			15,0%	5,0%	65,0%	15,0%	100,0%

The opinions of customers regarding the increasing number of cafes and restaurants are shown in Table 5.2. Of the customers interviewed, 15 (75%) expressed satisfaction with the increasing number of cafes in Karaköy over the past few years. Based on the findings from interviews with business owners, it can be said that the growing number of cafes, buffets, boutique shops, and restaurants has also led to changes in customer groups (Graph 5.4).

Table 5.3: The Effect of the Duration of Business Operation on Changes Made in the Shop

İşletmekte olduğunuz dukkada herhangi bir degisiklik yapıldı mı? * Kac yıldır Karakoy' de esnafilik yapıyorsunuz? Crosstabulation

			Kac yıldır Karakoy' de esnafilik yapıyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
İşletmekte olduğunuz dukkada herhangi bir degisiklik yapıldı mı?	hayir	Count	2	1	0	1	1	5
		% within İşletmekte olduğunuz dukkada herhangi bir degisiklik yapıldı mı?	40,0%	20,0%	,0%	20,0%	20,0%	100,0%
	evet	Count	3	5	3	1	3	15
		% within İşletmekte olduğunuz dukkada herhangi bir degisiklik yapıldı mı?	20,0%	33,3%	20,0%	6,7%	20,0%	100,0%
Total		Count	5	6	3	2	4	20
		% within İşletmekte olduğunuz dukkada herhangi bir degisiklik yapıldı mı?	25,0%	30,0%	15,0%	10,0%	20,0%	100,0%

Fifteen of the interviewed business owners stated that changes had been made in their shops (Table 5.3). When looking at the duration of business operation in Karaköy for business

owners who have made changes in their shops, it is seen that there is no statistically significant connection between the two variables. According to the findings, the changing character of spaces in Karaköy and its gradual transformation into an area densely populated with dining establishments have been largely embraced by both old and new business owners.

Table 5.4: The Effect of the Duration of Business Operation on Business Owners' Views of Old Shops in Karaköy

Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir. * Kac yıldır Karakoy'de esnaflik yapıyorsunuz? Crosstabulation								
			Kac yıldır Karakoy'de esnaflik yapıyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir.	hic katılmıyorum	Count % within Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir.	0 ,0%	1 50,0%	1 50,0%	0 ,0%	0 ,0%	2 100,0%
	katılmıyorum	Count % within Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir.	2 50,0%	1 25,0%	0 ,0%	1 25,0%	0 ,0%	4 100,0%
	kararsızım	Count % within Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir.	0 ,0%	0 ,0%	0 ,0%	0 ,0%	1 100,0%	1 100,0%
	katılıyorum	Count % within Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir.	2 22,2%	3 33,3%	1 11,1%	0 ,0%	3 33,3%	9 100,0%
	kesinlikle katılıyorum	Count % within Sehirdeki yenilenmelere ayak uyduramayan eski dukkanların degismesi gerekmektedir.	1 25,0%	1 25,0%	1 25,0%	1 25,0%	0 ,0%	4 100,0%
Total			5 25,0%	6 30,0%	3 15,0%	2 10,0%	4 20,0%	20 100,0%

Another survey result supporting this finding is the business owners' views on old shops that cannot keep up with urban renewals. Thirteen business owners (65%) stated that old shops should change. Six of the interviewed business owners (30%) disagreed with this view (Table 5.4). Considering the data, no direct connection was found between the duration of business operation and the view that old shops, which cannot keep up with innovations, should change.

Graph 5.5: Business Owners' Knowledge About the Galataport Project



Another factor observed to accelerate the change in the spatial character of the area is the Galataport Project¹. The implementation of the project has revitalized the area and facilitated the opening of new venues. However, the Galataport Project itself is not a direct gentrification policy. When business owners were asked whether they had any information about the Galataport Project, which has been influential in changing the character of the area and giving the gentrification process a new dimension, 15 (75%) stated that they were aware of the project, while 5 (25%) said they had no information about it.

Table 5.5: Business Owners' Views on the Impact of the Galataport Project

Galata Port projesi Karakoy'de bulunan esnafları olumlu etkileyecektir.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	kararsızım	3	15,0	15,0	15,0
	katiliyorum	8	40,0	40,0	55,0
	kesinlikle katiliyorum	5	25,0	25,0	80,0
	galataport projesini bilmiyorsa	4	20,0	20,0	100,0
	Total	20	100,0	100,0	

To understand what dining business owners think about the Galataport Project, they were asked whether they agreed with the idea that this project would have a positive impact on them. Of the 20 business owners interviewed, 13 (65%) agreed that the Galataport Project would positively affect the business owners in Karaköy (Table 5.5). Of these 13 interviewees, 4 (30.76%) have been operating in Karaköy for 0-1 years; 4 (30.76%) for 2-5 years; 1 (7.69%) for 6-9 years; 1 (7.69%) for 10-15 years; and 3 (23.07%) for 16 years or more. Eight of these 13 interviewees (61.5%) have been business owners in Karaköy for a maximum of 5 years, indicating that they started operating their businesses after the gentrification process, which was also influenced by the Galataport Project, began. Thirteen of the interviewed business owners (65%) agreed that the Galataport Project would positively affect the business owners in Karaköy. Three business owners (15%) were undecided on this matter, while four (20%) stated that they had no information about the Galataport Project.

