

AN EMPRICAL STUDY TO EXPLAIN THE RELATIONSHIP BETWEEN
BRAND IMAGE, CONSUMER SATISFACTION, BRAND LOYALTY AND
MARKETSHARE VALUES IN TURKISH AUTOMOTIVE SECTOR




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JUNE, 2016

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BY

DİLEK ÇETİN



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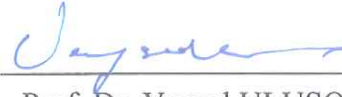
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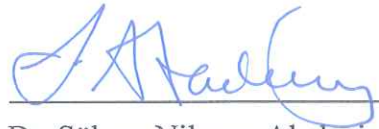
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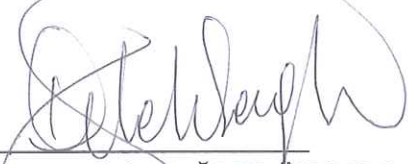
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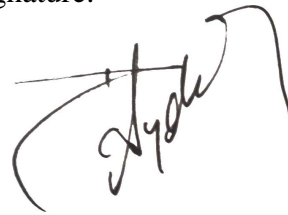


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Dilek Çetin

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A handwritten signature in black ink, appearing to read 'Dilek Çetin', with a large, sweeping flourish extending to the right.

ABSTRACT

Automotive manufacturers should manage their resources intelligently more than ever in current marketing world. A great competition is increasing rapidly and today's car buyers are more informed about all details of automobiles with the luxury of having many choices. Automotive manufacturer must figure out the important components of consumer behavior such as brand loyalty to ensure the continuity of company in the long term. The common body of literature suggests that "consumer satisfaction" and "brand image" are important antecedents of "brand loyalty". As an alternative to traditional brand image perspective, country image can be more sensitive for automobiles due to strong link between product brand and country perception. Additionally, most marketing strategies that are aimed at increasing market share concentrate on increasing loyalty. Based on literature and in accordance with the needs of the car industry, present study involves (1) investigation the effect of brand image and consumer satisfaction on brand loyalty and (2) examination relation between brand loyalty and market share with using real market data. In addition to market data, survey data for testing hypothesis are collected using an online questionnaire from 167 responders. Results of the study confirm that automobile companies need to ensure consumer satisfaction and positive brand image that affect brand loyalty to keep sustainable growth. Besides, the study provides a different perspective for market share and brand loyalty relationship for Turkish automotive sector.

Key Words: *Brand Loyalty, Consumer Satisfaction, Brand Image, Country Image, Market Share, Turkish Automotive Sector*

ÖZET

Otomotiv üreticilerinin mevcut pazarlama dünyasında her zamankinden daha akıllıca kendi kaynaklarını yönetmeleri gerekmektedir. Rekabet büyük bir hızla artmaktadır ve otomobil satın alacak tüketiciler birçok seçenek arasından seçme lüksüne sahip olmakla birlikte otomobillerin tüm detayları hakkında daha fazla bilgilidirler. Otomobil üreticileri uzun vadede şirketin sürekliliğini sağlamak için tüketici davranışının önemli bileşenlerini örneğin müşteri bağlılığını anlamak zorundadırlar. Literatürün genelinde tüketici memnuniyeti ve markanın imajının marka sadakatini anlamada önemli değişkenler olduğu önerilmektedir. Geleneksel marka imajı perspektifine alternatif olarak ülke imajı kavramı, ürün ve ülke algısı arasında güçlü bir bağ olduğundan otomobiller için daha duyarlı bir değişken olabilir. Ek olarak, firmaların pazar payını arttırmayı hedefleyen birçok pazarlama stratejisi marka sadakati kavramına odaklanmaktadır. Literatür ve otomobil endüstrisinin ihtiyaçları göz önünde bulundurularak oluşturulan bu çalışmada marka imajı ve tüketici memnuniyetinin marka bağlılığına olan etkileri araştırılmakta ve marka bağlılığı ile pazar payı arasındaki ilişki piyasa verileri kullanılarak incelenmektedir. Piyasa verilerine ek olarak, araştırmanın verileri online bir anket ile 167 katılımcıdan derlenmiştir. Araştırmanın sonuçları otomobil şirketlerinin sürdürülebilir büyümeyi korumak için marka sadakatini etkileyen tüketici memnuniyetine ve olumlu bir marka imajına ihtiyaç duyduklarını teyid etmektedir. Ayrıca araştırma, pazar payı ve marka bağlılığı konusunda Türk otomotiv sektörü için farklı bir bakış açısı sağlamaktadır.

Key Words: *Marka Bağlılığı, Tüketici Memnuniyeti, Marka İmajı, Ülke İmajı, Pazar Payı, Türk Otomotiv Sektörü*

To my little son, Kemal



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1. INTRODUCTION

Increased competitions in many industries and rapid technological developments have changed the point of view of company's sustainable growth. In the past, company's financial indicators were tracked primarily to ensure the continuity of the company in the long run. However, in addition to these indicators in today's markets, more abstract concepts such as consumer satisfaction, brand loyalty scores and brand image are measured and tracked very closely to understand the future of the companies. Automotive marketing professionals as other managers must figure out the important components of consumer behavior such as brand loyalty to ensure the continuity of company in the long term and to build strong relationships with consumers.

As with the long-term growth indicators of companies, strategies developed to increase market share has changed. It was not enough to acquire new customers for increasing market share in a competitive environment. Companies have to search new solutions to fascinate and keep customers in the long term to reach the business targets. Companies with a loyal customer portfolio have an important competitive advantage due to repeated purchase behavior, willingness to recommendation to other consumers, emotional attachment and price tolerance. Reichheld and Sasser (1990) suggested in their study, successful decrease of customer loss by 5% may begin an increase in profitability from 25 % to 95% for 14 industries. (Reichheld & Sasser, 1990) According to that result, minor changes in loyalty and customer retention can provide major changes in profitability. Furthermore, Fornell and Wernerfelt (1987) emphasized that "the relative costs of customer retention are less than acquisition". In addition, according to Duffy (2003) loyal customers require less assistance because of

their prior knowledge and familiarity with the brand. Hence, loyal customers tend to be efficient in the case of using company resources. Besides, loyal customers prefer to complain rather than leave when faced with a negative experience thereby giving the firm a second chance. Long-time customer commitment, in other words, loyalty, brings long-term profit to the companies.

Jacoby and Chestnut (1978) underlined the value of consumer loyalty for companies with following sentences.

The success of a brand on the long term is not based on the number of consumers that buy it once, but on the number of consumers who become regular buyers of the brand. Brand loyalty is inseparable related to developing, maintaining, and protecting market share (Jacoby & Chestnut, 1978).

How to convert a current customer to a loyal customer can be considered as a starting point. Satisfied consumers choose the brand again and purchase more than unsatisfied consumer, and in addition to that they inform other consumers about their experiences (Fornell, Johnson, Anderson, & Cha, 1996). Then it can be concluded following judgment; consumer satisfaction is expected to be a significant antecedent of recommendation to others, repeat purchase and brand loyalty.

The concept of consumer satisfaction and loyalty relation has attracted a large group of researchers in recent years. Extensive types of studies are made to figure out the satisfaction concept in order to give guidance companies to satisfy their consumers. Although satisfaction is one of the most important cornerstones of marketing; however, there is no consensus as to the definition of the term, its antecedents or measurement methods. There are several definitions of consumer

satisfaction in the marketing literature and one of the most well-known definitions is given below.

In general, satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. If the performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied; if it exceeds expectations, the customer is highly satisfied or delighted (Kotler, 1994).

In the literature, many other researchers found that satisfaction is the most significant variable which is effecting to brand loyalty (Oliver & Linda, 1981; Formell, 1992; Reichheld, 1993). The influence of consumer satisfaction on market share and profitability can also be expressed through loyalty. According to that, it is stated that; "High customer satisfaction leads to a stronger competitive position resulting in higher market share and profit" (Fornell, 1992).

Some researchers have underlined that in some situation, more than 50% of satisfied consumers prefer to change their brands and have experience another brand in spite of the strong relation between consumer satisfaction and brand loyalty. (Jones & Sasser, 1995) According to that reason, some researchers considered the effect of brand image on brand loyalty besides consumer satisfaction impact. Keller (1993) made a definition for brand image as; "Brand image is an association or perception that consumers create based on their memory toward a product" (Keller, 1993). From this point of view, brand image is expressed as the information linked to a brand in the consumers' memory. Considering the contribution of positive and successful image to brand, brand image has a differentiation power from competitors and it

increases the chance that consumers will prefer the brand again. Besides traditional brand image perspective, country image is an important concept for marketers. Specially, the impact of country of origin perception in consumers' mind affects the brand image of the product in automotive industry. Therefore, brand loyalty is investigated with effect of country image which is an alternative of brand image perspective. (Back & Parks, 2003)

After introduction section, the definition of loyalty and its antecedents are expressed and the research hypotheses are proposed based on the literature. In the third section, sample and methodology of the study are described and in the next sections contain analysis results and their implications with limitations.

1.1. Purpose of the Study

Based on the above argument, the aim of the research is to understand the relationship between brand image, consumer satisfaction, brand loyalty and market share in Turkish automotive sector. A conceptual model is developed to examine the influence of brand image and consumer satisfaction on brand loyalty. And also, the relation between market share and brand loyalty is investigated within this model. According to that, the main 3 objectives of the current study can be summarized;

Objective 1: Examine the relation between brand loyalty and overall consumer satisfaction of current car brand.

Objective 2: Examine the effect of country and product image perception of current car brand on consumer satisfaction level and loyalty.

Objective 3: Examine whether or not loyalty leads the differentiation on market shares of brands.

