



**T.C. DOĐUŐ UNIVERSITY  
INSTITUTE OF SOCIAL SCIENCES  
BUSINESS ADMINISTRATION**

**The Influence of Country of Origin on Consumers' Decisions:  
Effects on Willingness to Purchase Foreign Products**

**BA 570 MBA Thesis  
Bora KUTAN  
200981013**

**Thesis Advisor: Assistant Prof. Esra ARIKAN**

**Istanbul, May 2012**



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## **ACKNOWLEDGEMENT**

I wish to express my sincere gratitude to everyone who helped to make this study possible. First, my grateful appreciation is extended to my advisor Assistant Prof. Dr. Esra ARIKAN whose encouragement, guidance and support from the initial to the final level enabled me to develop an understanding of my study.

I also would like to thank to my friends for their support and for their help during the literature research. In particular, I am grateful to Deniz Bilge Çelebiođlu (M.A.) for her continuous support and understanding.

Finally, I am extremely thankful to my parents; Hüseyin Kutan and Zeyneb Bilsen Kutan for their spiritual support throughout my life and endless love.

Istanbul, May 2012

Bora KUTAN

## SUMMARY

In today's world, the existence of manufacturing firms is dependent upon target consumers' perceptions toward their products. Globalization and international networks of companies are enriched by both past and current experiences of different cultures and nations that might have either positive or negative impact on their trade relations. This situation poses a vital necessity to understand consumers' feelings towards both local and foreign products. Therefore, it creates significance for marketing managers to understand consumers' feelings on foreign products to forecast new marketing strategies for different countries. The purpose of the present study was to fulfill a gap in the literature via testing empirically the influential factors of country of origin in order to understand Turkish consumers' perception toward Greek made products. This study proposes a conceptual model that identifies the correlations between consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign made products.

In order to test the hypotheses that were developed based on the model, a customer survey was developed and utilized. The questionnaire contains of 37 questions. The participants of the study were chosen through convenience sampling method and a total of 100 Turkish adult consumers who are living in Istanbul were surveyed. The analyses provided important results regarding the correlations between the components of model. Thus, the findings support most of the hypothesized relationships between the variables, as in the proposed model.

Finally, our conclusions are presented with discussion of findings, implications to managers, limitations of the study and any suggestions for future research.

## ÖZET

Günümüzde, üretim yapan firmaların varlıklarını sürdürebilmesi, hedef tüketicilerin onların ürünlerine karşı olan algılarıyla doğrudan ilgilidir. Küreselleşme ve firmalar arasındaki uluslararası bağlantılar farklı kültürlerin mevcut veya geçmişteki deneyimlerinden dolayı, firmaların ticari ilişkilerini olumlu ya da olumsuz olarak etkileyebilmektedir. Bu durum, tüketicilerin yerli ve yabancı ürünlere karşı algılarının anlaşılabilmesi açısından oldukça önem teşkil etmektedir. Bu nedenle, pazarlama yöneticileri tarafından farklı ülkelerde yeni pazar stratejileri oluşturulurken ilgili ülkelerdeki yerli tüketicilerin yabancı menşeli ürünlerle ilişkin düşüncelerinin göz ardı edilmemesi gerekmektedir. Bu çalışmanın amacı, literatürde çok fazla incelenmeyen bir konu olan menşe ülke etkisini oluşturan etkenler doğrultusunda, Türk tüketicilerinin Yunan menşeli ürünlere karşı olan algısını deneysel olarak test edip araştırmaktır. Bu çalışmada oluşturulan kavramsal modelde, tüketici etnosentrizmi, düşmanlığı, yabancı menşeli ürünlere karşı olan ürün yargısı ve tüketicilerin yabancı menşeli ürünleri alma istekliliği arasındaki ilişkiler kullanılmıştır.

Modeldeki hipotezleri test etmek amacıyla, tüketici anketine dayalı bir yol geliştirilmiştir. Anket 37 sorudan oluşup tüketicilere uygulanmıştır. Bu çalışma, kolaylık örnekleme yöntemiyle İstanbul'da yaşayan 100 Türk tüketicinin ankete katılımı vasıtasıyla gerçekleştirilmiştir. Analizler, modeli oluşturan elemanlar arasındaki ilişkilerin açıklanması bakımından oldukça önemli sonuçlar ortaya koymuştur. Bulgular, önerilen modeldeki değişkenler arasındaki ilişkilerin çoğunu desteklemiştir.

Son bölümde, bulguların tartışılması, yöneticiler için tavsiyeler, araştırmanın kısıtları ve gelecekte yapılacak araştırmalar için fikir önerilerine yer verilmiştir.

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## CHAPTER 1

### INTRODUCTION

Our world today can be interpreted as a global village with no boundaries that regional economies, societies and cultures have become integrated through the global connection of political ideas, communication, transportation and trade. Nevertheless, these networks are enriched by both past and current experiences of different cultures and nations that might have either positive or negative impact on trade relations. Watson and Wright (2000) argue that, economy of international trade is the main part of today's world economy. Therefore, this situation poses a crucial necessity to understand consumer's feelings towards both domestic and foreign products.

For years, many researchers are commonly analyzed consumer perceptions toward foreign made products. Therefore, country of origin could be considered as one of the earliest concepts that assessed within studies with the aim of understanding consumer perceptions toward foreign products. For instance, businessmen who have been benefited from cross national trade for a long time have been interested in products' country of origin. Since 1800s, Englishmen made "Made in Germany" stamps with the aim of easily spotting German products in the United Kingdom market in order to get rid of them (Schooler 1965; Parameswaran and Pisharodi 1994; Peterson and Jolibert 1995; Rice and Wongtada 2007; Dyes, 2008).

Despite of many governments' tendencies on reducing tariffs and other trade barriers to hearten cross national trades, a form of civil resistance among citizens is emerged as one of country of origin's influential factors, consumer ethnocentrism. Hence, according to researchers, purchasing foreign made products could be perceived as inappropriate, immoral and unpatriotic by some consumers because foreign made products increase unemployment rate and hurt economy of a related nation (Shimp and Sharma, 1987; Sharma, Shimp and Shin, 1995; Shankarmahesh, 2006).

Over the past decade, animosity has gained significant attention in marketing literature as an influential cause of country of origin en route to determine foreign product purchase behavior. Many researchers underline the concept animosity and its effect on consumers' perception towards foreign made products. To them, animosity is equal to consumers' dislike towards a foreign country because of past and present military, political, social-cultural, ecological or economic events. Moreover, to some researchers, the world has an intergroup conflict within the international area. Thereby, the animosity can be a result from these conflicts and can affect consumers' perception on willingness to buy foreign products by influencing their purchase decision (Klein, Ettenson and Morris 1998; Balabanis, Diamantopoulos, Mueller and Melewar, 2001; Shoham, Davidow, Klein and Ruvio, 2006).

In a word, country of origin is a concept that can be shaped by some influential factors such as consumer ethnocentrism and animosity toward foreign made products. Undoubtedly, these factors could affect consumers' perceptions toward foreign made products.

### **1.1 The Aim and the Scope of the Study**

It is very crucial for marketing managers to understand consumers' perceptions on products to forecast new marketing strategies. For that reason, if a firm achieves the access to a new foreign market then marketing managers have to improve new type of competitive strategies in order to become persistent in the long run. Even though analyzing and recognizing consumers' perceptions on the products are fundamental for marketers, they overlook consumer perceptions toward foreign products.

This study provides an alternative perspective on country of origin effects on consumer decisions. The concept that marketers have been using for a long time are affected by some influential causes (Dyes, 2008). The two influential causes of country of origin could be seen as consumer ethnocentrism and animosity toward foreign made products. Moreover, each of these variables which are related with both consumers' product judgments for foreign products and decision to purchase foreign products are deeply analyzed in this

study. Hence, this research is also extended by providing an analysis on Turkish consumers' perceptions towards Greek products.

During the research process, some questions help us to understand the liaison between the variables which are related with the consumer's evaluation and decision to purchase a foreign product. Therefore, the related research questions that this research aims to answer are:

- How animosity and consumer ethnocentrism could affect both consumers' product judgments for foreign products and willingness to buy foreign products?
- What are the influences such as consumer ethnocentrism, animosity and product judgments for foreign products on consumers' perceptions for the process of willingness to buy foreign products?
- What is the relationship between the product judgments for foreign products and willingness to buy foreign products?

Building on these research aims, this study proposes a conceptual model on the key determinants such as consumer ethnocentrism, animosity, product judgments for foreign products and their influences on consumers' willingness to buy foreign made products. In an attempt to obtain primary findings, a quantitative research is conducted through convenience sampling from selected Turkish consumers who are living in Istanbul. Therefore, a questionnaire for Turkish consumers is created for this study with the purpose of understanding their perceptions towards Greek made products.

To summarize, this study expects to fulfill a gap in the literature via empirically testing the influential factors of country of origin such as consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products that have been arisen by consumers' choice in a new national area.

## 1.2 Historical Background

It is important to examine history from people's perspective as well as state relations since today the global economy is ruled by relatively more by purchasing decisions of consumers. Relations between Greeks and Turks evolved from the starting point of Byzantium Empire to Republic of Turkey. Many events that took place in the history of Ottoman era or Turkey set new perceptions via personal memoirs, which had led both to friendship and hostility in time. Some of those policies and memoirs, which had led to animosities, affected consumer decisions. Hence, it is vital to present historical background information based on major events that might or had led to animosities between two ethnic group both under the rule of Ottoman Empire and mutual relations after the independence of both Turkey and Greece.

Relations between Greeks and Turks have its roots since the collapse of Byzantium Empire in 1453 with the establishment of Ottoman rule. Greeks and Turks lived together under the same rule for more than 400 years that initiated both problems and communal feelings (Woodhouse, 1968). When Greek-Turkish relations observed within ethnocentric perspective, it is easy to observe the role of animosity throughout the history.

Greek nationalistic movements within Ottoman Empire and consequently the Greek War of Independence in 1821 are the originating points of war animosity between two nations, which was followed by Balkan Wars in 1912-3 and First World War (WWI) (Kinross, 1960). Especially after WWI the siege of western Anatolia by Greeks played a very important role in flaring up the hostility between Turks and Greeks that affected the relationship between Ottoman Greeks who was still living in Ottoman Empire and local Turks (Kinross, 1960). Thus, the hostility diffused from state level to public level.

Hostility between two nations peaked during Turkish Independence War in 1919 since the eastern front was mainly fought against Greek troops. Greeks were backed by Triple Alliance, mainly by Britain, and they were stronger in terms of weapons and soldiers (Mango, 1999).

According to Volkan and Itzkowitz (1994) mutual hostility increased during Independence War of 1919 since Turks did not forget about devastation that caused by Greeks in Anatolia after formation of Republic of Turkey in 1923, and ill feelings grew with memoirs of those days (Volkan and Itzkowitz, 1994).

