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DOCTORAL THESIS

Doctor of Philosophy (PhD)

EXPLORING COUNTRY OF ORIGIN EFFECT: A QUALITATIVE ANALYSIS OF TURKISH CONSUMPTION PRACTICES

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DECLARATION

I hereby declare that this doctoral thesis titled as “Exploring Country of Origin Effect: A Qualitative Analysis of Turkish Consumer Practices” has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honour.

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ABSTRACT

Doctoral Thesis

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Exploring Country of Origin Effect: A Qualitative Analysis of Turkish Consumption Practices

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Dokuz Eylül University

Graduate School of Social Sciences

Department of Business Administration

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Country of origin is an important aspect of perceived quality and it plays a crucial role in product evaluations and purchase intentions. It has been subject of many studies in the field of international marketing and consumer behavior. Especially perceived quality of a product from a specific country is very important for understanding the country of origin effect. Although there are some studies investigating purchase intentions, country of origin effect is not well understood since the literature does not give importance to actual purchase decisions.

A considerable literature has grown up about the country of origin effect. Product categories, country image, product price, brand name, perceived risk, product familiarity and experience have an influence on this concept. However, country of origin research has also some conceptual and methodological drawbacks that inflate this effect. To overcome existing drawbacks, this study was designed to explore country of origin effect with a qualitative methodology. Actual purchase decisions of Turkish consumers were analyzed in different product categories and country of origin effect was found to be product-specific. This study showed that brand image and product price have moderator effect on country of origin effect. It has also developed a general country of origin effect model that shows its antecedents and consequences by making a new interpretation of its formation.

Keywords: Country of Origin, Country of Origin Effect, Country Image, Product Evaluation, Purchase Decision, Brand Image.

ÖZET

Doktora Tezi

Ülke Orijini Etkisinin Araştırılması: Türk Tüketim Uygulamalarının Kalitatif Analizi

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Ülke orijini algılanan kalitenin önemli bir hususu olup, ürün değerlendirmelerinde ve satın alma niyetlerinde kritik bir rol oynamaktadır. Uluslararası pazarlama ve tüketici davranışı alanında birçok çalışmaya konu olmuştur. Özellikle, belirli bir ülkeden gelen ürünün algılanan kalitesi, ülke orijini etkisini anlamada çok önemlidir. Satın alma niyetlerini araştıran bazı çalışmalar olsa da, literatürün gerçek satın alma kararlarına önem vermemesinden dolayı, ülke orijini etkisi tam olarak anlaşılamamıştır.

Ülke orijini etkisi hakkında hatırı sayılır derecede bir literatür meydana gelmiştir. Ürün kategorileri, ülke imaji, ürün fiyatı, marka adı, algılanan kalite, ürün aşinalığı ve deneyiminin bu kavram üzerinde etkisi bulunmaktadır. Ancak ülke orijini çalışmaları, bu etkiyi artıran bazı kavramsal ve yöntemsel eksikliklere sahiptir. Var olan eksikliklerin üstesinden gelebilmek adına bu çalışma, ülke orijini etkisini nitel bir yöntemle araştırmak için tasarlanmıştır. Türk tüketicilerinin farklı kategorilerdeki gerçek satın alma kararları analiz edilmiş ve ülke orijini etkisinin ürüne özgü olduğu bulunmuştur. Bu çalışma, marka imajının ve ürün fiyatının ülke orijini etkisi üzerinde düzenleyici etkisi olduğu göstermiştir. Ayrıca ülke orijini etkisinin oluşumuna yeni bir yorum getirerek, ülke orijini etkisinin öncülerini ve sonuçlarını gösteren genel ülke orijini etkisi modeli geliştirmiştir.

Anahtar Kelimeler: Ülke Orijini, Ülke Orijini Etkisi, Ülke İmajı, Ürün Değerlendirme, Satın Alma Kararı, Marka İmajı.

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EXPLORING COUNTRY OF ORIGIN EFFECT: A QUALITATIVE ANALYSIS OF TURKISH CONSUMER PRACTICES

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CHAPTER 2
REVIEW OF COUNTRY OF ORIGIN LITERATURE

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ABBREVATIONS

COA	Country of Assembly
COD	Country of Design
COM	Country of Manufacturing
COP	Country of Parts
N	Population Sample
S	Statement
TL	Turkish Lira
TV	Television
UK	United Kingdom
US	United States
USA	United States of America
USSR	Union of Soviet Socialist Republics
VCR	Video Cassette Recorder

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INTRODUCTION

Country of origin is an extrinsic cue that provides information about product quality. Consumers use this cue in product evaluations and their purchase decisions. By the help of globalization, consumers are begun to face with foreign products with different origins and as a result of this, country of origin has been subject of many classic studies in the field of international marketing and consumer behavior for years. Consumer attitudes towards a product or a brand from a specific country are of major importance for understanding the country of origin effect. This issue concerns not only the scholars but also the practitioners when determining the international marketing strategies. More than half-century of concern about country of origin effect demonstrated that it has an influence on consumer perceptions and their product evaluations. This influence has been found for products in general and specific product categories both for consumer and industrial products.

Although almost all publications reveal country of origin effect, there are still conceptual and methodological problems. First, generalizability of the phenomenon is in question as it varies according to product category. Second, the literature did not adequately focus on whether consumers use this information on their actual purchase decisions or not. Therefore, existing methodologies do not explain how country of origin effect works in actual decisions. Third and the most important one, consumers' awareness of the country of origin information are generally ignored when investigating about its effect on product evaluations. In some situations consumers are not aware of the country of origin of products; they even do not know the origins.

Country of origin has been studied by many researchers using quantitative methodologies that provide limited explanations of the phenomenon. Research on the subject has been mostly restricted to limited comparisons of different country images and their effect on perceived product quality and product evaluations. However, they do not reveal its real effect as different variables have an influence on this subject. For instance, when product price, brand name, familiarity, involvement level or perceived risk factors are taken into account, it changes positively or negatively. Moreover, it is a multi-dimensional construct that involves cognitive, affective and normative processes. Most studies have only focused on cognitive process rather

than affective and normative processes. Hence, much uncertainty still exists about the real effect of the phenomenon and its meaning to the consumers. However, it becomes difficult to reveal its meaning by using questionnaires. This study, therefore, set out to assess the effect of country of origin on Turkish actual consumption practices to explore its real meaning. This dissertation also seeks to explore the antecedents and consequences of country of origin effect and to reveal its formation process in general. This study is exploratory and interpretative in nature and it follows a qualitative design with in-depth analysis of consumers' actual purchase decisions.

There are several important areas where this study makes an original contribution to country of origin effect and its antecedents. First, consumers' actual purchase decisions in different product categories are analyzed unlike the existing literature, to understand its real influence on consumption. Second, country of origin effect is found to be formed by intrinsic and extrinsic factors. Third, the influence of all cognitive, affective and normative processes of country of origin image has arisen as important antecedents of the phenomenon. Furthermore, the present study fills a gap in the literature by providing a general country of origin model that shows how it is come into existence.

The overall structure of the study takes the form of three chapters, including country of origin concept, literature review and research methodology. Chapter one includes definition and theoretical dimensions of the concept. Chapter two is concerned with the existing research on this concept, factors that influencing country of origin effect and general critics about the existing studies. Chapter three presents research methodology, data analysis and findings of the research. The study ends with conclusion and recommendations.

CHAPTER 1

COUNTRY OF ORIGIN CONCEPT

1.1. COUNTRY OF ORIGIN DEFINITION

Consumers use wide variety of product information when they make judgments and comparisons across products and brands which are comprised of intrinsic and extrinsic cues that provide various impressions of the product. One of the most important impressions is perceived quality which is strongly related to actual purchase behavior (Jacoby, 1971; Jacoby et al., 1971; Olson and Jacoby, 1972).

Consumer researchers are interested in how consumers acquire and use these informational cues in their purchase decisions. First and foremost, it is important to define these informational cues in terms of their necessary characteristics. Olson (1972: 73) uses the term "intrinsic cue" to refer to the cue that is intrinsically a part of the physical product, such as ingredients, taste, texture etc. and "extrinsic cue" to refer to the cue which is not part of the physical product such as price, brand name, packaging etc. He also offers a simple test for a cue's intrinsicness as to determine whether the product itself would be physically changed if the cue were manipulated. If the physical product changes after the manipulation, then the cue is intrinsic; if not, the cue is extrinsic (Olson, 1972: 75). From this point of view, country of origin can be considered as extrinsic cue since product's country of origin can be manipulated without changing the product physically.

Country of origin generally refers to the "home country" of a product. It is an extrinsic cue and a commonly used notion in product evaluations that gives information about perceived product quality of the products and it facilitates the decision making process. It has various expressions in marketing literature as "made in" (Morello, 1983; Nagashima, 1970) and brand origin (Hamzaoui-Essoussi et al., 2011; Samiee et al., 2005). It is important to note that, "made in" was used as indicating the country of origin of a product in the past. Morello (1983: 286) reports that "made in" theme has a longer history that these labels have been used to identify product origins for years. "Made in Germany" label was used to help consumers avoid from former enemy after the First World War. Germany's good reputations for

good engineering made consumers use the label to identify and purchase German products. However, the growth of international trade, globalization and global business introduced multinational products which are associated with different countries. By the help of multinational production, "made in" label began to identify the country of manufacturing rather than the actual product origin. Therefore, throughout this thesis, since it is the generally accepted term in the literature, "country of origin" will be used in its broadest sense to refer to "the country which a consumer associates with a certain product or a brand as being its source, regardless of where the product is actually produced" (Jaffe and Nebenzahl, 2006: 29).

Country of origin serves as "a signal of product quality" (Bruning, 1997: 59). The country of origin is a critical product related factor and its effect challenges the standardization of international marketing programs (Samiee et al., 2005: 380). It has substantial influence on product evaluations (e.g. Nagashima, 1970; Schooler, 1965) and purchase intentions (e.g. Chao, 2001; Han, 1990; Lee and Lee, 2009) of both individual and organizational consumers (e.g. Ahmet et al., 1994; Ahmed and d'Astous, 1995; Güdüm and Kavas, 1996, Laroche et al., 2005). As an extrinsic product attribute, country of origin has an influence on quality of products in general (e.g. Becker, 1986; Lillis and Narayana, 1974; Morello, 1983) and in specific product categories (e.g. Anderson and Cunnigham, 1972; Baumgartner and Jolibert, 1978; Erickson et al., 1984; Johansson et al., 1985; Reierson, 1966). Country of origin plays an important role in addressing the issue of product's perceived quality in product evaluations of consumers. Besides its role of being an extrinsic product cue it elicits emotions, feelings, imagery, and fantasies during the purchase decisions (Verlegh and Steenkamp, 1999: 522). Not only consumers but also companies give importance to this phenomenon as they emphasize the favorable country of origin image in their promotion strategies. Moreover, advertising and promotional activities based on presenting and linking the positive stereotypical product image to the specific expertise of the country, reinforce the positive image of the country of origin (Dagger and Raciti, 2011: 207).

To understand the country of origin role better, it is beneficial to know the evolution of country of origin's practical use. Papadopoulos (1999: 9-10) separated the practical use of country of origin into five distinct periods:

- Before 1800s: During this time, market had highly localized products and the trade was limited to products in which regions had resource based competitive advantage, such as Chinese silk.
- 1800s – 1950s: the transformation of origin images from local to national stereotypes and advances in transportation and communication made the concept more visible. By the help of stereotyping effect, images of the known part were abstracted to the unknown whole. For instance, the quality of motors in BMW cars was ascribed to German engineering and a general belief about that country's products began to arise such as "all German products are well engineered."
- 1950s – 1970s: The Second World War brought foreign products to the markets. National governments provided foreign products better market entries. Countries' ideologies and development levels came into prominence by the help of internalization. The Japanese imitativeness (Japan's image was unfavorable at that time), American ingenuity, and Italian design all became an image factor that influenced both individual and organizational buyers.
- 1970s – Early 1980s: National governments began to pay more attention to origin legislations in terms of protecting domestic producers. Companies and governments began to be effective in domestic promotions of native industry. Moreover, companies began to discriminate the use of origin identifiers in regard to favorable and unfavorable reputation of certain countries. They emphasized unique superior characteristics such as California wines or French perfumes and they suppressed when it might cause a negative reaction, for instance, they used English sounding names for Japanese car manufacturers' models.
- 1980s and beyond: In this period, three developments have been addressed. (1) Governments have become more proactive and systematic in promoting their image abroad. (2) Origins and their images have begun to encounter with scrutinizing of trade blocs. They established legislations about origins. For instance, Toyota became a "British" product if it was made in Britain and so it gained free access to European Community. (3) The globalization has brought an intense debate about national origin identifiers. Some observers

argue that origins are no longer relevant in global markets where hybrid products are salient. In contrast, others emphasize the strengths of (real and perceived) origin by the help of specialization brought by globalization.

When considering country of origin's role, it is important to emphasize its secondary brand association role since a brand may be associated with its country and this association affects the brand equity (Keller, 1993: 11). Country of origin can be considered as a source of brand image and brand equity that provides brand loyalty (Pappu et al., 2007: 728). It is inevitable that country of origin can have inferential effects on brand evaluations but whether it elicits purchase decision is in question as well. As country of origin is used to eliminate brands and develop an evoked set (Agrawal and Kamakura, 1999: 257), it is important to associate the brand with the correct country of origin (Balabanis and Diamantopoulos, 2008; Samiee et al., 2005) since there may be misperceptions about the brand origin. Consumers may misclassify the origin with a country which has favorable or unfavorable image and their purchase decisions may be affected positively or negatively by means of this misclassification.

As a summary, country of origin is the home country of a product and it is an extrinsic cue that gives information about a product's quality. Since a specific country of origin has favorable or unfavorable image, it affects consumers' quality perceptions, product evaluations and purchase decisions. When considering perceptions, country of origin image becomes prominent which will be addressed in the following section.

1.2. COUNTRY OF ORIGIN IMAGE

Country of origin represents an image that creates general perceptions about the quality of a product from a specific country. Country of origin image has also various expressions in marketing literature as "made in" image (Nagashima, 1970), product-country image (Askegaard and Ger, 1998; Papadopoulos and Heslop, 1993), product-place image (Ger et al., 1999). Although it has different expressions, these terms are not different concepts; it has similar definitions in the literature as they all emphasized the country of origin image. Nagashima (1970: 68) defines "made in" image, which has the same meaning with country of origin image, as "the picture, the

reputation and the stereotype that businessmen and consumers attach to products of a specific country that is created by such variables as representative products, national characteristics, economic and political background, history, and traditions."

When considering a product's country of origin, country image becomes an important determinant of country of origin effect since it is "the overall impression of a country present in a consumer's mind as conveyed by its culture, political system and level of economic and technological development" (Desborde, 1990: 44). For instance, the image of Germany affects consumers' evaluations of a German car or the image of Japan affects consumers' evaluations of a Japanese electronic product. As countries have an image of excelling in some aspects, such as engineering, design, quality, value for the price etc. (Jaffe and Nebenzahl, 2006: 23), country of origin images contain shared cultural stereotypes (Verlegh and Steenkamp, 1999: 525) and it creates country of origin stereotypes that provides a prediction of certain features of a product manufactured in a certain country (Maheswaran, 1994: 363). It is also important to note that products are not necessarily made in countries; they are made in "places" which can be anything from a city to a country, a region or the world in the case of global product (Papadopoulos, 1993: 4).

Country of origin image is consumers' general perceptions of a product's quality from a specific country. A favorable country of origin image may yield positive country of origin evaluation whereas unfavorable country of origin image may provoke negative evaluations. However, county of origin image is not a static phenomenon; it changes over time (Jaffe and Nebenzahl, 2006: 23, Nagashima 1977: 95).

A country can succeed changing its image positively, as Japan and South Korea has done. During 1950s, Japanese products were cheap imitation of products made in industrialized countries, but later, Japan improved their product qualities and changed their image with excellent workmanship, high quality and innovative products (Lampert and Jaffe, 1998: 62). Likewise, it can damage its image with political, economic and social issues. General impressions of countries and idiosyncratic beliefs about a country's products change as long as consumers have formed direct or indirect product experiences. The improvement in the quality image

of Japanese products also depends on direct experiences of the country's products (Verlegh and Steenkamp, 1999: 525).

When consumers are influenced by this country of origin image in their product evaluations, country of origin effect comes into existence. To better understand the country of origin phenomena, it is important to interpret country of origin effect, especially its formation and its processes.

1.3. COUNTRY OF ORIGIN EFFECT

Country of origin is an important factor in purchase intention, and plays a key role in product evaluations. Peterson and Jolibert (1995: 883) indicate that country of origin has a strong influence on product evaluations whereas Johansson et al. (1985: 393) report that country of origin does not affect the overall evaluation of product but it has some effect on specific product attributes. Consumers can make inferences about a product's attributes such as quality, durability, reliability etc. when they know the product's country of origin.

1.3.1. Categorization and Stereotyping Effect

Almost every paper that has been written on country of origin effect includes documenting the existence of the effect under a variety of circumstances (Peterson and Jolibert, 1995: 884). One of the circumstances is investigating various countries and their effects on perceived quality that shows origin biases both developed countries and less developed ones (Bilkey and Nes, 1982: 90). Country of origin often plays the role of category labels (Hadjimarcou and Hu, 1999: 411) which serve as a signal that all members of a category are likely to share some similar attributes (Balabanis and Diamantopoulos, 2011: 96). For instance, consumers may place countries in different categories such as developed, developing or underdeveloped countries and use this *categorization* in their country of origin evaluations. To infer the quality or reliability of a German car, consumers use a specific categorization about German products and brands known as stereotyping.

Stereotyping is a concept often examined within the realm of categorization process (Hadjimarcou and Hu, 1999: 410) and country of origin evaluations generally based on *country/national stereotypes*. Hilton and von Hippel, (1996: 240)

defines stereotypes as “beliefs about the characteristics, attributes, and behaviors of members of certain groups.” From this point of view, country stereotypes are the beliefs about the characteristics and attributes of products as well as people of a certain country. Country of origin stereotypes provides information about certain characteristics of certain countries and consumers use favorable or unfavorable stereotypical beliefs in their product evaluations. For instance; there are general stereotypes about the quality of German cars, French cosmetics, Italian fashion, Japanese electronics, Belgium chocolates, Swiss watches etc. According to Levy (1996: 170), not only products but also commodities are a matter of country stereotypes as Japanese rice, Norwegian salmon, African diamonds and Egyptian cotton are differentiated from others in terms of their identities created by their country of origin image. Consumers develop these stereotypical beliefs about products in the process of socialization through their direct experiences or media exposure about products originating from different countries (Chang, 2004: 173).

A country stereotype can be positive or negative according to country’s image. The influence of country stereotypes on product evaluations has long been accepted by scholars (e.g. Chattalas, 2008; Etzel and Walker, 1974; Maheswaran, 1994; Nagashima, 1970, 1977; Reierson 1966). Almost every paper that has been written on country of origin effect includes comparison of the consumers’ perceptions about country of origin images in terms of industrialization and development level (Gaedeke, 1973); economic, political and cultural environment (Wang and Lamb, 1983); and national reputations for technology, reliability, design and value (Bannister and Saunders, 1978; Nagashima, 1970, 1977).

Since people use stereotypes as a *heuristic* (a simplifying rule of thumb) in interpreting the behavior of others (Bodenhausen and Wyer, 1985: 268), consumers may also use country stereotypes as a heuristic in evaluating the product attributes. According to Hong and Wyer (1989: 175) country of origin may provide a heuristic basis for inferring the quality of a product without considering other attributes. Consumers use shortcuts or heuristics to simplify product evaluations when there is another specific product attribute or when consumers are unfamiliar with the product. Especially, a country of origin's reputation for high or low quality is most likely to be used when making an important product decision (Li and Wyer, 1994: 190). Country

stereotype utilization as a heuristic shortcut may be moderated by consumers' level of involvement. When level of involvement decreases, consumers use country of origin as the main attribute for the product evaluation and when the level of involvement increases, consumers are less influenced by country of origin (Verlegh et al., 2005: 129).

As the common literature is based on consumer perceptions of products from specific countries, country of origin effect is found to be stereotyped. Consumers use country stereotypes as categorize the countries in order to their perceived quality. They also use this categorization as heuristics to simplify their product evaluations in different circumstances.

1.3.2. Halo Effect and Summary Effect

Since country of origin effect refers to consumers' general perceptions about the quality of products made in a specific country, it has a substantial effect on product evaluation in terms of halo effect and summary effect. Han (1989: 222) indicates that when consumers are not familiar with a country's products, country image may serve as a halo effect; in contrast, as consumers become familiar and gain experience with a country's products, country image may serve as summary effect that summarizes consumers' beliefs about product attributes. For instance, summary effect is arisen if consumers get familiar with the quality of German brands in automobile category, they create specific beliefs about German image and they affect brand attitudes towards German brands. However, if consumers are not familiar with a specific car brand but if they know the German origin; German image has a halo effect on beliefs and brand attitudes. It is important to note that this familiarity and experience are formed by not only individual experience but also the experiences of others which are spread by word of mouth and mass media (Jaffe and Nebenzahl, 2006: 39).

When consumers have little knowledge about a foreign product, especially when such additional information is missing, they are likely to use country of origin cue, to evaluate products about its quality and country of origin effect becomes a halo effect (Erickson et al, 1984; Han, 1989; Johansson et al., 1985; Johansson and Nebenzahl, 1986). When it comes to making inferences about a country's products,

Johansson (1989: 54) indicates that consumers with prior knowledge about a specific country's product will have more relevant information of a country and will feel more comfortable about using this information than others. He also argues that country of origin is generally viewed as a summary cue when used for making inferences and summary effect is seen as a heuristic proxy in order to simplify consumers' decision.

As consumers become familiar and gain experience with a country of origin, its effect becomes a summary effect as distinct from the halo effect. Jaffe and Nebenzahl (2006: 42) provides a dynamic and combined halo and summary model of country effect that implies that country of origin image change over time as consumers gain experience with country's products. When consumers have limited information about a product they utilize perceived country of origin image to formulate beliefs and attitudes about the brand. Having experience with a product from a specific country and familiarity with the attributes leads to a revision of the country of origin. This revised country of origin image serves as summary effect to form beliefs attributes and attitudes towards the products and brands coming from that country.

The study of Manrai et al. (1998: 594) identified that an intermediary effect, which is called default heuristic effect, occurs under moderate country-product familiarity where country of origin does not operate as a summary of halo effect. They argue that the familiarity of products from newly industrialized countries is at a moderate level between highly developed and developing countries. According to their view, the summary effect processing is likely to be linked with products from developed countries, whereas halo effect is observed with products from developing countries. For products from newly industrialized countries, this default heuristic process comes into existence.

As is seen, country of origin effect has different formations in terms of categorization, stereotyping, heuristics, halo and summary effect. It is important to interpret these effects in order to understand the country of origin phenomena. However, country of origin effect is not limited to these cognitive processes since it has also affective and normative processes that influence the country of origin effect

formation. In the next part, these processes in country of origin effect will be mentioned in detail.

1.3.3. Processes in Country of Origin Effect

Obermiller and Spangenberg (1989) developed a framework that composed of three processes. Cognitive which is the traditional hierarchy of effects, affective which means an emotional response to country stereotypes that influences attitude directly, and normative which is a direct effect and behavior. Nebenzahl et al.'s (2003: 388) definition summarizes the dimensions as "consumers' perceptions about the attributes of products made in a certain country; emotions toward the country and resulted perceptions about the social desirability of owning products made in the country." As is seen from the definition, cognitive process is based on consumer perceptions of country or origin images, affective process is based on the emotions toward the countries and normative process is based on intentions and behaviors.

According to Roth and Diamantopoulos (2009: 733), the best way to conceptualize the country of origin construct is attitude theory perspective developed by Fishbein and Ajzen (1975) since attitudes consist of cognitive (i.e. beliefs) affective (i.e., specific feelings or emotions) and conative (i.e., intended behavior) facets. Hence, in the country image literature, some authors use "conative" (e.g. Laroche et al., 2005; Roth and Diamantopoulos, 2009) instead of "normative" component. Essentially, it is obvious that both of them are similar concepts as they have the same meaning of behavioral intentions with regard to the country.

When it comes to the relative importance of each process, it may vary from person to person, product to product and from country to country. While an image of a country of origin may be based on cognitive component, the other country of origin image may be based on affective and for the other one, conative component may have more influence on country of origin image (Laroche et al., 2005: 102). For instance, when considering a technological product, beliefs and perceptions about Japanese image of quality and innovativeness may be based on a cognitive effect on product evaluations, whereas preference for a designer cloth, Italian image of style, elegance and luxury may be based on affective effect. On the other hand, when considering a specific country of origin, consumers may resist buying its products

due to some political, historical and social events and their preferences may be based on normative effect of country of origin image. For instance for Israeli products, Muslim consumers may refuse to buy their products. However, cognitive, affective and normative aspects of attitudes are not independent of each other; they are constantly interacting (Mackie and Hamilton, 1993; Ostrom, 1969; Verlegh and Steenkamp, 1999). After visiting or direct experiences with a country (affective), a consumer can form a general belief (cognitive) about that country and he/she intends to buy the country's products (normative).

1.3.1.1. Cognitive Processes

Country of origin literature has mainly focused on the use of country of origin information as a cognitive cue (Bilkey and Nes, 1982; Peterson and Jolibert, 1995; Verlegh and Steenkamp, 1999) to perceived quality. Since country image was defined "as the total of all descriptive, inferential and informational beliefs one has about a particular country" (Martin and Eroglu, 1993: 193); consumer beliefs constitute a substantial part of the country of origin image in terms of cognitive processes.

Roth and Romeo (1992: 482) argued that consumers' evaluations of a specific product from a specific country are based on the match between product and country. A favorable product-country match is based on the perceived strengths of the country that is highly associated with product benefits or features. For instance, a preference for Japanese electronic product cars might be explained by the perception of the manufacturing and workmanship of Japanese companies and general positive image of Japan. As mentioned before, country stereotypes and general categorizations about countries are important part of this cognitive process of the country of origin effect. Consumers use these cues when forming their beliefs about products from specific countries. Then, these informational and inferential beliefs influence their product evaluations and purchase decisions.

This cognitive process generally appears in the form of a halo (Erickson et al., 1984; Han, 1989; Johansson et al., 1985) and summary (Han, 1989) processes. While halo effect is the stereotyped country image that colors brand image; summary effect is the average image of the country's products which affects the image of new brands

or products coming from the country (Jaffe and Nebenzahl, 2006: 39-43). As explained earlier, country of origin is seen as a signal for quality, can be used as a heuristic shortcuts, a halo or a summary cue. However, country of origin image does not only serve as a halo or summary of product attributes, it also serves as foreignness or nonlocalness which will be detailed in the next affective processes part.

1.3.1.2. Affective Processes

Stereotypes, mental representations and beliefs do not fully represent the country of origin image construct. Research on stereotypes indicates that affective responses influence attitude directly (Obermiller and Spanbergenberg, 1989: 454) since countries have strong emotional and affective connotations that may be formed in direct experiences (e.g. holidays) and indirect experiences (e.g. media) with countries and their citizens (Verlegh and Steenkamp, 1999: 526). With direct experiences and information through media exposure or word of mouth, consumers develop stereotypical beliefs about products, as well as people, from different countries (Chang, 2004: 173; Jaffe and Nebenzahl, 2006: 39) and use them when evaluating products from specific countries. Therefore, country of origin signifies more than product quality. In some situations, country may trigger an affective rather than a cognitive response in which a person has strong positive feelings and emotions toward a country. This may directly influence product evaluations and willingness to buy (Jaffe and Nebenzahl, 2006: 95). Moreover, when a country's image has a strong affective component, it has more influence on product evaluations than product beliefs consistent with affect transfer theory which claims affect toward the country is transferred directly to the product (Laroche et al., 2005: 102).

Brijs et al. (2011: 1261) mentions that the affective process of country of origin image get activated when consumers confront hedonic or experiential products. A country of origin may evoke positive or negative feelings and consumers' product evaluations are based on these feelings toward the country (Laroche et al., 2005: 99). Country images also depend on motivation, affect, and the symbolic values regarding the product country-consumer relationships (Askegaard and Ger, 1998: 54) and especially consumers in developing countries see country of

origin as symbolizing values such as nonlocalness, foreign lifestyles, status, cosmopolitanism and prestige (Batra et al., 2000: 94). Moreover, besides specific country of origin, perceived globalness of the brand influences the likelihood of the purchase as consumers may believe that global brands have better quality, provide status and pride by means of being a part of global consumer culture (Steenkamp et al., 2003: 61).

Batra et al. (2000) laid emphasis on the symbolic meanings of nonlocal origins and they found that nonlocal country of origin is moderated by a consumer's admiration of the lifestyles in economically developed countries and consumers also use country of origin due to status-enhancing reasons. In the same vein, Steenkamp et al. (2003: 61) indicated that "consumers may believe that global brands connote better quality, provide status and prestige, or provide a way to become part of a global consumer culture." Thakor and Katsanis (1997: 90) mentioned that aesthetics and prestige are heavily affected by brand cue and country of origin cue. For instance, the prestige of Chanel brand name may depend on associations with France or haute couture. Likewise, Phau and Prendergast (2000: 164) considered country as cultural signifier and they stated that carrying a Louis Vuitton handbag may symbolize status and French chicness. In addition, Phau and Leng (2008: 68) demonstrated that status-seeking consumers have more positive attitude toward foreign luxury brands since country of origin has a stronger influence on the evaluation of luxury products (Piron, 2000: 308).

Consumers have positive and negative feelings and emotions towards countries. These emotions may be a consequence of historical events and be independent of the product (Maheswaran and Chen, 2006: 370). Consumers' feelings and emotions about a country may directly influence purchase decision regardless of what that person actually thinks about them. If consumers have strong positive feelings toward a country, they may purchase its products even when they realize that the products are not superior to other offerings (Jaffe and Nebenzahl, 2006: 95). In case of arousal of negative feelings, they may not buy the product even though product evaluation is satisfactory. Obermiller and Spanbergenberg (1989) advise marketers to change these negative affective responses about their products by focusing on promotional efforts rather than trying to change the product beliefs.

1.3.1.3. Normative Processes

When a country-relevant norm exists, the normative process of country of origin becomes evident and a strong norm regarding a specific country may affect product evaluations and purchase intentions of consumers. A consumer may react to a product according to how its country relates to his/her social norms and values (Brijs, 2011: 1261) and they make judgements about the product. These normative judgments towards a country also involve both cognitive and affective responses (Verlegh and Steenkamp, 1999: 528) and they lead to buy or not to buy the product.

Normative processes determine the consumer attitudes towards the countries and these attitudes occur in terms of consumer ethnocentrism (Shimp and Sharma, 1987), consumer nationalism (Balabanis et al., 2001; Cleveland et al., 2009; Verlegh, 2007), consumer patriotism (Balabanis et al., 2001; Han, 1989), consumer animosity (Klein et al., 1998), consumer affinity (Nes et al., 2014; Oberecker et al., 2008), cosmopolitanism (Cleveland et al., 2009; Dimofte et al., 2008) and materialism (Cleveland et al., 2009; Demirbag et al., 2010).

The most prominent country related norm is consumer ethnocentrism which is a general tendency to prefer domestic products rather than foreign products to support the domestic companies (Shimp and Sharma, 1987: 280). Olsen et al. (1993) demonstrated consumers' willingness to help American workers threatened by foreign imported products. Nationalism is also an important determinant of product evaluations (Becker, 1986) that cause a home country bias when evaluating products (Bannister and Saunders, 1978; Nagashima, 1970, 1977; Verlegh, 2007).

Verlegh (2007: 364) indicated that national identification and consumer ethnocentrism relate to preferences for domestic vs foreign products and predict consumers' willingness to purchase. While consumer ethnocentrism primarily captures economic aspects of home country bias to protect the own economy, whereas, national identification is rooted in consumers' need to enhance group and self-esteem that is based on a desire for positive social identity. In contrast with national identification and consumer ethnocentrism, Josiassen (2011: 124), developed a consumer disidentification model that "predicts consumers' repulsion toward their domestic country negatively affects the purchase of products made in their domestic country or by domestic firms."

Consumer animosity is another country related norm that has been investigated in country of origin studies. Klein et al. (1998: 90) suggested that consumers may have hostile attitudes towards a particular country due to military, political, or economic conflict between their country and the other. This animosity includes an antipathy which is related to past or current events that can affect consumers' purchase decisions negatively. In contrast with animosity, consumer affinity is a favorable country-specific attitude towards foreign countries as a result of direct personal experience that affects consumers' evaluations of products coming from the affinity country (Oberecker et al., 2008: 26). Consumer affinity has a positive impact on purchase intentions (Nes et al., 2014; Oberecker et al., 2008) contrary to consumer animosity.

