THE INFLUENCE OF TURKEY'S COUNTRY IMAGE ON THE WILLINGNESS TO BUYING OF TURKISH BRANDED PRODUCTS

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Abstract: *Country image is considered as an antecedent of consumer purchasing behavior in international market. For this reason, country image measurement is very important. Especially, international company's marketing managers and public policy makers should understand country image. Understanding consumer behavior in relation to the perception of country image provides fundamentals for strategic decisions in marketing and consumer behavior. The purpose of this study is to investigate the perceived country image of Turkey and its impact on willingness to buying of Turkish branded products. Data were gathered from the adult population of Dallas. The respondents were not Turkish people. A total of 200 questionnaires were distributed. However, 145 questionnaires were completed by respondents. Seventeen of them were excluded because they were incomplete. All in all, the sample of this study consists of 128 questionnaires.*

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1. INTRODUCTION

The globalization of business has increased opportunities for exporting and service companies to distribute their goods and provide their service to consumers all over the world. At the same time, however, the globalization of business has increased the degree of competition in the global market.

Various governments have recognized the importance of country's image on the marketing success of their products abroad. For example, countries like Chile, Australia, and Britain have embarked on developing schemes to promote their nation's image in the hope of increasing exports and attracting more foreign investments and more tourists (Marketing, 1999).

Since the 1960s' a considerable number of studies have been conducted on country image. In general, these studies agree that consumers have significantly different global or general perceptions about products made in different countries (Han, 1990). Country image is considered as an antecedent of consumer purchasing

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behavior in international market. For this reason, country image measurement is very important. Especially, international company's marketing managers and public policy makers should understand country image. In addition, they also should understand competitors' country image.

As it is known, understanding consumer behavior in relation to the perception of country image provides fundamentals for strategic decisions in marketing and consumer behavior. The purpose of this study is to investigate the effect of country-of-origin image on Turkish branded products perception. Though most studies have focused on one or more products or products categories, this study is going to focus on Turkish branded product generally.

2. CONCEPTUAL FRAMEWORK

Country image has become more important because of the globalization of business. Since the mid-1960s, numerous studies have been conducted on country image. A multitude of academic studies has shown that positive images of a country influence consumers' evaluations of products from that country as well as buying intentions (Bilkey and Nes, 1982; Ozsomer and Cavusgil, 1991; Papadopolous and Heslop, 1993; Peterson and Jolibert, 1995; Parameswaran and Pisharodi, 1994).

Several attempts have been made to devise an integrative theory how consumersuse country image information in forming attitudes and expressing purchase intentions (Laroshe *et al.*, 2005). The concept of country image has been firstly defined by Nagashima (1970). According to him, country image is the picture, the reputation, and stereotype that businessmen and consumers attach to products of a specific country. This image is multidimensional construct because it is created by such variables as representative products, national characteristics, economic, and political background, history and traditions. He has stated that country image has a strong influence on consumer behavior in international market, as it is associated with mass communication, personal experience, and views of national opinion leader (Nagashima, 1970: 68).

Country image can be viewed as a multi-dimensional concept. Country image has been defined in different ways by some authors. Key definitions of country image can be seen in Table 1.

According to Keller (1993), country image (similar to brand image), is a set of country of origin associations organized into groups in a meaningful way. Thus, two different conceptualization of country image exist in the international marketing literature. Country image is conceptualized at both the country (macro) level and the product (micro) level. Martin and Eroglu's definition of country image is macro level. According to these authors (1993, p. 193). country image, "as the total of all descriptive, inferential and informational beliefs one has about particular country". This macro country image is argued to be different from a consumer's

