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ÜRETİM YÖNETİMİ VE PAZARLAMA (İNG) BİLİM DALI

BRAND EQUITY ASSETS' INFLUENCE
ON CONSUMER PREFERENCE FOR FOREIGN
APPAREL BRANDS

Yüksek Lisans Tezi

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Danışmanı: PROF. F. ZEYNEP BİLGİN

İstanbul, 2011

Marmara Üniversitesi
Sosyal Bilimler Enstitüsü Müdürlüğü

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Marka Değeri Bileşenleri, Tüketici Davranışı, Hazır giyim

ÖZET

MARKA DEĞERİ BİLEŞENLERİNİN TÜKETİCİNİN YABANCI MARKA KIYAFET SATIN ALMA TUTUMU ÜZERİNDEKİ ETKİSİ

Bu çalışma, Türkiye hazır giyim sektöründe, marka değeri ile bileşenleri ve müşteri tutumu arasındaki ilişkiyi incelemektedir. Çalışmanın ana çatısını, Keller (1993) ve Aaker (1991)'in marka değeri modelleri oluşturmaktadır. Özellikle Aaker Modeli temel alınarak marka değerini oluşturan "algılanan kalite, marka farkındalığı, sadakat ve marka çağrışımları" ve alt başlıklarından oluşan bağımsız değişkenler belirleyici olarak kullanılmıştır. Çalışma kapsamında, tüm testler ve incelemeler yabancı ve yerli hazır giyim marka değerinin karşılaştırmalı ölçümü için yapılmıştır. Sonuçlara göre, algılanan kalite müşteriler için en önemli belirleyici faktör olarak görülmektedir. Bunun yanında marka sadakati marka bileşenleri arasında yabancı marka tercihini olumsuz etkileyen yani yabancı marka tercihi nedenleri arasında yer almayan bir bileşen olarak bulunmuştur. Yaş, eğitim seviyesi ve meslek açısından da Aaker'in modeli analiz edilmiş olup en çok mesleğin, daha az bir etken olarak ise yaşın marka değeri bileşenlerini değiştirdiği, etkilediği görülmüştür. Bunun yanında eğitim seviyesinin pek bir farklılık yaratmadığı saptanmıştır.

GENERAL KNOWLEDGE

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ABSTRACT

BRAND EQUITY ASSETS' INFLUENCE ON CONSUMER PREFERENCE FOR FOREIGN APPAREL BRANDS

This study focuses on the relationship between brand equity assets and their effect on consumer purchase intentions in Turkish apparel. This study is primarily inspired from the conceptual frame work of brand equity models of Keller (1993) and Aaker (1991). Especially Aaker's brand equity model consisting of brand loyalty, perceived quality, brand associations and brand awareness dimensions and thier sub dimensions are used as variables to measure customer perceptions. A set of fifty variables were created to identify the relationship. According to the results perceived quality is found to be the mostly and brand loyalty found to be the least affecting items of brand equity on foreign brand purchase preference of the consumers. The Aaker's model was also analyzed considering demographics. The results of this study showed that; occupation and age affect brand equity assets on the other hand education level has no affect on differentiation of these assets.

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1. INTRODUCTION

Consumers' desires and expectations are continuously changing and today's shoppers are more intelligent and concerning about their individual preferences. In the global market place, "brand" issue has become one of the most important factors affecting consumer purchasing behavior. Brands not only satisfy the physical needs of consumers, but also psychological needs (Aaker, 1996). Consumers are following fashion and selecting brands which define who they are or who they want to be. Fulfilling the esteem needs and self actualization needs (Maslow, 1954) brands serve for self fulfillment and assure self respect and recognition to the individuals. So far, the importance of brand issue will be the milestone of this study.

According to Ukpebor and Ipogah (2008), a powerful brand will enhance a customer's attitude strength of the product association of a brand. As claimed by Vranesevic and Stancec (2003), the importance of the brand can be seen primarily in its impact on consumers' choice and their loyalty through identifying and differentiating quality and origin, as well as creating additional values. One of the innovation strategies is creation of a powerful brand that can capture customers' interest. Consumers especially in emerging economies have certain expectation from the brands and tend to rely on brand as an indicator to purchase by default (Reardon et al., 2005). When risks about quality arise due to the various kinds of alternative products in the market, the brands will play key roles for consumers to pick up the right choice. At this point "brand equity" plays a key role in creating positiveness in customers' evaluation and decision making. Thus the consumers' perception and behavior toward brands will be shaped by their "brand equity" perceptions (Masayavanij, 2007). Based on this issue; the attribution of brand equity will be measured in this study as determining consumer decision making. With liberalization of trade, globalization and ease of technology in communication and transportation, distances across markets have been shortened so competition among brands has become more complicated as they are easy to reach everywhere and anytime.

As a result, the number of foreign brands increased and many foreign brands began to compete with older local brands especially in emerging market economies such as Turkey. Turkey is also a big emerging market and very attractive for foreign investors and retailers in terms of the growing market potential (Garten, 1996). This growing market potential includes the young population, the growing economy and advantageous stores rents. Since the late 1980s, foreign retailers have entered into Turkey with the developments in international retailing throughout the world (Tokatlı and Boyacı, 1998). Previous studies state that Turkish customers are interested in multinational brands and are prepared to spend money on products that enabled them to have a Western type of life when international companies began to enter Turkey. Research into the underlying reasons about consumers' purchase decision is very important, as this can help marketers understand why consumers choose to purchase foreign brand products (Euromonitor, 2009).

Gaining insight on consumers' purchasing intentions and understanding consumers' perceptions regarding domestic and foreign brands is crucial and beneficial for the Turkish market. Today, the brand issue has gained importance in apparel sector. Modern consumption patterns have changed and evolved where consumers are keenly aware of fashion trends and information is easily accessible to consumers for all segment through different information channels.

Although branding carries such significant role in the sustainability of consumer preferences, apparel sector in Turkey does face brand management problems in terms of getting branded and enjoying the benefits of brand equity (Öngüt, 2007). There exists a duality in consumer preferences such that there are too many brands in the sector (which trigger multi-brand loyalty), and open bazaars is a strong alternative channel for cloth shopping especially for women (www.arastirmacilar.org/arsivDosyalari/23.pdf,2005).

On the other hand, the ready-to-wear sector is one of the most promising sectors in Turkey (Saatçioğlu and Gür, 2005) since it also played an important role in the industrialization process and market orientation of Turkey (Ercan, 2002). Hence, this sector needs to improve its economic power via market growth.

This study, therefore, aims to contribute to the Turkish apparel market by identifying the role of brand equity in foreign brand purchase decision of Turkish consumers. In addition, the study has the aim to explore brand equity construct of most preferred brands, and compare it with Aaker's (1991) and Keller's (1993) brand equity structures.

1.1. Significance of the Study and Contribution to Knowledge

This study will attempt to provide theoretical insights into how the brand equity based on Aaker (1991) model (consisting of brand loyalty, brand awareness, brand association and perceived quality) will effect consumers' perceptions and purchase decisions. The research outcome will contribute to knowledge by examining consumers' perceptions of foreign apparel brands. By this way this study can be used by foreign firms to enhance their marketing strategies, competitiveness, and to avoid risk when investing in and/or shifting their production to other countries. Especially Turkish manufacturers may benefit to see the consumer preferences and take precautions to make their brands desirable rather than foreign brands. The results from this study would also contribute to setting strategic marketing directions for local and multinational firms interested in selling apparel brands in Turkey.

As the field study will be conducted in Turkey, it is expected that the information from the survey will be helpful to Turkish manufacturers, retailers and trading companies in the fashion clothing industry. In particular, it could aid companies that attempt to promote Turkish brand name apparel and have a scheme to outsource into other countries in Europe or Asia in order to improve their production, product quality, product differentiation considering consumer personal issues.

With this study Turkish consumers' perception of foreign brands and the reasons of preference than Turkish brands will enlighten Turkish apparel retailers, manufacturers. Also multinational corporations which manufacture apparel products globally and are interested in exporting their manufactured products to Turkey may benefit from this study to improve their strategies.

1.1.1. Sectoral Outlook and Turkish Apparel Market

When we look at Turkish apparel sector; textile especially with apparel industry has played an important role in the industrialization process and market orientation of the Turkish Economy (Ercan, 2002).

The Turkish textile and apparel industry is comprised of over 50,000 firms, most of which are very small. Eighty-three percent of Turkish textile and apparel firms employ less than 10 people (Ministry of Employment Statistics). The 41 largest firms account for nearly 55 percent of all production capacity, and these companies rank among the 500 largest textile and apparel firms in the world (www.itkb.org.tr, 2011)

Considering the segments of the apparel industry in Turkey, women's clothing (36.1%) is the leading segment followed by menswear (26.7%). Other apparel shopping consists of infant-children wear (10.9%), sports products (sports shoes, bag, sweat suit) (9%), footwear (14.4%), and other products (2.8%) (www.arastirmacilar.org/ arsivDosyalari/23.pdf, 2005). Although women's clothing is the leading segment, the researches indicate that shopping branded products is much stronger in menswear, especially with sports and jeans brands.

Women tend to shop also from open bazaars. Among all apparel brands, casual wear brands are the brands which come to front. The top ten brands are alphabetically as Adidas, Collezione, Kinetix, LCW, Leke, Levis, Mavi Jeans, Nike, Rodi and Sarar (www.arastirmacilar.org/arsivDosyalari/23.pdf,2005); LCW being the leader brand in all segments (children, womenswear, menswear)

(www.zaman.com.tr/haber.do? haberno=550630, 2007).

Güvenkaya (2007) states that; two segments dominate Turkey's textile industry's apparel side:

- The spinners and weavers, who use high quality domestic raw materials to produce textiles these include (top) brand name firms such as Karaca, Beymen, Network, Mithat, Vakko etc. These firms keep market standards high with original designs.

- Apparel manufacturers, who use a combination of domestic and imported cloth to produce finished non-branded goods, these include non-branded firms who market their products through third party retail chains. Non-branded products currently make up the majority of the industries domestic and export sales.

The Turkish manufacturers are spending great efforts in improving quality and in establishing brand names in order to compete with the cheap Chinese products, to assure customer satisfaction so they have opened their own shops in important cities of Europe like London, reclaiming the markets they have lost to China in the past (TÜTSIS, 2006).

The firms from Turkey in the ready-to-wear sector like Colin's, Cross Jeanswear Company, Damat-Tween, Derri, Desa, Ipekyol, Jimmy Key, Koton, Little Big, Ramsey, and Sarar have been starting to develop the awareness of brand and fashion consciousness since 2000 (www.turkinternet.com, 2006). The retail sector has also other internationally well-known brands that have created their own designs and brand names, among which are Mavi Jeans, Damat-Tween, Koton, İpekyol, Colin's, Süvari, Gizia, Roman and Sarar except Silk&Cashmere to mention (Özcan, 2006).

Table 1.1 Turkey's clothing Export by Countries

TURKEY'S LEADING EXPORT MARKETS FOR APPAREL (000,000 $)				
	2008	2009	2010	SHARE
COUNTRIES	ANNUAL	ANNUAL	ANNUAL	IN TOTAL %
GERMANY	3,180	3,225	3,547	25
U.K.	2,083	1,800	2,018	14.2
FRANCE	1,120	1,021	1,160	8.2
SPAIN	967	955	1,122	7.9
ITALY	830	675	705	5.0
HOLLAND	1,023	645	702	4.9
DENMARK	480	401	433	3.0
USA	550	351	415	2.9
BELGIUM	290	320	390	2.7
SWEDEN	300	270	275	1.9

When the foreign trade figures of Turkish apparel sector are analyzed it can be seen (Table 1.1) that Germany, U.K, France, Spain are the biggest export markets of Turkey in apparel. It's the success of Turkish apparel and textile sector to be well known in countries as the cradle of textile industry like the U.K.

Considering Turkish apparel import, China, Bangladesh, India are the leading countries. Even Turkish retailers are trying to overcome the cheap textile conditions in China and Bangladesh, they still keep the market supplier leadership for many countries. Most of the textile sector is full of low-quality China made goods. Because of the low labor salaries most of the firms prefer China for their productions but this makes consumers do not purchase "China made" products.

Table 1.2 Turkey's Clothing Import by Countries

TURKEY'S LEADING SUPPLIERS OF APPAREL (000,000$)				
	2008	2009	2010	SHARE
COUNTRIES	ANNUAL	ANNUAL	ANNUAL	IN TOTAL %
CHINA	350	580	940	34.8
BANGLADESH	342	417	653	24.2
INDIA	164	135	160	5.9
ITALY	172	111	124	4.6
SRILANKA	59	62	98	3.7
VIETNAM	70	55	70	2.6
PAKISTAN	56	53	63	2.3
SPAIN	48	45	50	1.9
EYGPT	30	32	48	1.8
MOROCCO	43	39	39	1.4

Source: (ITKIB, May 2011)

(http://www.itkib.org.tr/itkib/istatistik/dosyalar/EN_FAZLA_ITHALAT_YAPILAN_ULKELER_2010_YILLIK.pdf)

General view of foreign trade for apparel products is as following. Export is higher than import as can be seen from table, therefore Turkish apparel sector generates trade surplus.

Table 1.3 Turkey's Apparel Foreign Trade

TURKEY'S APPAREL FOREIGN TRADE (000,000 $)				
YEARS	EXPORT	ANNUAL CHANGE %	IMPORT	ANNUAL CHANGE %
2007	15,570		1,520	
2008	15,240	- 2.1	2,120	39.6
2009	12,860	- 15.6	2,020	- 4.8
2010	14,205	10.5	2,700	33,7

Source: (ITKIB , May 2011)

(http://www.itkib.org.tr/english/statistics/2009_YILLIK_GENEL_TEK_KONF_DERI_HALI_ENG.pdf

A look at the domestic market reveals the following. The retailers of foreign brands in Turkey are Zara, C&A, Levi's, Diesel, Tommy Hillfiger with largest number of stores. (Table 1.4)

Table 1.4 Foreign Apparel Retail Stores in Turkey

TURKEY'S LEADING RETAILERS OF FOREIGN APPAREL			
Name	Store Number	Entrance to Turkey	Country of Origin
Zara	27	1998	Spain
Bershka	17	1998	Spain
Pull&Bear	16	2005	Spain
Stradivarius	16	1999	Spain
C&A	22	2007	Germany
Benetton	13	1985	Italy
H&M	2	2010	Sweden
Mango	19	2000	Spain
Diesel&Jeans Lab	43	1999	Italy
Tommy Hillfiger	61	1997	U.S.A
Levi's	100	1988	U.S.A
Prada,Armani	3-7	2009-2010	Italy
Channel,Dior	2	2010	France

Source: Compiled from various websites such as the following

(www.inditex.com,,www.avmarka.com/?p=266,http://hurarsiv.hurriyet.com.tr/goster/haber.aspx?id=4015717&tarih=2006-03-03),(http://markalartarihi.blogcu.com/diesel-in-tarihcesi/8075732) (http://www.indirimlr.com/tommy-hilfiger/)

As can be concluded from the table above, USA, German, Spanish and Italian brand retailers have the big portion of foreign apparel market in Turkey.

Although Turkey made products are believed to be at a good quality and stylish; why Turkish consumers prefer foreign origin products rather than domestic ones is the aim of this study to be researched.

1.1.2. Research Background

Previous studies found that consumers often evaluate the products of foreign origin differently than they do to domestic products (Wang, et al., 2004). Bilkey and Nes, (1982) state that, consumers in economically advanced markets have a general preference for domestic made products over foreign products while consumers in emerging economies are more likely to prefer foreign products than domestic ones as they believed foreign products were more superior than domestic products in quality and using foreign products will impress others as they were associated with high fashion or high social status.

Before constructing the study design, a literature research in foreign branding is conducted to set the conceptual background of the study. The literature survey indicated that brands have critical functions and benefits for both consumers and companies, and thus a strong brand management is required to overcome branding challenges based on consumer attitudes and behaviors, competitive forces and internal company dynamics (Keller, 2008). The literature survey also indicated that strong brands can be created by working on their equities (Aaker, 2009; Keller, 2008). Based on Keller and Aaker's indications, brand equity issue will be studied in this study to find out their affect on consumer foreign brand purchase decisions.

1.2. Aim and Objectives of the Research

The purpose of this study is to explore attitudes of Turkish consumers towards foreign apparel brands in purchase decision-making considering brand equity effect.

Here; understanding the culture and expectations of Turkish consumers and their perceptions of foreign brands is the important case for apparel brand firms in Turkey. For the measurement of Turkish consumers Aaker's (1991) and Keller's (1993) brand equity models will be used as determinants in this study.

The outcome of the research would be beneficial to marketing professionals especially in Turkish apparel industry to understand the target consumer-whether brand equity affect their purchasing decision.

'To what extent the brand equity lie in their purchasing' will be investigated as it will help both foreign and domestic brand marketers to see their strengths and weaknesses in their use of brand equity and can improve their performance.

The objectives of this study are to determine:

O1: The factors influencing consumers to buy international brands rather than the national brands.

O2: To see how brand equity and its dimensions effect consumers' foreign brand purchase preference.

1.3. Scope of the Study

This research is focusing on the Turkish consumers in Istanbul. It deals with the factors that influence consumer preferences while selecting a foreign brand. Brand equity and its subtitles are used as determinants in this study. The research is specifically focused upon apparel ready-wear industry.

Introduction part mentions about the brand equity and consumer decision process relations to be sought in this study with general view of Turkish apparel market.

The literature part contains earlier studies about brand equity and consumer buying behavior process in detail. The differences and common points with this study are discussed. In the methodology the research model that proposes the general relationship between consumer buying process and brand equity are modeled. Furthermore questionnaire design, sampling design, data collection procedure and data analysis techniques are provided. In the findings part analysis of the data with the focus on the hypotheses are reflected. The last parts are the summary and conclusion of the significant findings with discussion and implications which provide the suggestion for further studies.

2. LITERATURE REVIEW

2.1. Consumer Behavior and Decision Making Process

Since this thesis is about the preferences of consumers in their decision making process for foreign apparel brands, it is important to highlight first briefly the definitions of consumer behavior and decision making process.

Consumer behavior is defined as the process and activities people engage in when searching, selecting, purchasing, using, evaluating and disposing of product and services so as to satisfy their needs and desire (Belch and Belch, 2004). In other words, the study of this process covers a variety of concepts when individuals or groups are involved with to select, purchase, use or dispose of products, services or experiences to satisfy their needs and desires (Solomon et al., 2009).

Other important consumer behavior approaches define consumer behavior as the buying behavior of final consumers, individuals, households where buying of goods and services take place personal consumption (Kotler, 2000); or as Schiffman and Kanuk (2000) state consumer behavior is consumers' display in searching for, purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. All these definitions state the wide scope of consumers' buying behavior.

Understanding how consumers' black box change due to the buyer characteristics and how these affect the consumer decision process is an important issue for marketers. Besides consumers' personal characteristics, cultural factors, social factors and psychological factors affect consumer buying behavior (Kotler, 2000).

The consumer decision making process consists of mainly five steps according to most researchers within the field (Hanna and Wozniak, 2001; Evans and Berman, 1990). The steps are; "need or problem recognition, information search, evaluation of alternatives, purchase behavior or action and the post-purchase behavior". However, not all purchases require the consumer to go through every step (Peter and Olson, 2005). Consumer can skip the evaluation of alternatives when considering low involvement products or have familiarity with the product based on their past experience (Peter & Olson 2005).

According to Hawkins et al, (2001), Schiffman and Kanuk (2000) and Solomon (2009) there are more aspects than only decision making process that affect consumer behavior which are stated as the external and internal influences. The main needs and external influences are culture, social class and reference groups while the main internal factors are motivation, exposure and attention; perception; personality and lifestyle and attitude.

Hoyer and MacInnis (2001) identified that decisions for "brands" are affected at information search process in internal search and external search. In the internal search, consumers recall the sets of brands from their memory (evoked set) wherever the problem recognition occurred. Normally two to eight brands are tended to be recalled at a time and if consumers can't recall brands from memory, the set of external factors such as availability on the shelf or suggestion from a salesperson will affect consumers' purchasing. Additionally, well-known brands are more easily recalled during internal search than unfamiliar brands because the memory links associated with these brands tend to be stronger (Hoyer and MacInnis, 2001).

Hence, marketing communication aims to keep brands awareness high and association strong. Additionally, brands towards which the consumers have positive attitudes tend to be recalled easily and be included in the consideration set more often than brands that have negative attitudes. Hence, it is important to create positive brand attitudes. For external search, consumers acquire information from outside sources such as product packages, the internet, the magazines, advertisements, friends or salesperson.

As a conclusion for the consumer decision process, brand has an important role in most steps like information search and evaluation of alternatives and also in post purchase behavior.

2.1.1. Evaluation of Previous Studies on Consumer Behavior for Apparel Products from Various Countries

Literature on consumer purchase decision and clothing covers several studies to date. When the studies in "Google Scholar" (Academic Search Engine) about foreign brand purchases and consumer purchase behavior and its subjects are searched; the studies are summarized below in Table 2.1 below.

Most of the authors like Rogers and Lutz, Han, Beaudoin, Moore and Goldsmith, DeLong, Lee, Kim, Pelton, Knight and Forney, Michaelidou and Dibb, Kim, Knight and Pelton focus on the factors of purchase behavior of apparel.

One of the earliest studies in literature about consumer and apparel decision determinants is Cassill and Drake's study in 1987. The purpose of this study was to investigate the relationship of lifestyle and evaluative criteria for apparel. A random sample of 2,000 U.S female consumers, ages 25-44, was sent questionnaires resulting in a 45 percent return rate (n=842). Principal Components Factor Analysis with Varimax Rotation was used to reduce the number of lifestyle and evaluative criteria items to twelve factors. It is found that there is a relationship between lifestyle, the way a person spends her time and money, and what she looks for in social and employment apparel; and nineteen significant relationships existed between lifestyle and evaluative criteria.

In the purchase behavior studies, Rogers and Lutz (1990) focus on quality as a determinant of female consumers' choice in their sportswear shopping. As quality indicators 11 cues such as style, garment construction, price, fiber context, fabric characteristics, core label information, brand name, machine stitching, hand stitching, wholesaler's information, and place of origin are considered. The results of their study indicated that construction, price and brand name were the most important cues used in purchase decisions for sportswear products.

