

SOCIAL DETERMINATION OF REPUTATION:
A RESEARCH IN TURKISH CONTEXT

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ABSTRACT

SOCIAL DETERMINATION OF REPUTATION: A RESEARCH IN TURKISH CONTEXT

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Today, the proliferation of social communication channels and the rapidization of communication cause fast dispersion of information and interpretation of social, cultural and economic developments. Therefore, societies interact with organizations not only through products and services, but also through image, visibility, perceptions, rumors, etc. Organizations have to develop reputation policies; they have to measure, track and manage their reputation. The most important element of an organization's reputation management is the ability to see its current reputation standing and make proper projections. Reputation measurement studies aim to achieve that. However, these studies usually focus on the perceptions and assessments of organizations' characteristics and performances. There are social dynamics and social identities, which are constituted independent of what an organization is and does, and they are influential on reputation. Ignoring this would lead to a blurry picture of reputation. Social issues and developments operating independent of the organization, but are related to its products/services, do have impact on people's assessment of reputation. This study focuses on the significance of the social determination of reputation. It claims that socially influential discourses like health, anti-Americanism, environmentalism, along with political or cultural identities, act as a filter for people's evaluations of companies' reputations. Individuals, when they give reputation scores to companies, not only consider

their characteristics, products or services, their size, internationality, etc. but also evaluate companies' identities, their positions with respect to social issues related to their products/services. Individuals also evaluate reputation according to their own habituses, their political and cultural identities.

KEYWORDS: Corporate reputation, Social construction, Habitus, Esteem, Image

ÖZ

İTİBAR'IN SOSYAL BELİRLEYİCİLERİ: TÜRKİYE BAĞLAMINDA BİR ARAŞTIRMA

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Günümüzde toplumların iletişim kanallarının çeşitlenmesi ve iletişimin hızlanması, her türlü toplumsal, kültürel, ekonomik gelişme hakkında enformasyon ve yorumun hızla yayılmasına neden oluyor. Bu nedenle toplumlar kurumlarla sadece hizmet ve/veya ürün aracılığı ile değil, imaj, görünürlük, yorumlar, söylentiler vb. bir çok dolayım ile temas ediyorlar. Bu durum, kurumların, bir itibar politikasına sahip olmalarını ve itibarlarını ölçümleyip, izleyip yönetmelerini zorunlu kılıyor. Bir kurumun itibar yönetiminin en önemli unsuru, kuşkusuz, itibarlarının mevcut durumunu görmek ve buna göre projeksiyonlarda bulunmaktır. Kurumsal itibar ölçüleme çalışmaları buna hizmet etmektedir. Ancak bu çalışmalar genellikle kurum, nitelikleri ve performansları hakkındaki algıyı ve değerlendirmeyi sorgularlar. Oysa bunlardan bağımsız olarak işleyen toplumsal dinamikler ve etkili olan toplumsal kimlikler, itibar üzerinde pay sahibidirler. Bu pay ihmal edildiğinde, itibar hakkındaki fotoğraf bulanık kalacaktır. Kurumdan bağımsız işleyen, fakat kurum, ürün ve/veya hizmetleriyle ilgili toplumsal meseleler ve gelişmeler ve bu bağlamda kişilerin sahip olduğu toplumsal kimlikler, itibar değerlendirmesinde etkili olurlar. Bu çalışma itibarın toplumsal olarak belirleniminin önemi üzerinde durmakta ve sağlık, anti-Amerikanizm, çevrecilik gibi toplumu etkileyen söylemlerin, siyasi ya da kültürel kimliklerin, şirketlerin itibarlarını değerlendirirken birer süzgeç oluşturdukları tezini savunmaktadır. Bir başka

deyişle, bireyler, şirketlere itibar notu verirlerken, sadece şirketin niteliğini, ürün ve/veya hizmetlerini ve görünürlük, büyüklük, uluslararasılık gibi diğer performanslarını gözetmekle yetinmez, şirketin kimliği, ürün ve hizmetleri ile ilgili toplumsal meselelerdeki pozisyonlarına, habituslarına, siyasi ve kültürel kimliklerinin yansımalarına göre de davranırlar.

ANAHTAR KELİMELEER: Kurumsal İtibar, Sosyal İnşa, Habitus, Saygınlık, İmaj

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INTRODUCTION

It has become more important to analyze, build and manage reputation, than ever, for any kind of organizations from public or private sectors or for the ones function in civil sphere as NGOs or political parties. Whatever the field or sector is, all organizations need to have a social license to operate. Reputation is not only an indicator to be measured any more, but also one of the basic determinants for organizations to be legitimate agents in the society. This thesis focuses on private sector companies as a case to prove that corporate reputation is not only determined by performances of the companies but also by the social context.

Corporate reputation is an important asset that companies need to protect and strengthen in order to procure social support and legitimacy. For private companies, the question of sustainability has become so critical that it can no longer be reduced to short-term successes in sales. For long-term sustainability, corporate reputation needs to be protected and reinforced. Factors threatening reputation, or problems existing with current reputation, sooner or later negatively influence economic performance. Such influences sometimes are not apparent overtly and do not create quick impacts. When this happens, reputation can be perceived by the directors of the company as insignificant. However, many international companies today, learning from international experiences, have realized the importance of reputation and started to take measures for good reputation management. This study focuses on private companies' corporate reputation and the factors and dynamics influencing reputation.

Companies survive and grow as long as their products and services have customers. For this reason they want to expand their customer base. In order to do this, factors like trust in and respect for the company and appreciation of the company becomes crucial. Enabling such conditions, on the one hand, requires

a successful performance of production and marketing, on the other hand, a strong strategy of communication. The combination of these two things constitutes the source of the formation of reputation.

When companies' reputations are under investigation, a number of corporate performances are assessed: Product/service quality, production environment, directors and leadership, treatment of employees, financial and physical size, taxes paid, observance of laws, visibility, corporate social responsibility projects, charity and sponsorships, etc. Reputation studies (attempts to measure reputation) focus on these performances. Whereas this study claims that these conditions which are subjective from the perspective of the company would not be sufficient for understanding reputation: Objective conditions also create dynamics which can constitute, carry, improve or threaten reputation.

Regarding these external and objective conditions, we can identify two levels: The first is social identities and the second is discourses dominant in society. In a society, there are many social identities. Products and services of international companies claim universality. This characteristic of these products and services may undermine native or particularistic identities. On the other hand, corporate reputation is influenced by identities. Individuals perceive events through the lens of their identities. Many prejudices are determined by identities. For example, a Catalan citizen of Spain, when asked to compare the reputation of the Barcelona Football Club with that of Real Madrid, will not refer to these two company's subjective properties and performances. Or a mother, while evaluating food and beverages companies, will have different sensitivities than a non-mother. A person with disabilities who is active in urban life will prioritize factors that make his/her life easier, when evaluating the reputation of the local municipality. What is important in these examples is the fact that people's particular identities lead to different reference points in evaluating reputation.

Outside the sphere of corporate performances, another factor influencing reputation is the dominant discourses in society. One of the most obvious examples we can give from today's Turkey is anti-Americanism. In Turkish society, a significant portion of the citizens have prejudices against foreigners. Huge American companies get their share from these prejudices. The fact that anti-Americanism is strong in society is independent of a foreign company's internal performances (in terms of production, quality, etc.) and it can lead to loss of good reputation and even create bad reputation. From the perspective of the company, nothing can be done to remove the anti-Americanist discourse. It is like living in a racist white community as a black. Another contemporary dominant discourse we will be analyzing is healthy life and eating healthily. In recent years, especially the rise of deadly healthy issues like cancer, obesity, heart diseases, etc. has created a collective sensitivity on health; from time to time, public controversies are circulated with regard to the "healthiness" of certain food and beverages products. The most obvious example is smoking. The tobacco sector is perhaps the fastest reputation-losing industry in the last 20 years. Similarly, food and beverages products containing sugar, flour, fats, etc. are beginning to lose reputation to their companies for health reasons.

This study, for the reasons discussed above, chooses to evaluate corporate reputation in terms of companies' contributions through their products/services, people's identities and dominant discourses. On the other hand, which of these 3 layers are deterministic of the overall reputation is not a question this study finds proper to ask. Every brand or company will have different interactions with different identities and discourses. One discourse that interests one company would not interest another. Therefore, product/service quality, history of the company, its interaction with society, its social experiences, the identities the company comes into relation are the basic building blocks of reputation and their weights will differ for each case.

Therefore, that corporate reputation is not only determined by production, quality, presentation, marketing, visibility, etc. but also by particular identities and discourses forms the fundamental thesis of this study. To support this thesis, quantitative data will be analyzed. For that purpose, a number of hypotheses were developed in terms of corporate performances, identities and discourses, comparative analyses of collected data were used to test them and present them. The research presented here includes certain identities and discourses within limitations; it does not claim to be exhaustive. On the other hand, the selections made are quantitatively and qualitatively sufficient to interpret emergent relationalities. In order to better structure the research framework, in-depth interviews were completed with company officials, communication experts and consultants and later research design decisions were made according to the findings of these qualitative interviews.

Chapter I discusses the conceptual background of the general theoretical framework on reputation, particularly corporate reputation. In this chapter, the first section summarizes how reputation is defined in different approaches. Chapter II is a discussion of the literature on the topic of “measuring reputation” and the contribution of this study to the actual approaches of measurement. In Chapter III the methodology of the study is presented and the findings of the survey are discussed. This discussion will cover basic variables and grouping used in the analyses and then the impact of socio-demographical, political and cultural identities on the reputation of brands and/or companies. Lastly, modeling analysis of the impact of discursive factors on reputation will be included into the discussion.

CHAPTER I

CORPORATE REPUTATION: DEFINITIONS AND APPROACHES TO CORPORATE REPUTATION

As companies carried their activities to the international level, their communication strategies became global. Within this environment, not only visibility and quality performances, but also reputation performances also became critical. Corporate reputation today is an important aspect of the action plans of companies as a long-term asset. Within public debates and academic discussions, terms like corporate reputation, organizational identity, organizational image, esteem, renown, etc. are being used, sometimes interchangeably. Companies are beginning to take institutional measures to manage their reputation. Consultancy firms are now offering services for reputation management, protection and reinforcement. In light of these developments, the definition, measurement, tracking and comparison of reputation has become more important. In this chapter, discussions of the definition and contextualization of reputation will be summarized.

1.1. DEFINING CORPORATE REPUTATION

Two terms are commonly associated with CR: “organizational identity” and “organizational image.” As Barnett *et al.* (2006) state: ‘Identity, image and reputation are still often used interchangeably’.

There is a clear tendency for organizational identity to refer to internal stakeholders alone, for organizational image to refer to external stakeholders alone, and for corporate reputation to refer to both internal and external stakeholders.

1.1.1. Organizational Identity

The most common definition of organizational identity is that provided by Whetten and Mackey (2002: 394): “that which is most central, enduring, and distinctive about an organization’. Identity is frequently viewed as the ‘core’ or ‘basic character’ (Barnett *et al.* , 2006) of the firm from the perspective of employees. Fombrun (1996: 36) describes identity as ‘the features of the company that appear to be central and enduring to employees’. Balmer and Greyser (2006: 735) describe it as the ‘collective feeling of employees as to what they feel they are in the setting of the entity’. It asks the question: How do internal stakeholders perceive the organization? Or, as Whetten (1997: 27) put it: ‘Who / what do we believe we are?’ For Balmer and Gray (1999), this identity forms through the integration of external and internal organizational images. Otubanjo and Melewar (2007: 421) state that organization identity is transformed in the corporate reputation through communication and image-making efforts.

Alternatively, Joep Cornelissen (2004: 71) makes a separation between corporate identity and organizational identity, defining the relation between the two as “the two sides of the medallion”. According to him, corporate identity should be developed after the analysis of the underlying mission, culture and existing organizational identity that the values considered fundamental to the company should not be prematurely put into communication.

Definitions of organizational identity are also separated based on those that referred to what the organization wants internal stakeholders to know / think about the firm (desired identity), and what internal stakeholders actually know / think about the firm (actual identity). This differentiation is consistent with the work of Balmer (2005: 6), who described actual identity as ‘corporate identity’, and desired identity as the ‘CEO vision / leadership’. Most definitions state the term as actual identity rather than desired identity. Correspondingly, if identity

is based on actual and not as desired perceptions, it can be both positive and negative. This is in contrast to organizational image discussed next.

1.1.2. Corporate Image

Corporate image is more associated (at least in the business management literature) with “corporate communications”. It can be described as ‘the various outbound communications channels deployed by organizations to communicate with customers and other constituencies’ (Balmer and Greyser, 2006: 735). Most descriptions of organizational image mention external stakeholders and purposely exclude internal stakeholders. Dutton and Dukerich (1991) describe image as a gauge of outsider judgments, and Keller (1993) describes brand image as the perception held by customers in particular.

There is a desired / actual nuance in defining organizational image: As what the organization wants external stakeholders to know / think about it (desired image) versus as what external stakeholders actually know / think about the organization (actual image). This is an important distinction and may be a central point of confusion. Whetten (1997: 27) describes image as answering the question: ‘What / who do we want others to think we are?’ If image is what organizations want external stakeholders to know, then it emanates from within the organization and is not based on the perceptions of external stakeholders. However, if image is what external stakeholders actually know, then it emanates from outside the organization and is based on the perceptions of external stakeholders. In light of various differences among definitions, it is considered that the terms can be more precisely described as an internal picture projected to an external audience. The assumption here is that organizations actively try to project an image. Those that do not do so would still have an organizational identity and reputation, but not an organizational image.

This would mean that organizational image cannot be negative unless an organization wants it to be, because it emanates from within the organization not from outside. For example, an organization may portray itself as “environmentally responsible” to its external stakeholders, even if it is not environmentally responsible.

1.1.3. Corporate Reputation

In contrast to organizational image, most definitions of CR refer to *actual* stakeholder perceptions. Given that CR represents what is actually known (by both internal and external stakeholders), it can be positive or negative. For example, taken together, stakeholders perceive a corporation as being environmentally responsible; or, stakeholders perceive the corporation as being harmful to the environment. Time is also an important distinction between image and reputation. Authors discuss how building a reputation takes time (Mahon, 2002; Rhee and Haunschild, 2006; Roberts and Dowling, 2002). Images on the other hand, change frequently and may result in quickly attained perceptions of an organization. Reputations are relatively stable and enduring; they are ‘distilled over time from multiple images’ (Rindova, 1997: 189). As stated by Rindova (1997: 193): ‘the relationship between [image and reputation] is one of dynamism and stability, or variation and selection’. In their practical paper Gray and Balmer (1998: 696) discuss how ‘image can be attained relatively quickly but a good reputation takes time to build’. Therefore, corporate reputation as opposed to image takes time to build, and once built it is relatively stable.

With a general understanding of how corporate reputation differs from identity and image, the construct can further be defined. The identification of the definition of corporate reputation as a fundamental problem in the literature (Wartick, 2002), and the appearance of recent articles discussing the definitional landscape’ (Barnett vd., 2006) demonstrate the ongoing need for

definitional consensus. This section examines whether a unifying definition can be found.

Most formal definitions of corporate reputation reference Fombrun's (1996) definition. Three key attributes are emphasized in Fombrun's (1996) definition: (1) reputation is based on perceptions; (2) it is the aggregate perception of all stakeholders; and (3) it is comparative (Brown and Longsdon, 1997; Wartick, 2002). In addition to these three attributes, two additional ones are often mentioned to define corporate reputation: it can be positive or negative, and it is stable and enduring. Together, these five attributes can lead to a comprehensive definition of corporate reputation that reflects the status of definitions within the scholarly literature.

The first definitional attribute is that the construct is based on perceptions. This implies that reputation is somewhat out of the hands of the particular organization (Brown *et al.*, 2006). As pointed out by Fombrun (1996: 59): 'Because a reputation is not directly under anyone's control, it is difficult to manipulate'. This is consistent with the earlier argument that reputation is based on the aggregate perception of both internal and external stakeholders. Additionally, the emphasis on perceptions highlights that a reputation can develop somewhat independent of reality, and is thus socially constructed (Berger and Luckmann, 1966). That is, a reputation need not be, and is probably unlikely to be, completely factual: 'Not all of the information conveyed is accurate' (Fombrun, 1996: 70).