Table 1
Definitions of Country Image

Definitions of Country Image	Author (s)
"Generalized images, created by variables such as representative products, economic and political maturity, historical events and relationships, traditions, industrialization and the degree of technological virtuosity".	Bannister and Saunders (1978, p. 562)
"Country of origin refers to 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, p. 44)
"The sum of beliefs and impressions people holds about places, images represent a simplification of a large number of associations and pieces if information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place".	Kotler *et al.* (1993, p. 141)
"Schema, or a network of interrelated elements that define the country, a knowledge structure that synthesis what we know a country, together with its evaluative significance or schema-triggered affect."	Askegaard and Ger (1998, p. 52)
"The perception or impression that organizations and consumers have about a country. This impression or perception of a country is based on the country's economic condition, political structure, culture, conflict with other countries, labor conditions, and stand on environmental issues".	Allred *et al.* (1999, p. 36)
"Mental representations of a county's people, products, culture and national symbols. Product-country images contain widely shared cultural stereotypes".	Verlegh and Steenkamp (1999, 525)
"A mental network of affective and cognitive associations connected to the country".	Verlegh (2001, p. 25)
"Country image might be considered a special type of image which covers the country's products, brands, companies and much more. Country image is formed on the basis of experience and opinions about the nation or country and on, primarily, information received through the various channels. Possible channels are politics (internal affairs and foreign policy), telecommunication, entertainment, and rumor. Country image comprises many elements: national symbols, colors, clothing, typical buildings, objects, tunes, and pieces of literature, specialties of the political system, customs, historical heritage and many more."	Jenes (2005, p. 19)

attitude towards products from a given country. Martin and Eroglu suggested that country image has three underlying dimensions namely economic, political, and technological.

Nagashima's (1970, 1977) definition was adopted for micro country image. As stated by Nagashima (1970, p.68), country image as "the total of beliefs one has about the products of a given country. Nagashima's conceptualization of country image was at the product level, and has been widely adopted from some researchers (Pappu, Quester, and Cooksey). Han (1990, p. 24) indicated that country image can be understood as 'consumers' general perceptions about the quality of products made in a given country.

Country image is related with country marketing. As stated by Jenes (2005), country marketing has already been examined in literature for a couple of years. Anholt (2002) has stated that country branding does not only stand for creating new logo, slogan or brand name but rather for a comprehensive process including positioning and various communication methods. The objectives of country branding are primarily of economic nature. "Selling" the country basically covers three main aspects. These are fostering tourism, attracting tourists, fostering foreign investments and improving exports.

The differences between a classical brand and country brand have been summarized in Table 1. As it can be understood from Table 2, creating county image is required special management. In other words, it doesn't like managing classical brand.

Table 2
The Differences between a Classical Brand and a Country Brand

Classical Brand	*A Country as a Brand*
• Clear property relations	• There is no one real owner' everybody who lives there is a holder
• The management is the owner's competence	• The management is chosen by the citizens (in democracies)
• Goal: profit for the owner	• Goal: the citizenry's welfare
• From above leaded, top down control	• From beneath, by community values, bottom up (in democracies)
• The brand image consists of a few elements	• The brand image consists of a vast number of elements
• Consistent marketing communications thorough a few channels	• Mostly uncoordinated communications through a large number of channels
• The brand name is made up, it can be changed	• The brand name is a geographical area, it cannot be changed
• The brand is temporal	• The brand wants to live forever

Source: Papp-Váry, 2004.

Laroshe *et al.* (2005) have examined the influence of country image structure on consumer evaluations of foreign product. These authors have found that country image is a three dimensional concept. These dimensions are called cognitive,

effective, and conative components. In their study, they have modeled the relationships among country image, product beliefs, and product evaluations, and found that country image and product beliefs affect product evaluations simultaneously regardless of consumers' level of familiarity with a country's products.

According to Papadopoulos (1993), the image of an object results from people's perceptions of it and the phenomena that surround it. Papadopoulos *et al.* (1990) have proposed that consumers' perceptions of the country of origin of a product comprise:

– a cognitive component, which includes consumers' beliefs about the country's industrial development and technological advancement,

– an affective component that describes consumers' affective response to the county's people,

– a conative component, consisting of consumers' desires level of interaction with the sourcing country.

Country image scales differ based on whether country image is conceptualized as a "halo" or a "summary construct" or some combination of two (Han, 1989). Scales that treat country image as a halo measure characteristics of the country (Martin and Eroglu, 1993), while scales that view country image as a summary construct measure characteristics of the products from the country (e.g., Agarwal and Sikri, 1996; Loeffler, 2001). The key distinction between the two approaches hinges on consumers' familiarity with products made in the foreign country. For example, consumers may be unfamiliar with the products manufactured in Bangladesh. If asked to evaluate a TV made in Bangladesh, consumers will likely use their general perceptions about Bangladesh (what type of country it is, the kind of people in the country, the type of government etc.) to render their evaluations. On the other hand, when consumers have previous experience or knowledge of products from a foreign country, they are likely to base their evaluations of a new product from that country on past experiences with or knowledge of products from that country. For example, if asked to evaluate a TV made in South Korea, consumers might think about the performance of the Hyundai, a South Korean car, and use that knowledge to evaluate the TV Thus, when consumers do not know about products from a foreign know about products from the foreign country, they rely on these product beliefs (summary construct). Different sets of scales exist based on whether country image is conceptualized as a halo (e.g., Martin and Eroglu. 1993). a summary construct (e.g.. Agarwal and Sikri, 1996) or a combination of the two (e.g., Parameswaran and Pisharodi, 2002).