Beaudoin et al. (2000) focused also on female consumers and investigated whether female fashion leaders and followers differed in the importance they gave to twelve selected clothing attributes (good fit, durability, ease of care, good price, comfort, quality, color, attractiveness, fashionableness, brand name, appropriateness for occasion, and choice of styles) and their attitudes towards buying imported and domestic apparel. Fashion leaders tent to give more importance to color, attractiveness, fashionableness, brand name, appropriateness for occasion, and choice of style. General findings reflect that the importance given to clothing attributes by female consumers were good fit, durability, ease of care, price, comfort and quality.

In the study of Lee et al. (2008), purchase intention was determined as the dependent variable, and normative interpersonal influence, brand consciousness, perceived quality, and emotional value were considered as independent variables and tested in a sample composed of Mexican college students. The results of the study indicated that emotional value positively influenced purchase intention towards a US apparel brand, whereas perceived quality negatively influenced the purchase intention.

Mulyanegara et al. (2009) evaluated the respective importance of personal values and consumer personality (independent variables) in predicting fashion brand preferences (dependent variable). In the study, prestige sensitivity is tested between value and preferences. It is found that consumer values were more important on brand preferences than personality types which had effect on consumer values; and prestige sensitivity took place as a mediator between values and brand preferences.

O'Cass and Julian (2001) examined the effect of age, gender, materialism, and self image, product image congruency (independent variables) on consumers' involvement in fashion clothing (dependent variable). It is found that fashion clothing involvement were significantly affected by age, gender, materialism, and self image, product image congruency.

In the study of Zhang et al. (2002) towards Chinese consumers' apparel choosing criterias the importance of product attributes of casual wear for Chinese consumers was investigated. The perceived importance on fifteen clothing product attributes, including fit, comfort, style, colour, workmanship, price, permeability, fabric softness, trendiness, durability, easy care, brand, fiber content, warmness and fabric thickness of Chinese consumers were investigated by using 3,534 Chinese samples in six cities of China (Beijing, Shanghai, Guangzhou, Chengdu, Harbin and Xian). It is found that fit, comfort, style, colour and workmanship were the most important attributes for Chinese consumers in buying casual wears. It was also found that geographic and demographic factors had impacts on the importance of these attributes. Han et al. (1991) aimed in their study to compare three groups of 324 female consumers (textiles and clothing (TC), and non-TC students, and older non student consumers on four impulse buying dimensions and planned buying, other shopping behaviors, and demographic characteristics. The study indicated that, non-student consumers were most likely to be planned buyers while students were most likely to be impulse buyers. Shopping patterns and demographics were the variables used in the study to determine students' apparel buying behaviors.

Another approach on apparel by Huddleston et al. (1993) conducted in USA aims to determine the relationship between brand orientations of female consumers and apparel selection criteria (quality proneness, fiber consciousness, easy care preference, and country of origin). As a result of the study, country on origin and quality were found as the predictors of brand orientation of consumers. CoO, quality and fabrics were the variables used in this study to measure consumers' brand orientations.

Causal relationships among brand loyalty-related variables such as consumer knowledge, product involvement, perceived risk and satisfaction were examined in Jin and Koh's study (1999) in Korea. The results of the study concluded that, consumer knowledge, product involvement, and perceived risk indirectly influence brand loyalty through variables of information search and consumer satisfaction. Information search and consumer satisfaction influence brand loyalty.

For this study in Korea, consumer knowledge, product involvement, perceived risk and satisfaction were used as variables.

A different approach on branding issue is the study of Kim (2000). This study examines how US female consumers compare and form impressions of competing national apparel brands, more specifically, consumer perceptions of five brand personality traits for various apparel brands and the relationship between brand personality and brand preference. Findings from this study show that although personality expectations for apparel brands differ, brands with favourable brand attitude have favourable competent ratings. Also, for brands with similar personality patterns, similarities could be found for such characteristics as product lines offered, brand image, retailing format. Sincerity, excitement, competence, sophistication, ruggedness are used as variables in this study.

Table 2.1 Summary of Previous Foreign Studies on Consumer Purchase Behavior for Apparel Products

Study	Main Objective	Conclusion and Contributions	Variables
Cassill, and Drake, 1987	To investigate the relationship of lifestyle and evaluative criteria for apparel Sample:842 female consumers	There is a relationship between lifestyle, the way a person spends her time and money, and what she looks for in social and employment apparel; and nineteen significant relationships existed between lifestyle and evaluative criteria.	Lifestyle and evaluation
Lee, Kim, Pelton, Knight, and Forney 2008	to examine the effects of general consumer variables (i.e. normative interpersonal influence and brand consciousness) and brand-specific variables (i.e. perceived quality and emotional value) on purchase intention toward a US apparel brand	Mexican college students' normative interpersonal influence positively affected brand consciousness. Brand consciousness is positively related to emotional value, but not to perceived quality of a US brand. Emotional value positively influences purchase intention toward a US brand, while perceived quality negatively influences purchase intention	Brand consciousness, perceived quality, and emotional value
Mulyanegara, Tsarenko and Anderson, 2009	to explore the relationship between consumer personality and brand personality in the context of fashion products sample:251	Consumer values are better predictors of brand preferences than personality types. Personality has effect on consumer values. Values have both direct and indirect effects on fashion brand preferences mediated by prestige sensitivity.	Importance of personal values and consumer personality
Rogers and Lutz, 1990	To investigate the quality indicators used by buyers to purchase women's sportswear. Sample:137 buyers of apparel	Garment construction and brand name were identified as the best indicators of overall garment quality Construction, price and brand name were the most important cues used in purchase decisions	Quality indicators :style, garment construction, price, fiber context, fabric characteristics, core label information, brand name, machine stitching, hand stitching, wholesaler's information, and place of origin
Han, Morgan, Kotsiopulos, Kang-Park, 1991	To compare three groups of female consumers (textiles and clothing (TC), and non-TC students, and older non student consumers on four impulse buying dimensions and planned buying, other shopping behaviors, and demographic characteristics.Sample:324 female consumers	Non-student consumers were most likely to be planned buyers while students were most likely to be impulse buyers .Impulse buying behavior could be predicted from other shopping behaviors and demographic variables, especially for the student groups	Shopping patterns, demographics

Table 2.1 Summary of Previous Foreign Studies on Consumer Purchase Behavior for Apparel Products (Continued)

Study	Main Objective	Conclusion and Contributions	Variables
Huddleston, Cassill, and Hamilton, 1993	To determine if apparel selection criteria (quality proneness, fiber consciousness, easy care preference, and made in the USA were predictors of female consumers brand orientation Sample:383 female consumers	Quality proneness and made in the USA were predictors of brand orientation.	Quality, fabric, CoO,
Jin and Koh, 1999	Examining causal relationships among brand loyalty-related variables such as consumer knowledge, product involvement, perceived risk and satisfaction .	Consumer knowledge, product involvement, and perceived risk indirectly influence brand loyalty through variables of information search and consumer satisfaction. Information search and consumer satisfaction influence brand loyalty.	Consumer knowledge, product involvement, perceived risk and satisfaction .
Kim, 2000	To examine consumer perceptions of five brand personality traits for various apparel brands and the relationship between brand personality and brand preference Sample:245 female consumers	Although personality expectations for apparel brands differ, brands with favorable brand attitude have favorable competent ratings (competence dimension of brand personality). For brands with similar personality patterns, similarities could be found for such characteristics as product lines offered, brand image, retailing format, etc.	Sincerity, excitement, competence, sophistication, ruggedness
Beaudoin, Moore, and Goldsmith ,2000	To investigate whether female fashion leaders and followers different in the importance they gave to 12 selected clothing attributes.Sample:641 female consumers.	Fashion leaders accorded significantly more importance than fashion followers to six apparel attributes: color, attractiveness, fashionableness, brand name, appropriateness for occasion.	good fit, durability, ease of care, good price, comfort, quality, color, attractiveness, fashionableness, brand name, appropriateness for occasion, and choice of styles
O'Cass and Julian, 2001	To examine the effect of age, gender, materialism and self-image product-image congruency on consumers involvement in fashion clothing Sample:450 respondents	Fashion clothing involvement is significantly affected by a consumer's age, gender, degree of materialism and degree perceived person-product image congruency.	age, gender, materialism, and self image, product image congruency

Table 2.1 Summary of Previous Foreign Studies on Consumer Purchase Behavior for Apparel Products (Continued)

Study	Main Objective	Conclusion and Contributions	Variables
Zhang et al. (2002)	To examine the importance of product attributes of casual wear for Chinese consumers.	It is found that fit, comfort, style, color and workmanship were the most important attributes for Chinese consumers in buying casual wears. It was also found that geographic and demographic factors had impacts on the importance of these attributes.	Product attributes including: fit, comfort, style, color, workmanship, price, permeability, fabric softness, trendiness, durability, easy care, brand, fiber content, warmness and fabric thickness.

2.1.2. Evaluation of Previous Studies on Consumer Behavior for Apparel Products from Turkey

a) Journals

There are not as much studies in Turkey as other country studies on foreign apparel branding and consumer apparel purchase patterns in the literature. Mainly consumer preferences of foreign brands are investigated considerin shopping patterns of consumers.

Ersoy et al.(2004) conducted a study in Ankara towards university students' preferences of brand in the consumption of clothing and shoes. Results of the study indicated that, university students seek the information about price of the brands rather than brand's quality or style. Price is found to be the leader effect on purchase decision, advertisements and easy to reach critearia were found to be other important effects on university students' cloth and shoe purchase decision. Also quality, long lasting and fashionable were found the important determinants of purchase preference. Product attributes (quality, durability, price etc.) were used as variables in the study.

In the study of Cengiz (2009), the effect of product origin on customer purchasing preferences and the degree importance of factors that role a part on preferences of imported and domestic products were examined on 381 respondents in Trabzon. It is found in the study that, product origin was an important product attribute to prefer a product. Besides this, when comparing product preference attributes between imported product and domestic product, it was concluded that price, quality and brand are different determinants of consumer buying preferences. Product origin, quality, brand and price were the variables used in this study.

Demir, Yalçın and Erdoğmuş (2009) in their study aimed to understand which brand associations create positive brand attitude and purchase intention in the minds of Generation Y (1977-1994 born) consumers for the fashion retailing in Turkey. The concepts of brand associations and attitude are discussed in the light of current literature and empirical findings are interpreted on the subject matter.

It is found in the study above that several brand associations, namely convenience, value for money and experiential shopping, have significant effects on positive brand attitude. Personality and ımage, shopping experience, convenience, functional product, usage situation, value for money and brand attitude were the variables for this study.

In the study of Ersun and Yıldırım (2010) interest of university students on fashion products are investigated. The effect of social variables on consumers' brand sensitivity is the main objective of the study. It is found in this study that hedonism and distinctiveness are found to be the most important effectors of consumer involvement in fashion. Perceived product importance, probability of mispurchase, perceived symbolic-sign, hedonism-pleasure, interest, pleasure were the variables.

Atılgan (2003) in his study aimed to find out how university students perceive Turkish textile and apparel sector and brands. It's found out that young consumers pay attention to design and quality in their ready-to-wear preferences. In addition to such outcome, he found out that the young consumers make conscious preferences, such that consider quality, aesthetics and price. As the education level and income levels rise, consumers expect to find their personalities, their social status and values in the apparel products they prefer.

b) Theses

Considering theses about consumer apparel buying decision the following studies are found.

Şule Demir (2008) in her thesis in Marmara University examined understand which brand associations create positive brand attitude and purchase intention in the minds of Generation Y consumers for the fashion retailing in Turkey. She found that several brand associations, namely convenience, value for money and experiential shopping, have significant effects on positive brand attitude.

İlknur Öcal (2005) in Fatih Univesity aimed measuring loyalty to foreign apparel brands. Brand loyalty in the clothes sector and its effect on preferences of young consumers is investigated. As a result of the study, age is found as an important determinant on preferences. Brand loyalty parameters are the key determinants. Personal characteristics effect is bundled with brand loyalty issue.

Bircan Aşuk (2009) in Izmir University of Economics examines general view of Turkish consumers in İzmir towards foreign brands. The study gives an opinion about the perception of foreign brands.

Nilgün Tokgöz (2007) in Gazi University determines product brand preference and loyalties of working women in Ankara towards clothing products. Foreign brand purchase intentions are measured considering demographic variables. A key indicator is not used as a determinant, buying behavior reasons are investigated.

The summary of earlier studies about consumer purchase behavior towards apparel brands investigated in Google Academic Database are summarized in Table 2.1 and Table 2.2 and Table 2.3.

Table 2.2 Summary of Previous Turkish Studies on Consumer Purchase Behavior for Apparel Products

Study	Main Objective	Conclusion and Contributions	Variables
Atılgan (2003)	To find out how university students perceive Turkish textile and apparel sector and brands.	It's found young consumers pay attention to design and quality in their ready-to-wear preferences and make conscious preferences, such that consider quality, aesthetics and price. As the education level and income levels rise, consumers expect to find their personalities, their social status and values in the apparel products they prefer.	Quality, price, aesthetics, repurchase, liking.
Ersoy, Arpacı, Demirci (2004)	To examine brand preferences of university students in Ankara and to measure product attributes on brand in the consumption of clothing and shoes .	Price is found to be the leader effect on purchase decision, advertisements and easy to reach critearia were found to be other important effects on university students' cloth and shoe purchase decision. Also quality, long lasting and fashionable were found the important determinants of purchase preference.	Product attributes (quality, durability, price, fit, comfort, style, color, workmanship, price, permeability, fabric softness, trendiness, durability, easy care.
Cengiz (2009)	To examine the effect of product origin on customer purchasing preferences and the degree importance of factors that role a part on preferences of imported and domestic products in Trabzon.	It is found that, product origin is an important product attribute to prefer a product. Price, quality and brand are different determinants of consumer buying preferences.	Product origin, quality, brand and price.

Table 2.2 Summary of Previous Turkish Studies on Consumer Purchase Behavior for Apparel Products (Continued)

Study	Main Objective	Conclusion and Contributions	Variables
Demir, Yalçın, Erdoğmuş (2009)	To understand which brand associations create positive brand attitude and purchase intention in the minds of Generation Y consumers for the fashion retailing in Turkey.	It is found in the study that several brand associations, namely convenience, value for money and experiential shopping, have significant effects on positive brand attitude.	Personality and Image, Shopping Experience, Convenience, Functional Product, Usage Situation, Value for Money and Brand Attitude
Ersun and Yıldırım (2010)	To investigate interest of university students on fashion products via social variables.	Hedonism and distinctiveness are found to be the most important effectors of consumer involvement in fashion.	Perceived Product Importance, probability of mispurchase, perceived symbolic sign, hedonism-pleasure, interest, pleasure

Table 2.3 Summary of Previous Theses over Consumer Purchase Behavior towards Apparel Products in Turkey

Year/Publish/Author	Subject	Conclusion
2008 **Marmara University** **(Thesis)** **Şule Demir**	The Effect Of Branding On Consumer Purchase Intention: A Study In Turkish Apparel Industry	Mostly brand attributes and brand effect on consumers' foreign brand purchase is studied. Apparel brands and consumer purchase intention relation is measured. Difference is the consideration of brand concepts only not personal or psychosocial factors.
2005 **Fatih Univesity** **(Thesis)** **İlknur Öcal**	A Study Of Brand Loyalty In The Clothes Sector and Its Effect On Preferences Of Young Consumers	Consideration of age shows a parallelism with this thesis .Brand loyalty parameters are the key determinants. Personal characteristics effect is bundled with brand loyalty issue. Measuring loyalty to foreign apparel brands is aim
2009 **Izmir University of Economics(Thesis)** **Bircan Aşuk**	Consumer Attitudes towards Foreign Retailers' Products	The study doesn't focus on apparel products. General view of Turkish consumers are measured. Gives an opinion about the perception of foreign brands.
2007 **Gazi University** **(Thesis)** **Nilgün Tokgöz**	Determining Product Brand Preference and The Loyalties Of Working Women Towards To Ready Made Clothing Products	Foreign brand purchase intentions are measured considering demographic variables. A key indicator is not used as a determinant, buying behavior reasons are investigated.

Considering foreign literature and Turkish studies foreign brand loyalty concept is handled in similar aspects. In Turkish studies consumer behavior is measured in a general concept of buying intentions. Consumers' country of origin perception and lifestyles are used as determinants.

In the foreign authors' studies brand loyalty, psychology, lifestyle and brand attributes are used as determinants of consumer apparel brand buying behaviors.

In this study there is a parallelism with earlier studies but a more specific approach will take place. Brand Equity concept with the model of Aaker (1991) will be the basis for this study.

The concept brand equity will be mentioned in detail in the following session.

2.2. Branding

In today's marketplace, with the change in consumer perceptions and preferences, branding has attained a crucial importance to provide profitability and sustainability. Some analysts think that brands are the major enduring assets of a company which outlast the company's specific products and facilities (Kotler and Armstrong, 2008).

2.2.1. Importance of Branding for Consumers

To begin with brand definitions, brand is the name associated with one of more items in the product line that is used to identify the source of characters of the items (Kotler, 2000). Doyle (2002) also cited that a brand is defined as a specific name, symbol or design, or the combination of these, that is employed to differentiate a product. Brand name has become an ordinary feature for every product available on the market nowadays. The specialty of each brand is its different value in the mind of the potential buyers.

A strong brand image and reputation enhances differentiation and has a positive influence on buying behavior (Gordon, 1993; McEnally and de Chernatony, 1999 as cited in Kuhn, 2008).

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as a indicator to try or make a decision to buy new products (Ger, 1993). Moreover, brands are regarded as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality (Stijn et al. 2000). Such familiarity and credibility in the mind of consumers, which creates value to the firm, can be enforced by the use of brand equity that is composed of brand awareness, brand loyalty, brand associations and perceived quality (Aaker, 1991).

2.2.2. Models and Dimensions of Brand Equity

Brand equity concept was introduced during 1980s, and elevated the importance of brand in marketing strategy providing a focus for managerial interest and research activity (Keller, 2008; Srinivasan, Park and Chang, 2005; Rajh, 2005). To manage brands properly marketers need to have a clear understanding of the equity in their brands (Keller and Lehmann, 2006).

Moreover, brand equity plays a key role in creating positiveness in customers' evaluation and decision making of a brand (Masayavanij, 2007). Thus the consumers' perception and behavior toward brands will be based on brand equity. Hence, the following hypotheses are derived:

In customer-based perspective to brand equity, a brand develops various attachments and associations that exist over and beyond the objective product; and for the company the brand equity is the additional value the brand adds with its existence (Keller and Lehmann, 2006).

Within customer-based brand equity perspective, the brand equity is further defined by different academicians as follows:

- A set of brand assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product or service to a firm and/ or to that firm's customers (Aaker 1991)

- The differential effect of brand knowledge on consumer response to the marketing of the brand (Keller, 1993)

- The value of the brand to the consumer (Kamakura and Russell, 1993)

- The enhancement in the perceived utility and desirability a brand name confers on a product (Lassar, Mittal, and Sharma, 1995)

-The positive effect that knowing the brand name has on customer response to the product or service (Kotler and Armstrong, 2008)

As can be seen from the definitions above, brands create values that affect consumers' preferences so it is very important to investigate the underlying reasons behind the attitudes and preferences in order to understand consumer behaviors. Therefore, in this study, brand equity and its dimensions are considered, focusing on consumer foreign brand buying behavior.

Consumer based brand equity studies in the field mostly tested Aaker's conceptual brand equity model which consists of four dimensions as brand awareness, brand associations, perceived quality and brand loyalty.

When the studies in "Google Scholar" (Academic Search Engine) about "brand equity" are sought from various countries the summary is as below in Table 2.4.

In these studies; Jung and Sung (2008) examined CBBE of apparel products by three consumer groups across Korean and USA cultures; and cross cultural effects of brand equity on purchase intention.

Brand awareness, associations, perceived brand quality and brand loyalty were determined as independent variables, and purchase intention was the dependent variable. It is found that only brand loyalty had positive correlation with purchase intention across all three groups.

Tong and Hawley (2009) examined only the practicality and applications of Aaker's CBBE model in the Chinese sportswear market, keeping the four dimensions as independent variables and customer based brand equity as the dependent variable. It's found that brand association and brand loyalty dimensions were strong effectors of brand equity; and perceived quality and brand awareness were the weak dimensions.

On the other hand; Lassar, Mittal and Sharma (1995) proposed five dimensions of brand equity as performance, value, social image, trustworthiness and attachment components. Performance is defined as consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction. Value is the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it.

In this study of Lassar et al. (1995) conducted in USA, social image is described as the consumer perception of the esteem in which the consumer's social group holds the brand; whereas trustworthiness is described as the confidence a consumer places in the firm and the firm's communications, and as to whether the firm's actions would be in the consumer's interest. Finally attachment is defined as the relative strength of a consumer's positive feelings toward the brand.

De Chernatony (2004) determined three dimensions of brand equity as brand loyalty, satisfaction and reputation; whereas Vazquez (2002) determined and tested four dimensions of brand equity as product functional utility, product symbolic utility, brand name functional utility, and brand name symbolic utility.

Yoo and Donthu (2001) developed a reliable, valid, parsimonious, and cross-culturally generalizable measure of brand equity by testing Aaker's (1991) and Keller's (1993) conceptualizations; and obtained a measure of brand equity comprised of 10 items (from 15 items) which are: "(1) Loyalty (brand's real or potential price premium),(2) loyalty (customer satisfaction based), (3) perceived comparative quality, (4) perceived brand leadership, (5) perceived brand value (brand's functional benefits), (6) brand personality, (7) consumers' perception of organization (trusted, admired or credible), (8) perceived differentiation to competing brands, (9) brand awareness (recognition& recall), (10) market position (market share), prices and distribution coverage" representing the three dimensions of brand loyalty, perceived quality, and brand awareness/ associations.

Sethuraman (2009) in his study aimed to compile analytical results on national brand and store brand marketing obtained from mathematical models to assess the external validity of those results and thus the applicability of the results to practice and to identify avenues for further research on national brand and store brand competition using brand equity. His paper seeks to develop a framework for understanding what drives customer-based brand equity and price premium for grocery products. The study finds that brand equity and price premium focusing on the USA grocery sector specifically highlights the role of uniqueness, together with the four traditionally basic dimensions of brand equity proposed: awareness, qualities, associations and loyalty. Relevant brand associations (origin, health, environment/animal friendliness, organisational associations and social image), and quality attributes (taste, odour, consistency/texture, appearance, function, packaging and ingredients) specific to groceries are identified and proposed for future measurement scales and model validating research.

Aaker (1991, 1996) and Keller (1993) follow a similar approach as being bases of most of the studies and focusing on associative networks in constructing their brand equity models. According to Keller (1993), customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong and unique brand associations in memory.