Second, reputation is the aggregate perception of all stakeholders. This highlights two important components to reputation as defined by Fombrun (1996): (1) it is a social / collective concept; (2) it is based on the perceptions of *all* stakeholders. In regard to the first point, borrowing from a paper in organizational identity (Scott and Lane, 2000: 43), although subjectively arrived at, corporate reputation is objectively held (in that it has a reality

independent of individual observers). Furthermore, the recognition of reputation as a social / collective perception identifies it as a macro-level concept (Corley *et al.*, 2006). The second point is consistent with the previous discussion that corporate reputation is based on both internal and external stakeholder perceptions. Additionally, Fombrun (1996: 37) points out that his view of ‘corporate reputation as the overall estimation in which a company is held by its constituents’ is consistent with the common dictionary definitions.

There are two major problems with viewing corporate reputation as an aggregate perception (taken to mean the sum total of all stakeholder perceptions). The first problem is that reputation is often issue-specific. An organization may have a particular, and potentially different, reputation for each of the following issues: profitability, environmental responsibility, social responsibility, employee treatment, corporate governance, and product quality. The second problem is that a corporation may have a different reputation per stakeholder group. For example, Deephouse and Carter (1999) found that Walmart had a tough reputation with suppliers but a good reputation with customers and investors. It is not appropriate to simply sum these opposing reputations in the development of an aggregate perception. Doing so would be the equivalent of saying you should “feel fine if your hair is on fire but you are sitting on ice” (Smith, 2002). However, summing the perceptions *per issue* can help alleviate this problem. Thus, a fundamental question for corporate reputation research is reputation for what and according to whom? (Lewellyn, 2002).

Throughout the literature there is a widely held notion that reputation represents the aggregate perceptions of all stakeholders (as evident in the most referenced Fombrun definition). Furthermore, reputation is viewed as the combined perception of both internal (organizational identity) and external (organizational image) stakeholders. We can therefore reach the following conclusion based on existing definitions: companies may have multiple reputations depending on

which stakeholders and which issues are being looked at, but each reputation represents the aggregate perception of all stakeholders for that specific issue. That is, a corporation can have only one aggregate reputation for profitability, one for environmental responsibility, and so on.

The third definitional attribute is that reputation is inherently comparative. Fombrun's (1996) definition specifies that this comparison is to 'other leading rivals'. What Fombrun's (1996) definition does not point out is that this comparison need not be with rivals alone, but may be made on a number of possible standards. For example, comparisons can be made based on longitudinal comparisons to the previous reputation(s) of a firm, or against an industry average (Wartick, 2002).

Fourth, a definition of corporate reputation must recognize that it can be positive or negative (Brown *et al.*, 2006; Mahon, 2002; Rhee and Haunschild, 2006). Allowing a definition of reputation to be positive or negative is also consistent with the comparative nature of the construct.

Fifth, in the literature corporate reputation is consistently described, though not defined, as stable and enduring (Gray and Balmer, 1998; Mahon, 2002; Rhee and Haunschild, 2006; Rindova, 1997; Roberts and Dowling, 2002), and thus it seems proper that this should be reflected in a definition of reputation (particularly as it helps to differentiate the concept from organizational image). Yet it is also true that reputations can change very quickly. Thus reputation is likely best viewed as being relatively stable. In the sample, only Barnett *et al.* (2006) mention 'time' in their definition. However, time is implicitly referred to when authors define reputation as the results of a firm's 'past actions and future prospects' (Fombrun, 1996). Taken together, these five attributes are consistent themes in the literature and thus would be appropriate to use as criteria for a definition of corporate reputation. Given that Fombrun's (1996) definition is the

most widely used, it is not surprising that these five attributes are reflected in his definition to varying degrees.

In light of this discussion, an overall definition of corporate reputation that is accepted in this dissertation can be given as follows: “A relatively stable, issue-specific aggregate perceptual representation of an organization’s past actions and future prospects, compared against some standard.”

1.1.4. A Relational Conceptualization

When reputation is considered for individuals, it includes meanings of respectability, trustworthiness, credibility. As developed for organizations, its meaning leans toward “fame” or “renown”. For organizations, this meaning can be carry predominantly negative or positive meanings.

The term “corporate reputation” is based on the relation between the firm and its environment. According to Charles Fombrun and his colleagues, it is the collective representation of a company’s past actions and their consequences (Fombrun, 1996; Fombrun ve Gardberg, 2002: 304). Seen this way, positive reputation provides the company with competitive advantage. Company directors can use reputation strategically and increase its attractiveness for investors, consumers and potential employees (Fombrun ve van Riel, 1997: 6). According to Cornelissen, high reputation is seen as legitimate in the eyes of the organization’s stakeholders, which strategically increases the construct’s value; he adds that studies show a correlation between strong identity and strong reputation (2004: 79).

Within the discipline of public relations, the discipline’s paradigmatic founder James E. Grunig defines reputation as a projection of symmetrical relations. Grunig is inspired by Habermas’ “discourse ethics” concepts in suggesting the construct of “symmetrical relation”. According to Grunig, reputation is hard to

reduce to certain categories, it is an outcome of complex processes of communication and discourse. Oyvind Ihlen fills in Grunig's gaps and assesses public relations in terms of Pierre Bourdieu's sociological theory. He suggests that reputation should be understood as being produced inside people's habituses (Ihlen, 2005; Ihlen, 2009). The meanings reputation gains, the concepts ascribed to it, the position it has in people's practices are all dependent on the interaction between various fields and the constituted habitus of the individual agents inside those fields. Consumers develop affinities with or distances towards products, brands and companies according to the social constitution of their "taste", which is relationally shaped through the interaction between their habitus and the social field (Bourdieu, 1985). That is to say, their dispositions towards brands and companies, through which their perception of reputation is shaped, is not an entirely "individualist" construct. In terms of relational reputation research, this is a critical insight: People's understanding of reputation can be a source of "distinction": The way they form a relation to a product, brand or company might be related to the way they want to distinguish themselves from other people.

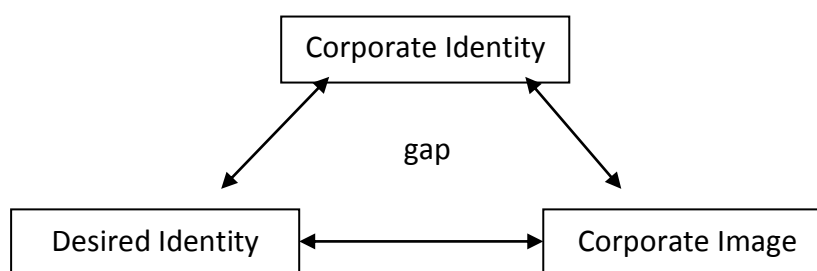
According to Bourdieu, "social capital" has two elements: First, the extent of the agent's network of relations; second, the volume of capital the agent can access over this network. Social capital can be utilized as a conscious or unconscious strategy of investment in social relations, in the form of gifts, interests, time, services. Thus, reputation can be a form of social capital, both for individuals and for organizations. It can be used as "social credit" by companies. But it should be "accumulated" first, and there is of course no guarantee that requested reputation will be recognized by stakeholders as desired by organizations (Bourdieu, 1986).

Rose Chun (2005) identifies 3 approaches to the definition of corporate reputation: evaluative, impressional and relational. Epistemologically, these approaches are similar, but they are distinguished in terms of their stakeholder focus. The evaluative approach focuses only on shareholders and thus defines

reputation through financial success. According to this approach, reputation supplies competitive advantage. The impressional approach defines corporate reputation through image, identity, character. This second approach is especially encountered in marketing and organizational research and focuses on employees or consumers. Thirdly, the relational approach follows R. E. Freeman's (1984) stakeholder theory and holds that different (internal or external) stakeholders can have different and conflicting expectations from the organization. According to this, which brings us to Fombrun's influential approach, reputation is an aggregate perception, multi-dimensional and collective; it emerges from the synthesis of opinions, perceptions and attitudes of employees, consumers, suppliers, investors and society in general. (Fombrun et.al. 2000: 242). Hatch and Schults (1997) further contributed to that approach by connecting image, identity and culture of the organization to estimate corporate reputation.

The relational approach defines 3 elements determining corporate reputation: Corporate image, corporate identity and desired identity (see Figure 1.).

Figure 1. The Elements of Relational Approach



The gap that exists between these three concepts is related to the level of the threat against reputation (Davies and Miles, 1998; Hatch and Schultz, 1997). Reducing the gap becomes possible through public relations and corporate communications, seeking a balance between the organization and its stakeholders.

In their study *Excellent Public Relations and Effective Organizations* (2002) Grunig et. al. have demonstrated the value of public relations for reputation building:

In a nutshell, we show that the values of public relations come from the relationship that communicators develop and maintain with publics. We show that reputation is a product of relationships and that the quality of relationships and reputation result more from the behavior of the organization than from the messages that communicators disseminate. (xi).

In this study, such a relational definition of corporate reputation will be operationalized. Before moving on to that, a discussion of various approaches to reputation measurement is called for.

CHAPTER II

MEASURING CORPORATE REPUTATION

The second fundamental problem in the corporate reputation literature concerns how the construct is going to be measured. In order to present a summary picture of this problematic, this section will first lay out various discussions of operationalization. Secondly, the implications of the five definitional attributes for the measurement of the construct are discussed.

2.1. EMPIRICAL APPROACHES IN MAINSTREAM LITERATURE

Corporate reputation commonly serves as a dependent variable in empirical studies, but some approaches take the construct as an independent variable also. The most common method of measuring corporate reputation is the framework used by *Fortune's Most Admired Companies* ((FMAC). Another framework which is a very similar measure is *Britain's Most Admired Companies* (Brammer and Pavelin, 2006). Other scholars observing the corporate reputation literature also agree that FMAC is the regularly used measure in current organizational strategy research (Basdeo *et al.*, 2006; Fryxell and Wang, 1994). Corporate reputation was also measured by the calculation of an asset quality ratio by a third-party rating agency and a content analysis of media data (Deephouse and Carter, 2005), market share (Fang, 2005), winning contents (Rao, 1994), rankings by students (Cable and Graham, 2000; Turban and Greening, 1997), and rankings by recruiters (Rindova *et al.* , 2005).

The most common independent variables other than reputation are prior and current economic performance (eg, Roberts and Dowling, 2002), prior levels of corporate reputation (eg, Flanagan and O' Shaughnessy, 2005), size (eg, Fombrun and Shanley, 1990), age (eg, Rao, 1994), industry (eg, Cable and Graham, 2000), media exposure / visibility (eg, Deephouse, 2000), social

responsiveness (eg, Turban and Greening, 1997), market risk (eg, Brammer and Pavelin, 2006), management techniques (eg, Zyglidopoulos, 2005), and product or service quality (eg, Fang, 2005). Other independent variables included popular management techniques (Staw and Epstein, 2000), substitutability, product defects, and generalism / specialism (Rhee and Haunschild, 2006), strategic isomorphism (Deephouse and Carter, 2005), institutional ownership and dividend yield (Fombrun and Shanley, 1990), price charged (Fang, 2005), market actions, competitor actions, and market presence (Basdeo *et al.*, 2006), and consumer visibility (Carter, 2006). Common control variables includes size (eg, Roberts and Dowling, 2002), age (eg, Rao, 1994), industry (eg, Flanagan and O' Shaughnessy, 2005), financial performance (eg, Brammer and Pavelin, 2006), prior financial performance (Zyglidopoulos, 2005), and prior reputation (Staw and Epstein, 2000).

The geographical focus of the corporate reputation measurement studies are predominantly the US. Some US-focused studies utilize the FMAC list, whose latest versions include both US and non-US companies. It can also be observed that The Securities Data Company (SDC) (Fang, 2005) and the Kinder Lydenberg Domini (KLD) (Turban and Greening, 1997) databases are also used, though not commonly, reporting from numerous countries.

Multiple industries are examined in the empirical studies. While this is mostly due to the different industries examined in FMAC (eg, 57 industries examined by Flanagan and O' Shaughnessy in 2005), there was also a wide range of industries in studies that did not use FMAC. These include the automobile industry (Rhee and Haunschild, 2006), US business schools (Rindova *et al.*, 2005), commercial banks (Deephouse and Carter, 2005; Fang, 2005), hospitals (Dranove and Shanley, 1995), textile retailers, construction and contracting (Davies *et al.*, 2001), manufacturing consumer products, manufacturing industrial products, retailing, transport, distribution and services (Hall, 1992).

The operationalization of the corporate reputation construct requires its tying to the definitions. The measurement implications of the 5 fundamental definitional attributes of corporate reputation are discussed below.

1. *Measurement should examine perceived reputation.* Corporate reputation should be measured as stakeholders' perceptions, not factual representation (Wartick, 2002). For example, market share (Fang, 2005) or winning contests (Rao, 1994) are objective measures of reputation. Use of these measures is not consistent with the perceptual nature of the concept, and a survey based on perceptions such as FMAC would be more appropriate. However, use of an objective measure provides intriguing opportunities to examine and explain differences between perceived reputation and objective data (eg, is there a lag effect?).

2. *Corporate reputation is an issue-specific, aggregate perception.* Following Fombrun (1996), numerous authors have defined reputation as an aggregate perception of all stakeholders (eg, Flanagan and O' Shaughnessy, 2005; Zyglidopoulos, 2005). Yet most studies represent the measurement of reputation of only a portion of stakeholders. This point identifies an important gap between the theoretical perception of reputation and our ability to measure it.

Lewellyn (2002) states very simply that there are three important considerations for measuring corporate reputation '(a) reputation "for what", (b) reputation according "to whom", and (c) use of the measure. These three considerations will determine the appropriate reference group, the evaluators, and the appropriate measure and data set' (2002: 451). Similarly, focusing on the 'reputation according to whom' concept, Wartick (2002) points out that defining reputation as an aggregate perception and measuring it correspondingly loses reputational information per stakeholder group (and per issue). This is problematic given that different stakeholder groups are likely to

have self-serving interests that influence their perceptions of a firm's reputation (Rindova *et al.*, 2005). As stated by Balmer and Greyser (2006: 736): 'conceptualizations of the organization will, of course, differ between different groups and account needs to be taken of this'. We should not expect individual stakeholder groups' reputational perceptions to conform, and aggregate measure sacrifices information per stakeholder group in favor of a collective perception that is unlikely to have unanimity.

In his discussion of indices of corporate reputation, Fombrun (1998) draws two conclusions that future studies should recognize. First, there are 'multiple stakeholders whose assessments aggregate into collective judgments' (1998: 338). Second, there are 'different but overlapping financial and social criteria according to which stakeholders judge companies' (1998: 338). He concludes that a 'true reputation index ... can only result from sampling a representative set of stakeholders on a conceptually relevant set of criteria' (1998: 338). These comments by Lewellyn (2002) and Fombrun (1998) can be further developed by drawing on our earlier discussion of the two component parts of reputation, organizational identity and image. First, organizational identity is based on the perceptions of internal stakeholders such as managers and employees. Managers and employees may use different self-serving criteria when making their respective reputational evaluations. For example, managers may want to limit human resource costs such as employee pay, in order to maximize profits, whereas employees may want to maximize their pay even if it hurts profits to a certain degree. Since we are discussing internal stakeholders only, the example given is a case of multiple organizational identities. Second, organizational image is based on the perceptions of external stakeholders such as customers, suppliers, the community, competitors, and the government. Again, we would expect some differences among these stakeholder groups in what is considered important criteria for reputation, and even how the same objective facts are interpreted. For example, Wall Street loves Wal-Mart's high profitability, whereas social welfare advocates and community groups criticize it, and

customers have a love / hate relationship with the company. Since we are discussing external stakeholders only, the example given is a case of multiple organizational images. Considering that corporate reputation is defined as the issue-specific aggregate perception of both internal and external stakeholders, only one reputation can exist per issue. That is, a company can have multiple identities and images, but only one reputation (per issue), which is the sum total of all identities and images (Davies *et al.*, 2001; Fombrun and Van Riel, 1997). As stated by Fombrun (1996: 11): ‘Reputations are therefore partly a reflection of a company’s identity, partly a result of managers’ efforts to persuade us of their excellence’. This nuance and complexity is typically lost in how reputation has been operationalized and measured. Surveys such as FMAC do represent an aggregate perception on one main issue, financial performance (Brown and Perry, 1994; Fryxell and Wang, 1994; Lewellyn, 2002). However, FMAC only measures the perceptions of executives, directors, and financial analysts, and therefore, following Fombrun’s (1996) definition, cannot be seen as a measurement of reputation. In fact, because it is measuring the perception of external stakeholders only, it is a measure of organizational image as perceived by executives, directors, and financial analysts. As such, scholars that wish to use FMAC to study reputation should not use definitions like Fombrun’s (1996).