Turkish and Greek relations was volatile and had fluctuations throughout history after the independence of Turkey in 1923. Policies of population exchange of 1923 can be a valid example for reasons of animosity (Hirschon, 2003). Population exchange can be regarded one of the reasons for two nations' animosity in purchasing decisions towards each other's products since these unfortunate events lingers sick feelings and befalling of each other.

Another unforgettable event that marked animosity between Greek and Turkish people was known as Istanbul Pogrom of 6<sup>th</sup> and 7<sup>th</sup> September 1955 (Vryonis, 2005). Tension was initiated by a rumor that Greeks in Thessaloniki bombed Turkish national leader and father Mustafa Kemal Atatürk's house where he was born. For two days Greek stores, houses and personal properties were vandalized and it resulted with lynching and arson (Vryonis, 2005).

The current political disputes with Greece involves both policy and war animosity, which again remains their roots to the history. The most internationally well-known, lingering dispute is Cyprus crisis that tensed relations to the point of military confrontation on the island, which still remains unsolved. Cypriot Greeks' actions against Turks led to protests in Turkey and eventually Turkish invasion of Cyprus in 1974 that resurrected the war type of animosity over trade and economic relations (Bolukbasi, 1998). Hostility continued with Aegean Sea Dispute (seabed issue) of 2004 that was declared as *casus belli* by Turkey (Aydin, 2004).

Mistrust between two nations was cultivated with the capture of the terrorist leader, where he was found with two different passports issued by both Greece and Greek Cyprus. This caused a nationwide boycott of Greek products in Turkey just as the deterioration of trade relations between Turkey and Italy when Italy safeguarded the terrorist leader in Rome. Italy suffered a loss of 2.5 billion dollars since Turkish consumers boycotted Italy

originated products. That is to say, product judgments effect can be easily triggered by policy animosities (Zaman News, 1999).

Even if there was and still does animosity exist between those two nations, it cannot be underestimated that they shared more than four hundred years which established common values and culture. As a result, it is easy to observe the effects of race of communal goods between two countries that cause another type of animosity in purchasing each other's products. For example common cuisine causes copyrights race of local food products that is limiting the purchase of each other's goods. Nevertheless, it is impossible to find a solution since Greeks and Turks shared a long history and a culture that ethnocentric animosities can easily flourish.

### **1.3 The Organization of the Remainder of the Dissertation**

The rest of the study is organized as follows: In Chapter Two, literature review section aims to emphasize the relevant information on country of origin, its influential causes; consumer ethnocentrism and animosity, product judgments for foreign products and willingness to buy foreign made products. Therefore a theoretical background is presented in this section. In Chapter Three, based on the research findings, hypotheses and a conceptual model are offered. In Chapter Four, research design and methodology that will be utilized to test the hypotheses are proposed with specific emphasis on the questionnaire design, sample design, construct measurement, data collection method and statistical analysis method. In Chapter Five, the statistical methods used are explained and the results of the study are reported. Chapter Six is discussion and conclusion part of the thesis. It summarizes the findings of the study, and discusses theoretical and managerial implications of the findings. The limitations of the study and any suggestions for future research are also covered within this chapter.

## CHAPTER 2

### LITERATURE REVIEW

The literature review section aims to stress the relevant information based on literature in order to provide connections with the study research. This chapter, after informing about the selection of the articles process, provides the theoretical background on country of origin and its influential causes which are consumer ethnocentrism, animosity and its sources. Furthermore, the relation between product judgments for foreign products and willingness to buy foreign product is also introduced in this study.

At the same time, even though the effect of demographic variables is not taking into consideration in this study, because of their notable role, literature approaches based on them is also stressed. During the literature review, the hypotheses are formed in order to be verified with quantitative research.

#### 2.1 Articles Selection

An extensive search on key terminology related with the process of purchasing foreign products was first conducted through online databases (e.g., EBSCOhost, PsycARTICLES, Science Direct, National Thesis Center (YÖK), Proquest Umi Dissertation ...etc.). After identifying and selecting related articles and graduate thesis, additional research studies are conducted according to the reference sections of the selected articles within these databases.

The main purpose of this literature review is to understand the perception of an individual's decision to buy a foreign product while comprehending influential factors of the major determinants. Therefore, after gathering information from related articles, the most interested determinants of consumers' perception towards foreign products (i.e. country of origin effect, consumer ethnocentrism, animosity, and product judgment towards foreign made products) were selected.



At least 40 articles are chosen as related to the determinant of consumers' perception towards foreign products. Many of those articles have empirical studies therefore; their findings help to this study in terms of the purposing hypotheses. The earliest article was published in 1965 some of the articles were published after 1990 and 25 of these articles were published since 2000. As indicated in Table 2.1, the majority of articles belong to *Journal of International Consumer Marketing*, *European Journal of Marketing*, *Journal of Consumer Marketing*, *Journal of International Marketing*, *Journal of International Business Studies* and *Journal of Marketing*. Finally, analysis of many graduation and doctorate theses are also contributed to this study.

**Table 2.1** Count of Journal Articles in the Review

<b>Journal (number of articles reviewed)</b>	
1. <i>Journal of International Consumer Marketing</i> (8)	10. <i>Journal of the Academy of Marketing Science</i> (1)
2. <i>European Journal of Marketing</i> (6)	11. <i>Journal of Brand Management</i> (1)
3. <i>Journal of Consumer Marketing</i> (4)	12. <i>Journal of Business Economics and Management</i> (1)
4. <i>Journal of International Marketing</i> (4)	13. <i>Journal of Business Research</i> (1)
5. <i>Journal of International Business Studies</i> (3)	14. <i>International Business &amp; Economics Research Journal</i> (1)
6. <i>Journal of Marketing</i> (3)	15. <i>International Journal of Research in Marketing</i> (1)
7. <i>Journal of Marketing Management</i> (2)	
8. <i>Journal of Marketing Research</i> (2)	
9. <i>International Marketing Review</i> (2)	

## 2.2 Country of Origin

Country of origin could be seen as a concept that marketers have been using for a long time. For the first time “made in...” label was used in England in 1800s when British people made a “Made in Germany” stamp in order to easily spot German products on the United Kingdom market and get rid of them (Dyes, 2008). There might be various reasons behind British people's behavior toward German products, but the main idea should be considered as the encouragement of British to buy local goods and to avoid foreign ones.

In the marketing literature, country of origin is defined and commented in many different ways. One of the first articles that country of origin is the main subject was published in 1965 by Schooler in "Journal of Marketing Research" with the title of "Product Bias in the Central American Common Market". According to Schooler (1965), country of origin is a way to differentiate a product from competitors (Petersons and Jolibert, 1995). The researcher's empirical research is related with different country originated products with same quality in every respect, except the country of origin influence.

However, consumers' perceptions and choices on the identical products vary according to the "made in" effects of the product (Schooler, 1965). If a consumer is affected by country of origin impact then he or she will be more likely to buy locally produced product and neither a quality nor a performance could be a distinctive feature of the product. Thus, this attitude of consumers that creates product judgments for foreign made products may influence their purchasing decision.

Under the light of Schooler's findings (1965), it can be said that particular nations who have either political or historical problems with others would be more selective in their purchase. Therefore, Turkish consumers' willingness to buy foreign products could be affected by country of origin influence.

Parameswaran and Pisharodi (1994), in their writings defined the concept of country of origin as "perceptions of a sourcing country's economic, political, and cultural characteristics, as well as specific product image perceptions" (Parameswaran and Pisharodi, 1994).

That is to say, when people are tending to buy any kind of products, "made in..." perception, which is coming from product judgment, could easily influence their consumption behaviors in international markets. Therefore, the country of origin reflects all descriptive, inferential and informational beliefs that a person has about the identity of a definite country whether it has good or bad reputation (Martin and Eroglu, 1993).

On the other hand, a counter argument arose from Rice and Wongtada (2007), they believe that, if there is no influence on the perception of consumer's in terms of country of origin, then good reputation of a country while producing particular products in better quality will affect consumers' process of purchasing without seeking the next product's actual performance and quality (Rice and Wongtada, 2007). Therefore, Rice and Wongtada (2007) want to inform that, any kind of stereotypes coming from the past experience could become senseless if the reputation of a specific country on the production process is strong.

### **2.3 Influential Causes of Country of Origin**

Country of origin is a notion that can be affected by some factors. Two influential causes of country of origin could be seen as consumer ethnocentrism and animosity toward foreign products. Surely, these factors could influence consumers' perceptions toward foreign made products.

#### **2.3.1 Consumer Ethnocentrism**

Ethnocentrism is seen as a tendency to choose products or people of their own culture instead of another culture or country. However, consumer ethnocentrism is a concept that limits the purchase of a product of a foreign country without considering national emotions for the well-being of domestic economy (Solomon, Bammosy, Askegaardi and Hogg, 2006).

According to Shimp and Sharma (1987), consumer ethnocentrism takes its power from the original concept of ethnocentrism and refers to the consumers' belief that purchasing foreign products will potentially create a negative outcome while reducing domestic jobs and damaging economy. Therefore, domestic consumers who have ethnocentric behaviors could consider the purchase of foreign goods as inappropriate, immoral and unpatriotic (Shimp and Sharma, 1987).

According to Kasper (1999), consumer ethnocentrism mentions the idea that, purchasing foreign made products is wrong not only because of it is unpatriotic but also it hurts domestic economy and this may be resulted as loss of jobs in the related sector. Moreover, he stresses that, the concept of consumer ethnocentrism may increase the understanding of how consumers can behave while comparing foreign made products with domestic products and for what reasons consumers' judgments may be exposed to different forms of bias. Therefore, to him, consumers who have highly ethnocentric tendencies have probably more biased judgments over domestically made products vis-à-vis foreign made products (Kasper, 1999).

Therefore, the researchers (Shimp and Sharma, 1987; Kasper, 1999) also mentioned that, consumers' ethnocentric inclinations play an important role when a product perceived as unnecessary or their national well-being is threatened by foreign products (Shoham and Bencici, 2003).

In this study, ones can lightly express Shoham and Bencici (2003)'s argument that ethnocentric perception toward judgment on foreign products may cause a negative approach because of their nationalistic behaviors. Therefore, Turkish consumers' perception on product judgments towards Greek products could be changed easily because of the influence of consumer ethnocentrism.

The first hypothesis suggested as:

*H1: Consumer ethnocentrism is negatively associated with product judgments of Turkish consumers for Greek made products.*

According to Balabanis and his colleagues (2001), in Turkey, nationalism is one of the important notions for consumer ethnocentrism because of its collectivist and loyal culture (Balabanis et al., 2001). Hence, if we want to dispose of the concept of consumer ethnocentrism, we have to eradicate the boundaries of nations based on former historical relations between nation states. It means that, the idea of consumer ethnocentrism has different variables that it changes from country to country and culture to culture.

