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## ARTICLE INFO

Ekrem Cengiz and Fazıl Kirkbir (2007). Turkish Consumers' Evaluation of Products Made in Foreign Countries: The Country of Origin Effect. *Innovative Marketing* , 3(2)

## RELEASED ON

Tuesday, 05 June 2007

## JOURNAL

"Innovative Marketing "

## FOUNDER

LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

0



NUMBER OF FIGURES

0



NUMBER OF TABLES

0

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## **TURKISH CONSUMERS' EVALUATION OF PRODUCTS MADE IN FOREIGN COUNTRIES: THE COUNTRY OF ORIGIN EFFECT**

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**Abstract:** Country of origin has been defined in the literature as an considerable cue that might be used by businessman to affect consumers' assesment of the products. For this reason, this survey searches the country of origin effect of products, made in 12 different Countries, in Turkey. The study focuses on the assesment of particular foreign product specifications by Turkish consumers that have different demographic charateristics and consumers' evaluation of varied product categories produced in diverse Countries. Consequences grounded on the analysis of data relating to 543 responses and using multiple correspondence analysis showed that country of origin with the point of different product categories, different product specifications and different demographic specialties affecting consumer assesment of products in Turkey.

**Keywords:** Country of origin, consumers' product evaluation, Turkey.

### **Introduction**

Entering a foreign market attaches on the thinking of a huge group of economical, politic and cultural factors. The aim of the hedge is also an considerable determining factor (Root, 1987). In the global working letters focuses on procurement side thinkings of the international business. In this survey, It has been focused on consumer sensations, and how it is influenced by border concur alterations of product. In this perspective, country of origin (COO) is an important factor that affect consumer perception about product or service.

There is not unanimity description of COO, it is in the abstract known to stand for the influence which generalizations and sensations concerning a country have on a individual's assesment of the that country's products. Beside this, Another definition of COO is as the spectacle, the prestige, the streotype that customers enclose to outputs of particular region. This spectacle is brought about by such factors as type specimen products, national specialties, economical and politic frame, history and customs (Nagashima, 1970). COO is also known as the whole sensations of consumers about products from a particular country, grounded on their former sensation of that country's products (Roth and Romeo, 1992).

Turkish market has not been thought an available market up to quite hereabouts because of different reasons. Turkish market had not been opened to the remaining of the world until 1980. After 1980 Prime Minister Turgut Özal started different important policy alterations in an endeavor to improve Turkey's economy and to develop the norm of living of the citizens. Up to now, Turkey has prospered considerable improvement. At this time, Turkey has not only got an important main commercing country with up and down exports, it has also turned one of the most significant markets in the globe for a diversity of consumer as well as industrial outputs (Köseoğlu, 1995).

Generally in Turkey, It has been searched that economic and industry situations that affect hedge and business decisions in Turkey. Very few investigations has related to the Turkish consumers characteristics. So that, information about the Turkish consumers still so scarce. Especially, few research (Yaprak, 1978; Akaah and Yaprak, 1993; Gudum and Kavas, 1996) efforts have explored Turkish consumers' behaviours towards foreign outputs. Yaprak (1978) researched buying purpose among US and Turkish businessman for particular brands "made in" Germany, Japan and Italy. The main consequences of this survey were that both general country and product specifications and particular product attributes were statistically significant in influencing buying decisions.

Akaah and Yaprak (1993) investigated the effect of CO on product assessment. Beside this, the authors searched the moderating effect of product closeness and consumer nationality. The principle aim of this investigation was consumers' sensation of automobile quality made in USA, Japan and West Germany. The consequences showed that the effect of CO was notionally feeble when it was assessed as one cue in an order of product indicators. Gudum and Kavas (1996) was done an survey to fix Turkish industrial consumers' behaviours towards domestic and foreign dealers. Consequences showed that Turkish industrial marketing directors sensed German and Japanese sellers more appropriately than United State and domestic sellers on most of the quality points.

As can be seen above, surveys on the Turkish consumer are confined and disqualified in the meaning that limited surveyor have been done and limited variables have been counted in. This survey can close this gap by researching how Turkish consumers assess foreign made outputs. Particularly, this investigation strives to obtain what images absolute foreign ouputs have in the mental of the Turkish consumers and how this kind of symbols may affected by product catagory and consumers' demographic variables. The consequences may assist to obtain understanding into consumer attitude in Turkey which may help World businesses to market their products in this opened market.

More specifically, this study focuses on the following research questions:

1. Do the broad behaviours of consumers in Turkey toward product specialities differ across countries of origin and, if so, for which countries, and which specialities?
2. Do consumers in Turkey sense predicaments of products differently bounding up with country of origin?
3. Do demographics of consumers influence their perceptions of product attributes?