Table 5.6: The Effect of the Duration of Business Operation in Karaköy on Views About the Galataport Project

Galata Port projesi Karakoy'de bulunan esnafı olumlu etkileyecektir. * Kac yıldır Karakoy'de esnaflik yapıyorsunuz? Crosstabulation			Kac yıldır Karakoy'de esnaflik yapıyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
Galata Port projesi Karakoy'de bulunan esnafı olumlu etkileyecektir.	kararsızım	Count % within Galata Port projesi Karakoy'de bulunan esnafı olumlu etkileyecektir.	0 .0%	2 66,7%	0 .0%	0 .0%	1 33,3%	3 100,0%
	katliyorum	Count % within Galata Port projesi Karakoy'de bulunan esnafı olumlu etkileyecektir.	2 25,0%	3 37,5%	0 .0%	1 12,5%	2 25,0%	8 100,0%
	kesinlikle katliyorum	Count % within Galata Port projesi Karakoy'de bulunan esnafı olumlu etkileyecektir.	2 40,0%	1 20,0%	1 20,0%	0 .0%	1 20,0%	5 100,0%
	galataport projesini bilmiyorsa	Count % within Galata Port projesi Karakoy'de bulunan esnafı olumlu etkileyecektir.	1 25,0%	0 .0%	2 50,0%	1 25,0%	0 .0%	4 100,0%
Total			5 25,0%	6 30,0%	3 15,0%	2 10,0%	4 20,0%	20 100,0%

Of the 4 business owners who were unaware of the Galataport Project, 1 (25%) had been operating in Karaköy for 0-1 years, 2 (50%) for 6-9 years, and another (25%) for 10-15 years

(Table 5.6). Those who have been running dining establishments in Karaköy for up to 5 years are the pioneers of the spatial transformation in the area. They also expressed a more favorable view towards the Galataport Project, which has been a precursor to the spatial change.

Graph 5.6: Customer Opinions on Old Shops in the City



The tendency for old spaces to be preserved as they are appears to be stronger among customers than business owners. While 7 of the surveyed customers (35%) agreed with the opinion that old shops should change (Graph 5.6), this number was 13 (65%) among the business owners. According to Lefebvre's definitions, this difference between business owners and customers can be related to the distinction between an entrepreneur who sees space as a "concrete space" driven by profit, and an individual who views space as a "social space" (Gottdiener and Hutchinson, 2011: 81). While it is observed that the Galataport Project has influenced and accelerated the gentrification process in the area, the Galataport Project itself is not a direct gentrification intervention. In this context, the concept of redevelopment used by Neil Smith helps in understanding the contribution of this project to the area. Gentrification can be observed as an improvement process in the area, through the renovation of shops by business owners, changes in menu contents, and changes in customer groups. However, the function of Galataport at this point will be to bring the area to a more central position. The gentrification

process in Karaköy is developing as a reconstruction process, with Galataport being the main factor. In this context, the two main points of the gentrification process mentioned by Ruth Glass can be observed: the change in the character of the area and its becoming more central. The change in the character of the area can be understood from its transformation from a commercial center to a center concentrated with dining venues, while the central position of the area can be understood from the effects of Galataport.

Table 5.7: The Effect of the Duration of Business Operation in Karaköy on Views About Newly Opened Entertainment Venues

Karakoy'de yeni acilan eglence mekanlarinin satislarmiz uzerinde olumlu etkisi olmustur. * Kac yıldır Karakoy'de esnaflik yapıyorsunuz?
Crosstabulation

			Kac yıldır Karakoy'de esnaflik yapıyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
Karakoy'de yeni acilan eglence mekanlarinin satislarmiz uzerinde olumlu etkisi olmustur.	hic katilmiyorum	Count % within Karakoy'de yeni acilan eglence mekanlarinin satislarmiz uzerinde olumlu etkisi olmustur.	0 ,0%	0 ,0%	0 ,0%	1 100,0%	0 ,0%	1 100,0%
	katilmiyorum	Count % within Karakoy'de yeni acilan eglence mekanlarinin satislarmiz uzerinde olumlu etkisi olmustur.	3 42,9%	3 42,9%	0 ,0%	0 ,0%	1 14,3%	7 100,0%
	katiliyorum	Count % within Karakoy'de yeni acilan eglence mekanlarinin satislarmiz uzerinde olumlu etkisi olmustur.	1 10,0%	3 30,0%	2 20,0%	1 10,0%	3 30,0%	10 100,0%
	kesinlikle katiliyorum	Count % within Karakoy'de yeni acilan eglence mekanlarinin satislarmiz uzerinde olumlu etkisi olmustur.	1 50,0%	0 ,0%	1 50,0%	0 ,0%	0 ,0%	2 100,0%
Total			5 25,0%	6 30,0%	3 15,0%	2 10,0%	4 20,0%	20 100,0%

The presence of art, culture, and entertainment venues in the area, along with new additions, contributes to the dynamic nature of the region. During the gentrification process, newly opened art, culture, and entertainment venues also help in forming the new character of the area. While the presence of dining establishments is an important factor that makes the area a center of attraction, the presence of art, culture, and entertainment venues further strengthens

this central position. Twelve (60%) business owners expressed that newly opened entertainment venues have a positive impact on their sales (Table 5.7).