It is important to note that, a considerable amount of literature has been published on cognitive processes of country image. There is also remarkable amount of studies about normative processes but there is much less information about affective process of country image.

1.3.4. A General View of Country of Origin Effect

Country of origin effect has a long history, starting in 1960s. In 1962, a seminal article of Dichter was published entitled "The World Customer". Dichter (1962: 116) was the first author to argue that "made in can have a tremendous influence on the acceptance and success of products over and above the specific advertising techniques." The first systematic study of the concept was reported by Schooler in 1965. He found that attitude towards the people of a country is related to judgements regarding the products of the country. Thereafter, during the past 50 years, much more research has become available about country of origin effect on product evaluations.

As country of origin is an extrinsic cue that gives information about the product quality, it has a substantial effect on perceived quality. It is found that it has a stronger effect on consumers' quality perceptions rather than product evaluations (Josiassen and Harzing, 2008: 265). Most of the studies were focusing on the influence of national stereotypes on consumer perceptions. However, Etzel and Walker (1974: 44) argued that consumers do not perceive all products from a specific

country as being the same or very similar. For instance, the image of German automobiles can be a reference point for all German products, but it may not have the same quality level as countries have different rates of technological advancement in different product areas. Since the consumers evaluate different products in different manner, their evaluation may also differ for various products from the same country. Therefore, country of origin effect varies by product category as national generalizations cannot encompass all the products as the generalizations tend to be misleading when applied to specific products (Baumgartner and Jolibert, 1978: 603). For instance, the image of Russian automobiles may be significantly lower than the overall image of Russia; on the contrary, the image of Russian vodka may be significantly higher than the overall image of Russia (Jaffe and Nebenzahl, 2006: 50). As is seen, favorable national generalization does not guarantee a highly favorable country of origin evaluation of a specific product.

It has been demonstrated that there is a home-country bias in country of origin evaluation if the respondents were asked to compare foreign and domestic products. Nationalism (e.g. Baumgartner and Jolibert, 1978; Becker, 1986), consumer ethnocentrism (e.g. Steenkamp et al. 2003), national identification (e.g. Verlegh, 2007) and patriotism (e.g. Papadopoulos et al. 1990) has been found to have an impact on country of origin effect.

Other extrinsic cues such as price and brand name are also incorporated into the research designs to analyze the real country of origin effect on product evaluation. Ahmed and d'Astous (1993, 1995) found that brand name is more important informational cue than country of origin. However, when it comes to hybrid or bi-national products, sourcing country were found to have more effect than brand name on consumer evaluations (Han and Terpstra, 1988: 244). Bilkey and Nes (1982: 94) indicated that a well-known brand name compensate a negative country of origin effect. Similarly, Cordell (1992: 263) suggested that consumers are more concerned about country of origin when the product has an unfamiliar brand name. However, Gaedeke (1973) showed that perceived quality of a developing nation's product is lower even if it has a favorable US brand name. Leclerc et al. (1994) found a positive effect of French-sounding brand names on hedonic product evaluations, but a negative effect on utilitarian product evaluations.

Favorable country of origin image leads to favorable brand image and it influences brand distinctiveness (Yasin et al., 2007: 44). Panda and Misra (2014) revealed country of origin effect on brand awareness and brand distinctiveness. They also indicate that a favorable country of origin image leads to improved brand loyalty. Country of origin has also an impact on consumer based brand equity (Lin and Kao, 2004; Panda and Misra, 2014; Pappu et al., 2006, 2007; Sanyal and Datta, 2011). Pappu et al. (2006) found that brand equity varied according to the country of origin of the brand and product category. They stated that country of origin affects all four dimensions: brand awareness, brand associations, perceived quality, brand loyalty. Lin and Kao (2004: 39) indicated that information accessibility, product familiarity, affective prejudice, product importance and product complexity are the moderators between country of origin and brand equity. Brand typicality (strength of the association with country of origin) appears to moderate the effects of macro and micro images of the country on brand quality. When the brand is more typical, the country of origin effect on brand equity is stronger (Hamzaoui-Essoussi et al., 2011: 973).

When considering brand personality, if a country has a good reputation in international and global markets, general characteristics of the country can translate into their brands' personalities (Basfirinci, 2013: 539). Not only country of origin, but also country of manufacturing has a significant effect on brand personality. Fetscherin and Toncar (2010) reveal that it has more influence than country of origin. Chinese car made in the United States of America (USA) may be perceived as having a strong brand personality than United States (US) car made in China.

Although a considerable literature has grown up around the theme of country of origin effect; how much influence that country of origin has is not yet decided. It might have only a limited effect on product quality perceptions (Bilkey and Nes, 1982: 94). In the same vein, Verlegh and Steenkamp (1999) reveal that country of origin effect is stronger for perceived quality than for attitudes and purchase intention. Erickson et al. (1984: 698) also point out that country of origin appears to have direct effects on beliefs and not on attitudes. Accordingly, it can be stated that country of origin has an effect on evaluations but it may not lead to a purchase decision. As consumers move closer to attitude formation and actual purchase

decision, the role of country of origin may be quite insignificant and its effect tends to become weaker (Agrawal and Kamakura, 1999: 256). Liefeld (2004: 92) indicates that consumers do not acquire the country of origin while shopping and they even may not know it correctly. Moreover, Samiee (2010: 442-444) argues that despite consumers seek country of origin; they give very little attention to this information in their purchase decisions.

1.4. VARIOUS ASPECTS OF COUNTRY OF ORIGIN

By the help of the globalization and global business, product country association is no longer just a single country phenomenon (Chao, 1993: 292) and conceptual complexity of country of origin is growing in terms of country of manufacturing, country of assembly, country of design, country of parts etc. as more products are emerging as multinational.

Country of design, country of assembly and country of manufacturing are independent variables. Country of design is the country where the product was designed and engineered. Country of assembly is the country where the majority of the final product is assembled, and country of manufacture (parts) represents the country where the majority of the materials used in the product were made. For instance, a television's country of origin may be Japan, country of manufacturing (made in) may be China and country of assembly may be Thailand etc. However, moving manufacturing or assembly to unfavorable countries could harm brand trust, quality evaluations, and purchase intentions because of unfavorable biases for the country (Ar and Kara, 2012: 161).

Han and Terpstra (1988) first used the term "bi-national" product for the products which have different origin and sourcing (manufacturing) countries and they found sourcing country has more powerful effects than brand name on consumer evaluations of bi-national products. They showed that consumer's perceived quality of products varies between uni-national and bi-national products. Afterwards, several researchers began to investigate different origins such as manufacturing origin, assembly origin and design origin (e.g. Ahmed et al., 1994; Ahmed and d'Astous, 1995; Chao, 1993; Chao, 1998; Han and Terpstra, 1988). In some cases, country of design was more important in product quality ratings (Ahmed

et al., 1994; Chao, 1993) and newly industrializing countries were rated quite poorly as countries of assembly and even more poorly as countries of design (Ahmed and d'Astous, 1995).

Chao (1993) used the term "hybrid" products and he demonstrated how U.S. consumers would evaluate a hybrid product with a multiple-country designation in terms of product design and country of assembly. Tse and Gorn (1993) reported that for a stereo system, its Japanese country of origin was perceived higher quality than its Indonesian manufacturing origin.

When it comes to the most significant country of origin facet across product categories, country of manufacture becomes prominent (Insch and McBride, 2004). However, Chao (1998: 1) indicated that consumers may often be unaware of the actual country of manufacture, and they rely on the real brand origin. In the same vein, Pharr (2005: 41) stated that brand's developmental origins have been found more important than country information related to the product's parts, assembly, design, or manufacture in this era of global brands. If a product is hybrid or bi-national, Verlegh and Steenkamp (1999) advice marketers to emphasize origin countries that carry favorable connotations in multinational production.

Country of manufacturing has also an influence on brand personality. When a product's country of manufacturing is a developed country, it is perceived as having strong personality. It is suggested for developing country manufacturers to select a developed country for manufacturing which has been followed in the USA by Toyota, Honda and Hyundai (Fetscherin and Toncar, 2010: 174).

As a conclusion of this chapter, country of origin has an influence on consumers' product evaluations and purchase decisions. It has different processes, different aspects and different effects in various circumstances. In the next chapter, country of origin effect on consumer evaluations and purchase behavior will be clearly analyzed by reviewing the related literature.

CHAPTER 2

REVIEW OF COUNTRY OF ORIGIN LITERATURE

2.1. THE COUNTRY OF ORIGIN RESEARCH EVOLUTION

Country of origin effect has been an object of research since the 1960s and a considerable amount of literature has been published on this phenomenon. Many different constructs and relationships have been proposed to understand the country of origin effects on consumer decisions. This chapter reviews the existing studies chronologically in order to show its research evolution and then it emphasizes the important variables of these studies that influence country of origin effect. Finally, it criticizes the existing research with their drawbacks.

2.1.1. 1960s – 1980: Single Variable Period

The first serious discussions and analyses of country of origin effect emerged during the 1960s with Dichter's (1962) article as mentioned the influence of "made in" concept. After Dichter, the first systematic study of the concept was reported by Schooler in 1965. He found that attitude towards the people of a country is related to judgements regarding the products of the country and he concludes that regional jealousies, suspicions and fears may constitute invisible barriers in trade. Several researcher such as Schooler (1965), Reierson (1966; 1967), Schooler and Wildt (1968), Schooler (1971), Anderson and Cunningham (1972), Gaedeke (1973), Nagashima (1970; 1977), Darling and Kraft (1977), Hampton (1977), Baumgartner and Jolibert (1978) also demonstrated country of origin image differentiations in terms of stereotyping effect, their comparisons in terms of development levels and their influence on consumers' product evaluations especially their quality perceptions.

Nagashima (1970) showed that the "made in" image is affected by the familiarity and availability of the country's product, and the stereotype of that country. If consumers are not familiar with the country or the country's products are not available in the domestic market, consumers do not have much interest on that country's products. Nagashima (1977) repeated his previous study and found that the overall image of countries has changed. For instance, Germany's image about

technical advancement and Japan's image about world-wide distribution has improved.

Gaedeke (1973) found that when the country of origin of a brand was revealed to the consumer, their attitudes could be affected negatively or positively due to industrialization and development level of the countries. Most of the other studies were also focusing on the influence of national stereotypes on consumer perception in terms of economic, politic and cultural factors (Wang and Lamb, 1983) and furthermore, national reputations for technology, reliability, design and value (Bannister and Saunders, 1978; Nagashima, 1970, 1977).

These initial studies, which are starting from 1960s to 1990s, are mostly focused on the country of origin effect on consumer perceptions and their product evaluations by means of country and product comparisons. The common characteristic of the initial studies is using country of origin as a single cue in their research where the respondents use only this information on their product evaluations. However, single cue studies yield larger country effect on consumer evaluations than multi-cue studies (Bilkey and Nes, 1982; Johansson et al., 1985; Verlegh and Steenkamp, 1999). Johansson et al. (1985: 388) emphasized the necessity of using multi-cue or multi-attribute approach in country of origin research. They mentioned that this multi-attribute approach was more complex that familiarity, experience with the product or the other factors such as consumer nationality and other demographic or personal factors should be taken into consideration.

2.1.2. 1980 – 2000: Multi-Variable Period

In 1982, Bilkey and Nes made a literature review that shows the country of origin effect on product evaluations. They argued that the literature has some limitations about the country of origin research about using a single cue with only giving specific products and different countries with general validity and reliability problems of country of origin research. They indicated that the country of origin cue might have only a limited influence on quality perceptions and they also mentioned that it is unclear whether country of origin "is a function of source country considerations (such as degree of economic development or political climate), of

consuming country considerations (such as import experiences, nationalism, or cultural affinity with the source of country), or of something else" (p. 94).

In this period, several recent studies investigating country of origin research have begun to focus on multi-cue designs to overcome the single cue design weakness. Some of the researchers began to analyze country of origin with different variables in addition to country of origin images. Nes (1981) investigated country of origin with respect to perceived risk and brand name cues and found that products made in developing nations were perceived to be more risky and to have lower quality, and a well-known brand name does not compensate unfavorable country of origin image. The bias is still present when the same brand made in an industrialized nation. Similarly, Han and Terpstra (1988) found country of origin is more powerful than brand name for bi-national products. Han (1990), Tse and Gorn (1993) used brand name, Chao (1993) and Becker (1986) used price, Ahmed and d'Astous (1993; 1995; 1996), and Ahmed et al. (1994) used brand name, price and warranty in terms of multi-cues.

Since the products became multinational, product country association was no longer just a single country phenomenon (Chao, 1993: 292). During this period, several researchers began to investigate different country of origin aspects such as manufacturing origin, assembly origin and design origin (Ahmed et al., 1994; Ahmed and d'Astous, 1995; Chao, 1993; Chao, 1998; Han and Terpstra, 1988; Johansson and Nebenzahl, 1986) of hybrid products by manipulating different country of origins.

The effect of nationalism and ethnocentrism has also begun to emerge. Becker (1986) found that nationalism is an important determinant of product evaluations when price and quality were equal. A territorial pride and nationalism appears to influence the country of origin evaluation. Similarly, Baumgartner and Jolibert (1978) demonstrated that the French consumer has a very strong preference for their national products. Shimp and Sharma (1987) have found that consumer ethnocentrism provides an important motivation to prefer domestic products. Other studies also showed that there is a home country bias which means evaluating domestic products more favorably than the foreigners (Bannister and Saunders 1978; Darling and Kraft, 1977; Elliot and Cameron, 1994; Lillis and Narayana 1974;

Nagashima, 1970, 1977). However, Hester and Yuen (1987) found that only a small number of consumers are aware of the country of origin and care about domestically produced products.

Erickson et al. (1984) found that country of origin have a direct effect on beliefs and but not on attitudes. This effect is an inferential effect that elicits making inferences about the country's products and brands. They also reported that country of origin has an influence on specific attributes evaluation of products rather than the overall product evaluation. Hong and Toner (1989) revealed the impact of product familiarity in country of origin evaluation. They indicated that country of origin was a function of the consumers' general knowledge level or familiarity with the product.

In the beginning of 1990s, formation of country of origin effect became important. Han (1990) investigated what kind of effect country of origin had and he found that it had a halo effect when consumers were not familiar with the product, whereas it had a summary effect when consumers were familiar with the product. It becomes an effect that summarizes the beliefs about the product. Han (1990: 35) also mentioned that as consumers become familiar with the product, "consumers are more likely to rely on country image as a summary construct in evaluating individual brands from the country since they have more confidence in the quality of the country's products." Besides its effect, in which situations country of origin information is used by consumers is also questioned. Tse and Gorn (1990) found that consumers are using this information when the brand is unknown and especially its country of origin has unfavorable image since it is associated with unfavorable product image and as a result of this negative image it causes a negative product evaluation.

During this period, several studies have begun to criticize the country of origin research. For instance, Samiee (1994) was critical of the conclusions that the literature draws. He argued that the studies had a priori assumption that consumers are typically knowledgeable or they seek to acquire country of origin information and use it in their decisions. Therefore, consumer awareness and the saliency of country of origin effect are ambiguous. After three decades of country of origin research, a number of studies analyzed country of origin research. Liefeld (1993), Peterson and Jolibert (1995), Verlegh and Steenkamp (1999) applied meta-analysis

to the existing studies. Verlegh and Steenkamp (1999) found that country of origin effect is stronger for perceived quality than for attitudes and willingness to buy. In the same vein, Agrawal and Kamakura (1999: 256) highlighted that country of origin effect becomes weaker as consumers move from perceptions of a product quality to attitude formation and actual purchase behavior in their product evaluations.

As a summary, familiarity and experience with products and their countries, product price, brand name were found to have an effect on country of origin evaluations. Country of origin effect is a complex issue that it is a subject of different circumstances in order to find out its antecedents and consequences. Since most of the studies depend on comparison of perceived quality of products coming from different countries; they still do not explain its role in the consumption decisions. Therefore, Liefeld (1933: 150) pointed out the necessity of development of theoretical framework in country of origin research that explains its role in consumer purchase decisions. In the same vein, Peterson and Jolibert (1995: 883) indicated that "country-of-origin effects are only somewhat generalizable" and "the phenomenon is still not well understood"' (p. 894). Ger et al. (1999: 169) suggested for future studies to consider multiple experiential meanings of a place, which is associated with the product origin, by using qualitative approach to understand the depth layers of connotations associated with country of origin image.

2.1.4. 2000 – Present: Contextualization Period

The other important point in country of origin research is considering the cross national differences in consumer perceptions of specific countries. Up to 2000s, several researchers found differences in country of origin evaluation, product country matches and willingness to buy predictions between different respondent populations (Ahmed and d'Astous, 1993; Lillis and Narayana, 1974; Nagashima, 1970, 1977; Roth and Romeo, 1992). In 2000, Gürhan-Canli and Maheswaran (2000) demonstrated that country of origin effects vary across cultures as different countries have different cultural patterns. They analyzed individualist and collectivist consumers and found that individualists evaluated their home country's product more favorably when it was superior to competition, whereas, collectivists evaluated the

home country product more favorably regardless of its superiority (Gürhan-Canli and Maheswaran, 2000: 315).

Ger et al. (1999) is the first paper which takes an interpretive approach to country of origin image and proposes a conceptual framework based on stereotyping and experientially constructed meaning to reflect the interface between the individual and society. It is stated that product-country images are signs and the connotations they evoke and the myth they are inscribed in, should be analyzed through an experiential approach. They tried to explore, the experiential meaning of products from other countries and it is found that, there is a desirability of the foreign brand that provides consumers to negotiate their identity in the social relationships. They also noted that “foreign or "Western," is much more significant than specific countries-of-origin such as Germany, America or Japan. After Ger et al. (1999), other studies (Batra et al., 2000; Brijs et al., 2011; Ger et al., 1999; Phau and Leng, 2008; Verlegh, 2007) began to investigate social and psychological perspectives of country of origin the symbolic and social meanings of country of origin effect.

Balabanis et al. (2002) revealed the importance of relational context and direct contact with the country. They found that Turkish consumers perceived Germany and German products more positively than Czechs since Turkey and Germany has historical, social and political relations. They also suggested for future research to investigate qualitative aspects of this relational context and direct experience.

Liefeld (2004) investigated the country of origin effect at the point of purchase, examining the country of origin knowledge of purchased products. They found that the majority of the respondents did not acquire or correctly know the country of origin of the product. In the same vein, Samiee et al. (2005: 379) argued that past research has inflated the country of origin effect on consumers' product evaluations. They analyzed consumers’ ability to recognize the country of origin of mostly well-known brands and they found that consumers have limited knowledge of the origins of brands. Balabanis and Diamantopoulos (2008) also investigated brand origin identification and they concluded that consumers’ ability to identify brand origins is limited and there are some differences in the classification of different brands with their country of origins. Therefore, according to these results, it can be

said that country of origin does not have a relevant role in consumers' actual decisions since consumers have limited country of origin knowledge. Josiassen and Harzing (2008: 266) recommended investigating country of origin effect before, during and after the purchase to understand its role in consumers' actual product choices.

Pappu et al. (2006; 2007) found significant relationship between country of origin of the product and consumer based brand equity. Their studies revealed that consumer based brand equity varied according to the country of origin of the brand and product category. According to Pappu et al. (2006), a brand made in Japan is a stronger product-country association than the same brand made in China or Malaysia and the customer based brand equity is much higher for the stronger product-country associations. The study also revealed that beliefs about a product from a specific country transferred to foreign brands made in that country. Pappu et al. (2007: 727) reported that country of origin associations refer to the economic level of a country as macro image and products produced in that country as micro image. While macro image has a greater effect on televisions, micro image has a greater effect on cars.

This period is named as contextualization period since researchers began to study about the country of origin effect, its antecedents and consequences in different contexts. Even though this period has similar characteristics with previous periods by using multi-variables in country comparisons, this period is more critical than before not only for relevance of country of origin effect but also for conceptualization of the phenomena. Some of the studies (Josiassen and Harzing 2008; Pharr, 2005; Samiee, 2010; Usunier, 2006) started to criticize the country of origin studies and their designs since there is not any definite conceptual framework.

As a summary, country of origin has been an object of research since the 1960s and there are considerable amount of studies that presents its effect on consumer perceptions and attitudes. Together these studies provide important insights into the role of country of origin on product evaluations. To better analyze the literature, Table 1 provides general details of research on country of origin effect. In the next section, main characteristics of country of origin research will be discussed and a general view of variables and factors that influence country of origin effect will be given.

Table 1: Overview of Country of Origin Studies

Authors	Product	Country	Variables	Sample	Research Type	Findings
Schooler (1965)	Fabric and Juice	Central American Countries (Guatemala, El Salvador, Mexico, Costa Rica)	Perceived Quality	Guatemala Students Population sample (N): 200	Questionnaire	Attitudes towards the country and the people are related to preconception regarding the products of the country. Guatemalan participants rated domestic products higher than products from other countries.
Reierson (1966)	General, Mechanical, Fashion, Food	Sweden, Germany, Italy, USA, France, Japan, England	Perceived Quality Attitudes	USA Students N:155	Questionnaire	In every category, they ranked American products in the first place whereas Japanese products in last. The results demonstrated definite stereotyping of foreign products by the students both in general and specific products.
Reierson (1967)	Films, Magazine advertisements, Brochures, other publications	Italy, Japan	Perceived Quality Attitudes	USA Students N: 250	Experiment	Ratings of Italian products were significantly higher than Japanese products.
Schooler and Wildt (1968)	Two pieces of Glassware	Japan USA	Perceived Quality Price	USA students N: 236	Questionnaire	Product bias for Japanese products Consumer bias was shown to be price elastic.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Nagashima (1970)	General, different product classes for different countries	USA, Japan, England, Germany, France and Italy	Perceived Quality	Japanese and US Businessmen N: 330	Questionnaire	Significant differences in perceptions of countries. The familiarity, availability of the country's product and the stereotype of that country affect the "made in" image.
Schooler (1971)	Utilitarian, mechanical and fashion product	U.S. North America West Germany Western Europe Czechoslovakia Eastern Europe India Asia Chile Latin America Nigeria Africa	Perceived Quality Socio-demographic factors	USA Consumers N: 866	Questionnaire	Bias against the products of a particular origin might also vary by socio-demographic characteristics.
Anderson and Cunningham (1972)	Automobiles	Foreign in general	Attitudes Demographics Personality	USA Maverick, Volkswagen Toyota or Renault buyer N: 116	Questionnaire	Personality and education affects the foreign product preferences.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Gaedeke (1973)	General, food, electronic, textile	USA, Philippines, Hong Kong, Argentina, Brazil, Taiwan, Mexico, South Korea, India, Singapore, Turkey, Indonesia	Perceived Quality and Attitudes Brand name	USA Student N:200	Questionnaire	US products are more favorable Attitudes toward a specific product or brand are changed, both favorably and unfavorably when the country of origin and brand name is revealed to the consumer.
Etzel and Walker (1974)	Automobiles, cameras, toys	USA, Japan, Germany	Attitudes	USA Consumers N: 293	Questionnaire	Consumers do not perceive all foreign products or all products from a particular country as being the same or very similar.
Darling and Kraft (1977)	General products Marketing practices	England, France, West Germany, Japan, Sweden, the US, the Union of Soviet Socialist Republics (USSR) and Finland	Attitudes	Finland Managers, employees, students and staff N: 303	Questionnaire	Country of origin affects consumer attitudes. West Germany and Sweden is rated higher than the other countries.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Nagashima (1977)	General, different product classes for different countries	USA, Japan, England, Germany, France	Perceived Quality	Japanese Businessmen N: 100	Questionnaire	The overall image of Japanese products has improved.
Hampton (1977)	Different product classes of high, moderate and low risk	Algeria, Pakistan, Turkey, Philippines, Hong Kong, Brazil, Canada, Japan, W. Germany	Perceived risk	USA Residents N: 176	Questionnaire	Product and country groups affect perceived risk independently. There is a perceived risk hierarchy for countries.
Baumgartner and Jolibert (1978)	Playing cards, life insurance, cough syrup, winter coat	USA, England, Germany, France	Perception of Foreign products Perceived risk	France Consumers N: 108	Questionnaire	French consumer has strong preference for domestic products. Perceived risk is a significant component in the judging of foreign products.
Bannister and Saunders (1978)	Durable in general	France, Italy, Japan, United Kingdom (UK), USA, USSR, West Germany	Attitudes (Product attributes)	UK Consumers N: 224	Questionnaire	There are general stereotyped attitudes towards different countries.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Nes (1981)	Low risk and high risk (no brand name, a new brand name, a well-known brand name	No information Made in poor country, made in average income country, made in developed country	Perceived quality Perceived risk	USA Consumers N: 96	Experiment Questionnaire	Products made in developing nations were perceived to be more risky. Well-known brand names did cause a lower perceived risk and a higher perceived quality.
Wang and Lamb (1983)	General	36 countries	Willingness to buy	USA Consumer N: 273	Questionnaire	Subjects were most willing to buy products from highly developed countries with a European, Australian, or New Zealand culture.
Erickson et al. (1984)	Automobiles	USA, West Germany, Japan	Attitudes and beliefs	USA Students N: 96	Questionnaire	Country of origin appears to have direct effects on beliefs and not on attitudes.
Johansson et al. (1985)	Automobiles	USA, West Germany, Japan	Quality ratings Familiarity	USA and Japan Students N: 152	Questionnaire	Country of origin affects evaluation of specific attributes rather than overall evaluations. There is a positive relationship between product familiarity and country.
Johansson and Nebenzahl, (1986)	Car Brands (Buick, Mazda, Chevrolet, Honda)	USA, Japan, West Germany, S. Korea, Mexico and the Philippines.	Perceptions Country of Manufacture (COM)	USA Consumers N: 320	Questionnaire	Consumer perceptions of brand image are affected by country of manufacturing.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Becker (1986)	General	USA, Japan	Perceptions of price/quality relationship	USA Consumers N: 380	Questionnaire	When price and quality are equal, a territorial pride and nationalism appears to influence product choice.
Han and Terpstra (1988)	Cars and televisions (TVs)	USA, Japan, South Korea, West Germany	Perceived Quality Brand name	USA Consumers N: 150	Questionnaire	Sourcing country were found to have more effects than brand name on evaluations of bi-national products.
Wall et al. (1988)	Durable, semi-durable, non-durable	19 different countries	Perceived quality	Canada Consumers N: 635	Questionnaire	Men and women used different criteria when making product evaluation based on country of origin.
Hester and Yuen (1989)	Apparel (slacks and shirts)	Canada, USA (Domestic country)	Attitudes	Canada and USA Consumers N: 1458	Questionnaire	Only a small number of consumers were both aware of the country of origin and cared that their purchase had been domestically produced.
Hong and Toner (1989)	Car, maxi-pad, camera (Male, female, neutral prod)	Japan, Germany, Sweden, Korea, Taiwan, Mexico	Evaluations	USA Students N: 64	Questionnaire	When individuals have less knowledge about a product, country of origin information is more likely to be used as a cue in product evaluation.
Hong and Wyer (1989)	Personal computer and videocassette recorders (VCR)	West Germany, Mexico, Japan and South Korea	Product evaluation Ambiguous, desirable and undesirable attributes	USA Students N: 128	Experiment	Country of origin as a heuristic basis for judgments.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Han (1990)	Cars and TVs (Different brands)	USA, Japan, Korea	Attitudes Purchase intentions	USA Consumers N: 116	Questionnaire	Consumers may have greater confidence in the quality of products from a familiar country.
Wall et al. (1991)	Shirt, wallet, telephone (well-known and unknown brand name)	Canada, USA, Korea, Italy, Taiwan, Hong Kong	Quality Likelihood of buying Brand name Price Risk to purchase	Canada Consumers N: 635	Experiment/ Questionnaire	Consumers often favored a low-priced, well-known brand from a high reputation country.
Cordell (1992)	Wristwatch, camera, electronic typewriter, VCR, shoes, luggage, sport coat, bed set	14 countries	Perceived quality and choice Performance risk Brand name	USA Households N: 199	Questionnaire	Performance risk and the brand moderate the country of origin effect. Consumers are more concerned about origin when the product carries an unfamiliar brand name.
Roth and Romeo (1992)	Beer, automobiles, leather shoes, crystal, bicycles, and watches	England, Germany, Hungary, Ireland, Japan, Korea, Mexico, Spain, USA	Country image dimensions Product evaluation Willingness to buy	Ireland, Mexico, USA Students N: 368	Questionnaire	Product-country match affects willingness to buy. It is high when country of origin image is also an important characteristic for the product category.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Tse and Gorn (1993)	Stereo system (GIW, Sony)	Japan and Indonesia	Attribute and overall evaluation Product experience Brand	USA Students N: 153	Experiment	Subjects were more likely to report using country of origin in their evaluation when it was unfavorable and the brand is unknown.
Alden et al. (1993)	Toothpaste	USA, Mexico	Perceived risk Product evaluation	USA Students N: 44	Experiment	High perceived risk associated with a product's country of origin affects a new low involvement brand evaluation.
Chao (1993)	TV	"Assembled In": Taiwan, Thailand and Mexico "Designed In": U.S., Japan and Taiwan	Perceived Quality Product evaluations Country of Design (COD), Country of Assembly (COA) Price	USA Consumers N: 120	Questionnaire	COD, COA and price has different effects on consumer product design and product quality perceptions by means of stereotyping effect.
Martin and Eroglu (1993)	General	India, West Germany	Country Image Scale development	USA Students N: 160	Questionnaire	Country image has economic, political and technological dimensions.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Lee et al. (1993)	Personal computer, electric fun, videocassette recorder, wall clock and color TV set	USA, South Korea	Product evaluations Price Warranty Ethnocentrism	USA Consumer N: 106	Questionnaire	Country of origin is less important than warranty and price. Price is the most important. "Buy American" ethnocentric attitudes were also found.
Ahmed and d'Astous (1993)	Automobiles (Toyota, Ford, Lada)	Japan, Russia, Belgium, Canada	Perceived quality Brand name, price, service	Canada and Belgium Consumers N: 376	Questionnaire	Brand name is more important informational cue than made in for Belgian consumers, but not for Canadian consumers. Price effect is not significant.
Parameswa-ran and Pisharodi (1994)	Cars, blenders	Germany, Korea	Perceived quality	USA Consumers N: 678	Questionnaire	Country of origin image is a multi-facet construct composed of general country attributes, general product attributes and specific product attributes.
Leclerc et al. (1994)	Utilitarian, hedonic and hybrid features	France (French brand names)	Perceived hedonism Attitude towards brand and brand name	USA Students N: 184	Experiments	French brand names for hedonic products are more effective than country of origin information.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Ahmed et al. (1994)	Computer system, fax machine, and ballpoint pens.	Canada, Mexico, Japan (COD, COA, Brand name, price, warranty)	Perceived quality, value, product evaluations General country evaluations	Canada Purchasing Managers N: 173	Questionnaire	Country of design is a more important cue in organizational purchase decisions than country of assembly and brand name.
Maheswaran (1994)	Personal computer	Japan, Taiwan, South Korea	Product evaluation Experience Attribute information	USA Students N: 119	Questionnaire	Country of origin stereotypes provides prediction about a product manufactured in a certain country will have certain features.
Lascu and Giese (1995)	Retailer store	Mexico, Germany	Perceptions	USA Consumers N: 94	Questionnaire	German retailer was found to be perceived as having better quality offerings, better service and superior advertising whereas Mexican retailer was perceived more likely to offer lower prices and greater discounts.
Ahmet and d'Astous (1995)	computer systems, fax machines, automobile, VCR	Canada, Mexico, Japan (COD, COA, Brand name, price, warranty)	Product evaluations General country evaluations	Canada Households Organizational buyers N: 363	Questionnaire	Newly industrializing countries were rated quite poorly as countries of assembly and even more poorly as countries of design. For household buyers, brand name is a more important cue than country of origin.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Ahmed and d'Astous (1996)	Automobiles, VCR and shoes	Canada, Mexico, Japan, Italy (COD, COA, Brand name, price, warranty)	Perceived quality, purchase value,	Canada Male consumers N: 365	Questionnaire	A brand image diminishes in a less prestigious country. Favorableness of a brand or country of origin cue is modified when a consumer is provided with additional product related information.
Bruning (1997)	Airlines	Canada, USA, Mexico	Product evaluations National loyalty	Canada Consumers N: 427	Questionnaire	Canadian respondents who have higher national loyalty prefer a national carrier for an international flight.
Chao (1998)	Television	USA and Mexico	Product evaluation COD, COA, Country of Parts (COP) were manipulated	USA Students N: 360	Experiment	The results reveal that COA and COP only affect the product quality perception and COD only affects the design quality perception.
Ger et al. (1999)	Cars, clothes, shoes, electronics/ appliances, foods and drinks	Domestic / foreign	Consumption experiences, experiential meanings	Turkey Students N: 25	Depth-interviews	Foreign or "Western," is much more significant than specific countries-of-origin such as Germany, America or Japan.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Batra et al. (2000)	Laundry detergents, wristwatches, soft drinks, light bulbs, toothpaste, washing machines, tea, TV sets.	Local and nonlocal origins Four brands per product category	Perceived origin, quality Brand attitudes Ethnocentrism SNI Admiration of lifestyles	India N: 508 urban women	Questionnaire	Brand's nonlocal origin also symbolizes cosmopolitanism and prestige.
Li et al. (2000)	Television	COC: USA vs Taiwan COD: Japan vs Taiwan COA: USA vs Mexico	Functional and symbolic quality Warranty	Students N: 319	Experiment	COD seems to be the most important piece of country of origin. COA plays limited influence on evaluations.
Chao (2001)	Television and stereo component system	USA and Mexico COA, COP, COD	Attitudes toward products Purchase intentions	USA Students N: 720	Experiment	Consumers use COD information for attitude formation and perceptual judgments more than the COA or COP information.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Balabanis et al. (2002)	General	Germany	Human Values Physical contact with the country Language fluency	Turkey Czech Republic Consumers N: 783	Questionnaire	Values do not have a consistent effect on evaluations of different country images. Direct contact with the country and language fluency has an effect on such evaluations.
Ahmed et al. (2004)	Food (bread and coffee)	France, Singapore, Indonesia, and Malaysia	Product evaluation and purchase intention Brand Price	Singapore Consumers N: 236	Questionnaire	Singaporean consumers' preference for "made in Singapore" products seems to be based more on practical motivations rather than the strong patriotism, national pride or consumer ethnocentrism.
Liefeld (2004)	Different product categories	General	Point of purchase Country of origin information	USA Consumers N: 1248	Interview Unobtrusive measures	1,167 purchasers (93.5 per cent) did not acquire the country of origin while shopping or correctly know it. The country of origin could not have played a role in their product choice.
Insch and Bride (2004)	Television, athletic shoes and mountain bike	USA, Mexico, Japan	Product evaluation COA, COD, COP	USA Mexico N: 958	Questionnaire	Country of parts (manufacture) is the most significant country of origin construct across products and national groups. Age appears to have a moderating effect.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Samiee et al. (2005)	Brand names	England, France, Germany, Hong Kong, Italy, Japan, Switzerland, and the US	Brand origin recognition accuracy Brand familiarity Ethnocentrism Demographics	USA Households N: 480	Questionnaire	Brand origin plays little role in many consumers' choice processes since consumers do not know the real origins. Consumer familiar with a brand is more likely to be familiar with its origin.
Laroche et al. (2005)	General	Japan, Sweden	Product evaluations Product familiarity	USA Consumers N: 436	Questionnaire	Total effect of country image was equally substantial whether the image is based on affect or cognition.
Maheswaran and Chen (2006)	Digital camera	Japan, Taiwan	Product evaluation Emotions (sad vs anger)	USA N: 391	Experiment	Sadness and anger differently influence the use of country of origin information in product evaluations. Country of origin did not influence the evaluations of sad participants.
Pappu et al. (2006)	Televisions and cars (three brands)	Japan, Malaysia and China	Consumer based brand equity	Australia Consumers N: 597	Questionnaire	Consumer-based brand equity varied according to the country of origin of the brand and product category.
Pappu et al. (2007)	Televisions and cars (three brands)	Japan, Malaysia and China (micro and macro levels)	Consumer based brand equity Country image	Australia Consumers N: 539	Questionnaire	Significant relationship is found between consumer-based brand equity dimensions and both macro and micro country images.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Verlegh (2007)	Food (apples, tomatoes) technology-based durables (refrigerator, CD players)	The Netherlands France and Germany	Willingness to buy National identification ethnocentrism	The Netherlands Consumers N: 186	Questionnaire	The results show that evaluations of foreign goods are negatively influenced by consumer ethnocentrism, but not by national identification.
Balabanis and Diamantop-oulos (2008)	Microwave ovens (13 brands)	-	Brand evaluations Brand origin identification Ethnocentrism Consumer involvement	UK Households N: 193	Questionnaire	The country of origin of a product is not a relevant attribute for making choices between alternatives.
Phau and Leng (2008)	Luxury brand apparel	Made in Australia made in Italy; made in Japan; and made in China.	Attitudes Status consumption	Teenagers N: 365	Questionnaire	Status-seeking teenagers have more positive attitude toward foreign luxury brand apparel as compared to Australian brands, with the exception of Chinese brands.
Chung et al. (2009)	TV (LG) Polo sweater (Ralph Lauren)	Korea, Mexico, Malaysia	Product quality evaluations Brand image Attitudes Intentions	Korea Consumers N: 550	Questionnaire	COM had no influence on purchase intention for both products. Brand image was related to purchase intention for sweaters, but not for TVs.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Brijs et al. (2011)	Beer, DVD players	Spain, Denmark	Product evaluations Product attitudes Purchase intention Country image	Belgium Graduate Students N: 1225	Questionnaire	Country image (cognitions, affect and conation) load on two broad factors, geocultural and socioeconomic stereotypes. For utilitarian-oriented products, cognitive factors have more importance. For hedonic-oriented products, the affective elements have more importance.
Hamzaoui-Essoussi et al. (2011)	Cars and television (4 different brands)	Brand origin: Korea, Germany, Japan COM: France, Taiwan, Italy, Japan	Brand equity (Brand image, brand quality) Macro micro country image Familiarity Brand Typicality	Tunisia Owners of cars and TV sets N: 376	Questionnaire	Country macro images have positive impact on brand image and brand quality. The manufacturing origins are as important as country of origins.
Josiassen (2011)	General	Dutch	Willingness to buy Consumer disidentification Ethnocentrism	Netherlands Second generation Turkish immigrants N: 1534	Questionnaire	Consumer disidentification has a significant impact on buying decisions beyond the effect of consumer ethnocentrism.