His brand equity model is based on brand knowledge which he further distinguishes into two dimensions as familiarity (brand awareness) and brand associations (brand image).

Myers (2003) explores in his brand equity study conducted in USA, some of the consequences attributes may have on brand equity such as the bias on consumer preference. For comparative purposes, a longitudinal study is conducted on the high involvement soft drink category using the top nine national soft drinks brands. In addition to brand equity and the top attributes being measured, overall preferences and the impact of other variables were included. Attributes are examined from a tangible and intangible perspective and both are found to be important contributors to brand equity and brand choice. Brand awareness, brand image, product quality and product price were discriminated as attributes important for consumer, loyalty for a brand was marked as attribute important for company and being independent variables of the study. Myers (2003) concluded that brand equity may be more influenced by attribute knowledge more than consumer preference. For low-involvement products, consumers have more objective view of the nature of the attributes (eg. food, cosmetics) because they are constantly being advertised and promoted.

Another brand equity study done by Taylor, Goodwin and Celuch (2004) involves a nation-wide sample of industrial customers of heavy equipment manufacturers in USA. The results suggest that brand equity and trust are consistently the most important antecedents to both behavioral and attitudinal forms of customer loyalty. There is also evidence that the models underlying the formation of behavioral versus attitudinal forms of customer loyalty may vary across research settings. The results suggest that industrial equipment marketers may consider moving beyond a focus on satisfaction in relationship marketing strategies toward integrated strategies that foster brand equity and trust in their customer base as well.

Rio, Vasquez and Iglesias (2001) suggested that consumer evaluation of a product can be broken down into evaluation related to product (tangible or physical attributes) and brand name (intangible attributes, or images added to the product due to its brand names). In their study conducted in Spain, the relationship between human values and consumer purchases are studied. In line with the consumer assessments of six brands of sports shoes, it's found in the Spanish market that the benefits associated to the brand name consumers observe greater differences between the brands than in the product-associated benefits. This result suggests that the brand name can be a key strategy for the firm to enjoy comparative advantages.

Mrugank, Thakor and Lavack (2003) in their study aimed to explain areas of caution when competing in an international market where success is also partially dependent on the macro-environment. It's found that there is a strong fit with the model suggesting that destinations can use this as a basis for continuity in strategy even as governments change. Based on the analysis and review; a checklist for destination branding strategy was recommended. Destination branding differs in challenges via product and service branding.

Summary of the studies are below in Table 2.4.

Table 2.4 Summary of Previous Studies on Brand Equity

Study	Main Objective	Conclusion and Contributions	Variables
Jung and Sung (2008)	To examine effect of cultures and cross cultural effects of brand equity on purchase intention of Korean consumers.	It is found that only brand loyalty had positive correlation with purchase intention across all three groups.	Brand awareness, associations, perceived brand quality and brand loyalty
Tong and Hawley (2009)	To examine the effects of practicality and applications of Aaker's CBBE model in the Chinese sportswear market on Chinese consumers.	Brand association and brand loyalty dimensions were strong effectors of brand equity; and perceived quality and brand awareness were the weak dimensions.	Brand awareness, associations, perceived brand quality and brand loyalty
Lassar, Mittal and Sharma (1995)	To explore the five dimensions of brand equity	Performance is a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction. Value is the perceived brand utility relative to its costs. Social Image is the consumer perception of the esteem trustworthiness is described as the confidence a consumer places in the firm attachment is defined as the relative strength of a consumer's positive feelings toward the brand.	Performance, value, social image, trustworthiness and attachment
De Chernatony (2004)	To test three dimensions of brand equity on consumer purchase decision.	Brand loyalty and satisfaction dimensions were strong effectors of brand equity; and reputation was the weak dimension.	Brand loyalty, satisfaction and reputation
Sethuraman (2009)	To develop a framework for understanding what drives customer-based brand equity and price premium for grocery products	The study finds that brand equity and price premium focusing on the grocery sector specifically highlights the role of uniqueness, together with the four traditionally basic dimensions of brand equity proposed: awareness, qualities, associations and loyalty.	Brand awareness, quality, associations and brand loyalty.

Table 2.4 Summary of Previous Studies on Brand Equity (Continued.)

Study	Main Objective	Conclusion and Contributions	Variables
Myers (2003)	To examine impact of attributes of brand equity on consumer purchase intention on soft drink brands.	It is concluded that brand equity may be more influenced by attribute knowledge more than consumer preference. For low-involvement products, consumers have more objective view of the nature of the attributes (eg. food, cosmetics) because they are constantly being advertised and promoted.	Brand awareness, brand image, product quality and product price, brand loyalty
Taylor (2004)	To examine the models underlying the formation of behavioral versus attitudinal forms of customer loyalty on heavy equipment manufacturers.	The results suggest that brand equity and trust are consistently the most important antecedents to both behavioral and attitudinal forms of customer loyalty. The results suggest that industrial equipment marketers may consider moving beyond a focus on satisfaction in relationship marketing strategies toward integrated strategies that foster brand equity and trust in their customer base as well.	Brand loyalty, trust, customer loyalty in forms of behavioral versus attitudinal
Rio, Vazquez and Iglesias (2001)	To investigate role of product and brand name attributes in obtaining differential advantages. Functional and symbolic benefits – and the dimensions of each of these benefits are specified.	In line with the consumer assessments of six brands of sports shoes, it's found in the Spanish market that in the benefits associated to the brand name consumers observe greater differences between the brands than in the product-associated benefits. This result suggests that the brand name can be a key strategy for the firm to enjoy comparative advantages.	Brand name, Product functional-symbolic benefits

Table 2.4 Summary of Previous Studies on Brand Equity (Continued)

Study	Main Objective	Conclusion and Contributions	Variables
Mrugank, Thakor and Lavack (2003)	To apply a framework developed by Balakrishnan to explain areas of caution when competing in an international market where success is also partially dependent on the macro-environment by reviewing literature on destination, place, corporate, product portfolio and service branding.	There is a strong fit with the model suggesting that destinations can use this as a basis for continuity in strategy even as governments change. Based on the analysis and review; a checklist for destination branding strategy was recommended.	Destination, place, corporate, product portfolio and service branding
Aaker (1991) and Keller (1993)	To determine brand equity	Keller (1993) conceptualizes brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Aaker (91) name and/or symbol intended to identity the goods or services of either one seller or a group of sellers.	Brand knowledge, name,symbol of brand

Briefly, brand image concept, based on associative network memory model theory which is studied for customer based brand equity, is composed of brand associations, where they are further classified into three as attributes, benefits and attitudes. Aaker (1991, 1996) on the other hand, proposed four dimensions of brand equity as *brand awareness, brand associations, perceived quality* and *brand loyalty*.

In this study Aaker's model of brand equity will be used to evaluate consumers' foreign brand purchase intentions.

As can be gathered from the previous studies in literature the variables brand awareness, associations, loyalty and perceived quality were measured with the items stated below.

Brand awareness: Product image, the importance of socio-economic factors, brand name, brand symbol, familiarity, brand recognition and recall (Aaker, 1991).

Brand Associations: Pricing structures, brand image, anything linked in memory to a brand Aaker, 1991; Keller, 1993)

Perceived Quality: Quality and performance, lifetime, utility, performance, popularity, judgment about a product's overall excellence or superiority (Zeithaml, 1988)

Brand Loyalty: Satisfaction, reputation, to buy the brand as a primary choice (Oliver, 1997) repurchase.

For this study a similar approach like the previous studies will be used as measurement items. It will be mentioned in detail in the methodology part.

Figure 2.1 and 2.2 reflect the brand equity models of Aaker (1991) and Keller (1993). The following sub-chapters discuss the basic dimensions of these models in detail.

Trade Leverage
Attracting New Customers
  - Create awareness
  - Reassurance
Time to Respond to Competitive Threats

BRAND LOYALTY

BRAND AWARENESS

Anchor to Which Other Associations Can be Attached
Familiarity-Liking
Signal of Substance/Commitment
Brand to be Considered

BRAND EQUITY

PERCEIVED QUALITY

Reason-to-Buy
Differentiate/Position
Price
Channel Member Interest
Extensions

BRAND ASSOCIATIONS

Help Process/ Retrieve Information
Differentiation/Position
Reason-to-Buy
Create Positive Attitude/Feelings
Extensions

OTHER PROPRIETARY BRAND ASSETS

Competitive Advantage

Provides Value to Customer by Enhancing Customer's:
- Interpretation/Processing of Information
- Confidence in the Purchase Decision
- Use Satisfaction

Provides Value to Firm by Enhancing:
- Efficiency and Effectiveness of Marketing Programs
- Brand Loyalty
- Prices/Margins
- Brand Extensions

Figure 2.1 Brand Equity Model of Aaker

Source: Aaker (1991), *Managing Brand Equity Capitalizing on the Value of a Brand Name*, New York:The Free Press, 1991, p. 6

Choosing Brand Elements

Brand name
Logo
Symbol
Character
Packaging
Slogan

Memorability
Meaningfulness
Transferability
Adaptability
Protectability

Developing Marketing Programs

Product
Price
Distribution channels
Communication

Functional and symbolic benefits
Value perception
Integrate "push" and "pull"
Mix and match options

Leverage of Secondary Associations

Company
Country of origin
Channel of distribution
Other brands
Endorser
Event

Awareness
Meaningfulness
Transferability

Brand Awareness

Depth
  Recall
  Recognition

Breadth
  Purchase
  Consumption

Brand Associations

Strong
  Relevance
  Consistency

Favorable
  Desirable
  Deliverable

Unique
  Point-of-parity
  Point-of-difference

Possible Outcomes

- Greater loyalty
- Less vulnerability to competitive marketing actions and crises
- Larger margins
- More elastic response to price decreases
- More inelastic response to price increases
- Increased marketing communication efficiency and effectiveness
- Possible licensing opportunities
- More favorable brand extension evaluations

Figure 2.2 Building Customer Based Brand Equity-Keller Model

Source: Keller (1998), *Strategic Brand Management*, New Jersey: Prentice Hall, p.69

2.2.2.1. Brand Loyalty

Aaker (1991) claimed that brand loyalty is the measure of an attachment a customer has for a brand. According to Oliver (1997), brand loyalty is a held commitment to repurchase or support a preferred product continually, despite other brands' marketing efforts causing the switch of the brand. Brand loyalty could signify high brand equity-which linked to future profit-when a customer buys with concern to the brand name rather than the respect for price, features and convenience. When a brand makes a change in prices or product features, strong brand loyalty would indicate that it is unlikely for a customer to switch brand. Brand loyalty can be categorized into five levels ranking from non-loyal buyer, habitual buyer, satisfied buyer, likes-the-brand buyer to committed buyer (Oliver, 1997). According to Ukpebor and Ipogah (2008), it is presumed that consumers understanding of quality will be associated with their brand loyalty. The more loyal a consumer is to a brand, the more he/she is presumed to see the brand as a superior quality and vice versa. Also, the more favorable association's consumers have towards a brand, the more their loyalty and vice versa. According to Jacoby and Kyner (1973), brand loyalty can describe the preferential behavior toward one or more alternatives out of a larger field containing competing alternatives. It serves as an acceptance-rejection function. Not only it does 'select in' certain brands, it also 'selects out' certain others.

Consequently, the following hypothesis is proposed that is determined in detail in methodology part.

H1: There is significant relationship between brand loyalty and Turkish (Istanbulite) consumers' foreign apparel brand purchase preference.

2.2.2.2. Brand Awareness

According to Aaker (1991), brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category. Moreover, brand awareness is one significant role in consumer decision making as it accentuates the brand to enter consideration set, to be used as a heuristic and the perception of quality (Macdonald and Sharp, 2000). To reach purchase decision stage, the consideration set plays a part for the brand products to be chosen (Mowen & Minor, 2001). The reason brand awareness is crucial for customer to reach buying decision is that consumers usually reach a purchase decision by using a heuristic such as "purchase the brand they have heard of"or "choose the brand they know" and then buy only the familiar, well established brands (Keller, 1993). To add on the importance of brand awareness, Atılgan, Aksoy and Akıncı (2005) claimed that brand equity occurs when the consumer possess awareness and familiarity with the brand at high level and holds some strong favorable, unique brand association in memory.

According to Aaker's theory (1991), brand awareness create value in the mind of the consumer in four ways.

a) Anchor to Which Other Association Can Be Attached: A brand name, for brand recognition, serves as a folder in mind to contained name-related facts and feelings. This also allows the association of logo, quality of the product and service, the celebrity in the brand advertisement, the owner etc. to represent the brand.

b) Familiarity-Liking: recognition gives the potential customers a sense of familiarity. The number of exposure and liking are highly related as the more exposure creates better liking for the certain brand.

With such a fact, some old brand names can be found in the existing competitive market.

c) Signal of Substance/Commitment: The name is well recognized and the signal of presence, substance, attributes which can be important.

d) Brand to be considered: the first firm that comes to mind when thinking about certain products such as soap: Lux, shampoo: Pantene, soda: Coke etc.

The reason brand awareness is crucial for customer to reach buying decision is that consumers usually reach a purchase decision by "purchase the brand they have heard of" or "choose the brand they know" and then buy only the familiar, well established brands.

Thus, the following hypothesis is presented which is mentioned in detail in methodology.

H2: There is significant relationship between brand awareness and Turkish (Istanbulite) consumers' foreign apparel brand purchase preference.

2.2.2.3. Brand Associations

Brand association is anything relate to the preference of a brand (Aaker, 1991, p.109; Keller, 1993). These factors in brand association assist in the building brand's image (Biel 1991). Brand image is seen as the perceptions-reasoned or emotional- consumers attach to specific brands (Dobni and Zinkhan, 1990). Brand image consists of functional and symbolic brand beliefs. It is based on the suggestion that consumers buy not only a product but also the image association of the product, such as power, wealth, sophistication, and most importantly identification and connection with other users of the brand (Evans et al., 2006). Brand image is the associations that the consumers have in their memories with the brand (Keller, 2001a).

In the branding literature, the brand associations have several classifications. Aaker (1996) categorizes brand associations into 11 types as product attributes, intangibles, customer benefits, relative price, use application, user/customer, celebrity/person, life-style personality, product class, competitors, and country geographic area.

On the other hand; Keller (1993) classifies brand associations into three categories as attributes, benefits and attitudes/ beliefs where attributes are categorized as product related attributes and non product related attributes (price, packaging/ product appearance, user imagery, usage imagery); and benefits are categorized as functional benefits, experiential benefits, symbolic benefits. Brand image consists of functional and symbolic brand beliefs. It is based on the suggestion that consumers buy not only a product but also the image association of the product, such as power, wealth, sophistication, and most importantly identification and connection with other users of the brand (Evans et al., 2006). As can be understood above; brand associations has an important place in brand equity, so it will be used as a determinant in this study and the following hypothesis is formed:

H3: There is significant relationship between brand association and Turkish (Istanbulite) consumers' foreign apparel brand purchase preference.

2.2.2.4 Perceived Quality

Perceived quality-customer's perception of the overall quality or superiority of the product; thus, intangible, it is overall feelings about the brand (Aaker, 1991). Zeithaml (1988) claimed that perceived quality can be defined as the consumers' judgment about a product's overall excellence or superiority. Through a research, one brand name is regarded as one of many possible extrinsic cues of product quality (Bristow et al., 2002).When objective quality of a product is hard to justify, buyers would take more abstract signals such as brand name as the key consideration. In the mind of customers, perceived quality defines perception, product quality and superiority.

This effect on customers generally stimulates brand integration and exclusion which leads to positive consideration set before purchase decision. Consumers often judge the quality of product or service on the basis of a variety of informational cues that they associate with the product (Schiffman and Kanuk, 2000).

Some of these cues are intrinsic to the product and others are extrinsic. Other study about the concept of product quality was analyzed by Espejel et al. (2007) which categorized product quality under the two main different perspectives; the objective quality and the perceived quality (Espejel et al. 2007). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. Subjective or perceived quality refers the consumers' value judgments or perceptions of quality. Cues that are intrinsic concern physical characteristics of the product itself, such as color, flavor, aroma, form and appearance; while extrinsic cues are related to the product but not in the physical part such as brand name, stamp of quality, price, country of origin, packaging, advertising and production information (Schiffman and Kanuk, 2000; Espejel et al. 2007).

According to Zeithaml (1988), a consumers' perception of product quality is based on evaluation of intrinsic and extrinsic attributes. Consumers depend on intrinsic attributes when the cues have high predictive value such as when consumers study the beverages, they use taste as the signal of quality assumption. If the beverage did not taste fresh, the evaluation was that quality was low. On the contrary, extrinsic cues are posited to be used as quality indicators when the consumer is operating without adequate information about intrinsic product attributes. This situation may occur when the consumer has little or experience with the product or has insufficient time or interest to evaluate the intrinsic attribute and cannot readily evaluate the intrinsic attributes. According to Iglesias and Guillen (2004), consumer perceives the product with the consideration of quality before making a decision to purchase or not purchase a certain product from a certain brand.

Therefore, the following hypothesis is formed:

H4: There is significant relationship between brand perceived quality and Turkish (Istanbulite) consumers' foreign apparel brand purchase preference.

The overall literature on brand equity presented above implies that most studies focus on aspect of loyalty, brand awareness and perceived brand quality, hence this thesis will be in a parallel with earlier studies concerning about Aaker's brand equity dimensions.

Effect of brand equity dimensions in terms of Aaker's items on consumer purchase decision is not directly studied for Turkish consumers and foreign apparel brands in Turkey. There are similar approaches in Turkish studies (e.g. Atılgan et al.,2005; Tokatlı and Boyacı, 1998; Ağaç, 2008) but in terms of different brand equity dimensions or items of dimensions. Therefore this study will be beneficial on evaluating, measuring and managing brand equity for apparel products. As this paper presents the brand equity framework for apparel products, there is a contribution to research on apparel sector. Also, there is a contribution to the general field of brand equity as taking Aaker's model basis, a view of Turkish consumers will be beneficial compared to other countries in terms of similar variables.

The next session will give sight into foreign apparel fashion and effect of globalization over apparel sector.

2.3. Globalization Effect on Apparel Sector in Turkey and Growing Importance of Foreign Brands

There are many reasons for the emergence of global brands in Turkey like whole around the world. Proliferation of brands, fierce competition from retailers acting as brands, more conscious consumers, the consolidation of department stores, the demand for luxury goods, the growth of the discount sector (Backer, 2007) and many other factors caused globalization in the apparel sector in Turkey. With the effect of globalization; many international brands emerged in the apparel market. Fashion changes very fast and different styles, flows are influenced from each other among the world. Fashion is related to human beings' mood and personality traits.

Studies show that consumers of developing countries prefer foreign brands, especially from the west, for reasons not only of perceived quality but also of social status. Thus a brand's country of origin serves as a "quality halo" or summary of product quality (Han, 1989) and people buy such brands for status-enhancing reasons.

Strategically, throughout the 1970s and early 1980s, companies tried to gain competitive advantage by improving productivity and reducing costs. In the 1980s, competitive advantage meant delivering flawless product quality, while in the 1990s, providing superior customer service became the objective of leading-edge firms. In the 2000s, the focus on customer service has continued but the emphasis is now on adding value. Today, organizations must constantly be searching for new ways to meet their customers' needs (Gourdin, 2006).

Ağaç (2008) prepared a survey included questions towards reaching the characteristic information and determining the branding problems of Turkish ready-to-wear industry. At the end of the research it was determined that the most important problems of ready-to-wear establishments were inabilities of finding qualified personnel both in fashion-brand design and brand management subjects, the problems encountered in design and product quality, insufficient financing, insufficient brand promotion studies and public relations studies, complexity of studies of brand establishing and brand registry and the time spent for these studies.

In one study over Turkish apparel sector and globalization, it's stated that; companies mostly focused on sub-contractor based production for well known brands with a proportion of 60%. On time delivery, quality in product and service were common important factors when selecting both material suppliers and outsourcing facilities. Especially big companies started to be aware of the fact that building a brand and undertaking a strategy connected with it, is the key factor to achieve a higher level of competence. Also, the companies having branding activities were trying to manage their marketing activities more professionally by separating this department from the sales department.

The results of the research also showed that in the clothing sector, branding activities largely lacked important elements such as marketing and retailing activities which had curtailed producers' success in launching global brands. Also, most of the firms had invested limited resources in research and development activities. Efforts expended on branding, marketing, retailing strategies were insufficient to create a global brand (Eryürük et al., 2011).

It's understood from the earlier studies in Turkey over globalization that; most of the Turkish national firms are not behaving as they are conscious of the global market competition. The big apparel firms are aware of globalization and trying to create domestic brand awareness in the market.

Even Turkish apparel is successful in export statistics (see Table 1.3 above) consumers' perception of Turkish domestic brands and thus, preference of apparel brands are effected by fashion and quality issue. Quality is conceptualized in terms of the "superiority" or "excellence" of a product's performance (Zeithaml, 1988).

Fashion criteria may change due to personal tastes, lifestyle and life−cycle. A dress which is trendy for you in your adolescence may be not in the adulthood. When we think about Turkey; there was only a few brands in the apparel sector even in 90's, like LC Waikiki, Benetton, Vakko, Mine, Levis etc. After the millennium many other global brands entered Turkish apparel market like Zara, Mango, Stradivarius, Pull and Bear, Armani, Diesel, etc. and held the big portion of the market. (www.inditex.com,2011)

Considering the world market globally, one of the major reasons that is causing shift from local to global brand adoption is globalization (Steenkamp et al., 2002) Global brands are commonly agreed to be brands that consumers can find under the same name in multiple countries with similar, coordinated marketing strategies. Apart from yielding economies of scale, globalization pragmatically increases consumers around the world to develop similar preferences and speeds up a brand's time to market globally instead of local modifications (Yip 1995; Hassan and Katsanis 1994).

The shift towards global brands is also attributed to the consumer's preference for brands with global image over local competitors even when quality and value are not objectively superior (Steenkamp et al., 2002). Global brands may be preferred by consumers as they convey high quality, expertise, authority and credibility (Batra et al., 2000). Moreover, global brands enjoy high prestige and status in the minds of many consumers (Batra et al., 2000, Steenkamp et al., 2002).Consumers buy global brands to enhance their self image and position themselves as cosmopolitan, sophisticated, and modern (Steenkamp, Batra and Alden, 2003).

On the other hand another stream of research claims that consumers prefer brands with strong local connections (Steenkamp, Batra and Alden, 2003). In this situation, brands are positioned as icons of local culture (Bilgin, Sriram, Wührer 2004). In spite of the popularity of global consumer culture, local culture remains a central influence on consumer behavior and individual identity (Steenkamp, Batra and Alden, 2003).