Table 5.8: The Effect of the Duration of Business Operation in Karaköy on Views About Newly Opened Art Galleries

Karakoy'de yeni acilan sanat galerilerinin satislarmiz uzerinde olumlu etkisi olmustur. * Kac yildir Karakoy'de esnaflik yapyorsunuz? Crosstabulation			Kac yildir Karakoy'de esnaflik yapyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
Karakoy'de yeni acilan sanat galerilerinin satislarmiz uzerinde olumlu etkisi olmustur.	katilmiyorum	Count % within Karakoy'de yeni acilan sanat galerilerinin satislarmiz uzerinde olumlu etkisi olmustur.	0 ,0%	1 33,3%	1 33,3%	1 33,3%	0 ,0%	3 100,0%
	kararsizim	Count % within Karakoy'de yeni acilan sanat galerilerinin satislarmiz uzerinde olumlu etkisi olmustur.	1 33,3%	0 ,0%	1 33,3%	1 33,3%	0 ,0%	3 100,0%
	katiliyorum	Count % within Karakoy'de yeni acilan sanat galerilerinin satislarmiz uzerinde olumlu etkisi olmustur.	3 27,3%	4 36,4%	0 ,0%	0 ,0%	4 36,4%	11 100,0%
	kesinlikle katiliyorum	Count % within Karakoy'de yeni acilan sanat galerilerinin satislarmiz uzerinde olumlu etkisi olmustur.	1 33,3%	1 33,3%	1 33,3%	0 ,0%	0 ,0%	3 100,0%
Total			5 25,0%	6 30,0%	3 15,0%	2 10,0%	4 20,0%	20 100,0%

The dynamic nature of the area has been reported to have a predominantly positive impact on the sales of the interviewed business owners. For instance, 14 of the business owners interviewed (70%) stated that newly opened art galleries have a positive impact on their sales (Table 5.8).

Table 5.9: The Relationship Between Customers' Opinions on Prices of Newly Opened Cafes in Karaköy and the Importance Given to Venue Decoration

Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir. * Karaköy'de açılan yeni kafelerin ücretlerinin gereğinden pahalı olduğunu düşünüyorum. Crosstabulation

			Karaköy'de açılan yeni kafelerin ücretlerinin gereğinden pahalı olduğunu düşünüyorum.				Total
			katılmıyorum	kararsızım	katılıyorum	kesinlikle katılıyorum	
Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir.	katılmıyorum	Count % within Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir.	0 .0%	0 .0%	1 100,0%	0 .0%	1 100,0%
	kararsızım	Count % within Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir.	1 33,3%	0 .0%	1 33,3%	1 33,3%	3 100,0%
	katılıyorum	Count % within Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir.	1 9,1%	1 9,1%	8 72,7%	1 9,1%	11 100,0%
	kesinlikle katılıyorum	Count % within Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir.	1 20,0%	0 .0%	3 60,0%	1 20,0%	5 100,0%
Total	Count % within Yemek yemek ya da kahve içmek için gideceğim mekanın farklı/İlgi çekici bir dekorasyonunun olması benim için önemlidir.		3 15,0%	1 5,0%	13 65,0%	3 15,0%	20 100,0%

Gentrification involves not only spatial changes but also the process of changing the current economic and social class. Changes in dining practices are an indication of changes in economic and social class. At this point, it has been observed that the interviewed customers have changed their dining practices in Karaköy and have also participated in the transformation process influenced by these changing dining practices. The research findings include customer survey results that can support the view that the change in Karaköy is progressing both in terms of supply and demand. Sixteen of the customers interviewed (80%) stated that having a different and attractive decoration is important to them when choosing a place to eat or drink coffee. Only 1 interviewee (5%) indicated that the decoration of the venues is not important to them (Table 5.9). Furthermore, for the 13 customers (65%) who stated that cafes in Karaköy are expensive but also emphasized the importance of attractive decoration, it can be said that the appearance takes precedence over the amount they pay (Table 5.9).

Graph 5.7: Changes Made in Shops



Of the 20 business owners interviewed, 15 (75%) have made changes to their shops, with 9 of these 15 business owners (60%) stating that the changes were in the area of decoration (Graph 5.7). Based on these data, it can be concluded that what attracts customers in Karaköy is not affordable prices, but rather the decoration of the shops. This suggests that for customers, conspicuous consumption is more important than consumption for necessity.