1.2. Importance of the Study

Automobile companies have not many differences in their products and services in today's marketing world. Customer expectations and choices change time to time and also are becoming more complicated. Ensuring consumer satisfaction and positively perceived brand image are becoming more important in that competitive environment. Due to that reason, brand loyalty is a key subject to keep sustainable growth for automotive sector as in many other sectors. Increasing customer loyalty to one's brand may be especially important in the automobile industry as the introduction of new brands and models. Additionally, most marketing strategies that are aimed at increasing market share concentrate on increasing loyalty. For some brands, loyalty measures can provide an early warning indicator for a brand whose market share is beginning to slip. When considering all of this information, deeper researches on brand loyalty explaining the relationship between different antecedents is going to contribute to the literature and marketing professionals.

It is necessary to further examine brand loyalty concept for Turkish automotive sector due to lack of extant research addressing direct relation between brand loyalty, consumer satisfaction, brand image and market share. Considering a few studies conducted in Turkey for measuring loyalty in automotive sector, more than half of the brands on the market are not covered in the surveys. Therefore, it is included all of the brands mentioned by the respondents without exception within the study. In addition to that, the relation between market share and brand loyalty has not been studied for Turkish market. Similarly, the impact of country's image to the consumer satisfaction and brand loyalty has also been investigated for Turkey's automotive sector within the research. Therefore, the result of this study is expected to

give additional information to the literature with these new perspectives and it can enrich current knowledge about consumers' loyalty and satisfaction behavior for automobiles.



2. THEORETICAL FRAMEWORK

Theoretical framework part includes the definition of variables and provides the theoretical explanation of relations between the dependent and independent variables of the research. In frame of this study, the primary dependent variable is “Brand Loyalty” and independent variables are “Consumer Satisfaction” and “Brand Image” which considered to effect loyalty. “Market Share” is also one of the variables of the study to investigate whether market share data and loyalty has a relation or not in automotive industry. Based on the previous literature, a research model and 4 hypotheses are presented.

2.1. Definition of Loyalty

Investigating loyalty has a long history in the academic literature. Loyalty concept is used interchangeably to mention repeat purchasing, commitment, consumer retention and attachment in the literature occasionally. This situation can lead to confusion from time to time. This complexity is due to the 2 following mistakes; use of different terms for the same concept or the same term for different concepts of researchers. To avoid this problem, firstly the concept of loyalty used in the research is clarified.

Before 1970, loyalty represented just a repeated behavior. Loyalty is not mentioned as a construct; it is a simple variable which is defined by the frequency of consumer purchase. Loyalty concept was explained only in terms of results. When Day (1969) lunches the bi-dimensional concept in 1969, the main weakness of this view is broken and researches started to focus the reasons of consumers’ acquisitions. Day (1969) explained brand loyalty as false and true brand loyalty. Fake brand loyalty is defined as purchase from the habits of a brand; however, the real brand loyalty is

based on commitment and positive brand attitude. According to Kumar et al. (2013) attitudinal loyalty is expressed as “the likelihood to recommend, the likelihood to repurchase, or depending on the context, the likelihood to visit/repurchase from the retailer again.”

Jacoby and Kyner (1973) are the first authors who continue to expand this perspective. Jacoby and Kyner (1973) was defined loyalty as “brand loyalty is the biased (i.e., nonrandom) response; a behavioral response (i.e., purchase); expressed over time; by one or more decision-making units; where several alternatives are possible; and brand loyalty is a function of a psychological process (evaluation of alternatives, decision-making, etc.).” (Jacoby & Kyner, 1973)

Jacoby and Kyner (1973) propose to integrate behavior and attitude within a combined approach which includes that attitudinal preference and repeat purchase behavior are two terms of loyalty.

Researchers in the next period search customer loyalty in a consecutive way which consists of four phases. “Cognitive”, “affective”, “conative” and “action” phases are the steps of consumer loyalty towards a product or services. (McMullan & Gilmore, 2003; Oliver, 1999)

Oliver (1999)’s definition is one of the most common descriptions of loyalty in that conceptualization. Consumer loyalty is defined as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand set purchases, despite situational influences and marketing efforts having the potential to cause switching behavior.” (Oliver, 1999)

According to this progress review of literature shows that 3 main approaches explain loyalty in different ways. “Behavioral approach” or “stochastic approach” defines and measures loyalty with repeat purchase behaviors. (Frank, 1967; McConnell, 1968) On the other hand, “cognitive approach” or “attitudinal approach” focuses on the attitudinal dimensions of loyalty. (Day, 1969; Lalaberba & Marzusky, 1973) A number of researchers have measured loyalty using a combined approach. In the previous years, loyalty approach has been improved. It passed from bidimensional view to multi-dimensional view which is covered “cognitive”, “affective”, “conative” and “behavioral” loyalty. The most famous model is the one proposed by Oliver in 1997. Overall, it seems consensus could not be achieved on the structure of these 3 dimensions. New additions are made every day on literature about brand loyalty. Some researchers and their contributions to the loyalty literature are given below in Table 2.1.

Table 2.1

Contributions to Customer Loyalty

Author (s), year	Contribution
Jacoby and Chesnut (1978)	3 classification characterising approaches to measuring brand loyalty: behaviour, psychological commitment, composite indices
Dick and Basu (1994)	Study concentrated on the relative attitude and potential moderators of the relative attitude to repeat-patronage based on social norms and situational factors. Relative attitude is the degree to which the consumer's evaluation of one alternative brand dominates over another. True loyalty only exists when repeat patronage coexists with high relative attitude. Classification including spurious, latent and sustainable categories of loyalty.
Christopher et al. (1993)	The Loyalty Ladder Examined the progress up or along the rungs from prospects, customers, clients, supporters and advocates Progression requires increased discussion between exchange parties, commitment and trust, which develops within a consumer's attitude based on their experiences including dialogue.
Baldinger and Ruben (1996)	A composite approach Investigated the predictive ability of behavioural and attitudinal data towards customer loyalty across five sectors.
Hallowell (1996)	Examined the links between profitability, customer satisfaction and customer loyalty.
O'Malley (1998)	Effectiveness of loyalty programmes.
Pritchard et al. (1999)	Conceptualised customer loyalty in a commitment-loyalty measure, termed Psychological Commitment Instrument (PCI).
Gremler and Brown (1999)	Extended the concept of customer loyalty to intangible goods with their definition of service loyalty.
Oliver (1999)	Greater emphasis on the notion of situational influences. Developed four-phase model of customer loyalty development building on previous studies but uniquely adding the fourth action phase.
Jones et al. (2000)	Explored a further aspect of customer loyalty identified as "cognitive loyalty", which is seen as a higher order dimension involving the consumer's conscious decision-making process in the evaluation of alternative brands before a purchase is affected. One aspect of cognitive loyalty is switching/repurchase intentions, which moved the discussions beyond satisfaction, towards behavioural analysis for segmentation and prediction purposes. Provides guidance for mature rather than new or emerging brands.

Note: This table was adapted from (McMullan R., 2005 in Rai & Srivastava, 2012)

Considered in terms of loyalty for automobile sector to clarify the definition, it comes up different classification such as corporate loyalty, financial loyalty, brand loyalty, dealer loyalty and model loyalty which including the following Figure 1.1 (Experian Information Solutions, 2008).

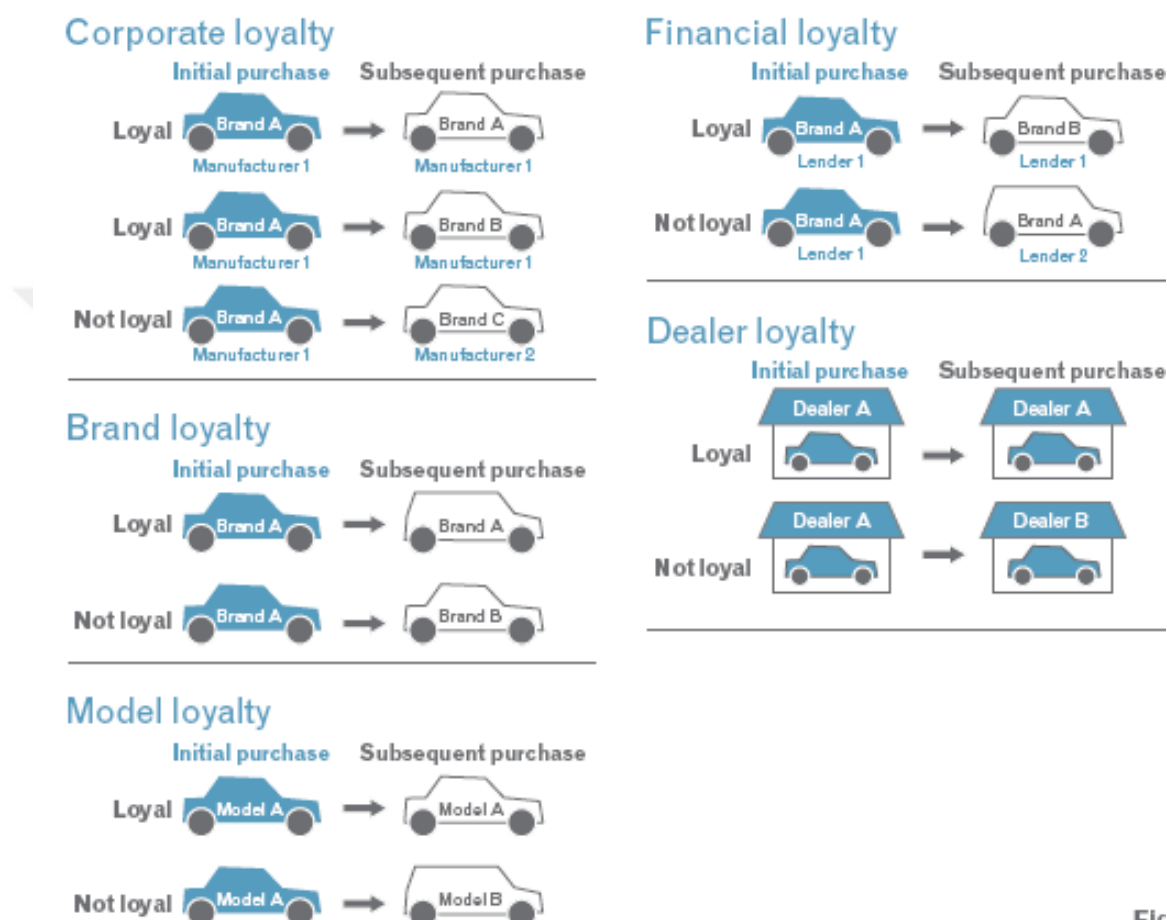


Figure 2-1: Classification of Loyalty in Automotive Sector (Experian Information Solutions, 2008)