The remain of the survey is organized as follows. In the next chapter, thematic literature on COO influence is looked through. Then, background knowledge on Turkey is presented. The subsequent section reflects the research methodology. After that, the consequences of the research are analyzed and discussed.

### **Theoretical Framework**

Manrai et al (1989) stated that country image of a product or service could influence consumers' perception of that product or service arised in a particular country. So the success of a product or service may be lited by a negative country image in the worldwide markets. Because of this fact, businessman should develop product or service strategies awaring of variables that concerning product's country image that could affect evaluations of customer.

According to Roth and Romeo (1992), country image means to the sensations of consumers about products or service from a specific country grounded on their former sensations of that country's output and powers and atonies of marketing. Nagashima (1970) asserted that country of origin is the portrait, the dignity and the stereoplate that customers tie to products or service of a particular country. This sight is constituted by the precedent products or services, national specialities, economic and political distances, annals, and customs. Samiee (1994) argued the country of origin influence as any effect or prejudice that consumers may take, arise from the country of origin of the jointed product or service. The origin of the influence may be assorted, some of them grounded on tentative with a product from a country, others originated from individual experience

like travelling, knowledge about that country, political sense, xenophobia inclinations, phobia of the recondite. When appreciating a product or a service, various knowledge cues concerning these are assumed considerable and are put account. Jacoby et al (1971) asserted that in the cause of achieving a whole product assessment, customers build deduction from the merit of product knowledge cues like a quality sign and after that collect sentences of all the cues suitable. According to this theoretic knowledge perspective, both intrinsic cues (i.e., design, shape) and extrinsic cues (i.e. price, warranties, brand name, communication source identities) are needed in order to assess a product. Thorelli et al (1989) claim that country of origin knowledge is an extrinsic cue, acting as a representative for product quality and other product specifications that cannot be appreciated directly (Han, 1989).

Former investigations like Bilkey and Nes (1982) and Leonidou et al (1999) asserted that country origin affect play a important part in whole product/service estimation. It has been put forward by Hatsak and Hong (1991) and Chao (1993) that knowledge related to the country of origin of a product or service may have considerable influence on its appreciation by consumers in tune set its choice. With respect to Chasin (1989), Dzever (1997) and Yong et al (1996) country of origin has connection with peripheral and other factors like shop image or guaranty. Some investigators like Wall et al. (1988) and Hong and Toner (1989) have searched the importance of variables like sexuality distinction in the use of country of origin knowledge in appreciating products or service. Khanna (1986), Ettenson (1993) and Dzever (1997) have researched in their investigations consumers' perception of products or service within the particular arrangement of industrial (in other words business to business) marketing.

Wall et al. (1988) and Schooler (1971) argued that age are consistently related to behaviors about products positively. Younger buyers have more free behaviours on outsider products or have more affirmative about foreign products. Han (1988) investigated customer public spirit and its connection with selection of local opposed outsider products or service. Han obtained information about this claim that customer patriotism affected by customer selection more than cognitive behaviours about products made in varied regions. Beside this, Han asserted that more public spirit consumers are older than less public spirit consumers. Wall and Heslop (1986) contended that the consumers that have higher revenue prefer foreign products. Wall et al. (1990) asserted that revenue grade is connected with favorable behaviours from foreign products. With respect to McLain and Sternquist (1991) there is a connection between age and xenophobia and older consumers are more xenophobia than younger consumers and this situation reflects to product choice. On the other hand, Han (1988) and McLain and Sternquist (1991) declared no connection between revenue grade and patriotism or ethnocentrism. Han (1988) found ladies are more public spirited consumers and less likely select foreign end products. McLain and Sternquist (1991) found that when the education level is lower, ethnocentric behaviours get higher. Wall and Heslop (1986) and Anderson and Cunningham (1972) put forward consumers' higher educational grade reacted to attitudes towards imported products. McLain and Sternquist (1991) found no connection between gender and ethnocentrism grade.

Reierson (1966) and Hampton (1977) pointed out that specific customers are insensible of the country of origin while some consumers are investigating for this kind of knowledge. In some investigations some like Erickson et al (1984) and Johansson et al. (1985) showed that country of origin is applied when alternative product knowledge is absent. Some tentative evidences (Gae-deke, 1973, Lillis and Narayana, 1974) pointing out that the significance of country of origin is greater for some products than for other products. On the other hand, there is difficulty on generalisations about country of origin effects.