There should be inaccurate to accept country of origin and consumer ethnocentrism as always interdependent variables in consumer animosity towards products. Another argument comes from Shankarmahesh (2006), in his article, he mentioned that country of origin and consumer ethnocentrism is independent from each other. Consumer ethnocentrism is more related with more nationalistic and patriotic reasons. Moreover, consumer ethnocentrism will directly affect the perceptions of consumers on the tendencies to buy a product of the home country origin. Therefore, the avoidance from foreign countries' product becomes inevitable (Shankarmahesh, 2006).

Ishii also supported Shankarmahesh's argument (2009) that he argued both consumer ethnocentrism and animosity are very common cases in nationalistic and patriotic countries. He analyzed the situation of Japanese and US products in China. The findings indicated that, Chinese consumer ethnocentrism is more familiar with nationalism so a negative perception of consumers to internationalism but a positive perception to consumer ethnocentrism (Ishii, 2009).

Wang and Chen (2004) tested the influence of product judgments for foreign products in terms of the relationships between consumer ethnocentrism and willingness to buy foreign products in China. The findings specify that the effect of consumer ethnocentrism on willingness to buy foreign products may be high when consumers judge domestic products have inferior quality than the imported ones (Wang and Chen, 2004). Therefore, consumer ethnocentrism has direct relations with willingness to buy foreign products.

According to Vida and his colleagues (2008)' findings on Bosnian and Herzegovinan consumers' perceptions towards foreign made products, both national identity and nationalism which are determinant predictors of foreign products purchase bias enforce the presence of consumer ethnocentrism. For that reason, consumer ethnocentrism is generally support the idea of direct correlation with willingness to buy domestic products as opposed to foreign made products (Vida, Dmitrovic, and Obadia. 2008).

In this study, another hypothesis supports the idea that, consumer ethnocentrism is negatively associated with the willingness to buy Greek products because of Turkish consumers' nationalistic point of view.

The second hypothesis argued that:

*H2: Consumer ethnocentrism is negatively associated with willingness of Turkish consumers to buy Greek products.*

### **2.3.2 Animosity toward Foreign Products**

Country of origin and its influential factor consumer ethnocentrism could be considering as main perceptions that consumers have toward foreign products. However, the notion animosity plays a key role in order to determine consumers' final choices (Klein, 2002). Therefore, animosity is a quite influential concept that consumers have; generate negative feelings to the product of related countries.

Based on Shimp and Sharma (1987)'s results, ethnocentrism and product bias could be seen as important factors on the country of origin influence but sometimes both factors become inefficient because of the concept animosity (Shimp and Sharma, 1987; Klein, 2002; Shoham and Brencici, 2003). Hence, Turkish consumers' feelings are interrupted by animosity feelings en route to purchase foreign made products.

According to Klein and his colleagues (1998) animosity mentions the idea of a consumers' dislike towards a foreign country because of past and present military, political or economic events. This behavior causes a negative influence on the consumers' perception while purchasing products associated with that country (Klein et al., 1998).

#### **2.3.2.1 Sources of Animosity**

There are different types of sources that influence the level of animosity towards a specific country. The feelings of consumers could be diversified according to the emotions that are effected by different sources of animosity.

According to Klein and his colleagues (2005), there are some main sources of animosity; animosity resulted from a war, animosity derived from economy, ecological animosity, social-cultural animosity and animosity from policies (Klein et. al, 2005).

Both recent military and former events can create *war animosity* towards a relevant country (Nijssen and Douglas, 2004). For instance, after the American invasion of Iraq since 2002, the perception based on product choices of Muslim world changed toward USA. Therefore, it is very difficult for the American to sell their products on the Muslim populated nations.

The *economic animosity* could be defined as the feeling of suffering from aggressive economic sanction or suffering from economic dominance (Klein et al., 1998). According to Cohen (2008), small-populated nations might be under the shadow of dominant and larger economies. They mentioned that, during the history, German' economic power perceived from its neighbor countries as a threat (Cohen, 2008). Therefore, economic animosity might be perceived as a threat and small populated nations does not want to make any contribution by supporting related countries' products.

According to Ettenson and Klein (2008), another type of animosity is known as the *ecological animosity*. Consumers' feelings toward this animosity could be influenced by different events relating with the natural environment. For instance, French nuclear tests in Pacific Ocean affects Australian consumers' animosity toward French products (Ettenson and 2008). Moreover, many tourists do not prefer to go Japan because of the Japanese' government attitude towards the whale hunting. Therefore, ecological animosity occurs when consumers prefer to not buy a country's products because of their environmental tests or maltreatment to animals.

The *social-cultural animosity* arises when a culture perceives threats from any products or brands associated with another culture (Klein, 2002). For instance, as Klein (2002) mentioned, Canadians' resistance to the cultural hegemony of USA or social cultural animosity caused by religious animosity between Muslim World and Israel, could be seen considered as different examples of the animosity.

The *policy animosity* can be distinguished from war animosity based on the foreign and domestic perceptions of consumers to a country en route for a related country (Loizides, 2002). For instance, the relations between Greek and Turkish people rely on the ancient period of time. The transition of the relations to the disputes initiated from the Ottoman Empire and it is still continue in today's Turkish Republic. Today's most popular disputes could be seen as the situation of Cyprus and Aegean seabed.

In brief there are many types of sources that cause animosity towards a specific country. The perception of consumers could be changed according to the emotions that effected by different sources of animosity. These emotions might be anger, hostility or lack of confidence. So as to, the influence of different sources of animosity will dramatically change consumers' feelings on their purchasing period vis-à-vis a specific country. Undoubtedly, these policies could influence the perceptions of Turkish consumers' purchasing decisions toward the Greek products.

Moreover, these negative feelings take their power from historical and recent events (Klein, 2002). In that case, Turkish consumers who have strong animosity feelings toward a foreign country, they do not prefer to buy foreign product even the product has higher quality and lower price than the domestic ones. As a result, product judgments of Turkish consumers could be affected by the animosity factor.

For these reasons, the following hypotheses three and four consider whether animosity on Turkish consumers could affect their product judgments and their willingness to purchase foreign products.

The third and fourth hypotheses suggested as:

*H3:* Animosity is negatively associated with product judgments of Turkish consumers for Greek made products.

*H4:* Animosity is negatively associated with willingness of Turkish consumers to buy Greek products.



## **2.4 The Link between Product Judgments for Foreign Products and Willingness to Buy Foreign Products**

As we mentioned in the previous sections, consumer ethnocentrism and animosity have direct relations with consumers' product judgments for foreign products. This relationship builds the basis of consumer willingness to buy foreign products. Therefore, it is inevitable to overlook the importance of the link between product judgments for foreign products and willingness to buy foreign products since this link assists marketing researchers to understand and predict consumers' behaviors on foreign products.

With the purpose of understanding the relations between product judgments and willingness to buy, Fishbein (1975) and his colleague Aijen (1980)'s *theory of reasoned action* should be used to predict behaviors of consumers (Peter and Olson, 1996).

The theory of reasoned action proposes that a person's behavior is determined by his/her intention; this intention creates a function of his/her attitude toward that behavior. Hence, the basic purpose of the theory is to predict a person's behavior such as purchasing a particular product within a particular period of time (Solomon, 2009).

The theory not only observes a person's general attitude but also it measures specific attitudes of a person en route for understanding his/her behavior (Kassarjian and Robertson, 1991). For instance, a person's general attitude toward a particular product might be favorable compared to a person who does not prefer to purchase the specific product because of country of origin effects.

As a result an attitude of a person could shape his/her perceptions toward foreign made product because of the judgment that this person is imposed upon. According to the theory of reasoned action, this person may show an unfavorable attitude toward purchasing the product, even though the general attitude over the product is favorable (Sheppard, Hartwick and Warshaw, 1988).

Another approach is coming from Aijen (1991)' revised and extended version of the theory of reasoned action. *The theory of planned behavior* is a theory about formation the link between attitude and behavior (Aijen, 1991).

According to Aijen (1991)' theory of planned behavior supports the idea that specific attitudes could be seen as the indicators of the predicted behavior. He also mentioned that in order to measure attitudes toward the behavior, there should be a need to measure people's subjective norms (beliefs that how a person can care about, they will influence his/her behavior) with the aim to predict someone's attitudes (Aijen, 1991). Moreover, Aijen (1991) in his researches applied some examples with the theory of planned behavior that can be summarized as whether to wear a seat belt and whether to check oneself for disease. Therefore, perceived control of behavior that refers a person's perceptions towards a specific object could affect his/her attitudes (Armitage and Conner, 2001).

With respect to Kalafatis and his colleagues (1999), the theory of planned behavior analyzes determinants that affect consumers' intention to purchase products with the aim of understanding their behaviors. In their study, they applied the theory in order to be tested consumers' intentions on willingness to buy environmentally friendly products in UK and Greece markets (Kalafatis, Pollard, East and Tsogas 1999). Hence, consumers' behaviors towards particular products should be considered as an important role on the process of willingness to purchase the products.

In a world, both the theory of reasoned action (Aijen and Fishbein, 1980) and the theory of planned behavior (Aijen, 1991) have a tendency to predict and understand a person's behavior towards a particular object. Therefore, in their studies (Aijen and Fishbein, 1980; Aijen, 1991), they mentioned the importance of personal judgment in the process of predicting his/her perception towards a specific object, so that a person's perception towards a particular object could influence his/her willingness to select or reject the object at the end.

In this study, with the purpose of predicting Turkish and Greek relations better, based on Turkish consumers' perceptions towards Greek made products, understanding the relations between Turkish consumers' product judgments and their willingness to purchase Greek products become a necessity. Therefore, as Fishbein (1980) and Aijen (1980, 1991) stressed the importance of individuals' product judgments and the link with willingness to purchase specific products, we can easily adopt this link to Turkish consumers' perception towards Greek made products.

Therefore, the following hypothesis which is the final one supports the idea that, Turkish consumers' product judgments are positively associated with willingness to buy Greek made products.

The fifth hypothesis argued as:

*H5: Product judgments of Turkish consumers for Greek made products are positively associated with willingness to purchase Greek products.*

## **2.5 Demographic Variables**

Demographic variables are taking attention of many researchers on understanding the perception of consumers towards foreign products but it is not easy to control and measure these variables. Although the influential causes of demographic variables are not taking into consideration in this study, researchers' approaches on the variables preferred to be discussed in the following paragraphs.

Demographic variables also play a notable role for predicting consumers' perceptions towards foreign products. Since the notion of demography focused on individual characteristics like gender, age and education, the perception of consumers towards a foreign product could be affected according to demographic reasons (Wang and Chen, 2004).

According to Balabanis and Diamantopoulos (2008), consumers' perception of country of origin levels could easily be influenced by the demographic differences so marketers have to consider this issue in order to marketing their products (Balabanis and Diamantopoulos, 2008).

There were many researches based on the difference of male and female judgments towards foreign products. According to Sharma and his colleagues (1995), the gender differences have an important role on the perception of consumers. They analyses that Korean woman would have a more ethnocentric animosity than men (Sharma et al., 1995).

