



Hacettepe University Graduate School Of Social Sciences

Business Administration Department

Master Program (with Thesis)

**THE EFFECT OF COUNTRY OF ORIGIN IMAGE,
CONSUMERS' ATTITUDE AND RESIDENCE PERIOD ON
CONSUMERS' WILLINGNESS TO BUY: A STUDY OF ARAB
CONSUMERS IN TURKEY**

Ahmed SALAMA

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KABUL VE ONAY

Ahmed Ramadan Abouelenin Salama tarafından hazırlanan "LKE MENŐEI, TKETICI TUTUMU VE LKEDE YAŐAMA SRESİNİN SATIN ALMA İSTEĐİNE ETKİSİ: TRKİYE'DEKİ ARAP TKETİCİLER ZERİNE BİR UYGULAMA" baŐlıklı bu alıŐma, 22/12/2016 tarihinde yapılan savunma sınavı sonucunda baŐarılı bulunarak jrimiz tarafından Yksek Lisans Tezi olarak kabul edilmiŐtir.

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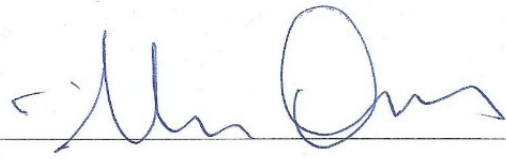
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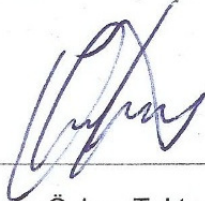
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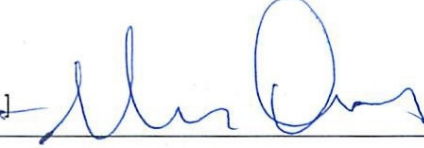
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Ahmed Ramadan Abouelenin Salama

ETİK BEYAN

Bu çalışmadaki bütün bilgi ve belgeleri akademik kurallar çerçevesinde elde ettiğimi, görsel, işitsel ve yazılı tüm bilgi ve sonuçları bilimsel ahlak kurallarına uygun olarak sunduğumu, kullandığım verilerde herhangi bir tahrifat yapmadığımı, yararlandığım kaynaklara bilimsel normlara uygun olarak atıfta bulunduğumu, tezimin kaynak gösterilen durumlar dışında özgün olduğunu, Prof. Dr. Bahtışen KAVAK danışmanlığında tarafımdan üretildiğini ve Hacettepe Üniversitesi Sosyal Bilimler Enstitüsü Tez Yazım Yönergesine göre yazıldığını beyan ederim.



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To my brother, best friend, teacher and my Ideal Dr. Wael Salama.

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ÖZET

SALAMA, Ahmed. *Ülke Menşei, Tüketici Tutumu Ve Ülkede Yaşama Süresinin Satın Alma İsteğine Etkisi: Türkiye'deki Arap Tüketiciler Üzerine Bir Uygulama*, Yüksek Lisans Tezi, Ankara, 2016

Bu çalışmanın amacı, tüketicilerin tutumları ve menşe ülke görüntüsünün, tüketicilerin Türk giyim markalarını satın alma istekleri üzerine olan etkisi ve bu ilişkilerin yabancıların ikamet sürelerine olan etkisini incelemektir. Çalışma, 1 aydan başlayarak 3 yıldan daha fazladır Türkiye'de yaşayan Arapları ele almıştır. Temel veriler anket yoluyla toplandı. 13 Arap milliyeti ankete katılırken en büyük sayıyı Mısır, Suriye, Irak ve Libya vatandaşları oluşturdu. Toplamda 322 katılımcı oldu. Demografik faktörler özellikle Türkiye'de yaşam periyotu ankette önemli bir faktör oluşturmuştur.

Bulgular, menşe ülke görüntüsü olarak Türk giyim markaları için Araplar'da nasıl bir olumlu gelişme yaşandığını ve bu arada ona karşı nasıl olumlu bir tutum içinde olduklarını göstermektedir.

Türkiye'de yaşama süresine bağlı olarak, Türk giyim markalarını satın alma istekleri konusunda önemli farklılıklar bulunmaktadır. Türkiye'de 3 yıldan fazla yaşayan Arap tüketiciler, 1 yıldan daha az yaşayan tüketiciler olarak, 1-3 yıl arasında yaşayan tüketicilere kıyasla, Türk giyim markalarını satın alma konusunda daha az isteklilerdir. Araştırma, menşe ülke literatürünü zenginleştirecek ve pazarlamacılara, yabancılarla ve onların satın alma davranışları üzerine daha fazla odaklanmalarına yardımcı olacak yeni bulgular elde etmiştir.

Anahtar Sözcükler

Menşe ülke, Ülke Görüntüsü, Ürünün Kalitesi, Ülke İmajı, Ürün Algısı, Türk Tekstili, Türkiye, Arap

ABSTRACT

SALAMA, Ahmed. *Country of Origin Image Effects and Consumers Attitude on Consumers' Willingness to Buy, a Study for Turkish Clothing Brands on Arab Consumers Living In Turkey*, Master's Thesis, Ankara, 2016

The purpose of this study is to examine the effect of country of origin image and consumers' attitude on consumers' willingness to buy Turkish clothing brands, and the effect of those relationships with the foreigners' residence period. The study took Arabs who are living in Turkey starting from 1 month up to more than 3 years of staying.

Primary data collected through questionnaire, 13 Arab nationalities participated, the largest numbers were from Egyptians, Syrians, Iraqis and Libyans nationalities, with a total 322 respondents. Demographic factors took an important part in questionnaire, exactly so living period in Turkey.

Findings showed how Arabs have a positive evolution for Turkish clothing brands as country of origin image, meanwhile a positive attitude towards it. According to living period in Turkey, there are a significant difference in willingness to buy Turkish clothing brands. Arab consumers who are living for more than 3 years in Turkey have a less willing to buy Turkish clothing brands than consumers living between 1-3 years, as consumers living for less than 1 year. Research obtained new findings that will rich country of origin literature and help marketers to focus more on foreigners and their purchasing behavior.

Key Words

Country of Origin, Country Image, Product's Quality, Country Image, Product Perception, Turkish Textiles, Turkey, Arab

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ABBREVIATIONS AND SYMBOLS LIST

CETSCALE : Consumer Ethnocentrism Scale

COO : Country of Origin

COOI : Country of Origin Image

CSE : Country Stereotyping Effect

WTO : World Trade Organization

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INTRODUCTION

The major transformations in macro-environment have put huge influence on the behavior of consumers. Today, the enterprises are facing great challenges in gaining the adequate comprehension of the attitude of their customers (Hausman, 2000). Intensified competition has further added the complexity and marketers need to execute detail market research to approach the target market efficiently (Guercini, 2004). Consumer behavior has been an area of interest for researchers and various studies have highlighted a number of factors that affect the consumer attitude. Particularly in the apparel industry, the prevalence of various factors has caused researchers and practitioners to unveil hidden insights that can accurately explain the consumer behavior (Dubois & Duquesne, 1993).

Gaining the comprehension becomes more challenging when the target market is highly diversified. People from different ethnicities exhibit different behavior while purchasing a product (Fernandez, 2002). Moreover, country of origin image is regarded highly important by some nations. Many researchers have confirmed the country of origin impact on the willingness to buy the product. The inadequate investigation has been led to study the behavior of foreign consumers while purchasing a product. Moreover, existing literature lacks sufficient evidence that can prove that greater stay in the host country significantly influences the consumer choices, perception, and attitude towards host country products.

The underlying study would assess the impact of country image and country of origin while purchasing the Turkish clothing. The study would certify whether Arab foreigners place high importance to the country of origin effect and how they have formulated their attitude towards buying Turkish clothing products. Arab foreigners tend to place higher importance on the country of origin factor and show a positive attitude towards buying local clothing during the initial stay and positivity declines as they stay longer.

The underlying aim of the research is to assess the possible moderation effect of "time" upon the relationship between country of origin image,

attitude and Arab consumers' willingness to buy Turkish clothing. The sub-objectives include:

- To gain the better understanding of the behavior of Arab consumers residing in the Turkey.
- To understand how much importance, the Arabs as a distinct ethnic group place to "country of origin" factor.
- To understand how the longer stay affects and redefines the consumer behavior.
- To provide useful recommendations to practitioners and marketers for practical implementation on the basis of secondary and primary research.

The main rationale behind choosing "Arabs" as an ethnic group is that current era has witnessed a visible increase in Arabs' population in the Turkey. Moreover, the Turkish clothing has also gained higher customer acceptance in the Arab world. The results of the study would offer meaningful insights to Turkish clothing designers, manufacturers, and marketers. The research findings would also make a valuable contribution to the existing literature.

In order to gain the insights, the close-ended questionnaire would be distributed among the Arabs residing in the Turkey. The respondents would be selected having a minimum stay of 1 month up to 3 years. The results would also suggest the level of brand awareness among foreigners and acceptance of clothing style of a different nation. Results would help the clothing enterprises to formulate the policies that can stimulate the favorable perception of Turkish clothing brands among foreigners.

The current study will be presented in two chapters. The first chapter would be structured to focus on the country of origin (COO) and country of origin image, divided into five main parts, first part country of origin definition and its impact on consumers, the second part of the country of origin image and

product image globally, then chapter would cover the attitude of consumers and their purchasing intention, including the definition of Consumer Attitude, the impact of consumer attitude on purchasing behavior and Turkey's image and its textile. Last chapter would discuss the questionnaire data, analysis, findings and its conclusion.

CHAPTER 1

THE EFFECT OF COO AND ATTITUDE ON CONSUMERS' WILLINGNESS TO BUY AND DECISION PROCEDURES

1.1 THE COUNTRY OF ORIGIN

1.1.1 Defining 'Country of Origin'

Country of origin in market research refers to the country where a product is manufactured (Roth & Romeo, 1992; Swinder & Rao, 1997). The Country of Origin (COO) influence relates to the perception consumers have with regards to products of other countries. According to Brigham (1971, p. 354), COO engenders a certain type of reaction that can be studied to determine “the behaviour of consumers relating to the origin of a manufactured good since the perception is that many consumers have become accustomed with product information in a social environment stereotyped for developed countries”. For Samiee (1987), the effect of the country of origin on consumers relates to “good or bad experiences that determines the choices and behaviour of consumers due to the manufactured product original provenance”. For instance, France is highly recognized for quality perfume, Japan for electronic goods, China for its silk manufacturing industry, British tea among the best globally. Regardless, there are no such evidence proving unequivocally the well founded truth of such perception or even predispositions. Research conducted have indicated that the country of manufacture influences greatly consumers intuitive assessment of products. Results indicate that high regards and positive assessment by consumers are positively correlated with products from COO enjoying very good image

or perception. Other research on the effect that the country of origin has on consumers for manufactured products indicate that such effect is quite powerful. The experiment was performed by selecting single and multiple product catalyst cues from domestic and non-domestic product samples in the United State (Srinivisan & Jain, 2003; Verlegh & Steenkamp, 1999; Peterson & Jolibert, 1995).

There is a wide acceptance among researches that the “Originating from” etiquettes often found on products convey impalpable information to consumers (Peterson & Jolibert, 1995). Such labels can be regarded as having the same effect on consumers as the brand name, the price or the packaging considering that none of those elements provide any information about the usefulness of the product (Peterson & Jolibert, 1995). The country of origin, according to various studies, is also indicative of quality and value as perceived by the consumer as extrinsic indication (Bilkey & Nes, 1982; Wilson & Brekke, 1994; Veale & Quester, 2009).

The labelling of the country of origin on products started after the first World War. Germany and its allies having lost the war, were contrived by the winners to have an etiquette showing the country of origin on all their products. According to Cai, Cude and Swagler (2004), the main reason for such a decision was to sanction the defeated countries and in particularly Germany, since the public perception of the Germans at the time had become very negative, therefore having them place labels on their products was a sort of punishment. Today, generally, all products made for export must have a label indicating the country of origin. Some nations have come to distinguish themselves for the manufacture of certain products in the world market which are considered as of very good quality. These countries have specialized to an extent that, those specific product, when being exported are highly regarded. For instance, Swiss watches are considered among the best in the world, since the Swiss have gained a reputation of making excellent watches. Similarly with French perfumes, German cars, mostly the BMW,

and American planes (Federation of the Swiss Watch Industry FH, 2005). As noted by David Ricardo regarding competitive advantage, such specialization has allowed those countries to become market leaders internationally in their area of specialization and integrate further, staying ahead of the competition through product differentiation.

Okechuku and Onyemah (1999) note that there is wide disagreement among scholars regarding the notion of COO. Many products in the market today have parts coming from different locations globally. Okechuku and Onyemah (1999) reveal that the country of origin is regarded often as the place of manufacture or association to the manufacturing process.

Papadopoulos et al. (1988, 1990 and 2000) suggest that consumers have a cognitive view of the country of origin that encompass their overall beliefs regarding the industrial and technological advancement of the nation and relates to their feeling concerning the country and its citizen as well as their conation, or envy of knowing more about the country. The image of a product also has a direct individual effect on perception (Papadopoulos, 1993).

1.1.2 Literature Regarding Research on Country of Origin

Seven points have been identified in the literature regarding country of origin in history which were the result of several surveys undertaken (Usunier, 2006).

- 1) The very first comprehensive research about COO effect on consumers were conducted by Schooler (1965) and Reiersen (1966), who also published the first literature to that effect.
- 2) Empirical analyses on the topic were initially made by Schooler and Wildt (1968).

- 3) The very first analysis of the effect various types of products, with regard to country of origin, have on consumer perception was the result of research conducted by Nagashima (1970, 1977). Bilkey and Nes (1982) criticized the single-cue approach because it takes into consideration just the country of origin neglecting the correlation effect that other products may have, and favours the multi-cue approach.
- 4) In their study Johansson and Thorelli (1985), Erickson et al. (1984), Johansson and Nebenzahl (1986), Han (1990), and Martin and Eroglu (1993) Han and Terpstra (1988a, b), the literature became more complex as they sought to analyse the impact the country of origin has on certain brand and included factors such as the patriotism of consumers, the perception of the COO, and multinational manufacturing of products. Regardless, their research were not very conclusive as to the real impact the country of origin has.
- 5) Samiee (1994), Peterson and Jolibert (1995), and Verlegh and Steenkamp (1999), all placed less emphasis and considered the country of origin as a negligible factor with regards to consumers choices.
- 6) Samiee et al. (2005) in their contribution conclude that the research and studies regarding the impact of the country of origin undertaken until recently do not provide solid analysis or evidence to support them. As a all, most of the literature up to date fall short from providing conclusive evidence of the impact the country of origin may or may not have on consumers choices.

The literature provide the definition of Country of Origin as where the product was “made in” (Nebenzahl et al., 1997). Samiee (1994) refers to it as the country where the product was manufactured. Conversely, it is the country noted on the etiquette and often refers to where the last stage of assembly occurred. Derivatives of the “Made in” label have appeared in the literature whereby sometimes the etiquette mentions “country of design” referring to where the product was designed and developed (Nebenzahl 2001,

Nebenzahl et al., 1997). With regards to products having parts manufactured in different countries, an increasing inconsistency exist in the literature as to the design and manufacturing nation. Also, multinational companies with a brand name often would indicate as country of origin, the nation with the best consumer perception for the particular product as such manipulating the COO for the country of brand effect (CBE) thereby regarding the COO, the country with the best brand perception regardless of the place of assembly.