Experian Information Solutions (2008) had revealed a useful classification for researchers who work in the auto industry in a white paper. According to their classification; “brand loyalty defined as repurchasing the same specific brand of vehicle”. If a customer buys a specific brand, brand managers want to retain them to purchase the same brand again. Dealer loyalty is another important part for manufacturers. According to Experian Information Solutions (2008); for most consumers, the dealership is the face of the brand. Even though consumers get

different car brand in their preferences, if they always get their car the same dealer, it is stated that they have dealer loyalty. Studies prepared by Experian Automotive show that consumers who finance their car through the company's financing system are tend to buy another car from that brand and dealer. Also, they defined manufacturer loyalty or corporate loyalty as given below.

Owning a brand of vehicle within a given manufacturer's portfolio of brands and, when returning to market, purchasing any of the brands of that manufacturer. This is useful for tracking those owners moving from a non-luxury to a luxury brand within a manufacturer. So while those owners may not be brand-loyal, when they move to the luxury vehicle they are remaining within the overall group of brands within that manufacturer (Experian Information Solutions, 2008).

2.2. Measuring Types of Loyalty

Loyalty is measured by different measurement methods in the literature. In the measurement phase as well as in the identification stage a full consensus has not been reached. Therefore, some researchers have classified the measurement methods instead of collecting all details of operational measurement. According to Mellens, Dekimpe and Steenkamp (1996), operational measures of loyalty are segmented into 4 groups based on 2 main concepts. These 2 main dimensions which are used frequently in the literature are attitudinal and behavioral measures with brand-oriented and individual-oriented measures.

Firstly, considering the attitudinal versus behavioral measures comparison, Mellens et al (1996) stated that "behavioral measures define brand loyalty in terms of the actual purchases observed over a certain period of time and attitudinal measures are based on stated preferences, commitment or purchase intentions of the

consumers.” Although loyalty cannot be separated from repeat buying by behavioral measures, attitudinal measures are able to separate brand loyalty from repeat buying behavior. Day (1969) mentioned this disadvantage of the behavioral measurements may lead to fake (spurious) loyalty.

Attitudinal measures usually are based on surveys and it can be difficult to collect information by surveys when compared with gathering repeat buying numbers. On the other hand, surveys also provide an important advantage. There is an opportunity to get information from decision maker directly by using surveys and it is better to get data from purchaser. Therefore, asking questions provides obtaining accurate results by reaching the right person. Nevertheless, it should be noted that attitudinal measures may not represent the true behavior. Attitudinal measures do not take into consideration real purchase of consumers. For instance, a person can say that he or she want to take a more expensive car brand in the future instead of the current brand of car. However, due to the financial situation current brand is purchased instead of expensive brand and it would have to adhere to existing brand. Mellens et al. (1996) gather a brief table (see Table 2.2) to show the main disadvantages and advantages of behavioral and attitudinal measures as follows.

Table 2.2

Advantages and Disadvantages of “Behavioral” and “Attitudinal” Measures

	Advantages	Disadvantages
Behavioral Measures	<ul style="list-style-type: none"> - Based on actual behavior - Non-incident - Easy to collect 	<ul style="list-style-type: none"> - Repeat buying not distinguished from brand loyalty - More sensitive to short run fluctuations - Difficult to pick right decision unit
Attitudinal Measures	<ul style="list-style-type: none"> - Repeat buying separated from brand loyalty - Less sensitive to short run fluctuations - Easier to pick to right decision unit 	<ul style="list-style-type: none"> - Valid representation of reality not guaranteed - Incidental - Harder to collect

Note: This table was adapted from (Mellens, Dekimpe, & Steenkamp, 1996)

Examining the brand-oriented versus individual-oriented measures comparison, Bennett and Rundle Thiele (2002) explained the 2 main categories with following sentences.

Brand-oriented versus individual-oriented measures are defined as personality trait measures (individual-oriented), which measure the consumer's propensity to be brand loyal, and product category measures (brand-oriented), which quantify brand loyalty levels for a particular product category such as confectionary or cars. An individual's propensity to be brand loyal, relates to the characteristics of an individual customer regardless of the brand. If a customer was identified as having high levels of attitudinal brand loyalty, it would be expected that they would purchase the same brand in most product categories on each purchase occasion (Bennett & Rundle-Thiele, 2002).

Individual-oriented measures are much more suitable to study the influence of individual characteristics on loyalty. Example statements for individual-oriented measure can be expressed as “I would rather stick to well known brands when purchasing directory advertising”, “If I like a brand, I rarely switch from it just to try

something different”. If researcher prefers an individual-oriented measure, loyalty to a specific brand is less important than brand loyalty as a general characteristic of the consumer. As a result of this, individual-oriented measures are less suitable to compare brand loyalty. Instead of individual-oriented measures, brand-oriented measures are appropriate to compare brands. (Mellens, Dekimpe, & Steenkamp, 1996) Based on above argument, a brand-oriented measure is used within this thesis.

2.3. Factors Affecting the Loyalty (Antecedents of Loyalty)

Researchers identify multiple determinants of loyalty over the years. (Oliver, 1999) Some of them positively and some of them negatively affect loyalty. According to the needs and issues for different sectors, researchers examined several variables affecting the loyalty. Satisfaction, perceived quality, and brand image or corporate reputations are probably the most common variables in investigating loyalty. (Garcia & Caro, 2008) A brief summary of researches with includes different variables are gathered by Rai and Srivastava (2012) as shown in Table 2.3. The available literature is scanned by Rai and Srivastava (2012) and effects of these variables are explained in details below.

In frame of this study, “consumer satisfaction” and “brand image” effects on “brand loyalty” are examined. The definition of these variables and the relations between them are explained in the subtitles.

Table 2.3

Main Determinants of Loyalty

Determinant	Contributing Author (s)	Consequential Behavior
Satisfaction	Cronin and Taylor (1992); McAlexander et al. (1994) Liang and Wang (2007) Fornell (1992)	Future Purchase Intentions (Repeat purchases) Customers' active participation in terms of buying additional services and spreading favourable word-of-mouth communication Decrease in customers' sensitivity towards competitive offers Increased market share from repeat business and referrals
	Barsky (1992)	
Service Quality	Anderson and Sullivan (1993); Parasuraman, Zeithaml, and Berry (1994); Anderson, Fornell and Lehmann (1994); Fornell et al. (1996); Athanasopoulos (2000); Cronin, Brady, and Hult (2000) Zeithaml et al., (1996), (2000)	Customer satisfaction (confirmation of expectations) Positive behavioral intentions (Repurchase, recommendation, etc.) Positive word of mouth
	Anderson and Mittal (2000)	
Trust	Doney and Cannon (1997) Bendapudi and Berry (1997) Morgan and Hunt (1994) Ranaweera and Prabhu (2003)	Repurchase intentions Reduction in the cost of negotiations and removal of the customer's fear of opportunistic behaviour by the service provider Formation of highly valued exchange relationships Maintenance of long term relationships
	Beatty et al. (1998); Morgan & Hunt (1994)	
Commitment	Pritchard, Havitz and Howard (1999)	Liking and emotional attachment to the firm Resistance to switching behavior
	Kon (2004) Fornell (1992) Aydin & Ozer (2005)	Repeat purchase behavior Impact on customer satisfaction Dissuade customers' attraction towards competitive brands
Corporate image	Sirgy (1982), (1985); Zinkham & Hong (1991) Tepeci (1999) Nguyen and Leblanc (2001)	Image congruence Reinforcement of self-image Repeat patronage
	Swanson and Kelley (2001)	
Service recovery	McCullough, Berry, and Yadav (2000)	Affecting favorable behavioral intentions Impact on switching intentions
	Westbrook (1987); Allen et al.(1992); Laverie, Kleine, & Kleine (1993); Mano & Oliver, (1993)	Impact on post-purchase behavior such as - repeat visit, - recommendation and - repurchase intentions
Emotions	Westbrook (1987); Mano & Oliver (1993)	Influence the post consumption satisfaction judgement
Communication	Ndubisi and Chan (2005)	Responsible for - building awareness in the early stage, - developing customer preference, convincing - encouraging the customers to make the decision to buy

Note: This table was adapted from (Rai & Srivastava, 2012)

2.3.1. Satisfaction

Satisfaction is a strong determinant of customer loyalty in the literature and it is recognized the importance of satisfaction (Oliver, 1999; Waddell, 1995).

Researchers have not yet developed an agreed and common definition of consumer satisfaction although there are extensive researches in the literature. Oliver is one of the well-known researchers who defended that satisfaction is difficult to define due to the variety in definitions. Oliver (1997) pointed this definitional issue "Everyone knows what satisfaction is until asked to give a definition. Then it seems, nobody knows." Oliver (1997) identified four different perspectives to study satisfaction which are "consumer", "organization", "industry" and "societal" perspectives. It can be defined as following sentences is given below.

Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment (Oliver, 1997).

When this definition be simplified, consumers can be highly satisfied if perceived performance of product or services is higher than their expectations (which is called positive disconfirmation), satisfied if perceived performance of product or services equals their expectations and dissatisfied when perceived performance of product or services is lower than what they had expected (which is called negative disconfirmation). It is called as "disconfirmation of expectations paradigm" which is the most widely used definition of consumer satisfaction introduced by (Oliver, 1980) and (Yi, 1990).

According to Giese and Cote (2002), although the literature includes differences in the definition of satisfaction, all definitions have some shared

components and they gathered these factors into three elements. These components are stated as “(1) consumer satisfaction is a response (emotional or cognitive); (2) the response pertains to a particular focus (expectations, product, consumption experience, etc.); and (3) the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).” (Giese & Cote, 2002)

In addition to definition complexity, the terms for satisfaction are inconsistent. Researchers used different terms for satisfaction. Oliver (1993), Westbrook (1980), Cronin & Taylor (1992) and some other researchers uses “consumer satisfaction” unlike Fornell (1992). Fornell (1992) and Churchill & Carol (1982) have investigated the concept in terms of “customer satisfaction”. In other cases, only “satisfaction” has used. (e.g. Mittal, Kumar, and Tsiros 1999). Actually, all of these studies focused on the final user with using different terms.

In marketing literature, “customer” is described as who may or may not use the product for himself/herself despite having purchased it. However, “consumer” is the end user of the product or services who actually pay or pay not the money.

Concept of “consumer satisfaction” has being examined within this thesis by defining consumer as the end user of the product. The behavior of end user is important to determine the satisfaction level regardless of purchase situation.

Jones and Suh (2000) submit two notion of satisfaction: “transaction-specific satisfaction” and “overall satisfaction”. “Transaction-specific satisfaction” belongs to a consumer’s response or instant assessment of the most recent consumption experience (Oliver, 1993) However, “cumulative satisfaction” or “overall satisfaction” is defined as “an overall evaluation based on the total purchase and consumption experience with a good or service over time.” (Johnson, Anderson, & Fornell, 1995) Most of recent studies have focused on overall satisfaction to evaluate

satisfaction toward a brand based on previous experiences in consumers' mind.

Therefore, customer satisfaction is presented by an overall satisfaction in this study.

Many studies have investigated the relationship between satisfaction and loyalty. The most important impact or long term consequence of consumer satisfaction is the loyalty. (Oliver, 1997) One important finding of the relationship between consumer satisfaction and brand loyalty is that consumers who satisfied with brands will choose those brands or will tend to purchase them again. (Jacoby & Kyner, 1973) As another example mentioned, according to Olsen and Johnson (2003), satisfaction seems the important predictor of the customer's purchase intention and buying behavior. LaBarbera and Mazursky (1983) investigated the both direct and indirect effects of satisfaction on customer intentions and repeat purchase behavior.

Some researchers prefer single item to measure satisfaction and some of them use multiple item scales. Regardless of this preference, they focus on defining the direction of the relationship which can be positive, negative or not significant. The following studies are examples of that kind of researches; Anderson and Sullivan (1993), LaBarbera and Mazursky (1983), Jones and Sasser (1995) and Olsen (2002). All these studies researchers explained the relationship between "satisfaction" and "loyalty intention" in a positive direction. Oliver and Linda (1981), Formell (1992), Cronin and Taylor (1992), Anderson and Fornell (1994) interpret that consumer satisfaction is the most important determinant on brand loyalty as a result of their researches.

Based on this current literature, it is expected that consumer satisfaction is related to brand loyalty in frame of this thesis and the following hypothesis put forward:

H1: "Consumer satisfaction" is related to "brand loyalty"

2.3.2. Brand - Country Image

Since introduction of brand image, the concept of it has become regular in consumer researches. Gardner and Levy (1955) set off "brand image" as a meaningful form in their well-known article in the 1950s. They suggested that identifying more enduring motivations for deciding to select a brand. Consumer's ideas and attitudes about brand are very important to prefer that brand. With their concept, products have a "social" and "psychological" nature as well as a "physical" one. (Gardner & Levy, 1955)

Although numerous studies of brand image have been reported since 1950s and brand image has become an important concept for marketing professionals, there is no agreement definition of brand image. In recent times, researchers who interested in brand equity as Keller (1993) have defined brand image with following sentences. "Brand image is the perceptions about a brand as reflected by the brand associations held in consumer memory". (Keller, 1993) Basically, it described as the information which is linked to a brand in consumer's memory. Consumers use all they remember about a brand and they create the image of the brand in their minds.

As an alternative to the traditional brand image perspective, country image can be more sensitive for automobiles. People link the product brand with country of origin of the product while they are positioning brand in their mind. For instance, consumers linked the "Volkswagen" with "German" origin, although the name of country does not appear in the brand name. According to Hsieh, Pan, & Setiono (2004) customers' perceptions may not be only product specific; they may combine product and country images. It is stated that the country's image of products known to be effective in the evaluation of foreign products. Thus, awareness of the product country image is a key used in the evaluation of the brand. Moreover, country image

is reported that it is important for developing countries that need to import (Kurtuluş & Bozbay, 2011) In consequence of all these important details, country image is investigated instead of pure brand image concept in this thesis.

The country's image in the evaluation of the impact of foreign products is first empirically studied in 1965 by Schooler. Afterwards, Nagashima (1970) investigated the attitudes of American and Japanese businessmen toward American, Japanese, German, British and French products. This study has benefited by many researchers to measure country's image. Bilkey and Nes (1982) review the literature considering the effect of country of origin on customers' evaluations of products and figure out that country image really affects product evaluations.

Despite accepted importance of the country of origin image, there is no consensus in literature how to define as a concept and how to use it. (Laroche, Papadopoulos, Heslop, & Murali, 2005) Roth and Diamantopoulos (2008) examined all the studies on the country's image area and define 3 main dimensions as follows.

3 main dimensions are (1) definitions of the general image of countries (i.e., country image), (2) definitions of the image of countries and their products (also referred to as product-country images), and (3) definitions of the images of products from a country (i.e., product image) (Roth & Diamantopoulos, 2009).

The dimensions of country image can vary from study to study according to researchers' approach. Parameswaran and Yaprak (1987) examine country image according to 3 attitudes which are grouped as general country attitudes, general product attitudes and specific product attitudes. Country image is measured with 48 items under 3 main dimensions in that study. Kurtuluş and Bozbay (2011) examined the academic literature for country's image and simplified the dimensions of

Parameswaran and Yaprak (1987) with reducing 2 dimensions including 18 items. According to that study, country image consists on “specific product image” and “general country image”.

According to Hsieh, Pan, & Setiono (2004), consumers who have positive country image of the brand consider purchasing that brand with a positive attitude. Country’s image affects the attitude toward the brand and following behaviors of consumers. They stated that "a successful brand image enables consumers to identify the needs that the brand satisfies and to differentiate the brand from its competitors, and consequently increases the likelihood that consumers will purchase the brand"(Hsieh, Pan, & Setiono, 2004). Better image and higher consumer satisfaction should increase brand loyalty (Anderson & Fornell, 2000)

Park, Jaworski, & MacInnis (1986) mentioned the important relationship between a brand's image and its market performance. A favorable image of the brand increases market share or performance.

Based on these earlier findings, it is expected that “country image” is related to “brand loyalty” and “consumer satisfaction”. The hypotheses are given as follows;

H2: Brand image with country image perspective is related to consumer satisfaction.

H3: Brand image with country image perspective is related to brand loyalty

2.4. Market Share and Its Relationships with Brand Loyalty

Small market share brands have some disadvantages when compared with high market share brands. One of the disadvantages is that they have fewer buyers than high market share brands. (Ehrenberg, 1988) Moreover, the other disadvantage is these few buyers tend to be less loyal to their brands when comparing high market

share brands. This situation is called “double jeopardy” in the literature which asserts that loyalty is affected by a brand’s market share. (Ehrenberg, Goodhardt, & Barwise, 1990) Different researchers study on double jeopardy, such as Peter S. Fader and David C. Schminlein (1993) consider an important advantage for high market share brands that they investigated the relation between high behavioral loyalty and high market share brand. According to studies there is a positive relationship between market share and brand loyalty, high market share brand usually have the most loyal customers. (Badinger & Rubinson, 1997) Small market share brands awareness is generally lower and their distribution level is narrower than high market share brands which leads to consumers search and find competitors easier to purchase. Low loyalty level is seen as a result of this chain. (Sharp, 2010)

Based on above arguments the expected results “high market share brands” loyalty level is higher than “low market share brands”. According to that, last hypothesis of the research is written as follows;

H4: There is a significant difference between “high-market share brands” and “low market share brands” according to their loyalty scores.

3. METHODOLOGY

This part of the study includes the method which is executed for the research objectives described in research model (see Figure 7). It considers sampling technique, research method, survey design and data collection details.

3.1. Research Model

This thesis focuses on 2 main areas in automotive sector for Turkish market. First aim of the study is to investigate the influence of brand image with country image and product image perspective, consumer satisfaction on brand loyalty, then the second important purpose is to define whether a significant relation between market share data and loyalty level of brands or not. Based on information obtained from the literature, the relationship between variables as described in theoretical framework part of the thesis can be visualized in the following chart in Figure 3.1.