Therefore, from a theoretical perspective, reputation is viewed as an aggregate perception of all stakeholders. From an operationalization perspective, researchers cannot measure the aggregate perception of all stakeholders in a single paper. Researchers should first specify which stakeholder(s) and issue(s) they are analyzing. Specifying the stakeholder group will help determine if the study is measuring reputation, identity, or image. Specifying the issue will either help resolve incongruencies in differing overall reputational perceptions (for example, almost all stakeholders will agree that Wal-Mart is profitable), or highlight differences between stakeholders that need to be addressed to arrive at an issue-specific aggregate perception of reputation (for example, not all

stakeholders are likely to agree on Wal-Mart's reputation for treatment of employees). Cable and Graham (2000) demonstrate how scholarship in corporate reputation may need to proceed. Specifically, they examine the antecedents for reputation looking at one stakeholder group, job seekers, and they investigate one specific issue, employability. However, the examination of one specific stakeholder group on one specific issue would not meet our definition of reputation as an aggregate perception of multiple stakeholders. To meet the definition, employability could still be the single issue of focus, but the perspective of multiple stakeholders would be required. Such an approach would eventually allow us to amalgamate the perceptions of various stakeholders (this maintains the theoretical perspective that most authors in the reputation literature have taken). Looking at the specific stakeholder groups even further, studies should convince readers of the homogeneity within the specific stakeholder group.

Researchers should not assume homogeneity both within and between stakeholder groups in their measurements of reputation, but should demonstrate it empirically when necessary. Another promising methodological approach would be an in-depth analysis of one company. Such a study could gather reputational perceptions on specific issues from all organizationally relevant stakeholder groups. As stated by Fombrun (1996: 396): 'The better represented are *all* of a company's constituents in the reputational audit, the more valid is the reputational profile that is generated' (italics in the original). This would not only permit an examination of differences and similarities between and among stakeholder groups, but also help us understand how the perceptions of various self-serving stakeholders come together to form one issue-specific reputation.

3. *The comparative nature of corporate reputation need not be limited to other firms.* Accepting this attribute permits 'flexibility to incorporate or to isolate many possible standards' (Wartick, 2002: 380). In this regard the definition permits researchers to choose from many possible comparisons (such as

competitors, prior reputation, or industry reputation) in their measurement of the construct.

4. *Measurement of corporate reputation should permit the construct to be positive and negative.*

Many studies examine only positively reputed firms. For example, surveys frequently ask participants to nominate who they perceive as the most reputable firms (eg, Rindova *et al.*, 2005), thereby ignoring poorly reputed companies. While an examination of high reputation firms alone may be entirely consistent with the study (eg, Roberts and Dowling, 2002), what is important is tying the definition to its measurement. That said, however, a study that examines both positively and negatively reputed firms may offer more insight into corporate reputation than a study that examines positive reputations alone.

5. *Corporate reputation is relatively stable and enduring.* This point provides some interesting implications for the measurement of corporate reputation. Although it is generally accepted that longitudinal research is more valuable than cross-sectional (Hassard, 1991) in the study of corporate reputation because research has demonstrated that it is stable, cross-sectional studies have relatively greater value as compared to similar studies examining other concepts. For example, given that organizational images are relatively short lived (Gray and Balmer, 1998; Rindova *et al.*, 2005), generalized conclusions from cross-sectional studies examining this concept would be questionable. So, while longitudinal studies are preferred, more credence can be placed in the conclusions of cross-sectional studies examining corporate reputation than most other concepts. In sum, the five definitional attributes are all relevant when operationalizing corporate reputation.

The distinction between overall aggregate reputation and issue-specific aggregate reputation is important. Such a distinction maintains the theoretical underpinnings of the definition discussed here, while allowing the intuitively

appealing notion that firms have multiple reputations on differing issues. Thus researchers must ask themselves, reputation for what and according to whom? (Lewellyn, 2002).

Lastly, a potential shortfall to the decomposition of reputation per issue and stakeholder is that discussing and measuring it as a collective construct becomes much more difficult. Yet perhaps claims about our ability to measure a construct as complex as reputation, when defining it as an aggregate perception of multiple stakeholders across all issues was never warranted. It is recommended that both limiting the definition (issue specific) and improving the measurement of corporate reputation be adopted. Decomposing corporate reputation limits our generalizability but increases the validity of our research. Furthermore, after multiple studies examining different stakeholders (and potentially different issues) are amalgamated, we could then make claims of measuring it as a collective construct. The findings from such an amalgamation would likely be significantly different from those based on other measurements such as FMAC (the most prominently used measure).

2.2. CONTRIBUTING TO A RELATIONAL FRAMEWORK FOR MEASUREMENT

Charles Fombrun, in his most recent studies associated with The Reputation Institute, offers a relational framework based on attributes operationalized with 6 basic drivers:

1. Emotional affinity: Company being liked, esteemed
2. Products and services: Quality, innovation, value, reliability
3. Financial performance: Profitability, perceptions of risk
4. Vision and Leadership: Clarity, strength
5. Working environment: Good management, perceptions on “working in this company”, on “quality of this company’s employees”

6. Social Responsibility: Corporate citizenship, CSR, perceptions on company's external relations

While this scheme offers a complex and multi-dimensional picture of corporate reputation, it is not “social” and “political” enough. In this study, reputation will be explained in terms of a number of driving factors determined by the internal and external environment of the organization. For this reason, a different, more socio-political perspective will be defended, compared to the theories discussed by Fombrun and van Riel (1997) or to the mainstream approaches in marketing and economics. It is accepted that reputation is constructed in an interactive environment containing stakeholders and organizations, through social-cognitive processes. Organizations should be seen as locales which produce legitimizing discourses within a system of social meaning production composed of industrial and sectoral layers. Their discourses are related to their organizational identities and cultures. None of such social aspects of an organization (its culture, its identity, discourses, etc.) is sui generis; all are shaped within the socio-political system.

In that sense, it is suggested that reputation should be conceptualized through factors effective in 3 dimensions: Structural factors, functional factors and discursive factors (see Figure 2.).

Figure 2. Factors of Reputation

<u>REPUTATION</u>		
STRUCTURAL FACTORS (organizational assets)	FUNCTIONAL FACTORS	DISCURSIVE FACTORS
financial performance	product/service quality	health
Identity	product/service content	environment
employees		nativity/globalness
social responsibility		dominant discourses

The reputation of an organization can be identified according to these dimensions, but different stakeholders will be positioned in various degrees of proximity at these dimensions. That is to say, stakeholders have different degrees of knowledge and familiarity with the organization, which can be operationalized in a “pyramid” as seen in Figure 3. Thus, stakeholders at the top of pyramid are actually defending the organization’s reputation, rather than being simply aware of some degree of reputation.

Figure 3. Reputation Pyramid for Stakeholders



Hunter et.al. (2008) investigates companies’ political roles in society in their study on the boycott of Danone in France in 2001. According to their analysis, companies increasingly have to enter into dialogue with social and political actors. Palazzo and Scherer (2006), using Habermas, explain this development as a transformation from an output/power focused approach to an understanding of legitimacy in terms of discourses. An organization might disseminate a certain message, discourse about what it stands for, but social developments it cannot control may exert a more deterministic discursive setting upon the company’s image.

An underdeveloped aspect of reputation studies is the exclusion of public organizations from most of them. One reason for this lack is the fact that public organizations do not invest as much as private organizations in reputation management. Nevertheless, having a good reputation is as legitimate a target for most public organizations, too. Both state institutions and private companies see reputation as a social and political target.

For both public and private organizations, distinct layers through which reputation is constructed can be defined, as summarized below:

1. Reputation at the level of products and services
2. Reputation at the level of the organization
3. Industry-level reputation (food, textiles, finance, etc.)
4. Sector-level reputation (public and private)

That is to say, an organization's reputation is not only dependent on what it produces, but also is shaped by the overall reputation of the industry it is located in. For example, even if a company produces the "best" cigars in the world, it would still be affected by the overall negative reputation of the industry. Similarly, the production of a good or service in a public or private organization, according to the socio-political conjuncture, may affect the producer's reputation differently.

The public approval of organizations' actions is dependent on their reputation. If they act in accordance with the expectation of society, they gain legitimacy. Most reputation measurements are based on differences between similar organizations. However, both legitimacy and reputation emerges from the common social comparison processes by which stakeholders weigh different organizations using institutionalized standards. As King and Whetten (2008)

demonstrate reputation is an extension of legitimacy and both are related to an organization's attempt to assume original social identities.

In summary, reputation cannot be measured through the constraints of organizational identity and image. It should be understood as an extension of organizations' socially constructed legitimacy. Legitimacy is constituted through the interaction of the organization with the society, its understanding of the society and its development of proper action strategies according to this understanding (Grunig et.al. 2002). Then the organization can build itself specialized identities (King and Whetten, 2008). All in all, reputation becomes a function of not a single organizational identity, but of a socialized one (King and Whetten, 2008: 198).

2.3. HOW TO MEASURE CORPORATE REPUTATION?

Within the mainstream (cross-cutting the disciplines of business management, communication, public relations and sociology) corporate reputation literature, it is possible to distinguish between three prominent theoretical frameworks utilized to define and measure reputation: Institutional theory, signaling theory, and the resource-based view (RBV).

This section will proceed in two parts. First, it begins with a broad overview of the theoretical perspectives evident in the mainstream literature. Second, we take an in-depth look at the three most prominent theoretical perspectives, and bring them together to develop a deeper understanding of corporate reputation identifying areas for future research.

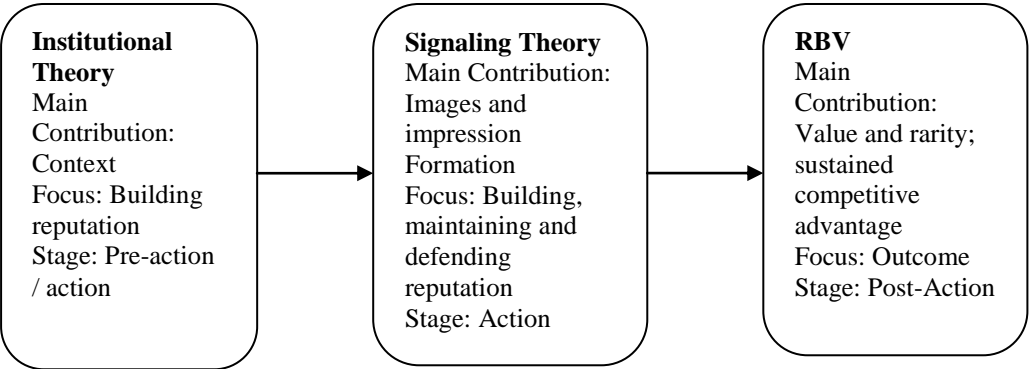
Numerous theories are used in both the conceptual and empirical studies to examine corporate reputation. The most common are institutional theory (Staw and Epstein, 2000), RBV (Roberts and Dowling, 2002), signaling theory (Basdeo *et al.*, 2006), stakeholder theory (Cable and Graham, 2000), social

identity theory (Turban and Greening, 1997), game theory (Milgrom and Roberts, 1982), and social cognition (Flanagan and O’Shaughnessy, 2005; Rhee and Haunschild, 2006). There are other less seldom used theoretical frameworks encountered in the literature, like economic theory (Rindova *et al.*, 2005), mass communication theory (Deephouse, 2000), impression management and upper echelons (Carter, 2006), transaction cost economics and quality competition (Dranove and Shanley, 1995), and attribution theory (Flanagan and O’Shaughnessy, 2005)

The large number of invoked theories speaks to the complexity and richness of corporate reputation. A large number of theories are beneficial in that they demonstrate the interest of the concept to various scholars contributing different ideas. However, it certainly makes integration difficult and highlights the lack of a unifying conceptual framework. By focusing on the three most prominent theories used in the mainstream literature, the next section investigates the possibility of a unifying conceptual framework and delineates how the construct has been interpreted in each theory.

To understand how the three most prominently used theoretical perspectives have been used, they are presented as moving from pre-action, to action, to post-action (see Figure 4.).

Figure 4. Prominent Theories of Corporate Reputation



With a focus on context and building reputation, institutional theory is often applied at a *pre-action / action* stage. The theory is used to examine how firms gain legitimacy and cultural support within their institutional contexts to build their reputations (Deephouse and Carter, 2005; Rao, 1994; Staw and Epstein, 2000). To be seen as legitimate, firms must take actions within their institutional contexts. To a practitioner, this means that efforts toward building a reputation without consideration to the specific environmental context may be fruitless. A common antecedent identified through the use of institutional theory was substitutability (Rhee and Haunschild, 2006). By using institutional theory authors were able to identify the substitutability of a product or service as an important variable and predict its influence on corporate reputation.

With a focus on strategic signals (images) sent by firms and subsequent stakeholder impressions, signaling theory is often applied at an *action* stage. The theory includes building, maintaining, and defending a reputation based on projected organizational images. It is applied to corporate reputation to explain how the strategic choices of firms represent signals, which are then used by stakeholders to form impressions of the firms (Basdeo *et al* , 2006; Fombrun and Shanley, 1990; Turban and Greening, 1997). Unlike institutional theory or RBV, social performance was identified as an antecedent to corporate reputation through the use of signaling theory (Fombrun and Shanley, 1990; Turban and Greening, 1997). The theory is particularly apt at examining the influence of corporate social performance on reputation given the predominance of marketing efforts put toward highlighting the social responsibility of companies, including elements of greenwashing (painting yourself green when you are not: Laufer, 2003; Litz, 1998). Not only does the theory examine strategic signals sent out by firms, but it also examines stakeholder interpretations of these signals. Thus the theory can examine the use of rhetoric and its influence on the perceptions of constituents.

Furthermore, the theory can be used to judge the influence of firm signals on various stakeholders. Not surprisingly, attracting stakeholders, such as future job applicants, was a consequence identified by use of signaling theory alone (Fombrun and Shanley, 1990; Turban and Greening, 1997).

With a focus on the outcome of a strong reputation, RBV is often applied at a *postaction* stage. Specifically, it examines how reputation is a valuable and rare resource that leads to a sustained competitive advantage. From a resource-based perspective, reputation is a valuable and rare intangible resource because it is difficult to imitate and highly causally ambiguous, which in turn, leads to a sustained competitive advantage (Deepphouse, 2000; Flanagan and O'Shaughnessy, 2005; Rao, 1994; Roberts and Dowling, 2002). The greater the ambiguity experienced by constituents, the greater the importance of reputation as it reduces uncertainty by signaling, for example, product quality (Rindova *et al.*, 2005), leading to greater financial performance (Roberts and Dowling, 2002). Consequences identified using RBV include higher profits (Roberts and Dowling, 2002), charging a price premium, and reducing costs (Deepphouse, 2000). Their identification highlights the importance of profitability when taking a resource-based approach. Studies using this framework specifically focus on profitability. Furthermore, since a thorough examination of a sustained competitive advantage must be longitudinal, every study that use RBV is longitudinal.

The pre-action / action / post-action classification presented in Figure 4. can help to identify opportunities for future research. For example, RBV has predominantly been applied in the post-action stage. Researchers have identified firm reputation as a valuable and rare resource that can lead to a sustained competitive advantage. Scholars might now theoretically link this to the pre-action stage, and explain how a firm can build their reputation into a valuable and rare resource. At the other end of the continuum, institutional theory has predominantly been applied in the pre-action to action stage.