There are important researches about measuring country image in the marketing literature. Some of these studies have focused on developing country image scale. These studies will be explained as below. Country image concept has

introduced by Nagashima (1970). Nagashima has focused on answering these questions: (p. 68)

- – How are U. S. products perceived by foreign consumers?
- – How do these product images affect international marketing strategies?
- – What are the relationship between "country product" image and international marketing strategies?

In this study, descriptive nouns and phrases were used to give the flexibility and appropriateness by Nagashima. Denotative and nonpolar opposites were used to avoid the psychological hesitancy to check either extreme of the denotative polar terms. Out of three pretests, 20 tailor-made adjectives and phrases were selected as the basis for Nagashima's study. In this study, respondents consisted of businessmen who were selected from Minnesota Directory of Manufacturers. The United States study consisted of 230 businessmen. There are 100 Tokyo businessmen in the Japanese study. This sample selected form the Tokyo Directory of Companies (Nagashima, 1970: 69).

The second study has been conducted by Nagashima in 1975 and reported 1977 in Journal of Marketing. This study (1977) has examined the attitude of 100 Tokyo businessmen along the same dimensions for the same countries. He has stated that "the study's findings confirm the results of the semantic differential method and supply further details by product. Again it becomes clear the U.S.A. has deteriorated in many ways during the eight years, 1967-1975. "

Han (1989, 222-223) has examined the role of country image in consumer evaluations of television sets and automobiles. In this study, two causal models are developed and tested. As mentioned before, these models are halo model and summary construct model. The halo model has hypothesized that country image serves as a halo in product evaluation. Halo hypothesis has been illustrated by Han as follows.

Country Image ⟶ Beliefs ⟶ Brand Attitude

The second model that has been proposed by Han (1989) is the summary construct model. The summary construct model has hypothesized that country image functions as a summary construct. The summary construct hypothesis suggests the following relationships.

Beliefs ⟶ Country Image ⟶ Brand Attitude

Han (1989, 228) has stressed the role of country image on product evaluation. Han has stated that "when consumers are not familiar with a country's products, country image may serve as a halo from which consumers infer product attributes and it may indirectly affect their brand attitude through their inferential beliefs. In contrast, as consumers become familiar with a county's products, country image

may become a construct that summarizes consumers' beliefs about product attributes and directly affects their brand attitude. These implications suggest structural interrelationships between country image, beliefs about product attributes, and brand attitude." As it can be understood from above explanation, people use to country image as a halo when they unfamiliar with foreign product. The halo view implies that when consumers are familiar with the product category, their reliance on indirect evidence such as the country of origin of the product should lessen (Laroshe *et al.*, 2005: 99).

The role of country image in consumer behavior was examined by Han (1990). Country image was measured with five items by Han. The semantic differential scale was used in this study. The country image items are as follows;

- – Technical advancement
- – Prestige value
- – Workmanship
- – Price
- – Serviceability

Han (1990) has stated that "as consumers become familiar with the country's products, they may begin to develop a more confident or perhaps more accurate country image. Then 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. In addition, consumers are less likely to exclude the brands from a small set of alternatives, because they are less likely to make unfavorable inferences about the brands from their lack of familiarity with the country's products, and thus their ratings of attributes are heavily affected by country image".

Martin and Eroglu (1993) have developed and validated a multiple-item scale for measuring the construct of country image as distinct from product image. Lala, Allred, and Chakrabotry (2009) have developed a robust scale for country image. Based on a review of marketing and non-marketing literature, these authors have identified seven dimensions for country image. The scale that had been developed these authors draws on existing scale and previously ignored non-marketing literature. According to these authors (p.52), "research on developing scales to measure country image dates back almost as far as academic research in this area. Yet there is considerable disagreement on a suitable scale. Much of this disagreement stems from the manner in which country image is conceptualized, the dimensional structure of the scale, and the specific items is included". As stated by these authors, after a comprehensive, interdisciplinary review of the literature, they identified seven of the most consistently mentioned dimension s of country image. These dimensions are as follows (Lala *et al.*, 2009: 53)

– Economic conditions

– Conflict

– Political structure

– Vocational training

– Work culture

– Environment

– Labor

Parameswaran and Pisharodi (1994) have developed different type of an approach and a country image measurement tool. These authors suggested a country image measurement approach, related with the type of image components. As such, a country's image is a combination of cognitive and affective as well as conative ones that reflect perceived similarity and desired level of interaction with the country.