Table 1: (continued)

Authors	Product	Country	Variables	Sample	Research Type	Findings
Bose and Ponnam (2011)	Entertainment (Movies, theatres, circus, music and dance)	Brazil, Russia, UK, USA	Willingness to consume Country image Familiarity	India Young adults N: 95	Questionnaire	Consumers associate a particular entertainment form with a particular country and do not imply that consumers are willing to watch them.
Basfirinci (2013)	Automobile, camera	Germany, Japan	Product evaluations Brand personality Familiarity Involvement	Turkey Graduate students N: 480	Questionnaire	The general characteristics of countries can transfer into the personalities of their brands. Negative moderating effect of product familiarity and product involvement.

Note: This table was prepared by the researcher.

2.2. FACTORS INFLUENCING COUNTRY OF ORIGIN EFFECT

Table 1 shows the specific products, countries, variables, samples, methods and major findings of research on country of origin effect. As is seen country of origin has an impact on product evaluations in terms of consumers perceptions of product quality and consumers attitudes towards country and their products. Wang and Lamb (1983), Han (1990), Roth and Romeo (1992), Chao (2001), Verlegh (2007) and Josiassen (2011) analyzed purchase intentions or willingness to buy. As explained before, country of origin has stronger influence on perceived quality rather than attitudes and willingness to buy. When considering consumers' actual purchase decisions, its effect tends to become weaker as the some other factors may moderate this effect. Therefore, there are several factors that influence country of origin effect and in the next part, these factors will be mentioned.

2.2.1. Product Categories

Most of these studies have focused on significance of country-of-origin effects for different products since country of origin is an extrinsic cue that gives information about product quality. It is widely analyzed according to products in *general* (e.g. Balabanis et al., 2002; Becker, 1986; Darling and Craft, 1977; Gaedeke 1973; Josiassen, 2011; Laroche et al., 2005; Nagashima, 1970, 1977; Reierson, 1966; Wang and Lamb, 1983) and different categories such as *cars* (e.g. Ahmed and d'Astous, 1993, 1995, 1996; Ger et al., 1999; Hamzaoui-Essoussi et al., 2011; Han, 1990; Han and Terpstra, 1988; Pappu et al., 2006, 2007; Roth and Romeo, 1992), *televisions* (e.g. Batra et al., 2000; Chao, 1993, 1998, 2001; Han and Terpstra, 1988; Han, 1990; Hamzaoui-Essoussi et al., 2011; Insch and Bride, 2004; Li et al., 2000; Pappu et al. 2006, 2007), *textile* (e.g. Cordell, 1992; Gaedeke, 1973; Ger et al., 1999; Hester and Yuen, 1989; Phau and Leng, 2008; Reierson, 1966; Schooler, 1965, 1972), *food* (e.g. Gaedeke, 1973; Ger et al., 1999; Reierson, 1966; Verlegh, 2007), *electronics* (e.g. Ahmed and d'Astous, 1995; Brijs et al., 2011; Etzel and Walker, 1974; Gaedeke, 1973; Ger et al., 1999; Hong and Toner, 1989; Hong and Wyer, 1989; Maheswaran, 1994; Maheswaran and Chen, 2006) and other.

According to Pappu et al. (2007) cars are much more sensitive to country of origin effect than televisions and they explained the reason behind this as

conspicuous nature of the product. Since cars are visible products, country of origin becomes important as it symbolizes status. Phau and Leng (2008) also found that Italian luxury brand apparel to be significantly better than quality and fashionableness by status seeking consumers. Therefore, there is a definite stereotyping of foreign products by the samples of these studies whether products in general were considered or specific products since product-country match is more important when considering willingness to buy. It is especially high when country of origin image is an important characteristic for the product category. For instance, being German is an essential characteristic for an automobile category or being Japanese is an important characteristic of an electronic product.

The literature has a lot fewer studies about service evaluations. When it comes to services, there are some studies that investigate the country of origin effect on *airlines* (Bruning, 1997), *offshore* (Thelen et al., 2010), *retailer store* (Lascu and Giese, 1995) and *entertainment* (Bose and Ponnam, 2011). Thelen et al. (2010) indicates that some components of service quality such as communication, security and reliability become most important when evaluating services originating from different countries. Besides general service categories, supplementary services such as *warranty* and *satisfaction assurance* were found to be more important when products are complex. Supplementary services are important factors in determining value for cars, appliances, and electronic products for consumers (Javalgi et al., 2001).

It is difficult to indicate a general inference about product categories such as when products become more complex and have higher involvement level, country of origin effect becomes more significant. It does not mean that other products, which are not complex or low involvement products, are not affected by country of origin. For instance, beer is a low involvement and a hedonic product and Brijs et al. (2011) found that country image is stronger for beer than DVD player for both selected countries (Spain and Denmark) in their study. When considering low involvement products, the product-country match becomes prominent again. For instance, Ahmed et al. (2004) found that for coffee evaluations, Colombian coffee is mostly preferred because of South America's reputation as a source for coffee. Although Colombia has a negative country image associated with a developing country, it is the most

preferred brand among participants. Therefore, it can be concluded that product-country match and especially, product-country stereotypes constitute country of origin effect. Even if a country has a negative image because of being developing and underdeveloped country, product-country match overcomes the negative image.

2.2.2. Country Image

As was pointed out in the previous chapter, country of origin image is the main determinant of country of origin effect. Instead of country of origin image, the literature generally use "country image" which means "the overall perception that consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses" (Roth and Romeo, 1992: 480). It has different characteristics and different operationalization. For instance, Roth and Romeo (1992: 480) argued that country image is operationalized by four dimensions as innovativeness, design, prestige and workmanship, which are more marketing oriented. In the same vein, Han and Tersptra (1988) also operationalized country image by technical advancements, prestige, workmanship, economy and serviceability. As country image includes economic, political, historical, technological characteristics (Bannister and Saunders, 1978: 562), Martin and Eroglu (1993) developed a multi-dimensional country image construct which is composed of economic, political and technological dimensions.

To investigate country of origin effect, all studies use different country cues for evaluating products' quality and purchase intentions. As mentioned before, most of the studies include country comparisons in terms of national stereotypes, product-country stereotypes, different country image dimensions or general development levels. Actually, the literature is composed of comparisons of developed (Germany, USA, Japan, England, France, Italy, Sweden etc.) versus developing countries (China, Korea, Indonesia, Taiwan etc.).

Reierson (1966) was first revealed definite stereotyping of foreign products. There are general stereotyped attitudes towards different countries in most of the studies since country of origin stereotypes allow consumers to predict the likelihood that a product originated from a certain country will have certain characteristics (Maheswaran, 1994: 363). However, Etzel and Walker (1974: 44) indicated that

consumers do not perceive all products from a particular country as being the same quality. Therefore, product-country match, which is mentioned before, becomes more important than general country perceptions.

There is another important point that, the salience of these country perceptions or stereotyped beliefs depends on the context of consumers' country. For instance Brazil's association with the Samba dance might be particularly known by various parts of the world, but, Bose and Ponnam (2011) found that Indian consumers do not associate it with Brazil as a result of geographical, cultural and political distances. Similarly, Parameswaran and Pisharodi (1994) found the general country attribute includes interaction facet which defines the similarities and differences between two countries. Therefore, country of origin effect is also determined by various distances between countries that support the importance of relational context (Balabanis et al., 2002: 603) with a certain country.

Since country of origin image has three processes – cognitive, affective and normative – that form the country of origin effect, some of the studies investigate which process has stronger effect on product evaluations. Laroche et al. (2005) found that total effect of country of origin image was equally substantial for affective and cognitive processes. These processes have different importance level in different product categories. Brijs et al. (2011) found that for utilitarian-oriented products, cognitive processes drive attitude formation, whereas for hedonic-oriented products, the affective processes have greater importance in attitudes. When it comes to normative processes, ethnocentrism becomes prominent that which means a general tendency to evaluate national products better than the other countries. It has been demonstrated that there is a home-country bias in country of origin evaluation if the respondents were asked to compare foreign and domestic products (e.g. Bannister and Saunders 1978; Becker, 1986; Darling and Kraft, 1977; Elliot and Cameron, 1994; Josiassen, 2011; Lillis and Narayana 1974; Nagashima 1970, 1977; Verlegh, 2007). Another country related social and subjective norms towards countries are also important determinants besides nationalism and ethnocentrism such as consumer patriotism (Balabanis et al., 2001; Han, 1988), national identification (Verlegh, 2007), consumer disidentification (Josiassen, 2011), consumer animosity (Klein et al., 1998), consumer affinity (Nes et al., 2014; Oberecker et al., 2008),

cosmopolitanism (Cleveland et al., 2009; Dimofte et al., 2008). All these factors influence the country of origin effect negatively or positively. For instance, an affinity towards a specific country may increase the country of origin effect positively on product evaluations whereas an animosity towards a country may influence country of origin effect negatively and may not yield a purchase intention.

2.2.3. Price

Price is another extrinsic cue that affects consumers' product evaluations and it is also an important factor that has an influence on country of origin effect since it is a determinant of purchase intentions and actual purchase behavior. The studies that use price as another cue found that perceived quality of products is higher at a higher price and lower in a lower price.

There are some studies that investigate country of origin effect with price cue, for instance, Schooler and Wildt (1968) demonstrated that product bias for national origin could be affected by price manipulation between domestic and foreign products. If there is a price differential between domestic and foreign products, consumers tend to buy the lower priced good and they can switched to foreign product even if they have a bias for that country's products. Becker (1986) also found that when price and quality represented as equal, a territorial pride and nationalism appears to influence product choice. Wall et al. (1991) revealed that consumers prefer a low-priced, well-known brand from a high reputation country. However, Ahmed and d'Astuos (1993) found price effect is not significant for automobiles; brand name is a more important cue than price. Conversely, Lee et al. (1993) demonstrated that price is more important than warranty and country of origin. Indeed, country of origin was the least important factor in personal computer and wall clock preferences of consumers in their research.

The study of Chao (1993) revealed that country of design interacts with price when influencing product quality perceptions. He also found that the traditional price-quality relationship appears to be country specific that means a lower price does not connote a lower perceived quality if a good design country location is selected. Thus, price is an important factor that influences the country of origin effect on product evaluations. Sometimes it becomes more important than other extrinsic

cues such as brand and different country of origin aspects, and sometimes it has less effect than these cues.

2.2.4. Brand Name

Brand name is another extrinsic cue that gives information about product quality and it is another factor that decreases or increases country of origin effect. Some of the studies (e.g. Ahmed and d'Astous, 1993, 1995, 1996; Balabanis and Diamantopoulos, 2008; Gaedeke, 1973; Han and Terpsta, 1988; Leclerc, 1994; Nes, 1982; Tse and Gorn, 1993; Wall et al., 1991) use brand name as another cue besides country of origin and they have different conclusions. Ahmed and d'Astous (1993, 1995) found that brand name is a more important informational cue than country of origin. Likewise, Nes (1981) demonstrated that brand name has more influence on product evaluations than the degree of economic development of the country. However, he also revealed that well-known brand names could not compensate for the negative bias against products from developing countries. That means when a country has a negative image, consumers evaluate its products unfavorably even if it has a well-known brand name.

Unfavorable country image of developing countries affect the evaluation of products and brands. Gaedeke (1973) found that country of origin does not affect the quality of branded products as long as it is not originated from developing countries. If a product's country of origin is a developing country, it has a negative effect on product evaluations.

Some studies also use unknown or artificial brand name cues to reveal how country of origin effect changes. Wall et al. (1991) found that unknown brands are perceived favorably only when they are from high reputation countries. Tse and Gorn (1993) revealed that consumers more likely use country of origin when it has unfavorable image and the brand is unknown.

Brand name also gives information about the country of origin and it signifies something more than quality. For instance, the prestige of Channel brand name may depend on its associations with France and haute couture or brand names such as Sony, Canon and Mitsubishi signifies Japanese reputation for quality (Thakor and Katsanis, 1997: 94). Similarly, Leclerc et al. (1994) found that for hedonic products,

French sounding brand names are more effective than country of origin information. As a summary, since brand name is another extrinsic cue, it strongly influences the consumer perceptions and purchase intentions. A well-known or unknown brand name may moderate the country of origin effect on product evaluations.

2.2.5. Hybrid Products

By the development of international trade and global business and their effect on production processes, it has become common to find products that are designed in one country, manufactured in another country and branded in a different country (Phau and Prendergast, 2000: 164). As a result of this, a product may be associated with more than one country. Therefore, it becomes important to analyze different countries in terms of country of manufacturing, country of design and country of assembly. Han and Terpstra (1988) demonstrated that sourcing country stimuli which means country of manufacturing was found to have more powerful effects than brand name on consumer evaluations of bi-national or hybrid products. In the same vein, Inshc and Bride (2004) found that country of manufacturing is the most consistently significant country of origin aspect across products (televisions, mountain bike and athletic shoes) and national groups (American and Mexican). Ahmed et al. (1994) found country of design is more important for purchasing managers in organizational decisions. Chao (1993) found that consumer evaluations of design and product qualities are influenced by price, country of design and country of assembly. Another study of Chao (1998) revealed that country of assembly and country of parts only affect the product quality perception and country of design only affects the design quality perceptions.

When considering purchase intentions, Chung et al. (2009) investigated the impact of brand image and country of manufacturing on purchase intentions of hybrid global products. They found that brand image has a stronger effect than country of manufacturing on attitudes, performance, brand prestige, aesthetics and serviceability for both products (TV and polo sweater). When country of manufacturing is manipulated by a developing country, the product performance, brand prestige and purchase attitudes are affected negatively. Therefore, besides country of origin, country of manufacturing has an important role in consumer

evaluations in terms of country categorization and stereotyping effect. The other aspects, country of assembly and country of design found to be less important than country of manufacturing.

2.2.6. Perceived Risk

Country of origin effects vary according to the perceived risk associated with the product and its country. Hampton (1977) is the first author who draws our attention to the relationship between country of origin effect and perceived risk. His findings support that there is a perceived risk hierarchy for countries. The general tendency towards the country of origin evaluations according to perceived risk is that products from developing nations are perceived to be more risky than products from developed nations. Baumgartner and Jolibert (1978: 603) note that perceived risk is a significant factor in foreign product evaluations. They evaluate different types of perceived risk, financial and performance risk for life insurance, physical risk for cough syrup, social and psychological risk for winter coat and riskless playing cards. They found that foreign products in France are more likely to be purchased if they fall into social and psychological risk category. For instance, English winter coat is popular and is preferred among the consumers because of social and psychological risk avoidance.

Nes (1981) revealed that well-known brand names compensate the risk; they cause a lower perceived risk and a higher perceived quality. Alden (1993) demonstrated that for a new low involvement brand, a product's (e.g. toothpaste) country of origin which is associated with high perceived risk, affect consumers' products evaluations unfavorably. As a result, both of the products and their country of origins may be perceived risky and this perceived risk factor may moderate the country of origin effect when evaluating of products from specific countries.

2.2.7. Product Familiarity and Experience

Familiarity with the country and its products, product experience and knowledge about the product class has an influence on country of origin effect (Hong and Toner, 1989; Johansson et al., 1985; Maheswaran, 1994; Nagashima, 1970; Tse

and Gorn, 1993). Consumers who are familiar with a brand is more likely to be familiar with its country of origin. (Samiee et al 2005: 383).

Hong and Toner (1989) found that country of origin effect is a function of consumers' general knowledge or familiarity of the product. They demonstrated that when consumers are less knowledgeable about the product, country of origin information is more likely to be used as an extrinsic cue in product evaluations. Tse and Gorn (1993) also found similar conclusion that consumers, who are not familiar with a brand, are more likely to use country of origin information in their product evaluations. In the same vein, Johansson et al. (1985) revealed that consumers who are familiar with a specific product may not use country of origin information as an extrinsic cue in their product evaluations.

The country of origin image is affected by the familiarity of the country's product. For instance, Nagashima (1970) found that, Japanese consumers rated French products as lowest since there was not much familiarity with French products in 1970s. As explained earlier, country of origin's halo effect and summary effect is related with product familiarity. When consumers are not familiar with a country's products, country of origin image may serve as a halo effect and as consumers become familiar and gain experience with a country's products, country of origin image may serve as summary effect that summarizes consumers' beliefs about product attributes (Han, 1989: 222).

Maheswaran (1994) investigated the role of product experience and country of origin in consumers' personal computer product evaluations. Maheswaran (1994: 362) found that "novices used country of origin information in their evaluations regardless of whether the product attributes were ambiguous or unambiguous. In contrast, experts used country of origin only when the attribute information was ambiguous." Thus, familiarity and positive or negative experience with a product or a brand from a particular country may moderate country of origin effect.

2.2.8. Demographics

When it comes to demographic factors, Wall et al. (1988) found that men and women used different criteria when making country of origin evaluation. Men ratings were highest for countries producing technological goods such as cars and home

entertainment equipment while women ratings were highest for countries producing fashion goods. Men appeared to use a country's technological development and political orientation, whereas women appeared to use geographic proximity to form opinions about products from specific country. However, Hong and Toner (1989) demonstrated that country of origin was a function of the consumers' general knowledge level or familiarity of the product rather than their gender.

Schooler (1971) investigated whether country of origin evaluation varies by socio-demographic characteristics and he found that the intensity varied on the basis of age, gender, education and race. The older aged consumers evaluated the products of Africa, Asia, North America, and West Germany significantly lower than younger respondents. Females rated foreign products significantly higher than males. Nonwhite respondents rated products from Nigeria, Latin America, and India significantly better than white respondents, while white respondents rated products of the United States and North America significantly better than nonwhites. Consumers with college education or more, rated the products of Africa, Czechoslovakia, Eastern Europe, India, West Germany, and Western Europe significantly higher than those with less education. Lastly, country of origin effect is not found to be affected by occupation.

Age is another factor that appears to have a differing moderating effect on country of origin evaluations in a youthful and newly liberalized society (Insch and Bride, 2004: 264). However, Hester and Yuen (1989) found that age and awareness of country of origin were significant only for females in both Canada and USA. The oldest females were more likely to be aware than either the middle age group or the youngest women. When considering country of origin concerns, the oldest age groups demonstrated the highest concern for country of production (manufacturing) of garments.

Anderson and Cunningham (1972) examined the concept with personality factors such as status concern, conservatism, attitude toward big business and dogmatism. They found that the consumers who prefer foreign products have low status concern, low conservatism and dogmatism, with a college education. However, Phau and Leng (2008) revealed 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.

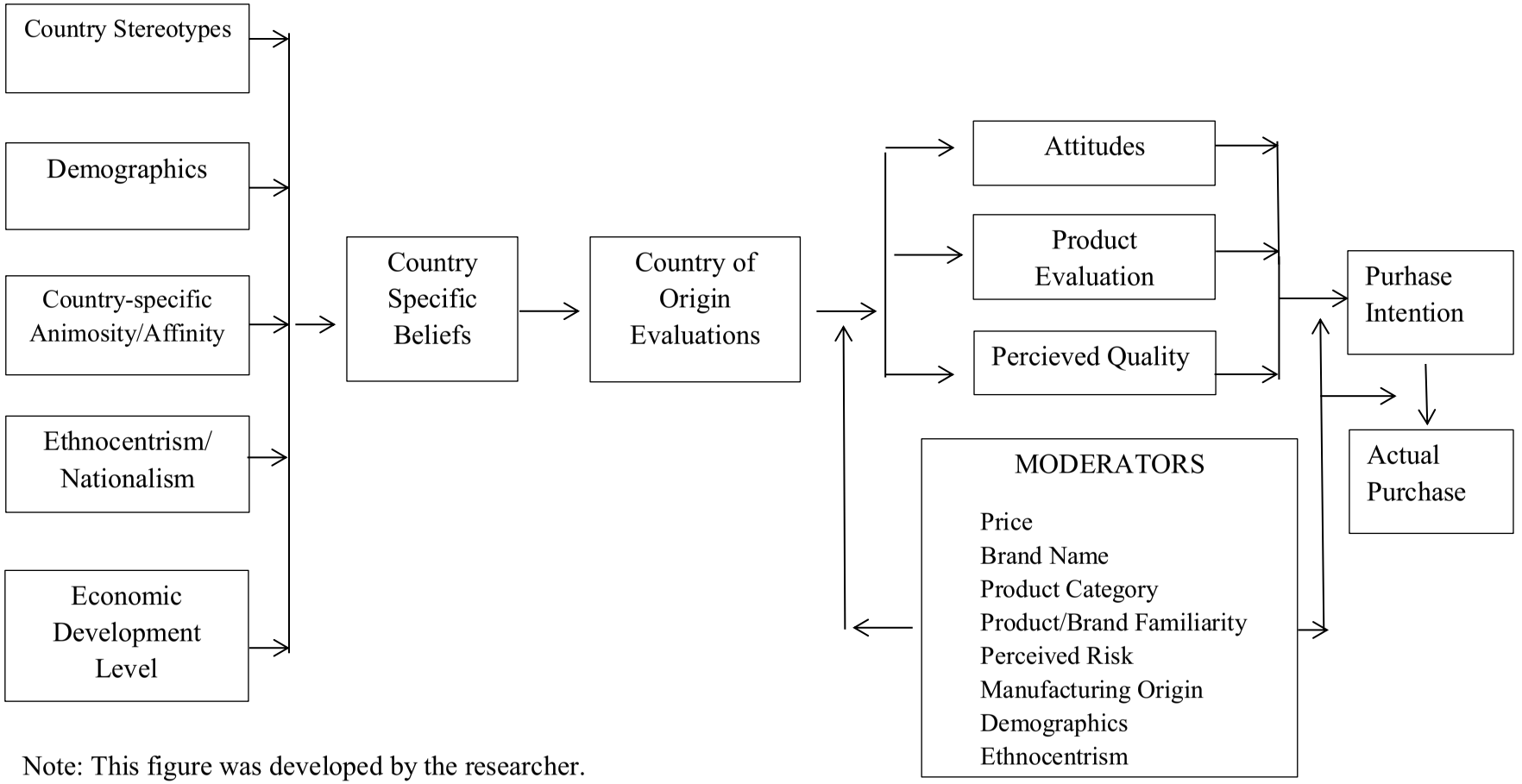
According to literature review, Figure 1 gives an overview of variables and all these factors that influencing country of origin effect. It provides a general country of origin effect with its antecedents and consequences mentioned in the literature,

2.2.9. Measurement Issues and Samples

Studies generally tested hypothesized country of origin effect by manipulating different product categories and different countries among different samples. As it can be seen from the Table 1, there are two types of samples used in these researches: students and consumers/households samples. As samples are related with demographic factors, there is not a significant difference in these studies' findings since demographic factors are not an important determinant of country of origin effect.

When considering the research type and measurement issues, almost all the studies use quantitative methodologies. Except Ger et al. (1999), all studies conduct studies to measure country of origin effect with questionnaires. Usunier (2006: 70) criticize the literature for collecting data by means of self-report about hypothetical questions (close end questions) which reflects researchers' worldview not respondents' concerns. Moreover, there is still very little scientific understanding of the country of origin phenomenon. It is still not known whether it has an effect on consumers' actual behavior since the studies did not focus on actual purchase behavior in their research designs. Therefore, there is not any definite explanation of its formulation.

Figure 1: Overview of Variables in Country of Origin Effect



Note: This figure was developed by the researcher.

2.3. COUNTRY OF ORIGIN RESEARCH IN TURKEY

When considering Turkish literature, a number of researchers have reported country of origin effect for Turkish consumers and a number of researchers have investigated the effect of Turkish image on different nations. Tigli et al. (2010) tested certain product categories (31 product groups) and certain country (35 countries) matches and they found that Turkish consumers are not consistent with associating some of the product categories to the certain countries and some countries to the product categories. They associated gold with South Africa, beer with Mexico, cellphone with Finland, cinema with India etc. consistently. However, they associated wine with Spain and Portugal, instead of France as expected in terms of stereotyping effect. Their findings showed that Turkish consumers are not aware of some product-country matches and they do not have direct associations between products and countries.

Cengiz and Kirkbir (2007) analyzed Turkish consumers' preferences. The products which are made in Germany, France, Italy and Israel are found to be preferred for its quality, durability and performance. American and English products were preferred for reliability and warranty. Japanese products were found to be known as good delivery, high technology, durability and good service. Syrian and Persian products were associated with assortment appearance and lastly, products made in China and South Korea was found to have lower price and lower quality. Since Turkish consumers are mostly Muslim, they do not prefer food products made in Western or Far Eastern countries because of religious beliefs. They prefer food from other Islamic countries like Syria and Persia.

Akaah and Yaprak (1993) investigated Ghanaian, Turkish and American students' product evaluations of automobiles made in Germany, USA and Japan by giving country of origin cue with other product attributes (price, reliability, style, fuel consumption etc.). They found that country of origin effect is weak when other attributes are taken into account. Perceptions of made in Japan is highest in each sample. It is followed by made in Germany and made in USA. Surprisingly, American consumers do not show home-country bias for American automobiles.

Kurtuluş and Bozbay (2008) examined the differences between Turkish consumers' perceived quality and purchase intentions of binational products. They

compared two brands (Sony and Sanyo) made in Japan and China. They found that country of origin is more important in functional quality perceptions. However when it comes to purchase intentions and symbolic quality perceptions, brand image becomes more important for digital cameras. They demonstrated that Sony made in Japan and Sony made in China was rated higher than Sanyo made in Japan and Sanyo made in China. Therefore, it is indicated that brand image is more important in purchase intentions and it compensates the unfavorable made in China image.

Ar and Kaynak (2012) investigated country of origin biases of Turkish consumers for two global brands, Philips and Adidas. They found that country of production has an effect on perceived quality, brand trust and purchase intentions. When these brands are manufactured in China, consumers have unfavorable and negative attitudes towards both of the well-known brands.

Basfirinci (2013) investigated country of origin image transfer to the brand personality and she found that the general characteristics of countries can transfer into the personalities of their brands that means German automobiles' superiority may transfer to an automobile brand's personality and likewise Japanese technological products superiority may transfer to a digital camera brand's personality. The results also demonstrated the negative moderating effect of product familiarity and product involvement.

Some of the studies were focused on ethnocentric tendencies with country of origin effect. For instance, Kaynak and Kara (2002) found that Turkish consumers have different perceptions for different product-country images. The products from the USA, Japan and Western Europe were perceived highest quality, the products from Russia, China and Eastern Europe were perceived negatively. They also examined Turkish consumers' ethnocentric behaviors and lifestyles. They found that when Turkish consumers are more community oriented, they are more ethnocentric whereas they become more opinion oriented, they are less ethnocentric. They also found two distinct market segments. The first segment consisted of traditional, religious and highly ethnocentric consumers whereas the second segment consisted of low ethnocentric who gave importance to fashion, design and brand name.

Arı and Madran (2011) found that product quality is more important than country of origin. They have ethnocentric tendencies in food and textile products.

Academicians, females, the elderly, and the lower income consumers have been found to be more ethnocentric.