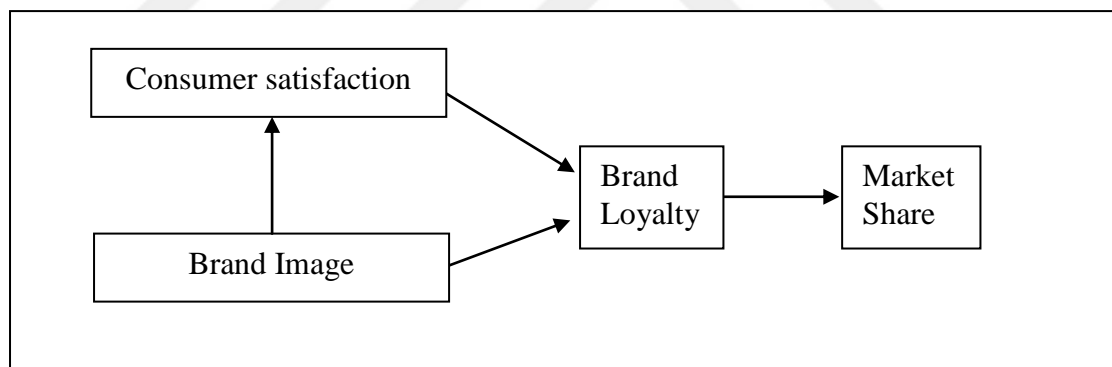


Figure 3-1: Research Model

3.2. Sample

Convenience selected consumers who are using their own or family members' cars actively in daily lives are approached as study participants. Only actual users of cars were selected as responders in sample. The first question of the questionnaire was asked for elimination which is "Do you drive car actively?" In other words, active car usage ability was the first selection criteria for the responders. The other elimination

question was about ownership of the car. Participants who drive company car was eliminated and directed to the end of the questionnaire. If participant drive their own car or family car, they continued answering questions. Respondents were asked to indicate which car brand they use and then were directed to the questionnaire containing items related to their perception of this brand. Responders who filled out the questionnaire are over 18 years old and all data were collected from Istanbul. Research area was limited to Istanbul, the most crowded city in Turkey, due to financial and technical limitations. Respondents were asked to answer in survey conducted from November 2015 to April 2016.

Research findings were tested by using a statistical package program concerning the quantitative part of the study.

3.3. Research Design and Measurement Instruments

This study was conducted based on a questionnaire form and yearly sales data which was gathered from ODD (Automotive Distributors Association in Turkey, 2016).

A quantitative research method was used for the study. The questionnaire contained four parts and takes about 5 minutes; it was standardized for all responders. At the beginning of the questionnaire, brief information about the research and its purpose was given to participants. In the first section, the questions were about details of the current car brand, previous car brand, future car brand, car usage ability of responders, duration of experience of driving car and determination of who was the ownership of the car. Second part of the questionnaire covered the items of brand image scale which included 2 main parts; country attitude items and product attitudes items. In that part, responders evaluated the current car brand according to the characteristics of country image and product specifications. Third part included

consumer satisfaction and brand loyalty items to measure consumer's satisfaction and loyalty level to current car brand. And the last part of the questionnaire included demographics information about responders such as age, gender, marital status, occupation, monthly income and number of children.

Different validated measurement scales were used in the study to measure the variables. All scales used to evaluate the constructs within the study are adopted from previous literature. The respondents evaluated the car brand they currently use on a 5 point Likert scale from "strongly disagree" to "strongly agree". All items were translated and then back-translated between English and Turkish. Each scale was pretested and appeared to be valid and reliable.

Loyalty was measured by 5 items adapted from Valarie A. Zeithaml, Leonard L Berry, & A. Parasuraman (1996) loyalty scale. The statements used to measure brand loyalty were as follows: "Say positive things about this car brand to other people", "Recommend this car brand to someone who seeks your advice.", "Encourage friends and relatives to do business with this car brand.", "Consider this car brand your first choice to buy services.", "Do more business with this car brand in the next few years." In Zeithaml et al (1996) study, the 5 items of loyalty scale has excellent internal consistency, which is approved by Cronbach's alphas ranging from 0.93 to 0.94. (Zeithaml, Berry, & Parasuraman, 1996)

Customer satisfaction was assessed with 7 items derived from Westbrook and Oliver (1981). The scale was generated and used by Westbrook and Oliver (1981) to measure consumer satisfaction with cars and calculators. Cronbach's alphas ranging from 0.94 to 0.98 are measured for the scale by Mano and Oliver (1993), Oliver (1993), Oliver and Swan (1989), and Westbrook and Oliver (1991). The items measuring consumer satisfaction are: "This is one of the best ___ I could have

bought”, “This ___ is exactly what I need.”, “I am satisfied with my decision to buy this ___.”, “My choice to buy this ___ was a wise one.”, “I have truly enjoyed this ___”, “Owning this ___ has been a good experience”, “I’m sure it was the right thing to buy this ___”.

Brand image was measured with using 18 items from Kurtuluş and Bozbay (2001) studies which was adapted from Parameswaran and Yaprak (1987).

Cronbach’s alpha was reported as 0,965. Brand image was measured under 2 main dimensions which were “general country image” (8 items) and “specific product image” (10 items).

Real market values for the brands mentioned by the respondents were used for the market share. Yearly sales data is taken from ODD as secondary data (Automotive Distributors Association in Turkey, 2016) to define market share of brands.

Responders’ personal data included sex, age, marital status, monthly household income, and number of children.

Before starting the main survey of the research, firstly the questionnaire was conducted with 45 participants as a pretest survey to provide that the wording and format of questions were convenient. Questions were asked with face to face method in pretest survey. Reliability and validity of the items were assessed for pretest survey. And as a result of pretest, a satisfied degree of internal consistency among all scales was identified. (Cronbach's Alpha statistics of - brand image: 0,948; consumer satisfaction: 0,808; brand loyalty: 0,957) According to analysis results of all variables showed that there was no need to change or delete any items. Therefore, all questions were used in the main survey of the research.

After pretest, online survey was distributed via an electronic tool called Google Form. Data was electronically downloaded into an excel file which is suitable

to IBM SPSS tool for conducting analysis. 167 healthy survey results were collected and analyses were performed on this data.



4. ANALYSES AND RESULTS

This part of the study focuses on detailed analyses of the data and results of the survey. It includes descriptive statistics of sample, reliability results for variables, mean and standard deviation of survey items, factor analysis for constructs, correlation results of dependent and independent variables, T tests and regression analysis to test hypothesis of the study.

4.1. Descriptive Statistics

The sample profile of the participants with genders, ages, educational backgrounds, levels of income, occupations and marital statuses were demonstrated in Table 3.1.

As it is shown in Table 4.1, the age range of the participant was from 19 to 75 years and 66.5 % of the sample was between the ages of 19-35. 59% of the sample was predominantly male and 41 % was female. 67 % was married and nearly 83 % of the respondents had a minimum university degree. Most of responders were employed in private sector (60 %) and the majority of the participants (65.3 %) had a monthly income of more than 5000 TL.

Table 4.1

Demographic Characteristics of Responders

Demographic Characteristic	Frequency	Percentage
<u>Gender</u>		
Male	99	59,3%
Female	68	40,7%
<u>Marital Status</u>		
Single	44	26,3%
Married	112	67,1%
Divorced	11	6,6%
<u>Education</u>		
Below high school graduate	3	1,8%
High school	12	7,2%
2 year college	14	8,4%
Bachelor's degree	71	42,5%
Master graduate	58	34,7%
PHD graduate	9	5,4%
<u>Age</u>		
19-25	15	9,0%
26-30	37	22,2%
31-35	59	35,3%
36-40	17	10,2%
41-45	8	4,8%
46-50	9	5,4%
51-55	6	3,6%
56+	16	9,6%
<u>Occupation</u>		
Civil servant	11	7%
Private sector employee	100	60%
Self employed	27	16%
Retired	13	8%
Housewife	3	2%
Student	4	2%
Unemployed	9	5%
<u>Monthly income</u>		
1000-3000	18	10,8%
3001-5000	40	24,0%
5001-7000	44	26,3%
7001-9000	19	11,4%
9001+	46	27,5%

In the second and third section of the survey, each question was evaluated by participants on a five point scale; mean and standard deviation of all items were shown in Table 4.2, Table 4.3 and Table 4.4.

Means of 18 items for brand image from 3,491 to 4,431 which was shown in the Table 4.2. When examined in detail, especially items of the country attitudes of image were above 4 point mean on 5 point scale. This result represented that, countries of car brands had positive and high degree image in consumers' mind regardless of the car brand.

Table 4.2

Descriptive Statistics for "Brand Image" Dimensions

Product Attitudes	Mean	Std. Deviation
Long-lasting	4,347	0,814
Non-perishable	4,257	0,905
Valuable	3,964	0,969
Original	4,090	0,975
Proud of having	3,838	1,043
With meticulous workmanship	3,922	0,976
Luxury	3,491	1,091
High performance product	3,743	1,070
With advanced technology	3,701	1,106
Innovator	3,802	1,099
Country Attitudes	Mean	Std. Deviation
High Education Level	4,347	0,864
Emphasis on Technical / Vocational Training	4,395	0,871
High technological development	4,431	0,861
High technical information	4,401	0,865
Creativity	4,144	0,894
Wealth	4,138	0,905
Diligence	4,317	0,912
High living standards	4,216	0,913

Means of consumer satisfaction items were between 3.7 and 4 on a 5 point Likert scale was shown in Table 4.3. Satisfaction level of the selection of current car brand had an average of 4 point which was evaluated as a high value. Consumers' expectations were met and they were satisfied from their current car. On the other hand, it cannot be expressed as a low mean but; according to consumer's perception, the mean of the item which shows the getting the best current car brand within the existing facility was the lowest value in results. Consumers may think they can get a better car brand within existing facilities.