Extensive research has reported that country image can have considerable impact on consumers' product evaluation (Bilkey and Nes,1982; Eroglu and Machleit, 1989; Han, 1989; Han and Terpstra, 1988; Roth and Romeo, 1992; Tse and Gorn, 1993). Results from a large number of marketing studies conducted in consumer and organizational settings indicate that product evaluation (quality, value, workmanship etc.) are significantly affected by knowledge of where the product was made (Bilkey and Nes, 1982; Özsomer and Cavusgil, 1991; D'Astous and Ahmed (1999). In recent years it has been suggested by some researchers that country images, in addition to influencing evaluations of existing products, may also be transferable to new or unfamiliar products. Therefore, the country image of an existing product could influence evaluations of new products form that county (Han, 1989; Tse and Gorn, 1993).

3. RESEARCH METHODOLOGY

3.1. Measurement and Sampling

In this study, to gain the data face to face questionnaire was applied. Before the questionnaire form was finished, an extensive literature was searching. According to previous studies, the final form of questionnaire decided according to interviews and literature research. As it is known, pre-testing of questionnaire is required before gathering data. Sekaran and Boguie (2010: 210) stated that "whether it is a structured interview where the questions are posed to the respondent in a predetermined order, or a questionnaire that is used in a survey, it is important to pretest the instrument to ensure that the questions are understood by the respondents and that are no problems with the wording or measurement. Pretesting involves the use of a small number of respondents to test the

appropriateness of the questions and their comprehension". In this study, pre-test of questionnaire was done about 30 persons to determine the time needed for each question and the clarity of the whole questionnaire. Necessary changes were done on form based on these works. The questionnaire was carried out with each person in relevant consumers and at the same time some other questions may be asked related to the subject. It took three months to finish the survey.

Data were collected using a questionnaire survey containing 27 items measuring 5 dimensions of country image of Turkey. Additionally, willingness to buy of Turkish branded products was measured via 4 items. All items were scored on a five-point scale ranging from "strongly disagree" (1), "disagree" (2), "neither agree nor disagree" (3), "agree" (4), and "strongly agree" (5). Data were gathered from the adult population of Dallas. The respondents were not Turkish people. A total of 200 questionnaires were distributed. However, 145 questionnaires were completed by respondents. Seventeen of them were excluded because they were incomplete. All in all, the sample of this study consists of 128 questionnaires.

3.2. Research Model and Hypotheses

Figure 1 depicts the conceptual framework of relationships between the perception of country image and willingness to purchase Turkish products. As it can be seen from Figure 1, country image consists of five dimensions. Country image dimensions and items are measured based on perception of consumers who

Figure 1: Research Model
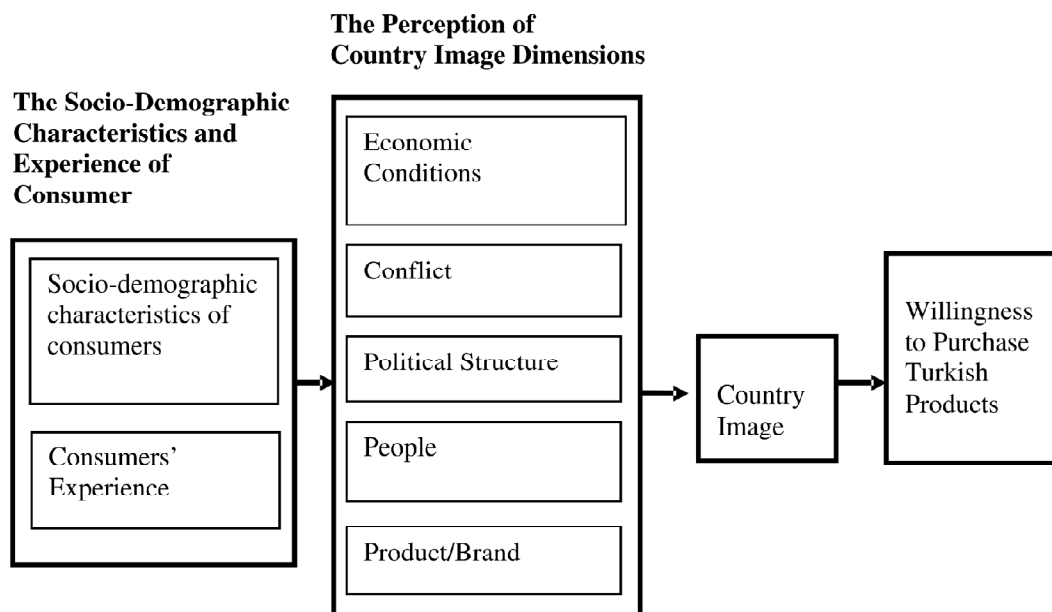
live in Dallas. These country image dimensions are; economic conditions, conflict, political structure, people, and product/brand.