In the study of Bilgin et al. (2008) the extent to which Turkish consumers correctly identify Turkish brands as local brands are investigated. It investigates Turkish brand names and their implied country-of-origin communication, based strictly on the names themselves. The study suggests that, in the Turkish consumer context, language is used to either position the brands as international brands with a Western country of origin, or as local brands that are icons of the local culture. Turkish brands disguised as foreign are more successful than Turkish brands whose Turkish country of origin is emphasized. Finally, another stream of research could investigate if Turkish consumers prefer local brands for certain product and service categories and global brands for others. It can be concluded that, globalization and global brand name usage is more positively effecting Turkish consumers' perception of the brand.

As a contribution to my study, in terms of brand awareness and associations, "brand name" perception of Turkish consumers is effected in terms of language.

Here understanding the globalization concept and correlating it with the consumer buyer decision process is important for marketers.

In the fashion apparel sector factors which attract consumers to buy branded products current fashion trends are important. What is happening in the world of fashion and what are the current fashions trends is one of the factor which consumers consider when buying products and which results in their change of taste. Brands convey a certain fashion image or social status better than non branded ones.

Researchers have identified many product attributes and criteria that are critical for fashion consumers in clothing purchase, and basically all these can be summarized under intrinsic and extrinsic categories. Eckman et al. (1990) have summarized the criteria that influence consumers' evaluation of apparel products in 21 clothing related studies from 1971 to 1988 into 35 extrinsic and 52 intrinsic attributes (Figure 2.3).

Extrinsic criteria	Intrinsic criteria
Price	**Product composition**
Brand	Style
Country of origin	Colour / Design
Store; Store image	Fabric
Coordination with wardrobe	Appearance
Salesperson's evaluation	Fibre content
Department in store	**Product performance**
Approval of others	Care
Warranty	Fit / Sizing
	Durability
	Comfort
	Safety
	Colourfastness
	Quality
	Construction / Workmanship
	Physical
	Fabric
	Sex appropriateness

Figure 2.3 Summary of Findings from 21 Studies of Clothing Choice Criteria

(Source: Eckman, M., Damhorst, M.L. and Kadolph, S.J. (1990) "Toward a model of the in-store purchase decision process: consumer use of criteria for evaluating women's apparel", Clothing and Textiles Research Journal, Vol. 8 (2), pp.13-22)

All these elements have an impact over the adoption process and a similar final goal: to influence the purchase option of apparel products through the satisfaction of a certain fashion image demand. This study will attempt to find the reason to prefer foreign brands than domestic ones considering brand equity affect on consumers.

In the research methodology section, the proposed model will be presented along with the methodology.

3. RESEARCH METHODOLOGY

3.1. Research Design

This is an exploratory study at first glance as it tries to highlight the brand equity factors affecting the foreign brand preference of consumers in Istanbul. It has also a descriptive nature with the hypothesis developed and tested based on the model created for this study.

3.2. Aim and Objectives

The aim of this research is to identify the influences of brand equity and its dimensions on consumers' foreign brand purchase preference. In other words, the main purpose of this study is to assess the effects of brand equity and its dimensions on consumers' foreign apparel brand purchase preferences. For this purpose Aaker's brand equity model dimensions are considered. The brand equity dimensions' taken into consideration are brand associations, brand loyalty, brand awareness, perceived quality. The study focuses on the preferences of consumers for foreign brand apparel products.

The <u>objectives</u> are to determine the

1.   impact of brand loyalty on foreign brand purchase preference (H1)

2.   impact of brand awareness on foreign brand purchase preference (H2)

3.   impact of foreign brand associations on foreign brand purchase preference (H3)

4.   impact of perceived quality on foreign brand purchase preference (H4)

5.   difference between the foreign brand purchase decision of consumers according to selected demographic variables: age, education and occupation (H9,14,19)

6. difference for brand equity dimensions in terms of age groups (H5-8)

7. difference for brand equity dimensions in terms of education level (H10-13)

8. difference for brand equity dimensions in terms of occupation (H15-18)

9. which individual items for brand loyalty are found to be strong for the selected sample

10. which individual items for brand awareness are found to be strong for the selected sample

11. which individual items for brand associations are found to be strong for the selected sample

12. which individual items for perceived quality are found to be strong for the selected sample.

3.3. Variables and Model

All independent variables, named as brand awareness, brand loyalty, brand associations and perceived quality are related with attitudinal and motivational dimensions of the dependent variable, which is foreign brand purchase preference.

In the study, variables are stated based on the previous studies about consumer purchase intentions, brand equity and its effects on consumer purchase decision. The brand equity models of Aaker (1991) and Keller (1993) areprimarily used in the conceptual framework and variable setting process. There are seven independent variables and one dependent variable in this study.

Independent Variables are:

I1: Brand Loyalty   **I2**: Brand Awareness

I3: Brand Associations   **I4**: Perceived Quality

Dependent Variable is

D1: Foreign Apparel Brand Purchase Preference

For the demographic characteristics, gender, spending and product categories will not all be analyzed because the relationship between brand equity and purchase preference will be sought, however age, education, occupation will be used as comparative determinants to compare effect of brand equity dimensions. The demographics is presented as descriptive statistic to illustrate the general information of the respondents

Table 3.1 Items of the study to be measured

Brand Loyalty	Brand Awareness	Brand Associations	Perceived Quality
Repurchase	Visually brand detection	Display of wealth, lifestyle	Quality
Having information about other brands	Awareness, familiarity and recognization of the brand	Judgement of other people	Style
Probability to buy another brand	Information, brand knowledge	Belonging to a group/connection with other people	Price
Change of mind for purchase	Recalling symbol,logo	Price	Color
Shopping pattern, planned buying	Coming to mind	Image association	Advertisings, Celebrities
Trust	Brand name	Identification of self	Fabric, durability
	Country of origin		Country of origin
			Fashionableness
			Brand name

Source: Collected from earlier studies mentioned in literature part

Considering earlier studies like O'Cass and Julian (2001) and Han (1991), demographics are used as determinants in understanding effect of brand awareness and brand associations respectively. For this study demographics (in terms of age, education and occupation) will be bundled with the variables as giving a general comparison of the respondents.

Finally, the study is able to open new insights of research in foreign brand purchase intention that are linked to consumer shopping behavior and customers' demographics. Findings from this study may provide insights for apparel manufacturers in Turkey to cope with global brands.

Also understanding consumer needs; and improving their buying performance on domestic brands than foreign ones will be beneficial. Future research should further explore issues related to the important brand equity determinants that are analyzed and suggested by this study.

List of the variables due to their sources are as below.

Table 3.2 List of the Variables due to their Sources

Independent	Variable	Source	Statement	Questionnaire Item
Brand Loyalty	Having information on other brands	Jin and Koh(1999)	Information search and consumer satisfaction shows the importance of brand loyalty.	Searching and having information about foreign apparel brands (Q 8-9-10)
	Repurchase	Oliver ('97)	Brand loyalty commitment to repurchase or support preferred product continually,despite other brands' marketing effords causing the switch of the brand.	Repurchase of same brand with product class (Q12)
		Han (1991)	Repurchases determine brand loyalty.	
	Probability to buy other brands	Jacoby and Kyner (1973)	Brand loyalty can describe preferential behavior toward one or more alternatives out of a larger field containing competing alternatives. it also 'selects out' certain others.	In case of not existence in a strore choise, purchase of other brands (Q 13-14-15)
	Change of mind for purchase			Chance of intended brand purchase (Q 16-17)
	Shopping pattern, planned buying			Foreign brand buying intentions, how consumers do shopping (Q 19)
		Han (1991)	Shopping patterns-planned buying	
	Trust	Taylor (2004)	Trust to brands effect loyalty in deep.	Trusting to foreign brand in terms of attributes, pleasure (Q 21-22-23)

Table 3.2 List of the Variables due to their Sources (Continued)

Independent	Variable	Source	Statement	Questionnaire Item
Brand Awareness	Visually brand detection	Keller (1993)	Brand awareness is crucial as "purchase the brand they have heard of" or " choose the brand they know" and then buy only the familiar,well established brands.	Choice, detection of the brand in purchase and detection on other people (Q 24-25-26)
	Awareness and familiarity of the brand	Jin and Koh(1999) Atılgan(2005)	Consumers' knowledge about brand, product involvement is important. Consumer posses awareness and familiarity with the brand at high level.	Awareness of the brand to be purchased, feeling familiar with consumer's self (Q 27)
	Information brand knowledge, recognization	Myers (2003) Aaker(1991)	Knowledge about the brands and its promotions show awareness of brand. Brand recognition determines awareness.	Having or desiring to have info.,recognization of foreign brands (Q 28-29-30-31)
	Coming to mind	O' Cass and Julian(2001)	Brand image is important for consumers to be aware of the brand.	Whether the brand has place in consumers black box or not (Q32)
	Brand name	Rio,Vazquez,Iglesias ('01) Aaker (1991)	Product image, importance of socio-ecomomic factors, brand name-symbol determine awareness.	Knowledge about names, what consumers feel about the brand name (Q 33)
	Country of origin	Lee, Kim et al.(2008)	Brand consciousness, CoO creates emotional value for consumers' awareness.	Importance and effect of CoO on foreign brand purchase (Q 34-35)
	Recall of symbol, logo	Aaker(1991)	Recalling is determinants of the brand awareness.	Remembering the brand logo, symbol out store (Q 36)

Table 3.2 List of the Variables due to their Sources (Continued)

Independent	Variable	Source	Statement	Questionnaire Item
Brand Association	Display of lifestyle, wealth	Evans(2000) Evans,Foxal and Jamal (2006)	Brand assocations help creating the image association of the product,such as wealth.	Wearing foreign brand is display of wealth , lifestyle,prestige (Q 37)
		Dobni and Zihkhan (' 90)	Life style is an important reason for purchase.	
	Judgement of other people	Dobni and Zihkhan (' 90)	Opinions of others are important for consumers' preferences.	Wearing foreign brand makes people think more positive about me (Q 38)
	Belonging to a group, connection with others	Evans (2000)	Brand assocations help connection with other users of the brand.	Feeling to belong a high class,finding common connections with others. (Q39)
	Price	Keller (1993), Aaker(1991) Dobni and Zihkhan (' 90) Sethuraman (2009)	Brand assocations include pricing anything to memory a brand.	Price effects on decision of consumers (Q 40)
	Image Associations	Keller(1993) Aaker(1991)	Brand ass. include image.	Style of foreign brands are important for preference (Q 41)
	Identification of self	Evans(2000)	Brand assocations help creating sophistication and most importantly identification	Identifies consumer self better(Q 42)

Table 3.2 List of the Variables due to their Sources (Continued)

Independent	Variable	Source	Statement	Questionnaire Item
Perceived Quality	Quality	Schiffmann, Kanuk (2000) Zeithaml (1998) Rogers and Lutz (1990)	Product quality is based on evalution of intrinsic (physical characteristics of the product itself, such as color, flavor,aroma,form and appearance and extrinsic (brand name, stamp of quality,price, origin attributes packaging, advertising and country of production in information. Style,price,fabric char.are important for quality.	Quality perception and comparison (Q 43-44)
	Style			Being Stylish (Q 45)
	Price			Price-Quality r.ship,price importance on purchase (Q46-47)
	Color			Effect of color brand and its attributes on choise (Q 48)
	Advertisements, Celebrities			Effect of advertisements and celebrities, being famous, well know (Q49)
	Fabric, Durability	Aaker (1991) Beaudoin, Moore and Goldsmith (2000) Huddleston, Cassil and Hamilton (1993)	Customers' perception of quality is depending on intangible it is ovelall feelings about the brand. Durability, good fit, good price,color,fashionableness , CoO define perception of brands.	Quality and durability of the fabric (Q 50)
	Country of Origin			Quality-CoO r.ship,production quality,made-in concept (Q 51-52-53)
	Fashionableness			Being trendy, following the fashion (Q 54-55)
	Brand name	Zeithaml (1998)Rogers and Lutz (1990)	Consumers judgement about a product's excellence or superiority begins with the name.	Brand name and quality pleasure relationships(Q 56)

The conceptual framework of the study is as follows:

Brand Equity

Brand Loyalty	Brand Awareness	Brand Associations	Perceived Quality
Having information of other brands	Visually brand detection	Display of lifestyle/wealth	Quality
Repurchase	Awareness/familiarity	Judgement of people	Style,fit
Probability to buy other brands	Brand information, knowledge/Recognization	Belonging to a group/connecting others	Price
Change of mind for purchase	Coming to mind	Price	Color
Shopping pattern/Planned buying	Brand name	Image associations	Ad.s/Celebrities
Trust	Country of Origin	Identification of self	Fabric/durability
	Recalling symbol/logo		Country of Origin

H5,10,15   H6,11,16   H7,12,17   H8,13,18

H1   H2   H3   H4

Demographics
Age, Education, Occupation

Foreign Apparel Brand Purchase Preference

H9,14,19

Figure 3.1 Conceptual Framework of the Study

Source: The dimensions stated are chosen from Aaker's model of brand equity and the sub-dimensions or the so called items (variables) are generated from literature.

The effect of each brand equity dimension will be measured as seen above with the sub dimension items (variables).

3.4. Data Collection Method, Process and Instrument

3.4.1. Method and Process

This is a cross sectional field study. Quantitative method was chosen as it best fits the nature and purpose of this study that attempts to understand consumers' behavior in making decision to buy foreign apparel products. Hence, the study is based on face to face interviews and also mail interviews, questionnaire-based survey is selected as the major tool in data collection of the study.

In the previous part, the literature review and apparel sector have been analyzed in detail. Firstly, to develop an approach about apparel sector and brand equity, secondary data is collected. It helps to better understand brand equity concept and the apparel sector in Turkey in order to formulate the design and identify the variables. After gaining insight about the issues in the lights of literature survey in order to obtain information based on respondents, the model is developed and the questionnaire is designed. In this methodology part it is also seen how the conceptual framework is created based on the aim and objectives and the variables; then the hypotheses are tied to the conceptual framework. This part also incorporates the method of data collection and sampling in detail. Quantitative method was chosen as it best fits the nature and purpose of this study that attempts to understand Turkish (Istanbulite) consumers' behavior in making decision to buy foreign apparel products. Hence, a questionnaire-based survey is selected as the major tool in data collection of the study.

3.4.2. Instruments Questionnaire

The data collection instrument is questionnaire. In this research, the questionnaires are applied among a sample population in Istanbul. The first part of the questionnaire was designed to collect the demographic information of the respondents covering gender, age, education, occupation and income, (questions number 1, 2, 3, and 4) using nominal, ordinal and interval scale questions. Also some of these questions are applied to measure respondents' purchasing decision in questions. Number 5 and 6 to see the frequency of purchasing apparel products and to see how much money they spend on buying apparel products. Question number 7 asking respondents about type of apparel product they buy mostly of that is how they like to be dressed. Lastly, a trueness scale was applied to ask respondents about their opinions and attitudes and to ask them to choose a position on a five-point scale between strongly true and strongly untrue (Malhotra, 2004). (The Likert Scale hasn't been used in order to eliminate risk that people cross the midpoint neither agree nor disagree. In most cases this is a trap since people like to cross this point when they don't have an idea about the question).

An unbalanced scale of being true up to not true at all has been preferred which has also been taken into account in data analysis (Malhotra, 2004). The scale is at the same time a non-forced scale since it covers also a coloumn for no opinion. The strongly true-strongly untrue scale (see questionnaire) is applied to questions 8 to 57 of the study to detect the respondents' attitude toward foreign apparel brands and their purchase decision.

Questionnaires are prepared in Turkish for application in Istanbul and given to a group of Istanbulites as a pretest along with the English version. The respondents were asked to answer the questions, then they were asked to discuss whether the questions were obscured, e.g. whether they understand the meaning of the statement and questions or if there was any ambiguous in the questions. Necessary modifications were done and finally, the questionnaire was ready to distribute.

Table 3.3 Summary of Questionnaire

Aim of Question	Number	Type of Question	Statistics Technique
Demographics	1-4	Nominal Scale	Frequency
Purchasing preference of foreign apparel products	11,18,20,57	Nominal and Interval Scale	Frequency
Determining effect of brand loyalty	8-23	Likert Scale	Correlation and Regression
Determining effect of brand awareness	24-36	Likert Scale	Correlation and Regression
Determining effect of brand association	37-42	Likert Scale	Correlation and Regression
Determining effect of perceived quality	43-56	Likert Scale	Correlation and Regression

Source: Prepared considering the questionnaire and variable list.

The primary data of this research is based on the questionnaires which of them were distributed to respondents via e-mail and which of them as hardcopy.

As mentioned in sampling frame, 2000 questionnaires were sent however, most of the questionnaires didin't return only 400 returned. On the other hand 70 of the return questionnaires were found to have uncompleted answers and had to be discarded. Therefore, 330 completed questionnaires were valid for the data analysis.

3.5. Hypotheses

The hypothesis will be proved by the use of statistical method multiple-regression with questions 8-57 which focus on brand loyalty, brand awareness, brand associations and perceived quality towards consumer's purchase decision of foreign apparel brands. In order to understand the connection in between Istanbulite consumers' foreign brand preferences and brand equity with its dimensions, the variables below will be tested;

H0: There is no relationship between brand loyalty/brand awareness/brand associations/perceived quality of Istanbulite consumers and their foreign brand apparel purchase decision.

H1: There is significant relationship between brand loyalty and Istanbulite consumers' foreign apparel brand purchase preference

H2: There is significant relationship between brand awareness and Istanbulite consumers' foreign apparel brand purchase preference

H3: There is significant relationship between brand associations and Istanbulite consumers' foreign apparel brand purchase preference

H4: There is significant relationship between perceived quality and Istanbulite consumers' foreign apparel brand purchase preference

The beta coefficients of "brand loyalty-associations-awareness and perceived quality" are different than zero in multiple regression analysis with dependent "foreign brand purchase preference".

Considering demographics, the aim is to see how age, education and occupation create difference among independent variables. Thus;

H5: There is a significant difference between age groups in terms of brand loyalty.

H6: There is a significant difference between age groups in terms of brand awareness.

H7: There is a significant difference between age groups in terms of brand associations.

H8: There is a significant difference between age groups in terms of perceived quality.

H9: There is a significant difference between age groups in terms of foreign brand purchase preference.

H10: There is a significant difference between education levels in terms of brand loyalty.

H11: There is a significant difference between education levels in terms of brand awareness.

H12: There is a significant difference between education levels in terms of brand associations.

H13: There is a significant difference between education levels in terms of perceived quality.

H14: There is a significant difference between education levels in terms of foreign brand purchase preference.

H15: There is a significant difference between occupations in terms of brand loyalty.

H16: There is a significant difference between occupations in terms of brand aawareness.

H17: There is a significant difference between occupations in terms of brand associations.

H18: There is a significant difference between occupations in terms of perceived quality.

H19: There is a significant difference between occupations in terms of foreign brand purchase preference.

3.6. Sampling

Sampling design issues, starting with defining the target population, are the part of the research design process (Malhotra, 2002). Since everyone either was the user of apparel or has purchased clothing by his/her own, the population was too large to consider. So, in order to analyze the population properly, it is sensible to take one unit of the population. In order to draw a sample these six steps were followed: Defining the population, determining the sampling frame, selecting the sampling techniques, determining the sampling size, executing the sampling process (Malhotra, 2002).

The purpose of taking a sample is to obtain a result that is representative of the whole population being sampled without going to the trouble of asking everyone (Fisher, 2007, p.189). The size of sample needed depend on the size of the margin of error and the size of population from which we are going to take the sample. According to Fisher (2007, p.189) the accepted margin error is +/- 5 percent.

This study counted on a non-probabilistic convenience sample for its easier operational implementation and low variation in population (Malhotra, 2002). According to Malhotra (2002), convenience samples can be used in exploratory research to generate ideas, intuitions and hypotheses. Homogeneity is of great importance in this study because the more uniform the sample, the lower the probability of intervenient or strange variables to influence the end results.

In Turkey there are approximately 44 million citizens between ages 15-65 (TUİK, 2011). (http://www.tuik.gov.tr/VeriBilgi.do?tb_id=39&ust_id=11)

To reflect the view of Turkish consumers in Istanbul, a sample consisting of 300 respondents is enough according to convenience sampling.

For the determination of sample, considering the 57 item questionnaire, 2000 self administered questionnaires were distributed and after the control and elimination of unusable questionnaires due to missing data and other inconsistencies, 400 questionnaires were obtained, reaching to a return rate of 20%. Some of the respondents (70 of them) answered as "I have no idea" for some questions so 330 usable and measurable questionnaires were studied on with SPSS programme.

A sample size of 330 is considered as very good as an adequate number considering convenience sampling for scale development and even with smaller samples, scales can be developed successfully. Most of the questionnaires were distributed via e-mail and it was aimed to reach a wide population reflecting sample but the returned ones were mostly from Istanbul. On the other hand all the returned participants' home town is not Istanbul so the results do not show only Istanbulite consumers' opinions.

However, as this study is aimed at giving the basic guideline and understanding of Turkish consumers in their foreign apparel purchasing preference which the result of the study can describe the trend of the market and will give a more in-depth understanding to domestic marketers so that they can apply the framework and conduct further investigation on their own specific purpose. The data collection was carried out from June 10th to August 10, 2011 using self-administrated questionnaires that are distributed personally in Istanbul between relatives, friends and collegues of 50 people in face to face meetings. Beyond, also e-mail questionnaires were distributed to a sample of 1950 people.

As the reader will see in the limitations part, an equal distribution of demographic characteristics reflecting Turkey counld't be achieved with this sample.

The sampling frame consists of people between the ages 15-65. Respondents were from telecommunications sector, finance sector, university students, retired people and non-workers.

3.7. Validity and Reliability

To assure the validity of this research, the selected theories and questionnaire were extracted from authors who studied in the relevant field and contributions to literature.

Cronbach's alpha test or the reliability coefficient was used to measure the internal consistency between the multiple measurements of a variable in a questionnaire. According to Hair (2006), this test is the most widely used to assess the consistency of the entire scale. Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires. According to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The following rules of thumb indicated acceptable of Cronbach's alpha coefficient: "_ > 0.9 - Excellent, _ >0.8 -Good, _ >0.7 - Acceptable, _ >0.6 - Questionable, _ > 0.5 - Poor, and _ < 0.5 - Unacceptable". In this paper, Cronbach's alpha test is applied to measure the internal consistency of questionnaires to test its reliability.

