

T.C.
ISTANBUL OKAN UNIVERSITY
INSTITUTE OF GRADUATE SCIENCE

THESIS FOR THE DEGREE PhD OF BUSINESS
ADMINISTRATION PROGRAM OF BUSINESS
ADMINISTRATION

NIDAL J.S. ABUMANDIL

**“Exploring the Impact of self on attitude toward Turkish brands among Arabian
Customers.”**

ADVISOR

Prof. Dr. ÖZGÜR ÇENGEL

ISTANBUL, 2024

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ABSTRACT

Arabian consumers are a vital segment of Turkish market. For Arabian consumers, the self-concept is crucial tool which creates attitude towards products. Many Turkish brands target consumers all around the world, including Arabian consumers. Previous studies did not give enough attention to how is the attitude for Arabian consumers toward Turkish brands is shaped. The current study aims to examine how self-concept explains social consumption (motivations and attitude) with regarding to Turkish brands. More specifically, the proposed study aims to examine the influence of socio-psychological variables namely, self-concept, Reference group, materialism and religion on attitude toward purchasing Turkish brands, explore the influence of demographic variables namely, gender, geographical location, income and family size on attitude toward purchasing Turkish brands, and provide implications for domestic and global marketing managers, based on the findings of this study.

Data were collected 378 from Arabian consumers from the 4 chosen cities in Turkey.

Hierarchal regression was used to analyze the study data; the results of the ANOVA test demonstrated that the socio-psychological variables, namely, selfconcept, Reference group, materialism and religion have a statistically significant influence on Arabian consumers' attitude toward Turkish brands. Also, demographic variables, namely, gender, income, location and family size, influence Arabian consumers' attitude toward Turkish brands. We conducted linear regression to explore the impact of each antecedent variable (attitude, Reference group, motivation, selfconcept, religion, materialism) on attitude toward Turkish brands among Arabian consumers. Self-concept, Reference group, and materialism have statistical positive significant influence on Arabian consumers' attitude toward Turkish brands.

Overall, The results this study is an attempt to increase understanding of Arabian consumers self and attitudes toward Turkish brands is driven by sociopsychological variables, namely, self-concept, Reference group, and materialism. Generally, Arabian consumers appreciate Turkish brands more clearly than those unknown.

Key words: self-concept, Reference group, materialism, religion, attitude, and motivations



ÖZET

Arap tüketiciler Türkiye pazarının hayati bir segmentini oluşturuyor. Arap tüketiciler için benlik kavramı, ürünlere yönelik tutumu oluşturan çok önemli bir araçtır. Pek çok Türk markası, Arap tüketiciler de dahil olmak üzere dünyanın her yerindeki tüketicileri hedef alıyor. Önceki çalışmalarda Arap tüketicilerin Türk markalarına yönelik tutumunun nasıl şekillendiği konusuna yeterince önem verilmemişti. Bu çalışma, benlik kavramının sosyal tüketimi (motivasyon ve tutumu) nasıl açıkladığını Türk markaları açısından incelemeyi amaçlamaktadır. Daha spesifik olarak önerilen çalışma, benlik kavramı, Referans grubu, materyalizm ve din gibi sosyo-psikolojik değişkenlerin Türk markalarını satın almaya yönelik tutum üzerindeki etkisini incelemeyi, cinsiyet, coğrafi konum, gelir ve gelir gibi demografik değişkenlerin etkisini araştırmayı amaçlamaktadır. Bu çalışmanın bulgularına dayanarak aile büyüklüğünün Türk markalarını satın almaya yönelik tutum üzerindeki etkisini incelemek ve yerel ve küresel pazarlama yöneticilerine çıkarımlar sağlamak.

Türkiye'de seçilen 4 şehirden 378 Arap tüketiciden veri toplandı.

Çalışma verilerini analiz etmek için hiyerarşik regresyon kullanıldı; ANOVA testi sonuçları, sosyo-psikolojik değişkenlerin yani benlik kavramı, Referans grubu, materyalizm ve dinin Arap tüketicilerin Türk markalarına yönelik tutumları üzerinde istatistiksel olarak anlamlı bir etkiye sahip olduğunu göstermiştir. Ayrıca cinsiyet, gelir, lokasyon ve aile büyüklüğü gibi demografik değişkenler de Arap tüketicilerin Türk markalarına karşı tutumunu etkilemektedir. Her bir öncül değişkenin (tutum, Referans grubu, motivasyon, benlik kavramı, din, materyalizm) Arap tüketiciler arasında Türk markalarına yönelik tutum üzerindeki etkisini araştırmak için doğrusal regresyon gerçekleştirdik. Benlik kavramı, Referans grubu ve materyalizm, Arap tüketicilerin Türk markalarına yönelik tutumları üzerinde istatistiksel olarak pozitif ve anlamlı bir etkiye sahiptir.

Genel olarak, bu çalışmanın sonuçları, Arap tüketicilerin kendilerini anlamalarını ve Türk markalarına yönelik tutumlarını, benlik kavramı, Referans grubu ve materyalizm gibi sosyo-psikolojik değişkenler tarafından yönlendirilen bir girişimdir. Genel olarak Arap tüketiciler Türk markalarını tanımayanlara göre daha net takdir ediyor.

Anahtar Kelimeler: Benlik kavramı, Referans grubu, materyalizm, din, tutum ve motivasyonlar



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Chapter One: Introduction

Introduction

Arabian consumers are an important segment for Turkish marketers, Turkish Branded product companies hope that consumers choose their products as lifetime brands. Consequently, Arabian consumer behavior gained importance as a research topic due to Arab people amount of disposable income. Arabian consumers are shaping their identities, so having the “right” brands is a way to fit into the right group (Moses, 2000). Due to the growing spending power of Arabian consumer, Turkish marketers are trying to understand Arabian people wishes and needs. Appealing to Arabian consumers is an attractive business strategy Holbrook and Schindler (1989, 1996). Not much is known about the spending motivations of this group of powerful consumers do earn large salaries; Marketers are interested in Arabian consumers because of several reasons: As they evolve their own behavior patterns, attitudes, and values, they also form their own consumption patterns. They develop brand loyalty at an early age, that favorable attitudes toward brands last well, and therefore they constitute a future market (Akturan et al., 2011).

The proliferation of Turkish brands such as Ülker, Koton, Mavi, LC Waikiki and Vestel into the local Arabian market within the past years has challenged researchers' views on the link between consumers and their choice of brands. Power and Hauge (2008, p. 123) state, “this geographic expansion and the new technologies that allowed for it, brought a need for higher levels of product standardization and easily recognizable marks of quality and identity”.

Their argument suggests that Turkish brands symbolize quality and differentiation, and the fact that globalization has in essence brought to the fore, the importance placed on brands that is clothing brands or other product (Londiwe Mkhize, 2010). They further argue that consumers' tastes in brands are seen as social indicators that work alongside other objects and symbols and are reflective of consumers' identities and aspirations (Londiwe Mkhize, 2010). The best Turkish brands are consistent in theme but reflect significant differences in consumer behavior, brand

development, competitive forces, and the legal or political environment. Oft heard—and sometime modified—advice to marketers of global brands is to “Think Global, Act Local.” (Kotler and Keller, 2012; p.629).

In fact, Arabian people have a crucial influence on the local economy. Based on previous literature, Arabian consumers have a positive attitude toward purchasing Turkish brands. However, none of the studies have explored in-depth the influence of the self-concept on the attitude of Arabian consumers towards Turkish brands.

Today they are perceived as important consumers, as their disposable income has grown steadily over the years. In addition, it is vital to indicate that at this consumers Reference group and the high level of materialism appear as central powers that might influence Arabian motivation and attitude toward Turkish brands and products (Gil et al., 2012).

Importance of study:

The importance of this study is that Arabian make up a large proportion of the potential in Turkish market. Where not much is known about the spending motivations of this group of powerful consumers, who just a tow decade ago, were not perceived to be particularly economically important (Gil et al., 2012).

Most prior studies about self are found in the areas of psychology and sociology, and studies connecting self with consumer behavior are recent and not large in number (Gil et al., 2012).

Objective of study:

Overall, the study aims to examine how self-concept explains social consumption (motivations and attitude) with regarding to Turkish brands in Arab Muslim country. More specifically, the proposed study aims to:

Examine the influence of socio-psychological variables namely, self-concept, Reference group, materialism, and religion on attitude toward purchasing elite Turkish brands.

Explore the influence of demographic variables namely, gender, geographical location, income, and family size on attitude toward purchasing Turkish brands.

Provide implications for Arabian and Turkish marketing managers, based on the findings of this study.

Comprehensively, there is lack of marketing research regarding Arabian consumers in Turkey. It is expected that the proposed study will provide vital information for marketing academics and researchers and for local and global marketing managers. The theoretical contribution of the proposed study is that to explore how in a globalized world the self-concept theory could explain social consumption motivations and ultimately attitude towards Turkish brand a Muslim country.

Arabian market has a lot of room for growth into the luxury brand space given its current macroeconomic environment such as a growing middle class and increased levels of affordability. According to the Economist Intelligent Unit, household consumption will benefit from faster jobs growth, better credit availability and an expanding middle class. An increasing purchasing power, greater access to debt and credit and an expansion of the middle class having higher disposable income levels has stimulated consumption (Consumption trends, 2010).

Guthrie and Kim (2009) argue that consumers ascribe human qualities to brand names and that they often feel they relate to brands in a personal way. The core argument for this research topic is the fact that research has shown that consumers prefer brands that reinforce their self-concept. Turkish product brands communicate images of success and status, which may appeal to consumers, especially the growing middle class.

Kamineni (2005, p.26) states, “Increasingly, brands are seen as important in creating an identity, a sense of achievement and identification for consumers who are fashion conscious and materialistic”.

A considerable body of empirical research has shown that consumers maintain or enhance different facets of their self-concept by purchasing and using commercial brands (Londiwe Mkhize, 2010). Furthermore, research on self-image congruence suggests that consumers' attitudes and purchase intentions towards brands that match particular aspects of their self-concept will be more positive and purchase of these brands more likely (Bosnjak and Brand, 2008). Therefore, the theory of self-concept can assist in measuring identity and understanding consumer choice in Turkish brands.

The topic is relevant to business in Turkey because it will offer greater insights into the mind of Arabian consumer. The topic will also act as market research for prospective sellers of Turkish brands that wish to enter certain markets. More importantly it will expose the seller to untapped territories of the psychological and

sociological aspects of consumers of Turkish brands and thus assist the firm in formulating its strategy and ultimately gain a competitive advantage. This can only be achieved when marketers and brand strategists have a comprehensive understanding into building Turkish brands and also understanding the factors that drive Arabian consumption Porter, M. E. (2008).

This research for self-concept and personal identity theory will create the means for marketers to understand consumer behavior where spending is concerned for Arabian consumers, an important segment of developed and developing country market.

The strategic goal of brand owners and marketers is to lock in their customers, so they are loyal to a particular brand. The brand custodians can formulate processes to ensure brand attachment and eventually a customer's loyalty to a particular brand by understanding a customer's self-image. Therefore, it can be observed that this topic will assist with marketing, communicating and positioning brands as well as improve the relationship that customers have with the brand.

Study objective:

Overall, the study aims to examine how the self-concept theory should explain social consumption (motivations and attitude) regarding Turkish brands. More specifically, the proposed study aims to:

- (1) Explore the impact of self on social consumption motivations among Arabian customers.
- (2) Investigate how peer pressure affects Arabian customer's consumption motivations.
- (3) Explore how social consumption motivations affect Arabian customers' attitude toward Turkish brands.
- (4) Examine how materialism influences Arabian customers' motivations and attitude toward Turkish brands.
- (5) Examine how demographics influence Arabian customers' motivations and attitude toward Turkish brands (the use of demographics is crucial to have a deep understanding of Turkish consumers' profiles. Indeed, demographics are essential in the market segmentation (Kotler and Keller, 2009, p. 255). The demographics that are taken into consideration would be: age, gender, income, education level, occupation, marital status, family size, and city of residence).

(6) The research will seek to know the products characteristics that are important for Arabian customers while buying Turkish goods.

Theoretical Background

Self-concept

Is what coming to mind when we think about ourselves (Neisser, 1993). Self-concept comprises how a person perceives himself. Examining self-concept assists in understanding how attitudes and consumption represent a way to express a young consumer's individual self to the outside world. The stability of the self-concept can be gauged with the construct called self-concept clarity; well-developed self-concept is less susceptible to the influence of external factors.

“Attitude toward a brand, or Brand Attitude, is another key component for valuing a brand's equity. Mitchell and Olson (1981) define Brand Attitude as an individual's overall evaluation of a brand. This means that attitude toward a brand mainly depends on a consumer's own perceptions regarding a brand and are argued to be a reliable predictor of consumers' behavior toward brands (Shimp, 2010). Most researchers (e.g. Aaker, 1996; Faircloth et al., 2001; Helgeson and Supphellen, 2004) regard these two as distinctive concepts where brand image helps develop potential buyers' overall evaluation or attitude toward a brand.”

Religiosity

In a constantly changing and increasingly globalized world, religion still plays a significant role in influencing social and consumer behavior. This can have important implications for global marketers. The understanding of how religion belief and that intensity influence towards the elite western brands of controversial products is of great importance to international marketers (Keegan, and Green, 2015).

Reference group

Can influence how adolescents dress, what kind of music they listen to, and in what types of behavior they engage, including even risky behaviors such as using drugs, tobacco, alcohol, and engaging in sex (Robin and Johnson, 1996; Santor, Messervey, and Kusumakar, 2000). Meeus, Oosterwegel, and Vollebergh (2002) find that support

from peers relates to a positive sense of identity, and that peer acceptance and academic performance relate to self-concept in early adolescence (Harter, Whitesell, and Kowalski, 1992).

Materialists

“Are more likely to value possessions for their status and appearance-related meanings, whereas those who do not emphasize this value tend to prize products that connect them to other people (William E. Hauck and Nancy Stanforth, 2007) or that provide them with pleasure when they use them. Materialistic people appear to link more of their self-identity to products. One study found that when people who score high on this value fear the prospect of dying, they form even stronger connections to brands. Another study reported that consumers who are “love-smitten” with their possessions tend to use these relationships to compensate for loneliness and a lack of affiliation with social networks. (Solomon, 2013).”

Study models:

A Conceptual model of influencing factors the impact of self on attitude toward Turkish brands among Arabian consumers.

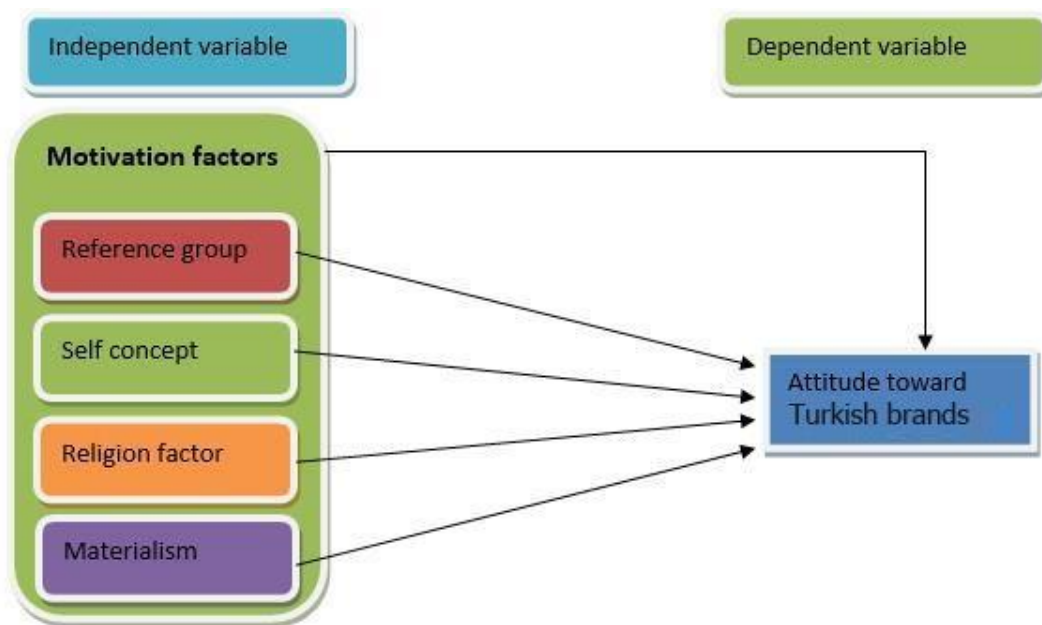


Figure 1. 1 Study model.

Hypothesis of the Study:

This study was designed to test the following hypothesis and several sub- hypotheses as follows:

The main hypothesis is:

H0: There is no statically significant impact of motivation factors (Reference group, self-concept, religion, materialism, and religion factor) on attitude toward Turkish brands.

This main hypothesis is divided to **five sub-hypotheses** as follow:

H01: There is no statistically significant effect of Reference group on attitude toward Turkish brands.

H02: There is no statistically significant effect of self-concept on attitude toward Turkish brands.

H03: There is no statistically significant effect of religion factor on attitude toward Turkish brands.

H04: There is no statistically significant effect of materialism on attitude toward Turkish brands.

Chapter Two: Theoretical Background and Literature Review

Introduction

This chapter reviews the literature relevant to the study variables.

2.1 Introduction to Consumer Behavior:

Consumer behavior is characterized by dynamism and constant change field, so this behavior is the study of the most important factors to help build a safe and successful marketing strategy.

To deepen consumer behavior more we will address this topic to all

1. The concept of consumer behavior.
2. The importance of the study and the objectives of consumer behavior.

2.1.1 First requirement: the concept of consumer behavior:

2.1.2 First: the origins and evolving science of consumer behavior:

The study of consumer behavior is the new science of search and did not have roots or historical origins, since he grew up in the United States of America during the years that followed World War II, so it has become the duty of the researchers rely on a theoretical framework as a reference to help them to understand the behavior of the consumer and actions in every stage of the decision-making of consumer purchasing, which leads to identify the factors influencing consumer behavior (personal factors, psychological or environmental).But they alone are not enough to explain consumer behavior, but require the marketing men as well as rely on their experience and judgments own (Obeidat,2004 (. Most prior studies about self are found in The arenas of psychology and sociology, and studies connecting self with consumer behavior are recent and not large in number (Claiborne and Sirgy, 2015; Wong and Ahuvia, 1998).

2.1.3 Second, the definition of consumer behavior:

Is consumer behavior, behavior humanly subject to many influences that organizations seeking to understand, analyze, and as the word consumer behavior

consists of a two-fold "behavior" and "consumer", it must provide a set of definitions for each of them, the aim of bringing the concept of consumer behavior and all that surrounds him from aspects and characteristics to our minds (Obeidat, 2004).

• **Definition of behavior:**

Raises the concept of behavior deeply controversial among researchers the points of disagreement and controversy about whether the behavior of the external activity of man, also includes the mental activities of man.

Where that behavior is the activity of the catalyst and that in response to external stimuli exclusive aims eventually to the possibility of modifying this behavior (AlSamyda and Yousif, 2007).

• **Definition of consumer:**

The consumer can define that "every natural person or legal entity using or consuming a good or service." From the point of view of marketing as we know it: "The consumer is the main editor of all that is produced or the distribution of goods and services (Omar, 2006, p. 15).

2.1.4 Definition of consumer behavior:

There is no doubt in consumer behavior is a type of human behavior, and therefore it is influenced by multiple influences. Among the most famous of these definitions as follows:

Known consumer behavior as are activities of individuals during the selection and purchase of goods and services, in order to satisfy the wishes and fill the required consumer needs and known as the "Angel" consumer behavior as the acts and actions of direct members in order to get your product or service, and includes the purchase decision " (Saleh, 2007, p. 235).