Researchers have examined how firms gain legitimacy and cultural support within their institutional contexts to build their reputations (Deephouse and Carter, 2005; Rao, 1994; Staw and Epstein, 2000). In the future, scholars might theoretically link this to the post-action stage, and explain how the organizational context may help or hinder a firm's ability to change its reputation within a changing institutional environment. For example, how have some oil and gas companies – such as Shell and BP (Beyond Petroleum, formerly British Petroleum) – been able to change and develop a reputation for being environmentally friendly in a visibly polluting industry? Such research might indicate a feedback loop from the post-action back to the pre-action stage, as firms necessarily change and develop new reputations given changes in their institutional environments.

2.4. CORPORATE REPUTATION STUDIES IN TURKEY

The reputation of companies is topic lacking academic interest in Turkey. Rather, journals publishing for business circles and market research companies focus on it. Therefore, only these limited circles have accumulated knowledge about reputation. Reputation began to be taken into consideration by companies in 2000s. First, *Capital*, a monthly periodical, in 1999, has finished a research study titled “Turkey’s Most Admired Companies”. As Karaköse (2003) argues, the periodical evaluates companies’ income and revenue records and using data on previous and current sales, analyzes reputation in two categories, sectoral and general. This study’s main categories resemble Fombrun’s drivers: product/service quality, innovation, product development, customer and employee satisfaction, financial stability, internationalist, brand identity and brand investment, product diversity and social responsibility. In 4 studies completed between 1999 and 2003, Arçelik tops the reputation list through its product development, customer satisfaction, vast support and sales network (Üçok, 2008).

Fortune conducts another popular series of research studies. The magazine regularly publishes the “Fortune 500 - Most Admired Corporations” study every year. The criteria used in this study are income-based measures (assets, capital and stock value) and customer and employee-based measures (Akmehmet, 2006). *Fortune* underlines two cycles. In the positive cycle, good reputation attracts good employees and these employees create new and innovative products. As a result of this, they provide good service to customers. Revenues increase, employee and customers are happy, productivity rises and strong reputation becomes sustained. In the negative cycle, bad performance causes financial problems. The company loses its most important stakeholders, namely its employees and customers. This in turn worsens performance. *Fortune* magazine’s studies adopt an approach based on performance and company’s internal dynamics, rather than on the social construction of reputation (Sakman, 2003). According to the findings of the 2009 study, Turkey’s biggest corporations are Turkish Petroleum, Electrical Distribution Turkey Inc. and Botaş.

In academic studies, disciplines of management, finance, public relations, labor economy, marketing tend to be dominant, and no sociological studies are observed on corporate reputation. Among existing studies, Sakman (2003), Akahmet (2006), Tavlak (2007), Üçok (2008), Özpınar (2008) and Durmaz (2010) can be counted. These studies are based on studies like Fombrun’s, focusing on selected or all drivers of companies. There are no studies which construct reputation drivers based on social dynamics and measure corporate reputation through such drivers.

2.5. SOCIAL ASPECT OF CORPORATE REPUTATION

Outside the boundaries of mainstream studies trying to define and measure corporate reputation, corporate reputation can be assessed in terms of post-structural thinking and “social construction”, especially through the concept of “trust”. Public relations studies are intimately involved with trust, yet there is “an exhaustion of trust” in organizations and individuals (Tobin, 2004). This loss of trust can be seen as a symptom of the modern rethinking of the world, based on a suspicion of foundationalism and a view of knowledge as interpretation (Pearson, 1992, p. 112). This rethinking results in “a crisis in representation: a deeply felt loss of faith in our ability to represent the real” (Bertens, 1995, p. 11) which can be applied to reputation and its management. Holtzhausen (2000) argues that many of the efforts of public relations practitioners result in balancing acts between management practices, which are based on the wish to appear to be in control, and the expectations of the organization’s publics. The organization’s publics are also torn both ways through the political focus on intervention to control, which infiltrates their lives, and their knowledge that this is not how things work. Their lack of trust is rooted in their own experience. The term “reputation management” may have developed as a balancing act to respond to this crisis in representation.

This study defends the argument that reputation is connected to social contexts and dominant discourses in society, that it is not *sui generis*. For that reason, linguistic and discursive debates are crucial from the perspective of reputation studies.

Saussure (1974) developed taxonomy of linguistic sign systems to analyse how language produces meaning. Thus words are signs are made up of two components: a “signifier” and a “signified”. The term “signifier” refers principally to the material world of sound and vision, while “signified” relates to the concept or idea (Brannen, 2004). Saussure’s taxonomy was used as the

basis of the structuralist view that language does not just label or record our world, but that it constitutes the world (Barry, 1995, p. 43).

If language constitutes the world, representation by means of language is called into question. Meaning is not contained within the object or the idea which is signified, and the signifier, identified by Saussure, is not intrinsically connected to the signified. The image or signifier is seen as floating free of the concept or signified.

Viewing “reputation management” in this way reveals a new meaning for “reputation”, suggesting that it could not be within the control of the organization, in the same way as a brand, yet at the same time retaining the idea of “reputation” existing independently of the organization. Just as the use of the terms “terrorist”, “freedom fighter” and the more recent “insurgent” attach differences in meaning to the signified, so the use of “reputation management” does not just present a new face for public relations, it seeks to reinvent its meaning. Reputation becomes a linguistic signifier for a public relations construct of the organization. Viewing “reputation” as both independent of the organization, yet within its control, is a difficult balancing act, but one that public relations are trying to achieve. By denying that practitioners give priority to the interests of their clients and employers, it privileges public relations as acting for the public good. Using the term “management” loads the balance still further, privileging public relations as a discipline which uses scientific techniques to contribute to organizational direction

The concept of “reputation” can be seen as a floating signifier. To an extent, this concept gets more concrete through reputation management. However, there are other signifiers in circulation and are interpreted within the context of other hegemonic projects. Such initiative for interpretation influence reputation, reputation is shaped by social discourses. In other words, reputation gains content by being filtered through hegemonic discourses. Knowledge and

language are seen as bound up with power. Foucault “interrogates” the power that is inherent in the discourses of institutions (Bertens, 1995, pp. 7-8). He sees the relationship between truth and power as a “discursive practice”, and Barry (1995) sees an affinity between the term and both Gramsci’s “hegemony” and Althusser’s “interpellation”. Thus many concepts gain meaning as parts of a hegemonic discourse through interpellation and articulation. Corporate reputation, too, operates this way. Hegemonic discourses that have an effect on an individual shape his or her worldview and reality. Therefore, people evaluate a company’s reputation through the filters of their “viewpoints”. These filters operate sometimes on political attitudes or on cultural behavior. Consequently, it is impossible to conceptualize reputation which is not shaped by the social.

CHAPTER III

METHODOLOGY AND PRESENTATION OF THE RESEARCH

3.1. METHODOLOGY

As this thesis targeted to measure and compare the effects of several factors on reputation a quantitative technique is preferred. Thus, the research depended on 1122 face to face interviews. On the other hand, before the field of the survey, a qualitative study was completed in order to structure the focus on corporate reputation properly.

At the initial qualitative stage, 15 interviews were completed with some corporate managers who were responsible for communication tasks, with communication agency directors and experts and with some opinion leaders such as health experts and public sector bureaucrats. Depending on these interviews the framework of the questionnaire and the hypotheses to be tested were modified.

The sample for survey included 1122 subjects distributed in Istanbul, Ankara and Izmir according to the relative demographic weight of these provinces. The sample had quotas for age groups, sex, SES groups and political party support (according to the voting behavior in 2007 general elections). Beside the variables which determine the quotas of samples, political identity, parenthood, level of education, consumption of fast-food and of alcohol, smoking and some attitudes such as being environmentalist or Anti-Americanist were other significant variables used in comparisons.

As the study aimed to prove that corporate reputation is socially determined, the socio-cultural demographical variables and variables according socio-political

positions are chosen to test the relation and correlation with reputation. For the demographical and socio-cultural aspect, those variables are chosen to check whether they are determinant of corporate reputation or not:

- Age
- Gender
- Socio-Economic-Status (SES)¹
- Education Level
- City lived in
- Political identity
- Political party choice in general election
- Parenthood with 1-14 age children²
- Fast-food consumption
- Alcohol using
- Smoking

Besides this surrogating of the determination of corporate reputation by these variables, some other hypotheses are also tested to elaborate the relation of social context with corporate reputation. The following arguments are tested:

- Health is an important factor shaping the reputation of many firms in the eyes of citizens.
- Anti-Americanism is a powerful socio-political standing in society which negatively effects the corporate reputation of foreign firms, especially American ones.

¹ 4 SES groups are sampled: AB, C1, C2, DE. For the calculation of SES group quotas, the distribution in a national survey conducted in 2005, which used Doç. Dr. Uğur Çağlı's model, and which was financed by BİAK (Press Monitoring and Research Committee), TİAK (Television Monitoring and Research Committee) and Advertisers Association, was used. The determination of a respondent's SES groups is again based on this model, which factors in respondent's education level, his/her parents' education level, his/her occupation and father's occupation.

² To eliminate the age factor from being parent, age for this variable is fixed between ages 25-45.

- Environmentalism is an effective driver of corporate reputation.

The thesis claims that these social positions, “giving importance to healthy life”, “being Anti-American” and “being environmentalist,” are the main factors constructing the reputation of a firm in the eyes of citizens. Beside these; appreciation of the portfolio of products, commercials, interest in innovation and technology are also taken as factors of corporate reputation. These standings and attitudes, dubbed “consumer styles” in this study, are the main drivers of corporate reputation according this thesis frame. At the end, all of these variables (such as age, gender, SES, etc...) and consumer styles (such as being environmentalist or anti-American, appreciating commercials, etc.) are assessed in terms of how much they constitute corporate reputation in the eyes of citizens.

In order to test all these hypotheses and evaluate consumers’ judgments comparatively, 7 brands / companies were chosen. The criteria for choosing brands were internationality, being associated with a certain identity, sectoral diversity and having social activities. In order to avoid very long interviews, an optimum number of brands were preferred. To test the impact of American identity, Coca-Cola, Cappy (another Coca-Cola brand), McDonalds and Microsoft were chosen. To test the impact of nativity, Turkcell; to observe the influence of Islamic interpretations, Ülker were chosen. Moreover, Garanti Bank was preferred for its investments in the environment. The reputation points given to brands in the analyses were evaluated according to both socio-demographical variables and the aforementioned consumer styles. Thus, how reputation is shaped, through what kind of identities, was analyzed.

The data collected are coded and analyzed using the statistical program SPSS 17.0. Beside the descriptives and frequencies; correlations, mean comparisons, multiple regression modeling (MRM) (and proper tests accompanying those statistics) are performed to investigate the hypotheses.

The study analyses the relationships between reputation scores and drivers using the multiple regression model. MRM helps to see which variables are determinants of corporate reputation. The study assumed the linearity of the phenomenon measured with constant variance and independence of the error terms. Thus, the following regression formula is examined:

$$R = \beta_0 + \beta_1 D_1 + \beta_2 D_2 + \beta_3 D_3 + e$$

In this formula, Y is the dependent variable of the respondents' reputation scores; D1, D2 and D3 represent the independent variables, and e denotes the error terms.

3.2. FINDINGS OF THE SURVEY

In this part, the picture derived from the analyses will be presented. This picture has three main axes. First the structure of the sample, distribution and/or the means of the basic variables will be presented. Also the groupings of the variables will be discussed. Secondly the cross relation between reputation scores and various variables which are assumed to be dissociative will be questioned and significant results will be evaluated. Finally the relationship between discourses and reputation with reference to cross relations, correlations and regression models will be analyzed through focusing on a case.

3.2.1. Description of Sample

To be able to see how reputations of brands diversify, various demographic and socio-cultural variables should be taken into consideration. For the sake of stronger representation some quotas was already applied. Thus, cities, the biggest three cities of Turkey, socio-economic-status (SES), age groups and gender variables are used in the selection of sample. Moreover, as accepting an interview might be culturally problematic, in order to avoid biases, an additional variable, political party support in 2007 general elections, is used for the selection of the sample. In addition to these variables, secondary variables were used for the analysis: education levels, parenthood, political identity, fastfood consumption, alcohol consumption and smoking. The “consumer styles” as defined in this study, are further analytical variables: appreciation of commercials, appreciation of diverse portfolio, being environmentalist, being anti-American. In this section the main descriptive and frequencies of these variables will be presented.

Table 1. Cities

	Frequency	Percent
İstanbul	591	57,8
Ankara	225	22,0
İzmir	206	20,2
Total	1022	100

As seen in Table 1., the number of participants from Istanbul is much higher than other two cities. This is because of the applied quota criterion concerning the population distribution. For the aim of this study it is assumed that the three biggest cities of Turkey will be sufficient to represent the consumer culture.

Table 2. Socio-Economic-Status (SES)

	Frequency	Percent
AB	190	18,6
C	568	55,6
DE	264	25,8
Total	1022	100,0

Socio-Economic-Status (shortly, SES) is an indicator of economic and social development level of a citizen. Nevertheless, it has many weaknesses in terms of representation and application. In order to keep the questionnaire in optimum length, the SES questions should be limited. However, there are no commonly agreed practical measurements for the best distinguishing of SES groups. The used one here, which is common enough in market research done by research companies, provides a general categorization. Still, problems exist. For example, if a person's parents are well-educated; this factor may place the person to a higher SES group than should be. To avoid the weaknesses of the SES scheme (composed of 6 categories; A, B, C1, C2, D and E), 3 groups are used in this stud: AB, C and DE, as combinations of the original groups. According to this simpler scheme, the highest proportion is constituted by the group C, which can be seen as middle classes (see Table 2.).

Table 3. Education Levels

	Frequency	Percent
Secondary school	371	36,3
High school	377	36,9
College	274	26,8
Total	1022	100,0

Although the education level of participants was not a quota criterion, since it is an essential dimension of SES, it is well distributed among the categories. Those who are at most secondary school graduates are 36,3 percent. In this study, because of the size of the sample, a detailed education level analysis is not preferred. The three selected categories have satisfied the determination effect of education. For this reason, the distinction between secondary school and primary school graduates is omitted.

Table 4. Age Groups

	Frequency	Percent
50+	182	17,8
34-49	351	34,3
23-33	304	29,7
15-22	185	18,1
Total	1022	100,0

Age was also a quota criterion. However, different from the initial quota categories (15-24, 25-39, 40-54, 55+), a more sociological age division was preferred in the analysis stage: 15-22 (youth), 23-33 (younger workforce), 34-49 (middle age), 50+ (old age). This is mainly based on age in terms of workforce. The assumption is that the perception of corporate reputation is much related with the position of the citizen in work life.

Table 5. Gender

	Frequency	Percent
Men	514	50,3
Women	508	49,7
Total	1022	100,0

According to the distribution in the population, men and women are divided equally (see Table 5.).

Table 6. Parents (with age 25-45 & 0-14 child(ren))

	Frequency	Percent	Valid Percent
Parent	201	19,7	40
non-parent	302	29,5	60
Total	503	49,2	100
Missing	519	50,8	
Total	1022	100	

Health is assumed as one of the main factors determining corporate reputation. The main carriers of the health discourse in society are parents, and they are included as analytical categories for this reason. On the other hand, because health issues related to children are a relatively new topic, and because these issues enter the family agenda as children are raised, the parenthood category is fixed to parents with a child (or children) up to 14 years of age. Moreover, parenthood is dependent on age. To eliminate the age effect on the variable of parenthood, the age interval is also fixed (from 25 to 45). Thus, it is possible to observe whether parents' reputation perception differ from non-parents' at the same ages.

Table 7. Political Party Support

	Frequency	Percent
AKP	480	47,0
CHP	341	33,4
MHP	139	13,6
Other right (SP,BBP,DP)	62	6,1
Total	1022	100,0

Table 8. Political Party Support vs. Cities

	Cities			Total
	İstanbul	Ankara	İzmir	
AKP	50,4%	48,0%	35,9%	47,0%
CHP	31,5%	30,7%	41,7%	33,4%
MHP	11,3%	17,3%	16,0%	13,6%
Other	6,8%	4,0%	6,3%	6,1%
Total	100,0%	100,0%	100,0%	100,0%

Beside the socio-demographical variables described hitherto in this section, some political and cultural variables are also essential for the analysis of corporate reputation. One of those variables, used as a sampling quota criterion, is political party support in 2007 general elections. This variable was used for the sampling quota in order to eliminate political biases (i.e., interviewing with predominantly a certain party's supporters). For this question, it is observed that rejection rates might be high; some people do not want to talk about their political choices, they are not culturally accustomed to share this information with strangers. In light of this fact, the results seen in Table 7 reflect the exact percentages of the 2007 elections. Likewise, in Table 8, the results are due to the quotas applied according to city-based election results.