### **Turkey Background Information**

Turkey has been passing on structural regulations and transformations during the last 20 years (Türkiye Bankalar Birliği, 2005). One of the development is related to foreign commerce. Turkey changed import substitution to export promotion policies from the 1980 correction program. In the recent years, Turkey performed some foreign commerce liberalization schedules. In the point of imports, commerce regulation changed from positive list, the materials which are free to import, to

unfavourable list, the items which are inhibited to import or calling for legal authority confirmation. Through this regulations changes imports were broadly liberalized outside of the items comprised in the negative list. The second basic action in the liberalization of the imports was the approval of Turkey into the EU in 1996. Particularly following 2002, a growing inclination can be monitored in imports. In this session, a great change was seen in imports. As a result, the medium sessional growth rate of exports failed behind the average sessional import growth. For the years 1990 through 2006, total Turkish imports have passed beyond exports (Table 1).

**Table 1.** Turkey's Import and Export from 1990 to 2006 (\$)

Years	Exports		Imports		Proportion of Imports covered by Exports
	Value	Change %	Value	Change %	Change %
1990 .....	12 959 288	11,5	22 302 126	41,2	58,1
1991 .....	13 593 462	4,9	21 047 014	-5,6	64,6
1992 .....	14 714 629	8,2	22 871 055	8,7	64,3
1993 .....	15 345 067	4,3	29 428 370	28,7	52,1
1994 .....	18 105 872	18,0	23 270 019	-20,9	77,8
1995 .....	21 637 041	19,5	35 709 011	53,5	60,6
1996.....	23 224 465	7,3	43 626 642	22,2	53,2
1997.....	26 261 072	13,1	48 558 721	11,3	54,1
1998.....	26 973 952	2,7	45 921 392	-5,4	58,7
1999.....	26 587 225	-1,4	40 671 272	-11,4	65,4
2000.....	27 774 906	4,5	54 502 821	34,0	51,0
2001.....	31 334 216	12,8	41 399 083	-24,0	75,7
2002.....	36 059 089	15,1	51 553 797	24,5	69,9
2003.....	47 252 836	31,0	69 339 692	34,5	68,1
2004.....	63 167 153	33,7	97 539 766	40,7	64,8
2005.....	73 476 408	16,3	116 774 151	19,7	62,9
2006.....	85 141 517	15,9	137 032 202	17,3	62,1

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Approximately 91.67 percentile of the imports of Turkey came from OECD Countries and EU Countries. Other Countries' import to Turkey from 2002 to 2006 could be observed from Table 2. All Countries' import rise regularly by years. Import growth proportion of African Countries, South American Countries, Asian Countries, Blacksea Region Countries, Turkish Republic Countries are higher than others.

**Table 2.** Imports by Country Groups (\$)

Country Groups	Year				
	2002	2003	2004	2005	2006
<b>TOTAL</b>	51 553 797	69 339 692	97 539 766	116 774 151	137 032 202
<b>A-E.U. COUNTRIES</b>	24 518 620	33 494 705	45 443 720	49 220 122	53 850 067
1-European Union (EU) (15)	23 321 035	31 695 936	42 359 420	45 468 445	49 565 243
2-European Union (EU) (10)	1 197 585	1 798 769	3 084 299	3 751 677	4 284 824
<b>B-FREE ZONES IN TURKEY</b>	574 504	588 912	811 460	760 060	934 808
<b>C-OTHER COUNTRIES</b>	26 460 674	35 256 075	51 284 586	66 793 969	82 247 326
1-Other European Countries	8 657 560	11 986 932	18 415 950	23 861 577	29 541 499
2-North African Countries	2 138 099	2 518 707	3 231 235	4 212 112	4 822 333
3-Other African Countries	558 078	819 763	1 589 145	1 835 122	2 509 629
4-North American Countries	3 420 584	3 740 706	5 114 159	5 822 698	6 522 802
5-Central America and Caraipts	103 054	169 378	209 040	287 280	363 848
6-South America Countries	541 251	1 012 373	1 271 462	1 747 404	2 110 077
7-Near And Middle Eastern	3 185 675	4 455 199	5 584 836	7 966 854	10 497 072
8-Other Asian Countries	6 529 948	9 643 755	15 500 398	20 581 162	25 300 201
9-Australia and New Zealand	313 072	246 974	301 553	321 399	474 761
10-Other Countries	1 013 352	662 288	66 810	158 360	105 106
<b>Selected country groups</b>					
OECD Countries	32 984 638	43 899 441	59 649 528	66 106 955	71 755 667
EFTA Countries	2 511 999	3 395 678	3 911 430	4 439 552	4 473 109
Organization of Blacksea Eco. Co.	6 587 757	9 297 694	15 368 136	20 480 090	26 565 942
Organization for Economic Co.	1 548 166	2 735 688	3 217 953	5 108 258	8 036 226
New Independent States	5 554 504	7 777 111	12 926 894	17 252 743	22 949 828
Turkish Republics	467 790	623 295	753 526	1 267 479	1 909 298
Organization of Islamic Conference	6 071 754	8 195 006	10 630 643	14 459 182	18 914 060