Table 4.3

Descriptive Statistics for "Consumer Satisfaction"

Consumer Satisfaction Items	Mean	Std. Deviation
This is one of the best car brands I could have bought.	3,701	1,111
This car brand is exactly what I need.	4,006	0,895
I am satisfied with my decision to buy this car brand.	4,012	0,892
My choice to buy this car brand was a wise one.	3,964	0,911
I have truly enjoyed this car brand.	3,900	0,992
Owning this car brand has been a good experience.	4,024	0,857
I'm sure it was the right thing to buy this car brand.	4,010	0,905

When the mean of loyalty items were examined in detail the minimum average is 3,4 as were shown in the Table 4.4. Consumers tend to buy the same brand of car again in the future seems to have the lowest average value of the research. They may think to change their car brand with different one in the future.

Table 4.4

Descriptive Statistics for "Brand Loyalty"

Brand Loyalty Items	Mean	Std. Deviation
Say positive things about this car brand to other people.	4,060	0,980
Recommend this car brand to someone who seeks your advice.	4,024	0,981
Encourage friends and relatives to do business with this car brand.	3,940	0,992
Consider this car brand your first choice to buy.	3,539	1,171
Do more business with this car brand in the next few years.	3,440	1,185

4.2. Reliability Analysis

Before testing the hypotheses, Cronbach's alpha measure was used for all Likert scale in brand loyalty, customer satisfaction and brand image to detect the validity and reliability of variables. 0.7 is the minimum standard for alpha coefficients which is recommended by Nunnally (1978) for basic research. (Nunnally, 1978) The internal consistencies were shown in the Table 4.5. Cronbach's alphas values were very satisfactory results for all variable with the scores greater than 0,90. Results at this stage indicated a high degree of internal consistency among all scales.

Table 4.5

Cronbach's Alpha Values for "Brand Image", "Consumer Satisfaction" and "Brand Loyalty"

Dimensions	Cronbach's Alpha
Brand Image(18 items)	0,952
Country Attitudes	0,951
Product Attitudes	0,949
Consumer Satisfaction (7 items)	0,931
Brand Loyalty (5 items)	0,942

4.3. Factor Analysis

Exploratory factor analysis with "Varimax" rotation was used to define the factor structure of the variables.

According to factor analysis of brand image scale, items were separated on 2 factors explaining the 71.6 % of the total variance as it was shown in Table 4.6. First factor contained 8 items related with country image and the second factor included 10 items related with product image.

Table 4.6

Factor Analysis Results for "Brand Image" Scale

Variable	Items	Factor Loading
Brand Image Country Attitudes	Factor 1 - variance % : 37.727	
	High Education Level	0,861
	Emphasis on Technical / Vocational Training	0,878
	High technological development	0,878
	High technical information	0,875
	Creativity	0,702
	Wealth	0,815
	Diligence	0,793
	High living standards	0,806
	Product Attitudes	Factor 2 - variance % : 33.886
Long-lasting		0,672
Non-perishable		0,752
Valuable		0,797
Original		0,775
Proud of having		0,773
With meticulous workmanship		0,810
Luxury		0,815
High performance product		0,844
With advanced technology		0,838
Innovator	0,829	

Kaiser-Meyer-Olkin (KMO) Value: 0,923 / Bartlett Sig. Value: .000

The sampling adequacy test for a sufficient amount of sample size, KMO measure was used and it was satisfied for brand image dimension. This result displayed that variables had homogeneous structure. Besides, result of Bartlett Test represented that the variables were suitable for factor analysis. (Demirel, Ötken, & Kunday, 2012)

The results of the second factor analysis which was applied to consumer satisfaction items displayed that seven items of consumer satisfaction scale were loaded on only 1 factor as presented in Table 4.7.

Table 4.7

Factor Analysis Results for “Consumer Satisfaction” Scale

Variable	Items	Factor Loading
<u>Consumer Satisfaction</u>	Factor 1 - variance % : 71.642	
	This is one of the best car brands I could have bought.	0,784
	This car brand is exactly what I need.	0,733
	I am satisfied with my decision to buy this car brand.	0,906
	My choice to buy this car brand was a wise one.	0,893
	I have truly enjoyed this car brand.	0,905
	Owning this car brand has been a good experience.	0,785
I'm sure it was the right thing to buy this car brand.	0,900	

Kaiser-Meyer-Olkin (KMO) Value: 0,923 / Bartlett Sig. Value: .000

Finally, factor analysis was run for the brand loyalty scale as well and only one factor was defined for 5 items. According to that result only one factor explained the 82,615 % of the total variance and the results were shown in Table 4.8.

Table 4.8

Factor Analysis Results for “Brand Loyalty” Scale

Variable	Items	Factor Loading
<u>Brand Loyalty</u>	Factor 1 - variance % : 82,615	
	Say positive things about this car brand to other people.	0,951
	Recommend this car brand to someone who seeks your advice.	0,943
	Encourage friends and relatives to do business with this car brand.	0,941
	Consider this car brand your first choice to buy.	0,853
	Do more business with this car brand in the next few years.	0,851

Kaiser-Meyer-Olkin (KMO) Value: 0,892 / Bartlett Sig. Value: .000

4.4. T tests for Special Groups

In frame of the research, some questions were asked to responders in order to understand the details of the current car brand, probable future car brand and the owner of the car that they use. Participants were categorized based on their response and significant difference according to loyalty scores, satisfaction scores and image scores were investigated to get more information about consumers' attitudes.

It was asked to the responders that if they buy a new car in the future, which brand they will choose. 31 % of responders expressed to choose the same car brand in the future but 69 % of them would change the brand. T test was performed to determine the significant difference between 2 groups according to their loyalty scores and results were shown in Table 4.9.

Table 4.9

Comparing Special Groups with T-Test

Groups	Brand Loyalty (Mean)	Consumer Satisfaction (Mean)	Country Image (Mean)	Product Image (Mean)
who want to be the same as the current car brand in the future (31 %)	4,4346	4,4313	4,3865	4,5601
Who want to buy a different car than the current car brand (69 %)	3,5148	3,7255	3,7026	4,1804

Figures show the mean of variables and all of them are significant at 0,05 level

According to results, it was stated that there was a significant difference between these 2 groups. Responders who wanted to choose same brand in the future more loyal their brand as expected. However, that important detail should be taken into consideration; the majority of the responders wanted to change their brands, although the average of their loyalty score is 3.51.

Similarly, t tests were performed for following groups shown in Table 4.10. However, there was no difference between groups with respect to loyalty, satisfaction level and image attitudes.

Table 4.10

Comparing Own & Family Car / New & Used Car Groups with T-Test

Groups	Brand Loyalty (Mean)	Consumer Satisfaction (Mean)	Country Image (Mean)	Product Image (Mean)
Own car (61,7 %)	3,870	4,000	4,324	4,012
Family car (31.7 %)	3,691	3,857	4,258	3,761
No significant difference				
New car (65.9 %)	3,767	3,936	4,238	3,864
Used car (35.1 %)	3,867	3,962	4,417	4,016
No significant difference				

4.5. Correlation Analysis

Before regression analysis, Pearson's correlation analysis was conducted to test linear strength of relations between variables. As a result of the first correlation analysis, significant relationship was found between "brand loyalty" and "brand image" factors. Results were shown in Table 4.11. According to test results the following comments was expressed clearly "There was a positive and strong correlation between brand image factors and brand loyalty."

Table 4.11

Correlations between "Brand Loyalty" and "Brand Image" Factors

Brand Image Factors	Brand Loyalty
Country Attitudes - Factor 1	0,643*
Product Attitudes - Factor 2	0,470*

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

The other correlation analysis was run for “brand image” and “consumer satisfaction”. The correlation results were shown in the Table 4.12. According to analysis results, there was a significant positive and strong relationship between both “country and product attitudes of brand image” and “consumer satisfaction”.

Table 4.12

Correlations Between “Brand Image” and “Consumer Satisfaction”

Brand Image Factors	Consumer Satisfaction
Country Attitudes - Factor 1	0,493*
Product Attitudes - Factor 2	0,685*

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

Lastly, a similar correlation result was found between “consumer satisfaction” and “brand loyalty”. “Consumer satisfaction” had a strong positive relationship with “brand loyalty” as shown in the following table. (see Table 4.13)

Table 4.13

Correlations Between “Consumer Satisfaction” and “Brand Loyalty”

	Brand Loyalty
Consumer Satisfaction	0,871*

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

As a summary from the correlation analysis, a direct and positive relationship exists between “consumer satisfaction” and “brand loyalty”; “brand image” and “brand loyalty” and “brand image” and “consumer satisfaction” variables.

4.6. Hypotheses Testing

This research investigates the affect of “consumer satisfaction” and “brand image” on “brand loyalty”. The hypothesis for determination of this relationship has been established as follows and regression analysis was used to test these hypotheses.

H1: Consumer satisfaction is related to brand loyalty

H2: Brand image is related to consumer satisfaction.

H3: Brand image is related to brand loyalty

In addition, market share and brand loyalty relationship is investigated in frame of the research. It examines whether brand loyalty scores differed according to market share of brands. To test the relation between “brand loyalty” and “market share”, brand names provided by the consumers were identified and their respective market shares within the period of 2015-2016 were assessed. After that, car brands identified in the study were separated into two groups (high and low) according to their market share. Hypothesis was written as follows to test loyalty is significant contributor to high and low group of brands.

H4: There is a significant difference between “high market share brands” and “low market share brands” according to their loyalty scores.

4.6.1 Testing H1

H1: “Consumer satisfaction” is related to “brand loyalty”.

This hypothesis was tested by regression analysis to determine the relation between brand loyalty and consumer satisfaction. According to regression analysis results (is shown in Table 4.14) F value was significant at 0.00 (in 0.05 significance level) with an R Square of 0,758 accounting for 75.8 % of the variance in brand loyalty. Consumer satisfaction was an extremely significant antecedent to brand loyalty for car users. This result was confirming that first hypothesis was supported.