Table 9. Political Identity

	Frequency	Percent	Valid Percent
Liberal	164	16,0	19,0
Social democrat	277	27,1	32,1
Conservative	270	26,4	31,3
Other	153	15,0	17,7
Total	864	84,6	100,0
Missing	158	15,4	
Total	1022	100,0	

Apart from political party support, respondents are also asked to identify their “political identity”. Aside from the given categories, there were other answers like “Kemalist,” “democrat,” “nationalist,” “anarchist,” “socialist,” etc. However, for comparative purposes, three main political identities are used in the analysis (see Table 9.). It may be expected that this variable is a duplication of the “political party support” variable but it is not. Through this second variable we can observe that “social democrats” are mostly CHP supporters. But AKP and MHP supporters are not so homogenous. Moreover, “liberals” belong to all three parties and “conservatives” to both MHP and AKP. It can be argued that political identity is to some extent independent from political party support (see Table 10.).

Table 10. Political Party Support vs. Political Identity.

	liberal	social democrat	conservative	Total
AKP	25,5%	12,2%	62,3%	100,0%
CHP	16,7%	82,9%	,4%	100,0%
MHP	32,8%	29,3%	37,9%	100,0%
Total	23,1%	39,0%	38,0%	100,0%

Some cultural attributes which differentiate respondents are also used in the study in order to better observe the effect of cultural differences on corporate reputation scores: fastfood consumption, alcohol consumption and smoking.

During the interviews, respondents were asked to state their frequency of consumption of these items. However, in the analysis stage it was decided that it is sufficient to analyze only whether the respondent consumes or not, for purposes of distinction with regards to corporate reputation perceptions. It can be seen that that a large amount of people never use alcohol or smoke and do seldom consume fastfood (see Table 11., Table 12. and Table 13.)

Table 11. Fastfood consumption

	Frequency	Percent
Rarely	368	36,0
I consume	654	64,0
Total	1022	100,0

Table 12. Alcohol consumption

	Frequency	Percent
Never	394	38,6
I consume	628	61,4
Total	1022	100,0

Table 13. Smoking

	Frequency	Percent
Never	439	43,0
I consume	583	57,0
Total	1022	100,0

Another useful groups of variables used in the study to distinguish corporate reputation approaches contain socio-cultural variables. They are mostly related with consumption culture but also with dominant political and cultural agendas of the society. For practical reasons, in this study, these variables are called “consumer styles”. These are also assumed to the drivers of corporate reputation. The selection of these drivers was made after the qualitative stage. The question before the selection was, what attributes drive the brands’

reputation. As the selected brands are in different sectors, attributes were determined so that they can be differentiating. Thus, they represent on the one hand habits or behaviors of consumers, on the other side the drivers of reputation. These are:

- Healthy nutrition (health)
- Environmentalism (environmentalism)
- Anti-Americanism (Anti-Americanism)
- Appreciation of being innovative (being innovative)
- Appreciation of commercials (visibility)
- Appreciation of portfolio (portfolio)
- Interest on technology (technology)
- Trust on internationality (internationality)

Table 14. Consumer styles.

	N	Mean	Std. Deviation
I care about the healthiness of products I purchase.	1019	8,07	2,774
If a company is supporting/sponsoring protection of nature, this positively affects my preference for that company.	1018	7,57	2,243
I try to live a healthy life.	1018	7,54	2,449
I try to eat healthily.	1019	7,54	2,600
If a company is innovative, this increases its value in my eyes.	1020	7,49	2,598
I consider myself an environmentalist.	1020	7,05	2,275
I am interested in technological innovations.	1019	6,92	2,469
I raise the consciousness of people around me about environmentalism.	1017	6,78	2,006
If a company is international, this increases my confidence in its products or services.	1017	6,65	2,219
The diversity of a company's products positively affects my preference of them.	1020	6,60	2,141
A good commercial increases a company's reputation in my eyes.	1020	6,49	2,627
The more a company's product diversity, the more its reputation in my eyes.	1020	6,29	2,409
Commercials are influential in my preference of products.	1018	5,76	2,347
I like watching commercials.	1021	5,01	2,372
If a company is of American origin, this does not negatively affect my preference of that company.	1016	4,88	2,825
I prefer international companies to national companies.	1017	4,37	3,156
If a company is of American origin, this increases its reputation in my eyes.	1019	3,18	2,760

The participants were asked their degree of their agreement/disagreement with several statements (see Table 14.). If correlations between the results for these statements are checked, it can be seen that drivers are correlated with each other. It is worth noting that participants approach to some of these statements similarly (see Table 35.). One such similarity is between health and environment. Concern about a healthy life is correlated with being an

environmentalist. It must be remembered here that the statement “I consider myself an environmentalist” does not mean directly being environmentalist. Yet the association shows that environmentalism in Turkey is associated very much with health issues. Another correlation is between the anti-Americanism and internationality. Those who appreciate internationality less are those who are more likely to have anti-Americanist sentimentalities. This makes sense in the manner that appreciation of internationality is less nationalist and more universalistic, whereas anti-Americanism is the opposite. There are two additional correlations: One of them is between interest in technology and appreciation of being innovative, and the other is between appreciation of commercials and portfolio.

3.2.2. What Determines Reputation

In this section the analysis will be elaborated to answer the main question of the thesis: which socio-demographical, cultural and political variables are affecting the reputation scores of brands/firms. For this reason, first, the reputation scores of brands will be presented, then the cross-tabulations and significant differences will be discussed.

The interviewees are asked to score the reputation of 7 brands in their eyes over 10. Among 7 brands the highest scores is received by Microsoft. On the other hand the lowest score came also from an American firm: McDonalds. The other American firms Coca-Cola and Cappy are also below the mean. This may be because of the ambivalent approach of Turkish citizens to USA. On the one hand USA is associated with success and technology, on the other hand with negative political and cultural issues. The firms from Turkey are above the mean; this shows locality (in the national manner) is an important factor. Turkcell is very close to Microsoft, although it is not as international as the American firms. Ülker is also close to the top two. The reason for this seems to

be the conservative support to the company. Lastly, Garanti is in between the local and foreign brands as its actual situation.

Figure 5. Reputation scores of brands

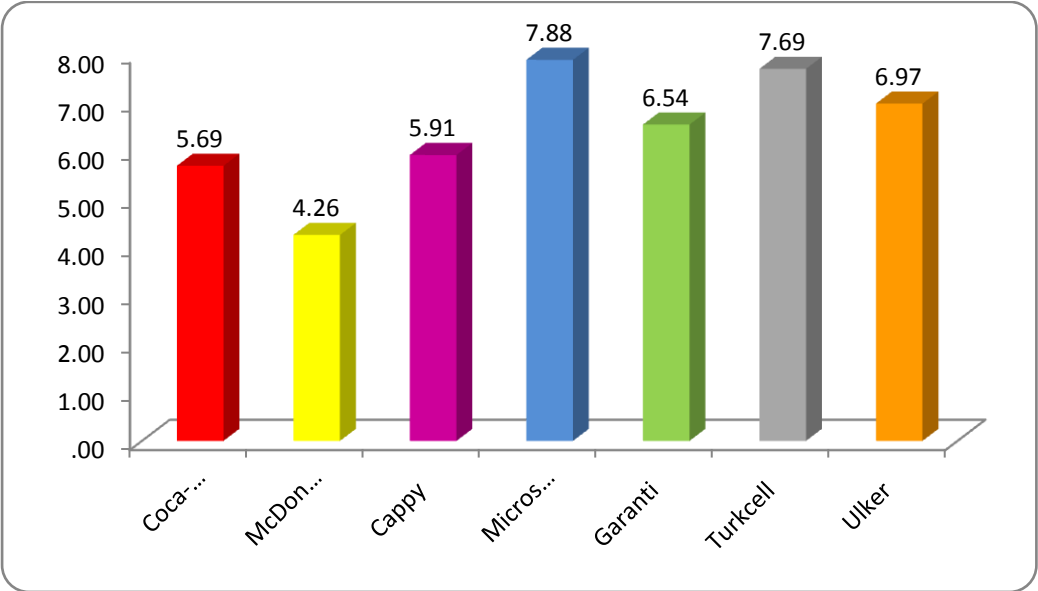
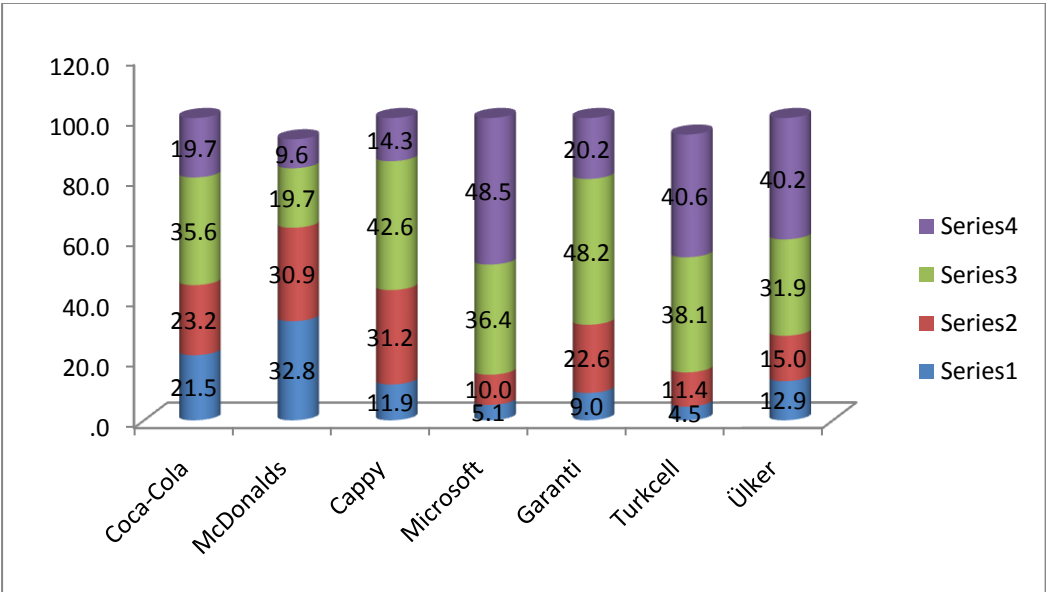


Figure 6. Margins of Reputation Scores



If the reputation scores are examined in detail, an interesting result can be observed. The top two (9 and 10) and bottom two (1 and 2) scores of firms shows their margins. Among them Coca-Cola has an essential marginal position on both sides. This means that there are at the same time huge fans and strong haters of Coca-Cola. Besides, McDonald's has the largest score among the bottom two scores and the lowest among the top two. One other interesting result on this issue is the difference between Turkcell and Ülker. The two national firms have similar degree of support (top two scores), but Ülker has more enemies than Turkcell. This may be due to its more "religious, conservative" identity.

If similarity is checked through a proximity matrix, it can be seen that some reputation scores correlate highly with each other (see Table 36.). Participants perceive to Coca-Cola, McDonald's' and Cappy's reputation very similarly. Those who give one a high reputation score tend to give the others high scores, too. This is certainly related to their American origin. Cappy is similar to Ülker. The reason may be both of them market their products as healthy. Microsoft, despite its American origin does not show similarity with other American brands/firms. The participants associate Microsoft mostly with Turkcell, and to a lesser degree with Garanti. In other words those who appreciate Microsoft usually also appreciate Turkcell and Garanti. Lastly, Ülker seems to be unique among selected firms/brands. Its only similarity, as mentioned, is with Cappy because of their similar sectors. This already shows that people tend to cluster firms according to their several life standings. This is sometimes political, sometimes related with everyday life concerns.

Looking from a gender perspective, it can be said gender is not a definite determinant of corporate reputation (see Table 15.). Men and women do not approach much differently to corporate reputation. Only in Turkcell's and Cappy's scores there are significant differences between men and women. In Coca-Cola's case, the difference is below the limit, but almost significant (see

Table 37. for the significance tests). The other cases are not effected by gender. **In Turkcell and Cappy men, in Coca-Cola women give lesser scores to their reputation.**

Table 15. Gender vs. Brands

Gender		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Men	Mean	5,87	4,25	5,71	7,86	6,50	7,51	6,90
	Std. Deviation	2,972	2,702	2,421	2,235	2,396	2,305	2,899
Women	Mean	5,51	4,26	6,11	7,90	6,58	7,87	7,05
	Std. Deviation	3,103	2,882	2,557	2,380	2,494	2,250	2,958
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

Except Turkcell and Ulker, parents value the companies and/or brands less than non-parents (see Table 16.). Yet, only in Coca-Cola's and Ulker's scores there is a significant difference (see Table 45. for the test). **Parents respect Coca-Cola lesser, Ülker higher regarding the reputation issue.** It must be related with health concerns. Coca-Cola is perceived as "bad for health" and "useless" for children. Ülker's products are mostly seen as healthy and useful.

Table 16. Parenthood vs. Brands

parenthood		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Parent	Mean	5,41	4,31	5,84	7,72	6,35	7,73	7,77
	Std. Deviation	2,955	2,895	2,616	2,410	2,504	2,432	2,712
Non-parent	Mean	6,12	4,50	6,17	8,11	6,59	7,62	6,37
	Std. Deviation	3,020	2,743	2,423	2,098	2,484	2,314	2,989
Total	Mean	5,83	4,43	6,05	7,97	6,50	7,66	6,91
	Std. Deviation	3,011	2,800	2,502	2,221	2,492	2,358	2,963

Looking at parenthood in more detail, whether being a father or a mother differs from each other regarding corporate reputation was also controlled. The answer is yes (see Table 17.).

Table 17. Parenthood (gendered) vs. Brands

Parenthood (Gendered)		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
father	Mean	5,76	4,49	5,74	7,55	6,26	7,34	7,35
	Std. Deviation	2,860	2,737	2,529	2,536	2,333	2,596	2,974
Man with no children	Mean	6,20	4,60	6,01	8,12	6,75	7,45	6,28
	Std. Deviation	2,953	2,703	2,434	2,202	2,523	2,364	2,962
mother	Mean	5,01	4,11	5,95	7,94	6,45	8,17	8,25
	Std. Deviation	3,023	3,073	2,720	2,239	2,693	2,167	2,311
Woman with no children	Mean	6,01	4,40	6,35	8,10	6,40	7,81	6,46
	Std. Deviation	3,103	2,794	2,407	1,976	2,434	2,248	3,027
Total	Mean	5,83	4,43	6,05	7,97	6,50	7,66	6,91
	Std. Deviation	3,011	2,800	2,502	2,221	2,492	2,358	2,963

Again, Coca-Cola and Ülker cases show significant differences. Although fathers have lesser Coca-Cola, and higher Ülker scores and do not significantly differ from mothers, mothers' values are significantly different from non-mothers and non-fathers (see Table 38. for the test).

In terms of the city variable there are no significant differences (see Table 18.). Izmir seems to be a bit different from Istanbul and Ankara. Yet, only in Microsoft and Cappy cases there is a significant difference, especially between Izmir and Istanbul. **Izmir’s participants give higher scores to Microsoft’s reputation than Istanbul’s, and significantly higher than Ankara’s. In addition to this, in Ankara Cappy is more reputable than in Istanbul.** Yet, for other firms and/or brands there is no meaningful difference among selected cities. Apparently the consumption cultures are similar in big cities.

Table 18. Cities vs. Brands

Province	Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Istanbul Mean	5,60	4,23	5,71	7,67	6,37	7,54	7,03
Std. Deviation	3,213	2,881	2,624	2,362	2,513	2,343	2,913
Ankara Mean	5,73	4,31	6,30	7,90	6,81	7,99	7,14
Std. Deviation	2,469	2,433	2,293	2,173	2,197	1,946	2,688
Izmir Mean	5,89	4,28	6,07	8,41	6,72	7,80	6,63
Std. Deviation	3,102	2,896	2,271	2,178	2,474	2,423	3,201
Total Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

Like the variable “cities”, SES also does not constitute a very differentiating variable (see Table 19.). Only in Microsoft and Ülker significant differences can be observed (see Table 40. for the test). **AB SES group’s scores for Microsoft are higher, for Ülker the scores are lower than C and DE SES groups.** Considering the widening use of internet and personal computers, which still is marked by class inequalities, the first result is meaningful. But the second result is hard to interpret, more data is required. Nevertheless, it can simply be stated that the AB SES group has a comparative dislike for Ülker.