Cilingir and Basfirinci (2014) examined country of origin effect on Turkish consumers' product evaluations with consumer ethnocentrism, product involvement and product knowledge moderators. They found that the moderators do not have a significant effect on product evaluations but they negatively influence the country of origin effect. Surprisingly, it is also found that high level of ethnocentrism did not moderate the country of origin effect. Highly ethnocentric consumers rated made in Japan more favorable than made in Turkey. Their results also indicated product involvement level has a stronger moderating effect than the product knowledge level.

Güdüm and Kavas (1996) investigated perceptions of industrial purchasing managers' of foreign (the USA, Germany, Japan) and national suppliers in Turkey. They found that foreign suppliers were perceived more favorable than Turkish suppliers. However, when considering country preferences, Turkish industrial buyers view national suppliers more favorable in most of the quality dimensions.

There are also other studies that investigated Turkish image in different contexts. In her master thesis, Özmen (2004) investigated the effect of a Turkish brand's -Mavi Jeans- image and its country of origin on their jeans evaluations in USA and she found that, surprisingly, American consumers did not evaluate Mavi Jeans in terms of country of origin effect. Indeed, consumers were not interested in the country of origin information. They did not associate the concept of quality with the country of origin concept.

Nart (2008) investigated consumers' perceptions and intentions of Turkish and German products in United Kingdom. She found that Turkey and Turkish products were perceived as lower quality than Germany which caused an unfavorable effect on brand personality and purchase intentions. Yaras (2009) examined Turkey's image and cultural similarity on Ukrainian, Tatar and Russian consumers' perceptions in Crimea. Crimean Tatars perceived made in Turkey products more favorable than others since they have more socio-economic and cultural similarities with Turkey.

Ger et al. (1999) was the first paper takes an interpretive approach to country of origin image both in Turkey and existing literature. They evaluate four dimensions

(place, product, market context and usage context) which are central to understand the contextualized product-place images. Product refers to the category that the product takes place in. Place refers to the place or places that the product is coming from. The market context refers to the competitors and the market profile. Lastly, the usage context refers to the relationship of the product with self. They tried to explore, the experiential meaning of products from other countries and it is found that, there is a desirability of the foreign brand that provides consumers negotiate their identity in the social relationships. It states that product-country images are signs and the connotations they evoke and the myth they are inscribed in, should be analyzed through an experiential approach. They also noted that in Turkey, “foreign or "Western," is much more significant than specific countries-of-origin such as Germany, America, Japan.

There are also some other Turkish studies that investigate consumer perceptions of different countries similar with the existing international literature. Although these studies have contributions to the literature, little is known about Turkish consumers’ preferences. In the next section, the limitations of country of origin studies in terms of conceptual and methodological drawbacks will be discussed and the necessity of doing this present research will be revealed.

2.4. CRITICS OF COUNTRY OF ORIGIN RESEARCH

In view of all that has been mentioned so far, country of origin is widely investigated in all over the world, by using different product categories, different multi-attributes, different countries and different samples. Country of origin images of products can have so many facets and it is no surprise that they have been the object of study in disciplines ranging from marketing to political science or cultural anthropology (Papadopoulous, 1993: 4). From the point of marketing, it becomes more important to understand how consumers evaluate foreign products in global marketplace. Therefore, marketing and consumer behavior scholars are intensely interested in studying this phenomenon. A large number of studies have shown that country of origin plays an incredible role in consumers’ brand evaluations. Both empirical observations and experiments show that country of origin has an important influence on the quality perceptions (Bilkey and Nes, 1982: 89). Indeed, most of the

studies mainly focused on national stereotypes, the country of origin image and product quality perceptions. It was found that products from developed countries are more preferred than the products from developing countries based on the favorable image of economic and technological development of countries.

However, the previously mentioned studies in literature review suffer from some serious drawbacks in terms of concept and methodology. In the next section, these drawbacks will be mentioned.

2.4.1. Conceptual Drawbacks

Country of origin literature presents that a product's origin is a sign or signal of product quality and it affects consumers' intention to buy (Bilkey and Nes, 1982; Han, 1989, Roth and Romeo, 1992). Country of origin image has been shown to have a stronger effect on consumer perceptions and their product evaluations than on attitudes and purchase intentions (Josiassen and Harzing, 2008; Verlegh and Steenkamp, 1999). As the literature focuses on perceptions, existing studies do not explain how country of origin operates in actual behavior. There is still uncertainty whether consumers use this information on their actual purchase decisions. It is also ambiguous how consumers use this information and there is not a clear explanation about how it works. However, Darling and Kraft (1977: 528) concluded their study that "the practical importance of this finding is not clear unless the relationship between this image dimension and actual market behavior is examined." Although there is such a critic, up to now, previous studies generally investigated the country of origin effect on purchase intentions and actual behavior of consumers is still in question. Agrawal and Kamakura (1999: 256) argues that as consumers move closer to attitude formation and actual purchase decision, the role of country of origin may be quite insignificant and its effect tends to become weaker. Therefore, this actual purchase behavior issue becomes very important to understand the real country of origin effect on actual purchase.

Moreover, since the concept varies according to product category, generalizability of the concept is still in question. Product type (utilitarian/hedonic, high involvement/low involvement, necessity/luxury etc.), price, brand name, involvement level, familiarity and experience with product, perceived risk factors,

different country of origin aspects (country of manufacture, country of design, country of assembly etc.) may moderate the effect on actual purchase decision as it is mentioned in previous part. Although most of the studies verify country of origin effect, how much it influence consumers' decisions is not revealed.

The meta-analysis about country of origin research showed that country of origin has a strong influence on product evaluation (Peterson and Jolibert, 1995; Verlegh and Steenkamp, 1999). The effect of country of origin on consumer perceptions and evaluations has been one of the most widely studied phenomena in the international marketing and consumer behavior literature. It is an important determinant of consumer perceptions, consumer attitudes, product and brand evaluations and purchase intentions. However, this inference is based largely on quantitative research in which country of origin information is used as a single cue about the given product as it is seen in the era of single variable period between 1960s and 1980. Using country of origin cue as a single cue is the other criticism since it causes inflation on the country of origin effect. In the era of multi-variable period between 1980 and 2000, multi-cue (such as price, brand name etc.) research designs were used to evaluate its real effect on consumers' product evaluations. For instance, some multi-cue studies, which use brand as another extrinsic cue, reveal that brand is more important than the origin (Leclerc et al., 1994; Samiee et al., 2005). Moreover, when country of origin studies employ well-known brands, the findings are likely to be brand specific (Samiee, 1994: 591). Brand image surpasses brand's origin as it is seen in Samsung's - a Korean brand - success. Therefore, it was found that a well-known brand name compensates a negative country of origin effect (Bilkey and Nes, 1982: 94).

As mentioned before, country of origin research has an evolution started with single cue studies and continued with multi-cue studies in 2000s. After 2000, country of origin researchers started to investigate the phenomena in different contexts to analyze the relevance of country of origin effect and to conceptualize the effect. Most of the studies on country of origin effect have been descriptive; a few studies have been explanatory or predictive in nature (Obermiller and Spangerberg, 1989: 454). Moreover, existing literature has reached no consensus on how to conceptualize and operationalize country of origin. Some researchers also criticize

the field for the lack of theoretical framework for country of origin (e.g. Ger et al., 1999; Phau and Prendergast, 2000; Thakor and Kohli, 1996; Usunier, 2006; Verlegh and Steenkamp, 1999). Some of them question whether a country of origin effect even exists (e.g. Pharr, 2005).

Since country of origin has a conceptual complexity in terms of country of manufacturing, country of design, country of assembly etc., a general country of origin model is unattainable (Usunier, 2006: 68). Although, the importance level of these aspects vary according to the product category, country of the brand which is referred as country of origin has generally become more significant than country of manufacturing and the other facets (Chao, 1998; Leclerc et al., 1994; Pharr, 2005; Samiee et al., 2005).

As explained before country of origin effect has three processes. While quality evaluations refer to the cognitive process of country of origin effect, experiential meanings, emotions and feelings about a country refers to the affective process of the phenomena. Behavioral intentions towards the country like boycotting or desirability to buy country's products refers to the normative/conative process of the country of origin image concept. Most studies concentrate on cognitive processes in the form of halo effect (Han, 1990), summary effect (Han, 1990) and stereotyping effect (Chattalas, 2005; Janda and Rao, 1997; Maheswaran, 1994) which are related to country beliefs and consumer perceptions. In terms of normative processes, country related social norms and behaviors such as consumer ethnocentrism (Shimp and Sharma, 1987), nationalism (Verlegh, 2007), patriotism (Han, 1988), consumer animosity (Klein et al., 1999) and their effects on behavioral intentions are discussed.

Besides these negative attitudes towards the foreign countries, there is another concept called consumer affinity (Oberecker et al., 2008) which means favorable attitude and positive feeling towards a country. In addition, there may be also a negative attitude towards the domestic country by means of consumer disidentifiacation (Josiassen, 2011). When affective component is of concern, a few studies come into view such as Ger et al. (1999), Verlegh (2001) and Batra et al. (2000) that focus on symbolic aspects of foreignness. In addition to country of origin's role as an extrinsic quality cue, it has symbolic and social meanings to

consumers. However, research about these issues is scarce and more research is needed on the symbolic and social meanings of country of origin.

Other major drawback of these studies is that almost every study has a priori assumption that consumers look for country of origin information and typically know the country of origin of products and they use this information in their decision. In fact, most of the consumers are not aware of the country of origin (Hester and Yuen, 1987: 542) and they do not acquire country of origin information in their actual purchases (Liefeld, 2004: 85). The latest articles also argue that country of origin or brand origin is not an important factor that affects consumer decisions as the country of origin literature emphasizes. Moreover, consumers may have limited knowledge of the origins of brands (Samiee, et al., 2005: 394). As mentioned before, in the literature, most of the studies test different countries with different products but they ignored their country of origin awareness. In the real life, consumers even may not know the real country of origin. To analyze country of origin effect, it is important to find out consumers' awareness of products' country of origin information. Therefore, this priori assumption of consumer knowledge about country of origin and the other conceptual drawbacks prevents conceptualization of country of origin effect.

2.4.2. Methodological Drawbacks

Numerous articles, conference papers, dissertations and books have been published over fifty years and most of the studies are based on questionnaire surveys with particular goods and particular countries of origin which invite respondents to self-report about their evaluation of product X made in or from country Y as it is seen in Table 1. The majority of studies employ global measures for country and product evaluations rather than product category specific measures. These scale characteristics are also criticized with having lack of validity and reliability assessments (Roth and Diamantopoulos, 2009: 733).

Roth and Diamantopoulos (2009) criticize the literature for using convenience sampling with student samples that limits the generalizability of research results. However, as was pointed in literature review section, it is revealed that there is not a significant difference among student and regular consumer samples since demographic factors are not an important determinant of country of origin effect. In

the same vein, some meta-analysis support this view that the size of the effects do not differ between student and nonstudent samples for quality and reliability considerations (Peterson and Jolibert, 1995; Verlegh and Steenkamp, 1999).

It is suggested for future studies to consider the experience with products from other countries in a broader context and the multiple experiential meanings of a "place" as well as issues of social identity by using qualitative approach to understand the depth layers of connotations associated with country of origin image (Ger et al., 1999: 169). However, besides some research about meaning of foreign brands (Dong and Tian, 2009; Izberk-Bilgin, 2012; Üstüner and Holt, 2007), the country of origin literature is full of quantitative studies about the quality and image perceptions of product evaluations with specific country of origin and comparison between the image of developed and underdeveloped countries. In the lights of all the drawbacks mentioned, it can be concluded that country of origin effect and its importance may be inflated. In order to minimize these drawbacks, this study is intended to use a different research methodology to understand the country of origin effect on actual purchase decision.

CHAPTER 3
EXPLORING COUNTRY OF ORIGIN EFFECT ON TURKISH CONSUMPTION PRACTICES

3.1. AIM OF THE RESEARCH

Country of origin concept has been the subject of many studies but the role of the phenomenon in actual purchase is still in question and the literature cannot explain what the country of origin really means to consumers. Since the literature does not succeed to understand how country of origin operates and how consumers use country of origin information in their purchase decisions; it is important to assess subjective interpretations about country of origin to understand the phenomenon. Therefore, the main of the study is to use qualitative methodology in order to understand and assess what the country of origin really means to consumers.

There is also a need for empirical research that presents both antecedents and consequences of country of origin effect in different product categories. Most researches are contingent to specific product categories of consumer electronics, cars, textile products by making comparison between developed and developing countries' products. However, this study does not manipulate participants with different products from different countries, it will try to provide more holistic point of view about country of origin effect on different product categories and how the concept affects participants' actual purchase decisions in these categories. Therefore, the significance of this study is to investigate country of origin research in actual purchase decisions for revealing the effect of the concept. It is expected to provide further clarifications on the complex issue of country of origin structure, antecedents and consequences and its influence on different consumption practices. By this study, it is intended to refine current understanding of country of origin effect and a new interpretation of its formation and some psychological and sociological aspects of the phenomenon.

In accordance with the purpose of the study; the primary research question is: What does country of origin really mean to consumers?

Secondary questions are:

- What does country of origin evaluation depend on?

- How do consumers use country of origin information?
- Why do they use country of origin information?
- In which product group or services is country of origin important, in which it is not?
- Is country of origin effect still salient in consumer preferences?
- Is country of origin information really important?
- Does country of origin have symbolic meanings? What does it symbolize?

3.2. RESEARCH METHODOLOGY

3.2.1. Research Approach

As was mentioned in the previous chapter, current literature is full of quantitative methodologies; hence, these researches do not reflect true consumer attitudes and their actual behavior. For understanding the role of country of origin information in consumer purchase decision and for reaching theoretical development, interpretive approach is needed as some of the researchers suggested (Ger et al., 1999; Liefeld, 1993). Since this study aims to explore what country of origin really means to consumers, qualitative research is more appropriate to understand country of origin effect from participants' consumption experiences and to find out what kind of meaning they ascribe to the concept.

"Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem" (Creswell, 2014: 4). It focuses on underlying meaning to understand human experiences and behavior. This study adopts the interpretive approach, which is where qualitative research is most often located, in order to yield a rich array of information of consumer experiences of country of origin information. Interpretive approach assumes that reality is socially constructed and there is no single and observable reality (Merriam, 2009: 8) and reality is essentially mental and perceived (Hudson and Ozanne, 1988: 509). Bryman (2004: 12) defines interpretivism as "an alternative to the positivism. It is predicated upon the view that a strategy is required that respects the differences between people and the objects of the natural sciences and therefore requires the social scientist to grasp the subjective meaning of social action." The emphasis is on explanation and

understanding human behavior. Interpretive approach views understanding as a never-ending process and interpretation is always incomplete which means previous interpretations affects current interpretations and they will influence the future interpretations (Hudson and Ozanne, 1988: 510).

Constructivism or social constructivism (often combined with interpretivism) is such a perspective that it is typically seen as an approach to qualitative research. According to Patton (2002: 96) this orientation answers how the people in this setting have constructed reality with their reported perceptions, truths, explanations, beliefs, and worldview. It also presents the consequences of their constructions for people's behaviors and for those with whom they interact. Social constructivists believe that individuals seek understanding of the world in which they live. They develop subjective meanings toward certain objects or things. The goal of the research is to rely as much as possible on the participants' view of the situation. Subjective meanings are formed through interaction with others and through historical and cultural norms in their lives. Thus, constructivist researchers often address the process of interaction among individuals (Creswell, 2014: 8).

Social beings construct reality and give it meaning based on its context. As interpretive research seeks to determine time and context-bound motives, meanings, reasons, and other subjective experiences (Hudson and Ozanne, 1988: 511), focusing on interpretive research and qualitative methods is inevitable to find out the depth layers of the country of origin phenomenon since existing positivist and quantitative methods cannot explain it. Thus far, previous studies generally used quantitative methodology that aims to define categories before the study is undertaken and then determines the relationship between them. However, this concept needs a qualitative methodology that defines categories during the process of the research as the object of it and it looks for patterns of interrelationship between many categories rather than delineated relationship between a limited set of them (McCraken, 1988: 16). A qualitative research is generally undertaken when there is a lack of theory or an existing theory fails to adequately explain the phenomenon in order to build concepts, hypotheses or theories with an inductive process (Merriam, 2009: 15). Since country of origin effect does not have a theoretical categorization, it is lack of

theory and using a qualitative research is more appropriate to define the concepts that create the country of origin effect and to show how it works.

Interviews are one of the dominant and powerful methods in qualitative research (Flick, 2007: 78). The method provides mental world of the individual, to see the content and pattern of daily experience and it gives the opportunity to step into the mind of another person, to see and experience the world as they do themselves (McCracken, 1988: 9). Since this study seeks to understand what country of origin really means in the consumers mind, it needs to do interviews. Therefore, the aim of the study is to use a qualitative approach that provides understanding what the phenomenon really means and how it affects consumption practices by assessing the antecedents and consequences of the country of origin effect. Using a qualitative approach facilitates development of a general conceptual model of country of origin effect since it provides an understanding not only the outcomes, but also the processes, which the events and actions take place (Maxwell, 1996: 19, Merriam, 2009: 14), that shows how the phenomenon works.

Since the interviews are a part of most interpretive studies as a key way of accessing the interpretations of informants in the field (Walsham, 2006: 323), it is the most appropriate method for finding answers to the research questions of this study. However, interviewing is not to get answers to these questions, the purpose of in-depth interviewing is an interest in understanding the lived experience of other people and the meaning they make of that experience (Seidman, 2006: 9).

3.1.3. Research Design

In order to understand the role of country of origin on consumption decisions, a qualitative study was designed; utilizing semi-structured interviews to explore participants' consumption experiences of using country of origin information since the semi-structured interview is well suited to explore meaning in the experiences of participants (Kvale and Brinkman, 2009: 1-2). In parallel with main research questions, the literature review was used to generate the questions for the interview. The interview guide was designed following suggestions by Rubin and Rubin (2011) and Kvale and Brinkmann (2009). During this process, discussions were made with colleagues who know this interview method. By the help of their fruitful advices the

questions were designed as from general to more specific manner. By reason of the fact that literature mostly focuses on the country of origin evaluations on the intentions, this research is based on the basis of actual purchase decisions in some product and service categories to understand whether country of origin effect exists or not.

Before the main research, the first pilot study was conducted in December 2013. After making pilot studies with 5 participants, questions were revised. At the revision process, discussions were made with a marketing professor and with some academicians coming from different disciplines such as management, economics, sociology, psychology and literature. In accordance with their helpful advices the interview guide has changed and the second pilot study was conducted in April 2014 to 3 participants. After the second revision, it took its final version. In order to make the questions clear, each question was phrased in the everyday language and each interview was recorded with a voice recorder. For the semi-structured interview guide, see appendix 1.

It is important to note that, as much of the current literature on country of origin pays particular attention to purchase intentions, this study focus on actual purchases. To understand its real meaning, actual purchase behavior becomes more important than intentions. Since country of origin concept is product-specific which means its effect varies from hedonic to utilitarian products, high involvement to low involvement products; the questions were designed to understand their consumption experiences in different categories according to product type and involvement levels like automobile, electronics (mobile phone, white goods, computer etc.), textile (apparel, shoes, home textile), accessories (bags, glasses etc.), cosmetics, food (restaurants, desserts) and beverages (alcoholic and nonalcoholic), services (banking, supermarket etc.).

Using an interpretive approach facilitates development of a conceptual model from the answers of these research questions that draw attention to understand country of origin effect and how consumer evaluates and uses country of origin information in their consumption practices.

3.1.4. Sample and Data Collection

The main research was conducted in June 2014, in Izmir. Since, "qualitative research typically focuses in depth on relatively small samples, even single cases, selected purposefully" (Patton, 2002: 230); it is important to select the information-rich cases. Since the purpose of the study is to provide deeper understanding of the phenomenon considering general consumption practices, convenient sampling is applied for selecting the interviewees until sample size extended to data saturation, when a single person has not added much to what it is already gathered regarding the research question (Mason, 2010). As it is a general topic which is related to every consumer, it is intended to use "maximum variation sampling" to make interviews with a wide variation of consumers in terms of age, gender and socio-economic status. A variation among different ages, genders and socio-economic status would provide comparisons to understand the impact of phenomena on consumer decisions. In most studies, the variety of experiences and concerns is important to compare core cases and to analyze differences in the field (Flick, 2007: 29).

The interviews took place where participants want in order to make them feel comfortable during the interview. Participants were informed about voice recording and the reasons and importance of the recording is kindly explained. Duration of the interviews ranged from twenty-four minutes to seventy-six minutes, with a total an average of fifty minutes. There were ten female and six male participants. The Table 2 shows the participants' characteristics according to age, education, occupation, individual or family income and marital status. In order to protect participant confidentiality, pseudonyms were used to replace actual participant names (Saldana, 2009: 53).

Participants have different ages, starting from 20 to 61. Only three of them are students, the rest of the sample is composed of three housewives, two retired, two unemployed and different occupations such as lecturer, product manager, veterinarian etc. Income level was asked according to family income level and it changes from 2000 Turkish Liras (TL) to 9000 TL per month. Nine of the participants were single, two of them are married with no children and the rest have one or two children. As is seen, maximum variation sampling was intended to be

provided in line with the aim of the study to better understand the phenomena and to see the variation between different demographic characteristics.

Table 2: Participants' Characteristics

Name	Age	Education	Occupation	Family Income	Income	Marital Status
Ahmet	57	Master	Retired	4000 TL		Married with 2 children
Aysel	35	Master	Lecturer		2500 TL	Single
Ayşe	28	University	Housewife	8000 – 9000 TL		Married with 1 child
Didem	20	Vocational School	Unemployed	1500 TL		Single
Eda	20	High School	University Student	1500 TL		Single
Eren	39	University	Veterinarian	3000 – 4000 TL		Married with 1 child
Fatih	21	High School	University Student	5000 TL		Single
Figen	50	High School	Housewife	6000 TL		Married with 2 children
Gizem	21	High School	University Student	2500 TL		Single
Kerem	29	Master	Product manager	6000 TL		Married/no children
Levent	28	University	Foreign Trade Consulting		2000 TL	Single
Neriman	61	University	Retired	6000 TL		Married with 2 children
Sema	22	Vocational School	Unemployed	2000 TL		Single
Şermin	36	PhD	Associate Professor		6000 – 10000 TL	Single
Umut	25	Vocational School	Self-employed		1000 TL	Single
Zeynep	23	University	Housewife	8000 – 9000 TL		Married/no children

3.1.5. Validity and Reliability

When conducting a qualitative research, quality requires some criteria for trustworthiness. For instance, Lincoln and Guba (1985) define credibility, transferability, dependability and confirmability as important criteria of the quality.

This study employed various strategies in order to increase the trustworthiness of the research.

Credibility is an issue of *internal validity*, which is a definite strength of qualitative research; it deals with the question of how research findings match with reality (Merriam, 2009: 213-214). For increasing internal validity, during data analysis, professors and colleagues from different areas were involved in the process in order to give feedback about the emerging categories, interpretations and other related concerns by means of peer review/peer debriefing. Committee members contributed the auditing procedure at critical stages. In the same vein, respondents also were involved in the process to apply member validation which means taking preliminary analysis back to some of the respondents and receiving feedback on emerging findings about their accuracy. Adequate engagement in data collection was another strategy that is related to spending adequate time in collecting data until the data are saturated.

Reliability refers to the extent to which research findings can be replicated (Merriam, 2009: 220) and it usually has the same meaning with *dependability* or *consistency*. The results should be consistent with the data collected. *External validity* or *transferability* is concerned with the extent to which the findings of one study can be applied to other situations (Merriam, 2009: 223). Rich and thick description of the setting and participants of the study, as well as detailed descriptions of the findings with adequate evidence presented in the form of quotes from participant interviews increase the transferability. The interview process itself also contributed to reliability. Each interview was conducted by following the same protocol in exactly the same way. The recorded interviews were transcribed truthfully and accurately by the researcher. Quotes from the interviews were given to support the analysis and increase the transferability of judgments.

The choice of maximum variety sampling and semi-structured interviewing were made with reference to the aims of the study and they increase the transferability of the study to the other situations. A semi-structured interview is also a flexible tool for collecting the suitable data since the interviews are a part of most interpretive studies as a key way of accessing the interpretations of informants in the field (Walsham, 2006: 323).

3.1.6. Data Analysis

Data analysis has in fact started during data collection. Data collection and data analysis are inseparable since rules of collecting new data and sampling procedures were established according to the level of theorization achieved. Therefore, the most preferred way to analyze data in a qualitative study is to do it simultaneously with data collection (Merriam, 2009: 171).

This study applied qualitative content analysis which is "any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings" (Patton, 2002: 453). It goes beyond counting words to examine meanings and themes that may be latent in a particular text (Zhang and Wildemuth, 2009: 1).

During data collection, the interviews were transcribed in the meantime by the researcher. After all interviews were conducted and transcriptions were made, transcriptions were printed out to facilitate analysis by hand. While transcribing and reading the transcriptions, several themes have started to emerge. The transcriptions were read over and over again until organizing a list of categories and themes.

The data were reduced by the coding process to find out themes which are summary statements, causal explanations or conclusions of why something happened (Rubin and Rubin, 2011: 194). By spending intensive time on reading and understanding data and further reading on existing literature, some categories and themes showing similarities or differences emerged. Some of the codes appeared to be closely related to each other and they usually formed a theme. For example, experiential issues emerged as an important theme, and the codes were labeled as country experience, product or brand experience and personal experience.

Data was read over and over again in order to organize new codes or to organize data in different ways, and themes were reordered several times until a satisfactory composition of data in terms of themes and categories were reached. The next part describes these themes with the participants' supporting statements. Each statement was translated into English faithfully. However, to prevent some loss of meaning, Turkish version of the statements was also given in Appendix 2.

3.2. FINDINGS

In spite of the huge number of empirical country of origin studies, there is scant knowledge about the impact on consumers actual purchase behavior. As the literature does not succeed to understand how country of origin operates and how consumers use country of origin information in their purchase decisions, this study is important to assess subjective interpretations about country of origin to understand what it really means to consumers. Country of origin concept is product specific and it is obvious that product specific images cannot be generalized to the whole country image. The effect varies from hedonic to utilitarian products, publicly used to privately used products, high involvement to low involvement products. Agrawal and Kamakura (1999: 256) argues that country of origin effect tends to become weaker when consumers move close to actual purchases, therefore, to understand its real meaning, actual purchase behavior becomes more important.

Moreover, there is still uncertainty whether consumers use this information on their actual purchase decisions. Since the existing literature focused on purchase intentions, this research examines actual purchases in detail, by asking their consumption experiences in different categories according to product type and involvement levels like automobile, electronics (mobile phone, white goods, computer etc.), textile (apparel, shoes, home textile), accessories (bags, glasses etc.), cosmetics, food (restaurants, desserts) and beverages (alcoholic and nonalcoholic), services (banking, supermarket etc.).

As Pharr (2005) questions whether or not a country of origin effect exists, understanding consumer experiences about their actual purchase decisions was the major guideline to see whether country of origin had an effect on their consumption practices. Before consideration of country of origin effect, it is important to mention a general finding of the study that supports Samiee et al. (2005)'s view about consumers' limited country of origin information. In some product categories, participants even do not know the brand origin and in most cases brand image take precedence over brand origin.

This research reveals that country of origin effect is product specific, and when it exists it becomes one of the important factors that affect product evaluations. If country of origin effect exists, it can be analyzed under two way classification;

intrinsic and extrinsic effect. The first theme is intrinsic effect which means country of origin effect is intrinsically constituted with the individual perceptions and attitudes towards brands, countries and past experiences. The second theme, extrinsic effect which means country of origin effect is extrinsically constituted with socially created perceptions by media, myths and popularity. While intrinsic effect is related with individual perceptions, extrinsic effect is related with societal perceptions that are directed to the individuals. It is obvious that if country of origin exists, it has an influence on product evaluations and purchase decisions. To show and to explain the formation of country of origin effect, general themes released in this study will be analyzed in detail.

3.2.1. Intrinsic Country of Origin Effect

One of the main theme emerged in this study is intrinsic factors that contributes country of origin effect named as intrinsic country of origin effect or briefly intrinsic effect. This effect is derived from brand issues, country perceptions and attitudes and past experiences. This theme is named as intrinsic since these factors are directly related to consumers' psychological and experiential aspects. It includes individual perceptions and attitudes towards brand issues, countries and individual experiences that have a direct influence on country of origin formation.

3.2.1.1. Brand

Brand related issues are found to be one of the antecedents of country of origin effect and include brand image and brand elements of the product.

Brand image is one of the brand related issue that facilitates country of origin evaluation. For instance, Bosch's reliable and durable brand image or Audi's dynamic and innovative brand image strengthens the German image and country of origin effect. For instance, a German car signifies higher quality, durability, strength and the best car image. Since the quality is the most important factor that has greater effect on purchase decision, a German car is perceived as extremely high quality because of the overall perceived quality of all German car brands as Levent and Umut stated:

Levent: When we consider German goods such as Audi, Porsche, Mercedes, Bmw, Volkswagen etc. the average quality of each of them creates the perception of the quality of German products. You know, it creates the perception that the car or sub-industry products from Germany are of good quality. (S1)

Umut: Due to the fact that the quality and the success of all the other cars from that country, I prefer the Germans in this matter. (S2)

These statements also support the summary effect of country of origin that leads generalization about products and brands with identical country of origin have very similar product attributes (Han, 1989: 223). Perceptions of a specific German brand, affects the perceived quality of the other German brands. This perception is also created by advertisements and companies' marketing efforts. Marketing communication may also change country of origin perceptions as Reierson (1967: 386) showed the influence of communication and promotion devices on altering country of origin biases favorably.

Brand elements is another brand related issue that are highly associated with country of origin. Brands differentiate a company's offerings with different brand elements such as brand name, logos and symbols, packaging and slogans (Keller and Lehmann, 2006: 743). Brands are emphasizing the country of origin in their names and slogans as a marketing strategy. "Wir lieben autos" is a famous slogan of Opel or "Volkswagen" brand name is associated with German car directly. Likewise "Maybelline New York" is associated with USA and "Loreal Paris" is associated with France that is intensely emphasized in the advertisements by means of marketing communications. As consumers make inferences about the quality of the product by evaluating country of origin; brand name that is associated with a specific country facilitates the evaluation process. For instance Şermin mentioned:

Şermin: I bought Daikin as air conditioner but I learnt later that it is Japanese. I had merely known it was Far Eastern, i mean, it seems from its name. I said that they must have accomplished, the weather conditions were tough so they must have done well, thus I bought. (S3)

She associated the product attributes and Far East countries' natural conditions in terms of producing air conditioner. It is obviously seen that brand name is signifier of country of origin and consumers use this signification for product evaluations, especially for product quality. In the same vein, in cosmetic sector, brand name is an important determinant of country of origin as Şermin stated:

Şermin: If its name does not seem French, I even do not look at it. For example, it seems as if there is a brand named "arrivederci", I do not have a look at it. (S4)

By means of stereotyping effect, French brands are mostly preferred in cosmetics and brand name plays a substantial role in cosmetic product evaluations. Şermin also emphasized that she did not like the French and she did not prefer to buy French brands, but when it comes to cosmetics, she associates French with *luxury* and she prefers to use only French cosmetics. This result supports previous research of Leclerc et al. (1994) which links French-sounding brand name and hedonic product evaluation. They also found that French names possess exclusive associations with hedonism. In the same vein, Thakor and Katsanis (1997: 90) stated that the prestige of Chanel brand name depends on associations with France or Haute Couture. French brand names has different meanings as Berger (2010: 98) explains brand name signification as French products suggest sophistication, sex and elite culture, likewise Italian products suggest luxury and refinement. As Italians are famous with designers in fashion, when participants were asked about their desired apparel brand, most of them pronounced Italian brand names since they have high quality brand image. As a result, a brand name may be associated a specific country and it signifies something more than quality; it also signifies meanings like hedonism, luxury or prestige that affect consumers' product evaluations. Therefore, country of origin, as is seen, has also symbolic meanings and consumers use country of origin as a sign that gives information about not only the quality but also the meanings.

As a summary, it is found that, brand related issues like brand elements and brand image, which are generated by brands themselves with their marketing efforts, are important determinant of country of origin effect as it facilitates the product evaluation and decision making process. Since brand preferences are very important factor in consumer purchase decisions, this theme is inevitably prominent in country of origin effect formation. It is important to note that brand image has an influence on creating the general country of origin image by means of summary effect. It helps to form beliefs and national stereotypes about the countries. For instance, Audi's Mercedes's and BMW's brand images and their high quality products help to constitute German stereotypes of automobiles. Marketers try to reflect this created

image by using it in their marketing efforts and their brand elements to take the advantage of general country of origin image as is seen in Opel's famous slogan "Wir lieben autos". Therefore, it can be concluded that some brands have an impact on creating country of origin images by the help of summary effect and the other brands reflect this established image by their brand elements to influence the consumers with established country of origin image.