Table 5.10: The Relationship Between Customers' Rates of Purchasing Expensive Products and Their Opinions on the Prices of Newly Opened Cafes in Karaköy

Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum. * Cok begendigim bir urunu pahali olsa dahi alirim.
Crosstabulation

			Cok begendigim bir urunu pahali olsa dahi alirim.			Total
			katilmiyorum	kararsizim	katiliyorum	
Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	katilmiyorum	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	1 33,3%	0 ,0%	2 66,7%	3 100,0%
	kararsizim	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	0 ,0%	0 ,0%	1 100,0%	1 100,0%
	katiliyorum	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	3 23,1%	2 15,4%	8 61,5%	13 100,0%
	kesinlikle katiliyorum	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	1 33,3%	0 ,0%	2 66,7%	3 100,0%
Total			5 25,0%	2 10,0%	13 65,0%	20 100,0%

Despite business owners generally reporting that their sales are positively affected, customers find the prices in Karaköy to be too high. Sixteen customers (80%) stated that they find the prices expensive, while 3 customers (15%) disagreed with this opinion. Additionally, 13 of the interviewed customers (65%) said they would buy a product they really liked even if it was expensive. Two customers (10%) were undecided, and 5 customers (25%) stated that they would not buy a product they found expensive, even if they really liked it (Table 5.10). Based on these findings, it can be concluded that while interviewed customers find Karaköy expensive, they continue to shop there.

Table 5.11: The Relationship Between Customers' Importance on the Affordability of Dining Venues and Their Opinions on the Prices of Newly Opened Cafes in Karaköy

Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum. * Yeme/ icme mekânlarının fiyatlarının ucuzlugu benim için önemlidir. Crosstabulation

			Yeme/ icme mekânlarının fiyatlarının ucuzlugu benim için önemlidir.					Total
			hic katılmıyorum	katılmıyorum	kararsızım	katılıyorum	kesinlikle katılıyorum	
Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	katılmıyorum	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	1 33,3%	0 ,0%	0 ,0%	2 66,7%	0 ,0%	3 100,0%
	kararsızım	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	0 ,0%	0 ,0%	0 ,0%	1 100,0%	0 ,0%	1 100,0%
	katılıyorum	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	0 ,0%	1 7,7%	5 38,5%	6 46,2%	1 7,7%	13 100,0%
	kesinlikle katılıyorum	Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	0 ,0%	0 ,0%	1 33,3%	0 ,0%	2 66,7%	3 100,0%
Total		Count % within Karakoy'de acilan yeni kafelerin ucretlerinin gereginden pahali oldugunu dusunuyorum.	1 5,0%	1 5,0%	6 30,0%	9 45,0%	3 15,0%	20 100,0%

Another finding supporting this view is the customers' opinions on the affordability of dining venues. Only 2 of the interviewed customers (10%) stated that the affordability of dining venues is not important to them. Twelve interviewees (60%) said that the affordability of dining venues is important to them (Table 5.11).

Table 5.12: The Effect of the Duration of Business Operation in Karaköy on the Status of Changes Made in Shops

İşletmekte oldugunuz dukkanda herhangi bir degisiklik yapildi mi? * Kac yıldır Karakoy'de esnaflik yapıyorsunuz? Crosstabulation

			Kac yıldır Karakoy'de esnaflik yapıyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
İşletmekte oldugunuz dukkanda herhangi bir degisiklik yapildi mi?	hayır	Count % within İşletmekte oldugunuz dukkanda herhangi bir degisiklik yapildi mi?	2 40,0%	1 20,0%	0 ,0%	1 20,0%	1 20,0%	5 100,0%
	evet	Count % within İşletmekte oldugunuz dukkanda herhangi bir degisiklik yapildi mi?	3 20,0%	5 33,3%	3 20,0%	1 6,7%	3 20,0%	15 100,0%
Total		Count % within İşletmekte oldugunuz dukkanda herhangi bir degisiklik yapildi mi?	5 25,0%	6 30,0%	3 15,0%	2 10,0%	4 20,0%	20 100,0%

Of the 11 business owners who have been operating in Karaköy for up to 5 years, 8 (72.7%) indicated that they had made changes to their shops, while 3 (27.2%) stated that no changes had been made. Among the 6 business owners who have been operating for at least 10 years, 2 (33.3%) stated that no changes had been made, while 4 (66.7%) stated that changes had been made (Table 5.12). It has been observed that business owners who have been operating for 2-5 years are more open to changes in their venues. This situation has also been observed in the following product change tables.

Table 5.13: Changes in Product Variety by Business Owners

Kuruluşunuzdan bu yana ürün çeşitliliğinizde bir değişiklik gerçekleşti mi?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	hayır	9	45,0	45,0	45,0
	evet	11	55,0	55,0	100,0
	Total	20	100,0	100,0	

Since their establishment, 11 business owners (55%) have made changes in their product variety, while 9 (45%) have not made any changes.