Table 19. SES vs. Brands

		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
AB	Mean	5,57	4,22	5,92	8,42	6,60	7,46	6,20
	Std. Deviation	3,168	2,697	2,595	1,942	2,855	2,434	3,335
C	Mean	5,59	4,29	5,89	7,84	6,52	7,71	6,89
	Std. Deviation	3,020	2,817	2,479	2,342	2,281	2,205	2,901
DE	Mean	5,98	4,21	5,95	7,50	6,53	7,80	7,70
	Std. Deviation	2,987	2,818	2,476	2,425	2,481	2,338	2,491
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

The effect of education level is parallel to that of SES (see Table 20.). Again, Microsoft's and Ülker's reputation scores change according to education level. **In Ülker's case, reputation is lower as education level becomes higher. In Microsoft's case, the opposite is true** (see Table 41.).

Table 20. Education level vs. Brands

		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Secondary school	Mean	5,70	4,21	5,94	7,20	6,48	7,90	7,93
	Std. Deviation	3,057	2,839	2,547	2,647	2,441	2,313	2,421
High school	Mean	5,63	4,26	5,87	7,94	6,48	7,55	6,88
	Std. Deviation	3,026	2,833	2,484	2,190	2,483	2,262	2,862
University	Mean	5,74	4,31	5,92	8,44	6,70	7,60	5,85
	Std. Deviation	3,052	2,686	2,463	1,908	2,399	2,261	3,198
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

In terms of age, American firms and/or brands are affected more than the others. Especially the elderly, who tend to be more anti-American, have lower reputation scores for American companies or brands (see Table 21.). **50+ age groups scores' for Cappy and McDonald's are significantly lower than the other age groups. In Microsoft's case, 34+ groups scores are lower than younger ones. Lastly, the age group 23-33 find Ülker less reputable than the 34-49 age group** (see Table 42. for the test). In Microsoft case, it is obviously related more with interest on technology rather than anti-Americanism.

Table 21. Age vs. Brands

		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
50+	Mean	5,33	3,61	5,17	7,18	6,67	7,77	7,00
	Std. Deviation	3,083	2,690	2,666	2,648	2,366	2,301	3,145
34-49	Mean	5,60	4,23	6,06	7,53	6,39	7,72	7,32
	Std. Deviation	3,126	2,824	2,503	2,506	2,587	2,420	2,841
23-33	Mean	6,03	4,53	6,04	8,22	6,64	7,59	6,62
	Std. Deviation	2,930	2,816	2,470	2,046	2,363	2,248	2,985
15-22	Mean	5,63	4,43	6,06	8,35	6,52	7,75	6,89
	Std. Deviation	2,985	2,708	2,281	1,900	2,384	2,058	2,714
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

To recall, one of the claims of the thesis was that political party support is an indicator of corporate reputation. Findings support this claim. **AKP voters' scores for Coca-Cola, McDonalds, and Microsoft are significantly lower than CHP. Additionally, AKP voters' scores are also significantly lower than MHP's in the case of Microsoft; MHP's lower than CHP's in the case of McDonald's; and lastly all party support variables differ from each other in the case of Ülker.** These results show that anti-Americanism affects AKP and MHP more than CHP.

Table 22. Political Party vs. Brands

	Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
AKP Mean	5,31	4,13	5,94	7,48	6,47	7,69	8,17
AKP Std. Deviation	2,963	2,700	2,455	2,500	2,482	2,411	2,126
CHP Mean	6,26	4,65	5,71	8,20	6,70	7,75	5,40
CHP Std. Deviation	3,051	2,872	2,537	2,026	2,277	2,051	3,047
MHP Mean	5,81	3,87	6,15	8,30	6,24	7,71	6,23
MHP Std. Deviation	2,921	2,726	2,545	2,134	2,669	2,371	3,112
Total Mean	5,72	4,28	5,89	7,87	6,51	7,72	6,93
Total Std. Deviation	3,017	2,778	2,499	2,309	2,443	2,284	2,927

Likewise political identity is also observed to be a significant factor affecting corporate reputation. Many differences in means are significant in terms of political identity (see Table 23.). **All political identity categories have significantly different means in the cases of Coca-Cola and Ülker. Liberals score higher for Coca-Cola, whereas conservatives score higher for Ülker. Moreover, for McDonald's and Garanti, conservative's score lower than the others and for Microsoft** (see Table 44.). It seems that political identity is an important distinguisher regarding corporate reputation.

Table 23. Political Identity vs. Brands

Political Identity		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Liberal	Mean	6,87	4,87	6,04	7,64	6,88	7,46	6,88
	Std. Deviation	2,355	2,718	2,353	2,182	2,351	2,241	2,639
social democrat	Mean	5,80	4,69	5,78	8,27	6,65	7,87	5,97
	Std. Deviation	3,112	2,888	2,488	1,939	2,345	2,104	3,068
Conservative	Mean	4,83	3,93	5,77	7,26	6,29	7,71	8,50
	Std. Deviation	2,973	2,803	2,556	2,801	2,546	2,395	1,910
Total	Mean	5,68	4,45	5,84	7,78	6,57	7,71	7,14
	Std. Deviation	2,999	2,843	2,483	2,350	2,432	2,252	2,809

The final three variables to be checked for the reputation approach are composed “everyday habits.” These are selected to check whether they can be distinctive in terms of corporate reputation perception. The first variable is fast-food consumption. The volume of fast-food consumption is tested in terms of higher or lower reputation scores. It can be obviously seen that this variable affects reputation of many firms and/or brands. **For fast-food consumers, Coca-Cola, Mcdonald’s, Cappy and Garanti have higher, Ülker lower reputation** (see Table 24. for the means, and Table 46. for the tests).

Table 24. Fastfood Consumption vs. Brands

Fastfood		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Rarely or never	Mean	5,00	3,54	5,51	7,70	6,30	7,80	7,20
	Std. Deviation	3,117	2,698	2,679	2,532	2,615	2,372	3,033
I consume	Mean	6,07	4,69	6,14	7,97	6,69	7,62	6,83
	Std. Deviation	2,931	2,763	2,358	2,177	2,323	2,227	2,855
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

Alcohol users in Turkey also differ from non-users. It is expected to be distinctive in terms of reputation scores. As can be seen in Ülker's and Coca-Cola's cases, there is a valid influence (see Table 25.). **As consistent with other findings, non-users have higher reputation scores for Ülker and users have higher scores for Coca-Cola.** Additionally, the significance of these differences is considerably high (see Table 47. for the tests).

Table 25. Alcohol Consumption vs. Brands

Alcohol		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Never	Mean	5,26	4,10	5,91	7,78	6,43	7,74	8,22
	Std. Deviation	3,116	2,889	2,619	2,472	2,532	2,414	2,198
I consume	Mean	5,95	4,36	5,91	7,93	6,62	7,66	6,11
	Std. Deviation	2,965	2,724	2,417	2,206	2,382	2,191	3,056
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

The last check point for corporate reputation is smoking. Smoking in recent years has become perhaps the single most powerful indicator of “healthy living”. In other words, the anti-smoking movement has effectively nourished the healthy life discourse. Therefore, it is expected that since health is seen as an essential factor of corporate reputation, smoking will be a variable through which reputation perceptions can be differentiated. **It is observed that smokers have higher reputation scores for Coca-Cola, McDonalds and Cappy, whereas non-smokers have higher scores for Ülker** (See Table 26. for the means, and Table 48. for the tests).

Table 26. Smoking vs. Brands

Smoking		Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ulker
Never	Mean	5,39	4,03	5,63	7,95	6,58	7,80	7,27
	Std. Deviation	3,095	2,712	2,504	2,300	2,350	2,202	2,814
I smoke	Mean	5,91	4,44	6,14	7,82	6,50	7,60	6,72
	Std. Deviation	2,983	2,846	2,471	2,309	2,523	2,348	3,000
Total	Mean	5,69	4,26	5,91	7,88	6,54	7,69	6,97
	Std. Deviation	3,041	2,792	2,498	2,304	2,445	2,284	2,928

3.2.3. Focus on a case: Coca-Cola

In this section, the Coca-Case will be in focus. It is assumed that this brand/company, in terms of investigating the operation of the drivers of corporate reputation, and with its connection to social issues, is the most appropriate company for case study. First, participants' perceptions of Coca-Cola will be portrayed and through these perceptions, several carriers of reputation will be tracked. In the second section, multiple regression modeling will be applied in order to analyze simulations in which reputation-affecting factors' degree of determination will be predicted. To do this, the relationality between attributes named "consumer styles" and Coca-Cola's reputation will be analyzed. This relationality will be compared to the one existing for other companies. Moreover, participant's attitudes toward a number of statements concerning Coca-Cola will be analyzed in relation to their relationality with consumer styles.

3.2.3.1. Perception of Coca-Cola

When asked to recall things that come to mind about Coca-Cola, most frequent responses are related to its being unhealthy, harmful, its taste, being refreshing and cool (see Table 27.). Generally speaking, taste, health, political issues (anti-Americanism), being institutional (parallel to the internationality driver), commercials, product diversity can be said to be drivers influencing Coca-Cola. It is also generally observed that negative factors reducing Coca-Cola's reputation are also significant (see Table 28.). These approaches are also strongly correlated with reputation scores (see Table 29.). Participants associating Coca-Cola with negative statements give reputation scores only half of what participants with positive associations give. Therefore, this points to the fact that these associations (and the conditions producing these associations) and reputation are strongly related.

Table 27. Perception of Coca-Cola

	Frequency	Percent
Unhealthy, harmful	152	14,90
Good, Nice, Tasteful, Positive	94	9,22
Freshness	92	9,02
Rumours	66	6,47
Harmful but I like/drink it	59	5,78
Foreignness, politics	55	5,39
Big brand, long-established	54	5,29
Beverage, coke	49	4,80
Israel/Zionism	46	4,51
Acidic harmful	43	4,22
The best, the most liked	35	3,43
Acidic positive	30	2,94
Addictiveness	28	2,75
Negative expressions	28	2,75
Advertisement	24	2,35
Negative, bad	24	2,35
Unknown formula/ingredients	22	2,16
Quality, variety	21	2,06
Acidic notr	11	1,08
Enjoyment	10	0,98
cold/ice	9	0,88
Poisson	9	0,88
Promotions	8	0,78
Licorice	4	0,39
Muhtar Kent / Turkish CEO	4	0,39
Other	43	4,22

Table 28. Perception Clusters of Coca-Cola

	Frequency	Percent
Positive	373	36,6
Negative	426	41,8
Neutral	162	15,9
harmful, but...	59	5,8

Table 29. Reputation Means of Perception Clusters

	Mean	N	Std. Deviation
Positive	7,60	373	2,164
Negative	3,92	426	2,822
Neutral	5,57	162	2,830
harmful, but...	6,64	59	2,211
Total	5,69	1020	3,044

3.2.3.2. Simulations on Reputation

One of the best ways to observe how reputation drivers actually affect reputation is to carry out MRM simulations. Based on the cross-tabulations and qualitative interviews assessed in the previous chapter, it is expected that chosen consumer styles are in strong correlation with Coca-Cola, therefore, the chief focus for simulations in this section will be Coca-Cola. From the arguments directed to the participants, those who have the strongest correlationality with Coca-Cola's reputation are selected. (For MRM results on the drivers, see Table 30., for the list of selected arguments, see Table 67.). When these drivers' cross-tabulations with reputation scores are evaluated, differences parallel to the reputation scores are observed. (See Table 31.)

Anti-Americanism comes out to be quite deterministic when the correlation between Coca-Cola's reputation score and consumer styles are analyzed (see

Table 30.). As the tendency for Anti-Americanism increases, Coca-Cola’s score decreases, and the relation is quite powerful (See Table 30.) The second strongest positive driver of Coca-Cola’s reputation is its commercials. Close to that, it observed that the tendency for “eating healthily” is in reverse relation with Coca-Cola’s reputation. Lastly, internationality has a meaningful relation with reputation. Those who value a company’s internationality give higher reputation scores to Coca-Cola. Unexpectedly, there is no significant relation between being environmentalist and reputation, though the existing relation is negative. This result might be explained by the fact that in Turkey, the meaning of considering oneself as an environmentalist has not yet been consolidated. As mentioned before, sensitivities about the environment are more related to health issues rather than to conventional environmentalist goals. Other insignificant drivers, diversity and technology have positive relations; innovation has no relation to reputation, despite the fact that these are topic about which Coca-Cola claims strength. Obviously, issues like anti-Americanism and health surpass other issues.

Table 30. How is reputation score of Coca-Cola determined (MRM)

	Health	Visibility	Internationality	Anti-Americanism	Environmentalism	Portfolio	Being innovative	Technology
Coca-Cola	-0,198	0,206	0,125	-0,324	-0,074	0,070	0,000	0,066

If we look at other brands with the same drivers, we observe that anti-Americanism also affects McDonald’s’ reputation strongly. Similarly, for McDonald’s health is another significant driver, which has a decreasing effect on that company’s reputation.

Though not as powerful as the cases of Coca-Cola and McDonald's, for Cappy, too, anti-Americanism is the most significant driver. Visibility and innovation are positive drivers for Cappy. The only American company unaffected by anti-Americanism is Microsoft. The most positive driver of this company's reputation is technology, and next comes innovation. Another significant drivers of Microsoft's reputation is internationality.

In the MRM simulations with selected drivers, it is observed that Garanti's reputation and anti-Americanism is negatively correlated. As anti-Americanism increases, the tendency to give lower scores to Garanti's reputation increases. This result shows that while the company is of Turkish origin, those who are strongly anti-American has a low esteem of the company. It can be argued that people with similar tendencies have similar likes or dislikes about companies. The only positive driver of Garanti's reputation is internationality. Obviously Garanti's foreign shareholders, its perception that it is not "native" are reasons for this.

Ülker is reinforced by its product diversity. Those who value diversity tend to give higher reputation scores to Ülker. It appears that this company has succeeded to transform its vast product diversity to positive reputation. On the other hand, another positive driver of its reputation is health. Its activity within the food industry and the fact that its products do not have negative health reputation in society is the cause of this.

The only correlation with Turkcell's reputation is the internationality driver. This finding may have been influenced by the fact that participants who are capable of evaluating the sector's particularities are not sampled. Drivers which have impact on other companies' reputation have no effect on Turkcell, which may be explained by its ability to reach out to a very heterogeneous consumer profile.

Table 31. Predicting of reputation of brands depending consumer styles regarding Coca-Cola's reputation drivers

	Health	Visibility	Internationality	Anti-Americanism	Environmentalism	Portfolio	Being innovative	Technology
Coca-Cola	-0,198	0,206	0,125	-0,324	-0,074	0,070	0,000	0,066
McDonalds	-0,119	0,044	0,075	-0,302	-0,036	0,059	0,009	0,046
Cappy	-0,007	0,118	0,033	-0,154	-0,017	0,012	0,100	-0,008
Microsoft	-0,012	0,017	0,076	-0,008	0,006	-0,016	0,104	0,168
Garanti	0,020	0,052	0,076	-0,095	0,052	0,008	0,051	-0,045
Turkcell	0,051	0,045	0,086	0,033	-0,025	0,020	0,001	-0,029
Ülker	0,107	-0,025	0,063	0,045	-0,034	0,141	0,039	-0,103

Finally, the correlation between participants' scores given to Coca-Cola's various assets (like taste, commercials, etc.) and consumer styles will be analyzed in this chapter. Liking or not liking Coca-Cola's taste has the strongest correlation with anti-Americanism. Those who tend to be more strongly anti-American tend to dislike Coca-Cola's taste. Similarly, those who eat healthily tend to like the taste less. The score for liking Coca-Cola's taste is also reversely correlated with environmentalism. The more people consider themselves environmentalist, the less they appreciate Coca-Cola's taste. Therefore, the judgment of taste is social: It is influenced by social issues.