Select "Martin" observed behavior of the consumer that it represents the final point of a series of actions that take place within the consumer, and these measures represent the needs and cognition, motivation, intelligence, and memory (AlSamyda and Rashad, 2007, p. 116).

2.1.5 The second requirement: the goals and the importance of the study of consumer behavior:

First: The objectives of the study of consumer behavior:

The consumer is considered the cornerstone of modern marketing and success of the organizations significantly associated the extent of knowledge and enable them to study the needs and desires and try to satisfy them better than competitors.

And from here illustrated the importance of studying consumer behavior for organizations, the effectiveness of the policies and marketing programs much related to the way you think about consumers.

“One of the most important characteristics of organizations in the United States that achieve high market shares from other organizations that are characterized by low market shares, and those that withdrew from the market is doing and periodically examine the behavior of consumers.” (Lancaster and Reynolds, 2002, p15).”

Study consumer behavior organization helps a lot in determining the type and quantity of products that must be produced and market demands (it helps production management) are allowed to produce what can be sold not sell what has been produced, and thus the organization contribute to reduce the problem of wasteful use of resources, and it Figuring consumer behavior contribute to the development of the national economy by contributing to the reduction of The problem of wastage of scarce resources.

To study consumer behavior goals benefit both the consumer and the researcher and the organization and marketing and a man of the following:

1. Enable the consumer to understand what is taken daily purchasing decisions.
2. Enable the researcher to understand the personal factors or environmental influences that affect the behavior of consumers.
3. Enable the study of consumer marketing man to know the behavior of buyers and consumers both cases, and prospective, and the search for the way that allows him to influence them or adaptation behavior and get them to behave in a manner consistent with the objectives of the organization (Benaissa, 2010, p. 30).

2.1.6 Types of consumer behavior:

Consumer behavior is divided into several types, and this refers to the shape, nature, and modernity of behavior. The consumer types are as follows:

1-Depending on the behavior: The behavior of the consumer according to its form is divided into:

- **Apparent behavior:** The collection of actions includes the apparent acts of the consumer and can be observed from the outside, such as the purchase.

- Internal behavior: the internal behavior of the consumer that cannot be observed is thinking, perception and others.

2- Nature of behavior: Behavior is divided by nature into:

- Fatal behavior: Behavior that has often accompanied man since birth without the need to learn.
- Acquired behavior: Is the behavior that the individual learns through the different learning methods, that is, the behavior that the individual acquires through the experiences and lessons he experiences in his life.

3- According to recent behavior: The behavior is divided according to its novelty to:

- Behavior of the innovator: Behavior arising from a new or updated condition as being first made or performed by the individual first time
 - Frequent behavior: Behavior arising from a new or updated condition as being first made or performed by the individual first time
- 4- By Number: Behavior is divided by number to:

- Individual behavior: Behavior that pertains to the individual in itself, the behavior of an individual or consumer
- Collective behavior: Is the behavior that belongs to the group of individuals, it represents the relationship of the individual to other individuals (Saleh, 2007, p. 235236).

2.1.7 Stages of the Consumer Buying Process

The stages of the consumer buying decision process (For complex decisions) are presented in Figure (2.1). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all six stages, determined by the degree of complexity. The six stages are:

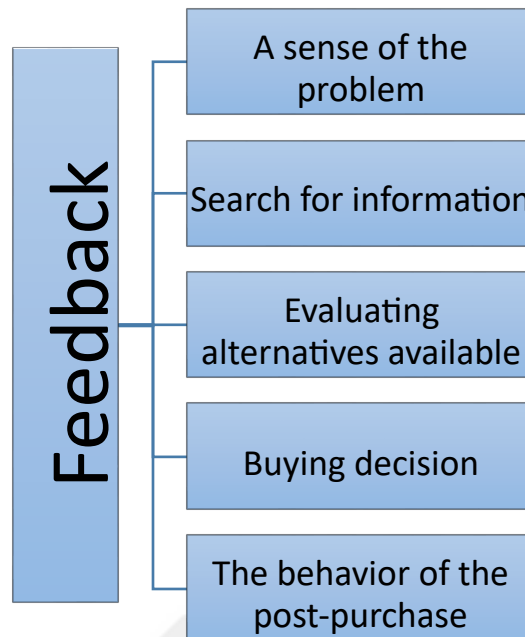


Figure 2. 1: The five stages of consumer purchase processes.

Source: Thamer al-Bakri, the foundations of marketing strategies and concepts of contemporary, (Dar Hamid Publishing and Distribution, Jordan, 2009, p. 91).

“According to this figure (2.1) it is clear that the consumer goes through a series of steps until he/she reaches to the point of conviction to the product and then the adoption and implementation of the procurement process, although the process does not end once the purchase, but the subsequent behavior of the post-purchase persist, and these evaluations in either satisfaction one way or dissatisfaction, Where are these phases in:

feeling the need: The need is a psychological factor that play a key role in determining behavior. And the need generated because of deprivation which generates instability among individuals, so these individuals are seeking to saturation and achieve the desired stability and balance. There are several types of needs can be summarized Maslow's pyramid of needs below: (Procter. T, et.al 1996).”

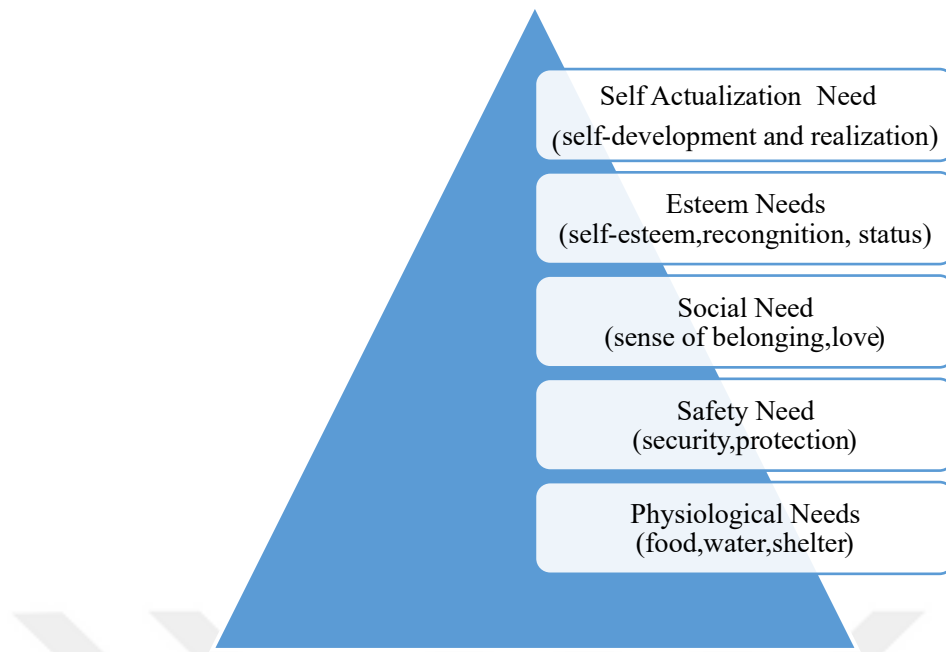


Figure 2. 2: Maslow hierarchy of needs.

Source: A. H. Maslow, Motivation and Personality, 3rd ed. (Upper Saddle River, NJ: Prentice Hall, 1987).

The following briefing to these needs:

- Physiological Needs: It is necessary and basic needs such as food, drink, clothing and is linked to the survival of human life
- Safety Need: Is the need for security and stability, since all the people want to live in peace and stability.
- Social Need: Is through being a member of the community (family, friends, and groups). This affiliation provides love and stability.
- Esteem Needs: Everyone wants to find a good position in the society to which he belongs such as Friends, colleagues, family, and others, and is seeking an individual to earn their respect and appreciation for him.
- Self Actualization: Every individual seeks to the site which is in accordance with its capabilities, efficiency and inclinations and his willingness to do so.

(Procter.T 1996, 1981.Organizational, Behavior, 3rd ed, Mc Graw- Hill, New York, 109)

Determine the problem means for identifying a problem with its various dimensions general framework and thus attempt to limit this problem (Ashour, 2006, p. 35(.

Look for information: the individuals gather the necessary information about the products (goods or services) and they make a decision to buy them (Asaad, 2002, p. 142).

The following figure (2.3): represents research methods and receives information to the consumer.

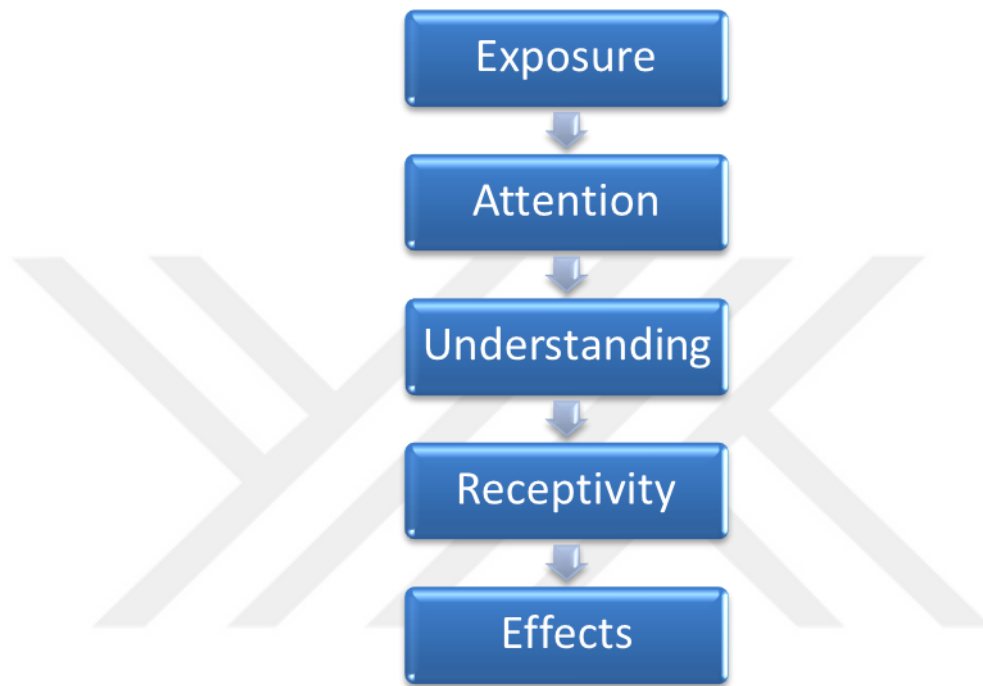


Figure 2. 3: research methods and receives information to the consumer.

Source: (Fahim Saleem al-Khatib, Mohammed Suleiman Awad, Principles of Marketing, Dar Al-Fikr for Publishing and Marketing, Jordan.2000, p. 41).

Through this form we note that consumer Upon receipt of the information and data that are looking for, this is either a reflex or a reflex by a set of stimuli, where the consumer is exposed to stimuli in with his senses five, after the consumer exposure to stimulant speeds up the analysis in order to start the evaluation process, called this phase transition of attention, which followed the understanding phase, which translates from which information the consumer according to his beliefs, and during this phase becomes the information processing ready-to-use, and after the effect of storage, so an impact the ability of the information to remain stored in the memory and this depends on the lack of message information (alarm))Fahim Saleem al-Khatib, Mohammed Suleiman Awad,et.al.2000(.

The main sources used by consumers in the collection of information as follows:

1. Personal sources: family, neighbors, acquaintances, friends
2. Commercial sources: advertising, salesmen, distributors, product packaging, exhibitions
3. Public sources: the media and widespread, consumer protection organizations
4. Experimental sources: the experience of some foods, selection and examination of the product, use (Issa, 2010, p. 60).

Evaluate Alternatives:

Based on the previous stage, the individual is evaluating all alternatives located in front of him, and playing experience and previous experience an important role in the selection of a suitable alternative that corresponds to their needs and desires and financial capabilities available) AlSamydaï and Youssef, 2007, p. 113(.

Purchase Decision

After that the individual up to a level of contentment and confidence solutions at hand, it will take the purchase and selection of a suitable alternative to the decision, according to what he believes needs of its financial capacity needed to do so) AlSamydaï and Youssef, 2007, p. 112(.

After The Purchase Decision

Here is comparing the results of individuals making a purchase with the level of satisfaction and gratification investigator (AlSamydaï and Youssef, 2007, p. 113).

Feedback after Making a Purchase:

The reaction depends on the level of gratification and satisfaction that achieves a result of choosing the alternative that has been making a purchase decision on it, and standing in front of two possibilities:

1. An alternative that has achieved the desired saturation: the individual will repeat a purchase decision and satisfaction this
2. An alternative that did not achieve the desired gratification and satisfaction: Here, the individual would not repeat the purchase, but it will search for information again (Al-Sumaidaie and Youssef, 2007, p. 11).

2.2 Factors Influencing Consumer Purchasing Behavior

There are several factors in the background which make a consumer behave in a certain manner. The factors that come in picture while finding the answers to the what to buy, where to buy, why to buy, when to buy how to buy, to buy or not to buy questions are the ones which influence the buyer behavior (Khani,2015).

These factors knowingly or unknowingly influence the consumer; they may be in or beyond control of the buyer. These factors could be classified into demographic variables factors (e.g., gender, income, and marital status), socio-psychological variables factors (e.g., personality, religion, motivation, learning, and beliefs and attitudes, Reference group and marketing mix) (Khani, 2015).

2.2.1 Demographics

Influence Youngsters motivations and attitude toward luxury western brands (the use of demographics is crucial to have a deep understanding of luxury consumers' profiles. Indeed, demographics are essential in the market segmentation. The demographics that are taken into consideration would be: age, gender, income, education level, occupation, marital status, family size, and city of residence (Kotler and Keller, 2009).

2.2.2 socio-psychological variables namely

The internal factors of this study include:

2.2.2.1 Motivation

The first step in the consumer purchasing process is the need recognition or motivation, where consumer realizes that s/he has need for something.

Motivation is enhanced when consumers regard something as

- 1) Personally relevant
- 2) Consistent with their values, goals and needs,
- 3) Risky
- 4) Moderately inconsistent with their prior attitude

(Hoyer Wayne D, MacInnis Debroah J, 2004)

Motivation is the inner driving force that orients human/consumers' activities towards meeting the needs or achievement of the definite aim or impels them to action (Stávková, Stejskal, and Toufarová, 2008). Motivation refers to a process that will lead consumers to do something to achieve their satisfaction. Motivation influences consumers' needs and wants, which vary over situations and time and posed different

degrees of effects on the consumer (Reid, 2002). Motivation is a complex interaction, in which an individual responds to the different types of internal and external stimuli (Jones and Lloyd, 2005; Amar, 2004).

Types of Motivation

Motivation could be positive or negative and rational or emotional.

Positive or Negative Motivation:

Positive motivation. It is feeling a driving force toward some object or condition.

Negative motivation. It is feeling a driving force away some object or condition. Both positive and negative motivation aim at inspiring the will of the people but they differ in their approaches.

Rational or Emotional Motivation

Rationality implies that consumers select goals based on totally objective criteria such as size, weight, price, or miles per gallon. A conscious, logical reason for a purchase. Furthermore, when consumers react to drive, they carefully consider alternatives and choose those that give them the greatest utility. Emotional motives imply the selection of goals according to personal or subjective Criteria. A feeling experienced by a customer through association with a product.

2.2.2.2 Beliefs and Attitudes

A belief is a descriptive thought that a person holds about something. Just as important are attitudes, a person's enduring favorable or unfavorable evaluations, emotions, and action tendencies toward some object or idea (David, et al., 1962). Also, it could be defined as a person's overall evaluation of a concept (Peter, et al., 1999). Purchasers tend to have certain beliefs and attitudes towards different products. These beliefs and attitudes form the brand image of the product and thus impact the final decision of the purchaser. That is why marketers are concerned about the beliefs and attitudes the customers have about the product, service or idea. Marketers attempt to alter the beliefs and attitudes of consumers by aggressive marketing campaigns. "Attitude is one of the most important variables in consumer behavior. In a marketing context, attitudes are predispositions toward specific brands, products or companies that cause consumers to respond favorably or unfavorably toward them (Assael, 1992). Attitudes exert an influence on behavior aiming to satisfy motivation. Consumers

attitude always have some kind of concept, consumers have attitudes towards various physical and social objects including products, brands, models, stores and people. Consumers also have attitudes towards imaginary objects such as concepts and ideas (Peter, et al., 1999), beside their own behaviors or actions including their past actions and future behavior. Attitude formation helps consumers to make decisions by providing a way for them to evaluate alternatives based on the attributes and benefits of each product. Attitude generally represents the effect of past personal experiences and the communicated experiences of others. In this way consumers behave to choose the final product which best meets their needs and expectations. Attitude consists of three major components which are well described by tri-component attitude model that explained in figure (2-4). According to this model, attitude consists of three components: cognitive, affective, and conative (Blackwell, et al., 2001).”

The cognitive component captures a consumer’s knowledge and perceptions about products and brands. Knowledge often is a belief about an object’s attributes and benefits. In contrast, the affective component focuses is on the consumer’s emotions or feelings regarding a specific product or brand in a particular context. The affective component is a products evaluation in terms of rating its favorableness. Finally, the conative component is concerned with the likelihood or tendency that a consumer will

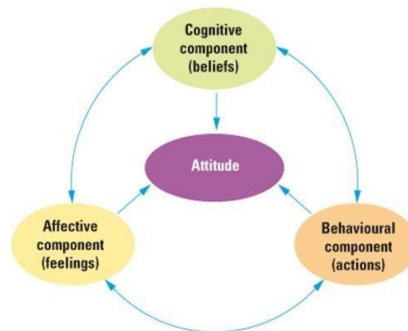


Figure 2. 4 : Tri-component Attitude.

act in a specific way regarding a product. In marketing and consumer behavior, the conative component is frequently measured in terms of consumer’s intention to buy (Blackwell, et al., 2001).

Source: - Blackwell, R., Miniard, P. and Engel (2001) Consumer behavior. Ohio: South-Western, The Dryden press).

2.2.2.3 Reference group

Reference group a person's Reference groups are all the groups that have a direct (face to-face) or indirect influence on their attitudes or behavior. Groups having a direct influence are called membership groups. Some of these are primary groups with whom the person interacts continuously and informally, such as family, friends, neighbors, and coworkers. People also belong to secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction) Kotler, et al.,2014).

Reference groups are groups that have a direct or indirect influence on a person's attitude and behavior. It is important for the marketer to try and identify the different Reference groups of their target market since they affect the consumer in different ways. The influence from groups tends to be higher when purchasing an expensive product that stands for luxury and is going to be seen by a lot of friends and other people (Kotler et al., 2001). Another study conducted among Kuwaiti school students showed that parents also influenced their children, for example were a source of information for self-care drugs (Abahussain, et al., 2005).

2.2.2.5 Religiosity

Although culture and subcultural norms have been subjected to increased scrutiny in recent years as explanatory constructs for various dimensions of consumer behavior, religion as an element of culture has received only slight attention in the marketing literature. The construct of culture and subculture have become increasingly central to the consumer behavior literature. Previous studies around culture and formation of consumption (e.g. Schouten and McAlexander, 1995; Shaw and Clarke, 1998; Thompson and Tambyah, 1998) have generally identified cultural values as important factors in determining the consumption behavior of individuals.