Table 5.14: The Effect of the Duration of Business Operation in Karaköy on Menu Changes

Kuruluşunuzdan bu yana ürün çeşitliliğinizde bir değişiklik gerçekleşti mi? * Kac yıldır Karakoy'de esnaflik yapıyorsunuz? Crosstabulation								
			Kac yıldır Karakoy'de esnaflik yapıyorsunuz?					Total
			0-1 yıl	2-5 yıl	6-9 yıl	10-15 yıl	16 yıl ve üzeri	
Kuruluşunuzdan bu yana ürün çeşitliliğinizde bir değişiklik gerçekleşti mi?	hayır	Count	2	2	2	2	1	9
		% within Kuruluşunuzdan bu yana ürün çeşitliliğinizde bir değişiklik gerçekleşti mi?	22,2%	22,2%	22,2%	22,2%	11,1%	100,0%
	evet	Count	3	4	1	0	3	11
		% within Kuruluşunuzdan bu yana ürün çeşitliliğinizde bir değişiklik gerçekleşti mi?	27,3%	36,4%	9,1%	,0%	27,3%	100,0%
Total			5	6	3	2	4	20
			25,0%	30,0%	15,0%	10,0%	20,0%	100,0%

Of the 5 business owners who have been operating in Karaköy for 0-1 years, 3 (60%) stated that there has been a change in product variety since their establishment. Of the 6 business owners who have been operating for 2-5 years, 4 (66.6%) reported changes in product variety.

However, business owners who have been operating for 10-15 years indicated that there has been no change in product variety (Table 5.14).

Table 5.15: Changes in Product Variety by Surrounding Business Owners

Karakoy'de son zamanlarda çevre esnafların ürün çeşitliliğinde bir değişiklik gözlemlediniz mi?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid hayır	12	60,0	60,0	60,0
evet	8	40,0	40,0	100,0
Total	20	100,0	100,0	

Of the surveyed business owners, 11 (55%) stated that there have been changes in product variety, while 9 (45%) reported no changes in product variety (Table 5.13). Additionally, 8 of the interviewed business owners (40%) observed changes in the product variety of surrounding businesses (Table 5.15).

Table 5.16: Customer Groups

Müşterileriniz genelde hangi gruplardan oluşuyor?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid öğrenciler	5	25,0	25,0	25,0
çalışanlar	8	40,0	40,0	65,0
diğer	6	30,0	30,0	95,0
geçersiz	1	5,0	5,0	100,0
Total	20	100,0	100,0	

When business owners were asked about the general profiles of their customer groups, 5 (25%) indicated that their customers were primarily students, 8 (40%) stated that their customers were mostly workers, and 6 (30%) mentioned other customer groups (Table 5.16).

Table 5.17: Timing of Changes in Customer Groups

Musteri gruplarındaki degisiklikler ne zaman gerceklesti?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	son 1-2 senede	8	40,0	40,0	40,0
	3 ve daha fazla sene once	1	5,0	5,0	45,0
	diger	4	20,0	20,0	65,0
	9	1	5,0	5,0	70,0
	gruplarda degisiklik gerceklemediyse	6	30,0	30,0	100,0
	Total	20	100,0	100,0	

Eight of the interviewed business owners (40%) reported that the changes in their customer groups have occurred in the last 1-2 years. Six business owners (30%) stated that there have been no changes in their customer groups (Table 5.17). Based on the results shown in the tables above, it can be seen that there have been changes in the shops, product variety, menus, product variety of surrounding businesses, and customer groups among the business owners in Karaköy. These changes indicate that the venues, product variety, customers, and therefore the character of the venues, are dynamic. The gentrification process encompasses these changes and transformations within this dynamic structure.

Graph 5.8: Customers' Opinions on Living Standards in Karaköy



According to the research, 70% of the customers surveyed believe that living standards in Karaköy have improved in recent years (Graph 5.8).

Table 5.18: The Frequency of Customers' Visits to Karaköy and Their Social Media Sharing of Photos Taken

Karakoy'deki yeme/icme mekanlarına ne sıklıkla geliyorsunuz? * Gittigim kafe ve restoranlarda çektiğim fotoğrafları sosyal medyada paylaşıyorum. Crosstabulation

			Gittigim kafe ve restoranlarda çektiğim fotoğrafları sosyal medyada paylaşıyorum.				Total
			katılmıyorum	kararsızım	katılıyorum	kesinlikle katılıyorum	
Karakoy'deki yeme/icme mekanlarına ne sıklıkla geliyorsunuz?	haftada en az bir	Count % within Karakoy'deki yeme/icme mekanlarına ne sıklıkla geliyorsunuz?	2 33,3%	1 16,7%	1 16,7%	2 33,3%	6 100,0%
	ayda bir	Count % within Karakoy'deki yeme/icme mekanlarına ne sıklıkla geliyorsunuz?	5 62,5%	0 ,0%	2 25,0%	1 12,5%	8 100,0%
	yılda birkaç kez	Count % within Karakoy'deki yeme/icme mekanlarına ne sıklıkla geliyorsunuz?	3 75,0%	0 ,0%	0 ,0%	1 25,0%	4 100,0%
	karakoyde yeme/icme mekanlarını tercih etmiyorsa	Count % within Karakoy'deki yeme/icme mekanlarına ne sıklıkla geliyorsunuz?	2 100,0%	0 ,0%	0 ,0%	0 ,0%	2 100,0%
Total			12 60,0%	1 5,0%	3 15,0%	4 20,0%	20 100,0%

At the same time, 33.3% of customers who visit dining venues in Karaköy at least once a week, 62.5% of those who visit once a month, and 75% of those who visit a few times a year stated that they do not share photos taken at cafes and restaurants on social media. Among those who do share photos on social media, 33.3% visit dining venues in Karaköy at least once a week (Table 5.18). The relationship between the rising living standards in the area and customers sharing their preferred venues on social media can be explained by the social and cultural references associated with food preferences. As one of the effects of gentrification, the dining venues in Karaköy, which have become more central and popular, establish a more visible relationship with their customers by being shared on social media and settling into a fixed position.