3.2.1.2. Country

As country image is the other main antecedent of country of origin effect, consumer perceptions and attitudes towards countries are come into question as another important intrinsic factor. When considering country of origin, in this research, two distinctive origins, which are called brand origin and "made in" (country of manufacturing) origin, become prominent. Consumer perceptions of origins in terms of country stereotypes and consumer attitudes towards countries in terms of beliefs, feelings and behavior are determinants of this country theme which are in agreement with country image dimensions (cognitive, affective and normative) in the literature. In the next section, this theme will be explained in reference to three subcategories.

3.2.1.2.1. Country of Origin

3.2.1.2.1.1. Cognitive Category

Since participants were asked about their consumption experiences in different categories, all product categories includes country specific perceptions by name of stereotyping and beliefs about brand origins. For instance,

Aysel: There is a belief that German cars are more powerful. (S5)

Didem: Frankly, Japanese are better at resolution, camera and image. (S6)

Levent: Now, just like the German cars, we also know that the watches from Switzerland are high quality. (S7)

Neriman: The Italian glasses are beyond argument. (S8)

Şermin: When considering whiskey, you'd better drink Scottish or Irish. (S9)

Levent: For example Brazilian coffee, I blend Ethiopian and Brazilian coffee, because Ethiopia is of high quality in terms of coffee. (S10)

Country stereotypes can be easily seen in some product categories and it signifies not only quality, but also reliability. For instance when considering automobiles, the superior perception of German car signifies reliability and trust as Gizem and Şermin mentioned:

> *Gizem: For example, I would like to buy Audi as I trust German quality. I have such an image in my head, if Germans make it, it must be good. (S11)*

> *Şermin: In automotive, mostly German. It's not that it is prestigious, he has a Mercedes, it is not the point, the point is that this gives me such a feeling of trust. (S12)*

The study reveals that *trust* is the main determinants of automobile purchase decisions. Stereotyping about perceived quality of *German cars builds this trust, brand image strengthens it and then it facilitates the consumer decision making process*. A preference for German cars might be explained by the match between the perceived strengths of Germany and the skills that are needed for manufacturing the automobiles (Roth and Romeo, 1992). Consumers may prefer a specific country as an origin for specific products when they believe there is a match between country and the product. It is also same for cosmetics:

> *Şermin: Cosmetics seems to be the business of French, as well as perfume. That's to say, for instance, it seems as if Russia cannot produce it, just French can do it, they have been doing it for a long time, I mean luxuries goods are always from France and I have a feeling that they produce it well. (S.13)*

> *Aysel: World's leading cosmetics giants are developing their products in the laboratories in France... I think that France is the number one in cosmetics business. (S.14)*

Participants' beliefs about French cosmetics are effected by general belief that the French are good at cosmetics and they become famous all over the world with high quality cosmetic products. There is also summary effect that makes participants generalize the quality to all French brands in this category. Moreover, after using a specific product, consumers begin to identify its country with other products of the same product category from the same country as Gizem mentioned:

> *Gizem: When a Korean technological product is introduced, I directly identify it with Samsung. I may think that it was Korean then this also has the same quality, for instance. Or again if Americans introduce a phone, I compare it with Apple at once and I would like to buy it, so such a change may occur. (S15)*

Therefore, this finding is in line with previous studies in the literature that country image summarizes consumers' beliefs about product attributes and it directly affects attitudes towards the brands as consumers become familiar with a country's products (Han, 1989: 228). It provides identification of quality to the other products from the same country.

The study reveals that the underlying reason of purchase behavior is trust. To the degree that a country gives consumers the impression of being reliable, consumers trust their products. German automobiles, French cosmetics, Swiss watches, Italian design and fashion, Scotch whiskey, Belgian or Dutch beer, Japanese electronics etc. have superiority in these categories in terms of stereotyping and they develop trust of consumers and facilitate product evaluations. As cognitive dimension of country of origin is about country perceptions and beliefs in the literature, this category is supporting this view. Consumers use country of origin information with cognitive processes in their product evaluations.

3.2.1.2.1.2. Affective Category

Besides country stereotypes, country attitudes are the other main determinants of this variable. Consumers have beliefs, feelings and behaviors towards specific countries that have an influence on their product evaluations. Participants were asked about countries that they have negative and positive feelings. For instance, France is found to be unfavorable by Şermin and Didem. They also found their products and brands unfavorable. For instance:

> *Şermin: France is very antipathetic. So I only get a facial cream. I buy French brand but except that, I dislike Renault and Carrefoursa as well, it is convenient and cheap actually, but I don't go there either. I even pretend to eat their patisserie compulsorily, I mean, being French has an influence on it. I don't like the French, therefore, I don't like their products either but French perfumes, they seem very luxuries to me, so it seems like impossible that I buy a down worth thing from them. If I will buy something from them, I should buy luxuries. (S16)*

> *Didem: I dislike the French, to tell the truth, I definitely dislike the people. Peugeot cars, for instance, ok, they are used very often commercially but as I dislike the French, I would never buy a Peugeot car. (S17)*

As previously mentioned, Şermin associated French with luxury and she prefers to use only their cosmetics. She has a general tendency for not buying their

products. Likewise, Didem and Eda have negative attitudes towards French products since they do not like the French. When considering the USA, a negative attitude also arises when participants were asked about countries that they negative feelings. For instance;

> *Eren: Sometimes we don't like the American brands as we don't like the USA. We say that we are contributing to capitalism but yet, there's nothing to do. Damn this technology! (S18)*
>
> *Zeynep: There is America but as America is a dream for each of us I cannot consider America in this category. (S19)*
>
> *Kerem: Actually I am not against the American brands but I realize that I behave in this way since I am uncomfortable with its positioning in Turkey. Because there are also reflections of American business life, they prioritize financially, like the right to sell at high prices if brand value is strong or on the contrary if brand value is weak, prices are at the bottom, like McDonalds, therefore frankly I don't like so much. (S20).*

This American case is different from the French case since the attitude is at the level of beliefs and feelings towards the country. When it comes to behaviors, it is seen that, negative attitude has not a direct influence on product decisions since mostly preferred brands of these participants are American. However, in French case the participants' purchase behavior is also affected by their negative attitudes.

Besides these negative attitudes, American brands gained popularity in Turkey after 1980s by the help of free market economy and import policies. Bali (2001) showed the evolution of Turkish consumer society using foreign, especially, American brands when creating their consumer identity. Ger et al. (1993) also stated that status brands are mostly foreign in Turkey and consumption of foreign products is highly desirable since they represent Westernization. This is also supporting the results of Batra et al. (2000) which have found consumer's admiration of the lifestyles in economically developed countries. They suggest that consumers in developing countries use the country of origin as determining a brand's desirability for symbolic, status-enhancing reasons in addition to its overall product quality. Therefore, this is an undeniable fact that countries signify not only quality but also social symbols like Westernization. Consumers may use this sign in their identities and lifestyles.

Consumers also have country specific favorable attitudes which are named consumer affinity (Oberecker, 2008). There is a general sympathy and positive

attitude towards Germany and South Korea as Turkish people have emotional and historical bonds with these countries. For instance, Ahmet, Eren and Didem indicated for their affinity towards Germany as:

> *Ahmet: These men are the best in this business, that's to say their engineering history is very old. There was Yavuz Battleship in 1900s, these men made this battleship which caused us to participate in the World War I. Can you imagine that the ship was 275 meters long? It had a huge length… An incredible engineering masterpiece… The year was 1900. We couldn't even produce steel at that time, there wasn't steel in 600-years old Ottoman Empire. (S21)*

> *Eren: It is mainly related with Germans being hard working and doing their jobs properly. There is a thought in my mind coming from the past. In the simplest term, car. In technology, they are super. They have Mercedes, Audi, Volkswagen, BMW, these are proper brands, hardworking people, they don't let their products produced here and there, they produce them themselves. So, I prefer Germans, of course since I was born in Germany, it has an influence on this. (S22)*

> *Didem: Indeed, Germany's impression is not so good because of the Nazi-era but still it seems like we have an affinity, you know Turkish people are living there, it still has a sympathy. (S23)*

Germany has positive image among Turkish people as Turkey has so many citizens that migrated to Germany in the past. Due to German Turks and German products which are brought by them, Turkish people have positive attitudes towards Germany. Moreover, German image is strong and goes back to the history in Turkey as Ottoman Empire and Germany were part of the Central Power during the World War I. Most of the Turkish people have German admiration coming from the past and this admiration is strengthened by its superiority in engineering. Moreover, German discipline and sedulity has an influence on general beliefs about the country. In a similar vein, Turkish people have also emotional bonds with Koreans as Ahmet indicated:

> *Ahmet: We have an emotional sympathy towards Korea, Turks are emotional, Korean War etc., they applauded our national team, so to speak they pumped them up, so to speak; we have a sympathy towards Koreans, Koreans have a sympathy towards us. That emotional bond may be influential, I mean, maybe not their car but another product of them may be bought. (S24)*

This is in the line with Maheswaran and Chen (2006)'s view that the consumers feelings toward a country may be a consequence of historical events and they may influence the use of country of origin in product evaluations. However,

these attitudes depend on not only history of cooperation between the home country and a foreign country but also idiosyncrasies, such as family relations, international friendships, or vacation memories (Verlegh and Steenkamp, 1999: 525). This also supports Parameswaran and Pisharodi (1994)'s interaction facet of country of origin image and Balabanis et al. (2002)'s relational context with certain countries. When it comes to memories, country and product experiences become important as they are crucial determinant of country of origin effect. These experiential issues will be mentioned in detail later. It is important to mention that, although there is positive feelings towards a country, consumers do not tend to buy high involvement products from that country if it has an unfavorable or negative country of origin image.

3.2.1.2.1.3. Behavioral Category

When considering affective and behavioral aspects of attitudes, it is inevitable to encounter with consumer resistance and boycotts. For instance:

> *Eren: We boycott countries from time to time, but then we come back again. For instance, there was Carrefour, it happens from time to time but what happens, Turkish people are absent minded, we are absent minded, we forget one month later. At that time we weren't going to Carrefour but now we are going. (S25)*

Boycotts may have social and political reasons as it is seen in Carrefour example. After Armenian Genocide was accepted in French Parliament, Turkish consumers began to protest the French and boycott their products and brands. Likewise, there is a negative attitude towards Jewish brands. Zeynep reported that she stopped using scarves of Vakko brand when she learned the company owner is Jewish and she indicated the reason as:

> *Zeynep: Those that happened in Palestine comes to our mind, what Jewish did to Muslims… therefore, I gave up since it is antipathetic. (S26)*

This negative attitude towards Jewish and Israeli brands is due to the Palestine problem since Palestinian people are Muslim. This boycott is inevitably seen in other participants' statements like:

> *Didem: I wish not to prefer Israeli products. I dislike the Jews, you might call me Hitler, many people say so but I dislike the Jews, therefore I don't use their products either. (S27)*

However, when considering Israeli brands, there is a misunderstanding about country of origin since some of the participants gave American brands as an example of Israeli brands such as Coca Cola, Ariel, and Nestle etc. When they were asked about which Israeli brands they do not use, they stated that:

> *Ayşe: For instance, I don't consume Coca Cola, therefore I don't buy it. But there are many different types within the scope of Coca Cola products, you know, I'm not so successful about those. As far as I know, Lipton is Coca Cola's or Unilever's. I know that it is Israeli as well. I don't know, maybe I am not successful in not consuming that, but when it comes to detergents, I try to not to buy Ariel. (S28)*
>
> *Didem: There is Ariel, Nestle, Algida. (S29)*
>
> *Fatih: Coca Cola, I know. Then McDonalds, Burger King etc. I know that many of these well-known brands are Israeli, one or two may not be. (S30)*

As several researchers Liefeld (2004), Samiee et al. (2005), Balabanis and Diamantopoulos (2008) claim that consumers have limited knowledge of the brand origins, this study shows that they might have wrong information about the origins. By means of media, especially by means of social media, social fact-events are easily expandable in the society. Because of created societal influence, most of the people believe what is shown in media. The lists that show Israeli brands and their supporters were shared in social media during Israeli attack to Palestine to make people boycott Israeli brands. The brands such as Cola Cola, Ariel and Algida were in those lists and this reveals that Zeynep and Didem were influenced from that sharing. This result is also in line with Izberk-Bilgin's (2012) study about infidel brands in Turkey. She demonstrated that low-income and religious Turkish consumers indicated Nestle´, McDonald's and Coca-Cola as "infidels", because of the thought that they are killing Muslims in Palestine and Iraq.

Religious affiliation has found to be an important factor that determines behavioral attitudes towards countries. Besides the boycotts, some religious participants have also negative attitudes towards foreign brands. Especially for food consumption, they prefer local products since they believe they are halal. Three of the participants -Zeynep, Ayşe and Gizem- were veiled woman and defined themselves as religious. They emphasized the halal-haram distinction in their consumption practices as:

Zeynep: I prefer local more. I don't trust McDonalds, Burger King, I mean when I thought as they are halal or haram, local brands seem like more halal, perhaps they are in the same level but I would prefer local brands when food is concerned. (S31)

Gizem: And also deserts, for instance, there may be wine, it influences me therefore it seems as if Turks make more halal. (S32)

As religious affiliation might be a predictor of consumer behavior, it causes interpersonal variation in consumption patterns (Hirschman, 1983: 51). Because of its direct effect on attitudes towards countries, religion is a determinant of intrinsic effect that contributed country of origin effect. Especially, when considering halal-haram issue, the preference of local brands becomes prominent.

3.2.1.2.2. Manufacturing Origin

Besides country of origin, *country of manufacturing* has also substantial effect on purchase decisions. Generally all of the participants are aware of the difference between country of origin and country of manufacturing. Surprisingly, most of them consider country of manufacturing -not country of origin- to make inferences about the quality of products. Participants made comparison between countries to infer the quality of products produced in these countries. For instance, "made in India" was perceived as having lower quality than that of "made in China" whereas "made in China" has lower quality ratings than that of "made in Turkey". These perceptions become determinant of attitudes towards countries as well, in terms of country beliefs like:

Şermin: It seems as if there is something in China, something fishy, I mean, it seems like something will be missing. Therefore, I keep away from Chinese goods a bit. (S33)

Levent: Telling that "I completely don't use Chinese good" means that one can't use anything in the market. Since manufacturing of big companies in China is not a disadvantage in terms of quality, I use it, but some countries for instance, the products coming from India create a lower quality perception. Likewise, although the products from Indonesia and Malaysia have higher quality than most of the products that we bought, they evoke a lower quality perception. However, for European brands, there is no difference because European standards are definite. (S34)

Neriman: I don't wear a Banana Republic that is made in Vietnam, you cannot wear. (S35)

Aysel: Now, a "made in India" T-shirt costs 48 liras. I say that this is already made in India, what is the reason it costs 48 liras, so automatically a perception occurs. Since this is made in India, it is produced with a cheap labor and even people were exploited. So I am in the position of buying this very low-cost product with a very high price just because it is X brand. For that reason, on such occasions, I would prefer to buy from bazaar. (S36)

By the help of globalization, companies increasingly use underdeveloped or developing countries for manufacturing their products in order to minimize their production costs. Most of the participants are aware of country of manufacturing strategies of the companies. Country of manufacturing also makes participants to think and criticize about the unethical practices of companies. It causes consumer resistance and leads to anti-consumption practices. The findings support the phenomenon of country of manufacturing which directly affects the attitudes. This study also reveals that, strategic acquisitions have an influence on consumer attitudes as Volvo was acquired by Chinese company. Umut mentioned this issue:

Umut: It changed when I learnt that Volvo had been sold to the Chinese. If it had been sold to the Germans instead of the Chinese, I would not have thought in this way but there is change in perception as it was sold to the Chinese. I mean, personally, I would keep away from Volvo, I wouldn't buy it. (S37)

After Volvo's acquisition, its brand image is affected negatively since China has an unfavorable country image. Therefore, an unfavorable country of manufacturing image may damage a favorable brand image and it directly affects consumers' attitudes towards the brand and their product evaluations in a negative way.

Country of origin also becomes a determinant factor when consumption decisions are related to children. Especially, participants do not prefer to buy "made in China" products (clothes and toys) for their children in order to avoid health risks.

Eren: I have a 8,5 years-old daughter, we pay attention to her toys that they were not "made in China". We pay more attention to such products which are not cancerogenic and do not include plastics when we buy for our daughter. (S38)

Since one of the participant's husband is dealing with textile business, she has a special interest on where textile products were made in because of their family business. She indicated that after visiting China in order to find a producer, her

perception of "made in China" has changed as she realized the production capabilities of Chinese producers and quality of products. She also stated that:

> *Zeynep: Since it is my husband's business, my husband is a textile businessman; we check where it was produced, instead of where it is from, we check where it is produced. (S39)*

This statement also shows how country experience and work experience affect consumption decisions and it explicitly supported that in textile sector, country of manufacturing is more important than country of origin.

3.2.1.2.3. Ethnocentrism and Nationalistic Feelings

When considering attitudes towards countries, ethnocentrism and nationalistic feelings become an important determinant of this theme. With regard to "made in Turkey", nationalistic feelings becomes apparent. Especially some of the participants' narratives show how "made in Turkey" evokes emotions when the high quality products have this sign. The most critical one is stated by Neriman who had lived in America for 15 years.

> *Neriman: I used to check the products' label to see where it was made in, because America makes everything subcontracting. For instance, the best quality shirts of Banana Republic Brand are made in Turkey. If it is made in Turkey, buy it. Products that are made in Turkey already have higher prices than others but we are still using them, they are so strong as a stone but unfortunately, Turks don't produce the same quality products which they offer to the Turkish market. Look, local products are very good, but if it is an export product. (S40)*

She also mentioned that "Made in Turkey" is more impressive and meaningful in abroad as she was homesick. She criticizes the quality of Turkish products in Turkish market in comparison with the USA market. She does not only perceive them as lower quality for Turkish market but also she complained about the expensive prices in Turkey.

Consumer ethnocentrism and consumers' nationalistic feelings also play a substantial role in consumers' evaluation of foreign brands where local brands exist in the market and it affects consumers' attitudes towards countries. There is a general tendency among participants to prefer local brands as *ethnocentric* and *nationalistic feelings* dominates consumption decisions. National identification which is a social-psychological motive for home-country bias is also found in this study. It is also an

antecedent of consumer ethnocentrism since consumers find their own group more favorable (Verlegh, 2001) which has an influence on consumer preference for local and foreign products (Shimp and Sharma 1987).

> *Kerem: It irritates me to go to an American fast food chain in Turkey or I don't want to accept any brand in Turkey from any other culture. I have a bit of nationalist feelings. (S41)*
>
> *Ahmet: There is a little bit nationalism, because if there isn't any local production, there is no way... This country is not ours; we have guest artists' position. Therefore, we are a bit sensitive. (S42)*
>
> *Umut: There is one local firm among the brands we work with for example; we particularly pay attention to work with that firm. (S43)*

Being Turkish facilitates the consumption decision as most of the participants want to invest in national companies in order to support country's economy and development since consumer ethnocentrism is regarded as an economic motive for preferring domestic products to foreign alternatives (Verlegh, 2001: 53). Especially, when participants asked about their jeans preferences, a general perception about Mavi Jeans' success is inevitably observed. Some of the participants were proud of this Turkish brand considering its success in international markets. For instance, Aysel stated that:

> *Aysel: Contrary, I prefer Mavi Jeans as jeans. Because first of all, its jeans are very comfortable, its denims are very good, and also I see it as our pride, I couldn't forget it, at a department store which we always go for shopping, at the entrance of Macy's, Mavi Jeans a had a huge thing, they made a point and you enter the store with Mavi Jeans. For instance that was an impressive moment for me and I said that this country didn't do anything about textile but they could exist with a jeans brand in such a place like America. I see Mavi Jeans also as our pride. Therefore, I want to invest to the brand as a consumer, I have such a motivation also that if I will buy I should buy Mavi Jeans, I am satisfied with its products and it is our first baby. I have something like that here, I have a nationalist point of view, I don't know why. (S44)*

Although she does not define herself a nationalistic person, in-group favoritism - that is a tendency to treat in-group members more favorably than out-group members (Yamagishi et al, 1999: 162) - arises when it comes to Turkish brands. This experience also makes her proud of her own country as Mavi Jeans becomes successful in the USA where jeans are associated with American culture. Furthermore, due to Turkey being an important producer of textile industry, all the

participants tend to prefer local brands rather than foreign brands in textile products. The results seem to be consistent with the study of Botschen and Hemettsberger (1998) who found that consumers associate country of origin not only to product quality, but also to feelings of national pride. In summary, for the participants in this study, if there are Turkish brands in a given category, there is a general tendency to prefer the local brands since it is necessary to buy local for economic and industrial development as a consequence of consumer ethnocentrism.

This study also reveals that Turkish consumers also have negative attitudes towards Turkish companies whose country of manufacturing is China, rather than Turkey. Ethnocentric participants emphasized that Turkish companies should produce their products in Turkey in order to contribute to national economy.

> *Didem: To tell the truth, since I always prefer having local in Turkey and I want to contribute to national capital, I would prefer a Turkish product which is made in Turkey. But if it was made in China, I would say "what a shame". It means that since they are worried about labor costs they are now grown, there is no need. (S45)*

> *Levent: I wish Turkish brands were produced in Turkey. If they were produced in Turkey, I would prefer them more than Turkish brands produced in China. Why? Because, to produce in China means moving production facility, attempting road costs and offering this in Turkey. This seems a bit troublesome and it doesn't sound good in terms of social responsibility. When a Turkish brand is produced in Turkey, this increases employment here, impacts people's lives here. I don't prefer Vestel if they produce in China. It might be within my preferences because they produce here. Of course this is in terms of product quality and the products I like, but if they completely move their production to China, I wouldn't buy. (S46)*

This result is also very interesting as it shows country of manufacturing is as important as country of origin. Especially in some situations that previously mentioned, it is even more important since it signifies the production quality. However, these two statements reflect intentions rather than their actual behavior. It is important to note that, when considering actual behavior, there may be other moderating factors like price, brand etc. that has an influence the final decisions. For instance, Levent also indicated that his cellphone is a made in China product (General Mobile) because of its cheapness. Therefore, the product price and consumer affordability has an important role while transferring attitudes to the actual purchases.

In parallel with the existing literature, the stereotyping effect of country of origin is inevitably aroused in this study. However, country of origin affects not only consumer perceptions but also consumer attitudes by means of beliefs, feelings and behaviors. Three dimensions of country image in the literature - cognitive, affective, and normative - are observed in this study as they are the important determinant of country theme that generates intrinsic country of origin effect.

3.2.1.3. Experiences

Experience is the other important factor that determines intrinsic country of origin effect. As experiences are main determinants of behavior, country experience, product experience and personal experiences are directly leading country of origin effect. When considering country experience, most of the participants have overseas experience and they generally indicated that countries, which they have been, had changed their perceptions and attitudes towards that country's products and brands. Participants' country experiences and attitude change can be seen in Table 3.

By reasons of past experiences, attitude change may occur positively or negatively. Some participants' attitudes towards specific countries have changed negatively after visiting the country and they also developed negative attitudes towards countries' products and brands.

Country experience has an influence not only on perceptions and attitudes but also on behaviors. It is observed to lead change in consumption behaviors. For instance;

> *Kerem: But among the countries that I have been, if I haven't been to Belgium, Belgian beer would not have been so important for me. (S47)*

> *Levent: I got accustomed to coffee culture in North America, taking coffee while going to work… (S48)*

Moreover, it evokes feeling and memories by creating emotional and historical attachments. Since these attachments reinforce the effect of country and product experience, they become significant determinant of intrinsic country of origin effect.

> *Neriman: It is the one of my happiest places. When I am in Starbucks, I feel myself in Washington DC, I feel at home. (S49)*

Aysel: My encounter with Skagen was not in Turkey, it was in America. My mother had bought it as a present when I was in masters. Skagen brand watches are very important for me, because it is like a family tradition. In our family Danish watches were brought for our first graduation and so on. This depends on tradition. (S50)

Aysel: For me, there are some foreign places that are associated with my good days and good feelings. Some foreign brands like Starbucks. For instance, recently when we went to Istanbul, we saw a restaurant while driving and we were startled as the whole family, Pf Chang's has come. Pf Chang's was a place where we went in our special days, we love its cuisine and it has opened in Istanbul. The places that we associated with those special days, or where we remember our good days and the things we miss, and of course the place we loved its taste. (S51)

Country experience may not only motivate consumers to use country's own products, but also it may affect and motivate them to use other brands that consumers encountered during the country visit. Therefore, good memories become consumption practices as Gizem emphasized:

Gizem: I love England and London the most, for instance when I came back here, I directly searched for Caffe Nero. Maybe it was not an English brand but as I loved England, such a perception arose. For example, it has a very good environment when we are drinking coffee for example. When we went to Istanbul, immediately I went there and I felt as if I went there in England, and I wanted to enter. (S52)

Ahmet's work experience also reinforces his positive attitudes towards Chinese producers as he stated that:

Ahmet: Chinese also say that they could produce what quality you wanted, how you wanted. I did business with China as well. They are following extremely. Their business orientation is very high, motivation is very high, and there is an incredible desire, they make an effort to do something. (S53)

Kerem also indicated that he would not want to buy a car produced in Hungary due to its low quality image that was not reliable after he visited Hungary for business. Didem's internship experience with a German company leads positive beliefs about German work discipline and she generally associates it with quality of German cars as she stated:

Didem: I want to work in a German company, the place I did my internship was also a German firm and there was a system. It had a manner of work, there were standards for everyone, these were clear, and it was clear who is supposed to do which job. I like this and I like their working order as well. It is a kind of working strategy and I really like such things. (S54)

Besides her internship experience, the participant had knowledge about technical characteristics of a car as her father is a seller of spare parts. Therefore, she has technical knowledge about the cars and she emphasized the importance of customer service in this sector. She found Germans more reliable and more comprehensible. Her desire brand is Skoda, which is her actual car brand as well, and she emphasized that she has been using Skoda when it has first entered the Turkish market. She relies on the quality of the car and believes that Volkswagen has also recognized Skoda's durability and quality; it made an acquisition and had Skoda on its brand portfolio.

As is seen, in addition to this country experience and work experience, product experience is the other important determinant of perception, attitude and behavior change. After using a product of a specific country, consumer preferences may change. For instance, Gizem indicated that, her perception of "made in China" products had changed positively after experiencing the product quality. Neriman stated that she would not buy a Japanese car again as she has a negative Japanese car experience and she has negative attitude towards Japanese cars. Not only previous car experience has an influence on a new car purchase decision, but also an accident experience has a considerable influence on automobile decision as Ahmet mentioned:

> *Ahmet: Hyundai hit me (Renault) from behind and they couldn't open the driver's door, it was just stop-and-go. My whole image about Hyundai was destroyed. This created a perishable image, it seems as it can't easily remove that image. (S55)*

Ahmet's perception and attitude change about Hyundai supports *negativity bias*, which means negative events, are more salient than positive events in most situations (Rozin and Royzman, 2001: 297) and it has a substantial role in consumption decisions. As explained before, country experience has a substantial influence on perceptions and attitudes towards the products but whether it really leads to a purchase decision is questionable. Ahmet mentioned his England experience as:

> *Ahmet: I'm still wearing Marks and Spencer's products, I wear in the farm but I have a coat that I bought from there. When you look you will have sympathy of course, but it doesn't make you do and buy something from there. (S56)*

Perceptions of products' images may also change positively or negatively as it is shown in Table 3. During the country experience, nationalistic feelings may arise because of encountering "Made in Turkey" and it makes participants proud of their own country in terms of national identification as it was mentioned before in country theme. Aysel and Şermin indicated that:

> *Şermin: For instance, in textile, it has happened to me many times when I was abroad that when I see a T-shirt, blouse something like that and think it is so pretty, it turned out to be 'made in Turkey'. In short, I like it more, it attracts me. (S57)*

> *Aysel: There is a home textile brand called Hotel Collection. They have products for upper-middle income level of America; all of their bedclothes are produced of silk-cotton mix, they are very soft, their towels are very soft. I had a look and saw it's "made in Turkey" and I learnt that Hotel Collection produced all of their products in Turkey. Even a small towel is sold for 50 liras for example. We buy it cheaper here. Then it has developed. It has affected us more when we were abroad that "made in Turkey" was written. (S58)*

As was pointed out in previous part, nationalistic feelings and national pride become prominent in country experiences. Especially, when participants had lived abroad for long years, their nationalist feelings arise because of homesickness. Şermin, Aysel and Neriman had lived abroad for long years, and these feelings can be easily recognized in their statements of their foreign country experiences. Moreover, when considering Aysel's and Neriman's previous statements about country experiences, this time, it is seen that they have also a longing of foreign countries that they had lived before. They remembered their country experiences and they associated some brands with their good memories.

This study reveals that consumer personal and work experiences with a country or with its specific product have a substantial role in consumer impressions about countries. This result corroborates the ideas of Martin and Eroglu (1993), Verlegh and Steenkamp (1999), Dinnie (2008) who emphasized the importance of direct experiences in the formation of a country image. It is obvious that these experiences also lead changes in perceptions, attitudes and behaviors. Consumers' country of origin evaluations are mostly based on their experiences. However, it may not be transformed into purchase decision every time. In some cases, it is directly affect perception and attitudes.

Table 3: Participants' Country Experiences

Participant	Country experience/Changes in perception and attitudes
Zeynep	*"You know, Italy is said to be the fashion center, when you visit Italy, you see that people's clothes and everything is really very different. Italy really started to seem like the capital of fashion." (S59)*
Kerem	*"When I went to Iran, I experienced a great awareness. Iran is a closed economy, they are trying to produce their own brands but they are closed in so much that everything is imitation, they sell the imitations as their own brands and they assume this as success. I think it was Peugeot 206, they produce it and sell it as their own brand as Isako, they see this as a success, but, yes within their own country, if you sell it very cheap and if you give 40 lt free fuel per month, you sell it but under no circumstances I don't think that it is successful. In Iran, there are lots of such examples, about Iranian brands. Therefore, I would not want to use anything Iranian." (S60)* *"For instance, if I see a brand of Luxembourg, I would trust it. As it gives confidence, it is rich and its everything creates a quality perception, I don't know whether there anything as a Luxembourgian brand, but if there is anything as such, most probably, I would tend towards it among 10 brands." (S61)*
Şermin	*"The things I had decided when I visited these countries, for instance, I wouldn't buy anything from Bulgaria. Because it seems that the quality of life is very low and I don't believe the products they produce would be long-lasting at all. I mean, I have never thought that it will be useful. But, I liked Portugal, and especially I felt like I can buy its textile products and I hadn't known that they were good at shoes and bags this much before I went to Spain. The important issue is not the brand but I saw that there might be small designers and I began to have more sympathy towards their products. Since I hated living in Denmark, I have negative attitudes towards many things but I rely on and I buy. Because I believe that they can produce a long-lasting product. For instance, I have skirts that I bought from there, the brands that I couldn't pronounce, if we think that I bought them in 2005, it is now 2014 and I am still wearing. Therefore, I think that I can wear them all the time." (S62)* *"While I was living in England, I understood that Marks and Spencer was in fact a supermarket, thus it lost its value for me in Turkey." (S63)*

Table 3: (continued)

Ahmet	*"Singapore created a negative image, I've lost all my feelings. Singapore is not a comfortable country; it is not a country where people are happy. When you observe, they also seem unhappy, there is not any lively and cheerful environment." (S64)*
Aysel	*"For instance, for me, everything was reset about India. I mean, the value of any product that was produced in India was decreased. Well, for instance, for America, it was increased. Ranging from food to bags, shoes etc. Though it changes according to brands. For some brands, it was increased, for others it wasn't increased, for instance I realized that the brands that we assigned a meaning and we saw as reputable were actually for lower middle class and there were wonderful brands that we didn't know in here." (S65)* *"For instance the best brand that I remembered easily about there was Tods bags but Tommy is a brand that has lost his value for me. For instance, likewise Levis. Indeed famous Levis that we had seen in American films was an expensive thing that we bought here, but when I went there, the man on a tractor was wearing it as well. On the other hand, I saw another brand called Abercrombie and Fitch which produce jeans. Therefore, it had both pros and cons." (S66)*
Levent	*"I would prefer Canadian brands. Of course if it is matching the criteria, in the final stage if there are two products left, I would more head towards the Canadian brand. Because I know that a brand that is created in Canada was produced with humanitarian working conditions and was controlled professionally. I know that there were standards and these standards were applied to each product more or less. Until now I have not bought any Canadian brand in Turkey but if I bought, I would buy it since I believe that I would not encounter with trouble." (S67)*

Table 3: (continued)

Neriman	*"Canadians are not reliable. They are unreliable. You suppose that they are reliable but they get rid of you so readily, they have a different mentality. Canada is already a country on its own. It is a part of Great Britain, the half of it English the other half is French, I think they have an identity problem. So are the Bulgarians as well. I also worked with them, for instance, I also don't like Bulgaria. Especially women are so chatty. It is very underrated society. They have identity problem too, they are megalomaniac, they are also useless people. But, for example, I like Greeks very much. I like them more than Turks, by the way." (S68)* *"I tell the positive, there were not anything negative. We went to Greece and I lived there for three years. Of course you feel closer to that culture, you like more, for instance, now I like Greek music very much but I didn't listen to such music much before. I like its people as well. We have also half-blood, my mother's side is from Chios. I can say that it is an advantage." (S69)*
Didem	*"For instance, it has happened for Rossman. Although it hasn't been a long time since it entered Turkey but I had seen it in Germany. Generally, there were such stores in Germany and it had influenced me so much and when I saw it in Turkey, I was very happy and now for instance, in every small occasion I say let's go and buy mascara, lets buy chocolate, I go and buy from there. I like to buy just in a second; I mean the taste is really different for me." (S70)*

3.2.2. Extrinsic Country of Origin Effect

Consumers have direct and indirect interaction with country of origin information about products and brands. While intrinsic effect involves direct interaction, extrinsic effect involves indirect interaction with countries and their products. Extrinsic effect is a concept that has created meaning constructed by other determinants like media, myths and popularity. This indirect effect creates identification between countries and products. This theme is named as extrinsic because these factors are not directly related to individual perceptions, it is rather a social influence directed to the individuals. Moreover, extrinsic effect is also an important determinant of intrinsic effect. Three antecedents, media, myths and popularity that have extrinsic effect on country of origin formation, will be analyzed in detail in the next parts.