According to the research model and literature review, research hypotheses are as follows.

Hypothesis 1: Perceived economic condition of Turkey is related to willingness to buying of Turkish branded products.

Hypothesis 2: Perceived conflict of Turkey is related to willingness to buying of Turkish branded products.

Hypothesis 3: Perceived political structure of Turkey is related to willingness to buying of Turkish branded products.

Hypothesis 4: Perceived Turkish people are related to willingness to buying of Turkish branded products.

Hypothesis 5: Perceived brand/product of Turkey is related to willingness to buying of Turkish branded products.

Extensive literature search was done while designing the questionnaire for my study. The scale items in the questionnaire were derived from and are modifications of the items used in previous country image studies. Country image scale and willingness to buying Turkish branded/products can be seen from Table 3.

4. RESEARCH FINDINGS

Research findings section includes three parts namely; the socio-economic characteristics of respondents, the results of reliability analysis and factor analysis, and the results of regression analysis.

4.1. The Results of Reliability Analysis

Before testing the research hypotheses, reliability analysis of scales must be conducted. The similarity of results provided by independent but comparable measures of the same object or construct is called reliability (Iacobucci and Churhill, 2010). In other words, reliability is the degree to which measures are free from random error, and therefore provide consistent data. The less error there is, the more reliable the observation, so that a measurement that is free of error is a correct measure (McDaniel and Gates, 1998).

In this research, internal consistency reliability of the scales was assessed. Internal consistency reliability is used to assess the reliability of a summated scale where several items are summed to form a total score. A popular approach to determine internal consistency reliability is the Coefficient alpha or Cronbach's

Table 3
Dimensions of Country Image and Willingness to Buying Scale

Dimensions	Items in Final Scale To Measure Country Image of Turkey Willingness to Buy	Source
Economic Conditions	Turkey is technologically very advanced. Turkey's economy is mostly industrial. Turkey's economy is modern. Turkey is an economically advanced country.	Han and Terpstra, 1988; Haubl, 1996; Parameswaran and Pisharodi, 1994
Conflict	Turkey's government is very cooperative with ours. Turkey's trade practices with the U.S. are very fair. I like Turkey. Turkey is friendly to the USA in world affairs.	Haubl, 1996; Lee and Ganesh, 1999
Political Structure	Turkey's government/political system is democratic. Turkey is a peaceful country. Turkey citizens have a great deal of freedom.	Han, 1990; Han and Terpstra, 1988; Parameswaran and Pisharodi, 1994; Martin and Eroglu, 1993
Products/ Brands	Turkey has recognizable brand names. Turkey is an exporter of agricultural products. Turkish products are heavily advertised in the USA. Turkish products are reliable. Turkish products are of high quality.	Han and Terpstra, 1988; Parameswaran and Pisharodi, 1994; Agarwal and Sikri, 1996; Lala, Allred, and Chakraborty, 2009
People	Turkish people are generally well educated. Turkish people are hard working. Turkish people are friendly and likable. Turkish people are motivated to raise living standards.	Lee and Ganesh, 1999; Parameswaran and Pisharodi, 1994; Lala, Allred, and Chakraborty, 2009
Willingness to Buy	Whenever possible, I avoid buying Turkish products.* I would never buy a Turkish product.* I like the idea of owning Turkish products. I would feel guilty if I bought a Turkish product.*	Maher and Carter, 2011

*reverse coded

Adapted from: Vishal Lala, Anthony T. Allred, and Goutam Chakrabotry (2009). "A multidimensional Scale for Measuring Country Image", Journal of International Consumer Marketing, 21, 51-66.

alpha. This coefficient varies from 0 to 1, and a value of 0.6 or less indicates unsatisfactory internal reliability (Malhotra, 2010). Cronbach's alpha coefficient is the most widely recommended measure of the reliability of a measurement scale with multipoint items. The results of country image scales reliability analysis were presented Table 5.