On the other hand, Balabanis and his colleagues (2001) conducted a research that in Turkey, gender perceptions have a positive relationship with the feeling of animosity (Balabanis et al., 2001). According to the findings (Sharma et al., 1995; Balabanis et al. 2001), there might be different product judgments on Turkish consumer's gender perceptions towards foreign products.

The role of education is also important for the consumers' judgments of foreign products. With regard to Ueltschy (1998), education level is one of the most important determinants of ethnocentrism because educated consumers have more involvement and interest to a product of a related country. His research on Colombian consumers shows that, the higher level of education will make consumer more open to new ideas and products (Ueltschy, 1998).

Another variable that could be affective on the perception of consumers is the age factor. Many studies emphasized that, older consumers are generally more influenced by ethnocentric tendencies than younger consumers (Keegan, 2002). According to Sharma and his colleagues (1995), elderly consumers, in general, are more conservative and more nationalist, so these characteristics could be a result of the former experienced conflicts with related countries (Sharma et al., 1995). With regard to Keegan (2002) and Sharma and his colleagues (1995)'s arguments, the age might be an important factor for determining the level of Turkish consumers' product judgments for foreign products.

Even though the demographic variables such as gender, age and education may shape product judgments of consumers toward a foreign product, they are not seen as a priority for this study. The reason behind of this decision is the intention of analyzing and comprehending general perception of Turkish consumers deeply without considering the demographic variables.

## CHAPTER 3

### HYPOTHESES AND CONCEPTUAL MODEL

In this chapter aforementioned hypotheses and a conceptual model that composed after literature review are outlined.

#### 3.1 The Hypotheses

Based on the literature review, the following hypotheses are developed;

Hypothesis 1: Consumer ethnocentrism is negatively associated with product judgments of Turkish consumers for Greek products.

Hypothesis 2: Consumer ethnocentrism is negatively associated with willingness of Turkish consumers to buy Greek products.

Hypothesis 3: Animosity is negatively associated with product judgments of Turkish consumers for Greek products.

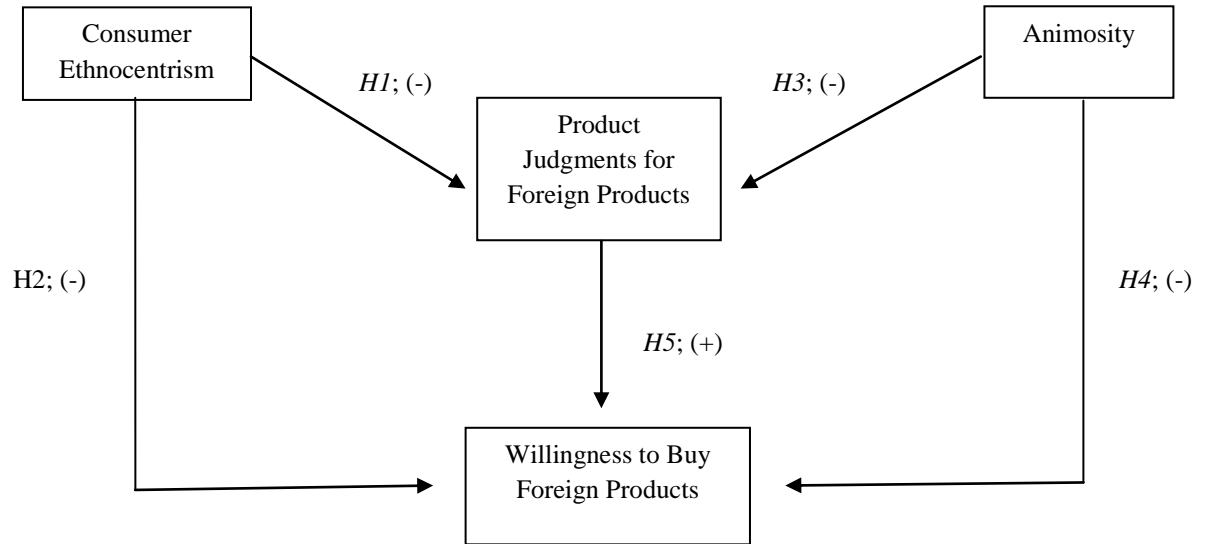
Hypothesis 4: Animosity is negatively associated with willingness of Turkish consumers to buy Greek products.

Hypothesis 5: Product judgments of Turkish consumers for Greek made products are positively associated with willingness to purchase Greek products.

Following Figure 3.1 indicates aforesaid hypotheses and the proposed conceptual model. The model consists of the key determinants which affect consumers' willingness to buy foreign products. For this reason, the model specified consumer ethnocentrism, animosity and also product judgments for foreign products as the causal factors for the willingness of consumers' to buy foreign products instead of foreign ones.

In Figure 3.1, the conceptual model of this study is proposed.

### 3.2 The Proposed Conceptual Model



**Figure 3.1** Conceptual Model

## CHAPTER 4

### RESEARCH DESIGN AND METHODOLOGY

As mentioned previously, the main aim of this study is to uncover the key determinants of consumer perceptions to understand consumers' willingness to buy foreign products in order to comprehend potential relationships between these variables.

Therefore, this chapter presents the research and methodology that has been applied to the study. It explains questionnaire design, sample design, construct measurement, data collection method and statistical analysis.

#### 4.1 Questionnaire Design

In this study, a quantitative research approach is utilized and a questionnaire to be conducted to Turkish customers is prepared. The questionnaire is originally composed in English then translated into Turkish. After the implementation to participants, it is translated back from Turkish into English (Appendix 1 and 2). Moreover, the questionnaire has undergone certain modification at various stages of the study.

The main purpose of the questionnaire is to measure the perception of Turkish consumers' perceptions towards Greek products. The questionnaire contains of 37 questions and the primary variables of interest will be measured in the following order as; consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products. Therefore, throughout the study, the questionnaires are chosen as primary data source.

The questionnaire consists of two parts. The first part consists of the questions related to the four primary constructs of this study. The second part is related to demographic information of the participants and it includes as gender, age, educational background and number of foreign languages that they talk. These demographic questions are gathered for future studies.



The respondents are expected to indicate their responses to each question by marking a score between 1 and 5, with the 1 the response is represented “strongly disagree” and 5 denoted “strongly agree”.

## **4.2 Sample Design**

Approximately 100 Turkish adult consumers are selected for the study. Their common characteristic is the place they live, Istanbul. The convenience sampling technique is applied for this research. The selection of the sampling units is determined by the interviewer. The convenience sampling is usually used for exploratory research for generating ideas, insights and hypothesis. Moreover, this technique could be considered as least expensive and time consuming technique (Malhotra and Birks, 2004).

## **4.3 Construct Measurement**

Many of different instruments are used to measure the constructs. In this study, depending on the research questions, the variables are measuring while using scales from existing research studies and they are listed between Tables 4.1 and 4.4. There are four primary constructs; consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products.

### **4.3.1 Consumer Ethnocentrism**

Shimp and Sharma (1987) define consumer ethnocentrism as a sentiment that the purchase of foreign goods is inappropriate or immoral because it hurts domestic economy (Shimp and Sharma, 1987). Therefore, the authors mentioned the idea that it is wrong to buy a foreign product while equivalent domestic one exists.

In order to measure consumer ethnocentrism, Shimp and Sharma (1987) created the CETSCALE. This scale was originally tested and developed in USA and cross nationally adopted (Sharma et al., 1995; Netemeyer, Durvasula and Lichtenstein, 1991). The

CETSCALE is originally contains 17 items on seven-point Likert scale (Douglas and Nijssen, 2004; Klein et al., 1998; Sharma et al., 1995; Netemeyer et al., 1991).

The expectation from participants is the indication of their responses on a five-point Likert scale with the end points 1="strongly disagree" and 5="strongly agree". Klein and his colleagues (1998) tested the measurement of seven-point Likert scale properties on their studies and latent researchers also used and adapted the same measurement scales (Nakos and Hajidimitriou, 2007; Douglas and Nijssen 2004; Klein et al., 1998; Sharma et al., 1995; Shim and Subhash, 1987).

According to Kaynak and Kara (2000), the CETSCALE is designed and conducted to measure consumer ethnocentrism with the aim of better understanding, explaining and predicting consumers' perception on domestically made products towards foreign made ones (Kaynak and Kara, 2000).

In the study, the consumer ethnocentrism of Turkish consumers towards Greece products and its purchase intention are measured. Since the CETSCALE is measuring consumer ethnocentrism and it could be developed and adopted cross national contexts, then it could be tested in Turkey (Shimp and Sharma, 1987). Therefore, Shimp and Sharma (1987)'s seventeen-item scale on consumer ethnocentrism are adapted to our study.

Following Table 4.1 presents the seventeen-item scale to measure Turkish consumers' level of ethnocentrism toward Greece products.

**Table 4.1** Scale Items-Consumer Ethnocentrism**Consumer Ethnocentrism (17 items)**

Turkish people should always buy domestic products instead of imports.

Only those products that are unavailable in Turkey should be imported.

Buy domestic products. Keep Turks working.

Turkish products first, last, and foremost.

Purchasing foreign-made products is un-Turkey.

It is not right to purchase foreign products, because it puts Turks out of jobs.

A real Turk should always buy Turkish-made products.

We should purchase products manufactured in Turkey instead of letting other countries get rich off us.

It is always best to purchase Turkish products.

There should be very little trading or purchasing of goods from other countries unless out of necessity.

Turks should not buy foreign products, because it hurts Turkish business and cause unemployment.

Curbs should be put on all imports.

It may cost me in the long run but I prefer to support Turkish products.

Foreigners should not be allowed to put their products on our market.

Foreign products should be taxed heavily to reduce their entry into the Turkey.

We should buy from foreign countries only those products that we cannot obtain within our own country.

Turkish consumers who purchase products made in other countries are responsible for putting their fellow Turks out of work.

**4.3.2 Animosity**

According to the researchers, Klein and Ettenson (1998), animosity is a highly influential notion that consumers have towards foreign country is mainly related with current or past wars, political or economic events (Klein and Ettenson, 1998).

Moreover, Klein and his colleagues (1998) in their study of Chinese consumers' animosity perceptions towards the Japanese products developed a scale of animosity. The authors used three dimensions on scale of animosity. In their first original and general animosity contains an overall "dislike" towards a foreign country and it was measured by a single indicator. Their second animosity is based on economy that contains five indicators. This animosity stresses economic relations between a domestic country and the foreign one. The last animosity that the authors mentioned is war animosity that it consists of former or continuous war conflicts between countries and it was measured by three indicators (Klein et al., 1998).

Another approach comes from Nijssen and Douglas (2004). The authors used the original animosity scale but they adopted it to economic and war animosities to German consumers' perception to the Netherland products (Nijssen and Douglas, 2004).