Table 4.14

Regression Analysis for “Brand Loyalty” and “Consumer Satisfaction”

Dependent variable	Brand Loyalty		
Independent variable	Beta (Coefficients)	t value	p value
Consumer Satisfaction	1,057	22,734	0,000

“R= 0,871 ; R2 = 0,758; Adjusted R2=0,757; F test p value= 0,00”

4.6.2 Testing H2

H2: “Brand image” is related to “consumer satisfaction”.

Regression analysis was conducted to describe the relation in a similar manner. The dependent variable was consumer satisfaction and independent variable was brand image in that regression model. According to results which was shown in the Table 4.15, the relation between customer satisfaction and image dimensions was found to be significant.

For this reason, H2 was supported by the results of the analysis. The following regression equation was estimated for consumer satisfaction;

Consumer satisfaction = 1,016 + 0,168 General Country Image + 0,564 Specific Product Image + error term.

Table 4.15

Regression Analysis for “Consumer Satisfaction” and “Brand Image”

Dependent variable	Consumer Satisfaction		
		t	p
Independent variable	Beta (Coefficients)	value	value
General Country Attitudes	0,168	2,408	0,017
Specific Product Attitudes	0,564	8,836	0,000
“R= 0,698 ; R2 = 0,487; Adjusted R2=0,481; F test p value= 0,00”			

4.6.3 Testing H3

H3: “Brand image” is related to “brand loyalty”

Investigation the affect of brand image on brand loyalty was tested by third hypothesis. The regression formula from brand image to brand loyalty was significant ($\beta_1 = 0.163$, $t_1 = 2,300$, $p_1 < .005$; $\beta_2 = 0.552$, $t_2 = 7,800$, $p_2 < .001$)

Table 4.16

Regression Analysis for “Brand Image” and “Brand Loyalty”

Dependent variable	Brand Loyalty		
Independent variable	Beta (Coefficients)	t value	p value
General Country Attitudes	0,163	2,300	0,023
Specific Product Attitudes	0,552	7,800	0,000
“R= 0,657 ; R2 = 0,432; Adjusted R2=0,425; F test p value= 0,00”			

As Table 4.16 indicates, H3 was supported at the 0.05 level.

4.6.4 Testing H4

H4: There is a significant difference between “high market share brands” and “low market share brands” according to their loyalty scores.

As mentioned before, to test the relation between brand loyalty and market share variables, market share values were gathered from ODD as a real market value and defined 2 main groups which are high and low market share brands. Table 4.17 provided that information as follows.

Table 4.17

Market Share for Car Brands

Brand Name	Market share	High/Low Group
VOLKSWAGEN	14,21%	High
RENAULT	12,40%	High
FORD	12,14%	High
FIAT	11,20%	High
HYUNDAI	5,43%	Low
TOYOTA	5,16%	Low
OPEL	4,87%	Low
DACIA	4,61%	Low
MERCEDES	4,00%	Low
PEUGEOT	3,55%	Low
BMW	3,13%	Low
NISSAN	2,86%	Low
CITROEN	2,82%	Low
SKODA	2,42%	Low
AUDI	2,13%	Low
KIA	1,84%	Low
SEAT	1,79%	Low
HONDA	1,75%	Low
VOLVO	0,65%	Low
MITSUBISHI	0,60%	Low
Others	2,46%	Low

(2015 full year data+2016 First 4 month)

Independent samples T test were used to determine the difference of loyalty level between “high market share brand” and “low market share brand”.

Table 4.18

T-test results for Market Share and Brand Loyalty

Groups	N	Mean	T Test Sig.
“High Market Share Brands”	64	3,61	0,04
“Low Market Share Brands”	103	3,92	

According to test results, 2 groups of brands (high and low) were significantly different in terms of average brand loyalty scores. For this reason, H4 was supported. As can be seen in the Table 4.18 high market share brands which were

the top 4 brands of the car market had 3.61 mean of brand loyalty. The other brands which were called low market share brands had 3,92 mean of loyalty score. The mean difference was statistically significant. The interesting point in the results, in contrast to the theory, low market share brands loyalty scores are higher than high market share brands. When the details were reviewed, some of low-market share brands especially German brands have higher loyalty level than average, although they had less market share.

As it is seen in Table 4.19; Renault, Ford and Fiat are in the high-share brand group, but the loyalty scores of these brands are less than average. On the other hand, Opel, Audi, Mercedes and BMW have higher loyalty level than average with small market shares. German brands which cover Volkswagen, Opel, Audi, Mercedes and BMW brands and the rest of car brands were classified as 2 separate groups to compare loyalty levels. According to results there is significant difference in loyalty levels of German brand cars and other car brands. (*t test p value at 0.05 level is 0.02*)

Table 4.19

Avg. Brand Loyalty Scores of High Share Brands and German Brands

Brands	Mean	Brands	Mean
Volkswagen	3,94	Opel	3,93
Renault	3,36	Mercedes	4,56
Ford	3,74	BMW	4,53
Fiat	2,56	Audi	3,92
Average of for First 4 Brands	3,61	German Brands	4,10
General Average of All Brands	3,80	Other Brands	3,63

5. DISCUSSION OF FINDINGS

This study focuses on 2 main areas in automotive sector for Turkish market and a research model is composed with considering previous literature and needs of the automotive industry. According to research model, the relations are investigated with regression analysis and independent sample T tests. For the first aim of the research is investigation the effect of consumer satisfaction on brand loyalty. Hypothesis is supported and the strong relation between brand loyalty and consumer satisfaction is determined. Consumer satisfaction seems to be very important variable with 78 percent of explanation power of the changes in brand loyalty. One unit change in consumer satisfaction triggers the more than one unit changes in brand loyalty in a positive direction. (*Beta coefficient of consumer satisfaction is 1.057*) In other words, if the automotive manufacturer is successful to create consumer satisfaction, loyalty towards their brand will be much more. Common generalization can be confirmed at this point which is “Satisfied customers are more likely to become frequent users of a brand than customers with dissatisfying experiences.”

The country image of the brand and product specific image items are examined to contribute to consumer satisfaction in second hypotheses and the results are in line with the theory. Images that have already been created for the brand in the consumers' minds shape their perception and also expectation and affect their satisfaction level with the product. Both country attitudes and product specific attitudes of brand image seem to be effective in consumer satisfaction. Product specific attitudes have higher effect than country specific attitudes due to their beta coefficients but consequently both dimensions of brand image create a positive influence on consumer satisfaction. (*Beta coefficient of county attitudes: 0,168; beta coefficient of product specific attitudes: 0,564*) Accordingly, if car manufacturer

create positive brand image on consumers' mind, it will shape the consumers' expectation in a positive way. Thereafter if performance of product perceived by consumers is equal or higher than their expectations, consumer satisfaction will be provided.

Not only is brand image highly correlated with consumer satisfaction, it is also found to effect on loyalty. Similar relationship between customer satisfaction and brand image is also seen with brand loyalty. Positive country attitudes and product specific attitudes leads positive brand loyalty and third hypotheses is supported.

Again product specific attitudes effect is higher than country image on brand loyalty according to regression results. (*Beta coefficient of county attitudes = 0.163; beta coefficient of product specific attitudes = 0.552*)

Then the other important purpose is to define whether a significant relation between market shares data and loyalty level of brands or not. It is found that there is a significant difference between "high share" and "low share" brands according to their brand loyalty level and fourth hypotheses is supported. However, high market share brands' loyalty scores are less than low market share brands in contrast to the expected results. When examined in detail, the highest market shares of 4 brands (Renault, Ford and Fiat) except Volkswagen have not a high level loyalty scores. Whereas some of low-market share brands especially German brands have higher loyalty level than average. This detail seems to be an interesting result of the study. At this point, it is thought that the brands with the largest market share are considered to have some deficiencies in creating brand loyalty due to their wide consumer portfolio. Small market share brands may provide a better consumer experience by focusing their relatively small market. In addition to these ideas, German brands such as Mercedes, BMW and Audi may be positioned as luxury and niche brands in

Turkish consumers mind. They may want to change their current brands because of this attraction. Most of Renault, Ford, Fiat users in the study expressed to replace their brand with Volkswagen, Mercedes, BMW, Audi and Opel in line with this idea. Therefore, loyalty scores of these high market share brands may have been lower than expected. Designing a future research will be useful to better evaluate this unexpected result.



6. CONCLUSIONS AND RECOMMENDATIONS

This study intends to add beneficial information to literature about 2 base areas. One of the main areas is about examining how consumer satisfaction and country image impacts on brand loyalty. The other consequential title can explicate whether it is a significant relationship in terms of loyalty and market share or not. The research model which is developed in line with these 2 main objectives considers the earlier studies in the literature. Besides, unlike many studies in the literature, instead of only relying only on consumer feedback, it has provided a different perspective by including the actual market data analysis into the research model.

The research is conducted based on a survey and it is included attitudinal measures of brand loyalty which covers willingness to recommend and disposition to buy the same brand again. Thus, it is the occasion to get info from decision-maker directly and this source of information is very important in terms of reflecting the views of the consumer. It is thought to be beneficial to see user perspective for car brands operating in Turkey.

Generally, the results supported the hypothesis of the research and represented that consumer satisfaction and brand image are effective on brand loyalty. As expected higher consumer satisfaction and higher brand image leads higher level of brand loyalty. The results of the study corroborate that automobile company, which operate in a high competition and changeable environment, need to ensure consumer satisfaction and positive brand image that collectively affect customer loyalty to keep sustainable growth. This result strengthens the findings in the related literature.

Besides, according the results brand loyalty level of low market share and high market share brands are significantly different. However, the only unexpected result is

that low market share brands have higher average brand loyalty scores than high market share brands.