3.2.2.1. Media

Advertising, word of mouth, and information that are spread through various media provide consumers country of origin information and it is processed and stored in memory, and retrieved when consumers make product evaluations (Verlegh, 2001: 52). This study reveals that media elements like soap operas and films, social media, news and word of mouth about brands and countries provide identifications and they have an influence on product evaluations and purchase decisions. It largely builds emotional, historical and cultural attachments to brands and countries. Since the most effective media tool to reach most of the consumers is television, it has an important role on showing specific country image. It provides identification between products and countries. For instance, Aysel and Zeynep indicated:

> *Aysel: For me, sneakers are identified with America, because since our childhood, we grew up with watching a generation with jeans and sneakers in Beverly Hills TV series. Hence, I think they were identified with American TV series. (S71)*

> *Zeynep: We have always seen in the films that Americans took their coffee in the morning and they were going somewhere. This desire might come from there because we first saw those paper cups in those films. (S72)*

This finding also supports the idea that consumers in developing countries are seeking to emulate the Western consumption practices and Western lifestyles, and they are purchasing the brands that they are exposed to through movies and TV channels (Batra et al. 2000: 85). By the help of soap operas and films, the American lifestyle is marketed to Turkish consumers and their consumption practices were significantly affected by the desire to have similar lifestyles in 1980s (Bali, 2002: 31).

Besides American Westernization, there is also sympathy towards Far East as Korean soap operas and Japanese Anime characters are very famous among Turkish youth as Eda stated:

> *Eda: Recently, I have a sympathy towards South Korea since I have been watching their TV series. (S73)*

Not only on television, but also on internet and social media, it is possible to encounter a lot of news and information about countries and their products and brands. This information provides either favorable or unfavorable country images. Besides the positive effect of media on consumption practices, it has also negative effect on consumption in terms of boycotts. In shaping consumer actions, negative word of mouth is more effective than positive word of mouth. For instance, recently there were a boycott towards Israeli brands about Israeli–Palestinian conflict and inhuman attacks in Gaza, between Jewish and Muslim people.

> *Eda: Recently, for instance, what came up, Israeli products, I guess, it spread over too much in media and I was affected. Afterwards there were news that they were funding terrorists, thus I pay attention not to buy those products. (S74)*

> *Zeynep: It had an influence on house cleaning products. A list was published and I paid attention to that. (S75)*

There were lists, which were shared in social media, show the Israeli brands and the brands that support Israel. As mentioned before, participants learned that some brands such as Coca Cola, Ariel etc. were Israeli brands. Even if the brands in the lists are not Israeli, a general perception is immediately created towards those brands and it was very effective in order to change consumer attitudes towards those brands. When it comes to religious beliefs, Turkish consumers become more sensitive since most of them are Muslims.

Rumors also have a role in forming negative word of mouth (Tybout et al., 1981) and changing consumer attitudes as it is seen in the case of Israeli brands and its supporters. This study also reveals that, negative word of mouth towards specific countries spread over immediately but it is not very effective since Turkish agenda changes fast and Turkish people forget about the resistance and they do not maintain the boycotts as it is seen in French boycott.

Besides these political and socio-cultural effects of media, it has also an influence on consumers by providing news about companies that changes perceptions and attitudes. For instance,

> *Gizem: For instance, even the founder of Bosch mentioned that Arçelik is their competitor and Arçelik is the only one in Turkey. That's to say, for me such a perception occurs that Arçelik is much better. (S76)*

> *Umut: It changed when I learnt that Volvo had been sold to the Chinese. If it had been sold to the Germans instead of the Chinese, I would not have thought in this way but there is change in perception as it was sold to the Chinese. I mean, personally, I would keep away from Volvo, I wouldn't buy it. (S77)*

In the previous case of Israeli brands, media has an influential role to change the consumers' behaviors, whereas in Volvo and Arçelik case, media has an informational role that provides information about the company. Therefore, media has a greater influence on consumer perceptions and it provides attitude and behavioral change in accordance with perception change as it reflects information about countries and their brands.

Media has an influence not only on beliefs but also feelings and behaviors. Media provides indirect experience with countries and theirs citizens (Verlegh and Steenkamp, 1999: 526) and it also provides the experience of others (Jaffe and Nebenzahl, 2006: 39). These results are also in line with Chang (2004)'s view that consumers develop their country beliefs about products through their direct experiences or media exposure about products originating from different countries. With these indirect experiences by media exposure consumers generate attitudes towards countries and their products and brands.

3.2.2.2. Myths

Barthes (1972: 107) defined myth as "a system of communication and type of speech that everything can be a myth, provided that it is conveyed by a discourse." Myths are modern cultural phenomena socially created by society by added meaning. When considering modern myths about countries, it is inevitable to mention their effect on consumption decisions. For instance myth about Chinese products and its unfavorable image about low quality have a negative influence on product evaluations.

> *Eda: China has already been pervaded as of poor quality, also because of its cheapness; everyone has a negative attitude towards their products. (S78)*

On the contrary, modern myths about German cars and their favorable image also contribute to country of origin effect as it is seen in the below statements:

> *Didem: Indeed, it is related to the trust that car and the brand gave but Germans always think themselves superior, therefore, the whole world accept them in this manner. (S79)*
>
> *Zeynep: Well, there is a common belief that German cars are durable, good. (S80)*
>
> *Aysel: There is a belief that German cars are more powerful. (S81)*
>
> *Eda: There are rumors among people saying that it has higher quality (S82)*
>
> *Ahmet: There is a German image worldwide, it is extremely important. (S83)*

By means of created myths about German cars, there is a general belief about German durability, quality, superiority and it is widely accepted all over the world. Furthermore, these beliefs reinforce the popularity of German brands and it becomes another important determinant of extrinsic country of origin effect in this product category.

American myth is also declared by one of the participants that American companies try to make uniform world by adapting American economy, American culture and consumption practices all over the world. He also believes that global companies dominates world in order to minimize nationalism.

> *Ahmet: It is not simply a product and its consumption, there is a terrific culture behind it, let's say American economy, American culture, and American consumption behavior… you get used to its taste that they want. They put something into it that increases appetite and when you eat them you become addicted. You eat and then you become obese, then diabetes occurs.*

And then American firm produces diabetes medicines; blood pressure occurs it produces blood pressure medicines. There is no domestic capital in medicine anymore; maybe there are some firms like Mustafa Nevzat, most of them have gone, 90% has gone. All medicine is imported. Recently, I saw in one of my friend's hands; it was saying Wednesday, Thursday, Saturday, it means it is imported. There is no domestic production left here, that's to say; the excessive growth of capital leads consumption behavior in the world to one direction. It decreases the variety, it will, I mean, a uniform world, what are we going do with a uniform world? (S84)

Ahmet: International firms are affecting our intellectual formation, I mean, they build, they determine it. Through various foundations, various organizations, with TV, media etc. they give direction, they don't want nationalism, they don't want you to look at the label, the one that is too nationalistic is eliminated. (S85)

It is obvious that, consumers encounter many myths consciously or unconsciously and their perceptions and attitudes are affected by these myths especially myths about specific countries such as China and Germany.

3.2.2.3. Popularity

Popularity is the last determinant of extrinsic country of origin effect. Although myths and popularity are created by media, they are analyzed separately as they are also created by society. When participants were asked about their actual brand preferences in different categories, Ayşe emphasized her preference of American brands and the influence of their popularity in the shoes category as*:*

Ayşe: I mean, it's not related with being American. It is because of American brands are generally more popular, they create fashion. Especially about sneakers, they are not fashionable, they create fashion. (S86)

Likewise, Fatih has similar beliefs about America as he mostly preferred American brands like Tommy Hilfiger, Levi's, and Calvin Klein.

Fatih: As America is the super power in the world, it is the biggest impact, you know. You rely on America more than the other countries. First of all, it has already a name of America; there is something like "American product" in the world. (S87)

Their answers were very fruitful to understand and reveal the created societal effect that constitutes country of origin effect. By the help of free market economy, after foreign brands like Levi's entered Turkish market in 1980s, the American culture and American style became popular among Turkish citizens who admired

western lifestyles and Turkish market became Americanized (Bali, 2010: 19). For this reason, it is inevitable to see this societal effect on Turkish consumers' country of origin evaluations and consumption decisions.

There is also a general belief about German durability, quality, superiority and it is widely accepted all over the world and in Turkey as well. Furthermore, these beliefs reinforce the popularity of German brands. Some of the participants emphasized the popularity and top seller position of German brands in Turkey as:

Ahmet: German cars are sold very much in Turkey. (S88)

Fatih: German cars are mostly used in Turkey as well. This is the most effective factor. (S89)

However this popularity may give rise to negative attitudes towards the products and brands as Kerem indicated:

Kerem: When it comes to country decision, German cars are in the forefront in automobile sector but it doesn't draw my interest. I have something like contradiction. Things which are the forefront or let's say the things that people buy with an easy decision, something popular, only bought with money, the brand that doesn't have a meaning does not draw my interest. I don't want to use a Volkswagen and give them too much money, but I can give it for a Japan brand or I can buy an Italian car with more money. Hence, then the brand becomes important to me because since car is something that I am interested in I try to escape from making an easy decision. I don't want to buy a Volkswagen just because I can sell it too easily as a second hand, it is trustful anyway, etc. (S90)

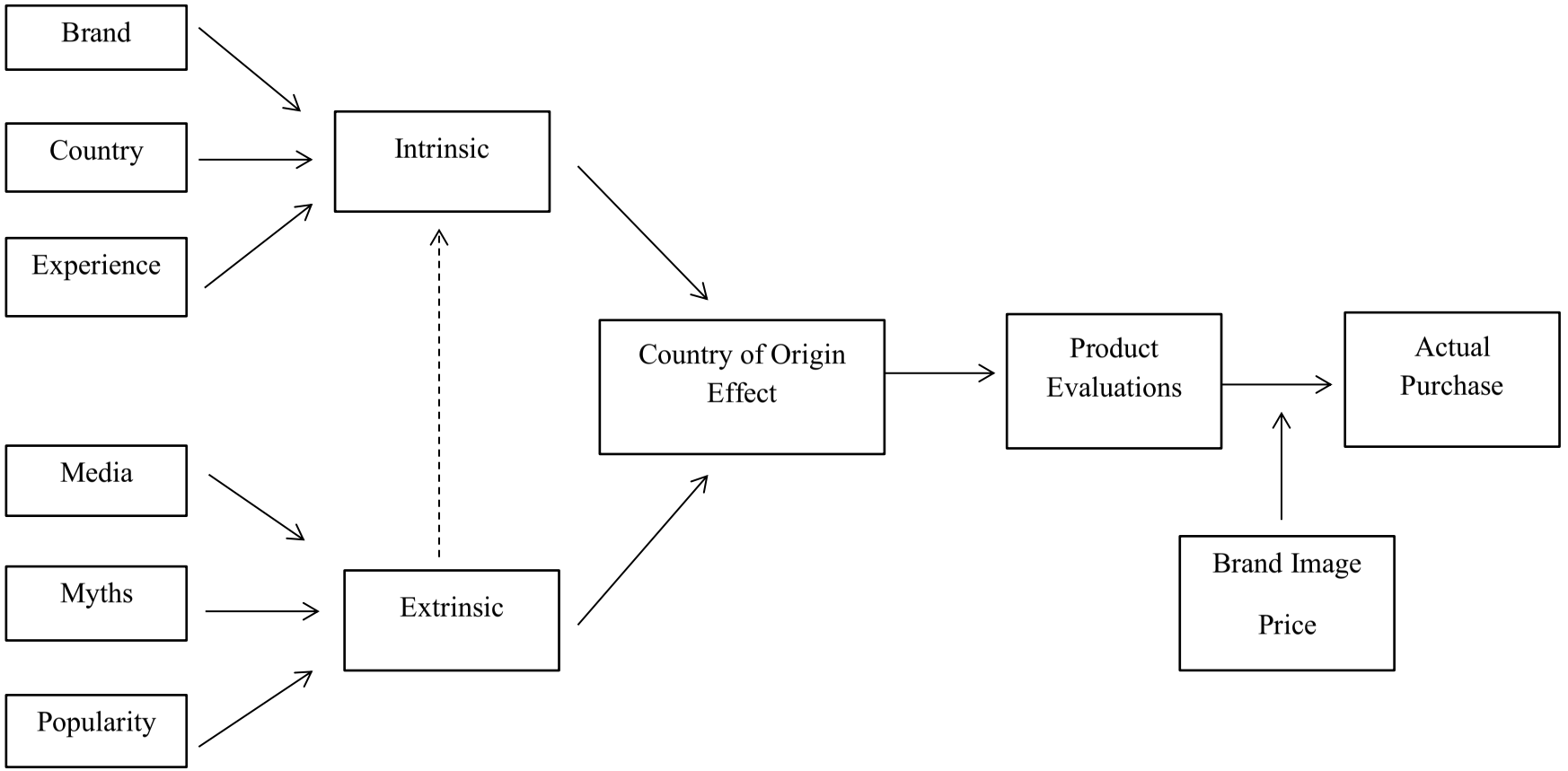
He resists buying popular brands as he thinks that it is an easy purchase decision. His preference may be a Japanese car or an Italian one, not a popular German car. Being against popularity might show the need for uniqueness and this issue may be related to personality. He gives importance to style and design more than stereotyping about German cars and its quality. He has a negative attitude towards most selling and popular brands as he avoids being same with others. Therefore, personality may become a factor that neutralizes country of origin effect as it is seen in this case it reduced the German effect on an automobile purchase decision. Country of origin effect is still salient for Japanese or Italian cars, but German superiority is not important any more if a person has negative attitudes towards popularity.

As this study's aim is to explore the country of origin effect, actual purchase behaviors were the starting point to understand its real meaning. Participants were

asked about their preferences of different product categories. This research reveals that, country of origin is a product-specific phenomena and its effect is depend on product category. Since the literature does not succeed to understand how country of origin operates, one of the aims of this study was to develop a general model that presents its antecedents and consequences. The results of this research show that country of origin affects product evaluations and actual purchase decisions in some product categories. This research develops a general model of country of origin effect that shows how it works if it exists. Figure 2 explains the impact of country of origin on actual purchase decisions and it gives the general themes that generate country of origin effect.

As a summary, country of origin effect has two main determinants called intrinsic and extrinsic effect. Brand related issues such as brand elements, brand image and advertisements, country related issues such as brand origin, manufacturing origin and ethnocentric tendencies, experiential issues such as country, product and work experiences constitute intrinsic country of origin effect. Intrinsic country of origin effect is formed by individual perceptions and attitudes towards countries and their products. Whereas, extrinsic effect which is composed of media such as films, TV series, social media and word of mouth, marketplace myths and popularity, is formed by societal factors. It is important to note that, this extrinsic effect may also have an influence on intrinsic effect. After country of origin effect is formed, it affects product evaluations and it leads actual purchase decision. However, product price and brand image moderates the relationship between product evaluation and the actual purchase. If a consumer cannot afford the product, the country of origin effect does not end up with purchase. Therefore product price may eliminate positive country of origin effect. In the same vein, a positive brand image may compensate a negative country of origin effect.

Figure 2: Developed Model of Country of Origin Effect



To prevent misunderstanding about the role of brand image in the country of origin effect model, it may be explained with an example. For instance, there is a general belief about the quality of German cars and superior German image in this category is reinforced by well-known brands and their favorable brand images. Audi's, BMW's, Mercedes's, Volkswagen's brand images have an influence on general German car image. When a consumer wants to buy a car, he/she may be affected by this German image created by several brand images. He may want to buy a German car. However, as mentioned before, when it comes to actual purchase decision, a specific brand image may be moderate his German car decision if that brand has an unfavorable image regardless of its country of origin image. Therefore, brand image has two kind of effect in the model. First one is being the determinant of country of origin effect and the second one is being a moderator of the relationship between product evaluation and actual purchase behavior.

As country of origin effect is product-specific phenomena, in the next part, the product categories will be analyzed in detail to explore the country of origin effect on participants' actual purchase decisions.

3.2.3. Country of Origin Effect with Product Categories

Since the aim of this research is to explore what country of origin really means, it can be considered as a sign that has several meanings. Consumers use this sign or information in product evaluation process to make inferences about product characteristics such as price, perceived quality, durability, functional and emotional benefits. For instance, when a car brand has a German origin, being a German car has several meanings of high quality, durability, functionality, safety and reliability. If a consumer considers these meanings during the evaluation process, this would support the existence of country of origin effect.

3.2.3.1. Cars

Country of origin effect is inevitably observed in this category by means of stereotyping and summary effect. When considering a car purchase decision, *durability* is the main factor that affects purchase decision of a car. It has a greater influence on perceived quality. Nearly all the participants have a statement about the

durability when they were considering about their automobile decision making process. Durability also signifies the ability of long term use. Neriman compares German car with the other countries' cars according to its long term use:

> *Neriman: German cars, I mean European cars are more elegant, more favorable in terms of aesthetic, they are heavier, and they seem as if durable. Japanese or Far Eastern cars have limited life span. Accordingly, if I were a person who changes her car very often, I would not care but I am thinking of long term use, for that reason I preferred German. (S91)*

After-sale service quality is another determinant factor in automobile purchase decision. Didem's family has a Skoda car and his father is a seller of spare parts. Therefore, she has technical knowledge about the cars and she emphasized the importance of customer service in this sector. Participants were also asked about which country's brand they would prefer if all the alternatives had the same characteristics originated from different countries. Levent emphasized that after sales service is an important criterion in product evaluations as:

> *Levent: As I'm living in Turkey, I think that Turkish firms would provide more convenient after-sales services. Following Turkey, if it is a global firm, if America or Canada has support services in Turkey, I would prefer them, but as I said, I would sort the countries according to their after-sales services. (S92)*

Besides actual brands, desired brands were asked to the participants to understand country of origin effect, in order to ignore the moderator effect of price and income level on purchase decisions and to reveal the country of origin effect. While *durability, safety, price* and *utilitarian benefits* are the most effective factors in their actual preferences, *hedonic* and *emotional factors* like design issues and brand image is more effective in their desired preferences. The actual brands and desired brands of their car preferences can be seen in Table 4.

Desired brands are almost German brands besides Ferrari – Italian, Saab – Skandinavian, Chrysler – American, and Skoda – Czechoslovakian. There is a stereotyping about German cars and this superiority dominates the automobile industry. German cars are widely accepted by their durability while French and Italian cars are mostly known with their design and style. Japanese cars are known as engine power and low fuel consumption whereas Korean cars have lower quality. American cars are seen wider and comfortable.

Table 4: Participants' Car Brand Preferences

Participants	Actual Brand	Desired Brand
Zeynep	Volkswagen (German)	Mercedes
Kerem	Citroen (French)	Saab Ferrari Porsche
Şermin	Mercedes (German)	Mercedes
Aysel	Honda (Japanese)	Audi BMW
Eda	Toyota (Japanese)	BMW
Sema	Opel (German)	
Didem	Skoda (Czechoslovakian)	Skoda –Yeti Chrysler
Levent	Ford (American)	Volkswagen
Ahmet	Dacia (Romania)	Volkswagen
Neriman	Ford (American)	BMW
Ayşe	Citroen (French)	BMW
Eren	Fiat (Italian) Renault (French)	Mercedes
Gizem	Renault (French)	Audi
Fatih	Opel (German)	Porsche
Umut	Nissan (Japanese) Far East	Porsche BWM
Figen	Toyota (Japanese)	Ferrari

Besides perceived quality, durability, after-sales service quality are the important factors that affect consumer purchase decisions in terms of country of origin effect; the product *price* also has an important moderating role in this relationship. When participants were asked if country of origin had an effect on their consumption decision, two of them answered as there had not been any effect. For instance:

> *Levent: Now if I say that I was influenced, it wouldn't be true. I wasn't. Because I evaluated it in terms of price and performance. I had bought this car since its price and performance was appropriate. (S93)*

> *Aysel: It didn't have any influence. At that time, I had another Japanese car, Toyota. Since I wasn't satisfied with the car, on top of it, although I said I would never buy a Japanese car, I bought a Honda in December. Because my mother and father had bought a new Honda and we had a close relationship with the salesperson and I went to Honda. Their price was good, it was a good campaign and the car had the agility that could not be expected from a Japanese car. Its technical attributes were stronger, and I considered its aesthetics as well. However, I wasn't going to buy it as it was Japanese. Its country was a negative factor but the product presentation, its attributes and*

its campaign made it attractive for me. Otherwise, my choice would be a German car, for example. (S94)

Price and performance is an important criterion in automobile decision making. Especially in Aysel's statement, although she has a negative attitude towards Japanese car; price, sales representative and the promotion campaign persuaded her to buy the brand. Eren also mentioned the convenience of a Fiat car for his work, when he is talking about the actual car preferences. When it comes to price and performance, utilitarian benefits of a car become prominent as well. By means of this, moderation effect of price is inevitably supported in country of origin effect. It can be seen from the participants' desired car brands as well. Most of the participants would use German car if they afforded. However, not only country of origin but also brand image has an effect on the desired automobile brand decision.

Country of origin effect is found to be in this category in line with the existing literature. All of the participants know country of origin information of the product and use it in their actual purchases.

3.2.3.2. Cosmetics

When it comes to cosmetics, it is a part of hedonic consumption which is related to the multi-sensory, fantasy and emotional aspects of consumer's experience with products (Hirschman and Holbrook, 1982: 92). Because of its experiential and hedonic nature, country of origin has a significant effect on brand preferences in this category, especially on perfumes, skin care and make-up.

Quality, price and *brand* are the most important determinants of Turkish consumers' cosmetic purchase decisions. Quality is directly associated with France as French products and brands are dominating the cosmetic sector. Approximately all female participants emphasized the superiority of French cosmetics. Male participants are not interested in cosmetics except perfumes and they almost do not know the country of origin information of their preferences. Most of the participants focused on perfumes as fragrances are commonly used by everyone. Aysel compared American and European fragrance as:

Aysel: It's a cultural thing. For instance, in America, heavy fragrances are not welcomed in a social environment so their perfumes are a bit volatile. On the other hand, Europe likes heavier fragrances. Therefore, for fragrances, I prefer Italy and France. (S95)

She stated that her preference is for European especially Italian and French. Contrary to this, although Neriman shares the same opinion, she prefers American more than French because of its lightness.

> *Neriman: I like American perfumes more. Why? Because they have lighter and flower fragrance. For instance, French fragrances are too heavy for me. (S96)*

Perfume preferences are inevitably different as fragrance is about personal and cultural taste. Therefore, consumers can make generalization about countries' fragrance but branding issues may become more important rather than country of origin. For instance, in some situations *brand image* is more important than country image although there is a French superiority in cosmetics. Brand becomes main determinant factor when people do not give importance to country of origin. Especially when the roll-on product is taken into consideration, the country of origin does not make any sense as it costs 7-8 TL. Therefore, in terms of low price products, consumers are not even curios about the country of origin. Moreover, when it comes to perfumes, fragrance can be more important than country of origin and in the same manner, chemical and harmful substances in cosmetic products also make brands more important than county of origin. As a consequence, country of origin has a substantial stereotyping effect in cosmetics category and it facilities the consumption decisions.

3.2.3.3. Apparel and Accessories

Textile category is an important category for this research in order to find out country of origin effect since Turkey has superior quality of textile and apparel products in this sector and it is an important manufacturing country since Ottomans. When it comes to apparel products like casual clothes, *style* becomes important factor that affect the purchase decisions. Especially, *fashion* has an influence on consumption practices and there is a general positive perception about "Italian fashion" among participants as Italy has a superiority on fashionable, elegant and stylish design. *Quality* in terms of fabric and seam quality is another factor.

Since Turkey is an important producer of textile industry, all the participants believe the superior quality of Turkish textile. However, Neriman criticizes Turkish

companies for producing low quality products for domestic market. She indicated that:

> *Neriman: Look, local products are very good but if they are made for export only. (S97)*

In this product category, besides local Turkish brands (Ipekyol, Twist, Beymen, Mavi Jeans, Koton, Faik Sönmez etc.) popular American brands (Tommy, Gap, Levi's etc.) and some of the other foreign brand preferences (Zara, Mango, Pull and Bear, Lacoste etc.) become prominent as it is mentioned before in the popularity and affective country of origin category. As discussed before in nationalistic feelings category, in textile products, most of the participants prefer national brands. They also prefer foreign brands but the country of origin information is not known in this category. For instance when Gizem was asked about Ipekyol's country of origin, she has just associated Turkish brand name with Turkish origin, indeed she did not know and even pay attention to the country of origin.

When considering accessories, participants were also asked about the brands of glasses, watches, hand bags and shoes that they actually use. For glasses or sunglasses, Şermin indicated that she preferred Bvlgari and she knew its origin as Italian and she mentioned that:

> *Şermin: Italians seem very sympathetic, I like them very much. Therefore, perhaps I may like their products like sunglasses more. (S98)*

However, she also mentioned that, she relied on Bvlgari brand and she loved using that brand. She has positive feelings towards Italy and it facilitates her decision. Likewise, Neriman uses Ferragamo and she mentioned its Italian quality and superiority. Except Şermin and Neriman, for other participants brand image is more important than the country of origin, they do not pay attention to that information. Especially Figen even do not pay attention to the brand image, for instance she indicated that:

> *Figen: I don't care about the brand in eyeglasses; I already see it as a necessity. The important thing for me is being affordable, plus glass quality. I mean, I would ask the optician, I would ask the salesperson, I would rely on them. I could even buy when there is a discount. For that reason, I don't have brand obsession in this matter. (S99)*

When considering sneakers, American brands like Nike, New Balance, Converse and Sas become prominent. The participants who use these brands know

their country of origin as well. However, when it comes to handbags, participants have less information about country of origin. Most of them indicated that brand image is more important than country of origin.

As many people use brands of objects such as blue jeans, eyeglasses, sunglasses, handbags and shoes to build their image and to help establish their identities (Berger, 2010: 182), it is important to analyze country of origin effect to understand the role of countries when building the self-image. Eventually, it is found that some participants intentionally or unintentionally use country of origin information to establish their social identity. Popularity of American brands, fashionable products and brand image becomes important in apparel and accessories category. In most cases, brand image has more influence than country of origin.

3.2.3.4. Food and Beverages

If there are local brands in a product category, there is a general tendency to prefer local brands. For instance, in textile and apparel category, most of the participants prefer local brands. Likewise in service sector, especially in banking and supermarket preferences, ethnocentric tendencies are observed. Food consumption is also affected by the degree of localness.

> *Kerem: I try to prefer local brands in food items. It gives the impression of being trustworthy because I trust that the entire processes such as production, inventory etc. are taking place in Turkey. (S100)*
>
> *Zeynep: Local brands seem as if they are more halal. (S101)*
>
> *Aysel: In food, I absolutely don't prefer foreign, unless there is exceptional things like Chinese cuisine. Because I think that the local products and brands produced in Turkey are healthier due to product quality and quantity of preservatives. (S102)*

Trust is an important factor when it comes to food in terms of its production processes and its ingredients due to not only health concerns but also some religious concerns may become important. When considering beverages, both alcoholic and non-alcoholic beverages were asked to participants. Starbucks is the main brand that is preferred by almost all participants. As mentioned before, country experience and American image of the brand is very effective in consumption decisions, besides the taste of the products. However, preference of Turkish coffee and Turkish tea is also undeniable as they are traditional beverages of Turkish consumers.

When it comes to alcoholic beverages, stereotyping effect arises. Belgium and Danish beer (Tuborg), French and California wine, Scotch whisky can be given as examples of participants' special preferences. Besides foreign brands, Turkey has its own beer brand (Efes Pilsen, Bomonti) and wine brands (which are mostly preferred according to their tastes). Turkish raki is another traditional alcoholic beverage that is preferred by almost all the participants except the religious ones who do not consume alcohol. For beverages, although there is a stereotyping effect, ethnocentric tendencies and taste also becomes important.

3.2.3.5. Electronics

In this category, cell phone/smartphone, laptop and white goods actual preferences were asked to consumers. In cell phone category, a majority of participants (6 people) prefer Samsung. Four of them use Apple; three of them use Nokia and the rest use LG, Sony and GM. When considering all these brands, they are all foreign brands. When the country of origin information of their preferences was asked to consumers, they generally know the origins but they did not use this information in their purchase decisions. *Brand image* and *functionality* is found to be more important. Especially for Samsung, Şermin indicated about the country of origin that:

> *Şermin: It didn't influence. Even I have learnt much later that it is a Korean product. In fact I was surprised. I said to myself that Koreans are good at something. I didn't know that it was Korean; I just liked their advertisements in TV. I used Samsung before and nothing happened. But, I definitely didn't know that it was Korean. (S103)*

As explained before, brand image has a substantial role in this category. Participants prefer Apple because of its brand image. Being an American brand does not have any influence on their preferences except one participant who emphasized the American superiority in this sector with its first mover advantage in smartphone category. Besides brand image, functionality is the other important factor that affects actual purchase decision. Especially the operating system has an impact on the participants' preferences. Nokia users stressed its *reliability* as it is the first brand in this telecommunication sector. LG and GM users stressed the functionality and the importance of price of the product. As price has a moderator effect in actual purchase

decisions, price performance ratio becomes important and affordability can eliminate the unfavorable country image as Levent stated:

> *Levent: I'm using a Chinese product, of course everything is related with the economy, I'm using GM but it is only because it is cheap. Because a mobile phone is not important for me, its internet access is important, and also being able to make calls is important. I'm using GM since it is the cheapest phone in the market. (S104)*

This study reveals that if there are local brands in a product category, consumers tend to have ethnocentric attitudes. Especially in white good industry, old and reliable company, Arçelik, becomes prominent in the category. All of the participants have used one of Arçelik's products. Besides *durability* and *quality* attributes of white good products, *after sales service* is very important and Arçelik is preferred due to its service quality as a local brand. General beliefs and attitudes towards Arçelik can be seen below:

> *Şermin: There is a feeling of ability to long term use in Arçelik. (S105)*

> *Aysel: In white goods, Arçelik for instance, why? Because it has service, I mean, if something happens, I know the person on whose head I will throw the product. (S106)*

> *Levent: With the idea of "all home appliances will be Arçelik" coming from the past, coming from 1960s and 1970s, all white goods are also Arçelik. (S107)*

> *Ahmet: I have never bought any foreign brand other than Arçelik, I wouldn't buy it either. (S108)*

> *Fisun: I have an Arçelik obsession as well. (S109)*

Therefore, consumers' prior product experiences, their *historical attachments* of using Arçelik product in their family, its *durability*, its *service quality* and its *localness* is very important determinants in product evaluations. There is also a myth about Arçelik created by Turkish consumers that expresses the thought of purchasing all the home appliances from Arçelik. Besides Arçelik, Bosch and Siemens are the other brands that are preferred by the participants because of its origin being German. Stereotyping effect of German superiority engineering can be observed again in this category. The *design* issues also become more important in participants' desired brand preferences since some of them stressed the aesthetics characteristics of the products that they desire to buy.