In addition to this, Witkowski (2000) measured economic and political animosity to better understand USA' perception towards China' products based on current political disputes and economic barriers between the countries (Witkowski, 2000). To sum up, different sources of animosity were used by the authors according to the objectives of their studies.

In the study, the animosity of Turkish consumers towards Greece and its influence upon product perception and purchase intention are measured. Turkish consumers' general animosity is mostly affected from the historical Turkish and Greek relations. Therefore, Klein and Ettenson's (1998) results on the three-item scale developed in order to measure Turkish consumers' feelings towards Greece and Greek products.

Following Table 4.2 presents four-item scale to understand Turkish consumers' level of animosity toward Greek. Respondents are asked to assess the given statements on a five-point Likert scale with the end points 1="strongly disagree" and 5= "strongly agree".

**Table 4.2** Scale Items-Animosity**Animosity (4 items)**

I dislike the Greeks.

I feel angry towards the Greeks.

I will never forget Greece for what it has done for Turks in the past.

Greece should pay for what it has done to Turks in the past.

**4.3.3 Product Judgments for Foreign Products**

According to Klein (2002), product judgments, which could be affected by some historical or recent events, are seen as a portent of negative perceptions towards a foreign country. In that case, Turkish consumers, who have strong product judgments for Greek products, do not prefer to purchase the products even the product has higher quality and lower price than the domestic ones. For that reason, this causes product judgments of Turkish consumers towards Greek products.

With the aim of measuring the product judgments that is made by consumers, six-item scale are adapted and used (Nakos and Hajidimitriou, 2007; Klein et al., 1998; Shim and Subhash, 1987). These measures are evaluated by five-point Likert scale associated with the end points 1=“strongly disagree” and 5=“strongly agree”.

Following Table 4.3 presents the six-item scale to measure Turkish consumers’ level of product judgments toward Greek products.

**Table 4.3** Scale Items-Product Judgments for Foreign Products

<b>Product Judgments for Foreign Products (6 items)</b>
Products made in Greece are carefully produced and have fine workmanship.
Products made in Greece are generally of a lower quality than similar products available from other countries.
Products made in Greece usually show a very clever use of color and design.
Products made in Greece show a very high degree of technological advancement.
Products made in Greece are usually quite reliable and seem to last the desired length of time.
Products made in Greece are usually a good value for the money.

#### **4.3.4 Willingness to Buy**

A consumer's perception on willingness to buy foreign made product contains of originally six-item scale (Klein et al., 1998). As the previous measurement scales, the willingness to buy foreign products perception could be used and adapted to the study (Nakos and Hajidimitriou, 2007; Klein et al., 1998; Shim and Subhash, 1987).

In the study, in order to better understand the perception of Turkish consumers in terms of the willingness to buy Greek products, the measurement by six-item scale is used. The measures of these six questions are developed by five-point Likert scale associated with the end points 1="strongly disagree" and 5="strongly agree".

Following Table 4.4 presents six-item scale to measure Turkish consumers' willingness to buy Greek products.

**Table 4.4** Scale Items-Willingness to Buy Foreign Products**Willingness to Buy Foreign Products (6 items)**

Whenever available, I would prefer to buy products made in Greece.

I would feel guilty if I bought a Greek product.

I would never buy Greek products.

Whenever possible, I avoid buying Greek products.

I do not like the idea of owning Greek products.

If two products were equal in quality, but one was from Greece and one was from the Turkey, I would pay 10% more for the product from the Turkey.

**4.3.5 Demographics**

As indicated in literature review chapter, this study is not taking into consideration the effects of demographic variables. However, in order to give direction for future studies the demographic based questions are prepared to get participants' opinions.

According to Wand and Chen (2004), demographic variables which are shaped by gender, age and educational have an influential role on consumers' perception toward foreign made products (Wang and Chen, 2004).

With the aim of better understand Turkish consumers' perceptions toward Greek products, their characteristics might be considered. Therefore, demographic questions are asked to respondents to get information about their profile. The questions are asked about their gender, age, educational background, number of foreign languages that they talk.

**4.4 Data Collection**

The model is tested with adult consumers who are living in Istanbul. The location for collection of the data is cautiously selected. Undoubtedly, Istanbul is the largest city in Turkey and it has the highest population (13.255.685 inhabitants according to Turkish

Statistical Institute's 2010 data). Therefore, inhabitants of Istanbul are more likely to be exposed to information caused by different media vehicles such as TV, newspapers, billboards and social events...etc. Moreover, because of the purchasing power of the individuals there are many shopping centers in Istanbul and this increases inhabitants' brand awareness. Since, Istanbul is considerably historical city of Turkey then inhabitants of Istanbul affected more from the past and present relations with other nations. Therefore, consumers have potential differences in their views on foreign countries and products.

Before the distribution of the questionnaire to the targeted number of Turkish consumers, it was handed out to a small pilot group and according to the answers and feedbacks some minor amendments on the questionnaire was held.

Many questionnaires are completed via e-mails and some of them are distributed personally. Therefore, the Turkish consumers will be interviewed by online survey to find out their perception through Greeks and Greek products based on consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products.

Data, which were collected in this survey from hundred Turkish consumers, were gathered and thoroughly analyzed within ten days in April 2012.

#### **4.5 Statistical Analysis**

With the aim of better understanding the relations of each concept and related hypothesis in the proposed conceptual model such as consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products, correlation analysis is utilized as the analytical technique for the study. Therefore, correlation analysis is also used to specify direction of a linear relationship between two random variables without considering whether regarding variables are dependent or independent (Malhotra and Birks, 2004).

Another statistical analysis for examining relationship between a dependent and one or more independent variables is regression analysis. Regression is based on correlation but, it



is more sophisticated method to apprehend interrelationship among a number of variables such as consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products. Therefore, it becomes ideal to survey more complex real life research questions (Pallant, 2002).

Eventually, the data that is gathered by the questionnaire and it is analyzed with the help of SPSS 17.0 (Statistical Package for the Social Sciences) program en route for testing the hypotheses of the study and providing answers to the research questions (Darren and Mallery, 2003).

## CHAPTER 5

### DATA ANALYSIS AND RESULTS

The purpose of this chapter is to examine the data analysis and results of the study. It presents the demographics profile of the participants, descriptive statistics and test of hypotheses of the study.

#### 5.1 Demographic Profile of the Participants

In the questionnaire, 49% of the participants were male and 51% of them were female. Also 19% of respondents were between the ages 18 and 25. 27% of the participants, who represent the majority of the sample, were between the ages 26 and 33. 16% of them were between the ages 34 and 41. 22% of the respondents were between the ages 42 and 49, and 16% were above the age 50. Furthermore, none of the participants are illiterate. 7% of the participants graduated from primary school. 11% of the respondents graduated from secondary school and 17% of the participants graduated from high school. 42% of the participants which represent the majority of the questionnaire are university graduate. 23% of the respondents have a master degree or PhD degree. Additionally, 20% of the participants can just talk their native language. 60% of the participants which represent the majority of the sample talk their native language and one foreign language, totally they talk two languages. 14% of the respondents talk their native language and two foreign languages thus in total they speak three languages. 6% of participants talk their native languages and three or more than foreign languages, totally they talk four or more than languages.

Following Table 5.1 represents a list of demographic profile of the participants' sample.

**Table 5.1** Demographic Profile of the Participants

<b>Demographic Variables</b>		<b>n (%)</b>
<b>Gender</b>		
	Male	49%
	Female	51%
<b>Age</b>		
	18-25	19%
	26-33	27%
	34-41	16%
	42-49	22%
	50 and above	16%
<b>Education</b>		
	Literate	0%
	Primary school	7%
	Secondary school	11%
	High school	17%
	University	42%
	Master degree or PhD degree	23%
<b>Foreign Languages</b> (Including native language)		
	1	20%
	2	60%
	3	14%
	4 or more	6%

## 5.2 Descriptive Statistics

As mentioned previously, a questionnaire for this study had been conducted due to find out Turkish consumers' perceptions towards Greek made products. Therefore, depending on the research questions, the variables, which are consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products have been measured.

Respondents indicate each question by marking a score between 1 and 5, with the 1 the response represented "strongly disagree" and 5 denoted "strongly agree". However, the questions 23, 29, 30, 31, 32 and 33's responses are negatively worded. Therefore, the questions are reversed in both directions for measuring purposes. Such that, if a participant respond is close to 5 "strongly agree" then he or she's response is reversed to 1 "strongly disagree" or if the response is 4 then it is reversed to 2 and vice versa.

In the descriptive statistics part, both the mean and standard deviation of the responses are measured. Calculation of the mean of the responses helped us to observe the central tendency of the participants. In addition to this, the standard deviation measured with the aim of understanding how widely values of the participants' responses are dispersed from the mean (Malhotra and Birks, 2004).

The mean and standard deviation of the respondents' answers are shown in this part in Table 5.2 as descriptive statistics.

**Table 5.2** Descriptive Statistics

CONSTRUCT/ITEM	Mean	Stand.Dev.
CONSUMER ETHNOCENTRISM	3, 24	1, 22
Q1. Turkish people should always buy domestic products instead of imports.	3, 42	1, 00
Q2. Only those products that are unavailable in Turkey should be imported.	3, 66	1, 17
Q3. Buy domestic products. Keep Turks working.	4, 15	0, 95
Q4. Turkish products first, last, and foremost.	3, 23	1, 12
Q5. Purchasing foreign-made products is un-Turkey.	2, 15	1, 23
Q6. It is not right to purchase foreign products, because it puts Turks out of jobs.	3	1, 16
Q7. A real Turk should always buy Turkish-made products.	2, 60	1, 27
Q8. We should purchase products manufactured in Turkey instead of letting other countries get rich off us.	3, 80	0, 99
Q9. It is always best to purchase Turkish products.	3, 14	1, 09
Q10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	3, 53	1, 18
Q11. Turks should not buy foreign products, because it hurts Turkish business and cause unemployment.	3, 37	1, 03
Q12. Curbs should be put on all imports.	2, 84	1, 17
Q13. It may cost me in the long run but I prefer to support Turkish products.	3, 71	0, 96
Q14. Foreigners should not be allowed to put their products on our market.	2, 75	1, 23
Q15. Foreign products should be taxed heavily to reduce their entry into the Turkey.	3, 03	1, 18