Table 4
Demographic Characteristics of Respondents

Age	n	%	Occupation	n	%
18-24	22	17.2	Business and professional	64	50.0
25-34	18	14.1	Salaried and semi-	17	13.3
35-44	37	28.9	professional		
45-54	29	22.7	Labourer/Skilled Labour	5	3.9
55-64	18	14.1	Student	26	20.3
65+ over	4	3.1	Retired	8	6.3
Total	**128**	**100.0**	Not employees looking for job	5	3.9
			Not employees	3	2.3
			Total	**128**	**100.0**

Annual Household Income			Ethnicity		
Under $15.000	9	7.0	American Indian/Native	3	2.3
$15.000- 24.999	14	10.9	American		
$25.000- 34.999	9	7.0	Asians	26	20.3
$35.000- 44.999	23	18.0	Native Hawaiian or Other	1	.8
$45.000-54.999	1	0.8	Pacific Islander		
$55.000-64.999	4	3.1	African American	11	8.6
$65.000-74.999	12	9.4	Hispanic	22	17.2
$75.000-84.999	20	15.6	White-Non-Hispanic	65	50.8
$85.000-94.999	15	11.7	**Total**	**128**	**100.0**
$95.000-104.999	9	7.0			
Over $105.000	12	9.4			
Total	**128**	**100.0**			

Education			Marital Status		
Less than High School	2	1.6	Married	66	51.6
High School	19	14.8	Single	62	48.4
Two Year College Degree	17	13.3	**Total**	**128**	**100.0**
Four Year College Degree	47	36.7			
Graduate Degree	43	33.6	**Gender**		
Total	**128**	**100.0**	Male	51	39.8
			Female	77	60.2
			Total	**128**	**100.0**

Table 5
The Results of Country Image Scale Reliability Analysis

Mean	Variance	Std. Deviation	Cronbach's Alpha	N of Items
73.4063	117.251	10.82825	.914	21

As it can be seen from above tables, the reliability level is satisfactory. Cronbach's alpha coefficient is 0.914. This value is close to 1. For this reason, country of image scale's reliability is higher than acceptable level of reliability.

Table 6
The Results of "Willingness to Buying" Scale
Reliability Analysis

Mean	Variance	Std. Deviation	Cronbach's Alpha	N of Items
16.5703	10.499	3.24021	.835	4

In this research, four item scales used to measure "willingness to buying" Turkish branded products. As it can be understood from Table 6, reliability level of this scale is higher than acceptable level. Cronbach's alpha coefficient is 0.835. A high coefficient alpha usually indicates that the sample of items performs well in modeling the constructs which the scales are supposed to measure (Jaffe and Nebenzahl, 1984).

4.2. The Results of Factor Analysis

Before testing the main research hypotheses, exploratory factor analysis was conducted. Factor analysis is used to identify underlying dimensions or constructs in the data and to reduce the number of variables by eliminating redundancy (Aaker, Kumar, and Day, 2007). The results of factor analysis were summarized below.

Table 7
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.833
Bartlett's Test of Sphericity	Approx. Chi-Square	1596.008
	Df	210
	Sig.	.000

Factor analysis was completed using principal components analysis and Varimax rotation, while the correlation of variables was confirmed by calculating KMO values. The number of factors was determined on the basis of the 'eigenvalue greater than 1' criterion. An index of Kaiser's measure of sampling adequacy (overall MSA=0.833) and Barlett's test of sphericity (χ^2 = 1596.008 with 210 df; p:0.000) suggested the data were suitable for factor analysis.

Table 8 depicts the factors and factor loads of variables.