3.8. Data Analysis Methods Used in the Study

The data collected from the designed questionnaires are processed and analyzed by using SPSS 17.0 programme. The next step, the data would be analyzed, using statistical tool-SPSS where correlation and regression would be employed. Fisher (2007) claimed that correlation analysis is a measure of association between two or more variables.

Correlations are used as the methods to analyze relationship between the independent variables which are "brand loyalty, brand awareness, brand associations and perceived quality" and dependent variable; "foreign brand purchase preference". Through correlation, the relationship between each elements of brand equity, brand loyalty, brand awareness, brand associations, perceived quality and purchase decision will be studied.

To make the most of this research, the prediction of the Turkish apparel sector could be possible with analyzing the same set of data using multiple regression analysis. Wagner (2007) states that regression analysis helps us to predict one variable from information that is about other variables.

According to Sykes (2009) multiple regression is a technique that allows additional factors to enter the analysis separately so that the effect of each can be estimated so that the researchers can quantifying the impact of various simultaneous influences upon a single dependent variable. Therefore, in this study, multiple regression analysis is considered practical and applied as well.

4. RESEARCH FINDINGS

In this part, the research findings are presented beginning from descriptive statistics of the sample. After descriptive statistics, all analyses will be discussed including Correlation, Multiple Regression Analysis, Anova Tests.

4.1. Descriptive Statistics of the Sample

Table 4.1, 4.2, 4.3 and 4.4 indicate age, gender, education, occupation, income level and most preferred apparel styles of the sample. As can be seen from the table 4.1, the sample is composed of respondents between the ages 15-65. The age intervals grouped into five and the respondents aged 15-25 is 23,9% of the sample,   26-35 age group is 57.8%, 36-45 age group is 10.6%, 46-55 group is 6.06% and lastly 56-65 age group is 1.51% of the sample.

Table 4.1 Age Distribution of Respondents

Age		
Intervals	Number	Valid Percentage
15-25 ages	79	23.9%
26-35 ages	191	57.8%
36-45 ages	35	10.6%
46-55 ages	20	6.06%
56-65 ages	5	1.51%
Total	330	

Table 4.2 indicates the gender, income level, education and occupation of the total sample. The sample is composed of 53.03% males, and 46.96% females with high-school degree (21.21%), university degree (68.78%), masters and doctorate degree (9.9%). Most of the total sample is composed of private company staff (61.8%), followed by students (23%) then, housewives (10.3%), the questionnaires of the participants some of whom were government officers or self-employed were not returned or not all filled so extracted thus, the occupations are limited as seen the following table. Most of the total sample (43.3%) has monthly income level of 3001-5000 TL, whereas 23.6% has income between 2001-3000 TL per month, an important portion (21.2%) has less than 1000 TL, (9.09%) between 1001-2000 TL and the rest 3% has more than 5.000 TL per month.

Table 4.2 Gender, Income Level, Education and Occupation Distribution of Sample

Occupation		
	Number	Valid Percentage
Student	76	23%
P. C.Staff	220	61.8%
Gov.Officer	0	0
Housewife	34	10.3%
Selfemploy	0	0
Total	330	100%

Gender		
	Number	Valid Percentage
Male	175	53.03%
Female	155	46.96%
Total	330	100%

Education		
Degree	Number	Valid Percentage
Elementary	0	0
High school	70	21.21%
University	227	68.78%
Master's	28	8.48%
Doctorate	5	1.51%
Total	330	100%

Income Level		
TL	Num.	Valid Percentage
<1000	70	21.2%
1001-2000	30	9.09%
2001-3000	78	23.6%
3001-5000	142	43.3%
5001-7000	8	2.42%
7001-10000	2	0.6%
10000<	0	0
Total	330	100%

Within the study, shopping behaviors of Turkish consumers were also measured. The following Table 4.3 and 4.4 indicates apparel shopping frequency, apparel brands shopping expenditures and the mostly preferred ones. According to the results, (37.8%) of the respondents purchase apparel more than in a month, similarly (39.4%) of them purchase once in a month, on the other hand (4.6%) of them purchase apparel once in two months, (10.7%) purchase once in three months and (7.5%) of them purchase brands once in four-six months.

Considering the amount paid for apparel shoppings; (12.1%) of respondents paid less than 100 TL, (35.3%) of respondents paid 100-249 TL monthly for apparel shoppings, similarly (30.3%) of them paid 400-549 TL, on the other hand (18.6%) of the sample paid 250-399 TL and lastly (3.7%) of the respondents paid more than 700 TL for their monthly apparel shoppings.

Table 4.3 Apparel Brand Shopping Frequency and Expenditure

ApparelBrand Shopping Frequency		
	Number	Valid Percentage
More than once in a month	125	37.8%
Once in a month	130	39.4%
Once in two months	15	4.6%
Once in three months	35	10.7%
Once in 4months	25	7.5%
Once in a year	0	0
Total	330	100%

Apparel Brand Shopping Expenditure		
TL/monthly	Number	Valid Percentage
<100	40	12.1%
100-249	117	35.3%
250-399	60	18.6%
400-549	100	30.3%
550-699	0	0
700<	13	3.7%
Total	330	100%

When respondents were asked which style they purchase mostly for their apparel shoppings, casual daily was the most preferred style with (51.5%) percentage, than sportive with a percentage of (27.5%), following classic with (24.3%) percent of the respondents and lastly (2.7%) percent prefer evening dress.

Table 4.4 Style Preference of the Respondents for Foreign Apparel Shopping

ApparelBrand Shopping Style		
Style	Number	Valid Percentage According to N
Classic	80	24.24%
Sportive	91	27.57%
Casual	170	51.51%
Evening Dress	9	2.72%

In this table above, the total is greater than 330 since multiple responses are allowed but the percentages are calculated according to 330 respondents to see the frequency of preferred style.

In short, participants reflect mainly following characteristics: The participants are found to become dense as 25-35 aged, university degree, private company staff, monthly income as 3001-5000 TL, once in a month shopping, paying 100-249 TL monthly for apparel and preferring casual as apparel atyle.

When respondents were asked which brand they mostly prefer in their apparel shoppings, they stated different brands for different styles and types. It can be seen in the following table 4.5 that consumers not only prefer a single foreign brand but also many foreign brands for apparel shopping.

Table 4.5 Moslty Preferred Brands for Apparel Shopping

Outwear Jacket, Coat		Daily Casual		Evening Suit,Dress		Classic		Sportive	
Brand	N	Brand	N	Brand	N	Brand	N	Brand	N
A&F	10	BCBGMaxazria	2	Gucci	18	Cacharel	5	Adidas	19
Armani	15	Diesel	4	Guess	55	Herry	17	Benetton	20
D&G	6	Beymen	10			Mango	20	Bershka	20
Hugo Boss	11	BeymenClub	10			PierreCardin	20	Massimo Dutti	5
Burberry	9	Burberry	6			Zara	27	GAP	11
Cacharel	3	Vakko	19					Levis	26
Pierre Cardin	14	Cacharel	8					TommyH.	45
Chanel	3	CalvinKlein	11					U.S. Polo	30
Diesel	10	HarveyNichols	3					Nike	18
Massimo Dutti	20	Ralphlauren	2					JackJones	8
Zara	30	Versace	3					Lacoste	12
Calvin Klein	7	Armani	8						
Mango	9	Bershka	10						
Tommy Hillfiger	12								
Missing	171		234		257		241		116
Total	330		330		330		330		330

About 50% of the respondents didn't state any foreign brand for outwear goods. When we consider daily casual this percentage increases to about 71%, for evening suits the percentage increases to 77.8%, for classic the percentage is 73% and lastly for sportive clothes the percentage decreases to 35%. Most of the respondents didn't answer this question so it doesn't take place in the measurements but gives an opinion about the brands that are preferred. Massimo Dutti, Zara, Pierre Cardin and Armani come forward as the preferred brand for outwear-jacket style. Vakko, Beymen and Calvin Klein come forward for daily casual, Guess and Gucci for evening dress, Mango, Zara, Pierre Cardin and Herry for classic dressing and U.S Polo, Lacoste, Nike, Tommy Hillfiger, Lewis and Bershka for sportive dressing.

4.2. Impact of Brand Equity Dimensions on Foreign Brand Purchase Preference

The conceptual model of the study which is supported with literature is measured with 4 independents consisting of 28 items with the questions 8-57. Some of the questions were answered as "have no idea" so these questionnaires were eliminated for a true measurement and 330 questionnaires were used. The objectives 9 to 12 are measured in this part.

Table 4.6 Descriptive Statistics

Descriptive Statistics of Independents				
	Mean of the mean	Std.Deviation	N	Range
Perceived Quality	2.912	.442	330	1-5
Brand Loyalty	2.696	.181	330	1-5
Brand Awareness	2.664	.400	330	1-5
Brand Associations	2.286	.310	330	1-5

Range: (strongly true(5)-strongly untrue(1))

As seen from the table above each of the independents is meaningful and the models' mean considering the items' mean are calculated and found to be almost equally weighted within the questionnaire for the measurement.

The dimensions were measured according to literature survey mentioned in methodology. Perceived quality distinguishes among the other dimensions with a little higher mean. The studies from literature like Schiffmann, Kanuk (2000), Zeithaml (1998) and Aaker (1991) also suggests that, perceived quality has crucial affect on brand equity. The multiple correlation between these dimensions will be concluded in the further steps and the parallelism with the literature will be checked.

4.2.1. Impact of Brand Loyalty Items on Foreign Brand Brand Loyalty

The items of the model based on literature are measured with one or multiple question statements. Each of the questions was given equal weight. To see the relation between items, correlation between the questions belonging to the brand loyalty item were calculated and the results are as seen below in Table 4.7 and 4.8

Table 4.7 Descriptive Brand Loyalty Item Statistics

Descriptive Statistics

Statement	N	Mean	Std. Deviation	Item
Not to give up buying whether foreign b. price is high (q16)	330	3,65	0,692	Change of mind for purchase
Being pleased with foreign b. Purchase (q23)	330	3,20	0,629	Trust
Repurchasing favourite foreign brand (q12)	330	3,08	0,853	Repurchase
Buying foreign brand is planed (q19)	330	3.06	0,737	Shopping Pattern
Knowledge more about foreign brands (q8)	330	3,00	0,616	Having İnfo.on brands
Trusting more to foreign b. İn terms of quality-durability (q21)	330	2,69	0,784	Trust
Preference to be informed for foreign brands(q9)	330	2,58	0,903	Having info .on other brands
Not to prefer domestic in case foreign b. not existence (q13r)	330	2.54	0,693	Probability to buy Other brands
Continue buying whether a negative info about foreign brand is heard (q17)	330	2,42	0,495	Change of mind for purchase
Feeling better when foreign brand is worn (q22)	330	2,41	1,043	Trust
Not to choose domestic brand in case of promotion discount (q15r)	330	2,39	0,649	Probability to buy Other brands
No change of brand in case of not existence (q14)	330	2,11	0,715	Probability to buy Other brands
No need to have info.on other brands(q10)	330	1,93	1,155	Having info on other brands
B.Loyalty Valid N (listwise)	330 330	2,69	0,181	

As seen from the descriptives, all of the questions were answered and different means were calculated. For the items measured with multiple questions, each the question was taken into consideration calculating the correlations between items.

The items were gathered from literature review and questions were generated to measure these items. According to the results "Not to give up buying whether

foreign brand price is high and being pleased with foreign brand purchase" that refer to "change of mind for purchase and trust" items were found to be stronger for brand loyalty by the respondents.

Table 4.8 Relation between Brand Loyalty Items

Correlations

		Loyalty	Having İnfo.	Repurchase	Probability	Change	Shopping	Trust
Loyalty	Pearson C.	1	.603[**]	.704[**]	.514[**]	.350[**]	.293[**]	.288[**]
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N		330	330	330	330	330	330

**. Correlation is significant at the 0.01 level (2-tailed).
 *. Correlation is significant at the 0.05 level (2-tailed).

The correlations between brand loyalty items according to correlations resulted that; the sample's "having information (0.603), repurchase (0.704)" are the strongest items (displays) of their loyalty to foreign apparel brands i.e the sample mostly has information about foreign brands and repurchase the foreign brands they prefer. "Change of mind for purchase (0.350) and probability to buy other brands (0.514)" are moderate strong items of brand loyalty of the sample consumers. Different than the descriptives "trust (0.288) resulted as the weakest item of brand loyalty" meaning the sample is not that trusting to foreign brands. Turning back to objectives of this study, objective 9 was examined and found to be having information and repurchase. According to the results of brand loyalty items' weight in descriptive and correlation analysis, a parallelism with the results was obtained. Referring to the literature, Jin and Koh (1979) and Taylor's (2004) variable hypotheses were supported in this study.

4.2.2. Impact of Brand Awareness Items on Foreign Brand Brand Awareness

Descriptives of the answered brand awareness questions are below.

Table 4.9 Descriptive Brand Awareness Item Statistics

Descriptive Statistics

Statement	N	Mean	Std. Deviation	Item
Thinking foreign brands as more popular (q27)	330	3,36	1,175	Awareness/familiarity
Recognize foreign brands on people wearing them (q25)	330	3.21	1,319	Visually brand detection
Recognizing of foreign brands beter than domestic brands. (q30)	330	3,03	0,628	Foreign brand knowledge,recognization
Remembering foreign brand's symbol, logo beter than domestic ones. (q36)	330	2.98	0.984	Recall Symbol,logo
Distinguish foreign brand easily among many brands. (q24)	330	2,75	1,222	Visually brand detection
Coming to mind as foreign brand first (q32)	330	2,68	0,985	Coming to mind
Determining a brand whether it is foreign or not (q26)	330	2,62	0,918	Visually brand detection
Having info about foreign brand apparel more than domestic ones (q28)	330	2,60	0,797	Brand knowledge,recognization
Preference of foreign brand than domestic ones (q35)	330	2,58	0,819	Country of origin
Having detailed info about foreign brand's CoO, devepolopment, designers (q31)	330	2,46	0,939	Brand knowledge Recognization
Knowing and counting foreign brands names better than domestic brands (q33)	330	2,32	0,772	Brand name
No need to have info about domestic brand (q29)	330	2,22	1,008	Brand knowledge Recognization
Reason to prefer as CoO (q34)	330	1,82	0,783	Country of Origin
B.Awareness Valid N (listwise)	330 330	2.66	0,400	

Considering the relations between brand awareness items due to the mean table above, it is seen that; "thinking foreign brands as more popular and recognizing foreign brands on people wearing them" belonging to the items "awareness/familiarity, visually brand detection" were found strongest brand awareness items for the sample (Table 4.9)

Table 4.10 Relation between Brand Awareness Items

Correlations

		Brand Awareness	Visually detection	Familiarity	Recognization	Coming to mind	Brand name	CoO	R.symbol
Awareness	Pearson C.	1	.557**	-.512**	.912**	-.051**	.881**	.862**	.845**
	Sig.(2-tailed)		.000	.000	.000	.353	.000	.000	.000
	N		330	330	330	330	330	330	330

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

"Brand knowledge/recognization (0.912), brand name (0.881), country of origin (0.862) and recall symbol/logo (0.845)" are the strongest brand awareness items of the sample (i.e. the sample knows and recognizes foreign brands and their names, symbols very well) on the other hand "visually brand detection" is moderate strong item of brand awareness with Pearson Correlation number (0.557) and "coming to mind and familiarity with the brand" are the weakest brand awareness items (the sample does't feel familiarity with foreign brands and can't remember easily) for the sample. Considering the mean table above (Table 4.10) there is a similar result for the items brand knowledge/recognization to show the sample's brand awareness items most. As Jin and Koh (1999) and Aaker (1991) stated in literature; "consumer's knowledge about the brand and recalling the brand determines brand awareness" respectively, their hypotheses were supported in the present study. The objective 10 of the thesis was achieved with these results.

4.2.3. Impact of Brand Associations Items on Foreign Brand Associations

Table 4.11 Descriptive Brand Association Item Statistics

Descriptive Statistics

Statement	N	Mean	Std. Deviation	Item
Believing to look more stylish while wearing foreign brand (q41)	330	2.66	0,896	Image Associations
Thinking to look more prestigious wealthy while wearing foreign brand (q37)	330	2.42	0.987	Display of lifestyle ,wealth
Feeling to identificate one self with foreign brand better (q42)	330	2.33	1,110	Identification of self
Believing to be judged better while wearing foreign brand (q38)	330	2.30	1,070	Judgement of other people
Choose of foreign brands in case higher prices than domestic once (q40)	330	2.02	0,890	Price
Feeling to belong a high class when wearing foreign brand (q39)	330	1.99	0,772	Belonging to a group, connection with others
B.Association Valid N list (Valid)	330 330	2.28	0,310	

According to the item analysis, "believing to look stylish, wealthy believing to be judged better by people" are very important for the participants i.e the sample believes that when they wear foreign branded apparels they look more stylish, wealthy and people judge them more prestigious and these items of brand associations like "image associations and judgement of others" are mostly strong for the sample (Table 4.11).

Table 4.12 Relation between Brand Association Items

Correlations

		Brand Association	Display of weath	Other people	Belonging to group	Price	Image	Identification of self
Brand Association	Pearson C.	1	-.327**	.486**	.782**	.633**	.383**	.138**
	Sig.(2-tailed)		.000	.000	.000	.000	.000	.012
	N	330	330	330	330	330	330	330

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

Considering the Table 4.12 above, "price (0.486) and belonging to a group (0.633) were found to be strongest items of brand associations," on the other hand, "display of wealth (-0.327)" is the weakeast brand association item.

Meaning, the sample wears/prefers foreign brand apparels mostly to belong a group and to be prestigious, better judged by other people whereas the sample doesn't prefer foreign brands to show them selves richer than they are. In fact there can be comment made here; consumers concern to be prestigious judged but do not concern to seem wealthy, prestigious doesn't mean wealthiness for the sample. According to the correlation results of this study, consumers give high importance to belonging to a group and image association as similarly stated for the descriptive means. Evans' (2000) theory as, "judgement of others, belonging to a group determine brand associations" was supported with the results. The aimed objective 11 was achieved with this part.

4.2.4 Impact of Perceived Quality Items on Foreign Brand Perceived Quality

Table 4.13 Relation between Perceived Quality Items

Correlations

		Perceived Quality	Quality	style	Price	Color	Ad.s	Fabric	CoO	Fashion trend	Brand name
Perceived Quality	Pearson C. Sig.(2-tailed) N	1	.107** .053 330	.887** .000 330	.849** .000 330	.773** .000 330	.636** .000 330	.025** .647 330	.908** .000 330	.223** .000 330	.580** .000 330

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

According to the participant descriptive see Table 4.14 below, the results showed that "feeling foreign brands to be more fashionable then domestic ones, classifying foreign brands, feeling foreign brands more quality than domestic ones" were the strongest perceived quality statements that refer to "fashionableness, country of origin, brand name" items.

Table 4.14 Descriptive Perceived Quality Item Statistics

Descriptive Statistics

Statement	N	Mean	Std. Deviation	Item
Feeling foreign brands to be more fashionable then domestic ones (q54)	330	3.32	0.620	Fashionableness
Classifying brand (q56)	330	3.23	0.600	Brand name
Feeling foreign brands more quality than domestic ones (q43)	330	3.19	1.196	Quality
İnfluencing by made in concept (q52r)	330	3.18	1.140	Country of origin
Giving importance to country of production (q53r)	330	3.15	1.056	Country of origin
Believing foreign brand to be more durable, stable than domestic ones (q50)	330	3,13	0.829	Fabric and Durability
Feeling foreign origin brands more quality than domestic ones (q51)	330	3.12	0.691	Country of Origin
Believing foreign brands to be more stylish, trendy than domestic ones (q45)	330	3.12	1.020	Style
İmportance of price while purchasing (q47)	330	2.83	0.628	Price
Recalling a foreign brand when asked for a quality product (q44)	330	2.75	1.326	Quality
Choosing foreign brand to follow fashion (q55)	330	2.56	0.988	Fashionableness
Being effected by ad.s, celebrities for purchasing foreign brand (q49)	330	2.52	1.342	Advertisements celebrities
Choosing a foreign brand because of its color, color scheme (q48)	330	2.47	0.723	Color
Not giving up buying foreign brands in case a very high price (q46)	330	2.21	0.737	Price
Perceived Quality Valid N(listwise)	330 330	2.912	0.44209	

Comparing these with correlations, "price (0.849), CoO (0.908) and style (0.887) are calculated as the strongest items of perceived quality i.e the sample mostly prefers foreign brands for its price, CoO and style. Suprisingly "quality (0.107) and fabric (0.025)" are the weakest items of perceived quality i.e sample consumers do not consider quality and fabric features of foreign brands as much as their price, style and country of origin (Table 4.13). The common one "style" showed a parallelism with Schiffmann and Kanuk's (2000) study as a supported theory in this study with the literature. Objective 12 was achieved with these findings.

4.2.5 Impact of Purchase Preference Items on Foreign Brand Purchase Preference

Table 4.15 Descriptive Purchase Preference Item Statistics

Descriptive Statistics

Statement	N	Mean	Std. Deviation	Item
To purchase foreign apparels more than domestic (q20)	330	2.58	0.495	
At the moment of purchasing to buy foreign at most (q11)	330	2.56	1.207	Foreign brand Purchase Preference
Preferring foreign brand as a gift than domestics(q57)	330	2.53774	1.272	
To detect foreign part in a store firstly (q18)	330	2.08	0.848	
Purchase Preference	330	2.43774	.692	
Valid N (listwise)	330			

Table 4.16 Relation between Purchase Preference Items

Correlations

		Purchase Preference	Purchasing to buy foreign at most	Detect foreign brand first in a store	Purchase foreign apparels more than domestic	Preferring foreign brand as a gift than domestic
Purchase Preference	Pearson C. Sig.(2-tailed) N	1	.738** .000 330	.580** .000 330	.858** .000 330	.757** .000 330

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

According to Table 4.16, all the items are almost equally strong items of the dependent of this study foreign brand purchase preference. The Pearson Correlation numbers are meaningful at 0.01 significancy level and each item's correlation number is close to each other as seen so their power in determination or reflection of brand preference are almost equal.