<http://www.die.gov.tr>

## Research Methodology

In this research, data was gathered by engaging the mall intercept investigation method in Ankara that is the capital city of Turkey. Ankara was selected owing to its high density of population. In Ankara over the five million persons shelter and Ankara consist of important trade and commercial activities. Ankara is generally conceived representative of Turkey with the point of view consumers' purchases situation that both foreign and domestic in source. Because of this fact it can be said that Ankara sample is favorable for generalizing investigation results to the whole country. While by no means perfect, the mall intercept touch may result in a sample, which, while not strictly representative, may none the less be notionally free of any systematic deviation. The experiment was performed during a 20 day period of time involving weekends to provide a representative sample of shoppers With assistance from the shopping centre,. Adult shoppers were free-handly detained and recruited to take a share in the study which run about 15 minutes. To maximize the good representation of the sample, data were taken in different malls in varied times of the day in Ankara. All test subjects in the investigation were at least 18 years of age and willingly par-

ticipated in a mall intercept survey. Customers were told that the negotiators were concerned with their sensations of the current shopping journey and requested to reply to the questionnaire that was supplied. Approximately 57% of those consumers approached agreed to participate in the study, resulting in 543 employable questionnaires. Twenty three marketing students were used as interviewers, under the close supervision of the researchers. The students were trained for a week prior to the data collection activity.

To determine the Turkish consumers' perception of goods made in USA, Germany, England, Italy, France, China, Japan, South Korea, Syria, Saudi Arabia, Israel, Persia, a survey was conducted among the Turkish consumers. The list of the product attributes examined included design, performance, technology, quality, reliability, warranty, price, known to consumer, durability, assortment, innovativeness, attractiveness, appearance, support services, delivery. COO effects were assessed with respect to consumer electronics, electrical appliances, food product, textiles product, household durables. Another section of the questionnaire explored the demographic profile of the consumer in terms of gender, age, education, income and occupation.

The data was entered on computer and analyzed using SPSS in order to first describe the data. Then multiple correspondence analysis was done to specify the research hypothesis.

"Multiple correspondence analysis or with its other name homogeneity analysis is used for analysing multi-way contingency tables that have three or more categorical variables. Analysis gives information about what land of a combination will the categories of variables be in a two dimensional graphic. In other words, the analysis is one of graphical analysis that is used for collaboration and connection of concentric table which is crosswise differently such as R\*C\*M..."(Ozdamar, 1999).

"In multiple correspondence analyses, difference between variables has been expressed by a loss function. The purpose is to minimize loss function and to maximize homogeneity between variables. Alternating Least Squares (ALS) minimizes the loss function and the object scores that provide maximum homogeneity and category quantification are reach. The measurement level of all variables those are used in the analysis is multiple nominal. In that case, the analysis gives multiple quantifications and multiple solutions. In other words, the analysis is different for each dimension. The optimal category points will be in the centre of gravity of the object points that share the same category. If  $n$  was symbolized the number of object and  $m$  was symbolized the number of variables, we get multivariable data matrix by the dimension of  $n \times m$ . If we accept  $j$  as  $j=1, \dots, m$  in that case  $k_j$  shows category number of  $j$  variable and  $K = \sum k_j$  denote the total number of categories over all variables. To see the place of original data matrix we mentioned above, on a graphic we use low dimensional Euclidian space  $R^p$ . In that case, object and categories should be scaled. Let  $X$  be the  $n \times p$  matrix contains the coordinates of the object vertices in  $R^p$ , and  $Y_j$ , the  $k_j \times p$  matrix contains the coordinates of the  $k_j$  category vertices of variable  $j$ .  $X$  is named the object scores matrix and  $Y_j$  is the category quantifications matrix. Besides, that  $j$  variables indicator matrix which has  $n \times k_j$  dimension defined as  $G_j$ ,  $i=1, \dots, n$  and  $t=1, \dots, k_j$  if object  $i$  belongs to category  $t$ , and  $G_j(i,t)=0$  if it belongs to some other category. The loss function that uses  $X$ ,  $Y_j$  and  $G_j$  matrix over all variables defined by squared deviance is showed below.