When it comes to laptop preferences, there was not any country of origin effect since participants did not know their actual products' country of origin information. In this category, brand image takes precedence over the country of origin. The local brand preferences is not observed in this category since participants have a general tendency to use foreign brands as they do not find Turkish brands reliable in this category. Kerem indicated that:

> *Kerem: Because I don't believe the local brands to have their own technology or the ability to make improvements to take their brand a step further. For instance, if we consider the brands, using Casper brand doesn't give me confidence or using Vestel brand doesn't give confidence. There are also good ones. Arçelik relatively gives more confidence but if I want to buy a computer without any hesitation, I think buying Dell or Toshiba would be an easier decision. (S110)*

For foreign products, as it is discussed before, participants mostly compare where the products are "made in", rather than its real origin. Almost every participant knows that electronic products are generally made in China or other underdeveloped countries. However, it becomes an undeniable fact that companies use different manufacturers in all over the world and participants do not consider "made in" origin for cell phones and laptops. Brand image becomes a crucial factor that affects their electronic consumption decisions since it reduces the negative effect of "made in" origin. For instance, Didem has Sony mobile phone, she knows that it is Japanese product but made in China. However, this issue is not an important factor that affects her preferences because of Sony's quality and its brand image.

3.2.3.6. Services

Country of origin effect should be also tested for service products since the literature did not give adequate attention to services. The country of origin research about service is scarce and the existing ones found that it was mainly related to ethnocentrism (Phau and Prendergast, 2000: 161). In line with the existing literature, this research reveals that, in service preferences participants have ethnocentric tendencies. They usually prefer local service providers. For instance for Banking, nearly all of the participants prefer Turkish Banks. Beside localness, *reliability*, the banking *service quality*, *technologic adaptation* (applications and internet banking) and *customer relations* are the main factors that affect their consumption decisions.

One of the religious participants indicated that her banking preferences are due to the Islamic or interest free banking, rather than being foreign or local.

When considering retailers or supermarket preferences, local companies again become prominent such as Tansaş, Pehlivanoğlu, Migros, Tansaş and Gürmar etc. The general *prices* and *convenient* of the retailer are the important factors that affect the preferences. Şermin also indicated her antipathetic feelings towards French, as it was mentioned before, and she does not prefer Carrefour. She prefers Kipa as she has personal connection with Tesco – English retailer – since she had a country and product experience. When retailer preferences were asked to Ahmet, he indicated that:

> *Ahmet: Migros, Tansaş, Kipa were all sold. I prefer Pehlivanoğlu. It has a localness image, it is one of us. The others are somehow foreign, I have a foreign allergy. A little nationalist, not extreme but there is some nationalist feelings. (S111)*

The impact of ethnocentric and nationalistic feelings is inevitably seen in this category. As a summary, in service category, local company preferences become dominant, since participants find them more reliable. It is important to note that, the influence of brand image and the prices should not be ignored in this category since they have a moderating effect on actual consumption practices.

The findings of this research provide important insights into country of origin phenomena. The results suggest that country of origin is product specific. Country of origin evaluation depends on not only product category but also its involvement level. For instance, in high involvement products like cars, country of origin effect can be seen obviously. Especially, the superiority of German cars or, in other words, the stereotyping about German cars in terms of high quality, durability, safety and trust has a substantial effect on product evaluations. However, preferences for alcoholic beverages that are low involvement products can be substantially affected by country of origin due to its hedonic consumption and its experiential characteristic like pleasure. French wine, Belgian beer, Russian vodka can be a good choice among the other countries. For the other product categories, brand image or price becomes prominent than country of origin.

3.2.4. Moderators

Country of origin effect is found to exist for certain product categories and for specific brands. Especially for some categories such as cars, cosmetics, perfumes, beer, wine and coffee, stereotyping effect is seen obviously. However, besides the country of origin effect, other factors such as ***brand image*** and ***price*** are also important in consumption practices. The study reveals that brand image and product price have a moderating effect on the purchase decision even though country of origin effect is emerged during product evaluations.

> *Aysel: For me, brand image and brand name comes before the country. Therefore, most of the time, for instance, I don't know which country's brand Zara is, yes we know Apple's, it is America if I am not mistaken. But indeed I don't question which country it is as long as it isn't so obvious. (S112)*

> *Neriman: There is brand, not foreign or local, the brand. (S113)*

> *Levent: For instance, it is very different to bring a local brand of Germany but if it is a global brand, I have a perception that it presents the product or the service in a more reliable manner. I would prefer the global brand. (S114)*

> *Ahmet: If the brand gives me confidence in terms of esthetics, durability etc. Evaluation at the first moment is very important for me. (S115)*

It was found that a brand with a strong image could reduce country of origin and country of manufacturing bias when evaluating products from a country with a negative perceived quality. Moreover, brand image take precedence over country of origin whether it has favorable or unfavorable country image. Global brands, especially, are more preferred and are found to be more reliable.

When considering other product categories, price become apparent in consumption decisions as consumers have limited financial resources and affordability.

> *Aysel: Probably price is important for me, except cosmetics I look at the price. (S116)*

> *Levent: I'm using a Chinese product, of course everything is related with the economy, I'm using GM but it is totally cheap. (...) I'm using GM since it is the cheapest phone in the market. (S117)*

> *Didem: I liked a design of Pierre Cardin handbag but the price was really very high, I wanted to buy it whatever it takes, it did not matter that it was*

French. It was very good but the price was very high. I didn't want to give 250-300TL for a handbag. (S118)

As is seen from Didem's statement, price has an essential role in actual purchase decisions. This statement is also very important for country of origin effect, because, as mentioned before Didem has negative feelings towards France and she has also negative attitudes towards French products. However, in this situation, the *design* of a handbag takes precedence over the country of origin image. If she had affordability, she would buy the product.

As a consequence, it can be said that, even though country of origin exists in product evaluation process, brand image and price have moderator effects on actual purchase decisions. Starting point of this research was participants actual brand preferences in different categories to understand if there is a real country of origin effect on their product evaluations. Desired brands were also asked in order to minimize the influence of product price. However, except automobile and cosmetics purchase decisions, desired brands do not support country of origin effect. Brand image becomes more important than county of origin.

3.2.5. The influence of Demographics

It is difficult to sustain strong generalizations about country of origin effects (Johansson, 1989: 47) since it is found to be product specific. In order to increase generalization, participants were selected by maximum variation sampling that provides comparisons between different ages, genders and socio-economic status to understand the impact of phenomena on consumption decisions. However, these results suggest that country of origin effect varies according to participants' country of origin knowledge rather than their gender except two product categories cars and cosmetics. For cars, the stereotyping about Germany significantly affects all the participants but when they were asked about their actual and desired brands, men are more involved to consumption process. For cosmetics, women are more involved to the consumption. Generally for apparel and accessories women are more involved in the process since they may see some products as their possessions such as glasses, watches, shoes and handbags etc. Belk (1989) revealed that possessions are the main contributors to consumers' self-concept and their social identities. Therefore, for

some product categories such as cars, cosmetics and accessories, consumers use country of origin while building their extended selves.

Income is important factors since price has a moderator effect on actual purchase decisions. However some participants, even though they have high income level, they do not give importance to country of origin information since they rely more on the brand image of the product rather than its origin. Actually, both lower and higher income participants give importance to price-performance relationship as is seen in some cases. However, when it comes to performance, the attributes of the products become prominent and the quality becomes more important. Since the participants are mostly associated brand image with the quality, it has more effect on participants actual purchase behavior. When considering country of origin knowledge of participants, low income participants even do not aware about the products' countries, hence, country of origin awareness increases with the income level. For instance Sema, Umut, Eda and Didem are not aware of their preferences' country of origin. However, country of origin awareness is not only related with income level. Zeynep has the highest income level among the participants but they also do not know some of their actual products' country of origin information. For instance, she uses Bosch in white goods product category and Samsung in mobile phone category but she does not know Samsung's and Bosch's country of origins.

On the other hand, age also has an effect on perceptions, attitudes and behaviors. Older participants give importance to functionality, durability and reliability of the products whereas younger participants give more importance to emotional and symbolic aspects of products like aesthetics and design. It is important to note that, this does not mean that those participants do not give importance to durability and reliability. However, younger participants are student or unemployed and they do not earn their money, so this becomes an important factor in purchase decisions. In addition, marital status was not found to have an influence on country of origin effect.

Although there are some demographic differences in participants' country of origin evaluations and its effect on their preferences; the moderation effect of price and brand image can be seen in each participant's cases.

CONCLUSION

Research on country of origin has a long history. A large and growing body of literature has investigated country origin effect on consumers' product evaluations. Consumer perceptions and consumer attitudes towards a product or a brand from a specific country are of major importance for understanding the country of origin effect. The present study was designed to explore what the country of origin effect really means to consumers in different consumption practices. This study was exploratory and interpretative in nature and it followed a qualitative design with in-depth analysis of consumers actual purchase decisions. For understanding the role of country of origin effect in consumers' actual purchase decisions and for reaching theoretical development, a qualitative approach was needed since the existing quantitative methodologies do not explain the phenomena. This research provides a framework for the exploration of the antecedents and consequences of country of origin effect and its formation process in general.

Country of origin is found to have an effect on perceived product quality since it is an extrinsic quality que. Consumers can make inferences about product quality when they know country of origin information. However, country of origin signifies not only quality but also symbolic meanings like Westernization, aesthetics, prestige and so on. It has an undeniable direct effect on perceptions and attitudes, but it has an indirect effect on actual purchase behavior. This study has shown that country of origin generally builds trust in product evaluations, the brand image strengthens it and then, it facilitates the consumer decision making process.

Actual purchase decisions in each category and the country of origin information of the actual brand were asked to participants. Surprisingly, some participants did not know the brand origins in some product categories that are in line with the previous studies which argued that consumers have limited knowledge about country of origins. If consumers do not know the country of origin, its effect on their consumption decisions is in question. Since the main purpose of this study was to reveal what country of origin really means to consumers, this result is very critical to understand the importance of the phenomena.

By the impact of increasingly globalized world, brands become globalized and consumers are not even curious about the country of origin. Consumers do not

associate products with countries if it has a favorable brand image. It does not mean that country of origin effect do not exist, it still has an essential stereotyping effect on product evaluations in most categories. It is found that, although country of origin facilitates the product evaluations, brand image becomes determinant factor when it comes to actual consumption decision. In this study, no specific brand was used as a manipulation since most of the country of origin research designs involving brands manipulated strong versus weak brands. Additionally, when considering actual purchase decisions, product price also comes into prominence and it moderates the relationship between country of origin effect and purchase decisions.

Since one of the aims of the study was to understand what country of origin effect depends on, the study developed a general model that presents its antecedents and consequences. This model also shows how it works if country of origin exists in an actual purchase decision. Country of origin effect depends on two main factors: intrinsic and extrinsic effects which are the main determinants of country of origin effect. Intrinsic country of origin effect is formed by individual perceptions and attitudes towards countries and their products whereas extrinsic effect is created by social factors. It is important to note that, this extrinsic effect may also have an influence on intrinsic effect. After country of origin effect is formed, it affects product evaluations and it leads actual purchase decision. However, product price and brand image moderates the relationship between product evaluation and the actual purchase. If a consumer cannot afford the product, the country of origin effect does not end up with purchase. Therefore a higher product price may eliminate positive country of origin effect. In the same vein, a positive brand image may compensate a negative country of origin effect.

One of the main determinants of intrinsic effect is brand attributes which has a substantial effect on country of origin effect. Brand images create general perceptions and beliefs about a certain country by means of summary effect. It is important to note that brands usually use this created beliefs about their country. They emphasize the superiority of country image in their marketing efforts. Since country of origin is one of the secondary brand associations, its effect has a contribution to brand image and brand equity. Therefore, brands which have favorable country of origin image can emphasize the country of origin in their brand

elements and marketing communication. When considering the brands which have unfavorable country of origin images, they should improve its product quality and the other product attributes like product design, after-sale services, durability and reliability. They should focus on research and development, and they should improve their brand image with innovative strategies. The study shows that, brand image have a moderator influence on actual purchase decisions, therefore, if a brand generate strong brand image, it can compensate unfavorable country of origin image as it is shown in Samsung case. Especially with its mobile phones, it proved quality and built a favorable brand image and compensated its negative Korean image.

The other main determinant of intrinsic effect is country which is composed of consumer perceptions, attitudes and behaviors. The findings of this study complement those of earlier studies that all of the cognitive, affective and normative processes emerged as predictors of country of origin effect. Consumers have stereotypical perceptions and beliefs about countries that affect their evaluations directly. They also have positive and negative feelings towards countries. According to these beliefs (cognitive) and feelings (affective); they have behavioral intentions (normative) towards products of certain countries. Political, economic and cultural relations between countries, ethnocentric and nationalist feelings, and religious affiliations have an influence on these behavioral intentions in terms of consumer resistance and consumer boycotts.

Besides country of origin, country of manufacturing also makes differentiation in products' perceived quality and it is found that consumers make comparisons between "made in" countries. The study reveals that perceptions and attitudes towards "made in China" products is getting changed as the consumers become aware about the companies that want to decrease labor and production costs. It is known as a necessity of globalized business to survive in the competition. In fact, it is acceptable for well-known brands that produce in China rather than unknown brands. A strong brand image with a well-known brand name compensates unfavorable country of manufacturing image.

This study has also shown that if there are local brands in a product or service category, consumers have a general tendency to prefer local products in order to support national economy and industrial development as a consequence of consumer

ethnocentrism. However, this is not valid for every product category. For instance, Turkish consumers rely on quality of Turkish textile. They are aware of Turkish companies' production and export capabilities and they prefer Turkish brands. Turkish brands' success in international markets reinforce this tendency. Mavi Jeans, Ipekyol and the other brands under Turquality, have created an image of high quality Turkish products and it affects Turkish consumers' preferences positively. In the same vein, in white goods industry, Turkish consumers believe the quality of Arçelik. Especially older consumers, who had been using Arçelik products for years, rely on its durability and reliability. Although Arçelik has foreign competitors in the market, it has improved its quality by innovation and it emphasized its innovativeness by marketing communication. The findings of this research provide insights for the importance of quality and brand image in country of origin effect.

The study has also shown that, when consumers confront foreign and local brands in a product category, if the price and quality was equal, they tend to buy local products. This may be also due to some Turkish Government policies. In the past, Turkey had some practices to promote buying local products under the name of a specific celebration week (Yerli malı haftası) between 12th and 18th of December for Turkish goods to contribute to country's development. This celebration still continues, however, globalization brought many of foreign brands to Turkish market, especially after import policies and the free market economy in 1980s. At that time, with the Western lifestyle admiration, Turkish consumers tended to buy foreign products. Now, there are many foreign and Turkish products in this market, Turkish consumers still have ethnocentric tendencies, but their preferences are highly related with the quality and brand image than country of origin image of the product. Therefore, for Turkish companies, greater efforts are needed to ensure their brand image with providing high quality.

The most important contribution of this study has been to confirm the importance of country experience in country of origin effect. There are some studies that have investigated the product experience and consumer familiarity with the country and its products in the current literature, but, direct country experiences had not been analyzed. This study reveals that country experiences have an important influence on consumers' attitudes and behavior. A positive country experience yield

positive attitudes towards the country's products whereas negative country experience yield negative attitudes towards its products. However, country experience not only affects attitudes but also it leads to changes in consumption practices. This means that consumers get into the habit of new consumption preferences during their country experiences. It also provides associations between good memories and some certain products and services by creating emotional attachments. As the time of stay in a certain country increases, its country of origin effect also increases. However, the direction of the effect depends on the favorable or unfavorable impressions about the country. If a consumer has unfavorable impressions during their experience, their attitudes towards that country's products may be also changed in a negative way. Not only country experience, but also product and work experiences have an influence on country of origin effect in the same direction. Consequently, consumers' country of origin evaluations and its effect on their purchase decisions mostly depend on their past experiences.

One of the major contributions of this study is revealing the extrinsic factors as one of the main factors that constitutes of country of origin effect. When considering extrinsic effect which means country of origin effect is created by media, myths and popularity. Media is the most important determinant of extrinsic effect that it is used as a main communication tool for brands and their marketing efforts. It also reflects country images by films and TV series. This study reveals that media builds emotional and cultural attachments to specific countries and their products. For instance, by the help of American TV series, consumers identify some products like sneakers and jeans with American lifestyle and it has a substantial effect on creating country images. Especially, social media has an incredible effect on consumers' attitudes towards countries even it can change consumers behavior. For instance, the power of social media can be seen in Israeli brands boycotts. The Jewish brands or the brands that were supporting Israel were shared by a lot of people to invite consumers to boycott Israel. However, these lists may be misleading about brands and their countries since it includes many of American brands as Israeli brands. There may be misunderstandings about the real country of origin of brands and products. It is also important to note that Turkish consumers are influenced by media in terms of boycotts, but, these consumer resistances are usually temporary in

Turkey due to some political, economic and cultural relations with other countries. Media has not only an influential role in consumers' attitudes but also it has an informational role which gives information about products and brands. It is undeniable that media, especially social media and word of mouth communication have general influence on consumers' perceptions, attitudes and behaviors.

There are also myths about countries and their products. For instance, "made in China" became a myth due to low quality perceptions of Chinese products and spread over the world even though China produces high quality products. The USA, for instance, is generally seen as the best powerful country and it leads to make uniform world by adopting American economy, culture and consumption practices all over the world. According to Barthes (1972) everything can be a myth. Myth is a system of communication, it is a message and it is a mode of signification. Since country of origin image is a signification process, marketplace myths about countries and their products would be interesting to investigate for future studies. As myths are also part of semiology that studies signification, country of origin effect may be considered as a signification. This study reveals that, country of origin can be used as a sign that signifies not only quality but it also prestige, aesthetics and popularity etc. Therefore, these symbolic meanings of country of origin may be a fruitful area for further work and for better understanding its meaning in consumers' minds.

Popularity is another factor that affects consumer preferences as an extrinsic country of origin effect. Consumers believe that some certain countries' products are more popular than the others, such as American brands were seen popular brands. High sales margin also affects the popularity. For instance, it is believed that German cars have the highest sales margin because of its superiority in this category. This study has also shown that, each extrinsic effect, media, myth and popularity also has an influence on creating cognitive beliefs about countries. Each dimension affects the country perceptions, beliefs and attitudes towards those countries. Moreover, experiences have also an effect on country specific beliefs and attitudes. Therefore it can be concluded that all the antecedents in country of origin effect model are also interrelated with each other. It was difficult to make distinct categorization while developing the country of origin effect model. Especially cognitive country beliefs were found to be affected by all the antecedents of extrinsic and intrinsic factors.

While country of origin effect is formed, it affects product evaluations and then it leads to actual purchase decisions. Different product categories were asked in order to increase the generalization of the results. Actually, in every product category, country of origin effect is found to exist. Cars, cosmetics, white goods, services, textile, food and beverages generally support the country of origin effect. Especially, cars, cosmetics and alcoholic and non-alcoholic beverages are much more sensitive to country of origin differences. In white goods, services, food and beverages categories, country of origin exist in terms of Turkish brand preferences with ethnocentric and nationalistic feelings. However, in mobile phone and laptop preferences, country of origin effect becomes a moderator that may affects the relationship between product evaluations and actual purchase.

However, as mentioned before, country of origin effect is product specific; it cannot be generalized to all the product categories. It is the main limitation of this study but to minimize this limitation, it was intended to analyze different product categories. On the other hand, the product classification was mostly based on utilitarian/hedonic, high involvement/low involvement distinction and the product categories are limited to general preferences or one or two products in each category. For instance service category only involves banks and retailers, or textile category includes general apparels. For increasing the generalizability of the country of origin research, more research is required to expand the product categories in detail to determine the real effect. There are also other categories that were not investigated. Moreover, the scope and the generalizability of this study were limited in terms of small sample size of Turkish consumers. Although data saturation was the main determinant in the sample size, further research might explore the country of origin effect with more consumers especially the older ones. In this research the participants have different ages but fruitful findings were obtained from the older participants. Therefore, it is suggested to investigate the thirty and the higher ages. Since the study is focused on actual purchases, some product categories were not suitable for student participants in the sample. For instance when analyzing cars, some of the participants did not have their own cars, therefore their family cars were included in the study. The scope of the study is also limited with Izmir sample. It would be interesting to

compare experiences of consumers from different cities or different countries for future research. Cultural differences may reveal different country of origin effects.

When considering demographic differences in the findings, in some product categories, male and female participants were much involved. For instance, male participants were involved in car decisions whereas female participants were involved in cosmetics decisions. It may be explained by the possessions and extended selves. Further studies regarding the role of extended self and social identity in country of origin effect would be interesting. Besides this, investigating the influence of personality on this concept would be also interesting since some of the personality traits were arisen in this study. Income level was also the main factor that affects the country of origin effect, since the study is adopted to investigate actual purchases. However the country of origin effect does not depend on only income level, it may be more depended on the cultural capital of the participants. Cultural capital is a concept of Bourdieu (1986) that is related with social class, status and culture. Therefore, further investigation into the influence of cultural capital on country of origin effect is strongly recommended for better understanding the differences between consumer preferences.

Notwithstanding these limitations, the study suggest a general model of country of origin effect and its antecedents by analyzing actual purchase decisions in different product categories to understand its real influence on Turkish consumers' consumption practices. It reveals country of origin effect formation. The influence of all cognitive, affective and normative aspects of country image was arisen as important antecedents of the phenomenon. Country of origin effect is found to be generated by intrinsic (brand, country, experiences) and extrinsic (media, myths, popularity) factors. Further research needs to examine more closely the variables and their relationships in the model. It should concentrate on the testing the model with larger and different samples supported by quantitative methodology.

The present exploratory study was designed to determine country of origin effect on consumers' actual purchase decisions in order to understand its real meaning. Country of origin builds trust and it strengthens the brand image of the product. It is misleading to think country of origin effect alone. It has a considerable effect on perceptions and attitudes but when it comes to actual purchases brand

image and product price take precedence over country of origin. Even though country of origin effect exists in product evaluations it may not lead to a purchase decision. A negative brand image may eliminate positive country of origin image or a positive brand image may compensate negative country of origin image. Hence, for marketers, greater efforts are needed to ensure a favorable brand. Likewise, product price has also an influence on purchase decisions. When consumers cannot afford the product, the favorable country of origin effect does not make any sense. Therefore, country of origin effect should not be taken into account without considering price and brand image.

Since country of origin research is now in a contextualization period, this research investigated country of origin research in a different context with a holistic perspective. It reveals that, this multi-dimensional concept is influenced by different concepts like country of origin and country of manufacturing image, country and product experiences, brand image, product price, media, myths, popularity and social influences in different product categories in the context of a developing country. Since the results show country of origin effect on Turkish consumer preferences, in a developing country the results may differ according to contextual differences. As a consequence, country of origin effect is a contextual phenomenon and it cannot be thought as apart from its context.

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APPENDICIES

Appendix 1: Interview Form

GÖRÜŞME FORMU

Tarih ve saat (başlangıç – bitiş):

Katılımcı:

GİRİŞ

Ürünlerin ülke orijinlerinin tüketici davranışlarına etkisi üzerine bir araştırma yapıyorum ve sizinle kullandığınız ürünlerin ülke orijini algılamalarınız üzerine konuşmak istiyorum. Bu görüşmede amacım, ürünlerin ülke orijini kavramının tüketiciler için ne anlam ifade ettiğini ortaya koymaktır. Bu araştırmada çıkacak sonuçların pazarlama literatürüne katkıda bulanacağını ümit ediyorum.

- Bu görüşme sürecinde söyleyeceklerinizin tümü gizlidir. Bu bilgileri araştırmacıların dışında herhangi bir kimsenin görmesi mümkün değildir.
- Başlamadan önce bu söylediklerimle ilgili belirtmek istediğiniz bir düşünce ya da sormak istediğiniz bir soru var mı?
- Görüşmeyi izin verirseniz kaydetmek istiyorum. Bunun sizce bir sakıncası var mı?
- Bu görüşmenin yaklaşık bir saat süreceğini tahmin ediyorum. İzin verirseniz sorulara başlamak istiyorum.

Görüşme Soruları

1) Satın alma kararlarınızda genel olarak hangi faktörler etkili olur?
2) Bir ürünü/markayı satın alırken yerli ya da yabancı olması sizi nasıl etkiler?
3) Yabancı marka tercihlerinizde ürünün hangi ülke malı olduğunun bir etkisi olur mu? Nasıl?
4) Aşağıdaki kategorilerde hangi markaları tercih ediyorsunuz?
    a. Otomotiv
    b. Elektronik (cep telefonu, beyaz eşya, tv)
    c. Tekstil (kıyafet, ayakkabı, saat, çanta, gözlük)

d. Kozmetik – parfüm
e. Yiyecek – içecek (meşrubat, çay kahve, tatlı vs.)
f. Hizmetler: Restaurant, kafe, banka, perakende

5) Bu markaları tercih ederken hangi faktörleri göz önünde bulundurdunuz?
6) Bu markaların ülke orijinlerini biliyor musunuz?
7) Bu markaları satın alırken ülke orijininin sizin tercihinizde bir etkisi oldu mu? Olduysa nasıl bir etkisi oldu, bana anlatabilir misiniz?
8) Bu kategorilerde hangi markaları satın almak isterdiniz?
9) Hangi ülkelere sempati duyarsınız? Sempati duyduğunuz ülkelerin malları hakkında ne düşünürsünüz? Satın alma davranışınızı nasıl etkiler?
10) Hangi ülkelere antipati duyarsınız? Bu ülkelerin malları hakkında ne düşünürsünüz? Satın alma davranışınızı nasıl etkiler?
11) Daha önce yurt dışında bulundunuz mu? O ülkenin mallarına karşı tutumunuz nasıldı? Herhangi bir değişiklik oldu mu?
12) Ürün ya da marka hakkında hiçbir bilginiz/fikriniz olmadığı zaman, o ürünün hangi ülke malı olduğu sizi nasıl etkiler?
13) Genel olarak satın alma davranışlarınızda satın almayı düşündüğünüz ürünün ülke orijini sizi nasıl etkiler?

Appendix 2: Participants' Statements in Turkish

S1: Alman mallarına baktığımızda Audi'sinden tutun Porsche, Mercedes, BMW, Volkswagen bunların her birinin ortalama kalitesi Alman ürününün kaliteli olabileceği algısı yaratıyor. Almanya'dan çıkan araba ya da yan sanayi ürünleri kalitelidir algısı yaratıyor.

S2: O ülkenin çıkardığı diğer bütün arabaların kaliteli olmasından, başarılı olmalarından dolayı bu konuda Almanları tercih ederim.

S3: Klimada Daikin aldım ama sonradan öğrendim Japon olduğunu. Ben onu Uzakdoğu olarak biliyordum sadece, yani isminden öyle geldi bana. Bunlar bunu becermişlerdir dedim, hava şartları zor, bunlar bunu yapmışlardır dedim ve öyle aldım.

S4: Eğer ismi bana Fransız gelmezse dönüp bakmam bile. Mesela ne bileyim ben 'arrivederci' isimli bir marka olsa ona bakmam gibime geliyor.

S5: Alman arabalarının daha güçlü olduğuna dair bir inanç var.

S6: Çözünürlükte açıkçası, kamera ve görüntülerde Japonlar daha iyi.

S7: Şimdi Alman otomobilleri gibi İsviçre'nin saatlerinin de kaliteli olduğunu biliyoruz.

S8: Gözlükte hiç tartışılmaz İtalyan.

S9: Viski dediğin zaman ya İskoç ya İrlandalı içmek lazım.

S10: Mesela Brezilya kahveleri, Brezilya ile Etiyopya kahvesini karıştırıp istiyorum. Çünkü Etiyopya çok kaliteli kahve konusunda.

S11: Mesela Audi almak isterim ben Alman kalitesine güvendiğim için. Kafamda öyle bir şey var, Alman yaptıysa sanki iyidir gibi.

S12: Yani otomotivde daha çok Alman. O böyle prestij gibi gelir ya Mercedes'i var, öyle değil de böyle bir güven duygusu veriyor gibi bana.

S13: Kozmetik Fransız'ın işi gibi geliyor bana. Parfüm de öyle gibi geliyor. Yani mesela Rus parfüm yapamaz gibi geliyor, yaparsa onu bir Fransız yapar, daha uzun zamandır yapıyorlar, hani luxuries goodlar hep Fransa'dan çıkar ve o yüzden de yaparlarsa onlar iyi yapar hissi var bende.

S14: Dünyanın kozmetik devleri Fransa'daki laboratuvarlarda çalışıp ürün geliştiriyorlar… Fransa'nın bu kozmetik işinde bir numara olduğunu düşünüyorum.

S15: Hani bir teknolojik ürün çıksa Kore'den, Samsung'la direkt özdeşleştiririm o da Kore'ydi o zaman bu da aynı o kalitede o ayarda bir şeydir diye öyle düşünebilirim mesela. Ya da yine Amerikalılar da bir telefon çıkarsa hemen Apple ile kıyaslarım, almak isterim yani öyle bir değişim olabiliyor.

S16: Fransa çok antipatik geliyor. Bir yüz kremi olayım var, Fransız markası alıyorum ama onun dışında mesela Renault'u hiç sevmem. Carrefoursa da aynı şekilde kolay ve ucuz aslında ama oraya da gitmiyorum. Böyle onların patiseriesini bile mecburiyetten yer gibi yaparım yani. Fransız olmasının bir şeyi oluyor orda. Sevmiyorum, o yüzden onların mallarından da çok hoşlanmıyorum ama Fransızların parfümü, onlar bana çok luxuries geliyor, o yüzden çok böyle down worth bir şeyi onlardan alırsam olmazmış gibi geliyor. Yani onlardan bir şey alacaksam luxuries almam lazım.

S17: Fransızları sevmiyorum açıkçası çok açık ve net sevmiyorum insanları. Peugeot arabaları mesela, tamam ticari olarak çok kullanılıyor ama Fransızları sevmediğim için ben Peugeot arabayı hiçbir zaman almam yani.

S18: Bazen işte Amerikan markalarını sevmiyoruz Amerika ülkesini sevmediğimiz için, kapitalizme katkıda bulunmuş oluyoruz diyoruz ama yine de yapacak bir şey yok işte teknolojinin gözü kör olsun.

S19: Amerika var ama Amerika hepimizin rüyası olduğu için şu anda Amerika'yı bunun içine sayamıyorum.

S20: Amerikan markalarına aslında çok böyle karşı değilim ama onların Türkiye'deki konumlandırmasından rahatsız olduğum için böyle davrandığımı fark ediyorum. Çünkü Amerikan iş hayatının yansımaları da var bunun içerisinde, işte

maddi açıdan ön planda tutuyorlar, marka değeri kuvvetliyse yüksek fiyatlara satma hakkı ya da tam tersine düşükse dibine kadar düşük gibi, işte McDonalds falan gibi, o yüzden açıkçası çok sevmiyorum.

S21: Bu adamlar bu işin en iyisi, yani mühendislik tarihleri çok eski. Bu adamlar 1900'lü yıllarda Yavuz Zırhlısı vardır bizi Birinci Dünya Savaşı'na sokan o zırhlıyı yaptılar. Gemi 275 mt uzunluğunda düşünebiliyor musunuz? Devasa bir uzunluk var, inanılmaz bir mühendislik harikası yani… Sene 1900 biz o tarihte çelik bile yapamıyoruz koca 600 yıllık bir Osmanlı imparatorluğunda çelik bile yoktu yani.

S22: Almanların işlerini düzgün yaptığıyla, çalışkan olduklarıyla çok alakalı. Geçmişten gelen bir düşünce var kafamda. En basitinden araba işte, teknolojide adamlar süperler, Mercedes'i var Audi'si var, Volkswagen'i var, BMW'si var bunlar düzgün markalar, işte çalışkan insanlar, ürünlerini orada burada yaptırmıyorlar kendileri yapıyorlar. İşte Almanları tercih ederim ben. Almanya'da doğmuş olmam da etkili tabi.

S23: Aslında Almanya'nın izlenimi Nazi döneminden pek iyi değil ama yine de hani orda yaşayan Türkler olsun hani orayla da bir yakınlığımız var gibi geliyor, bir sempatisi var yine de.

S24: Kore'ye bir sempatimiz var ya duygusal, Türkler biraz duygusaldır yani, işte Kore savaşı vs. oradan bir şey var, işte milli takımı alkışladılar çok fazla gaz verdiler tabiri caizse, oradan Korelilere karşı, Korelilerin bize karşı bir sempatisi vardır yani. O duygusal bağ etkili olabilir yani belki arabası olmaz ama başka bir malı alınabilir.