4.2.6 Correlations between Dimensions

The correlation coefficient *r* is a measure of the linear relationship between two attributes or columns of data. The correlation coefficient is also known as the Pearson product-moment correlation coefficient. The value of *r* can range from -1 to +1 and is independent of the units of measurement. A value of *r* near 0 indicates little correlation between attributes; a value near +1 or -1 indicates a high level of correlation. When two attributes have a positive correlation coefficient, an increase in the value of one attribute indicates a likely increase in the value of the second attribute. A correlation coefficient of less than 0 indicates a negative correlation. That is, when one attribute shows an increase in value, the other attribute tends to show a decrease. (IBM, 2011, Source:http://publib.boulder.ibm.com/infocenter/db2luw/v8/index.jsp?topic=/com.ibm.db2.udb.doc/admin/c0006909.htm)

Table 4.17 Correlations between Dimensions

	Dimension	Purchase Preference	Loyalty	Awareness	Association	P.Quality
Pearson Correlation	Purchase Preference	1.000	-.274	.715	.417	.781
	Loyalty	-.274	1.000	-.267	-.288	-.387
	Awareness	.715	-.267	1.000	.480	.745
	Association	.417	-.288	.480	1.000	.302
	P.Quality	.781	-.387	.745	.302	1.000

N=330

When the correlations between the independents are analyzed, the results with 95% confidence interval can be seen on the table above.

Considering the fact mentioned above "*a value near +1 or -1 indicates a high level of correlation*" there is a strong relation between "perceived quality and purchase preference" with the value 0.781 , a negative relation between "brand loyalty and purchase preference" with -0.274. The rest variables are moderately related with each other. It is understood from the results that brand loyalty is a negaticely affecting dimension of brand equity according to the sample of this study.

4.3. Regression Analysis for the Model

Since the basic idea of this study is to identify the major determinants of purchase intention for the Turkish consumers' foreign brand purchasing decision, regression analysis is performed. In every test that is made in order to analyze the relations in between the different dimensions of the factors is applied.

Lastly, in order to test the mean differences among the dimensions within each group (brand associations, perceived quality, brand awareness, brand loyalty) ANOVA tests were conducted according to age, education and income level of the respondents.

4.3.1. Multiple Regression Analysis

Multiple Regression is a statistical method used to examine the relationship between one dependent variable Y and one or more independent variables Xi. The coefficient of multiple regression R^2 falls between zero and one, a higher value indicates a stronger relationship among the variables. The formula of the multiple regression is:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + \varepsilon$$

(Source: http://www.medcalc.org/manual/multiple_regression.php)

Considering the model in this study Y is the foreign brand purchase decision that is effected by the independents Xi brand loyalty, association, awareness and perceived quality.

Table 4.18 Summary of the Thesis Model with Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig.F Change	
1	.817[a]	0.667	0.663	0.401	0.667	162.940	4	325	.000	2.008

a. Predictors: (Constant), P. Quality, Loyalty, Association, Awareness
b. Dependent Variable: Foreign Brand Purchase Preference

As first phase, it is analyzed the all-key dimensions of the four independent variables. The result of multiple regression analysis suggests "purchase decision" is related to whole independent variables presented in the table below.

Considering the Table 4.17 above, R^2 is 0.667 showing a high relation between dependent and independents suggested in the thesis model. The change in 66.7% of the dependent is determined with perceived quality, brand loyalty, association and awareness stated in the model. The "Durbin-Watson test for autocorrelation" is a statistic that indicates the likelihood that the deviation (error) values for the regression have a first-order autoregression component. The regression models assume that the error deviations are uncorrelated. (Source: http://www.nlreg.com/results.htm) The Durbin-Watson value is "2.0" for this model so a value between 1.5 and 2.5 shows there is no autocorrelation.

4.3.2. Impact of Brand Equity Dimensions on Foreign Brand Purchase Preference

After considering model whether it is meaningful or not, the coeffients are measured with the regression analysis to see each independent's effect on the dependent.

Table 4.19 Comparison of the Independents on Dependent with Regression Analysis

Coefficients[a]												
	Unstandardized Coefficients		Stnd. Coef.			95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tole-rance	VIF
(Constant)	-2.648	.493		-5.373	0	-3.617	-1.678					
Loyalty	**0.223**	0.136	.059	1.641	**0.102**	-.044	.490	-.274	0.91	.052	.805	1.242
Awareness	**0.363**	0.091	0.210	3.972	0	.183	.542	.715	.215	.127	.367	2.723
Association	**0.338**	.084	.151	4.025	0	.173	.503	.417	.218	.129	.723	1.382
PQuality	**0.942**	.080	.602	11.835	0	.786	1.099	.781	.549	.379	.396	2.525

a. Dependent Variable: Foreign Brand Purchase Decision

When the regression analysis is calculated for the model and the variables it is seen from the table above that; the dependent and independents of the model has a 95% meaningfulness level except brand loyalty. Significany of brand loyalty is higher than 0.05 so brand loyalty is meaningless for this model and the hypothesis H1 is rejected.

The model of Purchasing Preference is formulized as follows

"P.Pre.=-2.648-0.223$_x$Loyalty+0.363$_x$Awareness+0.338$_x$Association+0.942$_x$P.Quality"

Considering the unstandardized Beta coefficients coloumn in the table above, it is seen that one unit increase in loyalty decreases purchase preference by 0.223, one unit increase in awareness increases purchase decision by 0.363, one unit increase in brand association decreases purchase decision 0.338 and lastly one unit increase in perceived quality increases purchase decision 0.942.

Foreign brand purchase decision is; strongly positively effected by "perceived quality", moderately positively affected by "brand associations and awareness", on the other hand "brand loyalty" is calculated as having a negative effect on purchase preference.

Based on standardized coefficients "perceived quality" has the most, "brand association and awareness" has moderate and "brand loyalty" has the least effect on foreign brand purchase preference.

Considering the significancy values on the Table 4.19 the dimensions except brand loyalty are meaningful (all sig. values are less than 0.05)

Since all the Beta coefficients related to the variables (loyalty, awareness, association and perceived quality) are different than zero and all significany related to these variables are less than 0.05 there is a relation between Istanbulite consumers' foreign brand purchase preference and the brand equity dimensions stated in the model. So the hypotheses regarding to brand association, awareness and perceived quality, H2, H3, H4 are **accepted** as they all have significant effect on foreign brand purchase preference. Whereas brand loyalty has a significancy of 0.102 (higher than 0.05) so hypotheses **H1** is **rejected.**

4.4. Reliability of the Model and Items with ANOVA

4.4.1. Analysis of the Model Variance with Anova

Analysis of variance (ANOVA) is a collection of statistical models, and their associated procedures, in which the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form ANOVA provides a statistical test of whether or not the means of several groups are all equal. The F test is used for comparisons of the components of the total deviation. (Source: http://en.wikipedia.org/wiki/Analysis_of_variance) The greater"F" value the more meaningful model. For this model F value is calculated as "162.9" and the Sig. value is smaller than 0.05 so it is understood that the model is totally meaningful.

Table 4.20 Analysis of the Model Variance with Anova

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.246	4	26.311	162.940	,000[a]
	Residual	52.481	325	0.161		
	Total	157.727	329			

a.Predictors: (constant) perceived quality, brand loyalty, awareness, association

b. Dependent Variable: Foreign brand purchase decision

Reliability analysis is also measured for the questionnaire and questions. As seen from the Table 4.21, the questions are also reliable with 0.771 value.

Table 4.21 Reliability Analysis for Questions

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.789	50

4.5. Comparison between Effects of Demographics on Brand Equity Dimensions with ANOVA

The definition of ANOVA was given in the earlier steps before. To recall; an ANOVA test is used to find out if there is a significant difference between three or more group means. However, the ANOVA analysis simply indicates there is a difference between two or more group means, but it does not tell you what means there is a significant difference between. In order to find out what means there is a significant difference between, a post hoc test needs to be done. The Tukey Test is a post hoc test designed to perform a pairwise comparison of the means to see where the significant difference is. (Source: http://www.cvgs.k12.va.us/digstats/main/Guides/g_tukey.html)

So Tukey Tests were used in the Post Hoc testlerinde to analize the comparison between age-education-occupation and the variables consisting of brand equity dimensions.

4.5.1 Comparison of Age Impact on Brand Equity Dimensions

- **by Loyalty**

Considering Table 4.22 below, the values belonging to an age group should be at the significancy level (lower than 0.05 sig.) to show a difference between related variables.

So, age group 1 (15-25 aged) and age group 4 (46-55 aged) consumers are affected in their perception of loyalty but 26-35, 36-45 and 56-65 aged consumers are not affected in their loyalty perceptions. So hypothesis H5 is partially accepted since all the age groups' mean difference is not significant at 0.05 level (no meaningful difference of all age groups) in terms of loyalty.

Table 4.22 Age Groups Comparison by Loyalty

Multiple Comparisons

Brand Loyalty

Tukey HSD

Age Group	Compared Age Groups	Mean Difference (between age groups)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.19922*	.01963	,000	,1454	,2531
	3	.14829*	.02538	,000	,0787	,2179
	4	.56883*	.02967	,000	,4874	,6502
	5	.32154*	.05828	,000	,1617	,4814
2	1	-.19922*	.01963	,000	-,2531	-,1454
	3	-.05093	.02030	,091	-,1066	,0048
	4	.36961*	.02546	,000	,2998	,4394
	5	.12232	.05625	,192	-,0320	,2766
3	1	-.14829*	.02538	,000	-,2179	-,0787
	2	.05093	.02030	,091	-,0048	,1066
	4	.42054*	.03012	,000	,3379	,5032
	5	.17324*	.05851	,027	,0128	,3337
4	1	-.56883*	.02967	,000	-,6502	-,4874
	2	-.36961*	.02546	,000	-,4394	-,2998
	3	-.42054*	.03012	,000	-,5032	-,3379
	5	-.24729*	.06049	,001	-,4132	-,0814
5	1	-.32154*	.05828	,000	-,4814	-,1617
	2	-.12232	.05625	,192	-,2766	,0320
	3	-,17324*	.05851	,027	-,3337	-,0128
	4	,24729*	.06049	,001	,0814	,4132

*. The mean difference is significant at the 0.05 level.

- **by Awareness**

For brand awareness age is analyzed and none of the age groups show a meaningful difference with each other. Also none of the age groups' significancy value is significant at 0.05 level so hypothesis H6 is rejected i.e brand awareness is not differentiated by different age groups (Table 4.23).

Table 4.23 Age Groups Comparison by Brand Awareness

Brand Awareness
Tukey HSD   **Multiple Comparisons**

Age Group	Compared Age Group	Mean Difference (between age groups)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	,19896*	,05694	,005	,0428	,3552
	3	,58033*	,07364	,000	,3783	,7823
	4	-,06416	,08609	,946	-,3003	,1720
	5	,17231	,16907	,846	-,2915	,6361
2	1	-,19896*	,05694	,005	-,3552	-,0428
	3	,38137*	,05889	,000	,2198	,5429
	4	-,26312*	,07386	,004	-,4657	-,0605
	5	-,02666	,16319	1,000	-,4743	,4210
3	1	-,58033*	,07364	,000	-,7823	-,3783
	2	-,38137*	,05889	,000	-,5429	-,2198
	4	-,64449*	,08739	,000	-,8842	-,4048
	5	-,40803	,16974	,117	-,8736	,0576
4	1	,06416	,08609	,946	-,1720	,3003
	2	,26312*	,07386	,004	,0605	,4657
	3	,64449*	,08739	,000	,4048	,8842
	5	,23647	,17549	,662	-,2449	,7179
5	1	-,17231	,16907	,846	-,6361	,2915
	2	,02666	,16319	1,000	-,4210	,4743
	3	,40803	,16974	,117	-,0576	,8736
	4	-,23647	,17549	,662	-,7179	,2449

*. The mean difference is significant at the 0.05 level.

- **by Brand Associations**

For brand associations, none of the age groups show a meaningful difference with each other while perceiving associations i.e.the sample doesn't show a difference in perceiving brand associations so hypothesis <u>H7 is rejected</u> since all the age groups' mean difference is not significant at 0.05 level (no meaningful difference of all age groups) for brand association (Table 4.24).

Table 4.24 Age Groups Comparison by Brand Association

Tukey HSD **Multiple Comparisons of Brand Associations**

Age Groups	Compared Age Groups	Mean Difference (between age groups)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	,02284	,04883	,990	-,1111	,1568
	3	,09290	,06316	,582	-,0803	,2661
	4	-,06370	,07383	,910	-,2662	,1388
	5	-,12667	,14500	,906	-,5244	,2711
2	1	-,02284	,04883	,990	-,1568	,1111
	3	,07006	,05050	,636	-,0685	,2086
	4	-,08654	,06334	,650	-,2603	,0872
	5	-,14950	,13995	,823	-,5334	,2344
3	1	-,09290	,06316	,582	-,2661	,0803
	2	-,07006	,05050	,636	-,2086	,0685
	4	-,15660	,07495	,227	-,3622	,0490
	5	-,21957	,14557	,558	-,6189	,1798
4	1	,06370	,07383	,910	-,1388	,2662
	2	,08654	,06334	,650	-,0872	,2603
	3	,15660	,07495	,227	-,0490	,3622
	5	-,06296	,15051	,994	-,4758	,3499
5	1	,12667	,14500	,906	-,2711	,5244
	2	,14950	,13995	,823	-,2344	,5334
	3	,21957	,14557	,558	-,1798	,6189
	4	,06296	,15051	,994	-,3499	,4758

- **by Perceived Quality**

As seen from the Table 4.25, again none of the age groups' perception of perceived quality is differently affected by age and none of them has a difference with each other in terms of perceiving perceived quality. So hypothesis H8 is rejected since all the age groups' mean difference is not significant at 0.05 level for perceived quality.

Table 4.25 Age Groups Comparison by Perceived Quality

Tukey HSD		**Multiple Comparisons of Perceived Quality**				
	Compared	Mean Difference			95% Confidence Interval	
Age Groups	Age Groups	(between age groups)	Std. Error	Sig.	Lower Bound	Upper Bound
1	2	,29573[*]	,06037	,000	,1301	,4613
	3	,71640[*]	,07808	,000	,5022	,9306
	4	-,10894	,09127	,755	-,3593	,1414
	5	,34714	,17925	,300	-,1446	,8389
2	1	-,29573[*]	,06037	,000	-,4613	-,1301
	3	,42067[*]	,06243	,000	,2494	,5919
	4	-,40467[*]	,07831	,000	-,6195	-,1899
	5	,05141	,17301	,998	-,4232	,5260
3	1	-,71640[*]	,07808	,000	-,9306	-,5022
	2	-,42067[*]	,06243	,000	-,5919	-,2494
	4	-,82534[*]	,09265	,000	-1,0795	-,5712
	5	-,36925	,17996	,244	-,8629	,1244
4	1	,10894	,09127	,755	-,1414	,3593
	2	,40467[*]	,07831	,000	,1899	,6195
	3	,82534[*]	,09265	,000	,5712	1,0795
	5	,45608	,18606	,105	-,0543	,9665
5	1	-,34714	,17925	,300	-,8389	,1446
	2	-,05141	,17301	,998	-,5260	,4232
	3	,36925	,17996	,244	-,1244	,8629
	4	-,45608	,18606	,105	-,9665	,0543

*. The mean difference is significant at the 0.05 level.

- **by Foreign Brand Purchase Preference**

Table 4.26 Age Groups Comparison by Purchase Decision

Multiple Comparisons

Purchase Preference

Tukey HSD

Age Group	Compared Age Groups	Mean Difference (between age groups)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	,54302*	,09083	,000	,2939	,7922
	3	1,31783*	,11748	,000	,9956	1,6401
	4	,02556	,13733	1,000	-,3512	,4023
	5	,92000*	,26972	,007	,1801	1,6599
2	1	-,54302*	,09083	,000	-,7922	-,2939
	3	,77481*	,09394	,000	,5171	1,0325
	4	-,51746*	,11783	,000	-,8407	-,1942
	5	,37698	,26033	,597	-,3371	1,0911
3	1	-1,31783*	,11748	,000	-1,6401	-,9956
	2	-,77481*	,09394	,000	-1,0325	-,5171
	4	-1,29227*	,13941	,000	-1,6747	-,9098
	5	-,39783	,27078	,583	-1,1406	,3450
4	1	-,02556	,13733	1,000	-,4023	,3512
	2	,51746*	,11783	,000	,1942	,8407
	3	1,29227*	,13941	,000	,9098	1,6747
	5	,89444*	,27997	,013	,1265	1,6624
5	1	-,92000*	,26972	,007	-1,6599	-,1801
	2	-,37698	,26033	,597	-1,0911	,3371
	3	,39783	,27078	,583	-,3450	1,1406
	4	-,89444*	,27997	,013	-1,6624	-,1265

*. The mean difference is significant at the 0.05 level.

For the foreign brand purchase preference items, age is analyzed and none of the age groups' perception of purchase preference is differently affected by age and none of them shows difference with each other. Also none of the age groups' significancy value is significant at 0.05 level so hypotheses <u>H9 is rejected</u> i.e foreign brand purchasing preference is not differentiated by different age groups. (See Table 4.26)

As far as the age impact on brand equity dimensions have been analyzed, most of the hypotheses were rejected. One of the objectives of this study, "to determine difference for brand equity dimensions in terms of age groups" which are hypothized as (H5-9) are achieved and it is seen that; age of the sample doesn't make difference/effect on consumers' brand equity perceptions.

4.5.2. Comparison of Education Level Impact on Brand Equity Dimensions

- **by Loyalty**

For the brand loyalty items, education level is analyzed and perception of brand loyalty is not differently affected by education and none of the education levels show a difference with each other. Also none of the education level's significancy value is significant at 0.05 level so hypotheses <u>H10 is rejected</u> i.e foreign brand loyalty is not differentiated by different education. (See Table 4.27)

Table 4.27 Education Comparison by Brand Loyalty

Multiple Comparisons

Brand Loyalty

Tukey HSD

Education Degree	Compared Education Degrees	Mean Difference (between education degrees)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3	4	,23319*	,02683	,000	,1639	,3025
	5	,01731	,03889	,971	-,0831	,1177
	6	,19038	,07487	,055	-,0030	,3837
4	3	-,23319*	,02683	,000	-,3025	-,1639
	5	-,21588*	,03141	,000	-,2970	-,1348
	6	-,04280	,07127	,932	-,2269	,1413
5	3	-,01731	,03889	,971	-,1177	,0831
	4	,21588*	,03141	,000	,1348	,2970
	6	,17308	,07663	,110	-,0248	,3710
6	3	-,19038	,07487	,055	-,3837	,0030
	4	,04280	,07127	,932	-,1413	,2269
	5	-,17308	,07663	,110	-,3710	,0248

*. The mean difference is significant at the 0.05 level.

- **by Awareness**

Table 4.28 Education Comparison by Brand Awareness

Multiple Comparisons

Brand Awareness

Tukey HSD

Education Degree	Compared Education Degrees	Mean Difference (between education degrees)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3	4	,24428*	,06477	,001	,0770	,4115
	5	-,12198	,09390	,564	-,3645	,1205
	6	-,14231	,18076	,860	-,6091	,3245
4	3	-,24428*	,06477	,001	-,4115	-,0770
	5	-,36626*	,07584	,000	-,5621	-,1704
	6	-,38659	,17207	,113	-,8309	,0578
5	3	,12198	,09390	,564	-,1205	,3645
	4	,36626*	,07584	,000	,1704	,5621
	6	-,02033	,18501	1,000	-,4981	,4574
6	3	,14231	,18076	,860	-,3245	,6091
	4	,38659	,17207	,113	-,0578	,8309
	5	,02033	,18501	1,000	-,4574	,4981

*. The mean difference is significant at the 0.05 level.

According to the table above none of the education level consumers' perception of brand awareness is differently affected by education and shows no meaningful difference with each other interms of brand awareness. Also none of the education level's significancy value is significant at 0.05 level so hypotheses H11 is rejected i.e foreign brand awareness is not differentiated by different education.

- **by Brand Associations**

Table 4.29 Education Comparison by Brand Associations

Multiple Comparisons

Brand Associations

Tukey HSD

Education Degree	Compared Education Degrees	Mean Difference (between education degrees)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3	4	,02151	,05269	,977	-,1145	,1576
	5	-,07321	,07638	,773	-,2705	,1240
	6	-,10417	,14704	,894	-,4839	,2755
4	3	-,02151	,05269	,977	-,1576	,1145
	5	-,09473	,06169	,417	-,2540	,0646
	6	-,12568	,13997	,806	-,4871	,2358
5	3	,07321	,07638	,773	-,1240	,2705
	4	,09473	,06169	,417	-,0646	,2540
	6	-,03095	,15050	,997	-,4196	,3577
6	3	,10417	,14704	,894	-,2755	,4839
	4	,12568	,13997	,806	-,2358	,4871
	5	,03095	,15050	,997	-,3577	,4196

Considering brand associations, none of the education level consumers' perception of associations is differently affected by education and none have a meaningful sign.value interms of associations. Again hypothesis H12 is rejected since all the education levels' mean difference is not significant at 0.05 level (no meaningful difference of all education levels) in terms of association.

- **by Perceived Quality**

Table 4.30 Education Comparison by Perceived Quality

Multiple Comparisons

Perceived Quality

Tukey HSD

Educatioon Degree	Compared Educarion Degrees	Mean Difference (betwenn education degrees)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3	4	,38724[*]	,07084	,000	,2043	,5702
	5	,07934	,10269	,867	-,1858	,3445
	6	-,09464	,19768	,964	-,6051	,4158
4	3	-,38724[*]	,07084	,000	-,5702	-,2043
	5	-,30790[*]	,08294	,001	-,5221	-,0937
	6	-,48188	,18818	,053	-,9678	,0041
5	3	-,07934	,10269	,867	-,3445	,1858
	4	,30790[*]	,08294	,001	,0937	,5221
	6	-,17398	,20233	,825	-,6965	,3485
6	3	,09464	,19768	,964	-,4158	,6051
	4	,48188	,18818	,053	-,0041	,9678
	5	,17398	,20233	,825	-,3485	,6965

*. The mean difference is significant at the 0.05 level.

According to Table 4.30 none of the education level consumers' perception of perceived quality is different than each other and none of them has a meaningful difference with other education level consumers interms of perceived quality. So hypothesis <u>H13 is rejected</u> since none of the the education levels' mean difference is significant at 0.05 level (no meaningful difference of all education levels) in terms of perceived quality.