$$\sigma(X; Y_1, \dots, Y_j) = m^{-1} \sum SSQ(X - G_j Y_j)$$

Where  $SSQ(H)$  denotes the sum of squares of the elements of the matrix  $H$ . In this loss function, which is heart of Gifi system minimize simultaneously over  $X$  and  $Y_j$ 's. In this fuction in order to avoid  $X=0$  and  $Y_j=0$ , it is required  $X'X = nI_p$  and  $u'X=0$  normalization restriction where  $I$  is the  $p \times p$  identity matrix and  $u$  is a vector of appropriate dimension comprised of all ones. Considering normalization restriction, which mentioned below, using Alternative Least Squares (ALS) algorithm minimizes function number 1. In the first step of the algorithm is minimized with respect to  $Y_j$  for fixed  $X$ . In the second step of algorithm is minimized with respect to  $X$  for fixed  $Y_j$ 's. In the final step of the algorithm the  $X$  matrix is column centered by setting  $W = X - u(u'X/N)$ , and then orthonormalized by the modified Gram-Schmidt procedure  $X = \sqrt{N}GRAM(W)$ , so that the normalization restriction are satisfied. The ALS algorithm cycles through these three steps until it con-

verges. To evaluate fit of the derived map in multiple correspondence analysis are used discrimination measure and eigenvalues. Geometrically the discrimination measure give the average squared distance (weighted by the marginal frequencies) of category quantifications to the origin of the p dimensional space. It can be shown that (assuming there are no missing data) the discrimination measure are equal to the square correlation between an optimally quantified variable  $G_j Y_j$  (.,s) and the corresponding column of object scores  $X(.,s)$ . Besides, eigenvalues are corresponded to the average of discrimination measure and give an whole measure of fit of the deducted map in each of the p dimesions The number of the deducted dimension in multiple correspondence analysis bound up with on the number of categories of variables and the number of variables. In addition to derived dimension number=the fit of the derived map (eigenvalues)+ loss value” (Bayram, 2003).

**Analysis Results**

Of the 543 respondents, just over half (58.1%) of the sample were male and 41.9 % of them were female respondents. In terms of age grouping, 20.7 % of respondents were in the 18-30 age group, 31.3 % of them were 31-40 age group, 34.8 % of them were 41-50 age group and 13.2 % of them were 51 and above age group. Other demographic variables frequencies’ distribution can be seen in Table 3.

**Table 3.** Demographic Frequencies

Age	Percent	Gender	Percent
18-30	20.7	Male	58.1
31-40	31.3	Female	41.9
41-50	34.8	Education	Percent
51 and above	13.2	Primary/Secondary	10.6
Occupation	Percent	Preuniversity	45.5
Public servant	24.3	University/postgrad.	43.9
Laborer	20.2	Income (\$)	Percent
Retired	4	0-500	13.1
Self employed	27.8	501-1000	39.9
Student	13.6	1001-1500	33.8
Other	10.1	1501 and above	13.1

**Table 4.** Model Summary

Dimension	Cronbach's Alpha	Variance Accounted For		
		Total (Eigenvalue)	Inertia	% of Variance
1	,855	3,972	,497	49,651
2	,753	2,930	,366	36,623
Total		6,902	,863	
Mean	,812	3,451	,431	43,137

The summary table is more handy because it shows how many dimensions are required according to their notional value. Normally of the table is wanted an indication of the grade to which a dimension explain for the relations between the rows and columns of the table. The inertia shows the strength of the row column connection. The inertia can be separated into parts ascribable to each dimension, and the significance of a dimension can be evaluated from its ratio of the sum inertia. So that the ratio of inertia supplies lead as to how many dimensions are entailed and their relative significance. It can be seen that the first dimension is important % 49.7 proportion and second dimension is important % 36.6 proportion. Both dimensions explained % 86.3 proportion of total variance. For this reason, when we view the joint plot, we will focus two dimension at the same time and similiar importance. The maximum eigenvalue under excellent homogeneity could be 1. Scarcely, different from simple correspondence analysis, the eigenvalues can't sum to a significant number so they are not submitted as a ratio of the total. Larger amounts represent that all variables are vigorously connected to the dimension, while a low amounts im-