Table 5.19: The Influence of Friends and Personal Values on Customers' Choice of Venues

Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim. * Arkadaslarimin tercih ettigi mekanlarin fiyatları yüksek olsa dahi onlarla giderim. Crosstabulation

			Arkadaslarimin tercih ettigi mekanlarin fiyatları yüksek olsa dahi onlarla giderim.			Total
			katılmıyorum	katılıyorum	kesinlikle katılıyorum	
Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim.	katılmıyorum	Count % within Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim.	1 100,0%	0 .0%	0 .0%	1 100,0%
	kararsızım	Count % within Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim.	0 .0%	1 100,0%	0 .0%	1 100,0%
	katılıyorum	Count % within Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim.	3 21,4%	11 78,6%	0 .0%	14 100,0%
	kesinlikle katılıyorum	Count % within Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim.	0 .0%	3 75,0%	1 25,0%	4 100,0%
Total		Count % within Ortak degerlere sahip oldugum insanlarin oldugu mekanlara gitmeyi tercih ederim.	4 20,0%	15 75,0%	1 5,0%	20 100,0%

Another finding that supports this observation is that 15 (75%) of the surveyed customers stated they prefer to go to places their friends visit, even if they are expensive, and they prefer venues where people with shared values congregate. Three customers (15%) who said they would not go to places their friends prefer if they are expensive also mentioned that they prefer venues where people with shared values are present (Table 5.19). Although customers mentioned that they are not uncomfortable being in the same place with people who have lower living standards than themselves, the importance of having shared values stands out as a significant statistical data point.

Table 5.20: The Impact of Other Customers' Living Standards on Customers' Choice of

Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez. * Gittigin mekanlarin musterilerinin yasam standardinin benimle ayni olmasini tercih ederim. Crosstabulation

			Gittigin mekanlarin musterilerinin yasam standardinin benimle ayni olmasini tercih ederim.				Total
			hic katilmiyorum	katilmiyorum	kararsizim	katiliyorum	
Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	katilmiyorum	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	0 .0%	0 .0%	1 50,0%	1 50,0%	2 100,0%
	kararsizim	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	1 100,0%	0 .0%	0 .0%	0 .0%	1 100,0%
	katiliyorum	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	0 .0%	13 100,0%	0 .0%	0 .0%	13 100,0%
	kesinlikle katiliyorum	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	0 .0%	2 50,0%	2 50,0%	0 .0%	4 100,0%
Total			1 5,0%	15 75,0%	3 15,0%	1 5,0%	20 100,0%

Venues

Only one of the surveyed customers (5%) stated that they prefer the living standards of other customers in the places they visit to be the same as theirs and mentioned that they would be uncomfortable visiting places frequented by people with lower living standards. The majority of 15 customers (65%) expressed that they do not specifically prefer the same living standards and would not be uncomfortable being in places visited by people with lower living standards. According to these statements, customers seem open to the presence of different income groups in the area. Considering the previous table as well, it can be inferred that participants do not establish a relationship between having a common living standard and having common values.

Table 5.21: The Relationship Between Customers' Education Level and the Importance Placed on the Living Standards of People in the Venues They Visit

Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez. * Egitim durumunuz, egitim seviyeniz nedir?
Crosstabulation

			Egitim durumunuz, egitim seviyeniz nedir?			Total
			Lise	universite	Yuksek lisans ve uzeri	
Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	katilmiyorum	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	0 .0%	2 100,0%	0 .0%	2 100,0%
	kararsizim	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	1 100,0%	0 .0%	0 .0%	1 100,0%
	katiliyorum	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	2 15,4%	8 61,5%	3 23,1%	13 100,0%
	kesinlikle katiliyorum	Count % within Yasam standardi benden dusuk kisilerin gittigi mekanlara gitmek beni rahatsiz etmez.	0 .0%	4 100,0%	0 .0%	4 100,0%
Total			3 15,0%	14 70,0%	3 15,0%	20 100,0%

Another finding that links living standards and cultural class to consumption patterns is that 17 surveyed customers (85%) stated they are not uncomfortable visiting places frequented by people with lower living standards; 2 customers (10%) disagreed, and 1 (5%) was undecided (Table 5.20). Additionally, 16 interviewed customers (80%) indicated that they do not prefer the living standards of customers in the places they visit to be the same as their own. Among the 17 customers who are not uncomfortable visiting places frequented by people with lower living standards, 2 (11.76%) have a high school education, 12 (70.5%) have a university education, and 3 (17.64%) have a graduate or higher level of education. All customers with graduate or higher education (100%) stated they are not uncomfortable visiting places frequented by people with lower living standards. The 2 customers who are uncomfortable visiting places frequented by people with lower living standards both have a university education (Table 5.21).