- **by Foreign Brand Purchasing Preference**

Table 4.31 Education Comparison by Purchase Preference

Multiple Comparisons

Purchase Preference

Tukey HSD

Education Degree	Compared Education Degrees	Mean Difference (between education degrees)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3	4	,73624[*]	,10609	,000	,4623	1,0102
	5	,05714	,15380	,982	-,3400	,4543
	6	-,23750	,29608	,853	-1,0021	,5271
4	3	-,73624[*]	,10609	,000	-1,0102	-,4623
	5	-,67909[*]	,12422	,000	-,9999	-,3583
	6	-,97374[*]	,28185	,003	-1,7016	-,2459
5	3	-,05714	,15380	,982	-,4543	,3400
	4	,67909[*]	,12422	,000	,3583	,9999
	6	-,29464	,30304	,765	-1,0772	,4879
6	3	,23750	,29608	,853	-,5271	1,0021
	4	,97374[*]	,28185	,003	,2459	1,7016
	5	,29464	,30304	,765	-,4879	1,0772

*. The mean difference is significant at the 0.05 level.

Considering foreign brand purchase preference, none of the education level consumers' purchase preference is differently affected by education on the other hand, (education degree 4) university level consumers' mean is significant at 0.05 level i.e university degree consumers provide a difference in terms of purchasing preference. So hypothesis <u>H14 is partially accepted</u> in terms of purchase preference.

Considering all results for objective "to determine difference for brand equity dimensions in terms of education levels" which are hypothized as (H10-14) are achieved and it is seen that; education of the sample doesn't make difference/effect on consumers' brand equity perceptions at all, only interms of university degree is there a difference.

4.4.3 Comparison of Occupation

- **by Loyalty**

Table 4.32 Occupation Comparison by Loyalty

Multiple Comparisons

Brand Loyalty

Tukey HSD

Occupation	Compared Occupations	Mean Difference (between occupations)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	3	,11739*	,02174	,000	,0662	,1686
	4	-,12473*	,03370	,001	-,2041	-,0454
3	1	-,11739*	,02174	,000	-,1686	-,0662
	4	-,24212*	,03010	,000	-,3130	-,1712
4	1	,12473*	,03370	,001	,0454	,2041
	3	,24212*	,03010	,000	,1712	,3130

*. The mean difference is significant at the 0.05 level.

The occupations: students, private company staff, housewives all perceive loyalty differently. So hypothesis <u>H15 is accepted</u> since all of the the occupations' perception of loyalty is differently affected by occupation and mean difference is significant at 0.05 level (meaningful difference of all occupations) in terms of loyalty.

- **by Awareness**

Table 4.33 Occupation Comparison by Awareness

Multiple Comparisons

Brand Awareness

Tukey HSD

Occupation	Compared occupation	Mean Difference (between occupations)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	3	,42109[*]	,04752	,000	,3092	,5330
	4	,12819	,07369	,192	-,0453	,3017
3	1	-,42109[*]	,04752	,000	-,5330	-,3092
	4	-,29290[*]	,06582	,000	-,4479	-,1379
4	1	-,12819	,07369	,192	-,3017	,0453
	3	,29290[*]	,06582	,000	,1379	,4479

*. The mean difference is significant at the 0.05 level.

Private company staff perceives brand awareness different than others and has a meaningful significancy level. On the other hand students' and housewives' perception of awareness does not have a meaningful difference with each other. Mean of private company staff is significant at 0.05 level but the rest occupations' mean difference is not significant at 0.05 level (no meaningful difference of all education levels) in terms of awareness so hypothesis H16 is partially accepted.

- **by Brand Associations**

Table 4.34 Occupation Comparison by Associations

Multiple Comparisons

Brand Associations

Tukey HSD

Occupation	Compared Occupations	Mean Difference (between occupations)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	3	,09685[*]	,04102	,049	,0003	,1934
	4	,05844	,06361	,629	-,0913	,2082
3	1	-,09685[*]	,04102	,049	-,1934	-,0003
	4	-,03841	,05682	,778	-,1722	,0954
4	1	-,05844	,06361	,629	-,2082	,0913
	3	,03841	,05682	,778	-,0954	,1722

*. The mean difference is significant at the 0.05 level.

Considering associations, none of the occupations' perception is different with each other interms of associations. So hypothesis <u>H17 is rejected</u> since all the occupations' mean difference is not significant at 0.05 level (no meaningful difference) in terms of associations.

In the literature the demographic variables' effect on brand equity hasn't been analyzed since there are not many studies on demographics that are used as a variable affecting brand equity. In the present study the affect of selected demographics have been used and the results provided a contribution to literature.

- **by Perceived Quality**

Table 4.35 Occupation Comparison by Perceived Quality

Multiple Comparisons

PQuality
Tukey HSD

Occupations	Compared Occupations	Mean Difference (between occupations)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	3	,26920*	,02384	,000	,2131	,3253
	4	,24502*	,03694	,000	,1580	,3320
3	1	-,26920*	,02384	,000	-,3253	-,2131
	4	-,02418	,03300	,744	-,1019	,0535
4	1	-,24502*	,03694	,000	-,3320	-,1580
	3	,02418	,03300	,744	-,0535	,1019

*. The mean difference is significant at the 0.05 level.

Students perceive quality different than other occupations and have meaningful significancy level lower than 0.05 in terms of perceived quality. On the other hand none of the occupations' perception of perceived quality is differently affected perceived quality. So hypothesis <u>H18 is partially accepted</u> since all the occupations' mean difference is not significant at 0.05 level (no meaningful difference except students) in terms of perceived quality.

- **by Foreign Brand Purchase Preference**

Private company staff consumers' purchase preference is different than others and have meaningful sign.level lower than 0.05 in terms of purchase preference (Table 4.36). On the other hand none of the occupations' preferences show a difference with each other interms of purchase preference items. So hypothesis <u>H19 is partially accepted</u> since all the occupations' mean difference is not significant at 0.05 level (no meaningful difference except private company staff) in terms of purchase preference. (See Table 4.36)

Table 4.36 Occupation Comparison by Purchase Decision

Multiple Comparisons

Perceived Quality

Tukey HSD

Occupation	Compared Occupations	Mean Difference (between occupations)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	3	,41112*	,05285	,000	,2867	,5356
	4	-,01653	,08195	,978	-,2095	,1764
3	1	-,41112*	,05285	,000	-,5356	-,2867
	4	-,42765*	,07319	,000	-,6000	-,2553
4	1	,01653	,08195	,978	-,1764	,2095
	3	,42765*	,07319	,000	,2553	,6000

*. The mean difference is significant at the 0.05 level.

To comment on the results, the objective 12 "to determine difference for brand equity dimensions in terms of occupation" which are hypothized as (H15-19) are achieved and it is seen that; occupation of the sample makes partially difference/effect on consumers' brand equity perceptions at all.

Considering the selected demographics, brand loyalty is affected by mostly occupation and moderately by age; education level has no affect on loyalty. The dimension brand awareness, is only affected by occupation, age and education has no affect on awareness. Brand associations are affected by none of the demographics. The perceived quality is only affected by occupation, age and education doesn't differentiate perceived quality. The model dependent, foreign brand purchase preference shows difference interms of education and occupation on the other hand age has no affect on purchase preference.

4.6. Summary of the Hypotheses Results

The thesis model hypothesized mainly on literature studies and Aaker's brand equity model are measured and shown in the table below.

Aaker's brand equity model was tested with the hypotheses H1-H4. H1 is rejected but the others are accepted. Remaining hypotheses based on respondents' demographics show a partially acceptance and rejectance level in general.

Table 4.37 Summary of Hypotheses

H1	Consumers' foreign brand purchase preference is significantly affected by their foreign brand loyalty.	**Rejected**
H2	Consumers' foreign brand purchase preference is significantly affected by their foreign brand awareness.	**Accepted**
H3	Consumers' foreign brand purchase preference is significantly affected by their foreign brand associations.	**Accepted**
H4	Consumers' foreign brand purchase preference is significantly affected by their perceived quality.	**Accepted**
H5	There is a significant difference between age groups in terms of brand loyalty.	**Partially Accepted**
H6	There is a significant difference between age groups in terms of brand awareness.	**Rejected**
H7	There is a significant difference between age groups in terms of brand associations.	**Rejected**
H8	There is a significant difference between age groups in terms of perceived quality.	**Rejected**
H9	There is a significant difference between age groups in terms of foreign brand purchase decision.	**Rejected**
H10	There is a significant difference between education levels in terms of brand loyalty.	**Rejected**
H11	There is a significant difference between education levels in terms of brand associations.	**Rejected**
H12	There is a significant difference between education levels in terms of brand awareness.	**Rejected**
H13	There is a significant difference between occupations in terms of brand loyalty.	**Rejected**

H14	There is a significant difference between education levels in terms of perceived quality.	**Partially Accepted**
H15	There is a significant difference between education levels in terms of foreign brand purchase decision.	**Accepted**
H16	There is a significant difference between occupations in terms of brand associations.	**Partially Accepted**
H17	There is a significant difference between occupations in terms of brand awareness.	**Rejected**
H18	There is a significant difference between occupations in terms of perceived quality.	**Partially Accepted**
H19	There is a significant difference between occupations in terms of foreign brand purchase decision.	**Partially Accepted**

According to the results of hypotheses, the research framework model is revised and the research model is that reflects the results are presented below:
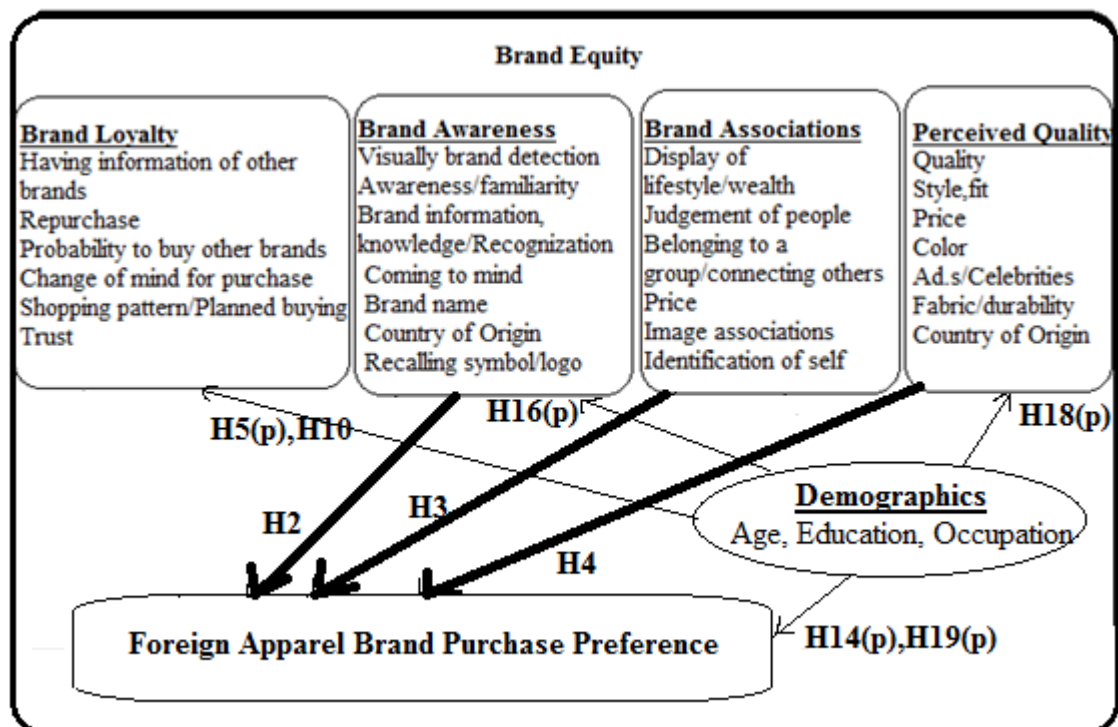

Figure 4.1 Model of the Study According to Results

(p means partially accepted hypothesis)

5. DISCUSSION AND CONCLUSIONS

This study aims to analyze the relationship between brand equity dimensions and consumers' foreign brand purchase decision; determining the effect of brand loyalty, associations, awareness and perceived quality based on Aaker's brand equity model on Turkish consumers. Demographics such as age, occupation and education level are also used as differentiative factors on these dimensions.

Brand equity is composed of four dimensions: brand loyalty, brand associations, brand awareness and perceived quality according to Aaker (1991). Each dimension has sub-items retrieved from the literature that determine the dimension. Based on earlier brand equity studies and literature, brand loyalty items were found as "repurchase, having information about other brands, probability to buy another brand, change of mind for purchase, shopping pattern, planned buying and trust"; brand associations items were found as "display of wealth, lifestyle, judgement of other people, belonging to a group/connection with other people, price, image association, identification of self"; brand awareness items were found as "visually brand detection, awareness/familiarity and recognization of the brand, information, brand knowledge, coming to mind, brand name , country of origin and recalling symbol/logo" and lastly perceived quality items were founs as "quality, style, price, color, advertisings/celebrities, fabric/durability, country of origin, fashionableness and brand name".

Based on the model created, in order to find the relations between brand equity dimensions and foreign brand purchase decision, multiple regression analysis and correlations with their reliability tests have been conducted. According to the multiple regression results, explained in detail in the earlier part, it has been found that purchase preference which is dependent variable, is significantly explained by the whole independent variables.

According to the results of multiple regression analysis and correlations; "perceived quality" has the most, "brand association and awareness" have moderate and "brand loyalty" has the least effect/strength on foreign brand purchase preference.

This result is very interesting and important for the Turkish public since it is obvious in the textile numbers that foreign retailers have higher portion of the market. Turkish consumers especially teenagers seem to be very loyal to foreign brands but the results of this study conflicted with this truth. As the respondents have mostly university degree, their education level is high due to the population mean. Considering this fact we can see that, higher education level and consciousness decreases loyalty and consumers' priority is on quality and style issues on their apparel preferences.

The results about brand equity dimensions' role on Istanbulite consumers should be underlined by the apparel retailers and government about the brand loyalty conclusions. If the sample was consisting of mostly Generation Y consumers, the results would change a lot. Education level has a big importance on consumers' independence on brands.

The items belonging to each dimension also have been measured in their group. The results for the *brand loyalty* items showed that; the sample's "having information and repurchase" are the strongest items (displays) of their loyalty to foreign apparel brands i.e the sample mostly has information about foreign brands and repurchase the foreign brands they prefer. "Change of mind for purchase and probability to buy other brands" are moderate strong items of brand loyalty of the sample consumers. Differently "trust" resulted as the weakest item of brand loyalty" meaning the sample is not that trusting to foreign brands. We can see with these results that; Turkish Istanbulite consumers prefer to repurchase the foreign brands they like whereas they suggest that they don't trust foreign brands. With these results the reasons why they don't trust foreign brands may be the affect of CoO issue. Most of the international brands are having their productions in China, Bangladesh, Taiwan etc. also the fabrics are supplied from these production countries, knowing these facts mosty affects consumers' perception of quality and directly their loyalty.

Another issue "country, brand fake products" affect consumers' trust a lot since there are many fake products in Turkey. Considering these facts the apparel retailers should be trying their best to prevent fake productions and should inform their customers about the original ones. Turning back to objectives of this study, objective 9 was examined and fount to be having information and repurchase. According to the results of brand loyalty items' weight in descriptive and correlation analysis, a parallelism with the results was obtained. Referring to the literature, Jin and Koh (1979) and Taylor's (2004) variable hypotheses were supported in this study.

For *brand awareness* items it is measured in this study that; "brand knowledge/recognization, brand name, country of origin and recalling symbol/logo" are the strongest brand awareness items of the sample (i.e. the sample knows and recognizes foreign brands and their names, symbols very well).

On the other hand "coming to mind and familiarity with the brand" are the weakest brand awareness items (the sample does't feel familiarity with foreign brands and can't remember easily) for the sample. As Jin and Koh (1999) and Aaker (1991) stated in literature; "consumer's knowledge about the brand and recalling the brand determines brand awareness" respectively, their hypotheses were supported in the present study. The objective 10 of the thesis was achieved with these results.

Considering *brand associatons*, "price and belonging to a group were found to be strongest items of brand associations," on the other hand, "display of wealth is the weakeast brand association item. For Turkish people belonging to a group, supporting a team, being a member of any organization is crucial. Referring to Maslow's hierarcy of needs from literature, human beings' third level basic needs are "belonging" needs are supported with the results of this study so belonging to the group that wears the foreign brand satisfies Turkish consumers. The ostentatious behaviors of Turkish society about foreign brands are about western looking concern of Turkish people. The sample wears/prefers foreign brand apparels mostly to belong a group and to be prestigious, better judged by other people especially for the concern of western looking whereas the sample doesn't prefer foreign brands to show them selves richer than they are.

Evans' (2000) theory as, "judgement of others, belonging to a group determine brand associations" was supported with the results. The aimed objective 11 was achieved with this part.

Lastly for *perceived quality* items, "price, CoO and style" are calculated as the mostly effecting determinants of perceived quality. On the other hand "quality and fabric" are the least related items to perceived quality. The item "style" showed a parallelism with Schiffmann and Kanuk's (2000) study as a suppoted theory in this study with the literature. Objective 12 was achieved with these findings.

As hypothesized, the three of the brand equity dimensions have significant effects on foreign brand purchase preference and proposed relationships between brand associations, brand awareness, perceived quality and foreign brand purchase preference have been supported. Nevertheless brand loyalty has a negative affect on purchase preference and the weakest variable of purchase preference.

Considering the hypotheses related to the model, it can be said that this study supports the literature review but also conflicts in some cases with Aaker's model by demonstrating the significant relationships between three dimensions of brand equity and foreign brand purchase preference. On the other hand H1 is rejected and the in the proposed model loyalty is found to be rejected for this sample, Aaker's model was not supported for loyalty with the sample.

As stated in literature by Schiffmann, Kanuk (2000) and Zeithaml (1998) perceived quality is the evaluation of both intrinsic and extrinsic characteristics of a product i.e. nearly all the utilities, features of a product is related to its quality perception by the consumers. According to the results of this study as mentioned above, "perceived quality" is found to be the mostly affecting variable of brand equity so there is a big parallelism with the literature.

Marketers should not ignore "quality perception" of the products from the customers' view so producing or selling quality products is the very first condition of being preferred.

Istanbulite consumers are quality concerned in their apparel shoppings and the reasons for their apparel choice towards foreign brands rather than domestic ones can be the difference in perception of qualities of foreign and domestic apparel products. There are big lessons for Turkish ready-wear producers and marketers to give high importance on quality issue and develop themselves in quality to compete with foreign ones. On the other hand "brand loyalty" is found to be the least affecting variable of brand equity dimensions on purchase decision. Oliver (1997), Han (1991) and Taylor (2004) defined and measured brand loyalty with repurchase, satisfaction and trust respectively. In this study based on literature, Turkish consumers are not found as repurchasing, satisfied or trustful to the foreign brands i.e why they prefer foreign brands is not related to their trust or satisfaction to foreign brands. Also Turkish consumers think that foreign brands' being expensive is not a problem for them, they are not much that price concerned. The style and CoO issue is the most important concern for their foreign brand preferences.

Infact this is an advantage for the Turkish marketers that, consumers are not that loyal to foreign brands and thay can change their shopping decisions so marketers should work harder to be preferred instead of foreign ones. Also a highlight to foreign investors and global brands in Turkey to see what their success is lying on and risks waiting them.

In conclusion, this study revealed a positive relationship between brand associations, awareness, perceived quality and purchase preference whereas a negative relationship with brand loyalty and purchase preference. The present study achieves to reveal main effects of branding on consumer foreign apprel purchase preference. Perceived quality, brand associations and awareness seem to be the major concerns in apparel shopping.

In accordance with the other objective is to find out the differences between groups in the respect of age, education level and occupation; Anova tests have been conducted and the following results have been revealed.

In terms of age, (15-25 aged) and (46-55 aged) sample consumers are more effected by loyalty and its items in their foreign brand purchases. It may be concluded that, loyalty concern is not cared by (26-35) aged people.

For brand awareness, brand associations, perceived quality and foreign brand purchase decision age is analyzed and none of the age groups show a meaningful difference with each other for these aseets. Also none of the age groups' significancy value is significant at 0.05 level so hypotheses H6-9 are rejected

For the other measurement variable education level is measured for brand awareness, brand associations, perceived quality and brand loyalty none of the education levels show a meaningful difference with each other for these aseets. Also none of the education levels' significancy value is significant at 0.05 level so hypotheses H10-13 are rejected. Whereas the university level consumers are found to to create a difference in terms of foreign brand purchase preference. H14 is partially accepted.

Totally considering all results for objective "to determine difference for brand equity dimensions in terms of education levels" which are hypothized as (H10-14) are achieved and it is seen that; education of the sample doesn't make difference/effect on consumers' brand equity perceptions at all, only in terms of university degree there becomes a difference for foreign brand purchase preference.

When the respondents are compared according to their occupations, all occupations are keen on loyalty in their purchases. So hypothesis H15 is accepted. Students and private company staff are found to be more affected in terms of brand awareness items. Private company staff is found to be more effected while purchasing apparels in terms of brand associations.

As a concluasion to demographics considering the selected demographics, brand loyalty is affected by mostly occupation and moderately by age; education level has no affect on loyalty. The dimension brand awareness, is only affected by occupation, age and education has no affect on awareness. Brand associations are affected by none of the demographics.

The perceived quality is only affected by occupation, age and education doesn't differentiate perceived quality. The model dependent, foreign brand purchase preference is show difference interms of education and occupation on the other hand age has no affect on purchase preference.

In the literature the all of the demographic variables' effect on brand equity hasn't been analyzed since there are not many studies on demographics that are used as a variable affecting brand equity. There are studies about demographics and brand issue but not that much on brand equity concept. One study of O'Cass and Julian (2001) used age and gender as a variable and the results indicated that fashion clothing involvement is significantly affected by a consumer's age, gender, Comapring to this thesis brand equity dimensions are not significantly affected by age.

In the present study the affect of selected demographics have been used and the results provided a contribution to literature.

6. IMPLICATIONS

With the effect of globalization branding has attained crucial importance in today's marketplace in terms of attracting new consumers, maintaining existing consumers, adapting changing consumer behavior and trends. Not only national branding but also international branding today has become a very important issue to be managed well. Considering Turkish apparel market, most of power of the ready-wear sector is in hands of foreign retailers referring to the retail shop numbers mentioned in the introduction part. Even Turkish textile is accepted as a successful one in world textile producers, international brands' China-made products are more preferable by the consumers. This study aimed to understand the reasons behind Turkish consumers' foreign brand purchase decisions than domestic ones, based on Aaker's (1991) brand equity model examining how the brand equity dimensions affect foreign apparel brand preferances of Istanbulite consumers. Also the demographic factors like age, education level and occupations of the respondents are compared to give an opinion whether they create a difference on brand equity dimensions for foreign brand purchases.