Another interesting finding is the lack of a relation between the score given to Coca-Cola's environmental performance and the degree participants consider themselves an environmentalist. The strongest determinant of the company's environmental performance is anti-Americanism. Those with high anti-Americanist tendencies also tend to think that American companies harm the

environment by default. Those who are interested in technology give high environmental performance scores to Coca-Cola, which can be explained by appreciation of Coca-Cola's high-tech investments.

Scores given to Coca-Cola's health and international performance tend to be most influenced by anti-Americanism. While Coca-Cola's American origin is a naturally negative aspect for anti-Americans, those who appreciate commercials and internationality of a company tend to be less against Coca-Cola's origin.

The facts that there are connections between these assets, performances and consumer styles tell us that not only reputation, but the perceptions of the organization are various performances are also socially determined and not sui generis.

Table 32. Predicting the scores of Coca-Cola's reputation drivers depending consumer styles

	Health	Visibility	Internationality	Anti-Americanism	Environmentalism	Portfolio	Being innovative	Technology
Taste	-0,159	0,063	0,155	-0,229	-0,117	0,036	0,034	0,117
Environment	0,020	0,090	0,111	-0,223	0,006	0,031	0,025	0,113
Commercial	-0,088	0,196	0,224	-0,078	-0,003	0,051	0,040	0,071
Internationality	-0,061	0,099	0,318	-0,339	-0,005	0,105	0,008	-0,052
Effect of USA-origin	0,096	-0,116	-0,122	0,308	-0,063	0,090	0,000	0,040
Unhealthy	0,252	0,09	-0,025	0,305	0,152	0,018	0,023	-0,077

CONCLUSION

This study defended the position that corporate reputation cannot be reduced to a company's ordinary economic performances, that different socio-demographic and cultural identities have an impact on it and that people's reputation perceptions are shaped by dominant discourses in society. Analysis of data confirms these claims. In all the identity variables, meaningful differences were observed. For the selected discourses, it was demonstrated that they have strong connections to reputation.

Being a woman or mother leads to negative perceptions of Coca-Cola and positive perceptions of Cappy and Turkcell. Being a mother leads to the perception of Ülker as highly reputable. It is observed that residents of Izmir, in high SES groups and with higher education tend to appreciate Microsoft more, and Ülker less. As age increased or decreased, differentiations were observed: Respondents with over 50 years of age and above give lesser reputation scores to Cappy and McDonald's. Those in the 23-33 age groups perceive Ülker as less reputable. Below 34 years of age, respondents appreciate Microsoft more.

There is a correlation between fast-food and alcohol consumption and Coca-Cola and Ülker. Users like Coca-Cola, non-users like Ülker more.

Among the variables, the most effective ones are political party choices and political identities. Especially the reputations of Coca-Cola and Ülker are entirely related to which party respondents support. In terms of brands, American firms and Ülker were the ones most influenced by the variables, Turkcell the least. Turkcell appears to have outreached a very heterogeneous mass, according to this finding. In contrast, perceptions of Coca-Cola and Ülker differentiate according to many of the variables. The participants' identities give important clues about these two companies' reputation scores.

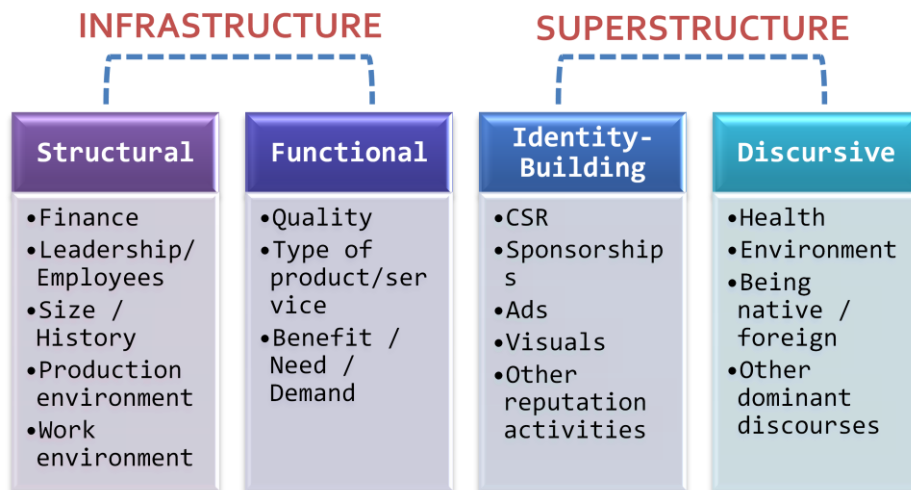
On the other hand, this study claimed that anti-Americanism, health and environment as dominant discourses, are as influential as reputation drivers like commercials, diversity and innovation. When selected drivers are evaluated together, anti-Americanism comes out to be the strongest determinant of reputation, and health comes next. The correlation between internationality and reputation, though not as strong, is meaningful. On the other hand, against the expectations of the study, environmentalism has no meaningful relation to corporate reputation, according to the findings presented here. However this result does not weaken the claim that dominant discourses shape reputation. The research shows that the discourse on environmentalist is under the influence of the discourse on health. Therefore, it should be noted that there is no meaningful relation between reputation and an *advocacy-type* environmentalism, the existing form of environmental sensitivities are largely shaped by health issues. On the other hand, tracing the party, political identity, motherhood, being woman variables, we can observe that the impact of the anti-Americanist and health discourses are in line with the discrepancies within identity variables. It can even be claimed that when all variables are considered, the discursive effect on reputation is the most emphasized.

Consequently, anti-Americanist and health discourses are constitutive of corporate reputation. The determination effect is not equal for all brands or companies. Especially the reputation of foreign companies/brands is influenced by anti-Americanism, more than health. The assessment of the link between discourses and reputation requires the co-assessment of the relation between company's performances, people's identities and discourses.

These findings show that reputation measurement approaches need to be revised. Let's recall Fombrun's most commonly used framework, mentioned before:

1. Emotional affinity: Company being liked, esteemed
2. Products and services: Quality, innovation, value, reliability
3. Financial performance: Profitability, perceptions of risk
4. Vision and Leadership: Clarity, strength
5. Working environment: Good management, perceptions on “working in this company”, on “quality of this company’s employees”
6. Social Responsibility: Corporate citizenship, CSR, perceptions on company’s external relations

Figure 7. Framework on Basic Carriers of Corporate Reputation



In Fombrun’s categorization, what we call “infrastructure” (company’s structural and functional values) and “superstructure” (image-making and reputation management efforts) are partially included. However, the social space, in terms of discourses, is ignored. This level which is external to companies should be included in order to have a complete picture of the “superstructure” level.

Future reputation studies should consider the impact of dominant discourses in society. This will lead to more effective interpretive approaches for evaluating reputation and enable the development of a more holistic conception of corporate reputation.

This study aimed to portray social influences as a factor determining reputation. For this purpose, a sample was created and the effects of social issues on the sample were observed. This way, proof was provided on the influence of social issues in the study of reputation. On the other hand, the sample created was not representative of the Turkish population. Because of this, despite the successful testing of the social determination hypothesis, the provided analysis of the social dimension of the corporate reputation perceptions in Turkey is not nationally representative. Following this observation, further research into the social dynamics effecting corporate reputation to be conducted with a sample representing the Turkish population is recommended. Another limitation of this study is its lack of a basis for comparison between its framework and previous models used in reputation studies. The study does not compare the model centered on social dynamics with other models which disregard social determination. Therefore, further analyses of the impact social issues on reputation measurement should provide comparisons between most widely used models. Finally, for the further development of the position defended in this study, it is recommended to include more organizational and/or sectoral diversity in future reputation research; other than private companies, public institutions and civil society organizations may also be included.

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APPENDIX

ADDITIONAL ANALYSIS TABLES

Table 1. Proximity Matrix for Consumer Styles

I prefer international companies to national companies.	,162	,038
If a company is of American origin, this does not negatively affect my preference of that company.	,132	,032
Commercials are influential in my preference of products.	,487	-,017
If a company is supporting/sponsoring protection of nature, this positively affects my preference for that company.	,086	,322
The diversity of a company's products positively affects my preference of them.	,181	,074
I raise the consciousness of people around me about environmentalism.	,087	,602
A good commercial increases a company's reputation in my eyes.	,429	,098
I care about the healthiness of products I purchase.	-,023	,421
I try to live a healthy life.	,075	,389
If a company is innovative, this increases its value in my eyes.	,127	,123
If a company is international, this increases my confidence in its products or services.	,151	,211
I try to eat healthily.	,040	,434
The more a company's product diversity, the more its reputation in my eyes.	,146	,002
I am interested in technological innovations.	,099	,205
If a company is of American origin, this increases its reputation in my eyes.	,202	,008
I consider myself an environmentalist.	,102	1,00
I like watching commercials.	1,00	,102
SIMILARITY MATRIX (Correlation between Vectors of Values		

	,347	,125	,127	-,021	,339	,110
	,366	,063	,184	-,048	,206	,040
	,217	,132	,236	,052	,260	,235
	-,027	,179	,100	,338	,246	,276
	,127	,148	,633	,164	,406	,401
	-,018	,214	,051	,496	,235	,199
	,215	,238	,332	,216	,377	,310
	-,074	,211	,037	,679	,174	,176
	-,013	,096	,059	,748	,182	,200
	,018	,306	,256	,214	,400	1,000
	,180	,232	,233	,179	1,000	,400
	-,011	,134	,077	1,000	,179	,214
	,178	,144	1,000	,077	,233	,256
	-,001	1,000	,144	,134	,232	,306
	1,000	-,001	,178	-,011	,180	,018
	,008	,205	,002	,434	,211	,123
	,202	,099	,146	,040	,151	,127
If a company is of American origin, this increases its reputation in my eyes.						
I am interested in technological innovations.						
The more a company's product diversity, the more its reputation in my eyes.						
I try to eat healthily.						
If a company is international, this increases my confidence in its products or services.						
If a company is innovative, this increases its value in my eyes.						

	,009	-,042	,191	,033	,156
	-,036	-,091	,197	,019	,134
	,066	,030	,577	,071	,278
	,296	,394	,169	,403	,193
	,147	,097	,371	,122	1,000
	,442	,468	,167	1,000	,122
	,189	,141	1,000	,167	,371
	,552	1,000	,141	,468	,097
	1,000	,552	,189	,442	,147
	,200	,176	,310	,199	,401
	,182	,174	,377	,235	,406
	,748	,679	,216	,496	,164
	,059	,037	,332	,051	,633
	,096	,211	,238	,214	,148
	-,013	-,074	,215	-,018	,127
	,389	,421	,098	,602	,074
	,075	-,023	,429	,087	,181
I try to live a healthy life.					
I care about the healthiness of products I purchase.					
A good commercial increases a company's reputation in my eyes.					
I raise the consciousness of people around me about environmentalism.					
The diversity of a company's products positively affects my preference of them.					

	-,.085	,156	,248	1,000
	,023	,119	1,000	,248
	,146	1,000	,119	,156
	1,000	,146	,023	-.085
	,193	,278	,134	,156
	,403	,071	,019	,033
	,169	,577	,197	,191
	,394	,030	-.091	-.042
	,296	,066	-.036	,009
	,276	,235	,040	,110
	,246	,260	,206	,339
	,338	,052	-.048	-.021
	,100	,236	,184	,127
	,179	,132	,063	,125
	-.027	,217	,366	,347
	,322	-.017	,032	,038
	,086	,487	,132	,162
If a company is supporting/sponsoring protection of nature, this positively affects my preference for that company.				
Commercials are influential in my preference of products.				
If a company is of American origin, this does not negatively affect my preference of that company.				
I prefer international companies to national companies.				

Table 34. Proximity Matrix for Reputation Scores of Brands

Similarity Matrix							
	Correlation between Vectors of Values						
	Coca-Cola	McDonalds	Cappy	Microsoft	Garanti	Turkcell	Ülker
Coca-Cola	1,000	,435	,353	,201	,152	,149	,001
McDonalds	,435	1,000	,371	,220	,207	,131	,084
Cappy	,353	,371	1,000	,184	,139	,157	,249
Microsoft	,201	,220	,184	1,000	,148	,242	-,006
Garanti	,152	,207	,139	,148	1,000	,213	,024
Turkcell	,149	,131	,157	,242	,213	1,000	,091
Ülker	,001	,084	,249	-,006	,024	,091	1,000

Table 35. T-test for "Gender vs. Brands"

	Levene's Test for Equality of Variances		95% Confidence Interval of the Difference				
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Coca-Cola	2,356	0,125	0,059	0,36	0,19	-0,013	0,733
McDonalds	6,508	0,011	0,965	-0,008	0,181	-0,363	0,347
Cappy	1,139	0,286	0,013	-0,403	0,162	-0,72	-0,085
Microsoft	1,206	0,272	0,821	-0,036	0,16	-0,351	0,278
Garanti	1,822	0,177	0,591	-0,085	0,158	-0,394	0,225
Turkcell	0,352	0,553	0,012	-0,367	0,147	-0,655	-0,08
Ülker	0,093	0,761	0,434	-0,147	0,188	-0,517	0,222

Table 36. One-Way Anova for "Parenthood (gendered) vs. Brands"

Dependent Variable	(I) parenthood_gendered	(J) parenthood_gendered	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Coca-Cola	father	non-parent men	-,519	,398	,637	-1,64	,60
		mother	1,098	,478	,153	-,24	2,44
		non-parent women	-,267	,412	,936	-1,42	,89
	non-parent men	father	,519	,398	,637	-,60	1,64
		mother	1,618 [*]	,430	,003	,41	2,82
		non-parent women	,252	,355	,918	-,75	1,25
	mother	father	-1,098	,478	,153	-2,44	,24
		non-parent men	-1,618 [*]	,430	,003	-2,82	-,41
		non-parent women	-1,366 [*]	,442	,024	-2,61	-,12
	non-parent women	father	,267	,412	,936	-,89	1,42
		non-parent men	-,252	,355	,918	-1,25	,75
		mother	1,366 [*]	,442	,024	,12	2,61
McDonalds	father	non-parent men	-,364	,379	,820	-1,43	,70
		mother	,198	,455	,979	-1,08	1,47
		non-parent women	-,180	,392	,976	-1,28	,92
	non-parent men	father	,364	,379	,820	-,70	1,43
		mother	,562	,410	,598	-,59	1,71
		non-parent women	,183	,338	,961	-,77	1,13
	mother	father	-,198	,455	,979	-1,47	1,08
		non-parent men	-,562	,410	,598	-1,71	,59
		non-parent women	-,378	,421	,848	-1,56	,80
	non-parent women	father	,180	,392	,976	-,92	1,28
		non-parent men	-,183	,338	,961	-1,13	,77
		mother	,378	,421	,848	-,80	1,56
Cappy	father	non-parent men	-,279	,339	,878	-1,23	,67
		mother	-,171	,406	,981	-1,31	,97
		non-parent women	-,712	,350	,248	-1,69	,27
	non-parent men	father	,279	,339	,878	-,67	1,23
		mother	,108	,366	,993	-,92	1,13
		non-parent women	-,433	,302	,562	-1,28	,42
	mother	father	,171	,406	,981	-,97	1,31
		non-parent men	-,108	,366	,993	-1,13	,92
		non-parent women	-,541	,376	,559	-1,60	,51

	non-parent women	father	,712	,350	,248	-,27	1,69
		non-parent men	,433	,302	,562	-,42	1,28
		mother	,541	,376	,559	-,51	1,60
Microsoft	father	non-parent men	-,509	,297	,402	-1,34	,32
		mother	-,333	,356	,832	-1,33	,67
		non-parent women	-,492	,307	,463	-1,35	,37
	non-parent men	father	,509	,297	,402	-,32	1,34
		mother	,176	,321	,959	-,72	1,08
		non-parent women	,017	,265	1,000	-,73	,76
	mother	father	,333	,356	,832	-,67	1,33
		non-parent men	-,176	,321	,959	-1,08	,72
		non-parent women	-,160	,330	,972	-1,09	,77
	non-parent women	father	,492	,307	,463	-,37	1,35
		non-parent men	-,017	,265	1,000	-,76	,73
		mother	,160	,330	,972	-,77	1,09
Garanti	father	non-parent men	-,415	,332	,668	-1,35	,52
		mother	-,098	,398	,996	-1,22	1,02
		non-parent women	-,194	,343	,956	-1,16	,77
	non-parent men	father	,415	,332	,668	-,52	1,35
		mother	,317	,359	,854	-,69	1,32
		non-parent women	,221	,296	,906	-,61	1,05
	mother	father	,098	,398	,996	-1,02	1,22
		non-parent men	-,317	,359	,854	-1,32	,69
		non-parent women	-,095	,369	,995	-1,13	,94
	non-parent women	father	,194	,343	,956	-,77	1,16
		non-parent men	-,221	,296	,906	-1,05	,61
		mother	,095	,369	,995	-,94	1,13
Turkcell	father	non-parent men	-,147	,321	,976	-1,05	,75
		mother	-,626	,385	,450	-1,71	,45
		non-parent women	-,580	,332	,384	-1,51	,35
	non-parent men	father	,147	,321	,976	-,75	1,05
		mother	-,479	,346	,591	-1,45	,49
		non-parent women	-,433	,286	,515	-1,24	,37
	mother	father	,626	,385	,450	-,45	1,71
		non-parent men	,479	,346	,591	-,49	1,45
		non-parent women	,046	,356	,999	-,95	1,05
	non-parent women	father	,580	,332	,384	-,35	1,51
		non-parent men	,433	,286	,515	-,37	1,24
		mother	-,046	,356	,999	-1,05	,95