Even though social beings' behaviors and attitudes are directly influenced by at least religion-rooted cultural aspects of their living environments, religion's impact on consumption-related behavior have been only very modestly studied in the marketing literature. Hirschman (1983) ventured three possible reasons to explain why religion per se has not been adequately examined in consumer behavior literature. The first reason for the slow development of literature in this area is the possibility that consumer researchers are unaware of the possible links between religion and consumption

patterns. The second reason is a perceived prejudice against “religion” within the research community, once being a “taboo” subject and too sensitive to be submitted for investigation (i.e. the potential for inadvertent offence and the legal protection afforded freedom of religion). Finally, she claims that religion is everywhere in our life and therefore may have been overlooked by researchers as an obvious variable for investigation in the field.

Although Hirschman made this assertion some years ago, it is still true today. To date, few studies have investigated religion as a predictor of consumption patterns even though there have been calls for such research in the literature. An analysis conducted by Cutler (1991) that examined the frequency with which papers on religion were published in the academic marketing literature from 1956 to 1989 found that only thirty-five articles had a religious focus with nearly 80% of these articles published in the 1980s.

Religion is an important cultural factor to study because it is one of the most universal and influential social institutions that has significant influence on people’s attitudes, values and behaviors at both the individual and societal levels. Religion and its associated practices often plays a pivotal role in influencing many of the important life transitions that people experience (e.g. births, marriages and funeral rites), in values that come to be important to them (e.g. moral values of right and wrong), in shaping public opinion on social issues (e.g. cohabitation, premarital sex, family planning, organ donation, and the like), in what is allowed and forbidden for consumption (e.g. restriction on eating and drinking) and in many other aspects that pertain to everyday life. These norms however vary between different religious faiths and the degree of observance determines to what extent these norms are kept.

Whether working directly through taboos and obligation or through its influence on the culture and society, religious values and beliefs are known to affect ritualistically and symbolically human behavior.

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The influence of religious beliefs on individual and social behaviour is well documented (see Greeley, 1977; Hirschman, 1983; LaBarbera, 1987; Uppal, 1986; Anand and Kumar, 1982; Luqmani et al., 1987; Michell and Al-Mossawi, 1999; LaBarbera, 1987; McDaniel and Burnett, 1990; Waller and Fam, 2000; Birch et al., 2001). However, a review of the pertinent literature showed only a handful of studies that directly examined the influence of religion on marketing. Moreover, the religious studies which did look at the influence on marketing communications focused only on the influence of Islam on advertising content and regulation in Saudi Arabia (Luqmani et al., 1987) and message contentiousness among Gulf Co-operative Council countries (Michell and Al-Mossawi, 1999). Both studies revealed the importance of understanding the Islamic religion in relation to effective advertising. Luqmani et al. (1987) claim that provocative and unconventional advertising strategies and advertisements must obtain prior approval from religious authorities. Failure to do so will result in alienation of a wide segment of the conservative Saudi public. The findings from Michell and Al-Mossawi's (1999) study of Gulf Co-operative Council countries showed religiously strict Muslims scored lower in terms of recall and were unfavorable towards contentious advertisements relative to lenient Muslims. The findings suggest that there is a difference in perceived controversial elements in advertisements between a devout and a lenient Muslim.

These findings also highlight the importance of matching creative execution, message content, and etc. to a society's socio-cultural environment (Peebles and Ryan's, 1984). Suffice it to say, an alienated public will certainly have a negative attitude towards the advertisement and brand recall (Zinkhan and Martin, 1982; Gardner, 1985). Michell and Al-Mossawi (1999) claim an offensive advertisement will not be effective in capturing an audience's attention or changing his/her attitudes.

Various types of products, both goods and services, have been suggested by past studies as being controversial when advertised, including cigarettes, alcohol, contraceptives, underwear, and political advertising. Academic research in this area has described these products as: "unmentionables", "socially sensitive products", "decent products", or "controversial products" (Wilson and West, 1981; Rehman and Brooks, 1987; Shao, 1993; Shao and Hill, 1994; Fahy et al., 1995; Barnes and Dotson,

1990; Waller, 1999; Waller and Fam, 2000). Wilson and West (1981, p. 92) described them as:

products, services, or concepts that for reasons of delicacy, decency, morality, or even fear tend to elicit reactions of distaste, disgust, offence, or outrage when mentioned or when openly presented.

McDaniel and Burnett (1990) investigated the influence of religiosity on the importance of various retail department store attributes held by consumers. The results show that one aspect of religiosity, religious commitment, particularly.

Measured by cognitive religiosity and one aspect of behavioral religiosity are significant in predicting the importance individuals place on certain retail evaluative criteria. Consumers with a high degree of cognitive religious commitment viewed sales personnel friendliness, shopping efficiency, and product quality as being of greater importance in selecting a retail store than did those low in cognitive religious commitment. Religious contribution, a behavioral component of religious commitment, was positively and significantly associated with sales personnel friendliness/assistance and credit availability.

“Sood and Nasu (1995) conducted a cross-cultural comparison of the effects of religiosity on general purchasing behavior for a sample of Japanese and American consumers. They suggested that there is no difference in consumer shopping behavior between devout and casually religious Japanese individuals and this could be attributed this to the fact that religion is not an important element in overall Japanese culture. On the other hand, devout Protestants in the U.S.A. were found to be more economic, buying product on sale, shopping in stores with lower prices, being open to buying foreign-made goods, believing that there was little relation between price and quality, tending to not believe advertising claims while preferring subtle and informative advertisements.”

Essoo and Dibb (2004) conducted a similar study in Mauritius involving Hindu, Muslim, and Catholic consumers. The results confirmed that consumers having different levels of religiosity differ notably in their shopping behavior. Devout Hindus were found to differ from their casually religious counterparts in four shopper types: the demanding, practical, thoughtful, and innovative shopper. In the case of Muslim

consumers, their findings suggest that there is no difference in consumer shopping behaviour between devout and casually religious Muslim consumers, except for the trendy shopper type. Devout Catholics were found to differ from their casually religious counterparts in four types of shoppers: the demanding, practical, trendy and innovative. The empirical findings reviewed above provide some intriguing evidence of a causal link between religion and consumer behavior, both in terms of cognitive and conative behavioral aspects. It is important to note, however, that most prior studies on this topic have been conducted among American population who are predominantly Jews, Catholics or Protestants. As such, little can be said about the robustness of previous findings in other religious contexts and cultural settings.

2.2.2.6 Self

“Consumers often choose and use brands with a brand personality consistent with their actual self-concept (how we view ourselves), although the match may instead be based on the consumer’s ideal self-concept (how we would like to view ourselves) or even on others’ self-concept (how we think others see us). Consumers have multiple aspects of self (serious professional, caring family member, active fun-lover) that may be evoked differently in different situations or around different types of people.” (Kotler and Keller, 2012; p.179).”

Products often define a person’s self-concept. We choose many products because we think that they are similar to our personalities. The symbolic interactionist perspective of the self implies that each of us has many selves, and we require a different set of products as props to play each role. We view many things other than the body as part of who we are. People use valued objects, cars, homes, and even attachments to sports teams or national monuments to define the self, when they incorporate these into the extended self. The way we think about our bodies (and the way our culture tells us we should think) is a key component of self-esteem. A person’s conception of his or her body also provides feedback to self-image. A culture communicates specific ideals of beauty, and consumers go to great lengths to attain these. Many consumer activities involve manipulating the body, whether through dieting, cosmetic surgery, piercing, or tattooing. “Sometimes these activities are carried to an extreme, as people try too hard to live up to cultural ideals. One common manifestation is eating disorders, diseases in which women become obsessed with thinness.” (Solomon, 2013; p.315).

“Consumers whose motivation is self-expression desire social or physical activity, variety, and risk. Personality traits such as energy, self-confidence, intellectualism, novelty seeking, innovativeness, impulsiveness, leadership, and vanity—in conjunction with key demographics—determine an individual’s resources.” (Kotler and Keller, 2012; p.248).

A need to maintain consistency among all our attitudinal components often motivates us to alter one or more of them. One organizing principle of attitude formation is the importance of consistency among attitudinal components— that is, we alter some parts of an attitude to be in line with others. “Such theoretical approaches to attitudes as cognitive dissonance theory, self-perception theory, and balance theory stress the vital role of our need for consistency” (Solomon, 2013; p.360).

“Significantly higher priced than typical items in a category, luxury brands for years were about social status and who a customer was—or perhaps wanted to be. Times have changed, and especially in the face of a crippling recession, luxury has for many become more about personal pleasure and self-expression.” (Kotler and Keller, 2012; p.356).

“Self-esteem refers to the positivity of a person’s self-concept. People with low self-esteem expect that they will not perform very well, and they will try to avoid embarrassment, failure, or rejection.” (Solomon, 2013; p.273).

“Ideal self is a person’s conception of how he would like to be. Actual self refers to our more realistic appraisal of the qualities we do and don’t have.” (Solomon, 2013; p.274).

2.2.2.7 Brand

2.2.2.7.1 Brand Awareness

Brand awareness is the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category (Aaker 1991). Awareness is argued as being a first and necessary (but not sufficient) step leading to trial and repeated purchases, because the effect of awareness results in product curiosity (Konecnik and Gartner 2007; Chen and Tseng 2010). From a customer-based brand equity perspective, marketing communications activities contribute to brand equity (Keller 2007) by

creating awareness of the brand by linking the right associations to the brand, eliciting positive brand judgments or feelings; and/ or facilitating a stronger consumer- brand connection (Keller 2009). Moreover, different dimensions of brand knowledge are likely to have interactive effects. For example, strong brand awareness and familiarity may be prerequisites for certain types of thoughts, feelings, or attitudes to occur (Keller 2003).

“Keller (1993) classifies brand awareness into “brand recognition” and “brand recall”. Brand recognition is consumers’ ability to confirm prior exposure to the brand when given the brand as a cue. Brand recall, on the other hand, is consumers’ ability to retrieve the brand when the product category is given, the needs fulfilled by the category, or some other type of probe as a cue (Keller, 1993). The higher level of brand awareness leads to a higher level of perceived quality (Macdonald and Sharp, 2003) and customer-based brand equity. In consumer decision making, brand awareness has a crucial role that it increases the likelihood of a brand’s being included in the consideration set, affects consumers’ decisions even though there is no other brand association, and influences the formation and strength of brand associations. Furthermore, consumers cannot form a brand image unless having brand awareness (Macdonald and Sharp, 2003; Keller, 2008).”

2.2.2.7.2 Brand image

Scholars variously described brand image as “the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory” (Kotler and Keller, 2009, p. 783), “a set of associations, usually organized in some meaningful way” (Aaker, 1991, p. 109) and “the external form and observable characteristics of the market’s offering” (Sherry, 2005, p. 48). It could be concluded that brand image is a meaning associated to the brand by consumers (Dobni and Zinkhan, 1990; Aaker, 1991; Keller, 1998; Del Rio et al., 2001; Nandan, 2005) which provides the brand to accomplish and remain resonant and adequate in consumers’ minds (Sherry, 2005).

Brand image is regarded as a consumer-constructed concept, due to consumers’ creating a personal or image related to the brand with regard to their knowledge and perceptions (Nandan, 2005). These associations, which are linkages of a brand in memory (Aaker, 1991; Keller, 1993, 1998) and differ among consumers (Hung, 2008), enable marketers

to differentiate, position, and extend brands (Low and Lamb, 2000) and consumers “to process, organize, and retrieve information in making purchase decisions” (Aaker, 1991, pp. 109-13). Brand image is a result of consumers’ decoding of all the signals delivered by the brand such as brand name, visual signs, products, sponsoring, and advertising (Kapferer, 1994). Danesi (2006) proposes that the use of brand name enables consumers not only to recognise certain goods and distinguish them from others, but also to associate connotative meanings to them. Therefore, it allows consumers to decode brand image.

Communicating brand image clearly to target consumers is an important part of marketing activity (Gardner and Levy, 1955; Grubb and Grathwol, 1967; Moran, 1973; Roth, 1995) since it allows consumers a need satisfaction by the brand (Park et al., 1986; Gocek et al., 2007) and differentiates the brand from those of the competitors (DiMingo, 1988). Roth (1995) suggests that the impact of brand image strategies on product performance and the management of brand images should be considered while analysing brand image strategies. Gocek et al. (2007) evaluated customer satisfaction in textile industry with respect to genders and revealed the relation between brand image and customer satisfaction. They concluded that there is no difference in brand image perception with respect to gender.

2.2.2.7.3 Brand knowledge

Brand helps to differentiate products or services from the others (Kotler and Keller, 2009) and “embodies every undertaking of the company and represents it to the world as a hologram, plays a part in the formation of relationships, and expresses and contributes group affiliation” (Sherry, 2005, p. 46). Brands are markers of offerings for companies, and a sign of quality, and an indicator of risk or trust for consumers (Keller and Lehmann, 2005). An overall value of a brand demonstrates its equity (Kaplan, 2007). Brand equity is “a set of brand assets and liabilities linked to a brand, its name, and its symbol that add to or subtract from the value provided by a product or a service to a firm and/or to that firm’s customers” (Aaker, 1991, p. 15). Brand equity is studied regarding two aspects. The first one is financial that “estimates the value of a brand for accounting purposes” (Keller, 1993, p. 1), and the second is customer oriented that evaluates “consumer perceptions of the brand” (Elliot and Percy, 2007, p. 82).

Customer-oriented approach is called the customer-based brand equity and described as “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 1993, p. 2). Brand knowledge is defined by descriptive and evaluative brand-related information that it is individualistic inference about a brand stored in consumer memory. It comprises brand related notions, brand awareness, and brand image that correlating diverse information such as awareness, attributes, benefits, images, thoughts, feelings, attitudes and experiences to a brand constitutes brand knowledge and directly affect consumer responses (Keller, 1993, 2003). It is also indicated that brand knowledge is based on constant communication with consumers that elicits real comprehension of the product or service (Richards et al., 1998). Therefore, brand knowledge could comprehend both explicit and tacit knowledge. Explicit knowledge is objective and theoretical and can be asserted through many forms of media – documents, audiovisual equipment, computerized records, etc. – while implicit knowledge is mostly subjective, practical, and personal (Sharif, 2004). Brand knowledge is found to have a positive and direct effect on internet retailing by lowering the level of perceived risk (Chen and He, 2003) and brand extensions (Pitta and Katsanis, 1995).

Measuring brand knowledge: brand image and brand awareness

Brand awareness is evaluated in two ways that are brand recognition and brand recall. Brand recognition is assessed through requesting consumers to distinguish the brand: whether it has been previously seen or heard, or not. Brand recall, on the other hand, is asking consumers to retrieve brands in a given product category (Keller, 2008). Since brand image is perceptions of brand associations held in the consumers’ minds are called as brand image (Keller, 2003), it is measured by evaluating these brand associations. There are several ways to measure brand image as applying or adapting an existing list of brand associations, e.g. the brand personality list of Aaker, or developing a new scale by revealing brand associations and then measuring the strength of brand associations (Chandon, 2003). Brand image, which is enrooted in both tangible and intangible associations linked to the attributes of the product, is assessed through various approaches (Kaplan, 2007). These approaches could be divided into two main categories: scaling and sorting (Joyce, 1963 cited in Driesener and Romaniuk, 2006, p. 681). Whether a brand and attribute are related or not and the strength of an existent relationship are determined through scaling techniques whereas only corporeity of

attribute is detected through sorting techniques (Driesener and Romaniuk, 2006). In addition, scaling and ranking measures enable us to distinguish brands, as pick-any measure asks for yes or no for each brand (Driesener and Romaniuk, 2001). Several scholars pointed out the distinct patterns in brand image data while applying pick-any technique (Barnard and Ehrenberg, 1990). Comparison of three brand image measurement techniques, sorting – a pick-any –, scaling – Likert rating –, and ranking, showed that all these three techniques equivalent results.

2.2.2.7.4 Brand Loyalty

The increasing importance of the brand concept led to the examination of many concepts related to it (Çabuk & Orel, 2008). Brand loyalty is at the forefront of these concepts (Gounaris & Stathakopoulos, 2004). Every company wants to achieve the creation of loyal consumers to their brands. It will be possible to maintain the market share with the stability to be attained at this point. Firmalar aims to create a holistic consumer experience and rank all kinds of contact points with consumers in order to strengthen brand loyalty. Each form of interaction communicates with the user, and each detail such as image, icon, placement, or button that the users face plays an important role in the connotations and judgments about the company. Gobe (2010) mentioned about the emotional economy in which people interact more with brands at this point. Emotional brands not only give support to who we are, but also physically provide us with the opportunities to transform into what we desire to become.

Oliver (1997) defined loyalty as a continuous purchase of products and services made by consumers, and unchanged purchasing decisions of the consumers despite whatever reason due to any external factors (Kwong & Candinegara, 2014). Mowen (1998) defined brand loyalty as the customers' positive attitude towards a brand, their intimate feelings towards the brand and their desire to continue purchasing it in the future while described it as the strength of the consumer's confidence in the brand. Another definition of brand loyalty is "the tendency, desire, and action of intimate and nonrandom shopping in which the customer involves a particular company, vendor or goods & services within an environment where the customer has other alternatives".

Brand loyalty is the measure of the consumer's commitment to the brand, and it forms the basis of the brand value (Supphellen & Grinhaug, 2003). Brand loyalty can, in

general, be defined as “the positive attitude and behavioral response of the consumer to one or more brands in a product category over a period” (Engel et al., 1990, Rai & Medha, 2013). Given the fact that all these definitions are combined in the point of repurchase, preference, recommendation, and engagement; the companies’ need of loyal customers for the sustainable competition is better understood. Loyalty is seen as one of the key elements to achieve permanent and long-term success in terms of businesses. Brand loyalty is the attachment that a customer has to a brand (Aaker 1991). Brand loyalty is determined to be the main concern for investing in or selling a brand, because high customer loyalty is expected to provide predictable flow of sales and profitability. In addition, the impact of brand loyalty on marketing expenses is also important: retaining old customers is much less expensive than obtaining new customers (Aaker 1996). Specific purchasing behaviors of consumers against different brands reveal the importance of the concept of brand loyalty. Among the causes of the positive attitude adopted by the consumer in the face of certain brands are consumer demographic, economic or psychographic characteristics, features and environmental factors of the product (Jacoby and Keyner 1973). Additionally, Yoo and Donthu (2001) indicate that brand loyalty is the tendency to be loyal to a local brand, which is demonstrated by the intention to buy the brand as a primary choice.

Brand loyalty is the loyalty of the consumer towards a brand which leads to repurchasing of the brand, not only in the present period but also in the future (Kim, Lee, & Suh, 2015).

2.2.2.7.5 Brand value differences

The way in which organizations present their sustainability principles, activities and achievements to the various, and particularly key, stakeholders impact corporate reputation and company-customer relations (Middlemiss, 2002; Golob & Barlett, 2007; Tang & Li, 2009; Bortree et al., 2013). Currently, communicating sustainability has become increasingly important in building and maintaining brand image, trust and reputation (Lewis, 2003; Du et al., 2010; First & Khatriwal, 2010; Park & Kim, 2016). As brands grow, business activities become more difficult to control, which ultimately increases the vulnerability of their reputation. Therefore, growing brands are increasingly concerned about safeguarding their reputation by identifying the most

influential trends in their market arena. This motivation has placed sustainability at primary task level on the business agenda of major brand companies. Sustainability is an expected brand attribute (Gad & Moss, 2007), and therefore companies are currently competing to tag sustainability to their brands and become global leaders in the field (Dauvergne & Lister, 2012). To maintain the leadership position, larger companies tend to disseminate greater mass of sustainability information (Amran et al., 2015).