Author	Principal Findings
<u>Schooler</u> (1965)	This is the first study in the country of origin literature. Established that a country of origin effect does exist, but he did not investigate strength and direction of country of origin effects.
<u>Schooler and Sunoo</u> (1969)	They investigated consumers' perceptions of international products by contrasting regional versus national labelling, for instance, "Made in Latin America"
<u>Nagashima</u> (1970; 1977)	Longitudinal approach taken to examining "made in" product image. Findings indicated the dynamic rather than static nature of country image.
<u>Yaprak</u> (1978)	Both general country and product attributes, and specific product attributes, found to be statistically significant in affecting purchase intentions. Exemplifies the <u>conceptual</u> advances made in country of origin literature since the simple cue manipulations of the 1960s.
<u>Han and Terpestra</u> (1988)	Familiarity with country of origin moderates the relationship between country of origin and purchase intentions. Consumers tend to <u>generalise</u> their attitudes within products; they infer product quality from other categories of product quality.
<u>Han</u> (1989)	Demonstrated that country image can be used by consumers in product evaluations either as a halo or as a summary construct.
<u>Hong and Wyer</u> (1990)	Country of origin affects how other product attributes are interpreted, but this effect over other <u>attributes</u> is pronounced when country of origin information is conveyed before other information. However, whenever country of origin is favorable, so too is product evaluation.
<u>Papadopoulos and Heslop</u> (1993)	Criticized the country of origin construct as being narrow and misleading, since it assumes a single place of origin for a product. Proposed the term product-country image to account for the multidimensional character of products/brands and also the multiple places potentially involved in global production system.
<u>Peterson and Jolibert</u> (1995)	The country of origin effect is not conditioned by the <u>kind</u> of investigation and the effect is greater whenever the dependent variable is perceived quality rather than purchase intention.
<u>Haubl</u> (1996)	Consumers made cognitive and affective evaluations of foreign products, which influence their purchase intentions. Country of origin information affects beliefs, attitude and <u>behavioural</u> intention.

<u>Thakor and Kohli (1996)</u>	Introduced the concept of brand origin, defined as the place, region or country to which the brand is perceived to belong by its target consumers.
<u>Askegaard and Ger (1998)</u>	Argued that analyses of images attached to a product and its places or origin must use a richer set of connotations and stereotypes than is used in standard approaches. Acknowledged the cultural context in consumers' product evaluations by proposing the concept of contextualized product-place image.
<u>Darling and Arnold (1998)</u>	Knowledge of a product's country of origin has significant consequences for the effectiveness of foreign business marketing strategies and for exploiting existing levels of consumer satisfaction with foreign products.
<u>Javalgi, Cutler and Winans (2001)</u>	Addresses the dearth of studies in the country of origin literature relating to the marketing of services rather than tangible products.
<u>Lenartowicz and Roth (2001); Laroche, Papadopoulos, Heslop and Bergeron (2003)</u>	Examined the effects of within-country subcultures on business outcomes, as opposed to most previous country of origin studies which implicitly assumed that national markets are composed of homogeneous consumers.
<u>Parameswaran and Pisharodi (2002)</u>	Posit that an understanding of acculturation and other assimilation processes of immigrants would be valuable to domestic and international marketers operating in culturally heterogeneous societies.
<u>Kaynak and Kara (2002)</u>	Country of origin effects vary depending on the country, the sample and the type of product under study. Without additional information, consumers rely more on country of origin information. Moreover, past experience with a product category and a country of origin can cause positive feelings.
<u>Quelch (2003)</u>	Places geopolitical concerns into the country of origin domain.
<u>Chisik (2003)</u>	Moves country of origin research toward nation branding through focusing on country of origin reputational comparative advantage.
<u>Ahmed (2004)</u>	Consumer perceptions of a country's product quality vary within product categories. Country of origin impact on consumer purchase decisions regarding low-involvement products is weak when other attributes exist, but if a specific product category has a positive country of origin image, consumers might buy these kinds of products from that country.
<u>Hamzaoui and Merunka (2006)</u>	Consumers distinguish between the design and production abilities of countries. They pay more attention to the country of design and manufacture when evaluating products with social status and high personal involvement.

Table 1. Represent COO definitions according to the literature

1.1.3 The Impact the Country of Origin Has On Consumers

The concept of competitive advantage of David Ricardo can be used in the context of Country of Origin by companies for marketing purposes particularly with there is a wide acceptance in the marketplace of the superiority of a certain nation in the production of that product. Countries would therefore gain competitive advantage by specializing in those areas where the nation produces most efficiently and of high quality obtaining a marginal advantage from other nations. Shimp and Sharma (1987), Anderson and Cunningham (1972) and Andrew and Durvasula (1992) notes that by concentrating on specialization, countries also differentiate themselves from competitors. Studies conducted by Choi, Myung and Kyoo (1991) find that the effect of COO on consumers can be separated from the product image and the origin conception. Josiassen and Harzing (2008) are not of such agreement of isolation, but instead relate consumers tendencies of purchasing a product with the manufacturing country while Etzel and Walker (1974) and Nagashima (1970, 1971) do not find any correlation and indicate that, for a particular country, consumers reaction may be different specifically depending on the product category.

It shows that a general perception can be developed by consumers for a particular country, especially if the product being produced has rival nations competing for the market share. Similarly, consumers can also have perception for product the quality of a product deriving from a particular nation. Factors that can be very influential in the determinant of country of origin perception is whether a variety of the country's products can be easily found in the market globally. This factor can have tremendous influence as consumers frequently notice "made in" label of that country on some products. Similarly, the more attractive the packaging and overall image of the product, the more favourable the perception of the consumer and vice-versa (Nagashima, 1970).

In principle, developing countries, and in particular those considered with low standard of living, and widespread poverty are the first to suffer from biased conception of consumer's COO perceptions.

Schooler and Wildt (1968), Reiersen (1966, 1967) and Nagashima (1970) refer to the fact that even developed countries can be stigmatized with the COO effect. Countries depending on their level of development will have their product evaluated according to product price, packaging, and overall design, factors that differentiate one country from another (Schooler and Wildt, 1968). As an example, Nagashima (1970) researching industrialized nations (Germany, Japan, United Kingdom, France, United State, Canada, and Italy) measured consumer's perceptions by means of semantic differential, and concluded that consumers regardless of the level of development could still consider another industrialized country's product as of value, such is the result of a survey among the Japanese population who still have very high esteem for American products.

Empirical models evaluating the cause and effect of consumer perception of the country of origin with regards to attitude, intentions, choices, and product value, have been the subject of research by scholars since 1995. There is wide acceptance from scholars that the image of a product influences greatly the value provided to the product, but that other factors also indirectly contribute to the product country of origin image, like for instance, the brand popularity, and the value accidentally conferred to the product (Parameswaran and Pisharodi, 2002; Hui and Zhou, 2002; Cubillo, 2005 and Cervino, Sanchez).

Furthermore, the research indicated that, the purchasing decision made by consumers was based much more on product information regarding price (Ettenson, Wagner and Gaeth 1988), warranty (Li, Murray and Scott 2000), type (Eroglu and Machleit 1989), and store prestige (Chao 1989), than the knowledge of the country of origin. These other information decreased the country of origin influence in the decision making procedure of consumers when purchasing a product (Chao, Wiihrer and Werani 2005). The relevance of the COO for consumers evaluation when making a purchase also

decreases because of the predominance of international brands and multinational business mergers that have been prevalent in the last decades (Bluemelhuber, Carter and Lambe 2007).

Such global strategic alliances makes it evasive for the consumer to apprehend the country of origin of a certain brand or product. Reading the information provided, the consumer looks for parallelism in relation to the various countries, the product, and/or the brand to influence their perception regarding the different parties that form the strategic alliance (Simonin and Ruth 1998). Product cues also reduces the effect that the country of origin could have on purchasing decisions. Olsen et al (1993) notes that according to research, the brand of a product and the price are more relevant in determining purchasing decisions and that the country of origin is central for consumers lacking enough product information. Regardless, the effect of the country of origin on consumers choices remains a subject of interest and investigation within the scientific community.

Yeong et al (2007) deduct from empirical research that the country of origin affect consumers perception of foreign goods in two different manners: The value, and the quality. Country of origin effect was shown to play a role also during the decision process of brand choice (Wong, Garma, & Michael, 2007). For Canli and Maheswaran (2000), the COO triggers a cognitive reaction pertaining to the belief, and evaluation of the product. The fact that such COO effect can occur relates to the information signals received by the consumer, who then uses it to determine whether the country of manufacture can be regarded as meeting the quality and standards required internationally or provide products with attractive features (Baker & Ballington, 2002). Country of origin effect also influences the consumer perception more favourably for products originating from his own country in comparison with imported goods (Kaynak & Cavusgil, 1983), and less favourably for products originating from developing countries (Cordell, 1992). Wang & Lamb (1983) indicate the positive correlation that exist in the perception of consumer regarding the economic level of development of a country and the country of origin – Manufactured goods of developed

countries have a better perception rating than those coming from developing or emerging nations (Yeong et al, 2007). As an example, manufactured goods from the United State, Japan, France, and Germany are perceived more favourably than those from nations such as China, Vietnam, Egypt or Nigeria.

1.1.4 Country of Origin or Stereotype Country

The Country of Origin effect has been attributed to a stereotype by some researchers. According to studies, there is reason to believe that consumers stereotype different countries, which influences their perception of certain products. A few studies denote a trend distinctively nationalistic in perception (Suh & Kwon 2001, Darling & Kraft 1977), while others indicate that the stereotype of nation is a universal principle (Heslop & Papadopoulos 1993). Janda and Rao (1997) visualized the effect of the Country of Origin as deriving from two different processes: The consumer's beliefs and cultural stereotypes. With globalization and nations international openness, consumers associating countries with a particular stereotype is assumed to be a logical consequence (O'Shaughnessy and O'Shaughnessy, 2000). For Tse and Lee (2013) the image of a country is behind stereotyping resulting in motivational biases and/or cognitive judgement of the product. In the same line of thought, Liu and Johnson (2005) argues that stereotyping countries results from impromptu exposure to COO cues, with the effect of influencing the perception of goods deriving from other nations.

Studies also show that consumers relate stereotype of countries with the level of development of individual countries. Those nations considered developing have their products evaluated less favourably than the developed nations (Wang & Lamb 1983; Gaedeke 1973; Ahamed 1994). Hybrid goods inception, such as goods design in a particular country and produced in another, increases the difficulty of consumers evaluation based on the level

of development of one country only, but according to Lee, Suh and Moon (2001) the target country has to be considered for analysing the effect of the country of origin. Hybrid products could find acceptance by consumers either because of the country of manufacture or that of design, and conversely.

The measure that stereotyping countries impact on product evaluation depends also on categories of goods. Some products are less or more impacted positively or negatively by the country stereotypes. For instance, the correlation regarding Germany and automobiles can be positive while that between Germany and wines negative. Maheswaran (1994) notes that stereotyping country of origin also has an effect depending on the type of good bought, the situations, and the consumption context. His research shows that with unambiguous quality of information, pundits make judgement according to the product's strength, and attributes while novices base their judgement on COO when there is ambiguity in the quality of information. Furthermore, pundits make reference to COO for selectively processing and remember quality information, while novices utilize it for interpreting differently subsequent attribute information of products.

1.1.5 The Information Cue of the Country of Origin and the Buying Behavior of Consumers

The information cue of the country of origin is used when evaluation a product for purchase to assess its attributes and quality. For Hong and Wyer (1989), there is either an emotional or symbolic cognitive exercise regarding the country of origin for the consumer. The emotions reflect the consumer's attitude, beliefs and intentions. It plays a considerable role when combined with the goods quality.

The perception that a consumer has regarding the country of origin may also reflect the general perception for that country, and constitute a factor considered when undertaking this research. Erickson, Johansson and Chao (1984) indicate the strong effect reflecting the general image of a nation that

the country of origin embodies on the consumers perception of products, especially when samples of palpable products are utilized. An experiment undertaken by Ulgado and Lee (1998) provide contradictory findings. They note that there is negligible effect of the country of origin influence while testing the label of COO on electronic goods, and comparing that with the products other traits. Their research, almost, had limited consideration because of the use of intangible goods which diminished the significance of their results.

Products are visualized with many different information cues, intrinsic such as the design, the suitability, the taste, or extrinsic such as the brand, the warranties and the price. Bilkey and Nes (1982) for this perspective attribute the extrinsic information cues to the country of origin that consumers refer to in order to assess the product when seeking to make a purchase.

1.2 COUNTRY OF ORIGIN IMAGE

1.2.1 The Definition of CoO Image

The image of the country of origin (i.e., image of country product, effect of the country of origin, assessment of the country of origin, the country image) constitute the primary element researched through studies of foreign goods consumer interpretation (Nagashima 1977; Schooler 1965, 1971) and continues being heavily studied in subjects relating to international business, consumer behaviour, and marketing (Peterson and Jolibert 1995). Books (e.g, Haider, Kotler and Rein 1993; Gold and Ward 1994; Papadopoulos and Heslop 1993; Jaffe and Nebenzahl 2001), and whole chapters in books of international marketing (e.g., Srinivasan and Jain 2003; Papadopoulos and

Heslop 2003) relate entirely to the comprehension of COO image, and such build made certain authors to conclude that it is “the most studied topic of international consumer behaviour” (Tan and Farley 1987, p. 540).

The majority of studies on the image of a country of origin account to the fact that the image plays an essential role in determining consumer's evaluation and attitude towards certain products. The conclusion of the literature review performed by Bilkey and Nes (1982, p 94) assessing COO effect on consumer behaviour resulted in a positive correlation to buyers perception. From the literature review, the majority of empirical analyses used either attitude or consumers evaluation as input variable to reach a conclusion. Peterson and Jolibert (1995) ten years later conducted a meta-analyses for the effect of country of origin acknowledging the role that the image plays to fore-show perceptions. Comparing the image of the country of origin and the intention of purchase, the author reveals that “the perception that the country of origin effect has on purchasing intention (0.19) is significantly lower than that relating to reliability/quality (0.30). Therefore, the perceptions of consumers is stronger for countries of origin image on reliability/quality, than it is for the intention to purchase” (p. 890) suggesting that there is a diminishing consequence of the image of the country of origin resulting from hierarchical arrangement of the results affected by the variables (Pharr 2005).

Various antecedents of the originating country image have come to light explaining differences in evaluation of the COO and have been categorized in two dimensions, either country-based or individually-based (Pharr 2005). Tests conducted by Verlegh and Steenkamp (1999) of two different country-based antecedents, precisely the country's level of development, and its international manufacturing arrangements and participation, indicate that the differences in the level of development as the only factor having an impact on consumer's image of COO and how they evaluate the products. With regards to the individually-based antecedent, individualism vs collectivism (Gurthan-Canli and Maheswaran 2000), the ethnocentrism of consumers (Balabanis and Diamantopoulos 2004; Orth and Firbasova 2003), the country's

stereotype (Liu and Johnson 2995), power distance (Insch and McBride 2004), and the level of assimilation of host nation stereotypes (Parameswaran and Pisharodi 2002) provide clarification for the differences in COO evaluations.

Research conducted also sought to assess consumers COO information assimilation in acknowledging products. Ahmed et al (2004) indicate consumers process information for evaluating country of origin in two different manners, either through halo effect, or through summary construct. Through halo effect, consumers leans upon their personal feeling about a country to obtain a general conception of the products of that country, while through summary construct they lean upon their general knowledge and product information cue to formulate an overall assessment of the country of origin. For instance, Han (1989) denote that the use of the information cue by consumers is linked with their understand of the product or the category of products. Those consumers not familiarized with the item utilize the information cue as stereotype for measuring the attributes of other items. Hence, positively evaluating country of origin also leads to a positive conception of the country's products. Those consumer with product category familiarity, the image of COO act like a heuristic signals when processing less information to decide on a purchase. As an example, pundits in electronic products could have an empathy for Japanese electronic goods generally, because of some positive past experiences with such Japanese products.