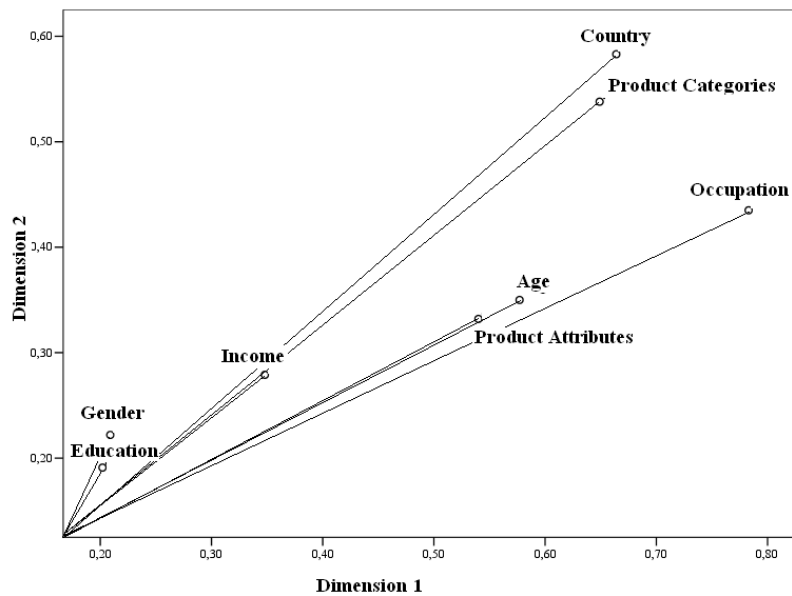


plies that most, if not all, of the variables are weakly connected to the dimension. So, this conclusion is much less advantageous as a trial to dimensionality as were the inertia conclusions under simple correspondence analysis. As can be understood from Table 4, Eigenvalue like inertia specified that two dimensions have similar value.

**Table 5.** Discrimination Measures

	Dimension		Mean
	1	2	
<b>Age</b>	,577	,350	,463
<b>Gender</b>	,209	,222	,215
<b>Income</b>	,348	,279	,313
<b>Education</b>	,202	,191	,197
<b>Occupation</b>	,783	,435	,609
<b>Country</b>	,664	,583	,623
<b>Product attributes</b>	,540	,332	,436
<b>Product categories</b>	,649	,538	,594
<b>Active total</b>	3,972	2,930	3,450
<b>% of Variance</b>	49,651	36,623	43,137

The discrimination measures the relationship between a variable when optimally scaled and a dimension (it can be interpreted as an  $r$  square). As such they indicate the importance of each variable in the formation of the dimension. An eigenvalue (mentioned above) is equal to the average discrimination across variables for that dimension. In this way if all variables are strongly related, their discriminations are large, as will be the eigenvalue(s). Overall, the discriminations indicate that the two-dimensional solution is based largely on age, gender, income, education, occupation, country, product attribute and product categories (because all these variables have significant and similar scores on each dimensions). This result can be seen at discrimination measures plot (Figure 1).