“The globalization of commerce has increased the public’s awareness of the social and environmental impacts of large corporations’ (White, 1999, p. 32). Managing corporate reputation appears as another primary concern of large entities (Esrock & Leichty, 1998). Organization size could explain the variations in firms’ willingness to define and implement specific and formal sustainability strategies (Perrini et al., 2007). Larger, more profitable companies generally have greater resources to support the implementation of sustainability initiatives and can therefore disclose more sustainability information (Amran et al., 2015). According to the KPMG International Survey of Corporate Responsibility Reporting (2013), reporting sustainability performance to the public is a mainstream business practice among the world’s largest companies.

Companies of all sizes are now using social media to improve reputations and gain business value (Culnan et al., 2010). Social media has become a mass media vehicle for reflecting fundamental organizational values (Mangold & Faulds, 2009). The evidence from the corporate website public disclosures of some of the world’s largest companies suggests corporations have started to become more environmentally conscious over the years (Jose & Lee, 2007; Kim et al., 2010). Given the strong positive influence of brand value on profitability (Yeung & Ramasamy, 2008), and significant impacts of company size and profitability on online sustainability information disclosure (Amran et al., 2015) in the current business environment, strongly branded companies in particular are expected to make efforts to actively integrate sustainability into both management and communication strategies.

2.2.2.7.6 Brand Associations

Aaker (1991) describes brand associations as everything linked in memory to a brand and a link to a brand will be stronger when it is based on many experiences or exposures to communications, and when a network of other links supports it (Jalilvand and others

2011). The key associations component of brand equity usually involves image dimensions that are unique to a product class or to a product class or to a brand (Aaker 1996).

2.2.2.7.7 Brand Culture

As well as being affected by culture, a brand itself presents a cultural asset. “The concept of ‘brand culture’ refers to the cultural codes developed by brands at a significant level (history, images, myths, art, communities, beliefs), that influence the comprehension and the value of a brand on the market (Barbu, 2012: 47)”. Brand culture refers to the combination of elements which identify and distinguish products or services. These elements include names, nouns, logos, symbols, designs, all cultural traits, and cultural phenomena within these elements, as well as the cognition, emotional attributes, cultural traditions and individual images represented by these cultural traits and phenomena. Brand culture is the core of a brand, it is a refined essence of the company’s culture, and it displays the fundamental value of a brand.

Brand culture shapes how customers understand the value of a product/service, and how they experience it. The value condensed in the brand attracts consumers and they accumulate pleasure and confidence in the culture of a brand (Yan, 2011). Brand culture affects the senses of the customers, and thus, their consumption experience (Holt, 2003b:4).

In other words, brand culture affects the most critical features of contemporary brands: the experience and the value. Brand cultures accumulate as four primary types of authors create stories that involve the brand. These authors are companies, popular culture, influencers, and customers (Holt, 2003b). Companies create brand culture with their marketing mix. All elements of the marketing mix (product, place, promotion, price) tell stories about the products/services. Popular culture shapes the meanings and perceptions of brands. How the media presents or refers to brands (through television, films, magazines, internet, games etc.) will affect them as cultural assets. While customers consume the product, they interact with it, create consumption stories, and share their stories and experiences. Therefore, they take part in creating the brand culture. Influencers are people who have the power to affect other people’s decisions about brands. So their ideas and influence affect the culture of a brand.

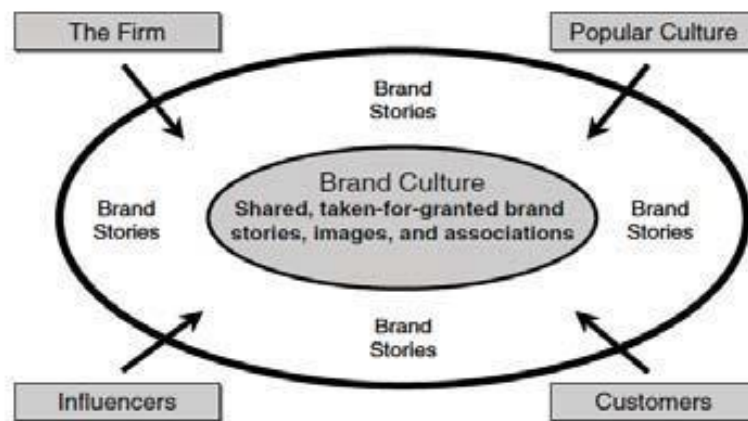


Figure 2. 5: Formation of Brand Culture

Source: Holt, Douglas B. 2003b. Brands and Branding. Cultural Strategy Group: <http://culturalstrategygroup.com/wp-content/uploads/2010/10/brands-and-brandingcsg.pdf>

Brand cultures are affected and formed of many cultural elements. These include consumer behavior and cultural differences, effects of the national culture, country of origin effects, marketing strategy (standardization or customization), intercultural management, language, perceived globalness and relation to corporate culture. Academic literature shows that consumer behaviors are strongly shaped by cultural differences. Cultural differences affect brand positioning, consumer decision-making processes, consumption and usage of products and services, service quality perceptions, brand choices, consumer evaluations of brand extensions, diffusion of innovations and consumer response to advertising (Buil, Chernatony, Hem, 2009; de Mooij, 2000; de Mooij and Hofstede, Dwyer et al., 2005; 2002; Erdem et al., 2006; Roth, 1995; Leo et al., 2005; Witkowski and Wolfinbarger, 2002). For example, a reaction of a European consumer and an Asian consumer would not be the same. Brand cultures are strongly affected by national culture which is defined as the “collective programming of the mind (Hofstede, 1980)”. Brand images are formed by national values, myths, beliefs, and perceptions about country-of-origin effects. For example, as a country of origin, Italy is related with aesthetics and this image of the country is transferred to Italian brands. Brand culture is also shaped according to the global marketing strategy. A brand can either use standardized or customized offerings for different cultural environments. Many brands choose to mingle these two approaches in their offerings. Though the core cultural messages carried by a brand may be the same in different cultures, fundamental

features of the relative culture should be respected. This is the fundamental principle of intercultural management. Language, as one of the most important aspects of culture, stands out as an important element of brand culture. How a brand name sounds and meaning in different cultures is an important aspect.

2.2.2.7.7.1 BRAND POWER MEASUREMENT

The way to gauge world brands passes from Brand Power Measurement. Brand capital assessments can be done with several methods and studies. In measuring the power of a brand “Image Power Index” method which is based on five factors is used (Terpstra and Sarathy, 2000:263). The position of the brand in the target audiences’ minds (awareness and familiarity): “The position of the brand in the target audiences’ heart’s (High respect) (Share of Heart)”, “Value (Getting the money’s worth)”, “Momentum ability (Future potential of growth and success)”, “Oneness and authenticity (Choices of the company)”. If the index value is 100, the power of the company is excellent, and zero means that it has no power. Therefore, while assessing if a brand is global or its power, it may prove useful to evaluate the case from this perspective. In the last decade, retail chains have turned up as pioneers in globalization. As a result, tracking global retail development became a necessity. One of the methods created to measure global retail development is Global Retail Development Index which is expressed as “Q Ratio”. This ratio is an important acid test to truly assess the success or value of global retailers. Under this concept, the mere sales figures are not enough to judge the globalization of a retail company. Specifically, the Q Ratio provides significant clues whether retailers have the advantages of differentiation, market dominance, customer loyalty, operational efficiency, customer experience, innovation and “first mover” brand. If this ratio is bigger than “1”, it means the financial market finds such firms valuable with respect to those factors. To the contrary a ratio smaller than “1” shows the retail companies’ failure in creating value (www.atkearney.com).

2.2.2.7.7.2 Turkish culture

In Turkey, open economic model has been applied since 1980. In the last three decade, many of global brands have entered Turkey’s markets. Further, intensive immigration from rural to urban regions of the country is living. Because of Turkey’s rapid economic development and recent openness to global influences and brands, Turkey is a valuable test site for this study. When the social, cultural and demographic environmental factors are analyzed for Turkey, it can be implied that the existent customers are willing to buy

well-known brands. Additionally, by looking at the political, legal, and government factors of the country, it can be stated that Turkey's economy is the potential market for global brands. Therefore, it is supposed that Turkey has an emerging economy and have market niches especially in terms of retail industry. Moreover, Turkey has free and full repatriation of capital, technical fee, royalty and dividends and foreign brand names are freely used in the country. Besides, the country has a strategic location and access to different European and Asian markets. Additionally, Turkey has a large and rapidly growing consumer market with a population constituting the market for branded consumer goods. Thus, it can be suggested that demand for global brands has high potential to increase.

2.2.2.7.3 Relation of Culture and Brands

Brands are formed of tangible and intangible elements. They do not just include physical and visual attributes, but also socio-psychological attributes, beliefs, and values. Managing brands successfully is possible by managing the brand's holistic meaning in the marketplace (Schroeder, 2009: 125). At this point, culture plays an important role in managing this holistic system of meaning. Organizations and brands are networks which cannot be evaluated without their cultural context. Therefore, marketing and branding are not just business processes but also cultural processes (Holt, 2003a, Firat & Dholakia 2006). Cultural codes have effects on the branding process and on the meanings created by the brand. Brands are driven by a culture, while at the same time they transfer this culture. Thus, there is a two-sided mutual relationship between brands and culture where culture affects brands and brands transmit culture. Cultural assets form core values of brands and create their identities (Kapferer, 2008: 184). Cultural values differentiate a brand among its competitors. For example, very wellknown two sports brands Nike and Adidas are differentiated mainly according to their cultural values. Though these two brands are very similar with their product categories, physical attributes and main proposals, consumers' interpretations of these brands differ according to their cultural values that they attach to them. While Nike is related to competitiveness, Adidas is more focused on authenticity. Brands have strong roles in transmitting culture. Brands infuse culture with meaning in the branded world that we live in (Shroeder, 2007). Strong brands become cultural icons and address a culture's core sensibilities such as national myths (Närvänen, 2011). Some brands

become very strong cultural artefacts and are identified with their country and culture. These brands come up as one of the first things to be related with that country. BMW, Mercedes connoting Germany, Gucci, Ferrari reminding of Italy or McDonald's being related with USA are examples of these brands.

2.2.2.7.8 THE CONCEPTS OF THE WORLD PRODUCT

To gain a competitive advantage during the process of globalization, firms should attempt to develop their brands on a global scale (Cheng et al., 2005). There are significant benefits of global branding such as the added value for consumers, lower cost, cross-border learning and cultural benefits for the company (Quelch, 1999). There are slight nuances among the concepts "The World Product, The Global Product", "World Brand" or "The firms in the World Standards or the World-class Firms". The products that are called as "The World or The Global Products" are either standardized products or the products that are differentiated according to countries. In general, globalization of "the standardized products" is a natural outcome of global marketing (Terpstra and Sarathy, 2000:262).

2.2.2.7.8.1 The concept of the Global Brand

Global brands are the ones consumers can find under the same name in a few countries with usually similar and centrally coordinated marketing strategies (Lopes and Casson, 2007). From a consumer perspective a global brand is constituted by its broad international availability and recognition and its standardization (Bauer et. al., 2007). Bearden and Shimp (1982) mentioned that reputation of the brand is a significant factor in decreasing the risk perception of the brand. Therefore, if a brand is well-known, consumers perceive less risk and many firms are trying to create global brands as consumers have affinity to them (Kapferer, 2002). One of the reasons why companies are developing global brands can be explained by consumers' preferences. Most often consumers prefer brands with global image to local images even if there are not cues for superior quality and value of the global brand. Firms are taking advantage of such image-enhancing effects by positioning brands as global in their communications, using message elements such as brand name, logo, ad, Visuals, and themes. Therefore, the reputational increase in brand image can be important for both consumers and marketers (Johansson and Ronkainen, 2005). The brand perception is defined as the total impression that consumers have of a brand, based on their exposure to the brand. This

consists of both the image that consumers form of the brand and their experience with the brand. Some brands have a strong mental image among consumers without generating much experience, while the perception of other brands will be more based on experience (Gelder, 2004; Douglas et. al., 2004). Thus, it can be posited that consumers' behavior varies towards different product categories. Bauer et. al. (2007) in their research found out that the majority of participants in the research voiced the international recognition and reputation of global brands. In marketing research this brand characteristic has been termed as "perceived brand globalness" (PBG) by Steenkamp, Batra, and Alden (2003). There are several reasons why brands' being global are thought to create additional value (Steenkamp et al., 2003). These reasons are related with the fact that perceived brand globalness creates quality, prestige, and psychological associations which increase the brand equity. Brand equity is the marketing and financial value associated with a brand's strength in a market and being global increases brand equity (Fan, 2002; Johansson and Ronkainen, 2005). Brand name, which is an important part of brand equity, is a key indicator of quality, and a global brand name can increase the perceived quality about the brand (Pecotich and Ward, 2007).

2.2.2.7.8.2 The Meaning of the World Brand

As it is known, brands are one of the most important tools for differentiating products and services of the firms (Baker, 2001). "World Brand" means the usage of a name, term, sign, symbol, or different combinations of these globally for authentically defining a sellers (company) products or services and to differentiate one brand from its competitors'.

World Brands, Worldwide Brands or Global Brands are brands which apply the same creative strategy under the same name and same design everywhere on earth, such as, Nike, Adidas, Reebok, Wal-mart, Ahold, Carrefour, Coca-Cola, Revlon, McDonald's etc. (Cateora and Graham, 1999:345-486). The success of global brands depends on increasingly likening of world consumers' tastes and preferences and effective coordination of global marketing communications (Terpstra and Sarathy, 2000:262). There is no agreement or single view regarding the creation of global brands. However, the importance of using brand names is beyond all disputes. It is a fact that building global brands is very hard. If a company, for example Gillette produces and markets

more than 800 types of products in more than 200 countries, producing different global brands might present serious hardships. However, a local figure Gillette announced (in 1989) that it will start going to massive standardization on brand name, packages and in partially, advertising throughout the world. Launching, first, the Gillette Sensor and then the Gillette Mach3 (later Gillette Fusion) Gillette Corp. satisfied the requirements of being a global brand. (Czinkota and Ronkainen, 2002:319; Terpstra and Sarathy, 2000:264-365). However, Gillette used Erman Toroğlu, a Turkish sports commentator who was because of his slang usage in public talks, ill-famed in the eyes of some people but mostly well-favored by “the man in the street”, during brand advertisement campaigns for products that are in the low-end market against its archrival “Derby” in 2004. Despite these considerations, most of the time, glocal marketing communications are widespread e.g. Silkience hair conditioner is marketed in with the brand name “Boyance”, “Sientael” in Italy and “Silkience” in Germany. On the other hand, a company can still have a global brand in situations where cultural differences will not allow the use of standardized advertising campaigns in its global markets e.g. Nescafé. A successful brand is the most valuable resource of a company. The brand name encompasses the goodwill, the quality assessments, the product experiences of world customers and other beneficial attributes of the product and the total effect of advertisements ran until a certain time.

2.2.2.8 Luxury goods

“Are those products that are not necessities of life but are highly desired that should support share of pocket and share of heart as well. It’s not easily affordable for everyone but now era has changed, and luxury product is now own by many classes of people because due to fast running competition among every individual everyone now wants to raise their self-high and make their self-superior and be different from everyone. Income is the key factor to support the desire and willingness of customers towards purchases of luxury goods because of the frequent purchases of luxuries. (Solomon, 2013).”

Luxury products may be defined as those things that increase people's prestige. Even though this approach corresponds to the modern understanding of products as a bundle of benefits (Kotler et al. 2007, p. 625), the consequences do not apply exclusively to luxury products. For instance, there are also non-luxury products that

allow consumers to increase their prestige, including luxury goods such as golf equipment or self-created clothing and luxuries such as time or musical talent.

Heine (2012). Argues that Luxury is anything that is desirable and which exceeds necessity and ordinariness. Generally, this is defined from a global perspective, for the present and for normal conditions. While the exclusivity of resources is evaluated by the entire society, the desirability of resources and the appearance of luxury are determined by the upper class.

According to Heine (2012). (The concept of luxury brands.) “Luxury brand management”: General Perspective for the Definition of Luxury.

These types of relativity can be used as follows to determine a general perspective from which luxury should be defined, particularly with regard to the requirements within the field of luxury brand management:

- Regional relativity: Due to the globalization of business, especially of the luxury industry, luxury should be defined from a global perspective, which leads to the omission of regional specialties from the definition of luxury for the sake of a broad international coverage.
- Temporal relativity: The definition of luxury should refer to the present.
- Economic relativity: Luxury should not be defined from the perspective of the very poor or the very rich, but of the entire society of developed regions. Despite the differences in the notion of luxury between the poor and the rich, Kemp (1998) found that a gross societal consensus primarily exists concerning the classification of goods as either luxury or non-luxury.
- Cultural relativity: The desirability of resources and the appearance of luxury are determined by the upper class, which also includes the relatively homogeneous segment of the global elite (Vickers and Renand 2003, p. 461). However, studies on the attitudes towards luxury usually refer to luxury as determined by the upper class. Consequently, the attitudes of respondents range from admiration to rejection (Reich 2005), which often reflects their general opinion of the societal system. Besides that, the upper class also consists of different segments, which means that a variety of luxury tastes and lifestyles exists.

- Situational relativity: Finally, the definition of luxury should generally not consider any temporary or individual circumstances but should be restricted to normal conditions.

2.4 Previous studies:

To enrich this research, the researcher made comparisons between this study and many foreign studies as follows:

1. Study Conducted by Beverly Wagner and Juliette Wilson, University of Strathclyde, UK Tiziano Vescovi, Ca Foscari University of Venice (2015).

“Exploring the relationship between luxury brand personality, store personality and consumer characteristics.”

This paper aimed to gain a deeper understanding of luxury brand positioning in relation to brand personality, store personality and target consumer personality traits. And enhances explanations of luxury consumption in terms of three value sources namely, (i) time (ii) social responsibility and (iii) knowledge. The researchers showed that consumer interaction with salespersons is critical to consumer experience of the brand based upon their understanding and expectation of the luxury it represents. Luxury brands flourish or fail in an increasingly complicated and competitive environment. While in the past socio-demographic characteristics helped to position the offering, this has become more difficult in contemporary global markets. This is important as the growth of many leading luxury groups has slowed during the recent economic crisis and managers need to make informed decisions regarding (a) who the target customer is and (b) that the retail environment reflects favorable brand associations in the consumer’s mind. As well as Luxury flagship stores designed to take account of all the senses, create an emotional response in the consumer. The flagship store is a management device that serves to establish an experience and context for the wider activities of the brand. The difference in the degrees of alignment represents what we have termed “congruence distance” between each personality dimension. Misalignment may indicate that the corporate view of the luxury brand is out of sync with consumer perceptions and may impact upon strategic marketing efforts. This study finds the price of the product represents a bundle of values comprising a wider experience. There is a strong relationship between the functional attributes of the brand and the quality of the materials. And Self-concept is not about conspicuous or continuous consumption,

positioning the brand is not about conspicuous but of referent value this is related to intellectualism, art and aesthetic sensibilities. The study concluded that the value of time has been shown to underpin all the dimensions of luxury, The brand endorses the view of itself as worthy and virtuous, the value of knowledge is critical, and the final price of a luxury product is a bundle of all these values. Findings reinforce the importance of store image and the relationship with store personality in terms of connection with the brand personality. It is difficult to try to understand the entire picture at this level and the congruence between brand personality, consumer personality and store personality. It becomes more complicated when trying to understand levels of overlap between individual items within the constructs.