Despite the fact that COO image refers essentially to the place of production, the product's originating country may be different from the country of assembly or manufacture (Bandyopadhyay 2001). Strutton and Pelton (1993) remark that the labels of COO have been subject to legal mandates in international trade, arising the consumer's recognition of products provenance in the last decades. With the increase of companies outsourcing their work and cross-border production, there is a growing interest for studies of FDI and hybrid based products. Some research sought to dissect variables of country of origin in different and separate dimensions, like for instance

country of assembly (COA), country of manufacture (COM), country of design (COD), country of parts (COP), and country of origin (COO), offering intuitive results with such a decomposition concept of COO. For instance studies have shown that COA, COD, and COP all impact the perception of consumers for product quality (Insch and McBride 1998, Chao 2001). With regards to comparative influence, COP weight more heavily than COA or COD in describe consumers assessment of products (Insch and McBride 2004; Chao 2001).

1.2.2 The Country Image (Ci) And Country Labelling

As indicated, The concept of country of origin (COO) as been the subject of numerous research and studies (Verlegh & Steenkamp, 1999; Agrawal & Kamakura, 1999). Research was undertaken by Nebenzahl, Jaffe, and Usunier (2003) to determine the domain and scope used for cross-country evaluation during buying decisions. They interpreted 27 areas showing personal image and social attributes of individuals who bought items from certain countries. They pertained country image with the definition as ...a synthesis from the suggestions of Samiee (1994), Roth and Romeo (1992), and Nebenzahl et al. (1997). *They all had developed comprehensive models of country of origin: The perception of consumers' for the made-in quality of products from a country; the sentiment for that country, and the conceived perception of the social appeal for acquisition of the made-in product of that country.*(p. 388)

Bilkey and Nes (1982) carried out a literature review about the impact of COO on consumers assessment of products. They conclude that consumers perceive as highly significant, the information cue relating to the place of production. Such information cue provide clarification as to “ identifiable risk, identifiable quality, purchasing habits, and the manner in which the information cue is assimilated by consumers” (p. 89). The notion of country of

origin, according to Pereira, Hsu, and Kundu (2005) find relevance from the “country image” of which they allude to as COO Image, or COI. They consider that “ Any concept that claim to determine COI has to incorporate elements that relate to three aspects: “ 'the attributes of the product specifically', ' the attributes of the product generally', and the attributes of the country generally' ” (p. 103)

The country of origin has a very strong influence on customers product assessment, even when complemented with advertisement (Verlegh, Steenkamp, and Meulenbergh 2005). A study undertaken by Bruning (1997) on airline passengers concluded that patriotism is side by side with price for airline carrier selection.

The Country image has to be considered by brand and product managers, whether positive or negative, for strategic marketing (Javalgi, Cutler, & Winans, 2001; Clarke, Owens, & Ford, 2000; Karunaratna & Quester, 2007; Javalgi & White, 2002; Wang & Lamb, 1980).

Simultaneously with the price and presentation aspect of products, very good brand equity can convey a positive effect (Bendixen, Bukasa, & Abratt, 2004). Henschion & McIntire 2000) studying Irish consumers deduced that they had the same perception for products manufactured locally or in the region to those from other COO. They noted that customers were predisposed to paying more for premium quality goods and that consumers expectations for quality products should be taken into consideration through strategic pricing. Depending on the product, quality interpretation can be different, but remain strongly affected by the country of origin (Kaynak, Kucukemiroglu, & Hyder, 2000; Kaynak & Cavusgil, 1983). Nevertheless, according to Lampert and Jaffe (1998) the country of origin image (COI) undergo changes frequently, and is dynamic. Therefore, there is a necessity, by marketers, to continuously monitor consumers' perceptions and reactions towards country of origin for implementing effective strategic marketing initiatives.

Studies undertaken of customers seeking to purchase well known brands of alcoholic drinks indicate that hints of COO and product information does not play a significant role in contrast with unfamiliar brand names (Schaefer, 1997). Also, Thakor and Lavack (2003) shows that the labelling of the country of ownership annulled any impact the country of manufacture (COM) perception of quality had, but with the increase of business entering the market, Chen and Pereira 41 (1999) noticed a decrease of significance for the country image. The companies entering the market first, also gain significant advantage. Furthermore, companies having products from nations with a poor country image, would find it more convenient to seek and enter the market later since entering among the first would weaken their market advantage because of the poor country image. The country of origin impact is stronger with the sale of luxury items (Piron, 2000).

The use of brand equity through the Halo Effect can be constructive when a company is competing in a unprofitable environment (Ross-Wooldridge, Brown, and Minsky, 2004). According to them, the use of the Halo Effect, for the purpose of expanding sales would not be effective in that market environment, but would nevertheless strengthen the company's brand equity. Such advantages are not the result of short term gains, but occur within a long period of time (Wilson, 1985, P. 169)

The considerable reduction of prices of Korean labels were ineffective in deterring Korean consumers from the perceived better quality Japanese goods (Speece and Nguyen, 2005). Elango & Sethi (2007) and Lin & Chen (2006) note that the performance of a product globally impact differently the multinational company perception in the home country, and could become stronger with topical identification (Smith Jr., 1993). Also, the reputation of the store and the warranty plays a significant in determining consumer's preferences (Thorelli, Lim, & Ye, 1989).

The country image is also important for consumer loyalty. “ The country image is defined as consumers general perception of a country, resulting from their previous perception of the nation marketing strength, weaknesses, and production capability, and this perception impact [sic] the attitude and

loyalty of consumers” (Ayyildiz & Cengiz, 2007a, p. 42). Research undertaken by Ayyildiz and Cengiz (2007a) of Turkish spa consumers, shows that the general country image for Turkish spa impacted positively customers perceived expectation, value, quality, satisfaction, loyalty and oral communication.

1.2.3 The Product Image Globally

In addition to examining particular product classifications, several researchers have made country-related assessments based on a "global" evaluation of all products from a particular country (e.g., Reiersen 1966; Nagashima 1977; Kaynak and Cavusgil 1983; Garland and Crawford 1985; Papadopoulos *et al.* 2000; Laroche *et al.* 2005). For example, Papadopoulos *et al.* (2000) justified their use of global product evaluations by emphasizing that the focus of their research is to understand country-of-origin image rather than obtain product-specific evaluations. While product images may vary at lower levels of specificity for various product categories, these authors contend that overall evaluations of product images tend to stay in line with the country's overall image.

Besides evaluating various categories of products, some academics have undertaken country-based evaluations according to an “international” assessment of products from an isolated country. In the research, a survey is conducted asking participants to give their opinion regarding products generally of a designated country (e.g., “ if possible, I try not to purchase Japanese products”). Other studies followed in the footsteps of that research asking customers the likelihood that they might buy products generally of the disapproved nation (Jung et al. 2002; Ang et al. 2004; Hinck 2004), consequently “indirectly inferring to a 'general' reaction of antipathy unbiased with the particular product category” (Riefler and Diamantopoulos, 2007).

Even if the analyses of customers perception for a particular product category offers better perspective for evaluating customers choices, and implementing managerial processes, many academics consent that the impact of country-based variables on the international product image can general across several categories of products from that nation. The purpose of this dissertation is essentially the implementation of a general model of customers' acceptance of foreign goods and attempts to establish the models principle variables, and the association between them. In future, research undertaking will incorporate the implementation of the model for particular product groups, and customers from different nations.

Studies conducted recently expanded preceding research indicating that the country of origin incorporate emblematic and sentimental meanings related with the interpretation of the general country image. Evidence point to the fact that products deriving from nations having a general positive country image are accepted more than for those countries having a more negative general image (Kim and Chung, 1997). Also, result from Fetscherin and Toncar (2010) shows that unfamiliarity with a country's product result in consumers using the general country image as an assessment criteria. Certain research indicate that the country of origin has an effect that is product category specific (Fetscherin & Toncar, 2010; Pappu, 2007; Roth & Romeo 1992). According to Pappu (2007), customers have different attitude depending on the category of the product, and their assessment of products of a certain country differs depending on the product group.

1.2.4 The Country Image and the Country of Origin

As halo effect, the country image results when customers cannot determine the product quality most of the time because of lack of knowledge about the product. They therefore make use of the country image to assess the product. In such case, the country image act as a ring of light whereby

customers deduce the quality of the product. The effect of the country image is stronger for buying decisions when the customer is unfamiliar with the product than when they have adequate familiarity. The perception is the same when the evaluation of the product is based on information concerning price or the reputation of the seller. Customers infer to the price when they have no knowledge of the product and when no information regarding the product or buying directives is provided (Han 1989, p 223).

The definition provided by Nagashima in 1970, for this purpose is as follow; Customer have certain stereotype, image, and reputation regarding products deriving from a particular nation. The general country image is formed because of country's product representative and considering as variables the economic situation, the political and historic tradition of the country. To summarize, the country image refers to the perception a consumer has about product quality manufactured in a country (Han 1989, Bilkey and Nes 1982).

Han & Terpstra (1988) make reference the research of Nagashima (1970), and elucidate on four points out of fourteen items measured by analyses. These four elements include economy, prestige, workmanship, and advanced technology which they use adapting them for analysis with price to measure the country image dimension.

Country image makes reference only to attitude related to the products of a particular country. According to Heslop et al (2008, p. 356), the notion of attitude incorporate mainly three aspects; affective, conative, and cognitive. Most studies on country image considers mostly the effects of product belief, such as performance, reliability, quality, innovation etc., on customer's behaviour, but fewer research are conducted on the effect of country image from an affective and cognitive perspective (Heslop et al., 2008). Roth and Romeo (1992; p.482) also deduce four points regarding country image; prestige, innovativeness, workmanship, and design.

Summarizing country image; consumers recall from memory information pertaining to certain brands or products. Hence, they already have an opinion and experience concerning the products they had once used. The

information of the product is incorporated in the brand image as summary. Taking as an example a case with beer; if a customer is told that the beer brand is Budweiser, it will have a lot more impact than saying that the beer is priced at X dollars. With the same effect for brand image, the notion of country image is grasped like a summary construct. A consumer's increased knowledge of particular products of a country can alter the country image to reflect the beliefs of the consumer regarding those products, and has a direct impact on consumer's attitude towards those products (Onkvisit and Shaw 1993, p.333). The studies undertaken until now, bring to light two theoretical consequences to the assumptions. Primo, consumers use product information to make speculations of the country image. Segundo, the attitude of a consumer toward a brand is directly influenced by the country image.

Laroche et al (2005, p.99) deduced that consumer's assessment of the quality of products, the risk, the desire to purchase, and other aspects are directly influenced by the country image. Johansson and Erickson conclude that the image impacts on their evaluation of certain product attributes instead of a complete assessment of the product. For consumers repetition is often used as a tool for evaluating products, as well as company's abilities and characteristics (Jones et al., 1997). In circumstances of uncertainty, and the impossibility of predicting quality, consumer's intention to purchase increases and uncertainty decreases because of positive reputation (Anderson and Weitz, 1992).

When there are no domestic goods to substitute imported products, product evaluation is strongly influenced by the similarities of the two countries with regards to politics and culture. For example, in New Zealand, the population is more inclined to purchase domestic goods than imported ones, even when the imported good is of higher quality or less expensive. Otherwise said, research conducted by Supphellen and Rittenburgh (2001) showed that, comparing domestic and foreign goods, if the foreign product is perceived of better quality, there is compliance from ethnocentric consumers to the general public tendency who prefer the imported product. Other elements that have an impact on product assessment include the originating country political,

and cultural climate, and the originating country's belief system similarities (Han 1988, p 24 and Usunier 1993, p 259). As such, Usunier (1993, p 258) conducted a research to determine the foreign products preferred by the American consumers. The result indicated that they have a preference for foreign product of countries with a political democratic system like most European nations, New Zealand, and Australia.

Source: Laroche et al., 2005, p. 96.

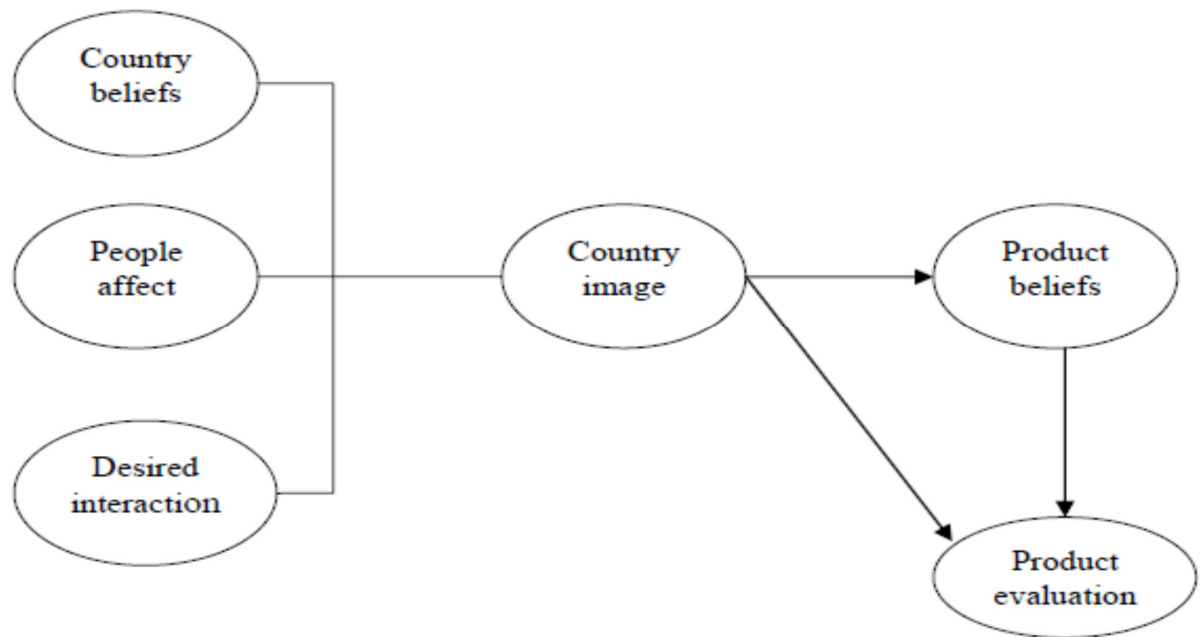


Figure 1. Model for country image impact on customers' product assessment

1.3 THE ATTITUDE OF CONSUMER

1.3.1 The Definition of Consumer Attitude

The definition of attitude provided by Fishbein and Ajzen (1975, p 6) refers to a “clever inclination to reply in a continually positive or negative manner with regards to a particular item”.

For Eagly and Chaiken (1998 p. 268) the notion of attitude relates to a emotional predisposition that is shown by assessing an appropriate item with some measure of negativity or positivity. In the current research, the items assessed are domestic and foreign products.

The theory of attitude considers that attitude incorporates three essential components, precisely conative, affective, and cognitive (Roth & Diamantopoulos, 2009). Also, these three components have a causal relationship, and hence depend on one another. For instance, “ a person may appreciate a certain individual (affect) since he believes the individual can be trusted (cognition) thus, can flourish a desire for collaboration (conation) (Roth & Diamantopoulos, 2009, p 734)

Consequently, current research on the behaviour and attitude of consumers indicate that the connection between behaviour and attitudes can be considered as “ a perspective with two components (e.g., Schlegel & DiTecco, 1982; Engel et al.,1995; noted in Roth & Diamantopoulos Zajonc & Markus, 1982, 2009, p.734), or a ranking effects progressions (or ABC)” progressions (e.g., Laroche et al., 2005; Heslop & Papadopoulos, 1993; cited in Roth & Diamantopoulos, 2009, p.734, Parameswaran and Pisharodi, 1994), which indicate that behaviours that are self-reported and expressed intentions to reply can be seen as the conditional outcome of cognitive and/or affective variables (Roth& Diamantopoulos, 2009, p.734). As such, intentions “ rest at an inferior abstraction level (nearer to noticeable behaviour) in comparison to affect or cognition”(Bagozzi and Burnkrant, 1979, p 914 cited in Roth & Diamantopoulos, 2009).