This study clearly indicated that brand equity dimensions are all effecting consumers in their apparel purchases. According to the results of this study "perceived quality" is found to be the mostly affecting dimension and "brand loyalty" the least affecting dimension on consumer foreign apparel purchases. The study also showed that age, occupation, education levels are partially affecting the brand equity dimensions.

6.1. Implications for Academia

This study may provide several implications to marketing researchers and academicians. Most previous branding studies have been analyzed with the aim of identifying a theoretical framework for consumer decision-making in apparel retailing with the aim of examining the overall effect of brand equity variables, that influences consumers' purchase decision. But, in this study, the "brand equity models", developed by Aaker (1991) and Keller (1993) have been referred to measure the effects of branding on consumer foreign apparel purchase decision. Accepting Keller's and Aaker's brand equity models as a guide, this study shows the influence of brand loyalty, brand awareness, brand associations and perceived qualityon purchase decision. The items of the dimensions have been collected from different earlier studies thus; Aaker's brand equity model was applied with a new approach. The items may be selected differently in another study, but for this study brand loyalty was measured with "having information of other brands, repurchase, probability to buy another brand, change of mind for purchase, shopping pattern and trust". Brand awareness was measured with "visually brand detection, familiarity, brand recognition, coming to mind, brand name, CoO, recalling symbol/logo"; brand associations were measured with "display of wealth/lifestyle, judgement of others, belonging to a group, price, image, identification of self" and laslty perceived quality was measured with "quality, syle/fit, price, color, ads. celebrities, fabric/durability, CoO, fashionableness and brand name". Selection of these items may be a hint for the further studies.

Also each of the items were measured in their groups and the mostly and least affecting ones were found. This study may be beneficial for the academia by giving an opinion about the comparison of brand equity items. A review of Aaker's model with a different approach consisting of the items and the affect of the demographics on these items may also be beneficial for the brand professionals. This study is valuable because it added valuable empirical findings to the literature, considering demographics, besides examining the effects of brand equity on consumer purchase decision. The objectives and hypotheses were achieved in this study also provide contributions to Aaker's and Keller's brand equity models with its finding mentioned above.

6.2. Implications for Sector

As demonstrated in the results of the analysis, the findings in this study betrayed that, there is a relationship between brand equity dimensions and cosnumers' foreign brand purchase decisions.

Considering brand equity model in this study it is found that; "perceived quality" the mostly and "brand loyalty" are the least affecting dimensions in the model respectively. The apparel sector may benefit from these results especially Turkish apparel retailers may find a detailed consumer analysis in their apparel purchases.

As quality is confirmed as the most important factor for consumer purchases, Turkish apparel textilers should emphasize their product quality perceptions. International brands may understand that; their quality perception is really good among Turskish consumers so should maintain their product qualities not to loose consumers. For the perceived quality items, "price, CoO and style" are calculated as the mostly effecting determinants of perceived quality. Suprisingly "quality and fabric" are the least related items to perceived quality. The rest items are moderately related to perceived quality. It is concluded that; Turkish consumers think "the more expensive, the more stylish and the origin country the more qualiy" a product is. This forces Turkish marketers to increase their prices to be perceived quality while competing with foreign brands.

For brand associations items "price and belonging to a group" has the highest effect whereas "display of wealth" has the least effect for brand association determination. Therefore, it can be claimed that for apparel sector, retailers should be focused on making consumers feel they belong to the group of that brand. Developing P/R activities or selecting a target group that will feel the brand spirit may help to succeed in the sector. On the other hand, "display of wealth" is measured as a low level factor on consumers, it may be an idea for the sector that; consumers do not wear only the clothes that display their economic powers but also different styles may be worn by unexpected customers.

Relations between brand awareness items showed that; Turkish consumers know the brand name and recognize the brand well, also recalling symbol and logo easily in their apparel preference on the other hand Turkish consumers do not remember the brands that much when asked. Since brand name and recognizingsymbol, logo is very strong for consumers Turkish apparel retailers should develop Turkish brand name and symbol, logo recognition among consumers. Considering the results by age, mostly (15-25) aged moderately (46-55) aged consumers, considering by education level, university degree consumers, and considering by occupation most of the consumers are found to be more influenced by brand equity dimensions while they are purchasing apparels. So targeting these groups may be beneficial for the marketers.

Moreover, this study provides a deep understanding of relative effect of each dimensions of brand equity in apparel sector which is the important sector of Turkey. At that point, it is thought that, despite the limitations of study, this study would be quite helpful for apparel firms while creating their strategies in order to affect purchase decisions towards their products since there are lacks of researches conducted as relating with sector.

6.3. Implications for Government

This study tries to analyze the characteristic properties and shopping preferences of the respondents in order to develop new insights into the subject of consumers in Turkey. There is a serious competition in the sector, foreign international brands are getting higher portion in the ready-wear sector day by day so developing domestic retailers understanding Turkish consumers' priorities would help the government to force and help Turkish retailers develop better marketing and production strategies. The present study has implications for the textile and apparel types of Turkish Industry which would facilitate such interactions, together with the contractual, legal, financial, and technological frameworks needed to support the Turkish apparel sector with its findings on brand equity concepts and its items combined with demographic differences.

6.4. Limitations

The aim of the study was to reach many consumers having as possible different demographics as reflecting Turkish population but many of the mails didn't return so it may be thougt this research is limited to İstanbul but the aim was to reach a great population that would represent a good portion of Turkish population but unfortunately only some people that come dense in similar demographics answered the questions. The research was also limited due to limited time (May-July 2011). The respondents are between 15-65 years old. The study can't be generalized to whole Turkish consumers.

The foreign brands asked in this study are aimed to refer the brands that consumers use, purchase, prefer i.e the consumers answered the questionnaire thinking the brands they wear, prefer. A pre-questionnaire about how the brands they declared like Zara, Prada etc. came to their mind could be applied before the study and the affect of CoO could be researched, this may a gap in this study. May be the consumers answered the questionnaire being unconscious of fake products. Also the country fake productions' affect on consumers could be a further study issue to be handled over this study.

The research is based on limited number of respondents as it is difficult to reach many consumers and have the questionnaire replied.

The apparel products mentioned in this study do not contain shoes, sportswear, lingerie and accessories. They are limited to casual, daily, dailysports wear.

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APPENDIX

QUESTIONNAIRE

This questionnaire is designed for the Production Management and Marketing Master Thesis of T.C. Marmara University to investigate the effect of brand equity on Turkish consumers' foreign brand purchase preference on foreign apparel products; therefore. Your opinion will be highly valuable for our study and the information provided will be kept confidential and for academic use only. It will take your 10 minutes. I greatly appreciate your cooperation. Thank you…

Demographics

1. Age

(1) 18 - 25   (3) 36-45 (5)56-65
(2) 26 – 35   (4) 46-55

2. Education

(1) Primary School
(2) Secondary School
(3) High School
(4) Bachelor Degree
(5) Master Degree
(6) Above Master Degree
(7) Others. Please specify_____

3. Occupation_

(1) Student
(2) Government officer_
(3) State enterprise officer
(4) Private company staff_
(5) Housewife
(6) Self employ_
(7) Others. Please specify_____

4. Income

(1) Less than 1,000 TL
(2) 1,001 - 2,000 TL
(3) 2,001 - 3,000 TL
(4) 3,001 - 5,000 TL
(5) 5,001 - 7,000 TL
(6) 7,001 - 10,000 TL
(7) More than 10,000 TL

5. How often do you purchase apparel products?

(1) More than once a month
(2) once a month
(3) once in 2 months
(4) once in 3 months
(5) once in 4-6 months
(6) once in one year

6. Averagely, how much do you spend for apparel products per month (TL)?

(1) Less than 100
(2) 100 - 249
(3) 250 - 399
(4) 400 - 549
(5) 550 - 699
(6) more than 700

7. What type of apparel product do you buy mostly?

(1) classic
(2) sport
(3) casual
(4) Other_____

Factors influencing apparel purchasing decision

Below are the tables measuring level of satisfaction or agreement toward foreign apparel products.

Please **cross** the number which accurately reflects your opinion.

	Approving degree	Strongly True 5	Very True 4	Almost True 3	Not true at all 2	Strongly Not true 1	No idea 0
8	I know foreign brands more than domestic brands.						
9	I prefer to get information about an foreign brand if I want search for a clothe.						
10	I don't need to search for the different brands other than the brands that I prefer.						
11	I choose foreign brands if I want to buy clothes.						
12	I go on buying foreign brands which I like.						
13	I f a foreign brand, that I like to prefer, doesn't exist, it's not important to buy an domestic brands.						
14	If a product, that I need immediately, isn't exist in the store that I like, I don't buy from a different brand I prefer to wait for it to come.						
15	If there is a promotion or discount for different brands, I don't let me buy that product which is foreign brand that I like.						
16	If I need to buy a clothe although it has high price, I don't give up buying foreign brands that I like.						
17	If I planning to buy a clothe from a foreign brand that I like, I don't give up if I have negative information about it.						
18	I firstly look foreign brands before inland brands in a store which have lots of brand.						
19	It is generally planned behavior to buying foreign branded clothe.						
20	I can say that I have much more foreign branded clothe than the inland brand.						
21	I trust foreign brand in quality-solidity.						
22	To wear foreign branded clothes makes me feel better.						
23	I'm glad with foreign brand that I buy.						
24	I can distinguish foreign brand, that I like, in a store which have lots of brand.						
25	I can recognize foreign brand on people.						
26	I can understand easily that a brand is foreign or not.						
27	Foreign brands are much more known than the inland brands.						
28	I know much more about foreign brands.						
29	I know better foreign brands.						

		Strongly True	Very True	Almost True	Not true at all	Strongly Not true	No idea
	Approving degree	5	4	3	2	1	0
30	I got detailed information like designers, products, place of origins, development about the foreign brand that I like.						
31	If it is discussed to buy a clothe, firstly foreign brands comes to my mind.						
32	I know foreign brands names better. 8.　　It is another reason to choose foreign brand, that I like, is						
33	It is another reason to choose foreign brand, that I like, is the place of origins.						
34	I think foreign brands are better than the inland brands.						
35	I can remember trade sign of foreign brands more easily.						
36	When I wear foreign brand, I feel richer and more prestigious.						
37	I believe that people think about me better/positively when I wear foreign brands.						
38	I feel in a quality class or in a special group of people and in a communication when I wear foreign brand.						
39	I prefer foreign brands in spite of its high prices.						
40	I believe that the foreign brands show me fashionable.						
41	I think that I can represent myself better while I wear foreign branded clothe.						
42	I think that foreign brand clothes are much more quality than the inland brands.						
43	If the point at issue is quality clothe, then only foreign brands comes my mind.						
44	I think that foreign branded clothes are much more fashionable and have better cutting.						
45	If a very high priced foreign branded cloth's quality has same quality with an inland branded clothe, I choose foreign brand						
46	The price for the clothe shopping is not important for me. If I like, I						
47	Another reason to make me choose foreign brand is the beauty and consistency of colors.						
48	Advertisements and famous people which use foreign branded is another reason to make me prefer it.						
49	I think that the foreign branded clothes are more stabilized and better than the inland branded clothes.						
50	I believe that the foreign branded clothes are more quality so I choose them.						

		Strongly True	Very True	Almost True	Not true at all	Strongly Not true	No idea
	Approving degree	5	4	3	2	1	0
51	While I buy clothe, I look over "made in" part and I don't prefer some of them depend on place of origins although they are foreign branded.						
52	I can choose inland brands if the foreign branded clothes produced in different countries which is irresponsible						
53	I believe that foreign brands are follow fashion better than the inland brands						
54	If the fashion is important for me than the foreign brands always will my first option						
55	I can categorize the brands by names and I can opine about it.						
56	I would like to get gift from foreign brand.						
57	I prefer foreign brands in clothe shopping. Because they fit better and look great. I feel that they made for me, I don't feel uncomfortable.						

58. Order 5 most important foreign brand

- External dress(coat etc.):

- Casual wearing (skirt, pant etc.):

- Full dress (cocktail, night attire):

- Sport dress(a kind of sport):

- Classic:

- Everyday dress:

59. Which were the brands in your mind while answering these questions?

ANKET

Bu anket, Marmara Üniversitesi Sosyal Bilimler Enstitüsü İngilizce Üretim Yönetimi ve Pazarlama Bilim Dalı'ndaki Yüksek Lisans Tezi kapsamında ve "Yabancı markalı kıyafet tercihinde markanın bileşenlerinin önemi" ni ölçebilmek amacıyla hazırlanmıştır.

Yapmakta olduğum bu araştırma için vereceğiniz bilgiler kesinlikle gizli tutulacak ve yalnızca araştırma icin ve akademik amaçlı kullanılacaktır. Bu anketten alınacak sonuçların doğru ve güvenilir olması çalışmanın başarıya ulaşması açısından önemlidir. Bu sebeple, lütfen tüm soruları cevaplayınız. Anketi doldurmanız sadece 10 dakikanızı alacaktır. Yardımlarınız için şimdiden çok teşekkürler...

Genel Bilgiler

<u>1. Yaş</u>

(1) 15 - 25   (3) 36-45   (5) 56-65

(2) 26 – 35   (4) 46-55

<u>2. Eğitim</u>

(1) İlkokul

(2) Orta Okul

(3) Lise

(4) Üniversite

(5) Yüksek Lisans (master) derecesi

(6) Doktora derecesi

(7) Diğer (lütfen belirtin)_____

<u>3. İş</u>

(1) Öğrenci

(2) Devlet memuru

(3) Özel sektör çalışanı

(4) Ev hanımı

(5) Serbest meslek sahibi (belirtin)_

(6) Diğer (belirtin)_____

4. Gelir (bireysel)

(1) 1,000 TL'dan az

(2) 1,001 - 2,000 TL

(3) 2,001 - 3,000 TL

(4) 3,001 - 5,000 TL

(5) 5,001 - 7,000 TL

(6) 7,001 - 10,000 TL

(7) 10,000 TL dan çok

5. Ne sıklıkta giyim eşyaları satın alırsınız?

(1) Ayda birden fazla

(2) Ayda bir

(3) İki ayda bir

(4) Üç ayda bir

(5) 4-6 ayda bir

(6) Yılda bir

6. Giyim alışverişiniz için yaptığınız harcamalar aylık ne kadar civarındadır? (TL)

 (1) 100 TL'nin altinda

(2) 100 – 249 TL

(3) 250 – 399 TL

(4) 400 – 549 TL

(5) 550 – 699 TL

(6) 700 TL üstünde

7. En fazla hangi tarzda giyim eşyası satın almayı tercih edersiniz?

(1) Klasik

(2) Spor giyim eşyası

(3) Rahat gündelik giyim

(4) Abiye

(5) Diğer   (belirtin)_____

Hazır giyimde secimi etkileyen faktörler

Aşağıda "yabancı markalı giysi tercih ve seçimlerine ilişkin ifadeler yer almakta. Bunlara katılma durumunuzu "Çok doğru – Hiç doğru değil" ölçeği üzerinde işaretleyerek belirtin. Her ifade için tek bir seçenek kullanın.

	İfadeye katılma derecesi	Çok Doğru	Oldukça doğru	Kısmen doğru	Pek doğru değil	Hiç doğru değil	Fikrim yok
		5	4	3	2	1	0
8	Yabancı markalar hakkında yerli markalara göre daha çok bilgim vardır.						
9	Bir kıyafet hakkında bilgi sahibi olacaksam yabancı bir marka hakkında bilgi sahibi olmayı tercih ederim.						
10	Kendi tercih ettiğim marka dışında diğer markalar hakkında bilgi sahibi olmaya gerek duymam.						
11	Bir kıyafet alacağım zaman genellikle yabancı marka satın alırım.						
12	Kıyafet alışverişlerimde sevdiğim yabancı markayı satın almayı sürdürürüm.						
13	Alışverişe gittiğim bir mağazada begendigim yabancı marka yok ise aradigim ürünü yerli bir markadan secip satın almak benim için pek fark etmez.						
14	Acil ihtiyaç duyduğum bir ürün sevdiğim yabancı markanın mağazasında kalmamış ise gidip o ürünü başka bir markadan almayı tercih etmem sevdiğim markadan getirtilmesini beklerim.						
15	Diğer markaların fiyat indirimi promosyon gibi kampanyaları var ise almayı planladığım ürün için sevdiğim yabancı markadan vazgeçip başka markayı tercih edebilirim.						
16	Satın almayı düşündüğüm kıyafet için sevdiğim yabancı markanın fiyatı yüksek gelir ise bu kiyafeti almaktan vazgeçebilirim.						
17	Sevdiğim yabancı markaya ait bir kıyafet almayı planladığımda marka hakkında olumsuz bir bilgi sahibi olsam dahi o markayı satın alırım.						
18	Birçok markanın yer aldığı bir mağazada öncelikle yabancı marka reyonlarına yönelir, yerli marka reyonlarına daha sonra bakarım.						
19	Yabancı markalı kıyafet alma durumum genellikle planlı bir harekettir.						
20	Yaptığım kıyafet alışverişlerini karşılaştırırsam yerliden daha çok yabancı markalı kıyafet aldığımı söyleyebilirim.						
21	Yabancı markalı kıyafetlere yerli markalara göre kalite-dayanıklılık anlamında daha çok güveniyorum.						
22	Yabancı marka kıyafet giymek bana kendimi iyi hissettiriyor.						
23	Satın aldığım yabancı markalardan memnunum.						
24	Birçok markanın bulunduğu bir mağazada sevdiğim yabancı markayı kolayca diğerlerinin arasında fark eder, ayırt edebilirim.						
25	Sevdiğim yabancı markayı insanların üzerinde gördüğümde tanırım,						
26	Bir kıyafetin yabancı marka olup olmadığını kolayca anlarım.						
27	Yabancı markalı kıyafetler yerli markalılara göre daha bilindiktir.						
28	Yabancı markalı kıyafetler hakkında yerli markalılara göre daha fazla bilgi sahibiyim.						
29	Almayı tercih ettiğim marka yerli ise hakkında bilgi sahibi olmaya gerek duymam.						

		Çok Doğru	Oldukça doğru	Kısmen doğru	Pek doğru değil	Hiç doğru değil	Fikrim yok
	İfadeye katılma derecesi	5	4	3	2	1	0
30	Yabancı markaları daha iyi tanıyorum.						
31	Sevdiğim yabancı markanın menşei, tasarımcıları, gelişimi, ürünleri ve nerede satıldığı hakkında detaylı bilgim vardır						
32	Bir kıyafet alma söz konusu olduğunda aklıma ilk yabancı markalar						
33	Yabancı giyim markalarının isimlerini yerli giyim markalarına göre daha iyi bilirim ve sayabilirim.						
34	Sevdiğim yabancı markayı tercih etmemin bir sebebi de menşei dir.						
35	Türk menşeli ürünlere nazaran Yabancı menşeli ürünlerin daha iyi olduğunu düşünüyorum ve tercih ederim.						
36	Yabancı giyim markalarının logo ve sembollerini yerli markalarınkine göre daha kolay ve net hatırlarım.						
37	Yabancı marka giydiğimde yerli giydiğime kıyasla daha zengin, prestijli, saygın göründüğümü düşünüyorum.						
38	Yabancı marka giydiğimde insanların benim hakkımda daha iyi /farklı(olumlu) düşüneceklerine inanıyorum.						
39	Yabancı marka giydiğim zaman kendimi daha iyi bir sınıfa ait ya da belirli grup insanlarla aynı seviyede, bir iletişim içinde hissediyorum.						
40	Fiyatı yerli markalardan yüksek bile olsa yabancı markaları tercih ederim.						
41	Yabancı markaların daha iyi bir tarz sahibi olduğumu gösterdiğine inanıyorum.						
42	Yabancı marka giyerek kendimi daha iyi ifade ettiğimi düşünüyorum.						
43	Yabancı markalı giyim ürünlerinin yerlilere göre daha kaliteli olduğuna inanıyorum.						
44	Kaliteli bir kıyafet denince aklıma genelde yabancı markalar gelir.						
45	Yabancı markalı giyim ürünlerinin yerlilere göre daha iyi kesimli, daha stil, tarz olduğuna inanıyorum.						
46	Yabancı markalı bir kıyafetin fiyatı aynı yapıdaki yerli bir kıyafetten çok daha yüksek dahi olsa almaktan vazgeçmem.						
47	Kıyafet alımında fiyatı benim için önemli değildir. Beğeniyorsam alırım.						
48	Yabancı markalı kıyafet tercih etmemin sebeplerinden biri de renklerinin güzelliği, uyumu ve solmamasıdır.						
49	Yabancı marka tercih etmemde reklamlarının ve ünlülerin onu kullanıyor olması önemli rol oynar.						
50	Yabancı marka kıyafet kumaşlarının yerlilere göre daha iyi ve daha dayanıklı/kalıcı olduğunu düşünüyorum.						

	İfadeye katılma derecesi	Çok doğru	Oldukça doğru	Kısmen doğru	Pek doğru değil	Hiç doğru değil	Fikrim yok
		5	4	3	2	1	0
51	Yabancı menşeli markaların daha kaliteli olduğuna inanıyorum ve alırken tercih ediyorum.						
52	Kıyafet satın alırken sevdiğim yabancı bir marka olsa dahi ürünün nerede üretildiğine "made in" bölümüne dikkat ediyor ve belirli ülkelerde üretilmiş ürünleri tercih etmiyorum.						
53	Yabancı markalar kendi ülkelerinde değil de kalitesine güvenilmeyen başka ülkede üretildi ise tercihimi yerli ürünlere kaydırabilirim.						
54	Yabancı marka kıyafetlerin yerli markalılara göre modayı daha iyi takip ederek yansıttığını düşünüyorum.						
55	Moda benim için önemli bir olgu ise, yabancı marka her zaman için ilk tercihim olur.						
56	Markaların ismine göre kalitelerini sınıflandırabilir, bir fikir oluşturabilirim.						
57	Bana bir kıyafet hediye edilmiş olsa yabancı isimli bir markanın ürünü olmasını tercih ederim.						

58. Sizin için en önemli 5 yabancı giyim markasını sıralayınız

58.1 Dış giyim (ceket, palto vb) :

58.2 Günlük giyim (etek, pantalon bluz) :

58.3 Abiye giyim (kokteyl, gece kıyafeti):

58.4 Spor giyim (herhangi bir spor türü):

58.5 Klasik kesim:

58.6 Rahat günlük giyim:

59. Bu soruları yanitlarken aklinizda olan markalar hangileri oldu?

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