These findings suggest that sharing the same living standard is not necessary, which aligns with the previous table (Table 5.20), where customers indicated they are comfortable being in places with people of lower living standards. Considering the ongoing gentrification process in Karaköy, this indicates the coexistence of different social and cultural classes. The statement that interviewed customers are comfortable being in places with people of different living standards supports this finding.

Table 5.22: Business Owners' Opinions on the Security Level in Karaköy

Karakoy'un guvenlik seviyesi yeterli duzeydedir.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	hic katilmiyorum	3	15,0	15,0	15,0
	katilmiyorum	11	55,0	55,0	70,0
	kararsizim	2	10,0	10,0	80,0
	katiliyorum	3	15,0	15,0	95,0
	kesinlikle katiliyorum	1	5,0	5,0	100,0
	Total	20	100,0	100,0	

Fourteen of the interviewed business owners (70%) stated that they do not find the security level in Karaköy adequate. Four business owners (20%) consider the security level sufficient, while 2 (10%) are undecided on this matter (Table 5.22).

Table 5.23: The Relationship Between Security Level and Living Standards in Karaköy

Son yıllarda Karakoy'de yaşam standartlarının yükseldigini düşünüyorum. * Karakoy'un güvenlik seviyesi yeterli düzeydedir. Crosstabulation								
			Karakoy'un güvenlik seviyesi yeterli düzeydedir.					Total
			hiç katılmıyorum	katılmıyorum	kararsızım	katılıyorum	kesinlikle katılıyorum	
Son yıllarda Karakoy'de yaşam standartlarının yükseldigini düşünüyorum.	katılmıyorum	Count	1	1	0	0	0	2
		% within Son yıllarda Karakoy'de yaşam standartlarının yükseldigini düşünüyorum.	50,0%	50,0%	,0%	,0%	,0%	100,0%
	kararsızım	Count	0	2	0	0	0	2
		% within Son yıllarda Karakoy'de yaşam standartlarının yükseldigini düşünüyorum.	,0%	100,0%	,0%	,0%	,0%	100,0%
	katılıyorum	Count	0	7	2	2	0	11
		% within Son yıllarda Karakoy'de yaşam standartlarının yükseldigini düşünüyorum.	,0%	63,6%	18,2%	18,2%	,0%	100,0%
	kesinlikle katılıyorum	Count	2	1	0	1	1	5
		% within Son yıllarda Karakoy'de yaşam standartlarının yükseldigini düşünüyorum.	40,0%	20,0%	,0%	20,0%	20,0%	100,0%
Total			3	11	2	3	1	20
			15,0%	55,0%	10,0%	15,0%	5,0%	100,0%

Regarding the impact of changes in Karaköy on living standards, 16 (80%) of the interviewed business owners believe that living standards in Karaköy have improved. Two business owners (10%) do not share this view, and another 2 (10%) are undecided (Table 5.23). Of the 16 business owners who believe that living standards have risen, 10 (62.5%) find the security level in Karaköy inadequate. All 4 business owners (100%) who find Karaköy secure also believe that living standards have improved. Both business owners (100%) who are undecided about the rise in living standards find the security level inadequate (Table 5.23). Thus, while living standards in Karaköy are perceived to have risen, the area is considered inadequate in terms of security. However, this perceived inadequacy does not change the fact that customers view the area as one with high living standards.

Table 5.24: The Relationship Between Changes in the Number of Customers and the Number of Tourists

Turist sayısında ne yonde degisim gozlemlediniz? * musteri sayısındaki degisiklik ne yonde gerceklesti? Crosstabulation								
			musteri sayısındaki degisiklik ne yonde gerceklesti?					Total
			azaldi	artti	degisiklik gercekleşme diyse	musteri sayısına etkisi olmadıysa	gecersiz	
Turist sayısında ne yonde degisim gozlemlediniz?	azaldi	Count	1	8	5	1	1	16
		% within Turist sayısında ne yonde degisim gozlemlediniz?	6,2%	50,0%	31,2%	6,2%	6,2%	100,0%
	arttı	Count	0	2	0	1	0	3
		% within Turist sayısında ne yonde degisim gozlemlediniz?	,0%	66,7%	,0%	33,3%	,0%	100,0%
	diger	Count	1	0	0	0	0	1
		% within Turist sayısında ne yonde degisim gozlemlediniz?	100,0%	,0%	,0%	,0%	,0%	100,0%
Total	Count	2	10	5	2	1	20	
	% within Turist sayısında ne yonde degisim gozlemlediniz?	10,0%	50,0%	25,0%	10,0%	5,0%	100,0%	

Two of the surveyed business owners (10%) observed an increase in both the number of customers and tourists in Karaköy. Eight business owners (40%) reported an increase in the number of customers but a decrease in the number of tourists. Only one participant (5%) noted a decrease in both customer and tourist numbers. Additionally, five business owners (25%) who observed no change in customer numbers reported a decrease in the number of tourists.