1.3.2 COO & Attitudes to Domestic and Foreign Made Goods

Surrounding the topic of psychology and behaviour, several hypothesis like the the hypothesis of control theory (Carver & Scheier, 1981, 1998), the planned behaviour hypothesis (Ajzen, 1991; Ajzen & Fishbein 1980), the goal setting concept (Locke & Latham, 1990), and the concept of social cognitive (Bandura, 1986, 1997), indicate that an important link exist between intentions and attitudes. Conversely, the link between intentions and attitudes was studied in different environment, and the outcome of the study shows that the link between intentions and attitudes are positively correlated (Sheppard, Hartwick & Warshaw, 1988; Dabholkar & Bagozzi, 2002). With regards to the effect of the country of origin, some research have also shown that a strong link exist between the attitude of consumers for a product produced in a certain COO and the intention to purchase.

Past studies of COO impact on the attitude of consumers were realized using four methods, precisely using multi or single cue research, collective (trade-off) examination, and environmental investigation (Kaynak et al, 2000). In the multi cue research, incorporated in several factors is COO that is considered by a consumer when assessing desirable products and ultimately deciding to purchase (Johanson et al., 1985; Johanson, 1989; Wall et al., 1991), the single cue research request consumers to assess products of a certain COO according to extrinsic and intrinsic attributes (Han, 1990; Bilkey & Nes, 1982; Kaynak & Cavusgil, 1983). For the collective evaluation, studies inclined upon consumers view for foreign products attributes in comparison to the topical alternative (; Klenosky et al., 1996; Akaah & Yaprak, 1993; Klenosky et al., 1996; Okechuku, 1994), finally the environmental analyses investigate the impact that some environmental factors have on consumers, and also the attitude of company management with regards to products manufactured in other nations (Cordell, 1992; Papadopoulos & Heslop, 1993).

In the current study, the effect of country of origin on the attitude of consumers and their purchasing decision for domestic and foreign products is examined along with hypothesis regarding attitudes. Product attitude is interpreted as “consumers” general estimation of the attributes of a product such as, the quality, brand, or style” (Erdogan & Uz Kurt, 2010, p.394). The country of origin is regarded as one of the signals affecting consumers product assessment (Elliott & Cameron, 1994; Mitchell & Greatorex, 1990; Watson & Wright, 2000). According to Kinra (2006) consumers have the tendency of generalizing their stance regarding goods from a particular nation according to experience, and familiarity with the product characteristic and country background like for instance quality, value for money, esteem, status, and superiority in technology. Nonetheless, lots of meta-analyses indicate that the effect of COO is more intense for quality and attitude, than it is or the intention to purchase (Verlegh & Steenkamp, 1999; Lim et al., 1994, Bilkey & Nes, 1992).

As outlined in the literature review, precedent studies of consumer attitude comparing domestic and foreign goods have the tendency of being mixed. For instance, Kaynak and Cavusgil (1983) revealed that consumers in Canada have a preference for foreign goods over topical ones. The same findings were acknowledged by Ger, Askegaard, and Christensen (1999), Burgess and Harrius (1991), and Bailey and Amin Gutierrez de Pineres (1997), with regards to South African, Mexican, and Turkish consumers. Furthermore, according to Hannerz (1990), in emerging countries, consumers have a preference for western goods because of their capacity to magnify consumer's social recognition.

Additionally, not every product of a certain COO is seen either favourably or unfavourably. For instance, German cars are positively appraised, but not Germain perfumes (Tseng & Balabanis, 2011). Khan et al (2012) studying seven types of products concluded that Pakistani elite consumers assess Pakistani made clothes when purchasing for daily consumption as a present, or for wearing at a party, but for German, Japanese, and American products

like electronic items, stereos, cameras, the perception is more favourable than for domestically made products (Khan et al., 2012).

Batra et al (2000), Kinra (2006), and Khan et al (2012) concluded that developing country consumers such as Pakistan, and India have a preference for items originating from developed countries like Germany, Japan, the US, and the United Kingdom against those originating from emerging countries like China. Balabanis and Diamantopoulos (2004) conducting a study in Great Britain established that domestically made products were not always positively evaluated even when the consumer came from a developed country, and the preference depends on the category of products.

1.3.3 Behaviors and Attitudes

The link between behaviour, attitudes, and product belief can be better understood with the analyses of some behaviour models of behavioural preconception and attitude disposition. Regarding attitude disposition, Fishbein and Ajzen (1975) model of multi-attribute attitude indicate that a persons' general attitude for an item is based on the strength, and amount of belief related to that particular object. Changes in attitude results from the manipulation in the significance of such beliefs, including different beliefs, or altering the assessment of current beliefs. Investigations conducted by Lutz (1981) on the result of attitudes and beliefs suggested single-dimension attitude hypothesis, which mentions that the formation of attitude is influenced by the beliefs, leading to behavioural preconceptions, and eventually to behavioural reactions. For consumers behaviour perception, behavioural preconception as to do with the consumers tendency to act in a certain manner, like for instance buying an item (Baker and Churchill 1977; Perrien, Dussart and Paul 1985; Kilbourne 1986; Okechuku and Wang 1988). Hui and Zhou (2002) establish the purchasing intension as a behavioural inclination to purchase certain products in the course of past

shopping commitments, other studies compute the behavioural inclination as the desire to purchase in the future the item (Dodds, Monroe and Grewal 1991; Ulgado and Lee 1996).

A research conducted on Malaysian clients attitude for clothes manufactured in developing, developed and recently industrialized nations, Mohamad, 44 Ahmed, Honeycutt Jr., and Tyebkhan (2000) established that the evaluation of country of origin can be affected by appraisal objectives, the ambition of clients, and the information obtained. They noticed that customers in Malaysia had a preference for domestic clothes than foreign ones. They also noticed preference for items originating from developed nations. The influence of the COO seems extremely correlated with the objectives of the customers. They indicated that if the objective is to assess the country of origin, then the impact is enormous. Nonetheless, if the objective has no connection whatsoever particularly with COO, then the impact is lower.

1.4 THE IMPACT OF COO ON WILLINGNESS TO BUY

The impact of COO on the attitude of consumers regarding products and purchasing intension has been subject of research for quite some time (see, Papadopoulos & Heslop, 1993; Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1998). According to Farley (1987 p. 540), the possible COO effect on products is “the most internationally studied aspect of customers behaviour”. Dichter (1962 p. 116) was first in arguing a product country of origin could result in “extreme impact on the product tolerance and success” Methodical research for the country of origin effect truly started with the dissemination by Schooler (1965) a groundbreaking article in a Marketing Research Journal known as “Product Bias in the Central American Common Market” The research shows important differences in the assessments of products which in all regards were similar, with the exception of nations

where the products had been manufactured. The majority of prior studies on the topic of COO sought to establish the effect of COO taking into consideration several situations (Peterson & Jolibert, 1995). The evaluation undertaken by Bilkey and Nes, 1982 p. 94) on the outcome of twenty-five country of origin research came to the conclusion that “the research reviewed showed that the country of origin has an impact on customers perception”

Several succeeding research have indicated that COO impact on customers' evaluative assessment of products (e.g., Al-Aulati & Baker, 1998; Papadopoulos & Heslop, 1993; Verlegh & Steenkamp, 1999). Particularly, customers have the tendency to assess products positively when they come from or are manufactured in nations that have favourable image or perceptions. The effect of COO seems also to be very strong; the observation was made in research using product single and multi-cue impetus, case studies, samples from customers and student, surveys, and experiments (Liefeld, 1993). Notes must be taken that the potential effect of COO on customers behaviour had not just received tremendous research consideration from scientists, but resulted also in widespread practical implementation in the practice of international marketing. Its now common practice for product to feature COO on advertisement, packaging, and other types of marketing presentations (Kinra, 2005).

Consequently, Levis a Jeans from the “United State”, Nikon a camera from Japan, Pizza Hut provides “Italian” made pizza, Puligny-Montrachet is a brand of wine from “France”, and BWM a car made in “Germany”. To some degree, favourable COO not just magnifies a band's place in its group, but simultaneously identifies the product group classification also. Alternatively, marketers frequently encounter problems when exploring international markets if the product COO is perceived negatively (Kinra, 2005).

1.5 THE EFFECT COO AND THE DECISION PROCEDURE

To decide the purchase of a product, customers make use of a variety of information and cues which can be separated into two categories; external, and internal. The external category are associated to information like price, advertisement, word-of-mouth, brand, and COO, the internal ones take into consideration factors connecting with palpable product attributes.

Market globalization in the end of the 20th century triggered and amplified the necessity and significance of studies relating to the effect of COO image in cross-national customer behaviour. The outcome of the research indicate that a products country of origin influence significantly on its perceived quality.

Along with the concept of COO, in the trend of the 90s emerged five important key elements: international customers, international competition, international integration, strategic alliance, and regional trading groups. The country of origin often is implemented in the third phase of costumers decision process i.e. contemplation for substitutes. The consumers perceived product quality can be impacted by sentiments towards the COO, and the company's ability to conduct international trade. Whilst, it is presumed that autonomous customers are totally rational and buy items on the ground of specific decision measures like; quality, price, and performance. Research indicate that purchases undertaken by professionals also subccumb to the influence of COO even if other elements are kept constant. Cheron and Propeck (1997) relate that “ customers assess products taking into consideration two types of elements: intrinsic (e.g brand, COO, price, warranty) that are probable information source for customer. Influencing significantly customers choice is country knowledge where the product is manufactured (COO), and it is widely recognized that effectively, it impacts on how customers evaluate products. The country of origin image along with elements like warranty, brand, and price impact how customers reflect and

behave when choosing a product. The use of brand recognition and COO is intensive when assessing products because of two decision producing factors. First, the rapid rate of globalization requires that consumers most likely revert to brand recognition and product origin as a way of making easier the assimilation of information. Secondly, the growth rate of multinational manufacturing will continue to provide enormous opportunities for marketing mix strategies. Ultimately, assiduous customers experience with unfamiliar products, and the dissimilarity between them because of media disclosure publicize their realization as evaluation instruments (Papadopoulos, Heslop and Bamossy 1989).

1.6 THE IMAGE OF TURKEY'S IMAGE AND ITS TEXTILES

1.6.1 Turkey's Image

Some research concerning the image of Turkey was undertaken in Turkey, the United State and Europe. Among recent studies about Turkey's image is the one of Ger conducted in 1997. Ger, a Turk by birth, made the study interviewing 660 students from Europe and the United State (550 from Europe and 110 Americans). The objective of the research was to determine the views of 11 Mediterranean nations, and particularly the feeling and perception regarding Turkey (Ozmen, 2004). Out of these 11 nations, the intention was to deduce which nation had the closest resemblance with Turkey. Participants were required to give their opinion and symbolic relations by answering questions such as “ What type of person would Turkey be, if it was a man? How would he live? What type of products would he buy? What would be his beliefs? What would his character be like? What sort of association have you with him?”.

After the research was finished, the answers indicated that Turkey would most likely have the same resemblance as Greece, and subsequently Egypt,

Iran, Iraq, Syria. The country was perceived like a country from the Middle-East or North Africa.

The perception and sentiments regarding Turkey from Ger's research is recapitulated as such (Ozmen, 2004: p.17P):

1. Positive connections:

a) Tourist attractions: the sun, sea, fantastic beaches, Istanbul, mosques, increasing tourism, fantastic islands;

b) Indicative products: carpets, oriental rugs, silver and gold jewellery, copper souvenirs, food;

c) Culture and history: weird traditions, the crusades, Ottoman, strict traditions, Arab culture, mystical history;

2. proportionately negative, but moderately affirmative associations:

a. Visual items: muddy roads, fes, men having moustache, Turkish spa, women with scarf, villagers;

b. Political, economic, and social circumstances: unbalanced and weak democracy, uncertain identity – Eastern or Western, Modern or Muslim, cultural differences, but geographic familiarity, situated in the frontier of Europe, developing but having potential;

c. People, lifestyle, and beliefs: indecipherable traditions, not as weird as other Muslim nations.

3. Negative connections:

a) Human rights issues, unsafe/insecure, and an environment that is oppressive, harsh and unforgiving laws, limited liberty, tyrannizing police, inequality between genders, military government;

When participants were told to humanize Turkey, the picture of the person they presented was that a man with average height, dark complexion, hair and a moustache, seldom shaved. Someone kind, friendly, hard working, honest, ambitious, brave, and mystic. Traits less positive included being unhappy, harsh, revengeful, patriotic, rude, fanatic, pushy, and angry.

Anholt similarly noted that in general, everyone provide favourable opinion regarding Turkey's tourist and cultural legacy. Nevertheless, no direct link exist between Turkey's tourism and its image, its beauties, and historical legacy (Güneş, 2006)

Resulting from the research mentioned above about Turkey's country image, its essential to connect the relationship of the country image with product assessment. It can be inferred that with the increase of the perception of Turkey, so will its products be better perceived (Elena, 2009).

1.6.2 The Clothing and Textile Sector of Turkey

Currently, Turkey is among the biggest producers and exporter of clothing and textile worldwide. The country is the third largest clothing and textiles suppliers to the European Union (SME, 2007: 11). Its production potential is the biggest in the EU, and takes fourth place globally (Cukul, 2008). The Turkish textile industry can be regarded as the main driving industry of its economy in relation to employment, the GDP, and exportations (Ozben et al. 2004; Akalin, 2001: 3; Tan, 2001: 6).

The contribution of the industry in the GDP is about 10.7%, for employment 10.9%. The sector consist of some 40 thousand production companies, and employs 1.9 million people. Exportations of Turkish clothing and textile amounts to US\$ billion (2006 figures). With such an amount, it share in Turkish exports is 26%. Apart from the textile sector, significant growth has been recorded also in the home textile sector of Turkey with regards to exports. That industry plays also a significant role for the country's earnings. The nations is ranked 6th in the exportation of clothing, and third for home textiles exportations globally (Cukul, 2008).

Starting in the early 1980s, the textile industry of Turkey became among the leading driving industries of the economy. In that period many reforms were undertaken in the textile industry. Entrepreneurs of textile in Turkey

assimilated and began using a new philosophy in manufacturing. With government intervention, export oriented policies were adopted since the apparel and textile industries were those contributing the most earnings. The biggest share of currency to the economy of Turkey (Ercan, 2002: 1)

Turkey has a market that is dynamic and emerging, having well developed infrastructure, and a work force that is globally competitive. The position of the country in the world trade intersection routes, and the juxtaposition in the growing energy manufacturing Central Asia regions are elements that additionally increases its capability in forthcoming decades. Its geographical position provide the garment and textile sector innate advantages. Furthermore, as a country that produces cotton, Turkey sub-sectors in the textile industry has production that is diversified and integrated. It manufactures and exports all sorts of clothing, yarns, household textiles, fabrics, technical textiles, and other ready-made items (Cukul, 2008). The most vigorous parts of the textile sector are record by Ercan (2002: 2) has:

- 1) Globally, Turkey ranks 7th in cotton production, and cotton constitute the essential raw material in the textile industry
- 2) there is a cheap labour force that is flexible, and skilled
- 3) Turkeys geographical proximity with the EU gives it an advantage since the EU constitute the most lively market of textiles.
- 4) Turkey is part of the European Union Customs alliance.
- 5) Superior technical infrastructure, and information technology are incorporated in businesses.
- 6) Turkey has a long history, knowledge of the textile industry, and production traditions inherited from their ancestors.
- 7) In the 1980s, the government took steps to implement liberal monetary policies.