Q16. We should buy from foreign countries only those products that we cannot obtain within our own country.	3, 61	1, 12
Q17. Turkish consumers who purchase products made in other countries are responsible for putting their fellow Turks out of work.	3, 05	1, 23
<hr/>		
ANIMOSITY	3, 01	1, 02
<hr/>		
Q18. I dislike the Greeks.	2, 90	1, 01
Q19. I feel angry towards the Greeks.	2, 90	0, 94
Q20. I will never forget Greece for what it has done for Turks in the past.	3, 32	1, 06
Q21. Greece should pay for what it has done to Turks in the past.	2, 91	1, 02
<hr/>		
PRODUCT JUDGMENTS	2, 43	0, 65
<hr/>		
Q22. Products made in Greece are carefully produced and have fine workmanship.	2, 35	0, 90
Q23. Products made in Greece are generally of a lower quality than similar products available from other countries.	2, 93	0, 89
Q24. Products made in Greece usually show a very clever use of color and design.	2, 54	0, 81
Q25. Products made in Greece show a very high degree of technological advancement.	2, 14	0, 79
Q26. Products made in Greece are usually quite reliable and seem to last the desired length of time.	2, 24	0, 88
Q27. Products made in Greece are usually a good value for the money.	2, 35	0, 87

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**WILLINGNESS TO BUY THE PRODUCT**

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Q28. Whenever available, I would prefer to buy products made in Greece.	2, 08	0, 98
Q29. I would feel guilty if I bought a Greek product.	3, 37	1, 15
Q30. I would never buy Greek products.	3, 37	1, 17
Q31. Whenever possible, I avoid buying Greek products.	3	1, 26
Q32. I do not like the idea of owning Greek products.	3, 33	1, 23
Q33. If two products were equal in quality, but one was from Greece and one was from the Turkey, I would pay 10% more for the product from the Turkey.	1, 92	1, 09

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## 5.3 Test of Hypotheses

### 5.3.1 Correlation Analysis

**Table 5.3** Correlation Relationships

		CETSCALE	Animosity	Product Judgment for Foreign Products	Willingness to Buy Foreign Products
Consumer Ethnocentrism (CETSCALE)	Pearson Correlation	1	,473**	-,279**	-,591**
	Sig. (2-tailed)		,000	,005	,000
	N	100	100	100	100
Animosity	Pearson Correlation	,473**	1	-,322**	-,657**
	Sig. (2-tailed)	,000		,001	,000
	N	100	100	100	100
Product Judgments for Foreign Products	Pearson Correlation	-,279**	-,322**	1	,401**
	Sig. (2-tailed)	,005	,001		,000
	N	100	100	100	100
Willingness to Buy Foreign Products	Pearson Correlation	-,591**	-,657**	,401**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

The relationship between consumer ethnocentrism and product judgments for foreign products was statistically significant ( $p < 0, 01$ ). The results show that consumer ethnocentrism was found to be negatively related to product judgments for foreign products ( $r = -0,279$ ). In addition to this, the relationship between animosity and product judgments for foreign products was statistically significant ( $p < 0, 01$ ). The outcomes indicate that consumer ethnocentrism was found to be negatively related to product judgments for foreign products ( $r = -0,322$ ). Therefore, for consumers received higher level of consumer ethnocentrism or higher animosity has negative impacts on product judgments for foreign products.



On the other hand, the relationship between consumer ethnocentrism and willingness to buy foreign products was statistically significant ( $p < 0, 01$ ). The results show that consumer ethnocentrism was found to be negatively related to willingness to buy foreign products ( $r = -0,591$ ). Moreover, the relationship between animosity and willingness to buy foreign products was statistically significant ( $p < 0, 01$ ). The outcomes indicate that animosity was found to be negatively related to willingness to buy foreign products ( $r = -0,657$ ). Therefore, these findings indicate that consumers who received higher level of consumer ethnocentrism or higher animosity have negative impacts on willingness to buy foreign products.

Additionally, the relationship between product judgments for foreign products and willingness to buy foreign products was statistically significant ( $p < 0, 01$ ). The results indicate that product judgments for foreign products was found to be positively related to willingness to buy foreign products ( $r = 0,401$ ). For this reason, these findings show that, consumers who received higher level of product judgments for foreign products have positive impacts on willingness to buy foreign products.

In correlation analysis, a strong correlation between independent variables is undesirable in order to avoid the problem of multicollinearity. If the correlation between independent variables is equal to or more than 0.80, the problem of multicollinearity becomes inevitable (Kalaycı, 2010). Using this criterion, all correlations between the independent variables of this study are examined and no multicollinearity problem is detected.

### **5.3.2 Regression Analysis**

Regression analysis examines relationship between a dependent and one or more independent variables. Regression is based on correlation but, it is more sophisticated method to apprehend interrelationship among a number of variables such as consumer ethnocentrism, animosity, product judgments for foreign products and willingness to buy foreign products (Pallant, 2002).

**Table 5.4** Regression Analysis between CETSCALE, Animosity, and Product Judgments for Foreign Products

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,352 <sup>a</sup>	,124	,106	,56384

a. Predictors: (Constant), ANIMOSITY, CETSCALE

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,368	2	2,184	6,869	,002 <sup>a</sup>
	Residual	30,837	97	,318		
	Total	35,205	99			

a. Predictors: (Constant), ANIMOSITY, CETSCALE

b. Dependent Variable: JUDGMENT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,388	,275		12,341	,000
	CETSCALE	-,131	,087	-,163	-1,512	,134
	ANIMOSITY	-,179	,079	-,244	-2,265	,026

a. Dependent Variable: JUDGMENT

The model summary of regression analysis specifies that, R squared is an important indicator to measure the extent to which the dependent variable is explained by independent variables (Kalaycı, 2010). In Table 5.4, 12.4% of the dependent variable; product judgments for foreign products, is explained in the model summary by independent variables; CETSCALE and animosity. The remaining 87.6% represents the other non-included variables in the model summary. Moreover,  $R^2$  increases when number of independent variables increase. On the other hand, Adjusted  $R^2$ , 10.6% will only increase when an added variable is related with conceptual model.

ANOVA consists of calculations that can provide information about levels of variability within a regression model and form a basis for tests of significance (Kalaycı, 2010). In Table 5.4, F value 6.869 indicates that the model is significant at every level (Sig. =, 002).

Moreover, in Table 5.4, coefficients, T value specifies significances of each variable in the model. If the model has to be statistically significant then T value significance has to be equal or smaller than 0, 05 (Kalaycı, 2010). In the model, the relation between CETSCALE and product judgments for foreign products is statistically insignificant (Sig. =, 134) because the T value significance is higher than 0, 05. However, the relation between animosity and product judgments for foreign products is statistically significant (Sig. =, 026).

Additionally, in Table 5.4, coefficients, under the title of unstandardized coefficients, the constant term is 3,388. If there is one unit increase in CETSCALE and animosity there will be 0,131 units and 0,179 units decrease in product judgments for foreign products (Kalaycı, 2010). Moreover, under the title standardized coefficient, beta signifies the importance of independent variables vis-à-vis the dependent variable (Kalaycı, 2010). Therefore, animosity is the most important independent variable in the model and followed by CETSCALE.

Regression analysis showed that the relation between CETSCALE and product judgments for foreign products was negative (-, 131) and based on the t-value (-1, 512) and p-value (, 134). The result rejects **H<sub>1</sub>** and concludes that this relationship is statistically insignificant because the T value significance is higher than expected. Hence, there is a statistically insignificant negative linear relationship between CETSCALE and product judgments for foreign products.

Additionally, the analysis indicated that the relation between animosity and product judgments for foreign products was negative (-, 179) and based on the t-value (-2,265) and p-value (, 026). The outcome supports **H<sub>3</sub>** and concludes that this relationship is statistically significant. Henceforth, there is a statistically significant negative linear relationship between animosity and product judgments for foreign products.

Henceforth hypotheses  $H_1$  was rejected and  $H_3$  was supported.

**Table 5.5** Regression Analysis between CETSCALE, Animosity, Product Judgments, and Willingness to Buy Foreign Products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,746 <sup>a</sup>	,557	,543	,54121

a. Predictors: (Constant), JUDGMENT, CETSCALE, ANIMOSITY

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,286	3	11,762	40,156	,000 <sup>a</sup>
	Residual	28,119	96	,293		
	Total	63,405	99			

a. Predictors: (Constant), JUDGMENT, CETSCALE, ANIMOSITY

b. Dependent Variable: WILLINGNESSTOBUY

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,796	,422		11,352	,000
	CETSCALE	-,360	,084	-,334	-4,273	,000
	ANIMOSITY	-,439	,078	-,447	-5,640	,000
	JUDGMENT	,221	,097	,164	2,265	,026

a. Dependent Variable: WILLINGNESSTOBUY

In Table 5.5, under the title R squared, 55.7% of the dependent variable; willingness to buy foreign product, is explained in the model summary by independent variables; product judgments for foreign products, CETSCALE and animosity. The remaining 44.3% represents the other non-included variables in the model summary. Since,  $R^2$  increases

when number of independent variables increases, adjusted  $R^2$ , 54.3% will only increase when an added variable is related with conceptual model.

In Table 5.5, ANOVA, F value 40.156 indicates that the model is significant at every level (Sig. =, 000).

Moreover, in Table 5.5, coefficients, the relation between CETSCALE and willingness to buy foreign product is statistically significant (Sig. =, 000) because the T value significance is equal to zero. Further, the relation between animosity and willingness to buy foreign product is statistically significant (Sig. =, 000). Besides, the relation between product judgments for foreign products and willingness to buy foreign product is statistically significant (Sig. =, 026) because T value significance is smaller than 0, 05.

Additionally, in Table 5.5, coefficients, under the title of unstandardized coefficients, the constant term is 4,796 and this means if CETSCALE, animosity and product judgments for foreign products is zero then willingness to buy foreign product will be 4,796 units (Kalaycı, 2010). If there is one unit increase in CETSCALE and animosity there will be 0,360 units and 0,439 units decrease in willingness to buy foreign product. However, one unit increase in product judgments for foreign products there will be an increase of 0,221 units in willingness to buy foreign product. Since beta signifies the importance of independent variables vis-à-vis the dependent variable animosity is the most important independent variable in the model and followed by CETSCALE and product judgments for foreign products.

Regression analysis showed that the relation between CETSCALE and willingness to buy foreign product was negative (-, 360) and based on the t-value (-4,273) and p-value (, 000). The result supports  $H_2$  and concludes that this relationship is statistically significant. Hence, there is a statistically significant negative linear relationship between CETSCALE and willingness to buy foreign product.

Additionally, the analysis indicated that the relation between animosity and willingness to buy foreign product was negative (-, 439) and based on the t-value (-5,640) and p-value

(, 000). The outcome supports **H<sub>4</sub>** and concludes that this relationship is statistically significant. Henceforth, there is a statistically significant negative linear relationship between animosity and willingness to buy foreign product.

On the other hand, the analysis specified that the relation between product judgments for foreign products and willingness to buy foreign product was positive (, 221) and based on the t-value (2, 265) and p-value (, 026). The consequence supports **H<sub>5</sub>** and determines that this relationship is statistically significant. Henceforward, there is a statistically significant positive linear relationship between product judgments for foreign products and willingness to buy foreign product.

Henceforward, hypotheses **H<sub>2</sub>**, **H<sub>3</sub>**, **H<sub>4</sub>** and **H<sub>5</sub>** were supported.

Following Table 5.6 presents summary of the tests of hypotheses.