**Figure 1.** Discrimination Measures Plot

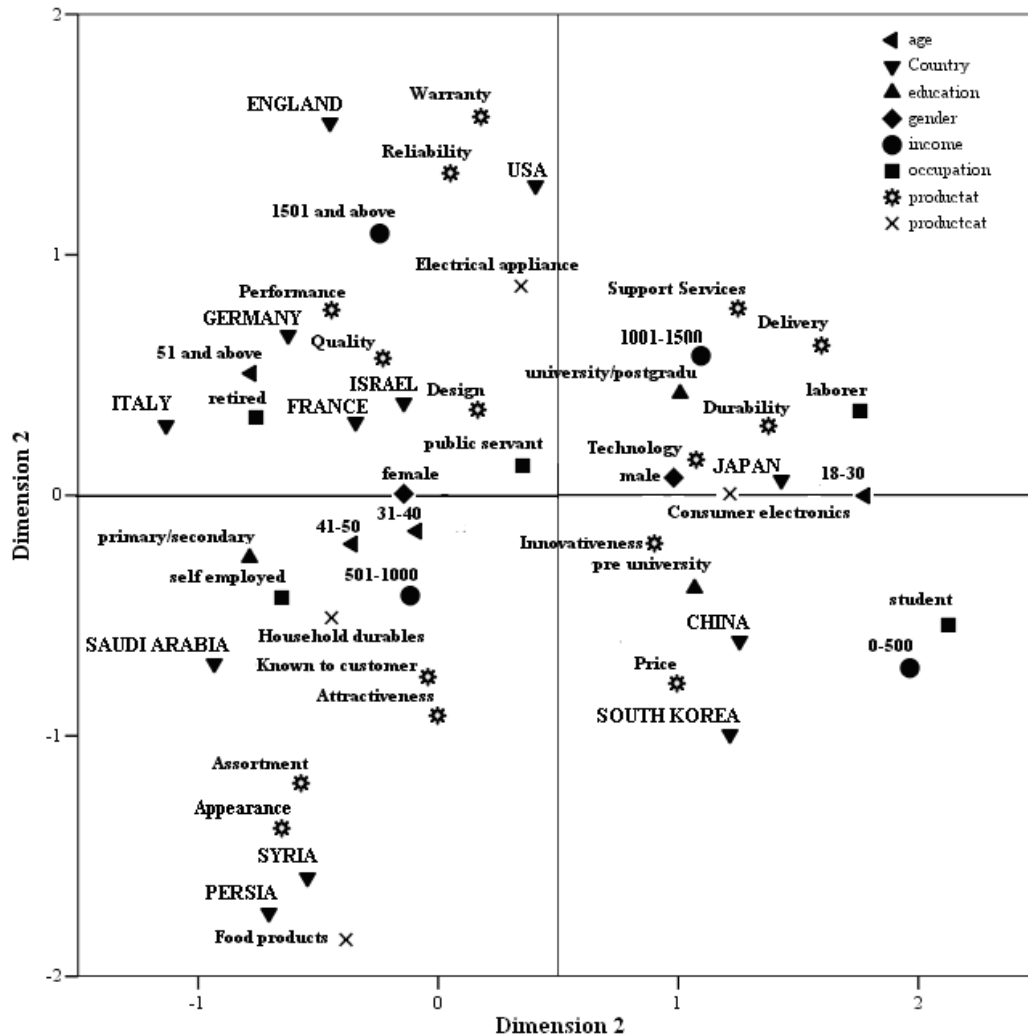


Figure 2. Perceptual Map of Variables

When the graphic above was examined, for all variables were evaluated according to dimension 1 and dimension 2 together, some results appeared as below.

1. In the first quadrant of the graphic, It can be understood that products made in England, USA, Germany, Israel, Italy and France were perceived similar way. English and American products were more parallel to each other than other countries' than in the first quadrant and were known by Turkish consumers as reliable and warrantable. These two countries' products were preferred by consumers that are female, 51 and above years aged, retired or public servant and have income of \$1501 and above. And electrical appliance products were preferred from these countries. On the other hand, German, Italian, French and Israeli products were perceived alike each one. Turkish consumers chose electrical appliances from these countries and perceive products made in them as high quality, good design and superior performance. Demographic characteristics of consumers that prefer these countries product are female, retired or public servant, 51 and above years aged and have income of \$1501 and above.
2. Turkish people that are male, laborer, 18-30 years aged and have income of \$1001-1500, university/postgraduate degree, prefer consumer electronic products that made in Japan, due to the technology, durability, support service and delivery product attributes.

3. In the third quadrant of the graphic, It can be seen that products made in Persia, Saudi Arabia and Syria perceived similar. But Persian and Syrian products are more similar to each other than Saudi Arabian products. These two countries' products were preferred by consumers that are female, 41-50 years aged, self employed and have income of \$501-1000. Food products were preferred from these countries. Reasons to choosing the products that are made in Syria and Persia were assortment and appearance attributes. Turkish consumers chose household durables that are made in Saudi Arabia because of attractiveness and known to consumer product attributes. Demographic characteristics of consumers that prefer these countries products are female, self employed, 41-50 years aged and have income of \$501-1000, primary/secondary education degree.
4. Turkish people that are 18-30 years aged, student, male and have income of \$0-500, preuniversity education degree prefer consumer electronic products that made in China and South Korea because of innovativeness and price of products.

### **Conclusion**

It is generally accepted that customers have remarkably dissimilar worldwide or broad sensations about products that are produced from different countries. General sensations towards a country have meaningful influence on consumers' behaviours towards products produce in that related country. In spite of the pretension that the planetary is getting a worldwide village that asserting cultural values and beliefs getting kind of each others. Experimental investigations affirm that national stereotypes go on to play a seminal role in motivation of the modern consumers' behaviors.

On assessment of product specialities, this investigation brought to light that products produced in Germany, France, Italy and Israel have been chosen by Turkish consumers for its quality, design and performance. On the other hand, American and English products were preferred for their reliability and warranty. It is clear that products originating from these countries provide its competitive advantage with the focus on product quality, reliability. Whereas, marketing managers from this region should take note of the fact that the Turkish consumers have seen the products of these countries with a low technology, unsuitable price and other specialities with poor light so on. Marketing efforts of these countries must therefore should make improvement in such specialities. These consequences are different as against to products from China and South Korea stood out on top for competitive pricing. The products made in China and South Korea are appreciated huge by the mean price and innovativeness. But quality, performance, durability, assortment and other attributes were seen defective for these countries' product. Therefore, South Korean especially Chinese firms should give attention to quality attributes in manufacture. Syrian and Persian products are associated with assortment and appearance. Saudi Arabian products are associated with being known to consumers and attractive to them. On the other hand, Japanese products are seen to be known for good delivery, high technology, durability and good support service. Turkey is a developing country and income per person is approximately 6000 \$ and Gini coefficient is 41. So price is a very important factor when choosing product. When looking at low price products like Chinese products, most of the Turkish people prefer these product mostly. Developed countries' products are quality products but have high price. If these countries will balance between quality and price, they would have been successful in Turkish market.