The textile sector in Turkey utilizes modern methods. Having finishing textile sector that is well developed allows for the manufacturing and marketing of quality products with a high value added. Exports in 2006, 44.5% of Turkey's

textile production was exported to the European Union. After the EU, the second biggest importing countries of Turkish textiles consist of those from the once Soviet Union block including: Moldova, Russia, Uzbekistan, Azerbaijan, and others having a total market share of 11.4% (www.itkib.org.tr). Turkey's advantages for applying modern technology, its geographical closeness to principle markets, its abundance of raw materials offers possibilities of diversifying textile exports.

Russia, Romania, and Germany are the most important country for Turkey's textile exportations. The top ten nations to which Turkey exports textile account for 54% of its exportations.

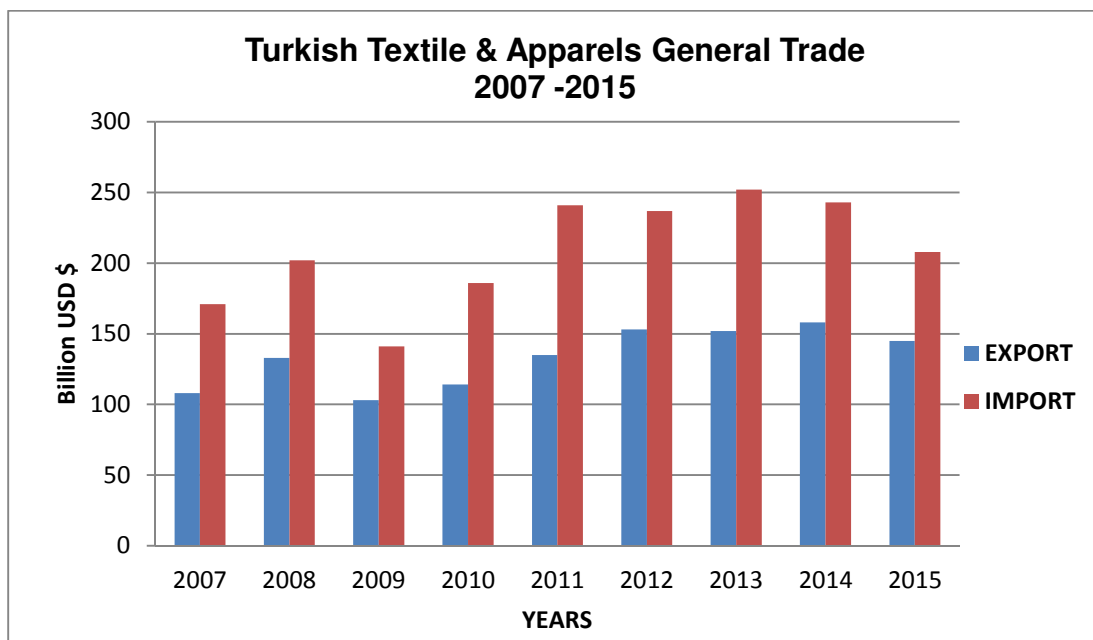


Figure 2. Shows Turkish textile exportations annually for the period 2000-2006

Source: General Secretariat of ITKIB, June, 2016

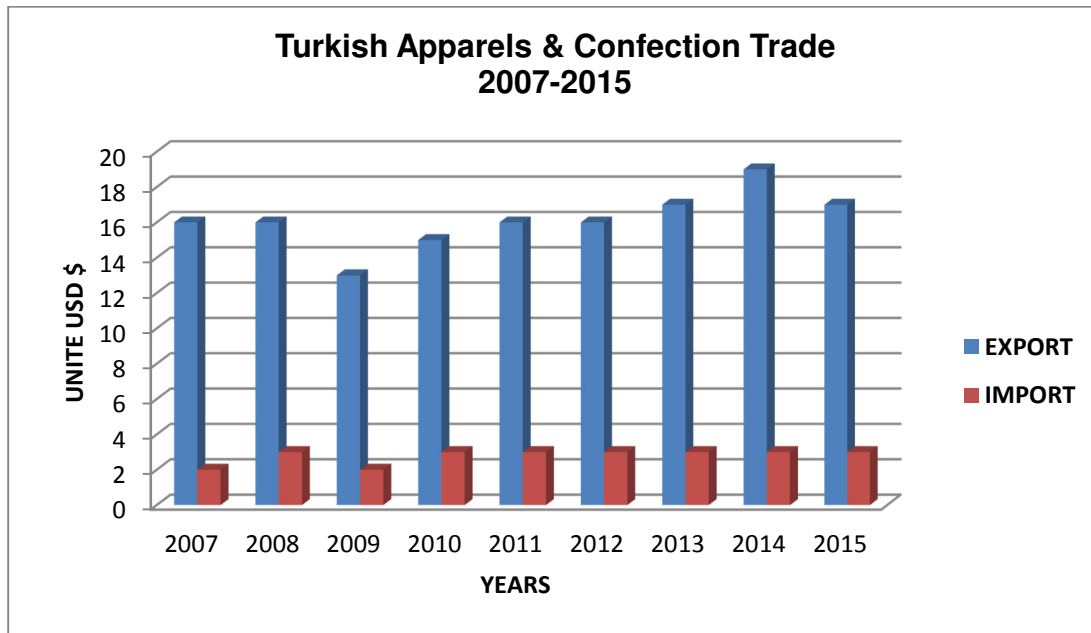


Figure 3. Turkish Apparels & Confection Trade

Source: General Secretariat of ITKIB, June, 2016

According to Ecran (2002: 7), before becoming the third biggest textile exporter to the EU, the producer of textile in Turkey had more interest in “quantity” than “quality”. These days producers have altered their strategy and places more emphasis on product quality. Both managers and producers acknowledge the importance of quality for business success. Already, the global image of Turkey for clothing and textiles is favourable. By paying attention to image and making improvements, certainly with time the image will strengthen and increase. The clothing sector of Turkey has crossed the intersection between the production of elementary products having a small value added to manufacturing high quality items with high value added (www.istanbul-fashion.com).

CHAPTER 2

THE EFFECT OF COUNTRY OF ORIGIN IMAGE, CONSUMERS' ATTITUDE AND RESIDENCE PERIOD ON CONSUMERS' WILLINGNESS TO BUY: A STUDY OF ARAB CONSUMERS IN TURKEY

2.1 RESEARCH MODEL & HYPOTHESES

2.1.1 Research Model

On the basis of literature review, the study has designed the following theoretical framework. Primary research would be executed to test the impact of country of origin and consumer attitude of textile and apparel upon purchase willingness of Arab customers residing in the Turkey, besides assessing the possible moderation effect of "length of stay in Turkey." Although there is no study that has measured the impact of "residence period" on the relation between COO, consumer attitude, and consumer willingness, yet, some researchers have proved that the foreign consumers tend to behave differently towards local brands and need to be studied in greater detail (Kinra, 2006; Bilkey & Nes 1982; Chao & Gupta, 1995; Okechuku 1994). Other researchers argued that some demographic characteristics of consumers influence and affect their willingness to buy and tendencies for consumers' ethnocentrism, with a moderate effect of age, gender and income (Alexander et al., 2011). It gives an importance for demographic characteristics and its differences as a reflection on consumers' willingness to buy.



Figure 4 Research Model

On the basis of theoretical framework shared above, following hypothesis have been drawn by the study. These statements would be proved by the results of relevant statistical techniques.

2.1.2 Hypotheses & Research Questions

H1: COOI has significantly positive impact on Arab consumers' willingness to buy Turkish Clothing Brands.

H2: Attitude towards Turkish clothing brands has significantly positive impact on Arab consumers' purchase intentions

RQ1: Does residence period moderates the relationship between COOI and Arab consumers' willingness of buying Turkish clothing brands, especially for consumers who live for more than 1 year?

RQ2: Does residence period moderates the relationship between Attitude towards Turkish clothing brands and Arab consumers' willingness of buying Turkish clothing brands, especially for consumers who live for more than 1 year?

2.2 RESEARCH PROCEDURES

The methodology of study implemented in the present thesis to steer the questions in the research is quantitative in essence. Employed is the technique for questionnaires, and information is gathered through questionnaire.

2.2.1 Research Design

The design of the research is a method implemented throughout an enquiry for the purpose of providing answers to the research questions. Furthermore, it contributes to the general culture for collecting information, pinpoints steps of the research, and the focal concepts for efficient data gathering (Strauss and Corbin, 1998). The blueprint is linked to the sort of technique and measures that are implemented when answering the research questions. Ghauri et al (2002), identify three types of research; causal, exploratory, and descriptive.

Considering the ambition of this research to investigate the image of Turkey's clothing brands using Arab consumers, and the impact that the COO, and country image has on the willingness to buy these products, the exploratory research methodology is implemented. Entities analysed in the research are individuals.

2.2.2 Questionnaire Design

This research seeks to disclose information regarding the manner in which Arab consumers in general assess the image of clothing brands' products in Turkey. As such, it was needful to acquire insight of their attitude and

consumption practice in Turkey. Questionnaire was championed as instrument of research, since it is deemed the most efficient mechanism for gathering this sort of quantitative information. Information estimating the attitude of Arab consumers towards Turkey's textile products was gathered. The study was concluded with the use of individually managed questionnaires, provided to respondents of this research.

The study uses questionnaires designed following extensive literature research. It was regarded essential to establish a questionnaire that responds completely to the specification of answering this thesis questions. On that basis, the questionnaire were outlined after an extensive literature exploration, and in particular many articles essentially were used during the composition of questions. Mostly, studies of Hung Huang and Shu Hsun (2004), Mehmet et al (2010), and Bora (2012) were reviewed for reference in the questionnaire.

The questionnaire is composed of four principle dimensions: The attitude of Arab consumers with regards to Turkish textile brands, Turkish COO image, the willingness to buy Turkish textile items. The final section of the questionnaire incorporate demographical interrogations about gender, monthly income, education, and age of participants, and the extent of time they have been residing in Turkey.

A total of 16 questions are evaluated implementing the 5-point Likert measurement. The number one, in the scale represents "strongly disapprove" and the number five represent "strongly approve". The questionnaire were administered both via the internet and in paper form. They were initially designed the English language then adapted in Arabic. The translation was verified by two English/Arabic professionals. The final shape of the questionnaire in the English and Arabic languages can be seen in the Appendixes.

2.2.3 The Sample

The sample is made up of individuals residing in Turkey. Three major cities (Istanbul – Izmir – Anakra) were used by considering that they are the cities in Turkey with the most Arab population. Residents in those cities have a higher exposure to information (newspapers, social events, television channels, and travel more frequently), the cities have lots more shopping areas, there is an increase brand recognition, and they the population have the strongest purchasing power in comparison to citizens in smaller cities or in villages. These features of the population establishes the cities as more representative for the research.

For the study, convenience sampling methods were used since selection of the sampling unit was determined by the interrogator. The convenience sampling technique is mostly utilized in exploratory research for initiating ideas, hypothesis, and insights. This method is also deemed a technique less time consuming and least expensive (Malhotra, 2004: 321). Most of the approach implemented in the research makes use of samples from students that could be confusing for the research result or not indicative, but in this research samples of students were used. The main purpose for such a resolution was the fact that students' response could be representative in this research since they earn their lifestyle, in the point of view of taking individually decisions, and are more dynamic when purchasing. Additionally working individuals are just the same thoughtful, and active in their purchasing behaviour, and have experience. Thus, both are representative for this research.

2.2.4 Sample Size

In accordance with the past studies, an example size of around 322 respondents was resolved ahead of time. The principle explanations behind deciding this example size was in view of a few subjective elements: the nature of the exploration, number of factors, and the specimen sizes utilized as a part of comparable studies. Since the way of this study is exploratory with elucidating components, the illustration size is regularly little to vast.

Normal size of tests utilized as a part of comparative studies is 200 least, that is the reason 322 example size was considered tasteful (Malhotra, 2004: 318).

2.3 DATA PREPARATION

For achieving the results of this research and getting the statistical analysis, SPSS 23.0 version program used, and the finding data clarified below.

2.3.1 Frequencies for Demographic Scale

In the study there are six items includes: (1) Gender (2) Nationality (3) Age (4) Education (5) Income (6) Living period in Turkey. Tables and figures below describes the distribution of it.

(1) Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	223	69.3	69.3	69.3
	Female	99	30.7	30.7	100.0
	Total	322	100.0	100.0	

Table 2. Gender Distribution

As we notice from the table above, Male participants are 69.3% from the whole population, Female participants are 30.7%. The big reason of this difference is Arabs' men are likely to provide information and participate in activities and this kind of researches, from another hand, Arabs' women numbers in Turkey are less than men in general.

Inquires about reported that male and females have distinctive mentality towards outside items. Some exploration express that women have a higher inclination for domestic items contrasted with men (Al-Sulaiti, 1998; Sohail, 2005). By and by, some different studies have opposite conclusions, i.e. women give a more ideal assessment to remote items then men do (Usunier, 1993).

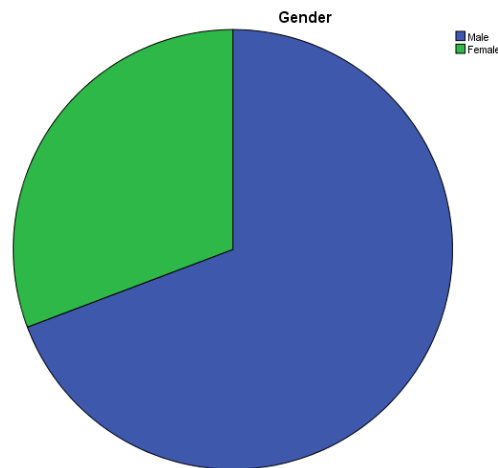


Figure 5. Gender Distribution

(2) Nationality

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Egyptian	150	46.6	46.6	46.6
	Syrian	56	17.4	17.4	64.0
	Iraqi	34	10.6	10.6	74.5
	Libyan	35	10.9	10.9	85.4
	Other	47	14.6	14.6	100.0
	Total	322	100.0	100.0	

Table 3. Nationality Distribution

In table 3.2 Nationality distribution clarifies that participants are from almost all Arabs who are living in Turkey. I tried to have the real number of Arabs how are living in Turkey, but according to confidentiality, the official organization refused to share this kind of information with me. But from another aspect, as I'm Egyptian living in Turkey since 5 years, through my observation, I noticed that the biggest population of Arab Nationality as, from biggest to smallest: Syrians, Iraqis, Egyptians, Libyans and others.

The Egyptians represent the biggest ration in participants 46.6% as they showed their intention to participate in the research; contrariwise, Syrians and Iraqis show less willing to participate, Syrians 17.4%, Iraqis 10.6%, Libyans 10.9% and other nationalities from (Yemen, Lebanon, Jordan, Morocco, Tunisia, Algeria, Sudan, Palestine and Mauritania) representing 14.6% from the population and covered almost all Arab nationalities.