**Table 5.6** Hypotheses

Hypotheses	Supported
Hypothesis 1: Consumer ethnocentrism is negatively associated with product judgments of Turkish consumers for Greek products.	X
Hypothesis 2: Consumer ethnocentrism is negatively associated with willingness of Turkish consumers to buy Greek products.	✓
Hypothesis 3: Animosity is negatively associated with product judgments of Turkish consumers for Greek products.	✓
Hypothesis 4: Animosity is negatively associated with willingness of Turkish consumers to buy Greek products.	✓
Hypothesis 5: Product judgments of Turkish consumers for Greek made products are positively associated with willingness to purchase Greek products.	✓

## CHAPTER 6

### DISCUSSION AND CONCLUSION

The last part of this study is discussion and conclusion part. This chapter presents discussion of the findings, theoretical and managerial contributions of the study, limitations of the study and any suggestions for future research.

#### 6.1 Discussion of the Findings

This paper attempted to test the influential factors of country of origin such as consumer ethnocentrism and animosity that have been arisen by consumers' choice in a new national area. The findings of our research show that these factors affect consumers' product judgments for foreign products and their willingness to buy foreign products.

The first hypothesis was tested carefully in terms of its relationship and its statistical significance by using correlation and regression analyses to understand consumer ethnocentrism; that has negative impact on product judgments of Turkish consumers for Greek products. However, the first hypothesis was rejected because it was statistically insignificant. The result suggests that the ethnocentric feelings of Turkish consumers towards Greek made products will not affect their product judgments for Greek made products.

The second hypotheses was tested carefully in terms of its relationships and it's statistically significance by using correlation and regression analyses to understand consumer ethnocentrism has negative impact on willingness of Turkish consumers to buy Greek products. The second hypothesis was supported. It makes out that the ethnocentric feelings of Turkish consumers towards Greek made products will affect their willingness to buy those products. These findings coincide with Balabanis and his colleagues (2001) 'studies on Turkish consumers. According to them, nationalism in Turkey is an important factor which affects consumer ethnocentrism because of its historical relations with neighboring countries and its collectivist culture (Balabanis et al., 2001).

In a word, the finding suits with our previous research on different articles that consumer ethnocentrism is a determinant factor for national approaches toward particular countries (Shimp and Sharma, 1987; Kasper, 1999; Shoham and Bencici, 2003; Wang and Chen, 2004; Shankarmahesh, 2006; Vida et al., 2008; Ishii, 2009).

The third and fourth hypotheses were analyzed with regard to their relationships and their statistical significances by using correlation and regression analyses to be aware of whether animosity has negative impact on product judgments of Turkish consumers for Greek products and willingness of Turkish consumers to buy Greek products. Both hypotheses were supported. Our data suggests that the animosity feelings of Turkish consumers towards Greek made products will directly affect their product judgments for Greek made products and their willingness to buy those products. The findings cohere with Klein and his colleagues (1998) 'animosity definition. To them a consumer' dislike towards a foreign country made product take its power from past and present military, political or economic events (Klein et al., 1998). This behavior causes a negative influence on the consumers' perception while making judgments for foreign products and while purchasing products associated with that country.

In brief, these findings coincide with previous research that consumers in China (Klein, Ettenson and Morris, 1998) and the United States of America (Klein, 2002) are influenced by animosity when they make product judgments for foreign made products and when they purchase products from a specific foreign country (Shimp and Sharma, 1987; Klein et al., 1998; Klein, 2002; Shoham and Bencici, 2003; Nijssen and Douglas, 2004; Klein et. al, 2005; Cohen, 2008).

The fifth and last hypothesis was tested attentively in terms of their relationships and their statistical significances by utilizing correlation and regression analyses to understand whether product judgments of Turkish consumers for Greek made products has positive impact on willingness to purchase Greek products. The hypothesis was supported. Our findings suggest that when product judgments of Turkish consumers increase or decrease then, their willingness to purchase Greek products will be directly influenced in the same directions. The findings coincide with the theories of reasoned action (Ajzen and Fishbein,



1980) and the theory of planned behavior (Aijen, 1991) that both of them have a tendency to predict and understand a person's behavior towards a particular object. Hence, in their studies they mentioned the importance of personal judgment in the process of predicting his/her perception towards a specific object, so that a person's perception towards a particular object could influence his\her willingness to select or reject the object at the end (Aijen and Fishbein, 1980; Aijen, 1991).

Therefore, understanding product judgment of Turkish consumers for Greek made products could be considered as a prediction for their willingness to buy Greek made products.

Although this study does not taking into consideration the influence of demographic variables on the perception of the Turkish consumers Greek made products in terms of correlation relationships or regression analysis, the demographic based questions were asked to participants in order to give direction for future studies. However, briefly we prefer to discuss demographic findings in general framework. According to Klein and Ettenson (1999), and Wand and Chen (2004) demographic variables play an important role on consumers' perception toward foreign made products. Therefore, in our study, the questions were asked about participants' gender, age, educational background, and number of foreign languages that they talk to understand Turkish consumers' profile. Our data support the idea that gender role of the respondents could not influence their perceptions toward Greek made products. It shows that in modern countries where the effect of media, education level or different cultures are in common, both men and women do not have different views on the perception of foreign countries. However, for age, educational level and number of foreign languages that participants talk could influence their perception toward Greek made products. The findings represent the idea that, age might be an important factor toward Greek made products. That means younger consumers were less likely to have animosity view vis-à-vis older consumers. Education level and number of foreign languages that they talk of the participants could be a determinant factor toward Greek made products. Thus, as the level of consumers' education or their knowledge of foreign languages increase then their level of animosity toward Greek made products were decreased.

In a word, considering demographic variables to better understand the participants' perception toward foreign made products could be a necessity for future studies while performing correlation tests or regression analysis.

## **6.2 Theoretical and Managerial Contributions**

This study contributes to literature by empirically testing the influential factors of country of origin; consumer ethnocentrism and animosity that have been arisen from Turkish consumers' choice. These choices were measured through correlation and regression analyses. The findings of the research offer an alternative perspective to Turkish consumers' product judgments for Greek made products, and their willingness to buy Greek products. Those are mostly affected by Turkish consumer' ethnocentric behavior and their animosity approach.

The findings from these analyses yielded an extension to the argument that companies from particular countries have to consider formerly hostile countries before putting foreign made products on the markets. Thus, the companies need to take into consideration not only ethnocentric feelings of consumers but also level of animosity of consumers that local consumers perceived as hostile countries. If such animosity coming from past and present military, political or economic events then global companies could deal with this problem before serving the target consumers in order not to be faced with consumers' animosity feelings.

Moreover, marketing managers before taking final decisions on any products' country of origin, they should analyze the related market' target consumers characteristics to understand whether the consumers have positively related with consumer ethnocentrism or animosity. If multinational companies do not consider or analyze such conditions then this situations cost their companies a loss of sales and profits.

Finally, according to the findings, Turkish consumers could afford to pay more to support local products instead of foreign made ones. This result should be taken carefully into

consideration by international marketers when pricing of imported products in particular countries.

### **6.3 Limitations of the Study**

During the research conducted, some factors that might affect the results of the work could not be estimated. First of all, this study is conducted on the consumers who are living in Istanbul. Since, Istanbul is the highest populated city in Turkey, the results of this study should not be seen as a solid representation for all of the consumers in Turkey. Therefore, data collection from inhabitants of Istanbul may be seen as biased in terms of foreign products vis-à-vis other places of Turkey.

Another limiting factor is using convenience sampling method. The convenience sampling is one of the most preferable of all sampling methods and this technique could be considered as least expensive and time consuming (Malhotra and Birks, 2004). However, since the selection of the sampling units is determined by the interviewer then sampling bias becomes expected. Moreover, another significant criticism could be seen as convenience sample' limitation in generalization (Samiee et al., 2005). That means, since the convenience sample is not representing the population like educational or age homogeneity, the result might not be reflect the entire population.

The other limitation of the study could be seen as the research method. In order to collect data, the survey method is used for the study. Nevertheless there are some limitations of using this method. The research measurement is based on data outcomes of participants' evaluation. However, perceptions of the participants are the major barriers in understanding accuracy of their response. Thus, with the perception challenge, the quality of evaluation may vary from participant to participant.

The last and one of the most important limitation factors is demographic variables. According to Wang et al. (2004), the concept of demography focused on individual characteristics like gender, age and education, so the perception of consumers toward a foreign product could be influenced via them. Although this study does not taking into

consideration the influence of demographic variables on the perception of the consumers towards foreign made products, the demographic based questions were asked to participants in order to give direction for future studies. Many researchers use individual characteristics as subsidiary factors for determining perception of consumers over foreign products but it is not easy to control and measure the variables for the study. Thereby, with the intention of deeply analyzing and understanding perception of Turkish consumers, the demographic variables should also be measured for the future researches while performing correlation tests or regression analysis.

#### **6.4 Suggestions for Future Research**

As it is mentioned before this study has a number of limitations. Nevertheless, these limitations suggest new suggestions for future research. First, this study should be tested with larger group of participants to be more homogeneous. Second, the convenience sample method could not represent the population so that random sampling method could be preferred to reflect the entire population. Third, demographic variables should also be measured to better understand participants' perception and profile.

Beside the aforementioned limitations, a social stereotype approach could be analyzed in order to understand and to control negative impact of country of origin effects on consumers' product choices.

Furthermore, due to firms do not sell their products only to consumers, future research needs to analyze consumer ethnocentrism and animosity feelings not only among consumers, but also among business buyers. During the future research process, some questions could help researchers to understand the liaison between consumer ethnocentrism and animosity among business buyers, and their willingness to buy foreign products. Therefore, related research questions for future research could be; Do business buyers share the same feelings toward foreign products as the general population or their decisions just based on economic priority and not based on emotions? What are the factors that influence business buyers' animosity and ethnocentric feelings and decisions toward foreign products?

Therefore, whether consumer ethnocentrism and animosity exist in international business or firms consider this existence when they are planning their future global projects in particular countries could guide future researches to understand power of emotions in business buyers' perspectives.

## APPENDICES

### Appendix 1: Questionnaire-Turkish Version

#### YABANCI MENŞELİ ÜRÜN ARAŞTIRMASI – NİSAN 2012

Değerli Katılımcı,

Bu anket çalışması Doğu Üniversitesi İşletme (MBA) yüksek lisans programı kapsamında bir yüksek lisans tezi için hazırlanmıştır. Bu çalışmada Türk tüketicisinin yabancı menşeli ürünlere karşı düşünceleriyle ilgili sorular bulunmaktadır.

Bu ankete vereceğiniz cevaplar bilimsel açıdan oldukça değerli olacaktır. Ancak çalışmanın verimliliği için hiç bir soruyu atlamamanız ve her soruyu sırasıyla cevaplamanız oldukça önemlidir. Paylaştığımız tüm bilgiler gizli tutulacak ve sadece akademik amaçla kullanılacaktır.