Graph 5.9: Reasons for the Decrease in the Number of Tourists According to Business



Owners

It has been indicated that the decrease in the number of tourists in Karaköy is not due to a specific reason related to Karaköy itself, but rather a result of the country's general political climate (Graph 5.9).

Based on the findings, it can be said that Karaköy has gained a more central position due to the restructuring of the area. Being one of the gentrified regions that hold a significant share in consumption areas creates the perception that it will maintain this position. In the context of dining venues, this improvement process began with changes in the interior spaces and functions of the venues, making the food sector the most important part of consumption. The practice of consumption, which was previously observed through the buying and selling of commercial goods in Karaköy, has undergone a shift in meaning with dining venues becoming a characteristic of the area. An important point in terms of class motivations, which is a fundamental feature of gentrification, is the formation of a more pluralistic ground. There is no evidence to suggest that this process is directly occurring through consumption practices in urban spaces where the tendency to classify and establish hierarchy continues. In Karaköy, dining and drinking have become a conspicuous consumption practice independent of the social and cultural class of the customer. In this process, the basis of class distinction has become appreciation judgments derived from information.

CONCLUSION

Gentrification involves the processes of revitalizing and restructuring certain urban areas that have lost their social or cultural appeal. Examples from around the world and Istanbul are provided in the literature review section. In this study, the gentrification process has been observed through the changes in consumption practices in Karaköy. The effects of

gentrification in Karaköy were investigated through business owners of dining venues and customers spending in Karaköy.

The conditions and survival strategies of business owners affected by gentrification processes were examined through surveys conducted with them. Business owners were asked about how long they have been in Karaköy, the general changes in their shops, the ongoing changes in Karaköy, and how, in what direction, and to what extent they have been affected by these changes. To examine the effects of gentrification on social and cultural classes, a survey was also conducted with customers. The common concept analyzed in the context of business owners and customers is consumption. In simple terms, consumption is the use and end of a product based on the immediate need. Historically, with the advent of capitalism, consumption has turned into waste, expenditure, and rapid depletion. Capitalism's overproduction and the accompanying "abundance" have not regulated social inequality or provided welfare but have instead widened the gap between classes, reproducing poverty and social inequality. In social change processes, consumption practices have taken on a new identity and gained a cultural dimension. Consumption culture can be observed through practices where class distinctions and hierarchical structures in daily life are established. In this context, customers were asked about their shopping habits, venue preferences, and the criteria they consider when making these choices—such as cleanliness, popularity, and living standards. The purpose of these questions was to observe the social changes brought by gentrification and the effects of cultural class changes. This study attempted to understand how individuals establish processes of differentiation and taste through consumption practices based on statistical data reflected in survey results. The results indicate no sharp class distinction and that customers participating in the study do not mind being with people of different living standards in dining venues. No significant class division was observed in the area, but this does not mean that new constructions and projects brought by the gentrification

process will not cause such divisions in the future. Therefore, the reason why class distinctions are not encountered in consumption activities is that the gentrification process in Karaköy is not yet complete and the sharp class distinctions between the old residents and the newcomers have not yet emerged.

Karaköy, the research site, has always been a center for business owners due to its historical role as a trade center. Before gentrification, Karaköy stood out as a center for trade and transportation. With gentrification, production and consumption practices have begun to take place through dining venues. Several factors have influenced and accelerated the gentrification process in this area. The first is the Galataport Project, which gained momentum with the transformation of the project into a reconstruction policy. Most businesses view the changes and transformations brought by Galataport positively. Another factor is the presence of art, culture, and entertainment venues in the area. Based on survey studies, it can be stated that the structure of business owners in Karaköy has changed, and the area has become predominantly a region of cafes and restaurants. As a result, in the rapidly changing area, buildings change hands daily; long-standing production workshops and small businesses are replaced by cafes, restaurants, and other dining venues. The findings suggest that the spatial changes in Karaköy are largely embraced by both old and new business owners. To make the area a center of attraction through gentrification, it's not only about changing the existing shops but also considering that new constructions and projects will make Karaköy more central. Gentrification in the area has been observed as an improvement process through the renovation of shops, changes in menu content, and changes in customer groups. While gentrification is taking place with the change in the area's character, the reconstruction processes, including the Galataport Project, are positioning the area more centrally. Gentrification can be examined through the shops of business owners where consumption practices have changed. However, while the new structures that were not present before are

significant in the gentrification process, the construction of these structures is not a gentrification policy. In this context, the Galataport Project is not a gentrification project but a significant factor accelerating the gentrification process.

This research has tried to understand how spatial changes are interpreted by business owners and how spatial changes shape consumption practices. While the questions asked provided important data, they were insufficient to fully understand the gentrification process in the area. To better analyze the changes and transformations brought by gentrification, future studies should expand to include all business owners and sectors and ensure greater participation from interviewees, thus providing more concrete data. This study has shown that dining venues have become more central in the area, but it also demonstrated that the mere presence of dining venues is not the sole factor making the area attractive and a center of attraction. By incorporating business owners into the study with a focus on dining, observing consumption culture differentiates this study from other gentrification studies. It may serve as an informative basis for future research in this context.

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