S25: Dönem dönem ülkeri boykotlar yapıyoruz, ama sonra yine tekrar dönüyoruz. Mesela Carrefour vardı. Dönem dönem oluyor ama ne oluyor Türk insanı unutkan ya, biz de unutkanız, bir ay sonra unutuyoruz. Carrefour'a gitmiyorduk mesela o zaman, şimdi gidiyoruz yani.

S26: Filistin'de olanlar geliyor aklımıza hep bu Yahudilerin Müslümanlara yaptıkları o yüzden antipatik olduğu için bıraktım.

S27: İsrail ürünlerini tercih etmemek istiyorum. Yahudileri sevmiyorum belki Hitler diyebilirsiniz, çoğu insan öyle diyor ama ben Yahudileri sevmiyorum, o yüzden mallarını da kullanmıyorum.

S28: Mesela Coca Cola tüketmiyorum, o yüzden almıyorum. Ama işte Coca Cola'nın bünyesinde işte ne bileyim bir çok şey var onlarda çok başarılı olduğum söylenemez. Bildiğim kadarıyla Lipton Coca Cola, ya da Unilever'in. O da İsrail diye biliyorum. Ne bileyim mesela onu tüketmemede çok fazla başarılı olduğum söylenemez belki. Ama mesela deterjanlarda Ariel almamaya çalışıyorum.

S29: Hani Ariel var, Nestle var, Algida var.

S30: Coca Cola diye biliyorum. Sonra Mcdonalds, Burger King falan. Yani bu bilindik markalar çoğu İsrail malı diye biliyorum yani bir iki tanesi olmayabilir de.

S31: Yerliyi daha çok tercih ederim, hem Mcdonalds'dır Burger King'dir falan güvenmiyorum yani helal mi haram mı diye düşündüğüm zaman sanki yerli markalar daha helalmiş gibi geliyor, halbuki aynı seviyededir belki ama yerli markaları tercih ederim yiyecek olarak.

S32: Bir de tatlılarda mesela hani şey oluyor, işte şarap falan katma durumu oluyor beni o etkiliyor yani o yüzden sanki Türkler daha helal yapıyormuş gibi.

S33: Çin'de durmadan bir şey varmış gibi geliyor bana, bir bit yeniği varmış gibi geliyor, yani illa ki bir şeyi eksik olacakmış gibi geliyor. O yüzden Çin malından biraz uzak duruyorum.

S34: Tamamen Çin malı kullanmıyorum demek piyasada hiçbir şey kullanamayacağı anlamına geliyor aslında. Büyük şirketlerin orada üretmesi kalite kontrolleri açısından bir dezavantaj sağlamadığından ürün için kullanıyorum ama genel olarak bazı ülkeler mesela Hindistan'dan gelen bende daha düşük bir kalite algısı oluşturuyor. Keza Endonezya Malezya tarafından gelen aslında bu ürünler bizim bir çok aldığımız ürünlerden daha kaliteli olmasına rağmen düşük kalite algısı uyandırıyor. Ama Avrupa markaları için hangi ülkeden geldiğinin bir farkı yok çünkü Avrupa standartları belli.

S35: Vietnam'da üretilen bir Banana Republic'i ben giymem, giyemezsiniz.

S36: Şimdi "Made in India" bir tişört mesela 48 lira. Diyorum ki bu zaten India'da üretilmiş bunun nesi 48 lira diyorum, yani otomatikman orada şöyle bir algı oluyor. Bu Hindistan'da üretildiğine göre bu çok ucuz bir iş gücü ile üretildi ve hatta insanlar sömürüldü. Bunun üzerinden de ben değeri aslında çok ucuza mal edilmiş bir ürünü sadece X markası olduğu için çok yüksek fiyata almak durumunda kalıyorum mesela, o yüzden o tür şeylerde gidip pazardan almayı tercih ederim.

S37: Volvo'nun Çinlilere satıldığını öğrenince değişti. Çinliler değil belki Almanlara satılmış olsaydı bu şekilde düşünmezdim ama Çinlilere satıldığı için algıda değişiklik var. Yani Volvo dan uzak dururum mesela almam şahsen.

S38: 8,5 yaşında kızım var onun oyuncaklarının "made in China" olmamasına falan dikkat ediyoruz. Kanserojen ürünler, plastikler falan içermeyen o tarz ürünlere dikkat ediyoruz daha çok kızımıza aldığımız şeylerde.

S39: Eşimin işi olduğu için şu anda eşim tekstilci, nerde üretildiğine bakıyoruz, nerenin markası değil nerde üretildiğine daha çok bakıyoruz.

S40: Hep bakardım böyle ürünlerin arka etiketine bu hangi ülkede yapılmış diye, çünkü Amerika her şeyi taşeronlaştırmış… Mesela Amerika'da Banana Republic markasında en kaliteli gömleklerde kıyafetlerde mutlaka Türk ürünüdür. Türkiye'de yapıldıysa onu al. Zaten fiyat olarak da Türkiye'de yapılanlar diğerlerine göre biraz daha fiyatları yüksek ama taş gibi yani, hala kullanıyoruz. Ne yazık ki Türkler Türk piyasasına sundukları ürünleri aynı kalitede yapmıyorlar.. Bak yerli malı çok güzel ama yerli ihracat malıysa güzel.

S41: Türkiye'de bir Amerikan fast food zincirine gitmek beni rahatsız ediyor ya da Türkiye'de işte bu kültür dışından herhangi bir markayı kabullenmek pek istemiyorum. Orada biraz milliyetçi duygum var.

S42: Biraz millicilik var yani yerli üretim olmazsa bu iş olmaz (…) Bu ülke bizim değil, biz burada misafir sanatçı pozisyonundayız. O yönden biraz duyarlıyız yani.

S43: Çalıştığımız markalar içinde bir tane yerli firma var mesela özellikle onunla çalışmaya dikkat ediyoruz.

S44: Jean de bilakis Mavi jeans'i tercih ediyorum. Çünkü hem her şeyden önce çok rahat jeanleri kumaşları çok güzel, hem de onu ben biraz gururumuz gibi de görüyorum yani, şeyi unutamıyorum Amerika'da bizim hep alışveriş yaptığımız bir department storelardan birinde, Macy's girişinde Mavi Jeans'in kocaman bir şeyi vardı, point yapmışlar yani ve Mavi Jeansle giriyorsunuz siz içeri. Mesela o benim için çok çarpıcı bir andı ve böyle dedim ki gerçekten bu ülke tekstilde hiçbir şey çıkaramadı ama Amerika gibi yerde bir Jean markasıyla var olabiliyor. Ben biraz Mavi Jeansi bizim gururumuz gibi de görüyorum. O nedenle de markaya da ben de tüketici olarak yatırım yapmak istiyorum öyle bir motivasyonum da var yani alacaksam Mavi Jeans alayım hem ürünlerinden memnunum hem de bu bizim ilk göz ağrımız. Öyle bir şeyim var burada bir milliyetçi damarım var, niye bilmiyorum.

S45: Açıkçasını söylemek gerekirse Türkiye'de daima yerli olmasını tercih ettiğim için ve yerli sermayeye katkıda bulunmak istediğim için Türkiye'de üretilmiş bir Türk markası tercih ederim ama eğer Çin'de üretilmişse o marka için yazık derim demek ki bu kadar işçi maliyetlerini düşündüklerine göre artık büyümüşler hiç gerek yok derim yani.

S46: Türk markası Türkiye'de üretilsin isterim. Türkiye'de üretiliyorsa Çin'de üretilen Türk markalarına göre daha çok tercih ederim. Neden? Çünkü Çin'de üretmek demek üretim tesisini oraya taşıyıp yine yol maliyetlerine kalkışıp işte Türkiye'de bunu sunmak, biraz daha meşakkatli geliyor. Hem de bana sosyal sorumluluk açısından da iyi gelmiyor. Hani Türk markası Türkiye'de üretsin burada istihdamı artırsın buradaki insanların hayatına etki etsin. Çin'de üretiyorsa mesela Vestel Çin'de üretse hiç satın almam. Burada ürettiği için tercihlerim arasında olabilir. Tabi bu ürün kalitesi açısından beğendiğim ürünler açısından. Ama tamamen üretimini Çin'e taşısa almam.

S47: Ama gittiğim ülkeler arasında Belçika'ya gitmeseydim belki Belçika birası bu kadar benim için önemli olmazdı.

S48: Ben kahve kültürüne de tabi Kuzey Amerika'da alıştım. İşe giderken sürekli kahve almaya...

S49: Çok mutlu, en mutlu olduğum yerlerden biri orası. Starbucks'dayken kendimi Washington DC'de hissediyorum, evde hissediyorum.

S50: Skagen ile karşılaşmam Türkiye'de değil, Amerika'daydı. Yüksek lisansta hediye olarak annem almıştı. (…) Skagen marka saatler benim için önemlidir. Çünkü o aileden gelen bir gelenek gibi. Bizim ailede Danimarka saatleri mesela, dedemiz de öyleydi, annem de. Biz ilk mezun olurken Danimarka'dan saat alındı falan. Bu biraz traditiona da bağlı.

S51: Benim için güzel günlerimle ve güzel duygularımla eşleşmiş bazı yabancı yerler var. Yabancı markalar var. Mesela starbucks gibi. Mesela işte geçenlerde İstanbul'a gittiğimizde Etiler'de böyle arabayla geçerken hızlıca bir restoran gördük bütün ailecek irkildik Pf Chang's gelmiş çünkü Pf Chang's Amerika'da böyle özel günlerimizde gittiğimiz bir yerdi, oranın mutfağını çok severiz, ve orası İstanbul'a gelmiş. Biraz o güzel günlerle eşleşmiş iyi günlerimizi ya da özlediğimiz şeyleri anımsadığımız ve tabi ki de tadını sevdiğimiz yerler.

S52: İngiltere'yi Londra'yı aşırı sevdim, buraya geldiğimde direk Caffe Nero'yu aradım mesela. İngiltere markası değildir belki Nero ama oradan, Londra'yı çok sevdiğim için öyle bir algı oldu. İçerken mesela biz, çok güzel bir ortam vardı mesela. İstanbul'a gittiğimizde direkt gittim, orada gitmişim gibi şey oldum, girme isteği duydum.

S53: Çinliler de öyle istediğin kaliteyi üretiriz diyor adamlar, nasıl istersen. Çin'den de iş yaptım ben yani. Adamlar son derece takip ediyorlar yani. İş oryantasyonu çok fazla, motivasyon çok fazla inanılmaz arzu ve istek var, adamlar çabalıyorlar bir şeyler yapalım diye.

S54: Tabi ben bir Alman şirketinde çalışmak istiyorum benim stajımı yaptığım yer de bir Alman firmasıydı ve hani bir düzeni vardı. Çalışma şekli vardı, herkesin standarttı, belliydi ve hani kimin ne yapacağı belliydi. Bu benim hoşuma gidiyor. Ve

onların çalışma düzenleri de hoşuma gidiyor aslında. Bir çeşit çalışma stratejileri kararları o tür şeyler gerçekten hoşuma gidiyor.

S55: Hyundai arkadan bana vurdu Renault'a ve şoförün oturduğu koltuğun kapısını açamadı insanlar, dur kalkta oldu bu yani. Hyundai ile ilgili mesela bütün imajım yok oldu. Dayanıksız bir imaj oluşturdu, onu kolay kolay söküp atamaz gibi geliyor yani.

S56: Marks and Spenser'ın hala ürünlerini giyiyorum ben, tarlada giyiyorum gerçi ama oradan aldığım bir tane mont var. Bakınca sempatin oluyor tabi, ha oradan gidip bir şey almama da vesile olmuyor yani.

S57: Tekstilde mesela, tişörttü bluzdü öyle bir şeylerde yurt dışında kaç kez oldu bu bana 'aa çok güzelmiş' diye baktığımda "made in Turkey" çıktı. Yani daha bir hoşuma gidiyor, yani çekiyor beni.

S58: Hotel collection diye bir ev tekstili markası var. Amerika'nın orta üst gelir grubuna yönelik ürünleri var, bütün yatak takımları ipek pamuk karışık üretilmiş yumuşacık, havluları yumuşacık. Bir baktım "made in Turkey". Ve öğrendim ki Hotel Collection ürünlerinin hepsini Türkiye'de üretiyor ve Amerika'ya buradan gönderiyor ve orada 50 liraya satılıyor mesela bir küçük havlu. Biz onu daha ucuza buradan satın alıyoruz. Sonra o gelişti biraz. Ürünlerde "made in Turkey" yazıyor olması gurbetteyken daha çok etkiliyordu.

S59: İtalya'nın hani moda merkezi olarak denir ya, gerçekten İtalya'da gezdiğin zaman insanların kıyafetleri her şey çok farklı. İtalyan gerçekten modanın başkenti gibi gelmeye başladı.

S60: İrana gittiğimde büyük bir farkındalık yaşadım. İran kapalı bir ekonomi, kendi markalarını üretmeye çalışıyorlar ama o kadar kapanmışlar ki, her şeyleri taklit, taklit ettiklerini kendi markaları gibi satıyorlar, başarı olarak addediyorlar bunu. İşte Peugeot 206'ydı galiba onu üretiyorlar, İsako diye kendi markaları diye satıyorlar, bunu bir başarı olarak görüyorlar ama kendi ülkeleri içerisinde evet, yani bir arabayı çok ucuza satarsan ve ona her ayda 40 lt bedava benzin verirsen satarsın ama hiçbir şekilde ben başarılı olduğunu düşünmüyorum. İran'da bu çok var, bu örnek. İran

markalarıyla ilgili. Dolayısıyla İran markası olan hiçbir şeyi kullanasım gelmez açıkçası

S61: Mesela Lüksemburg markası görsem çok güvenirim şimdi. O kadar güven veren bir ülke, o kadar zengin ve o kadar böyle her şeyi kalite imajı yaratıyor ki insanda, hani var mı bilmiyorum ama Lüksemburg markası bir şey olsa herhalde bir 10 tane içerisinden ona yönelebilirim.

S62: Bütün bunlarda gezdiğimde karar verdiğim şeyler mesela Bulgaristan'dan bir şey almam. Çünkü yaşam kalitesi düşük geldi bana ve onların ürettiği bir şeyin uzun süre dayanıklı olabileceği kanaatim yok. Yani benim işime uzun süre yarayacağını düşünmedim hiç. Fakat Portekiz hoşuma gitti ve oranın özellikle tekstildeki şeylerini alabilirmişim gibi hissettim ve İspanya'ya gitmeden önce ayakkabı çantalarda bu kadar iyi olduklarını bilmiyordum. Hani önemli olan pek markası değil de aslında orada küçük dizaynırların da olabildiğini gördüm, oraya karşı, onların mallarına karşı daha sempatik yaklaşmaya başladım. Danimarka'da yaşamaktan nefret ettiğim için Danimarkalı bir çok şeye karşı da negatifim ama güvenirim alırım. Yani çünkü uzun süre kullanılabilir bir mal yapabileceklerine inanıyorum. Mesela ordan aldığım bazı eteklerim falan var, adını söyleyemediğim Danimarka markalarından, 2005'te aldığımı düşünecek olursak 2014 hala giyiyorum. O yüzden hani sürekli giyebileceğimi düşünüyorum onları.

S63: Sonra İngiltere'de yaşadığım zaman anladım ki Marks and Spencer aslında bir süpermarketmiş, o yüzden Türkiye'de benim için değerini kaybetti.

S64: Singapur olumsuz bir imaj yarattı yani bütün duygularım gitti. Singapur rahat bir ülke değil, insanların mutlu olduğu ülke değil. Bakınca da mutsuz gözüküyor insanlar böyle çok cıvıl cıvıl neşeli bir ortam yok yani.

S65: Mesela Hindistan ile ilgili bütün her şey benim için sıfırlandı. Yani Hindistan' da üretilmiş herhangi bir ürünün benim için değeri azaldı onu söyleyeyim. Ee mesela Amerika için arttı. Bu gıdadan tutun da çantaya ayakkabıya kadar, gerçi burada da yani farklı markalara göre değişiyor. Bazı markalar için arttı Amerika'da bazı markalar için artmadı, mesela bizim Türkiye'den bakıp çok anlam yüklediğimiz ve

itibarlı gördüğümüz markaların aslında orası için alt orta sınıfı olduğunu bizim burada hiç bilmediğimiz ve harika markalar olduğunu gördüm.

S66: Mesela Tods çantaları benim için hani oraya dair aklımda kalan en şey iyi markalardan biri, ama mesela Tommy benim için değerini biraz yitirmiş bir marka. Mesela Levis aynı şekilde aslında hem Amerikan filmlerinde gördüğümüz meşhur Levis'in orda, bizim burda çok pahalı diye satın aldığımız bir şeydi Levis, oraya gittiğimde traktörün üzerindeki adam da giyiyor, buna karşılıksa Abercrombie and Fitch diye ayrı jean üreten bir marka olduğunu gördüm. Dolayısıyla artıları da oldu eksileri de oldu.

S67: Ben Kanada markalarını tercih eder olurum. Tabi şey yine benim kriterlerime uyuyorsa artık son aşamada iki ürün kaldıysa biraz daha Kanada markasına yönelebilirim. Çünkü şeyi biliyorum hani Kanada'da oluşan bir markanın hakikaten orda insani şartlarda oluşturulduğunu insanı çalışma şartlarında oluştuğunu ve profesyonel bir şekilde kontrol edildiğini biliyorum. Standartların olduğunu bu standartların az çok her üründe uygulandığını dolayısıyla hani alırsam da bi şuana kadar almadım Türkiye'deyken kanada markası ama alırsam da bir aksaklık yaşamayacağımı düşündüğüm için alırım.

S68: Kanadalılar da hiç güvenilmez. Kaypaktır. Anında satar çok güvenilir zannedersin yani değişik bir mentaliteleri var. Kanada kendi başına bir ülke değil zaten. Büyük Britanya'nın bir parçası yarısı İngiliz yarısı Fransız yani o insanların bence kimlik sorunu var. Kimlik sorunu olan ülkelerde problemli insanlar var. Bulgarlar da öyle. Onlarla da çalıştım, mesela Bulgaristan'ı da sevmem. Hele kadınları çok car car. Çok ezilmiş bir toplum. Onlarda da kimlik sorunu var megaloman, bir işe de yaramayan adamlar. Ama mesela Yunanlıları çok severim. Türk'ten çok severim Yunanlıları, onu söyleyeyim.

S69: Pozitifi söyleyeyim ben negatifi olmadı da Yunanistan'a gittik, 3 sene de orda yaşadık. E tabi yani o kültüre daha çok yaklaşıyorsun daha çok seviyorsun işte mesela şimdi Yunan müziği, ben eskiden o kadar çok dinlemezdim ama şimdi çok seviyorum. Ondan sonra insanlarını da zaten çok seviyorum. E bizde de var herhalde yarım kan. Anne tarafım benim adalı çünkü Sakızlı. O artı diyebilirim.

S70: Mesela ben de Rossmann için oldu, hani İzmir'e yeni gelmesine rağmen çok uzun süre olmadı ama ben onu Almanya'da görmüştüm hani Almanya'da öyle mağazalar vardı genelde ve bu da beni çok etkiledi, onu görünce çok sevindim, ve şimdi mesela en ufak şeyde diyorum ki maskara alayım, şunu alayım, hadi diyorum çikolata alayım, gidip oradan alıyorum. Hoşuma gidiyor bir anda öyle alması, yani tadı falan böyle çok başka geliyor bana.

S71: Benim için spor ayakkabısı Amerika ile çok özdeşleşmiş bir şey, çünkü çocukluğumuzdan beri Beverly Hills dizisinden beri bol kot jeanler ve spor ayakkabılar, öyle bir kuşağı görerek büyüdük, dolayısıyla onlar hep bence Amerikan dizileri ile özdeşleşti.

S72: Hep filmlerde görüyoruz ya Amerikalılar kahvelerini almışlar mesela sabah bir yere gidiyorlar, oradan bir özentilik olabilir çünkü o karton bardakları ilk orda gördük.

S73: Yakın zamanda Güney Kore'ye karşı dizilerini izlediğimden dolayı ülkeye bir sempatim var.

S74: Yani, geçenlerde mesela ne çıkmıştı, İsrail ürünleri çıkmıştı sanırım çok fazla yayıldı medyada da baya da etkilendim ondan, daha sonrasında işte farklı yerlere gittiği için kaynakları teröristlere falan gidiyor diye haber yayınlandı ondan sonra onları almamaya dikkat ediyorum biraz da.

S75: Bir sürü ev temizlik ürünlerinde oldu daha çok, bir ara bir liste yayınlanmıştı ona dikkat ediyordum.

S76: Ki Bosch'un bile sahibi çıkıp Arçelik'in kendilerine rakip olduğunu, Türkiye'de tek Arçelik'in olduğunu söylüyor mesela, hani Arçelik daha iyi gibi benim için yani öyle bir algı oluyor.

S77: Volvo'nun Çinlilere satıldığını öğrenince değişti. Çinliler değil belki Almanlara satılmış olsaydı bu şekilde düşünmezdim ama Çinlilere satıldığı için algıda değişiklik var. Yani Volvo'dan uzak dururum mesela almam şahsen.

S78: Çin, zaten kalitesiz ürün diye yayıldığı için bir de ucuzluğundan dolayı herkes farklı yani kötü gözle bakıyor mallarına.

S79: Arabanın markanın verdiği güvenle de alakalı aslında ama her zaman Almanlar kendilerini de üstün tutmuşlardır bu konuda o yüzden bütün dünya onu bu şekilde kabul ediyor.

S80: Hani bir genel bir şey var ya alman arabası sağlam olur, iyi olur diye.

S81: Alman arabalarının daha güçlü olduğuna dair bir inanç var.

S82: Bir kere daha kaliteli diye söyleniyor hani insanların arasında dolanan söylentiler.

S83: Alman imajı var bizde, yani bütün dünyada var o imaj yani o son derece önemli bence

S84: Basit bir ürünün gitmesi işte orada tüketilmesi falan değil yani, arkada devasa bir kültür var yani Amerikan ekonomisi diyelim Amerikan kültürü diyelim işte Amerikan tüketim davranışları diyelim yani, onun istediği lezzete yediği lezzete sen de alışıyorsun. İçine bir takım maddeler koyuyorlar iştah artırıcı maddeler var onlar içerisinde artık onları aldığın an onları ister hale geliyorsun. Böyle yiyorsun sonra obez oluyorsun, şeker geliyor bilmem ne geliyor hadi bakalım Amerikan şirketi şeker ilacı üretiyor, tansiyon çıkıyor tansiyon ilacı üretiyor. Bu yerli sermaye kalmadı ilaçta, birkaç şirket kaldı galiba Mustafa Nevzat falan var, çoğu gitti %90 gitti, ithal hep ilaçlar, geçen gün arkadaşın birisinin elinde gördüm Wednesday, Thursday, Saturday falan diyor yani ithal burda yerli üretim kalmıyor yani sermayenin aşırı güçlenmesi çok büyümesi bütün dünyada tüketim davranışlarını tek yöne doğru yapıyor. Çeşitlilği de azaltıyor, azaltacak yani. Tek tip bir dünya, ne yapacağız tek tip dünya.

S85: Uluslararası şirketler bizim fikirsel oluşumlarımızı da etkiliyorlar, kurguluyorlar yani belirliyorlar. Çeşitli vakıflar kanalıyla, işte çeşitli organizasyonlarla yayın organlarıyla televizyonlarla vs. iş yapıyorlar yani yön veriyorlar, milliyetçilik istemiyorlar yani senin etikete bakmanı istemiyor adamlar, çok fazla milliyetçi olanı da tasfiye ediyoruz.

S86: Yani Amerika olması değil de genelde Amerikan malları daha popüler olduğu için, yani modayı yaratıyorlar, modaya uygun değil de modayı onlar yarattığı için özellikle mesela bu spor ayakkabılarda.

S87: Tabi zaten dünyada süper güç olduğu için Amerika, en büyük etki yani. Diğer ülkelerden daha fazla güveniyorsun ona. Zaten isim var öncelikle yani Amerika, Amerikan malı diye bir şey var dünyada.

S88: Alman otomobilleri çok satıyor Türkiye'de.

S89: Türkiye'de de en çok alman arabaları kullanılıyor. Bu en çok etkileyen faktör.

S90: Ülke kararına gelince de Alman arabaları otomotiv sektöründe çok ön plandadır ama benim ilgimi çekmiyor. Biraz bende böyle bir şey var aykırılık durumu var. Çok göz önünde bulunan daha doğrusu insanların kolay kararı sonucunda aldığı böyle popüler olmuş, sadece parayla elde edilen, çok altı doldurulmayan marka ilgimi çekmiyor. Gidip Volkswagen'e binmek ve onlara çok para vermek istemiyorum ama bir Japon markasına verebilirim ya da gidip daha fazla parayla bir İtalyan markası alabilirim. Dolayısıyla biraz marka benim için orda tabi ön plana çıkıyor çünkü araba biraz da ilgi alanıma girdiği için kolay karardan kaçınmaya çalışıyorum. Gidip ne olacak 2. elde çok kolay satarım zaten güvenilir zaten bilmem ne deyip VW alasım gelmiyor.

S91: Alman arabaları, yani Avrupa arabaları daha şık, estetik açıdan daha uygun, ondan sonra daha ağır arabalar, daha sanki uzun ömürlü güvenli gibi, Japon veya Uzak Doğu arabaları çok çabuk şey yapıyor, yani belli süresi var, belli bir süre sonra miyadı doluyor. Dolayısıyla çok sık araba değiştiren birisi olsam hiç umurumda değil ama daha uzun süreli kullanmayı düşünüyorum onun için Alman'ı tercih ettim.

S92: Aldığım ürün sonrası desteği Türklerin daha rahat verebileceğini düşünürüm, çünkü Türkiye'de yaşadığım için onun dışından global bir firmaysa Amerika ya da Kanada'nın da burada destek üniteleri varsa onları tercih ederim daha sonrasında. Ama dediğim gibi satış sonrası hizmet alabilme özelliğine göre sıralarım.

S93: Şimdi etkiledi dersem yalan olacak. Etkilemedi. Daha çünkü şey yani burada fiyat performans açısından değerlendirdim. Fiyatı ve performansı uygun bir araba olduğu için onu almak durumunda kalmıştım.

S94: Hiçbir etkisi olmadı. O dönem başka bir Japon arabam vardı Toyota, ondan memnun kalmadığım için üstüne üstlük bir daha asla japon araba almam dememe rağmen aralık ayında bu Honda'yı yani araba gezerken bir de Honda'ya girdim çünkü daha önceden anne babanın yeni aldığı araba Honda'ydı, dolayısıyla oradaki satış temsilcisi ile kişisel yakın ilişkimiz vardı. Ona gittim arabamı takas yapabilmem gerekiyordu onların da verdiği fiyat iyiydi, iyi bir kampanyaydı, ve araba Japon arabasından beklenemeyecek çeviklikteydi motor olarak. Daha güçlüydü teknik özellikleri işte, biraz estetiğine de baktım. Ama Japon olduğu için aslında almayacaktım, ülkesi benim için negatif bir şeydi ama ürünün sunum şekli özellikleri ve kampanyası o ürünü benim için çekici hale getirdi. Yoksa tercihim alman arabası olacaktı mesela.

S95: Kültürel bir şey. Mesela Amerika'da çok baskın parfüm kokusu hoş karşılanmaz sosyal ortamlarda mesela ordaki parfümler bir nebze daha uçucudur. Buna mukabil Avrupa daha çok baskın kokmayı seviyor. Dolayısıyla kokuda Italya ve Fransa tercihim.

S96: Ben Amerikan parfümlerini daha çok seviyorum. Neden çünkü daha hafif kokulu oluyorlar, daha çiçek kokulu oluyorlar, Mesela Fransız kokuları bana çok ağır geliyor.

S97: Bak yerli malı çok güzel ama yerli ihracat malıysa güzel.

S98: İtalyanlar çok sempatik geliyor bana onlar çok hoşuma gidiyorlar. O yüzden de belki onların böyle gözlük gibi ürünlerini daha çok seviyor olabilirim.

S99: Ben gözlükte hiç markaya bakmam zaten gereksinim olarak görüyorum. Benim için önemli olan uygun fiyatlı olması, bir de yani camının falan kaliteli olması, yani gözlükçüye, aldığım yere sorarım onlara güvenirim. Hatta indirimden bile alabilirim yani. Onun için hiç marka takıntım yok bu konuda.

S100: Gıda maddelerinde yerli markayı tercih etmeye çalışıyorum. Daha çok güven uyandırıyor çünkü bunun üretim zincirinin ve bütün stok vs gibi bütün süreçlerinin Türkiye'de olduğuna güvenim var.

S101: Sanki yerli markalar daha helalmiş gibi geliyor.

S102: Gıdada kesinlikle yabancı tercih etmiyorum. Çok istisnai işte çin mutfağı ile ilgili şeyler olmadığı sürece. Çünkü hem ürün kalitesi, ürünün katkı maddesi fazlalığı nedeniyle Türkiye'de üretilen yerli ürünlerin ve markaların daha sağlıklı olduğunu düşünüyorum.

S103: Etkilemedi. Hatta Kore malı olduğunu ben çok sonradan öğrendim bunun yani. Hatta şaşırdım. Koreliler de bir şeyde iyiymiş dedim kendi kendime. Bilmiyordum yani bunun Kore malı olduğunu sadece televizyonda reklamları hoşuma gitti daha önceden Samsung kullandım başına bir şey gelmedi. Ama kore olduğunu kesinlikle bilmiyordum.

S104: Ben Çin malı kullanıyorum, tabi her şey burada ekonomiye geliyor. GM kullanıyorum ama bu tamamen ucuz olduğu için. Çünkü bir cep telefonu benim için önemli değil, internete girebilmesi önemli, bir de konuşabilmem önemli. Bu piyasadaki en ucuz telefon olduğu için de GM kullanıyorum.

S105: Uzun vadede kullanılabilir hissi var Arçelik'te.

S106: Beyaz eşyada Arçelik mesela, neden, çünkü servisi var, yani bir şey olsa alıp o ürünü kafasına atacağım kişiyi biliyorum.

S107: Geçmişten gelen, 1960'lardan 1970'lerden gelen "bütün ev Arçelik olacak" düşüncesi ile bütün beyaz eşyalar da Arçelik oluyor.

S108:Arçelik dışında hiçbir yabancı markayı kesinlikle almadım almam da.

S109: Bende de bir Arçelik takıntısı var.

S110: Çünkü yerli markaların kendine özgün hem teknolojileri hem de bunu ileriye taşıyacak geliştirmeleri yaptıklarına çok inanmıyorum. Mesela markalar üzerinden düşündüğümüzde Casper markasını kullanmak bana güven vermiyor, ya da Vestel

markasını kullanmak güven vermiyor. İyi olanları da var. İşte Arçelik, yine göreceli olarak daha çok güven veriyor ama tereddütsüz bilgisayar alacaksam Dell almayı ya da gidip Toshiba almayı daha kolay karar olarak görüyorum.

S111: Migros, Tansaş, Kipa falan hepsi satıldı. Ben Pehlivanoğlu'nu tercih ediyorum. Yerlilik imajı var, bizden birisi. Öbürleri nedense yabancı, bende yabancı alerjisi var. Biraz milliyetçi, aşırı değil ama biraz milliyetçi duygular var biraz.

S112: Benim için markanın imajı markanın adı ülkenin önünde geliyor. Dolayısıyla birçok zaman mesela Zara'nın hangi ülke markası olduğunu bilmiyorum evet Apple'ın biliyoruz Amerika eğer yanlış bilmiyorsam ama yani çok bariz olmadığı sürece sorgulamıyorum aslında hangi ülke olduğunu.

S113: Marka var bak, yerli yabancı değil, marka var.

S114: Mesela Almanya'nın yerel bir markasını buraya getirmek çok farklı bir şey ama küresel marka olursa tabi onun algısı daha güvenilir bir şekilde ürünü sunuyor ya da hizmeti sunuyor algısı var bende. Küresel markayı tercih ederim.

S115: Yani marka bana güven veriyorsa, estetik yönden bana şey sağlamlık vs. bakış ilk andaki değerlendirme benim için çok önemli.

S116: Benim için galiba fiyat önemli, kozmetik dışında fiyata bakıyorum bu benim için böyle.

S117: Ben Çin malı kullanıyorum, tabi her şey burada ekonomiye geliyor. GM kullanıyorum ama bu tamamen ucuz olduğu için (…) Bu piyasadaki en ucuz telefon olduğu için de GM kullanıyorum.

S118: Çantada Pierre Cardin'in bir tasarımını beğendim ama fiyatı gerçekten çok yüksekti, ne olursa olsun onu almak istedim, Fransız olması falan koy bir kenara dedim, çok güzel ama fiyatı çok yüksekti. Hani şöyle bir çantaya kalkıp da 250-300 lirayı vermek istemedim.