Katılımınız ve katkılarınız için teşekkür ederiz.

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## I. BÖLÜM

Lütfen aşağıdaki ifadelere ne derece katıldığınızı size en uygun seçeneği işaretleyerek belirtiniz.

	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
S1. Türkler ithal ürün yerine her zaman yerli ürün satın almalıdırlar.	1	2	3	4	5
S2. Sadece Türkiye’de bulunmayan veya üretilmeyen ürünler ithal edilmelidir.	1	2	3	4	5
S3. Yerli ürün alınmalı, Türklerin çalışmasına destek olunmalıdır.	1	2	3	4	5
S4. Başta, sonda, ve her zaman Türk ürünleri alınmalıdır.	1	2	3	4	5
S5. Yabancı ürün satın almak Türklüğü hiçe saymaktır.	1	2	3	4	5
S6. Yabancı ürün satın almak doğru değildir, çünkü bu durum Türklerin işlerini kaybetmelerine sebep olur.	1	2	3	4	5
S7. Gerçek bir Türk her zaman Türk menşeli ürün satın almalıdır.	1	2	3	4	5
S8. Başka ülkeleri üzerimizden zenginleştirmek yerine, Türkiye’de üretilen ürünleri tercih etmeliyiz.	1	2	3	4	5
S9. Türk ürünlerini satın almak her zaman en iyisidir.	1	2	3	4	5
S10. Zaruriyet olmadığı taktirde diğer ülkelerden ürün alımı ya da ticareti oldukça az seviyede tutulmalıdır.	1	2	3	4	5

S11. Türkler yabancı ürünleri satın almamalıdır çünkü bu durum Türk işletmelerini olumsuz etkileyip, işsizliğe neden olmaktadır.	1	2	3	4	5
S12. Bütün ithal ürünlere sınırlama gelmelidir.	1	2	3	4	5
S13. Uzun vadede bana maliyeti olsa da Türk ürünlerini desteklemeyi tercih ederim.	1	2	3	4	5
S14. Yabancıların ürünleriyle Türk pazarına girmelerine izin verilmemelidir.	1	2	3	4	5
S15. Yabancı ürünlerin Türkiye'ye girişini azaltmak için bu ürünlere ağır vergi konulmalıdır.	1	2	3	4	5
S16. Sadece kendi ülkemizde bulunmayan veya üretilemeyen ürünleri ithal etmeliyiz.	1	2	3	4	5
S17. Yabancı ürün satın alan Türk tüketiciler kendi vatandaşlarının işsizliğinden sorumlu olurlar.	1	2	3	4	5

**Lütfen aşağıdaki soruları size en uygun dereceyi seçerek yanıtlayınız.**

	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
S18. Yunanlıları sevmiyorum.	1	2	3	4	5
S19. Yunanlılara karşı kızgınlık hissediyorum.	1	2	3	4	5
S20. Yunanlıların geçmişte Türklere yaptıklarını asla unutmayacağım.	1	2	3	4	5



S21. Yunanistan geçmişte Türklere yaptıklarının karşılığını ödemelidir.	1	2	3	4	5
-------------------------------------------------------------------------	---	---	---	---	---

**Lütfen aşağıdaki sorulara ne derece katıldığınızı size uygun seçeneği işaretleyerek belirtiniz.**

	Kesinlikle Katılmıyorum				Kesinlikle Katılıyorum
S22. Yunan menşeli ürünler özenle ve iyi işçilikle üretilir.	1	2	3	4	5
S23. Yunan menşeli ürünler, genelde başka ülkelerde üretilen benzer ürünlerle karşılaştırıldığında daha düşük kalitededir.	1	2	3	4	5
S24. Yunan menşeli ürünlerde genellikle renk ve tasarım çok akıllıca kullanılır.	1	2	3	4	5
S25. Yunan menşeli ürünler teknolojik olarak ileridedir.	1	2	3	4	5
S26. Yunan menşeli ürünler genellikle dayanıklıdır ve arzu edilen süre boyunca kullanılabilir.	1	2	3	4	5
S27. Yunan menşeli ürünler genelde ödenilen paranın hakkını verir.	1	2	3	4	5

**Lütfen aşağıdaki ifadelere ne derece katıldığınızı belirtiniz.**

	Kesinlikle Katılmıyorum					Kesinlikle Katılıyorum
S28. Piyasalarda bulunması durumunda Yunan menşeli ürün almayı tercih ederim.	1	2	3	4	5	
S29. Eğer bir Yunan ürünü alırsam kendimi suçlu hissedirim.	1	2	3	4	5	
S30. Yunan ürünlerini asla almam.	1	2	3	4	5	
S31. Mümkün olduğunca Yunan ürünlerini almaktan kaçınırım.	1	2	3	4	5	
S32. Yunan ürünlerine sahip olma fikri hoşuma gitmez.	1	2	3	4	5	
S33. Eğer biri Türk biri Yunan aynı kalitede iki ürün varsa, Türkiye’de üretilen ürün için %10 daha fazla ödemeyi tercih ederim.	1	2	3	4	5	

## 2. BÖLÜM

Lütfen aşağıdaki demografik soruları cevaplandırınız.

S34. Cinsiyetiniz nedir?	a) Kadın	b) Erkek
S35. Hangi yaş aralığındasınız?	a) 18-25 c) 34-41 e) 50 ve üzere	b) 26-33 d) 42-49
S36. Eğitim seviyeniz nedir?	a) Okur yazar c) Ortaokul e) Üniversite	b) İlkokul d) Lise f) Yüksek lisans veya doktora derecesi
S37. Kaç dil konuşabilirsiniz? (Ana diliniz dahil)	a) 1 c) 3	b) 2 d) 4 veya daha fazla

Anketin sonuna geldiniz. Vakit ayırdığımız için teşekkür ederiz.

**Appendix 2: Questionnaire-English Version****FOREIGN MADE PRODUCTS SURVEY – APRIL 2012**

Dear Participant,

This is a survey of my master thesis for Dođuş University Department of Business Administration Graduate (MBA) Program. You are involved in a study in which you will be asked to consider information about Turkish consumers' perceptions towards foreign made products.

In this survey, the answers you give will be scientifically very valuable. For the efficiency of the study, please do not skip any questions and tries to answer every question in the survey in the order that they are presented. All the information shared will be kept in confidential and used only for academic purposes.

Thank you for your participation and contributions.

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## PART I

Please answer the following questions by choosing the number that best reflects your opinion. Please rank the statements from 1 to 5.

	Strongly Disagree					Strongly agree
Q1. Turkish people should always buy domestic products instead of imports.	1	2	3	4	5	
Q2. Only those products that are unavailable in the Turkey should be imported.	1	2	3	4	5	
Q3. Buy domestic products. Keep Turks working.	1	2	3	4	5	
Q4. Turkish products first, last, and foremost.	1	2	3	4	5	
Q5. Purchasing foreign-made products is un-Turkey.	1	2	3	4	5	
Q6. It is not right to purchase foreign products, because it puts Turks out of jobs.	1	2	3	4	5	
Q7. A real Turk should always buy Turkish-made products.	1	2	3	4	5	
Q8. We should purchase products manufactured in Turkey instead of letting other countries get rich off us.	1	2	3	4	5	
Q9. It is always best to purchase Turkish products.	1	2	3	4	5	
Q10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	1	2	3	4	5	

Q11. Turks should not buy foreign products, because it hurts Turkish business and cause unemployment.	1	2	3	4	5
Q12. Curbs should be put on all imports.	1	2	3	4	5
Q13. It may cost me in the long run but I prefer to support Turkish products.	1	2	3	4	5
Q14. Foreigners should not be allowed to put their products on our market.	1	2	3	4	5
Q15. Foreign products should be taxed heavily to reduce their entry into the Turkey.	1	2	3	4	5
Q16. We should buy from foreign countries only those products that we cannot obtain within our own country.	1	2	3	4	5
Q17. Turkish consumers who purchase products made in other countries are responsible for putting their fellow Turks out of work.	1	2	3	4	5

**Please complete the statement with choosing the number in the scale that best reflects your opinion about that country. Please rank the statements from 1 to 5.**

	Strongly Disagree				Strongly agree
Q18. I dislike the Greeks.	1	2	3	4	5
Q19. I feel angry towards the Greeks.	1	2	3	4	5
Q20. I will never forget Greece for what it has done for Turks in the past.	1	2	3	4	5

Q21. Greece should pay for what it has done to Turks in the past.	1	2	3	4	5
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**Please complete the statement by choosing the number in the scale that best reflects your opinion about that country. Please rank the statements from 1 to 5.**

	Strongly Disagree				Strongly agree
Q22. Products made in Greece are carefully produced and have fine workmanship.	1	2	3	4	5
Q23. Products made in Greece are generally of a lower quality than similar products available from other countries.	1	2	3	4	5
Q24. Products made in Greece usually show a very clever use of color and design.	1	2	3	4	5
Q25. Products made in Greece show a very high degree of technological advancement.	1	2	3	4	5
Q26. Products made in Greece are usually quite reliable and seem to last the desired length of time.	1	2	3	4	5
Q27. Products made in Greece are usually a good value for the money.	1	2	3	4	5

Please complete the statement via choosing the number in the scale that best reflects your opinion about the country. Please rank the statements from 1 to 5.

	Strongly Disagree					Strongly agree
Q28. Whenever available, I would prefer to buy products made in Greece.	1	2	3	4	5	
Q29. I would feel guilty if I bought a Greek product.	1	2	3	4	5	
Q30. I would never buy Greek products.	1	2	3	4	5	
Q31. Whenever possible, I avoid buying Greek products.	1	2	3	4	5	
Q32. I do not like the idea of owning Greek products.	1	2	3	4	5	
Q33. If two products were equal in quality, but one was from Greece and one was from the Turkey, I would pay 10% more for the product from the Turkey.	1	2	3	4	5	



## PART II

Please answer these general demographical questions.

Q34. What is your gender?	a) Female	b) Male
Q35. What is your age in years?	a) 18-25 c) 34-41 e) 50 and above	b) 26-33 d) 42-49
Q36. What is your level of education?	a) Literate c) Secondary school e) University	b) Primary school d) High school f) Master or PhD degree
Q37. How many languages can you speak? (Including your native language)	a) 1 c) 3	b) 2 d) 4 or more

This is the end of the survey. Thank you for your spare time.

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## **AUTOBIOGRAPHY**

He was born in 1984 in Izmir. He studied middle and high school at Lycée Saint Joseph Izmir until 2002. After graduation, between years 2002 and 2004, he entered the Department of Economics and Management of Université Louis Pasteur (Strasbourg 3) and got a degree of BAC+2 (Associate Degree). Between years 2005 and 2009, he graduated from the Department International Relations of Bilkent University with B.A. degree. He has begun to study at Dogus University, School of Social Sciences, Master of Business Administration in 2010.

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