This investigation showed that it is considerable to notice that If a country's output image is generally negative, specific product characteristics are regardless assessed properly. So that, a country wish to sell to an international market such as Turkey should influence behavioral alteration efficiently most by putting forward those favourable product characteristics. In other words, by increasing the concerned attributes on which the outputs are favorably assessed and decreasing the protrusion of unfavourable characteristics, a product's whole attraction may be improve. For China to gain favorable consumer attitude in Turkey, its products and the marketing of those products must apparently achieve world class standards in every respect. Even though Chinese products are associated with a low price, they are rated poorly on most if not all specifications that deal

with product quality. New marketing strategies are needed if these products are to keep alive in the worldwide marketplace.

This study supplies an independent, consumer grounded appreciation of competitive strengths and weaknesses of the image of products produce in different countries with the point of different product specifications. Consequences of this investigation can be used by businessman to sustain and to get strong current positions. When an organizations located in a country want to improve its marketing strategies, it would be suitable to couple their plans with consequences gaining in this and other investigations. So that, the knowledge created by this investigation and other surveys struggle with made in notions has advantage in evaluating countries' competitive strengths and weaknesses. Because of huge dependence on international commerce, continuous evaluations and monitoring are basic. This session analysis will exemplify a simple and efficient evaluation for bringing to light the effect of behaviour modifications toward products made in specific countries on the common competitive power of any dedicated country.

Turkish consumers associated "Made in USA, England, Germany, Israel, Italy and France" with electrical appliance products. "Made in Syria and Persia" is associated with food products. While Saudi Arabian products are associated with household durables, Chinese, South Korean and Japanese products are associated with consumer electronics. Electrical appliance products are generally more expensive and durable than consumer electronics. So when consumers want to buy electrical appliance products, they evaluate products according to many attributes especially quality, performance, durability, reliability and warranty. As a result it is not suprising why Western Countries' products were a preferred topic for discussion about electrical appliance. In fact Turkey rarely imports food products. Turkish consumers do not prefer Western or Far Eastern Countries' food product, because of Islamic religious thinking. According to this thinking, pork and alcohol are prohibited. So Turkish consumers choose food products made in Islamic Countries like Syria and Persia.

Of the different demographic variables, gender, age, education, income and occupation appeared to be particularly significant causes of variance in attitudes toward specific countries of origin. Male and female viewpoints regarding country of origin might also differ and females generally evaluated foreign products made in developed countries like Germany, France, Israel and Middle East Countries like Persia, Syria more highly than males. Males preferred products that made in Far East Countries like China, South Korea and Japan. When it comes to age, younger consumer tended to rate China, South Korea and Japan highly, older people preferred Western Countries and middle age people chose Middle East Countries' products. When looking at occupation, students were found to provide higher ratings for Chinese and South Korean products in Turkey. Laborers chose Japanese products, public servants preferred Western Countries' product and self employers opted Middle East Countries' products. Consumers that have university/postgraduate education degree were closer to Japanese products than that other education degree categories' consumers. Preuniversity degree education consumers preferred Chinese and South Korean products. People that have \$1001-1500 income per month tended to rate Japan, that have income of \$1500 and above rated Western Countries and that have income of \$0-500 income rated China and South Korea higher than others.

This survey was applied in only one country and only consumer market. So that the generalizability of the survey should be limited to Turkey sample alone. The study's aim remains within only one country. Replication in the same city at other times of the year, for example, or in other Turkish cities, would be better encourage for the consequences. Sample size was also relatively small; however, the consequences, in spite of the sample size, were highly considerable, so supplying proof of important statistical power.

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	Product Attributes	USA	Germany	England	Italy	France	China	Japan	Korea	Syria	Arabia	Israel	Persia
		<b>Textiles Product</b>	Design										
Performance													
Technology													
Quality													
Reliability													
Warranty													
Price													
Known to consumer													
Durability													
Assortment													
Innovativeness													
Attractiveness													
Appearance													
Support services													
Delivery													
<b>Household Durables</b>	Design												
	Performance												
	Technology												
	Quality												
	Reliability												
	Warranty												
	Price												
	Known to consumer												
	Durability												
	Assortment												
	Innovativeness												
	Attractiveness												
	Appearance												
	Support services												
Delivery													

- Gender**                     male                     female
- Age**                         18-30                     31-40                     41-50                     51 and above
- Education**                 primary/ secondary    pre university     university/postgraduate
- Income**                     0-500 \$    501-1000 \$    1001-1500 \$    1501 \$ and above
- Occupation**               Public servant             Laborer             Retired             Self employed  
 Student    Other