2. Study Conducted by Aypar Uslua, Beril Durumuş, Berna Kobak Kolivar)2013(“Analyzing the Brand Equity of Turkish Airlines Services: Comparing the Japanese and Turkish Perspectives”

The main objective of this study is to empirically test a conceptual model of costumer brand equity. perception of Turkish Airlines services. The conceptual framework of this study is based on customer-based brand equity, which includes brand loyalty, awareness, associations, perceived quality and other proprietary. This study attempts to evaluate the customer brand equity of Turkish Airline services in Turkey and Japan. 400 respondents were randomly selected and were asked their views through a structured questionnaire. This paper utilizes survey data obtained from 200 Turkish consumers who are living in Turkey and 200 Japanese consumers who are living in Japan. The findings suggest that when customers get attached emotionally to a brand (brand feeling) they go on to create strong associations with the brand. This study is one of the few types of research conducted in comparing the Japanese and Turkish literature that explores thoroughly the purchasing behaviors of cross cultures in Turkish and Japanese consumers.

In this study, we empirically examined four dimensions (brand awareness, brand loyalty, perceived quality and brand associations) of brand equity drawing upon a scale developed via Aaker conceptualization costumer- based brand equity included demographic questions such as gender, marital status, age, education level, occupation and income level, The test was to determine whether there is a difference between Turkish customers and Japanese customers.

Conducting factor and reliability analyses were satisfactorily valid and indicated that three dimensions were found instead of four dimensions of brand equity. Brand awareness and associations were unidimensional.

The limitations of this project concerns with Turkish Airlines and its brand equity. Therefore, this customer-based brand equity model of aviation industry- except of Turkish Airlines- could not be generalized to other airlines and their customers. The aim of this study, Turkish and Japanese passengers who is taken service from Turkish Airlines, is comprised; citizens of other countries are excluded. There have not been considered any restrictions for demographic criteria. According to Yoo and Donthu (2001), even though the factor loadings are invariant across samples, the factor correlations are not, which means that different cultures place different levels of importance on the dimensions of brand equity. the customer-based brand equity model analysis shows brand awareness/ associations is the most important factor among Turkish and Japanese, however brand awareness/associations is more important among Turkish than Japanese. In addition, the rest factors- perceived quality and brand loyalty- are also higher performed among Turkish customers than Japanese customers. Differences in cultures may affecting brand equity-related marketing strategies need to focus more on different dimensions of brand equity in different cultures.

This study not only contributes to the understanding of differences between Turkish and Japanese customers brand equity across aviation industry but also reveals the effect of brand equity to build a long- term strong brand and to be sustained competitive advantages for airline companies. Because aviation firms need empirical evidence of the consequences of brand equity much more than existing research. Future research also could focus on the different cultures for Turkish Airlines brand equity that to form the basis of effective marketing strategies. In addition, this customer-based brand equity scale could be constructed to same culture of different airlines for further research.

3. Study Conducted by Rare's MOCANU National University of Political Studies and Public Administration (2013). "Brand Image as a Function of Self-Image and Self-Brand Connection"

This study investigated how brand image relates to self-image and how brand consumption contributes to the construction of self. And studied differences in brand

attitudes as they relate to advertisements, finding attitude toward an advertisement affects attitude toward the advertised brand as much under a brand evaluation set as under a non-brand evaluation set. The research concluded that price is not a significant determinant of overall attitude. The study inquired whether brand attitudes and beliefs correlate with purchase behavior in the form of self-brand connection. It has been shown that different attitudes toward brands may exist even though peoples' product attribute beliefs are the same. Brands (and the values attached to them) have become central to consumer identities and are used to develop and express the self. The cultural discourses attached to brands have allowed consumers to communicate their personality, age, class, wealth, and status by simply selecting a particular brand; the brand has Brand Image as a Function of Self-Image and Self-Brand Connection becomes a social communication tool. The current study tested the relevance of selfimage to brand image and brand-self connection. Products which have strong communicative properties have high visibility in use and high personalize ability. And products have high personalized ability if their use brings to mind a stereotypical image of the frequent user. The researchers showed that the strength of the consumer-brand relationship is reflected in the fact that it is now being investigated within the framework of interpersonal relationships. And Teenagers start to incorporate brands into their self-concepts and use them to define and communicate their sense of self as well as judge others. A total of 119 subjects, 72 females and 47 males, ranging from 20 to 25 years of age, completed both phases of this study. The result is significant difference between “right and “wrong” brands of products, and a high correlation between self and product user rating, were found in all categories. These results seem to support a hypothesis that people use products to enhance self-image. Brand image is important to study what kinds of people would buy a particular kind of product. This was due to the importance of peer approval but also because of the social comparison of possessions and the personal gratification gained from simply owning something “new.” It seems that self-esteem has indeed been commoditized and as a result, consumption and possessions must be considered when assessing self-esteem. This study indicated brand character research, leading to a valid predictor of who would buy what product, would save companies a large amount of time and money.

4. Study Conducted by Fang Liu, Jianyao Li, Dick Mizerski, Huangting Soh (2012).

“Self-congruity, brand attitude, and brand loyalty: a study on luxury brands”

The study aimed to examine the effects of three self-congruity constructs: the brand's personality congruity (BPC), the brand's user imagery congruity and the brand's usage imagery congruity, in consumers' attitude and brand loyalty toward two luxury fashion brands. Using a sample of Australian consumers, this study examines two luxury fashion brands (CK and Chanel) from two product categories, watches, and sunglasses. Structural equation modeling is used to test the hypotheses.

Findings – The study found that user and usage imagery congruity are stronger predictors for brand attitude and brand loyalty than BPC in the context of the luxury fashion brands tested. Both user and usage imagery congruity have significant effects in brand attitude and brand loyalty in most analyses. Also, the study found no significant effect of BPC in either brand attitude or brand loyalty for the two brands tested. Future studies should include more populations, product categories and more brands in each category.

The study provided first evidence that these self-congruity concepts may represent different imageries that lead to different effects in brand attitude and brand loyalty. Findings from this study add to the understanding of the consumption of luxury brands.

5. Study Conducted by Luciana A. Gil a, Kyoung-Nan Kwon, Linda K. Good, Lester W. Johnson (2011). “Impact of self on attitudes toward luxury brands among teens”

The researchers attempted to increase understanding of teenagers' self and attitudes toward luxury brands. Specifically, the researchers aimed to understand the influence of teenagers' self-perception on attitudes towards luxury brands in Brazil.

Also, Gil et al. (2012) examined how social consumption motivations affect teenagers' attitude toward luxury brands. Data were collected from 558 teenagers from the high schools of city of Santos, state of São Paulo, Brazil between the ages of 12 and 19 (grades 7 through 12). The researchers showed that self-aspects are very significant for Brazilian teens' consumer education as self-aspects impacts the way teens perceive group pressures and influence their purchase decision making process. The study concluded that Brazilian teenagers who have confident and clear self-beliefs resist social motivations to consume luxury brands. Gil et al. (2012) revealed that companies

and marketers of luxury brands should shift marketing efforts to materialistic aspects of luxury brands and how such luxury brands and products are able to achieve personal happiness and status. Luxury brand retailers should realize that some teenagers associate luxury brands with happiness. The researchers also concluded that luxury brands retailers should focus on individual needs of self-directed pleasure and self-gift giving to link luxury brands to personal happiness and accomplishments.

6. Study conducted by Nazli Alimen, Izmir University of Economics, Izmir, Turkey. A. Guldem Cerit, Dokuz Eylu'l University, Izmir, Turkey (2010) "Dimensions of brand knowledge Turkish university students' consumption of international fashion brands"

The purpose of this study is to analyses the impacts of gender, field of education, and having consumed the brand, on consumers' brand knowledge. The survey is conducted by using convenience sampling method to reach a heterogeneous group of different departments, gender, and usage frequencies that would reveal whether these variables have an effect on brand knowledge or not. The students are also asked to describe each brand by two or three words. Students belonging to the departments more related to fashion and female students have more knowledge about these nine brands. Furthermore, the findings demonstrate that consumption of a brand increases both brand awareness and brand image. Since brand associations are used in positioning, the results of the open-ended questions advise firms operating marketing activities whether to strengthen or to alter these associations. The study could be beneficial for academicians and business practitioners, since it reveals the effects of gender, field of education, and usage on brand knowledge. Brand awareness and brand image are two components of brand knowledge, which are the consumer sides of the brand, therefore they could be controlled by the company so that all over the world international brands present the same image of fashion supported by franchising chains and marketing communication activities. Students' knowledge of international fashion brands is evaluated with respect to their gender, field of education, and usage of these brands.

These three hypotheses had 16 sub-hypotheses in total: three for H1, eight for H2 and five for H3.

Therefore, to test the impact of these characteristics, three main hypotheses were developed:

H1. Brand awareness differs with respect to demographic variables and usage for different fashion brands.

H2. Cognitive brand image differs with respect to demographic variables and usage of different fashion brands.

H3. Emotional brand image differs with respect to demographic variables and usage of different fashion brands.

The descriptions given by the respondents reveal the prominence of these brands; how consumers correlate them. Since brand associations are used in positioning (Aaker, 1991), the results of the open-ended questions could provide the firms to operate marketing activities whether to strengthen or to alter these associations. Consumer demands are rapidly changing and getting similar to each other not only in a single country but also internationally. In order to be successful internationally, it is important to have a strong brand. In this study, brand knowledge, which consists of brand awareness and brand image, of nine international fashion brands was evaluated among the Turkish university students. This study contributes to the findings of previous studies held on customer-based brand equity that consumer characteristics of gender, field of education, and having consumed the brand have an influence on brand knowledge. Females, Fashion Design and Fashion Business departments' students, and those who had already consumed a product of the brands listed, had more knowledge on these nine international fashion brands. The students, who were studying in the Fashion Design and Fashion Business departments, had a little more knowledge of these brands than the others. This slight difference could be as a result of advertising and communication activities. Not only people in the fashion business, but also others get some information about fashion brands willingly or not through promotions. Magazines, shopping centers and other consumers around could also provide such knowledge. This could also be an explanation for the knowledge about GAP, which recently entered into the Turkish market that had almost the same values as the other brands. The students might have accumulated information about GAP via television, magazines, and travels so on. Hung (2008) found that positive PR perceptions have a positive effect on brand image that would influence consumer loyalty. Also the results of our study point out the importance of marketing communication activities such as PR and advertising. Therefore, it is important to consider these factors while creating a

successful fashion brand or entering into a new market. Comparison of the brand knowledge among genders revealed that the female students had more knowledge of the listed brands than the males. As mentioned previously, Gocek et al. (2007) claimed that there was no difference in brand image perception according to gender. However, the results of our study show that brand image perception could differ due to gender. Furthermore, having consumed a brand lead to a significant effect on brand knowledge. Moreover, the brands Lacoste, Tommy Hilfiger, Diesel and Guess, which are positioned as luxury items in Turkey and conspicuously consumed by students, were more likely to be described on a negative way, e.g. unnecessary, for middle-age and low quality, by non-users and positively, such as high quality and comfortable by users. The study presents interesting outcomes regarding the perceptions of university students from different departments. The fashion brands targeting young consumers should consider the impacts of brand knowledge on their target segments. In a globalized world where local preferences are also playing an important role, brands act effectively in the development of the market demand. Brand knowledge is a key to evaluate in reaching the consumers and this study has proved the importance of empirical studies in this respect.

7. Study Conducted by Carrie La Ferle and Kara Chan (2008). “Determinants for materialism among adolescents in Singapore”

The purpose of this paper is to examine the influence of marketing communication factors (as well as social influence factors (specifically influences from peers and media celebrities) on adolescents’ endorsement of materialistic values in Singapore. A survey of 190 high school students aged 13 to 18 was conducted using a structured questionnaire. The paper finds imitation of media celebrities and perceived peer influence were positive predictors of materialistic consumption values while marketing communication factors were not significant predictors. The data in the paper came from a convenience sample of one high school and may not be representative of adolescents in Singapore. The paper found that in fact advertising regulation may not impact adolescent levels of materialism to the degree previously assumed. And Media educators should help young consumers to reflect on how their purchase decisions can be influenced by their social relations, including both personal interaction and celebritymedia communications, while simultaneously providing them with the tools to

critically assess the images they view. The paper offered insights about the complex patterns of how consumption values develop in an Asian society. It is also a pioneer work on the study of the influence of media celebrities on materialistic value orientations. The youth market in Singapore prefers fashion brands of a western origin over fashion brands of an eastern origin and a survey about materialism found that adults in Singapore were more materialistic than adults in the US. The study concluded that Young Singaporeans who participate in marketing promotions, who report a higher level of imitation of celebrities, perceive a higher peer influence, and advertising viewing will be more materialistic. Therefore, to better understand the adoption of materialistic values, it is essential to examine both the impact of social influence as well as marketing communications, particularly among Asian adolescents. As different cultural environments can result in varied socialization processes, it is important to assess how marketing communications and social influences impact Singaporean youths' levels of materialism. A survey was conducted in Singapore to examine adolescents' responses to marketing communications and social influence factors as well as to investigate the relative importance of these factors on adolescents' materialism values. As a result, marketing promotions did not play an important role in the formation of consumption values among adolescents. To conclude, the current study supported a model to predict the development of materialistic consumption values among adolescents in Singapore by employing marketing communications and social influence factors.

8. Study Conducted by Ian Phau and Yip Siew Lengthe School of Marketing, Curtin University of Technology, Perth, Australia (2007). "Attitudes toward domestic and foreign luxury brand apparela comparison between status and nonstatus seeking teenagers."

The purpose of the current research is to determine if status and non-status seeking Australian teenagers differ in their attitudes toward buying domestic and foreign (i.e. Italy, Japan, China) luxury brand apparel. A total of 365 teenagers participated in this study through a self-completed questionnaire. The research findings indicated that status-seeking teenagers have overall, a more positive attitude toward foreign luxury brand apparel as compared to Australian luxury brands, with the exception of Chinese brands. On the other hand, non-status seeking teenagers reported that they have more positive attitude towards Australian brands than foreign brands and

consider Australian luxury brands superior to all three foreign brands with regards to ease of care and comfort. The findings are only limited to Australian teenagers and cannot be generalized to other nationalities or age cohorts. The study suggested that the Australian apparel industry should concentrate its marketing strategy on enhancing the attributes of “fashionable” and “brand name” of Australian apparel that both status and non-status seeking teenagers prefer in foreign apparel. The paper fills a gap in the literature by validating the study in Australia and focusing on the attitudes of status (and non-status) seeking teenagers. The research paradigm should be expanded beyond multiple country comparisons, given that it is assumed that there might be a connection between fashion leaders and status seeking consumers. Similar studies should be conducted in future on both fashion leadership and status consumption, as well as be used to prove the relationship of both concepts. Future studies could also be conducted for older segments of status seeking and non-status seeking consumers. Age differences may also have vital implications for future marketing strategies.

9. Study Conducted by William E. Hauck and Nancy Stanforth Kent State University, Kent, Ohio, USA (2005). “Cohort perception of luxury goods and services”

This research aimed to investigate differences between cohorts and perceptions of luxury goods and services. A survey asked participants to rate goods to determine their perceptions of luxury. Participants also provided information concerning elasticity and motivations for purchasing goods and services. A total of 347 participants in the three age groups completed the questionnaire. The study shows that there are significant differences between cohort groups in their perceptions of luxury goods and services, especially between the oldest and youngest cohorts. The elasticity measures showed that for all three cohorts, certain goods and services were inelastic and, therefore, were considered not to be luxury goods. The reasons why people buy goods they do not need varied between cohorts. The results of the study may not be generalizable to other groups of consumers because it was a convenience sample. The results of this study showed that marketers need to tailor messages to individual cohort groups. Consumers’ experiences at their “coming of age” do influence perceptions of luxury. There are different motivations for buying among the cohort groups. Identifying and leveraging these motivators in marketing communication will help to target these groups with appropriate messages. Marketers need to understand those motivations and develop

communication campaigns that target those groups. Little research has focused on the cohort perception of luxury. Although there is evidence to suggest there will be differences between age groups, this study seeks to investigate those differences to help marketers to tailor their messages more effectively. The results showed that ratings of luxury and necessity are social perceptions based on differing values and tastes of everyone. And the age cohorts have differing perceptions of those categories based on the luxury rating scale. These results are consistent with the idea that luxury is not simply a matter of personal judgment.

10. Study Conducted by Kim Shyan Fam, David S. Waller, B. Zafer Erdogan, Bilecik (2004)

“The influence of religion on attitudes towards the advertising of controversial products”

A questionnaire was distributed to a convenience sample of university students in six countries (Malaysia, Turkey, Taiwan, China, Britain, and New Zealand). There are three major issues which can be derived from this research.

First, religion does influence the four controversial product groups. This is a major finding as until now, such a relationship remains largely unstudied by empirical research. The closest was to examine the impact of Islam on advertising content and regulation (Luqmani et al., 1987), and message contentiousness (Michell and AlMossawi, 1999). Furthermore, although the non-religious believers' group (mainly Taoism and Confucianism) was not exactly a “religion” as it lacks a common liturgy or organized church (Dillon, 1998), our study shows this group does have values and morality similar to any of the three established religions. Hence, whatever the case, there can be no denying the fact that it has permeated every aspect of its believers' lives (Hollensen, 1998; Yan, 1994). And for the purpose of this study, it is justified in being placed on the same level as other more official religions.

Second, there is a statistical distinction between Islam and the other three religions in relation to advertising of the four product groups. One possible explanation for this is that, although Islam is a great religion, it has not evolved with modernity. Islamic followers still follow their traditional beliefs and values, even though the other religions have reassigned these priorities in line with the modern ways of living,

entertainment, and lifestyles. This observation is reinforced by a new report commissioned by the United Nations on Arab societies.

Third, the more religious one is the more likely one will be offended by the advertising of controversial products. As reported in the findings, the ardent believers of Buddhism, Islam and Christianity found advertising of gender/sex related products and addictive products particularly offensive compared to the more lenient believers. Therefore, the perceived offence could be traced to the ardent religious believers being generally more conservative, having greater concern for moral standards and possessing more traditional attitudes (Barton and Vaughan, 1976; Wiebe and Fleck, 1980; Wilkes et al., 1986) relative to their less religious counterparts.

Below are presented some managerial implications according to the four controversial product groups. Bearing in mind that all religions teach the same timeless and universal spiritual rules (Bryson, 2000), the discussion will focus on the laws and regulations that some societies have imposed to lessen the impact of the advertising of these products on religious sensitivities.

Social/political groups: These refer to advertisements relating to racially extreme groups, religious denominations, guns and armaments, funeral services, and political parties.

Addictive products: These include cigarettes, alcohol, and gambling. This products group scored the second highest on the offensiveness scale.

Gender/sex related products these include female and male underwear, condoms, female contraceptives, and female hygiene products.

Health and care products: These consist of weight-loss programs, charities, and sexual diseases drugs. This products group has the lowest score in terms of advertising offensiveness.

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Chapter Three: Methodology, Questionnaire Design, Research Philosophy, Validity and Reliability

3 Introduction

This chapter starts with an overview of the research philosophy, research paradigms, and research approach adopted in the current research. And then follows with a representation of the specific methods undertaken for data collection and analysis. Furthermore, the chapter discusses the adopted research strategy. The chapter then looks at the detailed characteristics of the selected population, sampling, types of research design; questions, instrumentation and how it is discussed as well as the collection of the data. Moreover, it identifies the validity, reliability, and generalizability of the results. Finally, the chapter ends with a discussion of issues associated with business research ethics.

In the theoretical aspect of this research, we discussed the various concepts of self, consumer behavior, social consumption (motivations and attitude), materialism, religion, Reference group, socio-psychological and demographic variables (gender, geographical location, income and family size) affecting the Arabian consumer.

The methodology of the current study watches the literature review of consumer behavior regarding the self. The questionnaire was chosen for the field due to the ease of data collection and note of the study.