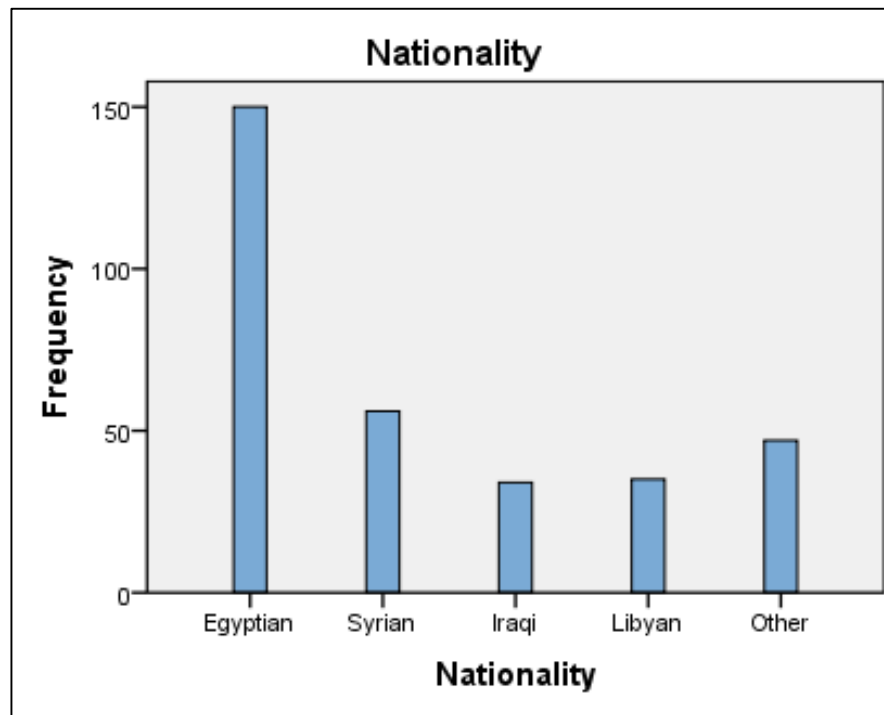


Figure 6. Nationality Distribution

(3) Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	145	45.0	45.0	45.0
	26-35	113	35.1	35.1	80.1
	36-45	42	13.0	13.0	93.2
	more than 46	22	6.8	6.8	100.0
	Total	322	100.0	100.0	

Table 4. Age Distribution

The highest number of respondents comes under the age group 18-25 representing 45% and minimum number of respondents are 45 or older than 45 representing 6.8% from the whole population.

Some articles about that contemplated the impact of demographic factors on country of origin reasoned that inspirational mentality for foreign items diminishes with age. Therefore, buying of foreign items is less favored by more elder individuals (50 and above) (Usunier, 1993).

(4) Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	18	5.6	5.6	5.6
	college	182	56.5	56.5	62.1
	master	78	24.2	24.2	86.3
	PhD	44	13.7	13.7	100.0
	Total	322	100.0	100.0	

Table 5. Education Distribution

Education is thought to be the most critical demographic variable in the country of origin researches. Purchasers with advanced education assess foreign items all the more positively than individuals who have less education level (Al-Sulaiti's and Baker's, 1998).

Out of 322 respondents, 18 are from school representing, 182 from college, 78 are going their masters and 44 doing their PhD. This indicate the largest answers' ratio made by high-educated participant, from college to PhD level.

(5) Income

Income in USD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 200	64	19.9	19.9	19.9
	201 - 300	65	20.2	20.2	40.1
	301 – 500	64	19.9	19.9	59.9
	501-700	42	13.0	13.0	73.0
	more than 700	87	27.0	27.0	100.0
	Total	322	100.0	100.0	

Table 6. Income Distribution

The number of people who earn more than 701 USD per month is 87 representing the largest ratio 27%, which 65 is the number of people who earn between 201-300 USD representing 20.2%, people earn between 301-500 USD representing 19.9% and who are earning between 501-700 USD representing 13%.

(6) Residence Period in Turkey

Living					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-6 Month	56	17.4	17.4	17.4
	7-11 Month	49	15.2	15.2	32.6
	1-3 Years	126	39.1	39.1	71.7
	More than 3 years	91	28.3	28.3	100.0
	Total	322	100.0	100.0	

Table 7. Residence Period Distribution

The frequency of a particular data value is the number of times the data value occurs. The above drawn table shows the number of people who are living in Turkey, which is the most important demographic question in the research; because it is, describe the average of living period for the participant. The results showed that participants living from last 1-3 years are 126 representing 39.1%, which are the highest in our sample and the number of people who are living in turkey from last 1-6 months is 56 representing 17.4%. Number of people living in Turkey from 7-11 months is 49 representing 15.2% and number of people living for more than 3 years is 91 representing 28.3%.

2.3.2 Reliability Test

2.3.2.1 Reliability Test for COOI Scale

Case Processing Summary			
		N	%
Cases	Valid	322	100.0
	Excluded ^a	0	.0
	Total	322	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.739	5

Table 8 Cronbach's Alpha of Country of Origin Image

From the following result we have seen that Cronbach's alpha is 0.739 which shows the reliability of data. It is claimed that Cronbach's alpha should have a value greater than 0.7 for a better reliability. As our computed Cronbach's alpha is greater than 0.739 so we can conclude that questions in a survey produce consistent results or data of our study is reliable.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1 Carefully produced and have workmanship	13.8882	9.146	.713	.616
Q2 Lower quality than similar products	14.1304	13.503	.007	.850
Q3 Great degree of technological advancement	14.1801	9.369	.626	.646
Q4 Quite reliable and seem to last the desirable length of time	14.0280	8.301	.741	.591
Q5 Usually a good value for money	13.7112	9.571	.524	.685

Table 9 Individual Values of Cronbach's Alpha

Table 28 drawn above gives the reliability of all 5 questions individually.

2.3.2.2 Reliability Test for consumers' Attitude Scale

Case Processing Summary			
		N	%
Cases	Valid	322	100.0
	Excluded ^a	0	.0
	Total	322	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.811	6

Table 10 Cronbach's Alpha of Consumers' Attitude

From the following result we have seen that Cronbach's alpha is 0.811 which shows the reliability of data. It is claimed that Cronbach's alpha should be greater than 0.7 for its reliability. As our computed Cronbach's alpha is greater than alpha value which is 0.811 so we can conclude that questions in a survey produces consistent results or data of our study is reliable.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q6 Buying Turkish clothing brands is a better choice	18.2174	14.383	.734	.745
Q7 Considering price, I prefer Turkish clothing brands	18.1863	14.090	.734	.743
Q8 I like shopping for Turkish clothing brands	18.1149	14.046	.754	.739
Q9 Buying Turkish clothing brands generally benefits the consumer	18.2764	14.587	.703	.752
Q10 There's nothing wrong with purchasing Turkish clothing brands	18.0807	15.196	.614	.772

Q11 I never consider Turkish clothing brands when choosing merchandise	18.3944	19.654	.031	.894
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Table 11 Reliability Statistic of Individual Variable

The above drawn table shows the reliability of 6 questions on individual basis.

2.3.3 Chi-Square Test

Chi-square test is applied in many situations, for example, to check goodness of fit, for testing of single population variance, to check association between variables, likelihood ratio tests, etc. so, there are many options for testing likert scale and independence between responses. In our research we applied chi-square test to prove the differentiation in meaning of the likert scale's categories (Strongly Agree – Agree – Nutral – Disagree – Strongly Disagree).

It tests the hypothesis:

Alternative Hypothesis: H_1 : Responds can differentiate between Likert Scale Categories.

2.3.3.1 Chi-Square Test for COO Image Scale

H_1 : Participants can differentiate between Likert Scale Categories significantly.

Q1 Carefully produced and have workmanship			
	Observed N	Expected N	Residual
Strongly Disagree	18	64.4	-46.4
Disagree	34	64.4	-30.4
Neutral	51	64.4	-13.4
Agree	176	64.4	111.6
Strongly Agree	43	64.4	-21.4

Total	322		
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Table 12 Q1 Frequencies

Q2 Lower quality than similar products			
	Observed N	Expected N	Residual
Strongly Disagree	36	64.4	-28.4
Disagree	130	64.4	65.6
Neutral	81	64.4	16.6
Agree	62	64.4	-2.4
Strongly Agree	13	64.4	-51.4
Total	322		

Table 13 Q2 Frequencies

Q3 Great degree of technological advancement			
	Observed N	Expected N	Residual
Strongly Disagree	19	64.4	-45.4
Disagree	58	64.4	-6.4
Neutral	87	64.4	22.6
Agree	122	64.4	57.6
Strongly Agree	36	64.4	-28.4
Total	322		

Table 14 Q3 Frequencies

Q4 Quite reliable and seem to last the desirable length of time			
	Observed N	Expected N	Residual
Strongly Disagree	24	64.4	-40.4
Disagree	52	64.4	-12.4
Neutral	53	64.4	-11.4
Agree	139	64.4	74.6
Strongly Agree	54	64.4	-10.4
Total	322		

Table 15 Q4 Frequencies

Q5 Usually a good value for money			
	Observed N	Expected N	Residual
Strongly Disagree	23	64.4	-41.4
Disagree	28	64.4	-36.4
Neutral	36	64.4	-28.4
Agree	147	64.4	82.6
Strongly Agree	88	64.4	23.6
Total	322		

Table 16 Q5 Frequencies

Test Statistics					
	Q1 Carefully produced and have workmanship	Q2 Lower quality than similar products	Q3 Great degree of technological advancement	Q4 Quite reliable and seem to last the desirable length of time	Q5 Usually a good value for money
Chi-Square	251.075 ^a	124.739 ^a	104.615 ^a	117.845 ^a	174.304 ^a
df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.4.

Table 17 Chi-Square Test for COOI Scale

Table 13 shows that p-values are .000 which is less than $\alpha=0.005$. Thus, we don't reject our H_1 and conclude that COOI scale's questions are significantly understandable by participants.

2.3.3.2 Chi-Square test for Consumers' Attitude Scale towards Turkish clothing Brands

Q6 Buying Turkish clothing brands is a better choice			
	Observed N	Expected N	Residual
Strongly Disagree	13	64.4	-51.4
Disagree	40	64.4	-24.4
Neutral	56	64.4	-8.4
Agree	155	64.4	90.6
Strongly Agree	58	64.4	-6.4
Total	322		

Table 18 Q6 Frequencies

Q7 Considering price, I prefer Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	18	64.4	-46.4
Disagree	31	64.4	-33.4
Neutral	60	64.4	-4.4
Agree	144	64.4	79.6
Strongly Agree	69	64.4	4.6
Total	322		

Table 19 Q7 Frequencies

Q8 I like shopping for Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	18	64.4	-46.4
Disagree	27	64.4	-37.4
Neutral	49	64.4	-15.4
Agree	155	64.4	90.6
Strongly Agree	73	64.4	8.6
Total	322		

Table 20 Q8 Frequencies

Q9 Buying Turkish clothing brands generally benefits the consumer			
	Observed N	Expected N	Residual
Strongly Disagree	16	64.4	-48.4
Disagree	35	64.4	-29.4
Neutral	70	64.4	5.6
Agree	149	64.4	84.6
Strongly Agree	52	64.4	-12.4
Total	322		

Table 21 Q9 Frequencies

Q10 There's nothing wrong with purchasing Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	15	64.4	-49.4
Disagree	27	64.4	-37.4
Neutral	48	64.4	-16.4
Agree	158	64.4	93.6
Strongly Agree	74	64.4	9.6
Total	322		

Table 22 Q10 Frequencies

Q11 I never consider Turkish clothing brands when choosing merchandise			
	Observed N	Expected N	Residual
Strongly Disagree	61	64.4	-3.4
Disagree	115	64.4	50.6
Neutral	76	64.4	11.6
Agree	51	64.4	-13.4
Strongly Agree	19	64.4	-45.4
Total	322		

Table 23 Q11 Frequencies

Test Statistics						
	Q6 Buying Turkish clothing brands is a better choice	Q7 Considering price, I prefer Turkish clothing brands	Q8 I like shopping for Turkish clothing brands	Q9 Buying Turkish clothing brands generally benefits the consumer	Q10 There's nothing wrong with purchasing Turkish clothing brands	Q11 I never consider Turkish clothing brands when choosing merchandise
Chi-Square	179.460 ^a	149.770 ^a	187.441 ^a	163.807 ^a	201.261 ^a	76.820 ^a
df	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.4.

Table 24 Chi-Square Test for Attitude Scale

Table 20 shows that p-values are .000, which is less than $\alpha=0.005$. Thus, we don't reject our H1 and conclude that Consumers' attitude towards Turkish clothing brands scale's questions are significantly understandable by participants

2.3.3.3 Chi-Square test for Consumers' Willingness to Buy Scale towards Turkish clothing Brands

Q12 Whenever available, I would prefer to buy Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	21	64.4	-43.4
Disagree	42	64.4	-22.4
Neutral	85	64.4	20.6
Agree	119	64.4	54.6
Strongly Agree	55	64.4	-9.4
Total	322		

Table 25 Q12 Frequencies

Q13 I would never buy Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	200	64.4	135.6
Disagree	90	64.4	25.6
Neutral	22	64.4	-42.4
Agree	4	64.4	-60.4
Strongly Agree	6	64.4	-58.4
Total	322		

Table 26 Q13 Frequencies

Q14 Whenever possible, I avoid buying Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	174	64.4	109.6
Disagree	105	64.4	40.6
Neutral	26	64.4	-38.4
Agree	8	64.4	-56.4
Strongly Agree	9	64.4	-55.4
Total	322		

Table 27 Q14 Frequencies

Q15 I do not like the idea of owning Turkish clothing brands			
	Observed N	Expected N	Residual
Strongly Disagree	182	64.4	117.6
Disagree	104	64.4	39.6
Neutral	18	64.4	-46.4
Agree	11	64.4	-53.4
Strongly Agree	7	64.4	-57.4
Total	322		

Table 28 Q15 Frequencies

Q16 I would pay 10% more for the product from Turkey.			
	Observed N	Expected N	Residual
Strongly Disagree	90	64.4	25.6
Disagree	88	64.4	23.6
Neutral	75	64.4	10.6
Agree	46	64.4	-18.4
Strongly Agree	23	64.4	-41.4
Total	322		

Table 29 Q16 Frequencies

Test Statistics					
	Q12 Whenever available, I would prefer to buy Turkish clothing brands	Q13 I would never buy Turkish clothing brands	Q14 Whenever possible, I avoid buying Turkish clothing brands	Q15 I do not like the idea of owning Turkish clothing brands	Q16 I would pay 10% more for the product from Turkey.
Chi-Square	91.292 ^a	433.217 ^a	332.068 ^a	367.969 ^a	52.441 ^a
df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.4.

Table 30 Chi-Square Test for Willingness to Buy Scale

Table 26 shows that p-values are .000, which is less than $\alpha=0.005$. Thus, we don't reject our H1 and conclude that Consumers' willingness to buy Turkish clothing brands scale's questions are significantly understandable by participants

2.3.4 Runs Test

Run test is a non-parametric statistical test that checks a randomness hypothesis for a two-valued data sequence. More precisely, it can be used to test the hypothesis that the elements of the sequence are mutually independent.

H_0 : The sequence was produced in a random manner

H_1 : The sequence wasn't produced in a random manner

2.3.4.1 Runs Test for COO Image Scale

Runs Test					
	Q1 Carefully produced and have workmanship	Q2 Lower quality than similar products	Q3 Great degree of technological advancement	Q4 Quite reliable and seem to last the desirable length of time	Q5 Usually a good value for money
Test Value ^a	4.00	2.00	3.00	4.00	4.00
Cases < Test Value	103	36	77	129	87
Cases >= Test Value	219	286	245	193	235
Total Cases	322	322	322	322	322
Number of Runs	123	61	108	161	119
Z	-2.324	-1.115	-1.562	.623	-1.273
Asymp. Sig. (2-tailed)	.020	.265	.118	.533	.203
a. Median					

Table 31 Runs test for COO Image Scale

Table 24 shows that p-value for Q1 is 0.020, which is less than $\alpha=0.005$. Thus, we reject our H_0 and conclude that sequence was not produced in a random manner. For Q2 (0.265), Q3 (0.118), Q4 (0.533) and Q5 (0.203) p-value is greater than α ($\alpha > 0.05$) Thus, we don't reject our H_0 and conclude

that sequence was produced in a random manner, so we can conclude that COO image scale questions are produced in a random manner.