6.1 Limitations and Future Research

While this study aims at making additions to consumer research literature, there are a few circumscriptions that emerge from this study which may benefit to future researches. The limitations of the study are grouped in terms of sample, variables and measurement scales. The research area is limited to only Istanbul due to financial and technical limitations for covering all population of Turkey. If the research is conducted in different cities, results will be more reliable and it will have more power to present Turkish car users.

Another restriction of the study is associated with the sampling technique. One of the most common sampling techniques was used in the study due to the advantage of cost and time required. When compared to probability sampling techniques, convenience sampling is easier to carry out. Although this sampling method enables to achieve the sample size in a relatively fast and inexpensive way, the sampling frame is not known, and the sample is not chosen randomly. This undermines ability to make generalizations from sample to the population.

In terms of variables limitation, only consumer satisfaction and image effect is investigated to understand the brand loyalty. In addition to these variables, researchers identify multiple determinants of loyalty in the literature which are mentioned in theoretical background part. For instance, quality of service is referred to as an important variable to explain brand loyalty in automotive sector. Future research studies can be enhanced by adding different explanatory variables.

Finally, brand loyalty can be measured both attitudinal and behavioral measurement techniques to get deep information about loyalty behavior. Brand

loyalty is measured by responders' expression within the study; it is not based on real behavior. Thus, besides attitudinal measurement scales, behavioral measurement methods such as real sales data and repeat purchase behavior can be integrated to the study.



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Appendix A: Questionnaire

Yüksek Lisans Tezi - Araştırma Soruları

Bu anket formu akademik bir araştırmaya aittir. Sizden alınacak tüm bilgiler tamamen gizli tutulacak ve sadece akademik çalışma için kullanılacaktır. Adınız veya soyadınız anketin hiçbir sorusunda istenmemektedir. Sağlıklı bilimsel veriler elde edebilmek için her soruyu dikkatle okuyup cevaplamanızı rica ederiz.

Akademik çalışmaya katkıda bulunduğunuz için teşekkür ederiz.

1) Aktif olarak araba kullanıyor musunuz?

Evet Hayır

(Cevabınız Hayır ise anketi sonlandırınız. Zaman ayırdığınız için teşekkürler)

2) Kaç yıldır araba kullanıyorsunuz?

3) Kullandığınız araba kime ait?

Kendime ait
 Ailemden birine ait
 Çalıştığım şirkete ait
 Diğer

4) Kullandığınız arabanın markası nedir?

Renault	<input type="checkbox"/>	Mercedes	<input type="checkbox"/>	Mini	<input type="checkbox"/>
Volkswagen	<input type="checkbox"/>	Skoda	<input type="checkbox"/>	Alfa Romeo	<input type="checkbox"/>
Fiat	<input type="checkbox"/>	Citroen	<input type="checkbox"/>	Suzuki	<input type="checkbox"/>
Opel	<input type="checkbox"/>	Honda	<input type="checkbox"/>	Mitsubishi	<input type="checkbox"/>
Ford	<input type="checkbox"/>	Seat	<input type="checkbox"/>	Chevrolet	<input type="checkbox"/>
Toyota	<input type="checkbox"/>	Kia	<input type="checkbox"/>	Land Rover	<input type="checkbox"/>
Dacia	<input type="checkbox"/>	Volvo	<input type="checkbox"/>	Porsche	<input type="checkbox"/>
Nissan	<input type="checkbox"/>	Jeep	<input type="checkbox"/>	Hyundai	<input type="checkbox"/>
Audi	<input type="checkbox"/>	Subaru	<input type="checkbox"/>	BMW	<input type="checkbox"/>
Peugeot	<input type="checkbox"/>	Mazda	<input type="checkbox"/>	Diğer	<input type="checkbox"/>

5) Kullanmakta olduğunuz arabanızı sıfır mı yoksa ikinci el olarak mı almıştınız?Sıfır İkinci el **6) Kullanmakta olduğunuz arabayı kaç yıldır kullanıyorsunuz?**0-1 yıl 2 yıl 3 yıl 4 yıl 5 yıl 6 ve üzeri **7) Şu anda kullandığınız arabanızdan ÖNCEKİ aracınızın markası nedir? (Sizin veya ailenizin sahip olduğu ve aktif olarak kullandığınız ÖNCEKİ arabanızın markası)**Renault Mercedes Mini Volkswagen Skoda Alfa Romeo Fiat Citroen Suzuki Opel Honda Mitsubishi Ford Seat Chevrolet Toyota Kia Land Rover Dacia Volvo Porsche Nissan Jeep Hyundai Audi Subaru BMW Peugeot Mazda Diğer **8) Tekrar araba alırsanız ekonomik imkanlarınız dahilinde hangi marka arabayı almayı düşünürsünüz?**Renault Mercedes Mini Volkswagen Skoda Alfa Romeo Fiat Citroen Suzuki Opel Honda Mitsubishi Ford Seat Chevrolet Toyota Kia Land Rover Dacia Volvo Porsche Nissan Jeep Hyundai Audi Subaru BMW Peugeot Mazda Diğer

9) Aşağıdaki bölümde kullanmakta olduğunuz arabanın ürün özelliklerine ilişkin ifadeler yer almaktadır. Kullanmakta olduğunuz aracınızı aşağıdaki ifadelerin her biri için ayrı ayrı değerlendiriniz ve sizin için en uygun olan katılma derecesini 1 ile 5 puan arasında işaretleyiniz. (5=Tamamen katılıyorum; 1=Tamamen katılmıyorum)

Ürün Özellikleri	Tamamen Katılıyorum (5)	Katılıyorum (4)	Ne Katılıyorum, Ne Katılmıyorum (3)	Katılmıyorum (2)	Tamamen Katılmıyorum (1)
Dayanaklı					
Kolay Bozulmayan					
Değerli					
Orijinal					
Sahip Olmaktan Gurur Duyulan					
Titiz İşçiliği Olan					
Lüks					
Yüksek Performansa Sahip					
İleri Teknolojiye Sahip					
Yenilikçi					

10) Lütfen kullanmakta olduğunuz arabanızın tasarlandığı ve üretildiği ülkeyi (menşei ülke) aşağıda yer alan kutuya yazınız.

11) Aşağıdaki bölümde kullanmakta olduğunuz arabanın tasarlandığı ve üretildiği (menşei) ülkenin özelliklerini değerlendirebileceğiniz ifadeler yer almaktadır.

Kullanmakta olduğunuz aracınızın menşei ülkesini düşünerek aşağıdaki ifadeleri ayrı ayrı değerlendiriniz ve sizin için en uygun olan katılma derecesini 1 ile 5 puan arasında işaretleyiniz. (5=Tamamen katılıyorum; 1=Tamamen katılmıyorum)

Ülke Özellikleri	Tamamen Katılıyorum (5)	Katılıyorum (4)	Ne Katılıyorum, Ne Katılmıyorum (3)	Katılmıyorum (2)	Tamamen Katılmıyorum (1)
Eğitim Seviyesi Yüksek					
Teknik/Mesleki Eğitime Önem Verilmesi					
Teknoloji Yönünden Gelişmişlik					
Teknik Bilginin Yüksek Olması					
Yaratıcılık					
Zenginlik					
Çalışkanlık					
Yaşam Standardının Yüksek Olması					

12) Bu bölümde kullanmakta olduğunuz arabanın markasını değerlendirebileceğiniz ifadeler yer almaktadır. Lütfen kullandığınız araba markasıyla ilgili ifadelerin her birini ayrı ayrı değerlendiriniz ve sizin için en uygun olan katılma derecesini 1 ile 5 puan arasında işaretleyiniz. (5=Tamamen katılıyorum; 1=Tamamen katılmıyorum)

	Tamamen Katılıyorum (5)	Katılıyorum (4)	Ne Katılıyorum, Ne Katılmıyorum (3)	Katılmıyorum (2)	Tamamen Katılmıyorum (1)
Bu marka araba benim satın alabileceğim en iyi arabalardan biridir					
Bu marka araba tam olarak ihtiyacımı karşılıyor					
Bu marka bir arabayı satın alma kararımın dolaylı memnunum					
Bu marka arabayı satın almayı seçmek akıllıca oldu					
Gerçekten bu marka arabadan keyif aldım					
Bu marka arabaya sahip olmak iyi bir deneyim oldu					
Bu marka arabayı satın almanın doğru bir şey olduğuna eminim.					
Diğer insanlara bu marka araba hakkında olumlu şeyler söylerim.					
Benim tavsiyemi isteyen birine bu marka arabayı öneririm.					
Bu marka arabayı almak isteyen arkadaşlarımı ve akrabalarımı cesaretlendiririm.					
Bu markayı araba alırken ilk seçenek olarak düşünürüm					
Önümüzdeki birkaç yıl içinde bu marka bir araba alabilirim.					

Cinsiyetiniz

Kadın

Erkek

Yaşınızı yazınız.**Medeni durumunuz**

Bekar

Evli

Boşanmış/Dul

Eğitim düzeyiniz

İlköğretim

Lise

Önlisans

Lisans

Yüksek lisans

Doktora

Cocuğunuz varsa kaç çocuğunuz olduğunu belirtiniz.

1 çocuk

2 çocuk

3 çocuk

4 çocuk

5 ve fazlası

Çalışma durumunuz *

Esnaf

Devlet memuru

Emekli

Serbest meslek

Özel sektör çalışanı

Ev Hanımı

Öğrenci

İşçi

Birlikte yaşadığınız kişilerin ve sizin toplam aylık net gelirini (hane halkı gelirini) ifade eden en uygun seçeneği işaretleyiniz.*(Ailenizin toplam net gelirin e göre değerlendiriniz)*

1000-2000

6001-7000

2001-3000

7001-8000

3001-4000

8001-9000

4001-5000

9001-10000

5001-6000

10.001+