3.1 Research Philosophy.

Methodology is concerned with overall research process from the theoretical underpinning to the collection and analysis of the data (Collis and Hussey, 2003). Research philosophy or paradigm refers to the way the researcher thinks about the development of the body of knowledge (Saunders et al., 2003). It deals with the extent in which a researcher understands the main parts or phases of a research and how these fit together. Any research is based on assumptions about how the phenomenon is perceived and how the best come to understand it. The perception of reality is attained through following the scientific philosophy for the research process (Gummesson, 2000). Research assumptions can be shown as a continuum with objectivism at one point and subjectivism at the other (Johnson & Duberley, 2000).

Objectivism and subjectivism have been described as continuum's opposites with varying philosophical aligned between them. The objectivist approach to social research developed from natural science. Social science researchers decided to employ the highly successful methods of the arose as critics argued that both sciences are disparate. Objectivism and subjectivism have been labeled variously in literature. Table (3-1) presents the synonyms used for these two concepts. For instance, Easterby-Smith et al., (1991) entitled them as positivism and phenomenology. Hughes and Sharrock (1997) described them as positivism and interpretive.

Table 3. 1 :Alternative Philosophical Paradigm concepts.

Objectivist	Subjectivist
Quantitative	Qualitative
Positivist	Interpretivist
Scientific	Humanistic
Experimentalist	Phenomenological
Traditionalist	Naturalist
Functionalist	Constructionists
Source: Adapted from Hussey and Hussey (1997)	

Objectivists perceive that their studies can be done independently of what is being observed and that their interests, values, beliefs, etc. will have no influence on what they study or what methods they use. They argue strongly that research choice and methodological choice are made objectively, that is, the researcher is able to set aside their own set of interests, values, skills, etc.

Objectivists believe that they are “independent of and neither affects nor is affected by the subject of the research” (Remenyi et al. 1998: 33); any other contention implies that “social scientists are prone to employ warped logic and improper treatment of empirical data in order to support views they held prior to the investigation” (Gordon 1991; 664). Table (3-2) provide a comprehensive comparison between positivist subjectivist perspectives.

Table 3. 2 Comparison between Positivist & Subjectivist Perspectives

Perspective	Positivist	Subjectivist
Independence	The observer is independent of what is being observed.	The observer is interacting with subject being observed.
Value-freedom	The choice of what to study, and how to study it, can be determined by objective criteria rather than by human beliefs and interests.	Inherent biasness in the choice of what to study, and how to study it as researchers are driven by their own interests, beliefs, skills, and values.
Causality	The aim of social science should be to identify causal explanations and fundamental laws that explain regularities in human social behavior.	Develop ideas through induction from evidence; mutual simultaneous shaping of factors.
Hypotheticodeductive	Science proceeds through a process of hypothesizing fundamental laws and then deducing what kinds of observations will demonstrate the truth or falsity of these hypotheses.	Develop ideas through induction from evidence; mutual simultaneous shaping of factors.
Operationalization	Concepts need to be operationalized in a way which enables facts to be measured quantitatively; static design-categories isolated before study.	Qualitative methods-small samples investigated in depth or over time; emerging design-categories identified during research process.
Reductionism	Problems as a whole are better understood if they are reduced into the simplest possible elements.	Problems as a whole are better understood if the totality of the situation is looked at.
Generalization	In order to be able to generalize about regularities in human and social behavior it is necessary to select samples of sufficient size; aim of generalizations is to lead to prediction, explanation.	Everything is contextual; patterns identified theories then developed for understanding.
Research language	Formal, based on set definitions; impersonal voice; use of accepted quantitative words.	Informal, evolving decisions; personal voice; use of accepted qualitative words.
Compiled by authors from: Eastery-Smith et al. (1991), Hussey and Hussey (1997), Remenyi et al. (1998).		

3.2 Methodology of the questionnaire

Survey:

Survey is a research technique in which responses are collected through structured instrument from a sample in some forms (Sekaran,2003). Generally, surveys are linked with deductive logic and considered regular methods of collecting data in management research. This is attained by employing a questionnaire that collects the desired data from a sample then statically analyzes them for the aim of generalizing the findings (Saunders et al.2003). Furthermore, it has become accepted as a scientific and accurate way of collecting data to quantify the gathered information, even though some aspects of the survey might be qualitative (Creswell,2002). Questionnaire, observation, interview, schedule, and other methods are used in descriptive research (Kothari,2004).

In this section, we will discuss the methodology of the questionnaire used to determine the extent to which factors that have impact of self on attitude toward Turkish brands among Arabian consumers.

3.2.1 Methodology of the study:

The current study used descriptive and analytical methods to collect data regarding variables of the study to analyze data statistically, and to reveal the relationship between these variables. The current study will adopt the quantitative methodology to address its objectives.

3.2.2 Importance of the study:

Our field study aims at identifying attitude toward Turkish brands of the Arabian consumers by providing a questionnaire for a sample of Arabian consumers.

3.3 Research Approach.

The research approach allows the research to match philosophy, methodology, and the research problem (Remnyi et al., 1998). The knowledge claims that strategies and methods all contribute to a research approach that tends to be more quantitative methods refer to the way a researcher chooses to treat and analyze the selected data (Sekaran, 2003).

Quantitative approach is one in which the research primarily uses post positivist claims for developing knowledge (cause and effect thinking, reduction to specific variables, hypotheses, and questions, use of instrument and observation, the test of theories). It employs strategies for inquiry such as experiments and surveys and collects data on predetermined instruments that yield statistical data (Creswell, 2002).

3.3.1 Research Strategy.

Research strategy is a general plan of how researchers go about answering the research questions that have been set by researchers. It contains clear objectives derived from research questions specify the source from which researcher intends to collect data and consider the constraints that researcher have such as access to data, time, location, money, and ethical issues. (Saunders et al.,2003).

3.4 Study Society:

Target population is the entire group of people, elements under study, events or things of interest that the researcher wishes to investigate (Sekaran,2003).

Before addressing the sample selection, society defined in a way that makes all the vocabulary relevant for thesis available for the study. Survey was available in Arabic and English language as indicated in (Appendix 3) but the Arabic version was used to gather data from the consumers.

Arabian consumers are an important segment for Turkish marketers, Turkish Branded product companies hope that consumers choose their products as lifetime brands. Consequently, Arabian consumer behavior gained importance as a research topic due to Arab people amount of disposable income.

3.1.4 Administration of questionnaire:

The questionnaires were distributed to regular consumers at the four states in Türkiye namely, Ankara, Istanbul, Izmir, Bursa. The distribution was done by the researcher and with the help of his colleagues from the PHD program in the business department - Okan University.

The researcher helped his colleagues explain the questionnaire, clarify its conditions and enquiry. Ethical standards have been adhered to, including the following:

- 1- Privacy of those taking part in the research.

2- Voluntary nature of participation and right to withdraw.

3- Informed consent of those taking part.

4- Ensuring confidentiality of data and maintenance of anonymity of those taking part.

3.6 The study sample:

“Research population is the total of all items, entities or elements that are the focus of the research and upon which the research intends to draw findings and conclusions (Huysamen, 1994). The objective of this research is of applied one. In terms of collecting data is descriptive measurement research. According to Uma Sekaran (2003), descriptive study is undertaken when the characteristics or the phenomena to be tapped in a situation are known to exist, and one wants to be able to describe them better by offering a profile of factors.”

Due to the rapidity of society, a possible sampling was taken by distributing the largest number of questionnaires to some consumers. 400 questionnaires have been distributed and the research got back 378 from Arabian consumers from the 4 chosen cities (convenience sample).

Table 3. 3Arabian costumers from 4 states (378 from cities), Distributors as below:

Place	Frequency	Percent
ISTANBUL	306	81.0
Other provinces	72	19.0
Total	378	100.0

3.7 Characteristics of the Study's Sample:

3.7.1 Gender:

Table 3. 4 sample (based on Gender).

Gender	Frequency	Percent
Male	138	36.5
Female	240	63.5
Total	378	100.0

Table (3.4) shows that the study **Customers** sample was distributed as per 63.5% female and 36.5% as male and the results in the table indicate that most of the **Customers**

sample is female and a possible interpretation of the result is that for easier communication with females than males.

3.7.2 Age:

Table 3. 5 sample (based on Age)

Age	Frequency	Percent
From 18 to 20 Years	132	34.9
From 21 to 25 Years	128	33.9
From 26 to 30 Years	45	11.9
31 years and older	73	19.3
Total	378	100.0

According to Table (3.5), the results regarding the age of respondents show that 34.9% of the participants are from 18 to 20 Years, 33.9% of them are from 21 to 25 Years, 11.9% of them are from 26 to 30 Years and 19.3% of them are 31 years and older. That indicates that most Arabian **Customers** for Turkish brand are from 18 to 20 Years.

3.7.3 Marital Status:

Table 3. 6 sample (based on marital status).

Marital status	Frequency	Percent
Single	113	29.9
married	226	59.8
Others	39	10.3
Total	378	100.0

Table (3.6) show the results of the study customer sample analysis by Marital Status The married participants is overrepresented, constituting 59.8% (This is a natural result that the proportion of married, because the largest sample are older), 29.9% are single, and sample residual (10.3%) distributed to the other.

3.7.4 Educational level:

Table 3. 7 sample (based on educational level)

Education level	Frequency	Percent
Les than bachelor's	68	18.0
Master's degree	46	12.2
Bachelor's degree	222	58.7
PhD degree	42	11.1
Total	378	100.0

clarify the study sample distribution of the different categories according to their level of Education was as follows, accounted for the highest percentage of holding the first bachelor's degree by 58.7% and 12.2% for master's degree, and PhD Degree it was 11.1% and 18% for LESS THAN BACHELOR'S.

3.7.5 Job:

Table 3. 8 sample (based on Job).

Job	Frequency	Percent
UN EMPLOYED	130	34.4
EMPLOYED	248	65.6
Total	378	100.0

Note from Table (3.8) that the study sample was distributed as: The student segment represents the sample size (84.1%), of working people or other. This result is also expected, as most of the sample students are full-time students and have not entered the labor market yet, although a proportion of them work alongside their study (15.5%).

3.7.6 Monthly Income:

Table 3. 9 sample (based on Monthly Income).

Family income:	Frequency	Percent
Less than 250 USD	28	7.4
From 250 to 500 USD	87	23.0
From 501 to 750 USD	183	48.4
750 USD and more	80	21.2
Total	378	100.0

The study sample was distributed monthly income for the four slides of their income as in the Table (3.9) and the results showed that the class of a slice of earning Less than 250 USD 7.4 %, and that charge From 250 to 500 USD were accounted For 23%, 48.4% have incomes that ranges From 501 to 750 USD and the class that earning of 750 USD and more represents the Percentage 21.2%.

3.7.7 Family size:

Table 3. 10 sample (based on family size).

Place	Frequency	Percent
2 Members or fewer	72	19.0
3 to 5 Members	151	39.9
6 Members or More	155	41.0
Total	378	100.0

Table (3.9) shows varied responses to the questions concerning Household. The sample family size 2 Members or fewer 19% and 39.9% 3 to 5 Members and 6 members or more 41%. Indicate that most of the customer's respondents are large family size.

3.7.8 Place of residence:

Table 3. 11 sample (based on Place of residence)

Place	Frequency	Percent
ISTANBUL	306	81.0
Other provinces	72	19.0
Total	378	100.0

Table (3.11) shows varied responses to the questions concerning place of living. The sample population 81% lives in ISTANBUL and 19% in other provinces. Indicate that most of the customer's respondents are living in ISTANBUL.

3.8 Completion of the questionnaire and its various divisions:

In our subject, we used the survey tool, which we consider to be more common, relevant, and relevant to our research topic, both in terms of control of study conditions and time. The questionnaire is a set of questions addressed to a sample.

“A questionnaire is a well-known and widely used technique by researchers in order to collect data that forms the bases of information that they intend to gather about the study, which indicates the connection to the study hypothesis. However, there are many types of questionnaires as some are open- ended, closed, or mixed and the questions must be interrelated and harmonious in a way that leads us to the desired information from the data collection process.”

We used the steps below to prepare the questionnaire in the most realistic and scientific methods:

3.8.1 The questionnaire contents

The First Factor: Personal Data; the effect of this factor is the impact of self on attitude toward Turkish brands among Arabian consumers.

That was measured by asking a personal question to collect information about the sample gender, educational level, marital status, and monthly income.

The Second Factor: to determine the duration of factors that caused the effect on attitude toward Turkish brands.

3.8.2 Initiate the drafting of the questionnaire:

We have formulated questions for each factor based on the scientific information obtained from the theoretical side of our research. A questionnaire has been prepared for distribution to the sample members. The questionnaire contains 41 questions divided according to the previous factors; it consists of six factors to measure attitudes towards Turkish brands.

3.8.3 Questionnaire design:

“Sample is a true representative of the population it belongs to, and sampling is the process of selecting sample scientifically (Sekaran,2003). It is impossible for research to reach every employee in order that will be collected. The research used nonprobability sampling technique. Purposive sampling that confined specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher such as specific experience, knowledge, skills, exposure to an event, etc.”

Both the Arabic and English versions of the questionnaire are designed in the same manner. The goal of the study is to obtain a clear understanding on the factors lying behind impact of self on attitude toward Turkish brands among Arabian consumers.

, which are deemed to be: attitude toward Turkish brands, Reference group, selfconcept perspectives related to consumption, motivation for consumption, religion factor, materialism, and demographics. Thus, the questionnaire contains a section for

each concept; the questionnaire contains 41 questions grouped in 6 sections using a 5point Likert scale as a method of rating. The questionnaire was designed as follow:

- Section 1: attitude toward Turkish brands.
- Section 2: Reference group.
- Section 3: motivation for consumption.
- Section 4: self-concept perspectives related to consumption.
- Section 5: religion factor.
- Section 6: materialism.

All above sections were measured using a 5-point scale from 1 being the least important value to 5 being the most important value. Respondents were given a question using a 5 points scale and were asked about their degree of attitude toward Turkish brands (1= strongly disagree, 5= strongly agree).

3.8.4 Statistical methods used:

The Statistical Package SPSS (Statistical Package for Social Sciences) was used in the analysis, testing of hypotheses, and using the following statistical methods:

- 1- Methods of descriptive statistics (arithmetic mean, repetitions, percentages).
- 2- Analytical methods (hierarchical regression).
- 3- Cronbach Alfa to measure the stability of the study.

3.9 The study's Validity and Reliability:

Reliability, Validity.

Validity and reliability are important aspects for obtaining meaningful results in quantitative research (Salkind, 1997; Kirk and Miller, 1986, Joppe,2000). Reliability is more important when the questionnaire is a Likert-type because there are many variables testing concepts. A questionnaire is considered reliable if it gives similar results when repeated (Creswell,2002).

- **Believe the study tool:**

For the purpose of measuring the validity of the study in the tool of the study, the researcher presented the questionnaire to a group of arbitrators of specialized faculty members in the fields of marketing, as they identified the set of language notes and conceptual taken into account.

- Stability of the study instrument:

The (Cronbach Alpha) coefficient was calculated for the dimensions of the study to ascertain its validity for measurement in terms of acceptable values when alpha is greater or equal to 60%. See table (3.12).

Validity and Reliability of the Questionnaire

All the sections of the used questionnaire were designed based on previous literature review; thus, each section reflects a specific concept, and the measures used are precise. Consequently, the questionnaire is considered as extremely valid.

“With the intent to get rid of the random errors, an internal consistency of reliability was tested. Reliability determines the extent to which different parts of a scale are consistent in what they indicate about the characteristic being measured (Saunders 2016). As a result, the use of Cronbach’s Alpha is deemed to be the most appropriate to test reliability. Cronbach’s Alpha is defined by statisticians as “the average of all possible split-half coefficients resulting from different ways of splitting the scale items into 2 halves. This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability” (Saunders 2016).”

The six questionnaire’s sections stated below have a Cronbach’s Alpha above the satisfactory limit of 0.6; therefore, there is a high internal consistency among the possible factors influencing of self on attitude toward Turkish brands among Arabian consumers (table 3.2).

Conceptual Model of the Study

“This study is based on a model developed in many ways after the analytical review of previous studies on the subject. It consists of a set of independent variables include demographic factors, socio-psychological variables namely, self-concept, Reference

group, materialism, and religion on attitude toward purchasing Turkish brands, Also the study explores the influence of demographic variables namely, gender, geographical location, income and family size on attitude toward purchasing elite western brands. Thus, this model aims to describe the impact of self on attitude toward Turkish brands among Arabian consumers. As shown in figure (3.1).”

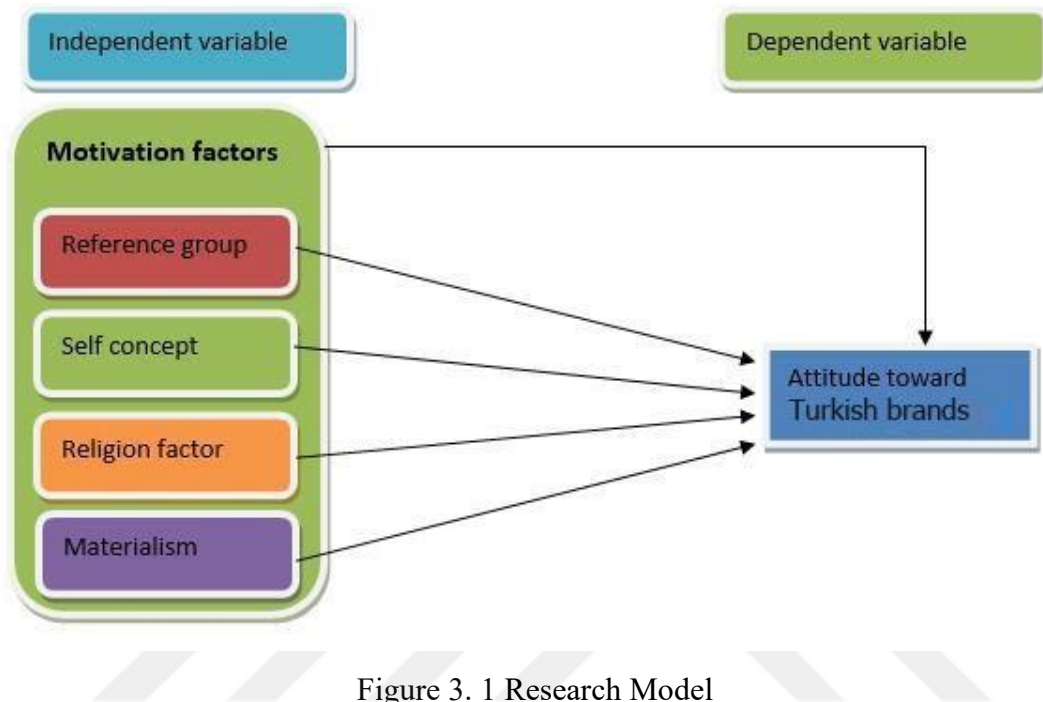


Figure 3. 1 Research Model

Figure (3.1): A Conceptual model of influencing factors the impact of self on attitude toward Turkish brands among Arabian consumers.

Source: adapted from Gill et al., 2012

3.10 Difficulties in completing the questionnaire:

The completion of this study has many obstacles and difficulties mentioned below:

- The lack of seriousness of some members of the sample to declare and answer the questions in the questionnaire.
- Some individuals question the scientific purposes of the study and lack confidence in its seriousness and effectiveness.
- Some questionnaires have not been retrieved.

Table 3. 12 Questionnaire Items' Sources (Attitude toward Turkish brands).