2.3.4.2 Runs test for Consumers' Attitude Scale towards Turkish clothing Brands

H_0 : The sequence was produced in a random manner

H_1 : The sequence wasn't produced in a random manner

Runs Test						
	Q6 Buying Turkish clothing brands is a better choice	Q7 Considering price, I prefer Turkish clothing brands	Q8 I like shopping for Turkish clothing brands	Q9 Buying Turkish clothing brands generally benefits the consumer	Q10 There's nothing wrong with purchasing Turkish clothing brands	Q11 I never consider Turkish clothing brands when choosing merchandise
Test Value ^a	4.00	4.00	4.00	4.00	4.00	2.00
Cases < Test Value	109	109	94	121	90	61
Cases >= Test Value	213	213	228	201	232	261
Total Cases	322	322	322	322	322	322
Number of Runs	122	143	142	152	122	101
Z	-2.893	-.275	1.065	-.007	-1.205	.202
Asymp. Sig. (2-tailed)	.004	.783	.287	.994	.228	.840
a. Median						

Table 32 Runs test for Consumers' Attitude Scale

Table 25 shows that p-value for Q6 is 0.004, which is less than $\alpha=0.005$. Thus, we reject our H_0 and conclude that sequence was not produced in a random manner. For Q7 (0.783), Q8 (0.287), Q9 (0.994), Q10 (0.228) and Q11 (0.840) p-value is greater than α ($\alpha > 0.05$) Thus, we don't reject our H_0 and conclude that sequence was produced in a random manner, so we can conclude that Consumers' attitude scale towards Turkish clothing brands questions are produced in a random manner.

2.3.4.3 Runs test for Consumers' Willingness to Buy Scale towards Turkish clothing Brands

H_0 : The sequence was produced in a random manner

H_1 : The sequence wasn't produced in a random manner

Runs Test					
	Q12 Whenever available, I would prefer to buy Turkish clothing brands	Q13 I would never buy Turkish clothing brands	Q14 Whenever possible, I avoid buying Turkish clothing brands	Q15 I do not like the idea of owning Turkish clothing brands	Q16 I would pay 10% more for the product from Turkey
Test Value ^a	4.00	2.00	2.00	2.00	2.00
Cases < Test Value	148	200	174	182	178
Cases >= Test Value	174	122	148	140	144
Total Cases	322	322	322	322	322
Number of Runs	163	140	147	158	169
Z	.230	-1.489	-1.568	-.143	.993
Asymp. Sig. (2-tailed)	.818	.137	.117	.886	.321
a. Median					

Table 33 Runs test for Consumers' Willingness to Buy Scale

Table 26 shows that p-value for Q12 (0.818), Q13 (0.137), Q14 (0.117), Q15 (0.886) and Q16 (0.321), which is p-value is greater than α ($\alpha > 0.05$) Thus, we don't reject our H_0 and conclude that sequence was produced in a random manner, so we can conclude that Consumers' Willingness to Buy Scale towards Turkish clothing brands questions are produced in a random manner.

2.4 Findings

In order to test the model of the study regression analysis and moderated regression analysis were conducted as below.

2.4.1 Correlation Test of COO image and Attitude

Descriptive Statistics

		Statistics	
		Cooimagemean	Attitudemean
N	Valid	322	322
	Missing	0	0
Median		3.6000	3.6667
Std. Deviation		.76251	.75731

Table 34 Descriptive Statistics COOI & Attitude

Above table 34 gives the summary statistic of “attitude mean” and “Country of image mean”.

Median is the average value or central value of the distribution. “Country of image mean” has lower value of median than “Attitude mean”. Standard deviation tells how the values are spread around the central value/average. In the table “Country of image mean” has greater value of standard deviation than the “attitude mean”. This means the “Country of image mean” is more dispersed around the average as compare to the “Attitude mean”. But there is not a huge difference between the values of median and standard deviation for both the factors.

Correlation Test

Correlations			
		Cooimagemean	Attitudemean
Cooimagemean	Pearson Correlation	1	.737**
	Sig. (2-tailed)		.000
	N	322	322
Attitudemean	Pearson Correlation	.737**	1
	Sig. (2-tailed)	.000	
	N	322	322

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

Table 35 Correlation Test COOI & Attitude

There is a high positive linear relation between “Country of image mean” and “Attitude mean” because correlation has a positive sign and it is greater than 0.7. This means that if “Country of image mean” is high “Attitude mean” will also high and if “Country of image mean” is low “Attitude mean” will also low. And the correlation value is highly significant as p-value is 0. This means that there is significant positive linear relation between “Country of image mean” and “Attitude mean”.

2.4.2 Linear Regression of Coo image on Willingness to Buy

In order to test H1 the following regression equation conducted.

$$\text{Willingness to buy} = \beta_1 + \beta_2 \text{Cooimage}$$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.182 ^a	.033	.030	.59832

a. Predictors: (Constant), Cooimagemean

Table 36 Model Summary for Linear Regression of Coo image on Willingness to Buy

Regression table 36 shows that we have $R^2 = 3\%$, which means that “country of image” captures only the 3% variation of “willingness to buy”.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.904	1	3.904	10.905	.001 ^b
	Residual	114.556	320	.358		
	Total	118.460	321			
a. Dependent Variable: wtobuymean						
b. Predictors: (Constant), Cooimagemean						

Table 37 ANOVA test table Coo image on Willingness to Buy

ANOVA table 37 shows that this model is highly significant as p-value = 0.001 which is less than α (0.05). Hence “country of image mean” has significant effect on “willingness to buy”.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.642	.156		10.511	.000
	Cooimagemean	.144	.044	.182	3.302	.001
a. Dependent Variable: wtobuymean						

Table 38 Estimated values of Regression Parameters

Table 36 shows that p-value for both the coefficients (of country of image and intercept) is less than alpha i.e. $0.00 < 0.05$, which means both the terms in this model have a significant effect on “willingness to buy”. Moreover, sign of the coefficient of “country of image mean” is positive, this indicates that “country of image mean” has positive effect on “willingness to buy”. That is by increasing “country of image mean”, “willingness to buy” will also increase.

In order to test RQ1 the following regression equations conducted.

Willingness to buy

$$= \beta_1 + \beta_2 \text{Cooimagemean} + \beta_3 \text{oneyear} + \beta_4 \text{threeyear} + \beta_5 \text{morethan3year}$$

Willingness to buy

$$\begin{aligned}
 &= \beta_1 + \beta_2 \text{Cooimagemean} + \beta_3 \text{oneyear} + \beta_4 \text{threeyear} \\
 &+ \beta_5 \text{morethan3year} + \beta_6 \text{oneyear} * \text{cooimage} + \beta_7 \text{threeyear} \\
 &* \text{cooimage} + \beta_8 \text{morethanthreeyear} * \text{cooimage}
 \end{aligned}$$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.188 ^a	.035	.023	.60044
2	.203 ^b	.041	.020	.60138
a. Predictors: (Constant), morethanthreeyears, Cooimagemean, oneyear, threeyears				
b. Predictors: (Constant), morethanthreeyears, Cooimagemean, oneyear, threeyears, interactionthree, interactiontwo, interactionfour				

Table 39 Model Summary for Linear Regression of Coo image and Living in Turkey on Willingness to Buy

R² of 1st model in table (39) is 0.035 which means that 1st model captures approximately 3.5% variation of the dependent variable which is “willingness to buy”, and R² for 2nd model in this table is 0.041, which means that 2nd model captures almost 4% variation of “willingness to buy”. Hence we can say that adding interaction terms in our model, adequacy of our model increases, because 2nd model has a greater value of R².

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.172	4	1.043	2.893	.022 ^b
	Residual	114.288	317	.361		
	Total	118.460	321			
2	Regression	4.899	7	.700	2.795	.046 ^c
	Residual	113.560	314	.362		
	Total	118.460	321			
a. Dependent Variable: wtobuymean						
b. Predictors: (Constant), morethanthreeyears, Cooimagemean, oneyear, threeyears						
c. Predictors: (Constant), morethanthreeyears, Cooimagemean, oneyear, threeyears, interactionthree, interactiontwo, interactionfour						

Table 40 ANOVA Table

ANOVA table 40 shows that both the models are significant as the p-values of F statistic are less than α (0.05).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.698	.185		9.193	.000
	Cooimagemean	.139	.044	.175	3.124	.002
	oneyear	-.007	.118	.004	-.059	.953
	threeyears	-.047	.103	-.035	-.453	.651
	morethanthreeyears	-.064	.098	-.052	-.659	.510
2	(Constant)	1.753	.372		4.709	.000
	Cooimagemean	.124	.097	.156	1.280	.201
	oneyear	-.571	.570	-.338	-1.002	.317
	threeyears	-.098	.449	-.079	-.218	.828
	morethanthreeyears	.097	.480	.072	.203	.839
	interactiontwo	.161	.153	.349	1.053	.293
	interactionthree	.008	.121	.024	.069	.945
	interactionfour	-.044	.130	-.114	-.335	.738

a. Dependent Variable: wtobuymean

Table 41 Estimates of the Parameters of Regression

In table 37 Coefficient of “country of image mean” has a positive sign in both the models, indicating as “country of image” increases, “willingness to buy” also increases. Coefficients of “Living” has negative signs in both the models hence as living increases “willingness to buy” decreases.

“Willingness to buy” turkey brands decreases by 0.007 for the people who are living in turkey from “one year” as compared to the people who are living in turkey from “six months”. And “Willingness to buy” turkey brands decreases by 0.047 for the people who are living in turkey from “three years” as compared to the people who are living in turkey from “six months”. And “willingness to buy” decreases by 0.064 for the people who are living in turkey from “more than 3 years” as compare to the people who are living in

turkey from “six months”. In short, since the coefficients of “one year”, “3 years” and “more than 3 years” have negative signs, this indicate the people who are living in turkey from more than “six months” has lower “willingness to buy” as compare to the people who are living in turkey from less than “six months”. This also proves the hypothesis of this study.

The coefficient of interaction term of “1 year and country of image mean” is greater than the coefficient of both the other interaction terms “3 years and country of image mean” and “more than 3 years and country of image mean” which means that interaction “country of image mean and 1 year”, has greater impact on willingness to purchase turkey brands as compared to the both the other interactions in the model. In simple words as “living in turkey” and “country of image mean” increases simultaneously, “willingness to buy” decreases. Linear

2.4.3 Linear Regression of Attitude on Willingness to Buy

In order to test H2 the following regression equation conducted.

$$\text{Willingness to buy} = \beta_1 + \beta_2 \text{attitudemean}$$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.120 ^a	.014	.011	.60404
a. Predictors: (Constant), Attitudemean				

Table 42 Model Summary for Linear Regression of Consumers' Attitude on Willingness to Buy

This model in table 42 has $R^2 = 0.014$, which means this models captures only 1.4% variation of “willingness to buy”.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.704	1	1.704	4.671	.031 ^b
	Residual	116.755	320	.365		
	Total	118.460	321			
a. Dependent Variable: wtobuymean						
b. Predictors: (Constant), Attitudemean						

Table 43 ANOVA test table for Consumers' Attitude on Willingness to Buy

As p-value is less than alpha i.e. $0.031 < 0.05$. Thus, we reject H_0 and conclude that above model is significant. That is "attitude mean" has a significant effect on "willingness to buy".

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.801	.163		11.028	.000
	Attitudemean	.095	.044	.120	2.161	.031
a. Dependent Variable: wtobuymean						

Table 44 Estimated values of Regression Parameters

Table 38 shows both the terms in the model, that is, "intercept" and "attitude mean" has p-value = 0 and 0.03 respectively, which are less than 0.05. Hence both have significant effect on willingness to purchase Turkish brands. Moreover, the sign of the coefficient of "attitude mean" is positive, indicates "attitude mean" has positive effect on "willingness to buy". As "attitude mean" increases, "willingness to buy" will also increase.

In order to test RQ2 the following regression equations conducted.

Willingness to buy

$$= \beta_1 + \beta_2 \text{attitudemean} + \beta_3 \text{oneyear} + \beta_4 \text{threeyear} \\ + \beta_5 \text{morethanthreeyear}$$

Willingness to buy

$$= \beta_1 + \beta_2 \text{attitudemean} + \beta_3 \text{oneyear} + \beta_4 \text{threeyear} \\ + \beta_5 \text{morethan3year} + \beta_6 \text{oneyear} * \text{attitudemean} + \beta_7 \text{threeyear} \\ * \text{attitudemean} + \beta_8 \text{morethanthreeyear} * \text{attitudemean}$$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.872	.870	.21912
2	.956 ^b	.915	.913	.17922
a. Predictors: (Constant), morethanthreeyears, Attitudemean, oneyear, threeyears				
b. Predictors: (Constant), morethanthreeyears, Attitudemean, oneyear, threeyears, interaction3, interaction4, interaction2				

Table 45 Summary table Linear Regression of Attitude and Living in Turkey on Willingness to Buy

R² of 1st model in table 45 is 0.872 which means that 1st model captures approximately 87% variation of the dependent variable which is “willingness to buy”, and R² for 2nd model in this table is 0.915, which means that 2nd model captures 91.5% variation of “willingness to buy”. Hence we can say that adding interaction terms in our model, adequacy of our model increases, because 2nd model has a greater value of R².

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.240	4	25.810	537.559	.000 ^b
	Residual	15.220	317	.048		
	Total	118.460	321			
2	Regression	108.374	7	15.482	481.995	.000 ^c
	Residual	10.086	314	.032		
	Total	118.460	321			
a. Dependent Variable: wtobuymean						
b. Predictors: (Constant), morethanthreeyears, Attitudemean, oneyear, threeyears						
c. Predictors: (Constant), morethanthreeyears, Attitudemean, oneyear, threeyears, interaction3, interaction4, interaction2						

Table 46 ANOVA Table

ANOVA table shows that both of these models are insignificant as the p-value = 0.00 for both the models.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.743	.043		17.163	.000
	Attitudemean	.814	.018	.931	46.224	.000
	oneyear	-.021	.043	-.012	-.489	.625
	threeyears	-.106	.035	-.085	-3.009	.003
	morethanthreeyears	-.118	.037	-.087	-3.163	.002
2	(Constant)	.688	.036		19.270	.001
	Attitudemean	.844	.015	.966	57.799	.016
	oneyear	-.806	.141	-.477	-5.733	.131
	threeyears	-.803	.084	-.646	-9.587	.229
	morethanthreeyears	-.743	.093	-.552	-8.020	.175
	interaction2	.211	.037	.475	5.765	.128
	interaction3	.197	.022	.580	8.863	.175
	interaction4	-.175	.025	-.479	-7.139	.136

a. Dependent Variable: wtobuymean

Table 47 Estimates of the Parameters of Regression

In table 47 Coefficient of “attitude mean” has a positive sign in both the models, indicating as “attitude” increases, “willingness to buy” also increases.

In the 1st model, coefficient of “one year”, “three years” and “more than three years” all have negative signs, which means “Living” has a negative relation with “willingness to buy”.

“Willingness to buy” turkey brands decreases by 0.021 for the people who are living in turkey from “one year” as compared to the people who are living in turkey from “six months”. And it decreases by 0.106 for the people who are living in turkey from “3 years” as compare to the people who are living in turkey from “six months”. In short, since the coefficient of “1 year”, “3 years” and “more than 3 years”, have negative signs, this indicate the people who are living in turkey from more than “one year” has lower “willingness to buy” as compare to the people who are living in turkey from less than “six months”. This also proves the hypothesis of the study.

In the 2nd model, the coefficient of interaction term of “1 year and attitude mean” is greater than the coefficient of both the other interaction terms. Which means that interaction “attitude mean and 1 year”, has greater impact on willingness to purchase turkey brands as compared to the both the other interactions in the model which are “attitude mean * three years” and “attitude mean * more than three years”. In simple words as “living in turkey” and “attitude mean” increases simultaneously, “willingness to buy” decreases.

LIMITATION

Many factors affected this study while collecting data or reaching the target sample. Data collected mainly from three big Cities in Turkey; Istanbul, Ankara and Izmir, I tried to cover as many cities as I can in Turkey, indeed data collected from about 10 cities all over Turkey, but not all cities. From another hand, the biggest percentage of Arabs in Turkey exist in those cities. Not all Arab nationalities covered in the research, in view of lack of contact between all nationalities, also ignorance and refuse from some nationalities to participate in this research. 322 participants' data collected which is not represent all Arabs people who are living in Turkey. The difficulty to get the accurate percentages of every nationality in Turkey was one of the biggest obstacle to estimate the needed ratio for the sample. May be some data doesn't represent in bias, as the positive attitude about Turkey and its products playing the main role in Arabs' evaluation.