Table 8
Rotated Component Matrix

	Component				
	People	*Economic Conditions*	*Brand/ Product*	*Conflict*	*Political Structure*
Turkish people are friendly and likable.	.889				
Turkish people are hard working.	.840				
Turkish people are motivated to raise living standards.	.811				
Turkish people are generally well educated.	.748				
I like Turkey.	.637				
Turkey is a peaceful country.	.562				
Turkey's economy is modern.		.799			
Turkey's economy is mostly industrial.		.771			
Turkey is an economically advanced country.		.730			
Turkey is technologically very advanced.		.619			
Turkish products are reliable.			.787		
Turkey is an exporter of agricultural products.			.718		
Turkish products are of high quality.			.696		
Turkish products are distributed worldwide.			.571		
Turkey's government is very cooperative with ours.				.757	
Turkey is friendly to the USA in world affairs.				.676	
Turkey's trade practices with the U.S. are very fair.				.670	
Turkish products are heavily advertised in the USA.					.900
Turkey has recognizable brand names.					.716

4.3. Regression Analysis Results

To test research hypotheses, regression analysis was run. Regression analysis results were summarized as the following. One of the major uses for multiple regression models is in forecasting a y value given certain values of the independent X variables (Ott and Longnecker, 2010).

Standardized beta coefficients or beta coefficient are the estimates resulting from the multiple regression analysis performed on variables that have been standardized (a process whereby the variables are transformed into variables with a 0 and a standard deviation of 1). This is usually done to allow the researcher to compare the relative effects of independent variables on the dependant variables, when the independent variables are measured in different units measurement (Sekaran and Bougie, 2010).

Table 9
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.515	.495	.71034695

a. Predictors: (Constant), REGR factor score 5 for analysis 2, REGR factor score 4 for analysis 2, REGR factor score 3 for analysis 2, REGR factor score 2 for analysis 2, REGR factor score 1 for analysis 2

Table 10
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,593E-17	.063		.000	1.000
	People	.581	.063	.581	9.220	**.000**
	Economic Conditions	.311	.063	.311	4.935	**.000**
	Brand/Product	.235	.063	.235	3.725	**.000**
	Conflict	.136	.063	.136	2.152	**.033**
	Political Structure	-.085	.063	-.085	-1.349	.180

a. Dependent Variable: REGR factor score 1 for analysis 1

As mentioned before, multiple regression analysis was run to test research hypotheses. According to regression analysis results, four research hypotheses were accepted. These are as the following.

Hypothesis 1: Perceived economic condition of Turkey is related to willingness to buying of Turkish branded products. **(is accepted)**

Hypothesis 2: Perceived conflict of Turkey is related to willingness to buying of Turkish branded products.**(is accepted)**

Hypothesis 3: Perceived political structure of Turkey is related to willingness to buying of Turkish branded products. **(is rejected)**

Hypothesis 4: Perceived Turkish people are related to willingness to buying of Turkish branded products. **(is accepted)**

Hypothesis 5: Perceived brand/product of Turkey is related to willingness to buying of Turkish branded products. **(is accepted)**

According to regression analysis results, the model can be summarized as below.

$$y = 1.593 + 0.581x1 + 0.311x2 + 0.235x3 + 0.136x4$$

5. CONCLUSION AND RECOMMENDATIONS

This study examined the perceived country image of Turkey and its impact on willingness to buying of Turkish branded products. First of all, the dimension of Turkey's country image was determined. As mentioned before, country image is a multidimensional concept. In this research, to determine the dimensions of Turkey's country image exploratory factor analysis was conducted. As a result of factor analysis, country image of Turkey includes five dimensions based on perception of consumers, who are not Turkish people. Country image dimensions of Turkey are namely people, conflict, political structure, economic condition, and brand/products. After that, to determine the impact of these dimensions on willingness to buying Turkish branded products, regression analysis were done.

The results of the regression analysis for Hypothesis 1, Hypothesis 2, Hypothesis 4, and Hypothesis 5 were supported. In other words, country image of Turkey impact on willingness to buying Turkish branded products. The research findings are consistent with some of theoretical and empirical research in the field.

This study tested roles of country image in consumer willingness to buying of Turkish branded product. Understanding consumer behavior in relation to the perception of country image provides fundamentals for strategic decisions in marketing and consumer behavior. For that reason, the results presented in this study should be interpreted with care. Firstly, Turkish firms should try to develop global brands/products. Especially, consumers who live in other counties should be informed about Turkey, Turkish brand, and Turkish products.

Further researchers should extend the model. Sample size is limited. In other words, sample size covers only one geographical area. Additionally, this study is about only Turkey's image. For further research, Turkey's image can be compare with other countries which is in the same segment. Another limitation is that this study does not include in any Turkish brand. Future studies should be designed such that these limitations are eliminated.

Acknowledgements

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