Section one: (Attitude toward Turkish brands)	
Item	Source
I buy Turkish brands because of its brand name and its reputation.	Fatine Benchekroun, 2014
I buy Turkish brands because it has an innovative and unique design.	Fatine Benchekroun, 2014
I buy Turkish brands because I believe that it has a superior quality compared to other products.	Fatine Benchekroun, 2014
Before buying Turkish brands, I make sure that this product is one of the most expensive ones	Fatine Benchekroun, 2014
I one buys Turkish goods primarily for one's pleasure	Dubois and Laurent,1994
I buy Turkish brands to take advantage of a premium service	Fatine Benchekroun, 2014
Turkish is pleasant	Dubois and Laurent,1994
Turkish is old-fashioned	Dubois and Laurent,1994
I do not know much about the Turkish.	Dubois and Laurent,1994
I consider and intent to buy Turkish brands.	Fatine Benchekroun, 2014
I purchase Turkish counterfeit brands (watches, clothes, bags...)	Fatine Benchekroun, 2014
I feel good buying Turkish brands.	Fatine Benchekroun, 2014

Table 3. 13 Questionnaire Items' Sources (Reference group).

Section two (Reference group)	
Item	Source
The opinion of my friend is important when I buy Turkish brands	Sophia Moukasse, 2012
The opinion of my family is important when I buy Turkish brands	Sophia Moukasse, 2012
I buy Turkish brands to look like my friends	Sophia Moukasse, 2012
I buy Turkish brands to look like my family members	Sophia Moukasse, 2012
I buy Turkish brands to show people that I belong to a social class and to be respected by others	Sophia Moukasse, 2012

Table 3. 14 Questionnaire Items' Sources (motivation for consumption).

This section three (motivation for consumption)	
Item	Source
I buy Turkish brands because it gives me a sense of prestige	Sophia Moukasse, 2012
I buy Turkish brands because it is unique and exclusive	Sophia Moukasse, 2012
I buy Turkish brands because I feel emotionally happy and psychologically satisfied	Sophia Moukasse, 2012
I buy Turkish brands because it has high quality and durability	Sophia Moukasse, 2012

Table 3. 15 Questionnaire Items' Sources (The self-concept).

This section Four (The self-concept perspective related to consumption)	
Item	Source
I buy Turkish brands because it reflects who I am	Summers et al., 2006
I buy Turkish brands because it reflects the person, I want to be	Summers et al., 2006
I buy Turkish brands because it reflects how I want to be perceived by others	Sophia Moukasse, 2012
When I buy Turkish counterfeit brands the visibility of the brand is important for me	Sophia Moukasse, 2012

Table 3. 16 Questionnaire Items' Sources (Religion Factor).

Section Five (Religion Factor)	
Item	Source
Islam is especially important to me because it answers many questions about the meaning of life	Sophia Moukasse, 2012
It is important to me to spend a period in private religious thought and prayer	Sophia Moukasse, 2012
My religious beliefs lie behind my whole approach to life	Sophia Moukasse, 2012
Religious beliefs influence all my dealings in life.	Sophia Moukasse, 2012
I spend time trying to grow in understanding of Islam.	Sophia Moukasse, 2012
I often read the Quran and books/magazines about Islam	Sophia Moukasse, 2012
I enjoy participating in the activities of my mosque	Sophia Moukasse, 2012
I support fundraising activities of my mosque	Sophia Moukasse, 2012

Table 3. 17 Questionnaire Items' Sources (Materialism).

This section six (Materialism)	
Item	Source
I do buy anything I might want	Wong et al., 2015
It makes me feel great to own things that impress people	Wong et al., 2015
I think by buying and owning things my life becomes much better	Wong et al), 2015
I think the amount of material objects people own shows how successful they are	Wong et al., 2015
I feel much happier if I own nicer things	Wong et al., 2015
I feel that I have all the things that I really need to enjoy life	Wong et al., 2015
I gain pleasure from buying things	Wong et al., 2015
The things I own are very important to me	Wong et al., 2015

Chapter Four: Data Analysis

4.1 Introduction

This chapter discusses the descriptive and statistical analysis of the impact of factors lying behind Impact of self on attitude toward Turkish brands among Arabian customers.

“The current study aims to explore the impact of self on attitude toward Turkish brands among Arabian customer and examine the influence of socio-psychological variables namely, self-concept, Reference group, materialism and motivation toward Turkish brand on attitude toward purchasing Turkish brand brands, Also the study explores the influence of demographic variables namely, gender, geographical location, income and family size on attitude toward purchasing Turkish brands.”

4.1 Descriptive analysis

This section represents an analysis for the paragraphs of the study’s questionnaire and in accordance with the areas of interest which the questionnaire was divided to:

Reference group

Table 4. 1 Mean and Standard Deviation of Reference group Items

NO.	Item	Mean Value a	Standard Deviation
1.	The opinion of my friend is important when I buy Turkish brands	3.76	.987
2.	The opinion of my family is important when I buy Turkish brands	3.83	.999
3.	I buy Turkish brands to look like my friends	3.81	.983
4.	I buy Turkish brands to look like my family members	3.80	.976
5.	I buy Turkish brands to show people that I belong to a social class and to be respected by others	3.92	.992
Total	(Reference group) Number of items 5	3.82	0.987
Cronbach's Alpha		.846	

Table (4.1) shows varied responses to the questions concerning the Reference group. The total mean score for these questions had the lowest mean score. The results show that Arabian customers scored 3.82 out of 5 on a 5-item Reference group; the standard deviation for this scale is .987 with 0.846 Cronbach’s alpha reliability as shown in Table (4.1). This finding is consistent with previous research studies’ results that the

intensity of Reference group varies from situation to situation. (Wooten, 2006). For instance, clothing is one of the most important status symbols for youth (Elliott & Leonard, 2004). Consequently, for many consumers, the desire to impress others, including peers and those in different social or age groups, is very significant. Therefore, they will purchase specific brands of clothing to achieve the support of others (Prendergast and Wong, 2003). According to Table (4.1) shows varied responses to the questions concerning the Reference group. . About the results, fifth question "I buy Turkish brands to show people that I belong to a social class and to be respected by others" had the highest mean score ($M= 3.92$, $SD= .992$). Reference group is a powerful force among Arabian customer consumers because of its ability to change the way teens behave and care about external influences such as social consumption motivation. Furthermore, previous studies found that even Arabian customer consumers with high self-esteem and self-confidence are subject to Reference group (Michell and Amos, 1997). Thus, peers can have a negative or positive influence on knowledge, motivations, attitudes, perceptions, beliefs, and behaviors.

4.2 Motivation

Table 4. 2 Mean and Standard Deviation of Motivation Items

NO.	Item	Mean Value a	Standard Deviation
6.	I buy a Turkish brand because it gives me a sense of prestige	3.86	.991
7.	I buy a Turkish brand because it is unique and high quality	3.833	.991
8.	I buy Turkish brands because I feel emotionally happy and psychologically satisfied	3.838	.976
9.	I buy Turkish brands because it has high quality and durability	3.92	.998
Total	(Motivation) Number of items 4	3.86	.989
Cronbach's Alpha		.799	

Table (4.2) also shows that the results regarding “the motivation toward Turkish brand factor” which is one of the most controversial factors was subject to much discussion with Arabian customer respondents during the questionnaire distribution. Table (4.2) indicates that all attitudes’ questions related to Motivation toward Turkish

brand had positive and high mean scores. The total mean score had high and positive attitudes toward the variable. Scored 3.86 out of 5 on a 4-item, Self-concept. The standard deviation for this scale is 0.989 with 0.799 Cronbach's alpha reliability as shown in Table (4.2). also, the results explain that question nine "27- I buy Turkish brands because it has high quality and durability " had the highest mean score (M= 3.92, SD= .998), however, question seven " I buy a Turkish brand because it is unique and high quality " had the lowest mean score "M= 3.83, SD= .991).

4.1.3 The self-concept

Table 4. 3 Mean and Standard Deviation of the self-concept Items

NO.	Item	Mean Value a	Standard Deviation
10.	I buy a Turkish brand because it reflects who I am	3.85	.986
11.	I buy a Turkish brand because it reflects the person, I want to be	3.92	.986
12.	I buy a Turkish brand because it reflects how I want to be perceived by others	3.98	.935
13.	When I buy I Turkish brands the visibility of the brand is important for me	3.94	.997
Total	(the self-concept) Number of items 4	3.92	.976
Cronbach's Alpha		.834	

Regarding self-concept perspectives related to luxury consumption as shown in Table (4.3). The total score reflects lowest mean score Comparison for the other factors, the results of this study show that Arabian customers scored 3.92 out of 5 on a 4-item, Self-concept. The standard deviation for this scale is .976 with .834 Cronbach's alpha reliability. Moreover, our results support previous findings that show that self-concept clarity is positively related to self-esteem (Campbell, 1990; Erikson, 1959) and individuals with high self-esteem are less influenced by external sources. Campbell (1990) finds that individuals with low self-concept clarity are more susceptible to and dependent on the social environment. The findings imply that Arabian customer consumers with high self-concept clarity would interpret their own behavior as separate from the social context. And Self-esteem is positively related to self-concept clarity (Campbell et al., 1996; De Bruyn and Van Den Boom, 2005). A poorly developed or

ambiguous self-concept may direct people to rely on, and to be very affected by, external sources such as Reference group, mass media, social consumption motivations, and other values such as materialism, which can influence individuals' attitudes and decision making processes (Kernis, Paradise, Whitaker, Wheatman, and Goldman, 2000), From the results Subsidiary this item that question number twelve " I buy a Turkish brand because it reflects how I want to be perceived by others " had the highest mean score (M= 3.92, SD= .997), but question number ten " I buy a Turkish brand because it reflects who I am" had the lowest mean score (M= 3.85, SD= .986) as shown in Table (4.3).

4.1.5 Materialism

Table 4. 4 Mean and standard deviation of questions of variable Materialism

NO.	Item	Mean Value a	Standard Deviation
14.	I do buy anything I might want	4.00	.934
15.	It makes me feel great to own things that impress people	4.04	.980
16.	I think by buying and owning things my life becomes much better	3.98	.957
17.	I think the amount of material objects people own shows how successful they are	3.96	.967
18.	I feel much happier if I own nicer things	4.06	.918
19.	I feel that I have all the things that I really need to enjoy life	3.98	.906
20.	I gain pleasure from buying things	4.00	.964
21.	The things I own are very important to me	3.97	.907
Total	(Materialism) Number of items 8	3.99	.941
Cronbach's Alpha		.752	

“Table (4.5) represents the mean scores and standard deviations for questions for materialism, the results show that there are positive attitudes towards all questions of this variable. The results show that Arabian customers scored 3.99 out of 5 on an 8item, Self-concept. The standard deviation for this scale is 0.941 with 0.752 Cronbach’s alpha reliability as shown in Table (4.5). And the total mean score for these questions reflects positive and converged attitudes towards this variable. From the results, question number eighteen “I feel much happier if I own nicer things” had the highest mean score (M=4.06, SD= .918), however, question number seventeen " I think the amount of material objects people own shows how successful they are " had the

lowest mean score ($M = 3.96$, $SD = .967$). This finding is consistent with previous research studies results materialistic people appear to link more of their self-identity to products. One study found that when people who score high on this value fear the prospect of dying, they form even stronger connections to brands (Hauck and Stanforth, 2005).

Another study reported that consumers who are “love-smitten” with their possessions tend to use these relationships to compensate for loneliness and a lack of affiliation with social networks. (Solomon, 2013).”

4.1.5 Religion Factor

Table 4. 5 Mean and standard deviation of questions of variable Religion Factor

NO.	Item	Mean Value a	Standard Deviation
22	Islam is especially important to me because it answers many questions about the meaning of life	4.02	.921
23	It is important to me to spend a period in private religious thought and prayer	4.01	.974
24	My religious beliefs lie behind my whole approach to life.	3.95	.953
25	Religious beliefs influence all my dealings in life.	3.92	.985
26	I spend time trying to grow in understanding of Islam.	4.03	.924
27	I often read the Quran and books/magazines about Islam	3.78	.908
28	I enjoy participating in the activities of my mosque	4.01	.934
29	I support fundraising activities of my mosque	3.94	.917
Total	(Religion Factor) Number of items 8	3.95	.939
Cronbach's Alpha		.741	

“Table (4.5) represents the mean scores and standard deviations for questions for Religion Factor, the results show that there are positive attitudes towards all questions of this variable. The results show that Arabian customers scored 3.95 out of 5 on an 8-item, Religion Factor. The standard deviation for this scale is 0.939 with 0.741 Cronbach’s alpha reliability as shown in Table (4.5). And the total mean score for these questions reflects positive and converged attitudes towards this variable. From the results, question number twenty-six “I spend time trying to grow in understanding of

Islam.” had the highest mean score ($M=4.03$, $SD= .924$), however, question number twenty-seven I often read the Quran and books/magazines about Islam " had the lowest mean score ($M= 3.78$, $SD= .908$). This finding is consistent with previous research studies results Religion Factor people appear to link more of their self-identity to products.”

4.?? Attitude

Table 4. 6 Mean and Standard Deviation of attitude for purchasing Items.

NO.	Item	Mean Value a	Standard Deviation
30	I buy Turkish brands because of its brand name and its reputation	3.979	.998
31	I buy Turkish brands because it has an innovative and unique design	3.96	.988
32	I buy Turkish brands because I believe that it has a superior quality compared to other products	3.89	.916
33	Before buying Turkish brands, I make sure that this product is one of the most expensive ones	3.977	.942
34	I one buys Turkish brands primarily for one’s pleasure	3.89	.891
35	I buy Turkish brands to take advantage of a premium service	3.87	.980
36	Turkish brands is pleasant	3.87	.997
37	Turkish brands is old-fashioned	3.95	.976
38	I do not know much about the Turkish brands	3.88	.951
39	I consider and intent to buy Turkish brands	3.86	.996
40	I purchase Turkish brands (watches, clothes, bags)	3.87	.922
41	I feel good buying Turkish brands	3.85	.993
Total	) attitude) Number of items 12	3.90	.962
Cronbach's Alpha		.929	

Table (4.6) shows mean scores and standard deviations for questions for all questionnaire items. Overall, the results show positive view towards Turkish brands, the results of this study show that Arabian customers scored 3.90 out of 5 on a 12-item attitude toward Turkish brands, the standard deviation for this scale is 0.962 with 0.929 Cronbach’s alpha reliability.

“The total mean score for these questions reflects positive and high attitudes towards this variable. This means that attitude toward a brand mainly depends on a consumer’s own perceptions regarding a brand and is argued to be a reliable predictor of consumers’ behavior toward brands (Shimp, 2010). A number of researchers (e.g. Aaker, 1996; Faircloth et al., 2001; Helge son and Supphellen, 2004) regard this as a distinctive concept where brand image helps develop potential buyers’ overall evaluation or attitude toward a brand. As concluded in the results that question number thirty “I buy Turkish brands because of its brand name and its reputation ” had the highest mean score (M=3.90, SD= .962). However, question number thirty-nine - I consider and intent to buy Turkish brands " had the lowest mean score (M= 3.86, SD= .996) as shown in Table (4.6).”

Table 4. 7 all descriptive Result.

Item	Mean	Std. Deviation	Cronbach's Alpha
Reference group	3.82	0.987	.846
Motivation toward Turkish brand	3.86	.989	.799
The self-concept	3.92	.976	.834
Materialism	3.99	.941	.752
Religion Factor	3.95	.939	.741
Attitude toward Turkish brand	3.90	.962	.929

Results As shown on previews tables.

Table (4.7) Exploratory Factor Analysis the questionnaire was performed including all 41 items used to measure the 5 constructs. The questionnaire was performed with SPSS including all items and using a Varimax rotation (if extracted factors are independent). First, part of the analysis is the KMO and Bartlett’s test, presented in table (4.8). The test shows that items are suitable for performing a factor analysis as the KMO value of .943 is bigger than .7, and items can be grouped into smaller set of underlying factors, as the Bartlett’s test significant value .0 is less than 0.05. Table 4. 8 KMO and Bartlett's Test

Kmo	0.943
Sig.	0.00

4.2 variation Inflation Factors (VIF):

Table (4.9) shows the results of the VIF test for verifying the existence of multiple linear interference phenomena between the independent variables of its absence:

Table 4. 9 Results of the variance inflation test for verification of multiple linear interference phenomenon

Factors	VIF	Tolerance
Reference group	2.405	.416
Motivation for Turkish brand	2.659	.376
Self-concept	1.325	.755
Materialism	1.335	.749
Religion Factor	1.546	.658

The results shown in Table (4.9) show that there is no problem of multicollinearity between the independent variables.

This is confirmed by the values of the VIF calculated for the above variables (2.405, 2.659, 1.325 ,1.335,1.546), respectively, since all calculated VIF values are less than the critical value of the test.

4.3 Homogeneity test

Table 4. 10 shows the results of the homogeneity test, which is related to verifying that the data of the study variables are homogeneous.

N	factors	T	DF	P
1	Reference group	95.815	377	.000
2	Motivation	114.435	377	.000
3	Self-concept	95.347	377	.000
4	Materialism	136.665	377	.000
5	Religion Factor	109.158	377	.000
6	Attitude	104.876	377	.000

The results in Table (4.10) indicate homogeneity of the data of the study variables. This is confirmed by the values of the test criterion (t) calculated for the variables of the study, all of which are larger than the tabular value of (1.96), and all the statistical significance values are less than the moral level ($\alpha = 0.05$). This means that the data of the study variables are characterized by high homogeneity.

4.4 The Relationship between all model variables

Correlation analysis was conducted to analyze the relationship between all model variables in the research, and the results are presented in Table 4-18.

Table 4. 11 Correlation Analysis between Variables

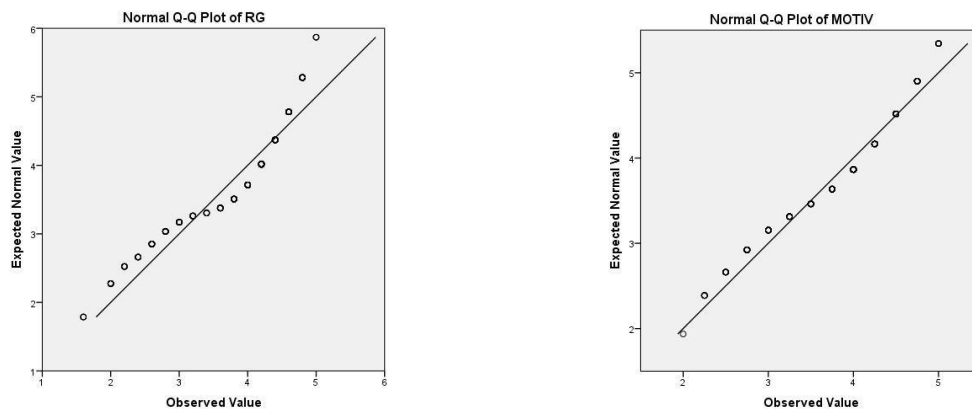
	ATT	RG	MOTIV	SC	MA	REL
ATT	1					
RG	.828	1				
MOTIV	.759		1			
SC	.326		.740	1		
MA	.337		.231	.364	1	
REL	.315	.211	.371	.459	.349	1

Based on the results of the model presented above, the observed factors have no correlation between variables, and it's accepted for data analysis.

The model results indicate that there is no correlation between variables, and this is accepted for data analysis, it suggests that the variables being studied do not exhibit a linear relationship with each other.

While the absence of correlation between variables may seem straightforward, it's essential to carefully interpret these results in the context of the specific analysis being conducted and to consider alternative explanations or approaches if necessary.

