

## **National Economy Policy in the Pursuit of Conscious Consumers**

### **Abstract**

As the re-declaration of the constitutional regime in July 1908 profoundly transformed the political, social, and cultural structure of the country, consumption habits also became a part of this transformation process. 1908 became a milestone in terms of economic mentality and a policy to protect and support domestic entrepreneurs in the framework of the “national economy” concept first found its echo in the press and then government circles. The boycott calls, which entered the Ottoman agenda as a result of the annexation of Bosnia-Herzegovina by Austria-Hungary, became an important factor in the politicization of Ottoman consumers and began to seek “national” sensitivities in their consumption preferences. It has become a fundamental criterion for the Ottoman consumer to buy not only cheap products but also domestic-national products. This presentation aims to evaluate the transformation of ordinary people into conscious consumers as active supporters of national economic policy.

### **Short Bio**

Oya Gözel-Durmaz is an associate professor in the Department of History at Kocaeli University. Dr. Gözel-Durmaz received her Ph.D. in 2014 from the Department of History, Middle East Technical University with a thesis titled “A City Transformed: War, Demographic Change and Profiteering in Kayseri (1915-1920)”. Dr. Gözel-Durmaz is interested in late Ottoman social and economic history, with special reference to manufacturing and consumption in the Hamidian and Unionist periods.