CONCLUSION AND RECOMMENDATION

The study collected data from a wide number of Arab foreigners residing in the Turkey to assess the effect of COO and attitude of Arabs towards Turkish clothing brands upon willingness to purchase the local product. The study also examined whether the country image and attitude change with the passage of time or it remain the same. Review of literature has revealed that the phenomenon hasn't been adequately explored by previous researchers. Whereas, the primary research results proved that the living period is a statistically significant moderator as it diminishes the positive country image and attitude as the consumer stay longer. Overall, the findings have been reported by dividing the respondents into four different groups according to the length of stay. The analysis of demographic factors has revealed that all the respondents were educated and fully able to understand the study purpose. Overall, the Arab foreigners possessed a positive image of Turkish clothing brands during the initial stay and exhibit a favorable attitude towards purchasing Turkish local brands. However, primary results clearly indicated that the lengthier stay significantly declined the positive impact of COO and attitude and Arabs that were residing in Turkey for more than a year were less passionate about local brands then the Arabs who were new in the country. The most passionate group was the people staying in Turkey from 1 to 6 months, whereas, least passionate was the group residing in Turkey for 3 years. There could be different reasons behind such fluctuation. The concept of diminishing utility could also be applied that suggests that utility derived from a product declines with the passage of time.

When people move to a new place, every new thing fascinates them. However, as the time passes, the passion declines as the newness diminishes. However, there can be various other factors that need to be explored by future researchers. Hence, future researchers are advised to explore the factors that foreigners encounter as they stay longer and consequently, their passion for buying local products declines.

On the basis of primary research findings, the future researchers, as well as practitioners, are suggested to conduct more detailed research for gaining better comprehension of foreign consumers' behavior. Turkish clothing enterprises are required to revise their advertising strategy and add appealing factors that could grab and retain the consumers' interest in their clothing brand. The Advertisements should specifically focus on the people residing longer and should try to increase the loyal customer base. During the initial stay when interest is higher, enterprises can formulate various marketing strategies like initiating loyalty programs, membership programs, giving special discounts or coupons to loyal customers, enabling flexibility to customize the offerings according to the preferences of foreign consumers and maintain personal relationships. Not only Arabs but researchers and practitioners are required to unveil deeper insights to understand other major ethnic groups like Asian and Europeans. There is a need to understand whether the ethnic differences can minimize the negative moderation effect of "living period" or all ethnic groups tend to behave in the same manner. For instance, many researchers have proved that people from developed states tend to behave differently than the consumers from less developed states. On the other hand, some researchers have negated any such difference. For instance, the ethnic impact has been negated by a recent study where researchers proposed that ethnicity plays no impact while evaluating the product country in case of high-involvement products (Henderson & Hoque, 2010). Overall, the situation lacks clarity, and there is a lack of empirical evidence to support any of these notions. Till now, no research has investigated the foreigners' attitude and purchasing behavior. Thus, this research can be starting point for many researchers to help Turkish manufacturers to create and put plans to attract this segment and satisfy its needs. It is a great opportunity for the Turkish marketers to capitalize on the strong financial position of Arab foreigners as the research has indicated hefty spending pattern of respondents on purchasing new products. High income suggests that price of Turkish clothing brands could not be a major issue. Hence, the brands could be sold at the premium price provided the

implied needs of the consumers could be satisfied. Future researchers are advised to conduct a detailed study that could unveil those implied factors.

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APPENDIX1. Questionnaire (English Version)

QUESTIONNAIRE

Thank you for agreeing to take part of participating in this important questionnaire that measures the effects on the country of origin image on Arab consumers' attitudes towards Turkish Textile Products. The Survey should take only 2-3 minutes to complete. Be assured that all answers that you provide will be kept in the strictest confidentiality.

Kindly be noticed that there is no any right or wrong answers.

Thank you.

Ahmed Salama

Pro. Dr. Batisen Kavak

- 1. Please answer the following questions using the given scale 1: Strongly disagree, 5: Strongly Agree**

“Generally Turkish Clothing Brands”:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A. are carefully produced and have good workmanship	1	2	3	4	5
B. are of a lower quality than similar products available in similar countries	1	2	3	4	5
C. show a great degree of technological advancement	1	2	3	4	5
D. are usually quite reliable and seem to last the desirable length of time	1	2	3	4	5
E. are usually a good value for money	1	2	3	4	5

2. Now you will find below some ideas collecting from different persons toward Turkish clothing brands, could you please indicate your opinion using the given scale 1: Strongly disagree, 5: Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
F. Generally speaking, buying Turkish clothing brands is a better choice	1	2	3	4	5
G. Considering price, I prefer Turkish clothing brands	1	2	3	4	5
H. I like shopping for Turkish clothing brands	1	2	3	4	5
I. Buying Turkish clothing brands generally benefits the consumer	1	2	3	4	5
J. There's nothing wrong with purchasing Turkish clothing brands	1	2	3	4	5
K. I never consider Turkish clothing brands when choosing merchandise	1	2	3	4	5
L. Whenever available, I would prefer to buy Turkish clothing brands	1	2	3	4	5
M. I would never buy Turkish clothing brands.	1	2	3	4	5
N. Whenever possible, I avoid buying Turkish clothing brands	1	2	3	4	5
O. I do not like the idea of owning Turkish clothing brands	1	2	3	4	5
P. If two products were equal in quality, but one was European Clothing Brand and one was from Turkish Clothing Brand, I would pay 10% more for the product from Turkey.	1	2	3	4	5

4. How long have you been living in Turkey?

- a. 1-6 Month b. 7-11 Month c. 1-3 Years d. More than 3 years

5- Gender

Male ()

Female ()

5- Nationality

- a. Egyptian b. Syrian c. Iraqi d. Libyan e. Other – please specify

6- Age

- a. 18-25 b. 26-35 c. 36-45 d. more than 46

7- Education Level

- a. High school graduate or lower
- b. college graduate or college student
- c. master degree
- d. PhD degree

8- Income level (monthly)

- a. 0 – 200 USD
- b. 201 - 300 USD
- c. 301 – 500 USD
- d. 501-700 USD
- e. more than 701 USD

APPENDIX2. Questionnaire (Arabic Version)

استبيان

QUESTIONNAIRE

Thank you for sparing time to participate in this important questionnaire. This questionnaire measures the effects on the country of origin image on the case of Arab consumers' attitudes towards Turkish Clothing Brands. The Survey should not take more than 2-3 minutes. Answers are to be used for academic purposes and therefore will be strictly confidential.

Kindly note that there are no right or wrong answers, and your honest feedback is very important.

Thank you.

Ahmed Salama

Pro. Dr. Batisen Kavak

نود أن نشكرك على مشاركتك في هذا البحث الهام، والذي يقيس مدى تأثير " صورة بلد المنشأ " على موقف المستهلك العربي تجاه ماركات الملابس التركية. الاستبيان لن يستغرق أكثر من دقيقتين لثلاث دقائق على الأكثر. سيتم استخدام إجابات هذا الاستبيان لأغراض أكاديمية و من ثم ستمنح خصوصية صارمة.

أمانتك في إجابة هذا الاستبيان غاية في الأهمية ، ولتحط علما أنه لا توجد إجابات خاطئة أو صحيحة.

شكرا جزيلاً

أحمد سلامة

الدكتور المشرف / باهتيشان كافاك

جامعة الهاجتابا - أنقرة

1. Please answer the following questions using the given scale 1: Strongly disagree, 5: Strongly Agree

فضلا أجب عن الأسئلة التالية مستخدما المقياس الآتي من 1: غير موافق بشدة إلى 5: موافق بشدة

“Generally Turkish Clothing Brands”:

ماركات الملابس التركية بشكل عام:

	Strongly Disagree غير موافق بشدة	Disagree غير موافق	Neutral محايد	Agree أوافق	Strongly Agree أوافق بشدة
A. are carefully produced and have good workmanship تنتج بعناية وتصنع بحرفية جيدة	1	2	3	4	5
B. are of a lower quality than similar products available in similar countries ذات جودة أقل مقارنة بالمنتجات المشابهة المتاحة في بلاد مشابهة	1	2	3	4	5
C. show a great degree of technological advancement تظهر درجة كبيرة من التطور التكنولوجي	1	2	3	4	5
D. are usually quite reliable and seem to last the desirable length of time جديرة بالثقة في العادة، وتدوم الفترة الزمنية المرغوبة	1	2	3	4	5
E. are usually a good value for money عادة ذات قيمة جيدة مقابل المال المدفوع	1	2	3	4	5

2. Below are some ideas expressed by different persons toward Turkish Clothing Brands, could you please indicate your opinion using the given scale 1: Strongly disagree, 5: Strongly Agree

العبارات الآتية تعبر عن آراء لأشخاص مختلفين عن ماركات الملابس التركية. من فضلك وضح لنا رأيك مستخدماً المقاييس من 1: غير موافق بشدة إلى 5: موافق بشدة

	Strongly Disagree غير مؤيد بشدة	Disagree غير مؤيد	Neutral محايد	Agree مؤيد	Strongly Agree مؤيد بشدة
F. Generally speaking, buying Turkish clothing brands is a better choice بشكل عام، شراء ماركات الملابس التركية هو اختيار أفضل	1	2	3	4	5
G. Considering price, I prefer Turkish clothing brands عند أخذ السعر في الاعتبار، أنا أفضل ماركات الملابس التركية	1	2	3	4	5
H. I like shopping for Turkish clothing brands أحب التسوق من ماركات الملابس التركية	1	2	3	4	5
I. Buying Turkish clothing brands generally benefits the consumer شراء ماركات الملابس التركية مفيد للمستهلك بصورة عامة	1	2	3	4	5
J. There's nothing wrong with purchasing Turkish clothing brands لا أجد خطأ في شراء ماركات الملابس التركية	1	2	3	4	5
K. I never consider Turkish clothing brands when choosing merchandise لا آخذ أبداً بعين الاعتبار اختيار الماركات التركية أثناء شراء الملابس	1	2	3	4	5
L. Whenever available, I would prefer to buy Turkish clothing brands كلما كان متاحاً، أفضل شراء ماركات الملابس التركية	1	2	3	4	5
M. I would never buy Turkish clothing brands. لن أشتري أبداً ماركات الملابس التركية	1	2	3	4	5
N. Whenever possible, I avoid buying Turkish clothing brands كلما أمكنني، أتجنب شراء ماركات الملابس التركية	1	2	3	4	5

O. I do not like the idea of owning Turkish clothing brands لا أحب فكرة اقتناء ماركات الملابس التركية	1	2	3	4	5
P. If two products were equal in quality, but one was European Clothing Brand and the other was Turkish Clothing Brand, I would pay 10% more for the product from Turkey. إذا وجدت منتجين لهما نفس الجودة، ولكن أحدهما ماركة ملابس أوروبية والأخر ماركة ملابس تركية، سأدفع 10% أكثر مقابل المنتج التركي	1	2	3	4	5

4- منذ متى وأنت تعيش في تركيا؟

أ. 1-6 أشهر ب. 7-11 شهرا ج. 1-3 سنوات د. أكثر من 3 سنوات

5- الجنس

ذكور () إناث ()

5. جنسيتك

أ. مصري ب. سوري ج. عراقي د. لبيبي هـ. أخرى (من فضلك اذكرها

6-العمر

أ. 18-25 ب. 26-35 ج. 36-45 د. أكبر من 46

7- مستوى التعليم

- أ. المرحلة الثانوية (التوجيهي) أو أقل
ب. المرحلة الجامعية (خريج أو طالب)
ج. درجة الماجستير (خريج أو طالب)
د. درجة الدكتوراة (خريج أو طالب)

8- مستوى الدخل (شهريا)

- أ. 0 – 200 دولار أمريكي
ب. 201 – 300 دولار أمريكي
ج. 301 – 500 دولار أمريكي
د. 501 – 700 دولار أمريكي
هـ. أكثر من 701 دولار أمريكي

APPENDIX3. ETİK KOMİSYON ONAY BELGESİ



T.C.
HACETTEPE ÜNİVERSİTESİ
Rektörlük

23 Ocak 2017

Sayı : 35853172/ 433-318

SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜNE

Enstitünüz İşletme Anabilim Dalı yüksek lisans programı öğrencilerinden **Ahmed Ramadan Abouelenin SALAMA**'nın **Prof. Dr. Bahtışen KAVAK** danışmanlığında yürüttüğü **“Ülke Menşei, Tüketici Tutumu ve Ülkede Yaşam Süresinin Satın Alma İsteğine Etkisi: Türkiye’deki Arap Tüketiciler Üzerine Bir Uygulama”** başlıklı tez çalışması, Üniversitemiz Senatosu Etik Komisyonunun **17 Ocak 2017** tarihinde yapmış olduğu toplantıda incelenmiş olup, etik açıdan uygun bulunmuştur.

Bilgilerinizi ve gereğini rica ederim.

Prof. Dr. Rahime M. NOHUTCU
Rektör a.
Rektör Yardımcısı

APPENDIX4. TEZ ÇALIŞMASI ORJİNALLİK RAPORU



HACETTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
YÜKSEK LİSANS/DOKTORA TEZ ÇALIŞMASI ORJİNALLİK RAPORU

HACETTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANABİLİM DALI BAŞKANLIĞI'NA

Tarih: 21/01/2017

Tez Başlığı / Konusu: Ülke Menşei, Tüketici Tutumu Ve Ülkede Yaşama Süresinin Satın Alma İsteğine Etkisi: Türkiye'deki Arap Tüketiciler Üzerine Bir Uygulama

Yukarıda başlığı/konusu gösterilen tez çalışmamın a) Kapak sayfası, b) Giriş, c) Ana bölümler ve d) Sonuç kısımlarından oluşan toplam 104 sayfalık kısmına ilişkin, 21/01/2017 tarihinde şahsım/tez danışmanım tarafından Turnitin adlı intihal tespit programından aşağıda belirtilen filtrelemeler uygulanarak alınmış olan orijinallik raporuna göre, tezimin benzerlik oranı % 12 'tür.

Uygulanan filtrelemeler:

- 1- Kabul/Onay ve Bildirim sayfaları hariç,
- 2- Kaynakça hariç
- 3- Alıntılar dâhil
- 4- 5 kelimedenden daha az örtüşme içeren metin kısımları hariç

Hacettepe Üniversitesi Sosyal Bilimler Enstitüsü Tez Çalışması Orjinallik Raporu Alınması ve Kullanılması Uygulama Esasları'nı inceledim ve bu Uygulama Esasları'nda belirtilen azami benzerlik oranlarına göre tez çalışmamın herhangi bir intihal içermediğini; aksinin tespit edileceği muhtemel durumda doğabilecek her türlü hukuki sorumluluğu kabul ettiğimi ve yukarıda vermiş olduğum bilgilerin doğru olduğunu beyan ederim.

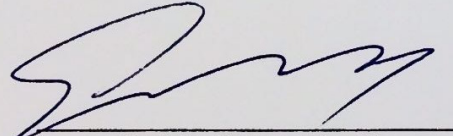
Gereğini saygılarımla arz ederim.

21/01/2017

Adı Soyadı: Ahmed Ramadan Abouelenin Salama
Öğrenci No: N12122027
Anabilim Dalı: İŞLETME
Programı: TEZLİ YÜKSEK LİSANS-PAZARLAMA
Statüsü: Y.Lisans Doktora Bütünleşik Dr.

DANIŞMAN ONAYI

UYGUNDUR.


(Prof. Dr. Bahtişen Kavak)