4.5 Test of normality using Q-Q plot further tests were conducted using a graphical normality test for each dimension and the overall variable, by having a Q-Q plot. The following Figure 4.7 illustrates a standard Q-Q plot.



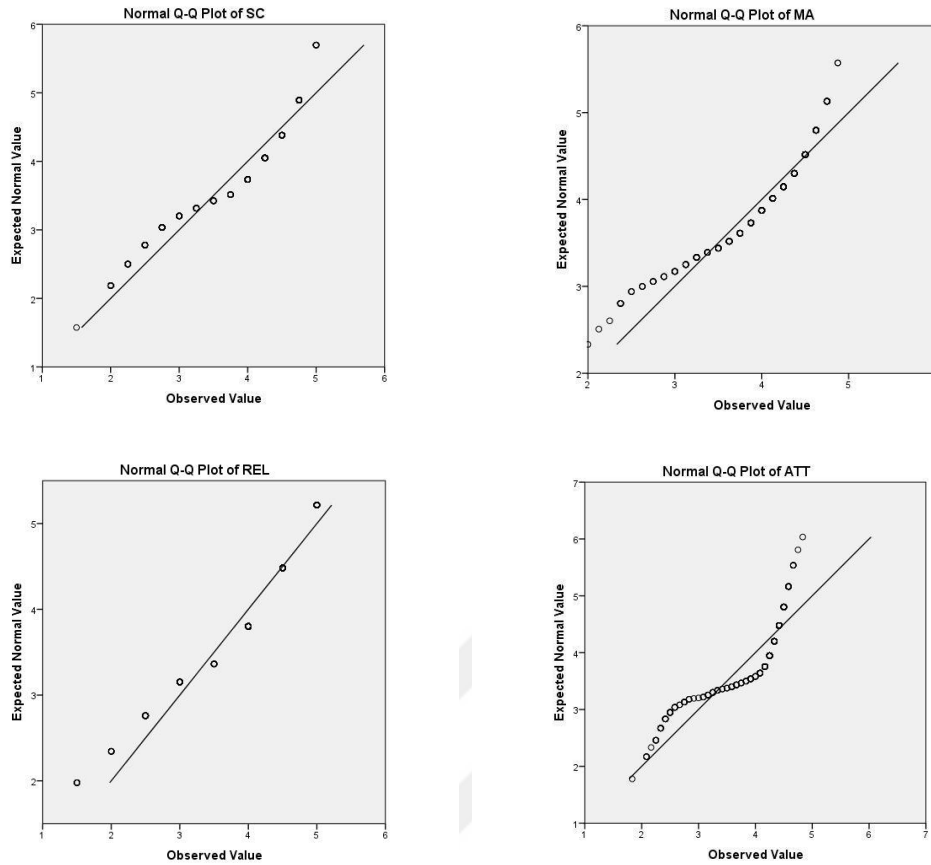


Figure 4. 1 Test of normality using Q-Q plot.

In the figure above, All Dimension locates in a top-left position and most of the points laid on or placed near the straight line. Thus, dimension results approximately had a normal distribution. Similarly, the dimension result approximately followed a normal distribution.

4.5 Hypothesis Testing

4.5.1 Main Hypothesis

Ho: there is no statistically significant effect of Motivation factors on the attitude toward Turkish brand among Arabian customer among Turkish brands.

Multiple regressions are used to test above hypothesis, following results are found:

Table 4. 12 Test of Main Hypothesis

Model Summary					Df	(f) table
Model	R	R Square	F	Sig.	372	3.84
1	.868 ^a	.754	286.172	0.000		

Predictors: (Constant), Reference group, The motivation toward Turkish brand, The self-concept, materialism

Table 4. 13 The coefficient Table

Independent variable	B	T	Sig.	Beta	Null- hypo-Result
Constant	.165	1.061	.289		
Reference group	.527	14.212	.000	.566	Not Supported
Motivation for Turkish brand	.343	7.433	.000	.311	Not Supported
Self-concept	.101	3.775	.000	.112	Not Supported
Materialism	.198	5.246	.000	.156	Not Supported
Religion Factor	.331	7.196	.000	.348	Not Supported

T-table = 1.96

Table (4.11) Show That R (0.554) is the correlation of the independent variables and the dependent variable.

“Table (4.11) Show That R Square (0.754), what the results mean is that (75.4%) Of the variance (R-Square) in the dependent variable has been significantly explained by the independent variables. Shows that F- value= 286.172 is significant at 0.05 level, that there is a statistically significant effect of independent variables on the factors affecting attitude toward Turkish brand among Arabian customer among Turkish brands.”

According to the coefficient Table (4.12) it is found that t _value for all variable's Reference group (14.212), motivation **factors** (7.433), the self-concept (3.775), materialism (5.246) and Religion Factor (7.196) are significant at 0.05 levels, that means there is significant effect of each of them on the dependent variable.

4.5.2 Sub Hypothesis

H₀₁: there is no statistically significant effect of Reference group on attitude toward Turkish brands.

Multiple regressions are used to test above hypothesis, following results are found:

Table 4. 14 Test of Reference group Hypothesis

Model Summary					Df	(f) table
Model	R	R Square	f	Sig.	376	3.84
1	.828 ^a	.686	821.204	.000 ^b		

Table (4.13) Show that R (0.828) is the correlation of the independent variables and the dependent variable.

Table (4.13) Show that R Square (0.686), what the results mean is that (68.6 %) of the Variance (R-Square) in the dependent variable has been significantly explained by the independent variables, and F- value= 821.204 is significant at 0.05 level, that means there is a statistically significant effect (Reference group) on attitude toward Turkish brand among Arabian customer in Turkey.

Table 4. 15 The coefficient of H₀₁

Independent variable	B	T	Sig.	Beta
Constant	.951	9.033	.000	
Reference group	.772	28.657	.000	.828

T-table = 1.96

Also, according to the coefficient Table (4.14) it is found that t _value for Reference group (28.657) is significant at 0.05 levels, that means there is significant effect of each of them on the dependent variable.

H₀₂: there is no statistically significant effect of the self-concept on attitude toward Turkish brands.

Multiple regressions are used to test above hypothesis, following results are found:

Table 4. 16 Test of self-concept Hypothesis

Model Summary					Df	(f) table
Mode l	R	R Square	F	Sig.	376	3.84
1	.759 ^a	.576	511.600	0.000		

Table (4.15) Show that R (0.478) is the correlation of the independent variables and the dependent variable.

Table (4.15) Show that R Square (.576), what the results mean is that (57.6 %) of the Variance (R-Square) in the dependent variable has been significantly explained by the independent variables, and F- value= 511.600 is significant at 0.05 level, that means

there is a statistically significant effect (self-concept) on attitude toward Turkish brand among Arabian customer in Turkey.

Table 4. 17 The coefficient of H₀₂

Independent variable	B	T	Sig.	Beta
Constant	.670	4.619	.000	
self-concept	.837	22.619	.000	.759

T-table = 1.96

Also, according to the coefficient Table (4.16) it is found that t _value for self-concept (22.619) is significant at 0.05 levels, that means there is significant effect of each of them on the dependent variable.

H₀₃: there is no statistically significant effect of the Motivation on attitude toward Turkish brands.

Multiple regressions are used to test above hypothesis, following results are found:

Table 4. 18 Test of Motivation toward Turkish brand Hypothesis

Model Summary					Df	(f) table
Model	R	R Square	F	Sig.	376	3.84
1	.026 ^a	.001	.257	0.613		

Table (4.17) Show that R (0.026) is the correlation of the independent variables and the dependent variable. Table (4.17) Show that R Square (0.001), what the results mean is that (0.1 %) of the Variance (R-Square) in the dependent variable has been significantly explained by the Independent variables, and F- value= 0.257 is **not** significant at 0.05 level, that means there is **no** statistically significant effect (Motivation toward Turkish brand) on attitude toward Turkish brand among Arabian customer in Turkey.

Table 4. 19 The coefficient of H₀₃

Independent variable	B	T	Sig.	Beta
Constant	3.814	20.410	.000	
Motivation	.024	.507	.613	.026

T-table = 1.96

Also, according to the coefficient Table (4.18) it is found that t _value for **motivation toward Turkish brand** (0.507) is **not** significant at 0.05 levels, that means there is **no** significant effect of each of them on the dependent variable.

H₀₄: there is no statistically significant effect of the materialism on attitude toward Turkish brands.

Multiple regressions are used to test above hypothesis, following results are found:

Table 4. 20 Test of materialism Hypothesis

Model Summary					Df	(f) table
Model	R	R Square	F	Sig.	376	3.84
1	.337 ^a	.113	48.057	0.000		

Table (4.19) Show that R (0.436) is the correlation of the independent variable and the dependent variable.

Table (4.19) Show that R Square (0.113), what the results mean is that (11.3 %) of the Variance (R-Square) in the dependent variable has been significantly explained by the independent variable, and F- value= 48.057 is significant at 0.05 level, that means there is a statistically significant effect (materialism) on attitude toward Turkish brand among Arabian customer in Turkey.

Table 4. 21 The coefficient of H₀₄

Independent variable	B	T	Sig.	Beta
Constant	2.193	8.782	.000	
materialism	.428	6.932	.000	.337

T-table = 1.96

Also, according to the coefficient Table (4.20) it is found that t _value for **materialism** (6.932) is significant at 0.05 levels, that means there is significant effect of each of them on the dependent variable.

H₀₅: there is no statistically significant effect of the Religion Factor on attitude toward Turkish brands.

Multiple regressions are used to test above hypothesis, following results are found:

Table 4. 22 Test of Religion Factor toward Turkish brand Hypothesis

Model Summary					Df	(f) table
Model	R	R Square	F	Sig.	376	3.84
1	.314 ^a	.109	46.128	0.000		

“Table (4.17) Show that R (0.314) is the correlation of the independent variables and the dependent variable. Table (4.17) Show that R Square (0.109), what the results mean is that (10.9 %) of the Variance (R-Square) in the dependent variable has been significantly explained by the independent variables, and F- value= 46.128 is significant

at 0.05 level, that means there is statistically significant effect (Religion Factor toward Turkish brand) on attitude toward Turkish brand among Arabian customer in Turkey.”

Table 4. 23 The coefficient of H₀₅

Independent variable	B	T	Sig.	Beta
Constant	2.846	9.015	.000	
Religion	.487	7.354	.000	.381

T-table = 1.96

Also, according to the coefficient Table (4.18) it is found that t _value for **Religion Factor toward Turkish brand** (7.354) is significant at 0.05 levels, that means there is significant effect of each of them on the dependent variable.

Table 4. 24 Sub hypotheses result individually summary.

Independent variable	B	T	Sig.	Beta	Null- hypo-Result
Constant	.165	1.061	.289		
Reference group	.772	28.657	.000	.828	Not Supported
Motivation for Turkish brand	.837	22.619	.000	.759	Not Supported
Self-concept	.024	.507	.613	.026	Supported
Materialism	.428	6.932	.000	.337	Not Supported
Religion Factor	.487	7.354	.000	.381	Not Supported

Chapter Five: Discussion, Conclusion, And Limitation

5. Introduction

This chapter focuses on the discussion and implications of the results, starting with discussion and some explanations of the findings. Specific implications are presented in a separate section. Conclusions drawn from the data are also presented. Finally, recommendations are given.

5.1 Discussion

This study is an attempt to increase understanding of Arabian consumers self and attitudes toward Turkish brands. The focus was on how social consumption motivations affect Arabian consumers' attitudes toward Turkish brands, how customer's self-concepts can influence social consumption motivations and whether Reference group can reflect on this relationship. We also examined the way in which materialism and religion and demographic factors influences Arabian consumers' social consumption motivations and attitudes toward Turkish brands. One of the key contributions is the demonstration that materialism is a powerful force in developing more positive attitudes towards Turkish brands among Arabian consumers, confirming Prendergast and Wong's study (2003). In addition, the desire for wealth and material ownership is associated positively with social incentives to consume (social consumption motivation), consistent with Christopher and Schlenker (2004).

The research results reveal that the Turkish consumption of Arabians is driven by social, pleasure and quality values. As much as they perceive Turkish products matching with these values their willingness to purchase increases. Hence, Arabians can be considered as perfectionist in their Turkish choices, like exclusive and hedonist's products, and love to be seen as a part of upper social groups. In our opinion Arabian value more visible Turkish brands than unknown ones. The study of the Arabian consumers market reveals that Turkish brand retailers could shift marketing efforts to materialistic aspects of Turkish brands and how retailers can assist in achieving personal happiness and status. Turkish brand companies should understand that some Arabian consumers relate Turkish brands more to their own belief that money can buy them happiness and that acquiring material possessions is a form of demonstrating one's achievements in life (Banerjee and Dittmar, 2008). The results showed that the Turkish

consumption of Arabians is driven by social values, fun and quality. As far as Turkish products are seen matching these values with their willingness to buy Turkish increases. Thus, Arabians can be considered perfection in their Turkish choices, such as exclusive and conservative products, and love to be seen as part of the higher social groups. In our opinion, Arabians appreciate luxury brands more clearly than those unknown. Materialistic individuals represent the largest consumer segment for Turkish brands (Wiedmann, Hennigs, and Siebels, 2009). Marketers of Turkish brands should focus on consumer needs of self-directed pleasure and self-gift giving as a way to connect Turkish brands to accomplishments, status, and personal happiness (Tsai, 2005).

Both self and external religiosities are related to the educated purchasing intentions of the Arabian consumer. In fact, religiosity negatively affects the willingness to buy luxury. External religiosity is more important than exclusivity. This may be since foreign religious practice of Islam is acceptable in some social groups, so their choices are not spontaneous because they follow their references in their buying behavior. Another objective of this study was to understand the effect of subjective aspects on the drivers of social consumption among Arabian consumers and to investigate whether Reference group affects this relationship (Keegan, 2015).

The study shows that self-aspects are very important for the education of Arabian consumers. Self-factors can influence how young consumers perceive collective pressure to purchase, which is an essential aspect in the search for consumer behavior at this stage (John, 1999). Moshis and Churchill, 1978). For example, educated, clear, and stable Arabians have a stronger tendency to resist the social drivers of consumption, because they are more self-evident whenever they draw on external sources of stimuli.

The concept of self-self is a self-concept aspect that only explains the consumption of Turkish luxury. It is important for Arabian consumers to enhance their actual self-concept when buying Turkish luxury brands. Almost half of the sample announced their intention to buy Turkish luxury brands, while 28% did not buy Turkish luxury brands. This may be because they are religious and do not want to spend their money on unnecessary and expensive products. The remaining 23 percent is neutral and may be due to several reasons. In fact, some respondents acknowledged that they do not often plan Turkish luxury brands purchasing. They buy Turkish luxury brands when

they attract or find products that meet their needs and expectations, and therefore marketing managers must make efforts to appeal their senses. The unexpected finding of a negative association between social consumption motivation and evaluative attitude toward Turkish luxury brands contradicts conventional wisdom (Keegan, 2015). Evaluative attitude toward Turkish luxury brands is what a young consumer thinks about Turkish luxury brands, their personal opinion about Turkish luxury brands (Dubois and Laurent, 1994). In other words, evaluative attitude is an individual's view about Turkish luxury brands. A possible explanation for the result is that what one thinks about Turkish luxury brands is related more to personal values, not to the desire to impress others by acquiring prestigious or expensive brands. This explanation complements some previous findings by Vigneron and Johnson (1999). They state that perfectionist and hedonist motives influence luxury consumption; the hedonic effect ensues when consumers value the perceived utility of a Turkish luxury brands to arouse personal feelings and affective states. The main findings of the study therefore suggest that image of self affects social consumption motivations among Arabian consumers, and that materialism is the main driver of the attitudes toward Turkish luxury brands. This finding suggests that more detailed research is needed since this relationship has a solid basis in theory. More accurate measures of luxury attitudes may solve the problem (Keegan, 2015).

People tend to ask friends and family for tips and assistance during the luxury decision making process. Friend's view is more important than family opinion. People spend much more time with their friends than families; they often belong to the same age groups and share the same hobbies, preferences, and experiences, so tend to influence their Turkish brands buying behavior. Age and the level of education are important factors in research, meaning that the intention to consume is greater than Arabian consumers and well-educated. For the level of income of fake Turkish brands consumption is most important, as the purchasing power of Arabian consumers is expected to increase the intention to buy fewer imitation products, and females tend to buy counterfeit Turkish brands products less than males. Moreover, consumers can consider buying fake products for their social aspects and brand visibility only (Keegan, 2015).

5.2 Hypothesis result

Table 5. 1 The final result of hypothesis test

Hypothesis	Result
H₀ : There is a statistically significant of motivation factors (self-concept, Reference group, materialism) on attitude toward western elite brands.	Accepted
H₀₁ : There is a statistically significant effect of Reference group on attitude toward western elite brands.	Accepted
H₀₂ : There is a statistically significant effect of self-concept on attitude toward western elite brands.	Accepted
H₀₃ : There is a statistically significant effect of materialism on attitude toward western elite brands.	Accepted
H₀₄ : There is a statistically significant effect of religion factor on attitude toward western elite brands.	Rejected

5.3 Conclusion

Turkish Brand managers should bear in mind when they advertise for their prestigious products, to emphasize on hedonistic, social and quality effects of luxury. Turkish products should appeal the senses and reflect consumer's identity. Arabian consumers that want to explicitly display their luxury consumption to others will likely have favorable attitude towards luxury Turkish brands. Our study compares favorably with Prendergast and Wong (2003) who observe a positive relationship between social consumption motivation and expenditure on luxury brands. Marketers should also investigate luxury products that are more likely to fit their expectations. Further, it is found that Arabian consumers. For whom Islamic values are the driving forces shaping their buying behavior, do intend to buy Turkish brands. Also it is important to know that Arabian consumers' Turkish brands buying behavior is often influenced by the opinion of their friends and family, Reference group directly impact Arabian consumers' social consumption motivations, Our results complement prior studies that observe a positive relationship between interpersonal (or Reference group) influence and consumption of Arabian consumers (O'Cass and McEwen, 2004; Park, et al., 2008). Income is a very important factor that makes Arabian consumers buys Turkish goods. Arabian consumers buy Turkish goods because their brand names reflect a unique identity. Furthermore, they buy Turkish brands to benefit from a premium service. Arabian consumers buy Turkish brands items to be respected by others and to feel unique. Therefore, marketers should emphasize brand image, service, uniqueness, and conspicuousness when

advertising Turkish goods to Arabians, firms-controllable moderating influences such as consumers' exposure to Turkish marketing communications may also be tested. For instance, we expect that as the degree of consumer exposure to Turkish marketing communications increases, the effect of Reference group on social consumption motivation may get magnified.

5.4 Limitation of the study

The thesis highlights several limitations in its research. Firstly, the sample used was not diversified enough, with overrepresentation of students and low-income individuals. Additionally, the sample lacked diversity in terms of age, with a majority falling between 21-25 years old, and gender, with over 60% being female. Moreover, while the sample size was suitable for ordered logistic regression, it wasn't sufficient to represent all Arabian consumers adequately.

Furthermore, the study didn't have a benchmark due to the absence of similar research in Turkey. Another limitation was the assumption that Arabian consumers primarily buy Turkish products in Turkey, whereas many purchase them abroad due to factors like technological advancements, internet accessibility, and diverse shopping options. Despite this, the study still aimed to identify Arabian consumers' preferences and perceptions regarding Turkish brands, suggesting that the Turkish brands market is expanding due to skilled providers and adapted pricing.

Lastly, the study overlooked the influence of media on Turkish brands consumption, despite evidence showing that TV and magazines significantly impact consumer awareness and buying behavior. Overall, these limitations may affect the generalizability and comprehensiveness of the study's findings.

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