Ülker	father	non-parent men	1,062	,398	,069	-,05	2,18
		mother	-,643	,477	,611	-1,98	,70
		non-parent women	,979	,411	,131	-,17	2,13
	non-parent men	father	-1,062	,398	,069	-2,18	,05
		mother	-1,705 [*]	,429	,001	-2,91	-,50
		non-parent women	-,083	,355	,997	-1,08	,91
	mother	father	,643	,477	,611	-,70	1,98
		non-parent men	1,705 [*]	,429	,001	,50	2,91
		non-parent women	1,622 [*]	,442	,004	,38	2,86
	non-parent women	father	-,979	,411	,131	-2,13	,17
		non-parent men	,083	,355	,997	-,91	1,08
		mother	-1,622 [*]	,442	,004	-2,86	-,38

Table 37. One-Way Anova³ for “Provinces vs. Brands”

Dependent Variable	(I) City	(J) City	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Coca-Cola	Istanbul	Ankara	-,134	,238	,853	-,72	,45
		Izmir	-,289	,246	,501	-,89	,31
	Ankara	Istanbul	,134	,238	,853	-,45	,72
		Izmir	-,155	,293	,870	-,87	,56
	Izmir	Istanbul	,289	,246	,501	-,31	,89
		Ankara	,155	,293	,870	-,56	,87
McDonalds	Istanbul	Ankara	-,080	,229	,941	-,64	,48
		Izmir	-,049	,232	,978	-,62	,52
	Ankara	Istanbul	,080	,229	,941	-,48	,64
		Izmir	,031	,280	,994	-,65	,72
	Izmir	Istanbul	,049	,232	,978	-,52	,62
		Ankara	-,031	,280	,994	-,72	,65
Cappy	Istanbul	Ankara	-,588	,203	,015	-1,09	-,09
		Izmir	-,359	,211	,236	-,88	,16
	Ankara	Istanbul	,588	,203	,015	,09	1,09
		Izmir	,230	,251	,659	-,39	,85
	Izmir	Istanbul	,359	,211	,236	-,16	,88
		Ankara	-,230	,251	,659	-,85	,39

³ The mean difference is significant at the 0.05 level for all tests in this text.

Microsoft	Istanbul	Ankara	-,230	,212	,555	-,75	,29
		Izmir	-,733	,197	,001	-1,22	-,25
	Ankara	Istanbul	,230	,212	,555	-,29	,75
		Izmir	-,503	,250	,132	-1,12	,11
	Izmir	Istanbul	,733	,197	,001	,25	1,22
		Ankara	,503	,250	,132	-,11	1,12
Garanti	Istanbul	Ankara	-,442	,197	,081	-,92	,04
		Izmir	-,354	,203	,220	-,85	,14
	Ankara	Istanbul	,442	,197	,081	-,04	,92
		Izmir	,088	,242	,936	-,51	,68
	Izmir	Istanbul	,354	,203	,220	-,14	,85
		Ankara	-,088	,242	,936	-,68	,51
Turkcell	Istanbul	Ankara	-,447	,183	,051	-,90	,00
		Izmir	-,261	,190	,387	-,73	,20
	Ankara	Istanbul	,447	,183	,051	,00	,90
		Izmir	,186	,226	,712	-,37	,74
	Izmir	Istanbul	,261	,190	,387	-,20	,73
		Ankara	-,186	,226	,712	-,74	,37
Ülker	Istanbul	Ankara	-,120	,235	,879	-,70	,46
		Izmir	,394	,243	,270	-,20	,99
	Ankara	Istanbul	,120	,235	,879	-,46	,70
		Izmir	,514	,290	,208	-,20	1,22
	Izmir	Istanbul	-,394	,243	,270	-,99	,20
		Ankara	-,514	,290	,208	-1,22	,20

Table 38. One-Way Anova for "SES vs. Brands"

Dependent Variable	(I)	(J) SES	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Coca-Cola	AB	C	-,023	,255	,996	-,65	,60
		DE	-,409	,289	,368	-1,12	,30
	C	AB	,023	,255	,996	-,60	,65
		DE	-,386	,226	,235	-,94	,17
	DE	AB	,409	,289	,368	-,30	1,12
		C	,386	,226	,235	-,17	,94
McDonalds	AB	C	-,067	,242	,962	-,66	,53
		DE	,019	,276	,998	-,66	,69
	C	AB	,067	,242	,962	-,53	,66
		DE	,086	,216	,923	-,44	,62
	DE	AB	-,019	,276	,998	-,69	,66
		C	-,086	,216	,923	-,62	,44
Cappy	AB	C	,025	,217	,993	-,51	,56
		DE	-,034	,247	,990	-,64	,57
	C	AB	-,025	,217	,993	-,56	,51
		DE	-,060	,195	,954	-,54	,42
	DE	AB	,034	,247	,990	-,57	,64
		C	,060	,195	,954	-,42	,54
Microsoft	AB	C	,585*	,206	,018	,08	1,09
		DE	,924*	,244	,001	,32	1,52
	C	AB	-,585*	,206	,018	-1,09	-,08
		DE	,340	,198	,231	-,15	,83
	DE	AB	-,924*	,244	,001	-1,52	-,32
		C	-,340	,198	,231	-,83	,15
Garanti	AB	C	,075	,213	,939	-,45	,60
		DE	,062	,241	,967	-,53	,65
	C	AB	-,075	,213	,939	-,60	,45
		DE	-,013	,188	,998	-,47	,45
	DE	AB	-,062	,241	,967	-,65	,53
		C	,013	,188	,998	-,45	,47
Turkcell	AB	C	-,253	,197	,440	-,74	,23
		DE	-,343	,224	,309	-,89	,21
	C	AB	,253	,197	,440	-,23	,74
		DE	-,090	,175	,875	-,52	,34
	DE	AB	,343	,224	,309	-,21	,89
		C	,090	,175	,875	-,34	,52

Ülker	AB	C	-,688*	,250	,023	-1,30	-,08
		DE	-1,494*	,283	,000	-2,19	-,80
	C	AB	,688*	,250	,023	,08	1,30
		DE	-,806*	,221	,001	-1,35	-,26
	DE	AB	1,494*	,283	,000	,80	2,19
		C	,806*	,221	,001	,26	1,35

Table 39. One-Way Anova for “Education level vs.Brands”

Dependent Variable	(I) Education Level-group	(J) Education Level-group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Coca-Cola	Secondary School	High School	,075	,223	,945	-,47	,62
		University	-,041	,242	,986	-,64	,55
	High School	Secondary School	-,075	,223	,945	-,62	,47
		University	-,116	,242	,891	-,71	,48
	University	Secondary School	,041	,242	,986	-,55	,64
		High School	,116	,242	,891	-,48	,71
McDonalds	Secondary School	High School	-,050	,213	,973	-,57	,47
		University	-,097	,230	,914	-,66	,47
	High School	Secondary School	,050	,213	,973	-,47	,57
		University	-,047	,227	,978	-,60	,51
	University	Secondary School	,097	,230	,914	-,47	,66
		High School	,047	,227	,978	-,51	,60
Cappy	Secondary School	High School	,072	,191	,932	-,40	,54
		University	,023	,206	,994	-,48	,53
	High School	Secondary School	-,072	,191	,932	-,54	,40
		University	-,048	,204	,972	-,55	,45
	University	Secondary School	-,023	,206	,994	-,53	,48
		High School	,048	,204	,972	-,45	,55

Microsoft	Secondary School	High School	-,748 [*]	,191	,000	-1,22	-,28
		University	-1,240 [*]	,201	,000	-1,73	-,75
	High School	Secondary School	,748 [*]	,191	,000	,28	1,22
		University	-,492 [*]	,188	,033	-,95	-,03
	University	Secondary School	1,240 [*]	,201	,000	,75	1,73
		High School	,492 [*]	,188	,033	,03	,95
Garanti	Secondary School	High School	,002	,185	1,000	-,45	,46
		University	-,222	,200	,539	-,71	,27
	High School	Secondary School	-,002	,185	1,000	-,46	,45
		University	-,225	,199	,528	-,71	,26
	University	Secondary School	,222	,200	,539	-,27	,71
		High School	,225	,199	,528	-,26	,71
Turkcell	Secondary School	High School	,353	,172	,123	-,07	,78
		University	,302	,186	,267	-,15	,76
	High School	Secondary School	-,353	,172	,123	-,78	,07
		University	-,050	,185	,964	-,50	,40
	University	Secondary School	-,302	,186	,267	-,76	,15
		High School	,050	,185	,964	-,40	,50
Ülker	Secondary School	High School	1,053 [*]	,212	,000	,53	1,57
		University	2,083 [*]	,229	,000	1,52	2,64
	High School	Secondary School	-1,053 [*]	,212	,000	-1,57	-,53
		University	1,030 [*]	,229	,000	,47	1,59
	University	Secondary School	-2,083 [*]	,229	,000	-2,64	-1,52
		High School	-1,030 [*]	,229	,000	-1,59	-,47

Table 40. One-Way Anova for "Age vs. Brands"

Dependent Variable	(I) Age group	(J) Age group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Coca-Cola	50+	34-49	-,271	,277	,811	-1,05	,50
		23-33	-,703	,285	,107	-1,50	,09
		15-22	-,303	,317	,822	-1,19	,58
	34-49	50+	,271	,277	,811	-,50	1,05
		23-33	-,432	,238	,349	-1,10	,23
		15-22	-,031	,276	1,000	-,80	,74
	23-33	50+	,703	,285	,107	-,09	1,50
		34-49	,432	,238	,349	-,23	1,10
		15-22	,400	,283	,572	-,39	1,19
	15-22	50+	,303	,317	,822	-,58	1,19
		34-49	,031	,276	1,000	-,74	,80
		23-33	-,400	,283	,572	-1,19	,39
McDonalds	50+	34-49	-,619	,268	,149	-1,37	,13
		23-33	-,917*	,272	,010	-1,68	-,16
		15-22	-,815	,306	,069	-1,67	,04
	34-49	50+	,619	,268	,149	-,13	1,37
		23-33	-,298	,223	,617	-,92	,33
		15-22	-,196	,263	,907	-,93	,54
	23-33	50+	,917*	,272	,010	,16	1,68
		34-49	,298	,223	,617	-,33	,92
		15-22	,102	,267	,986	-,65	,85
	15-22	50+	,815	,306	,069	-,04	1,67
		34-49	,196	,263	,907	-,54	,93
		23-33	-,102	,267	,986	-,85	,65
Cappy	50+	34-49	-,888*	,245	,004	-1,57	-,20
		23-33	-,873*	,248	,006	-1,57	-,18
		15-22	-,892*	,278	,017	-1,67	-,11
	34-49	50+	,888*	,245	,004	,20	1,57
		23-33	,015	,198	1,000	-,54	,57
		15-22	-,004	,235	1,000	-,66	,65
	23-33	50+	,873*	,248	,006	,18	1,57
		34-49	-,015	,198	1,000	-,57	,54
		15-22	-,019	,238	1,000	-,69	,65
	15-22	50+	,892*	,278	,017	,11	1,67
		34-49	,004	,235	1,000	-,65	,66
		23-33	,019	,238	1,000	-,65	,69

Microsoft	50+	34-49	-,344	,256	,614	-1,06	,37
		23-33	-1,037*	,255	,001	-1,75	-,32
		15-22	-1,170*	,280	,001	-1,95	-,39
	34-49	50+	,344	,256	,614	-,37	1,06
		23-33	-,694*	,192	,005	-1,23	-,16
		15-22	-,826*	,225	,004	-1,46	-,20
	23-33	50+	1,037*	,255	,001	,32	1,75
		34-49	,694*	,192	,005	,16	1,23
		15-22	-,133	,223	,950	-,76	,49
	15-22	50+	1,170*	,280	,001	,39	1,95
		34-49	,826*	,225	,004	,20	1,46
		23-33	,133	,223	,950	-,49	,76
Garanti	50+	34-49	,280	,234	,697	-,37	,94
		23-33	,031	,238	,999	-,63	,70
		15-22	,153	,268	,955	-,60	,90
	34-49	50+	-,280	,234	,697	-,94	,37
		23-33	-,250	,195	,652	-,80	,30
		15-22	-,127	,231	,959	-,77	,52
	23-33	50+	-,031	,238	,999	-,70	,63
		34-49	,250	,195	,652	-,30	,80
		15-22	,122	,235	,965	-,54	,78
	15-22	50+	-,153	,268	,955	-,90	,60
		34-49	,127	,231	,959	-,52	,77
		23-33	-,122	,235	,965	-,78	,54
Turkcell	50+	34-49	,050	,218	,997	-,56	,66
		23-33	,175	,221	,890	-,44	,79
		15-22	,018	,249	1,000	-,68	,72
	34-49	50+	-,050	,218	,997	-,66	,56
		23-33	,125	,182	,925	-,39	,64
		15-22	-,032	,216	,999	-,64	,57
	23-33	50+	-,175	,221	,890	-,79	,44
		34-49	-,125	,182	,925	-,64	,39
		15-22	-,157	,219	,916	-,77	,46
	15-22	50+	-,018	,249	1,000	-,72	,68
		34-49	,032	,216	,999	-,57	,64
		23-33	,157	,219	,916	-,46	,77

Ülker	50+	34-49	-,318	,278	,726	-1,10	,46
		23-33	,377	,282	,620	-,41	1,17
		15-22	,112	,319	,989	-,78	1,00
	34-49	50+	,318	,278	,726	-,46	1,10
		23-33	,695*	,233	,031	,04	1,35
		15-22	,430	,276	,488	-,34	1,20
	23-33	50+	-,377	,282	,620	-1,17	,41
		34-49	-,695*	,233	,031	-1,35	-,04
		15-22	-,265	,280	,827	-1,05	,52
	15-22	50+	-,112	,319	,989	-1,00	,78
		34-49	-,430	,276	,488	-1,20	,34
		23-33	,265	,280	,827	-,52	1,05

Table 41. One-Way Anova for “Political Party vs. Brands”

Dependent Variable	(I) party	(J) party	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Coca-Cola	AKP	CHP	-,952*	,212	,000	-1,47	-,43
		MHP	-,500	,288	,222	-1,21	,21
	CHP	AKP	,952*	,212	,000	,43	1,47
		MHP	,452	,301	,323	-,28	1,19
	MHP	AKP	,500	,288	,222	-,21	1,21
		CHP	-,452	,301	,323	-1,19	,28
McDonalds	AKP	CHP	-,525*	,202	,034	-1,02	-,03
		MHP	,253	,277	,659	-,43	,93
	CHP	AKP	,525*	,202	,034	,03	1,02
		MHP	,778*	,289	,027	,07	1,49
	MHP	AKP	-,253	,277	,659	-,93	,43
		CHP	-,778*	,289	,027	-1,49	-,07
Cappy	AKP	CHP	,224	,183	,472	-,22	,67
		MHP	-,212	,251	,701	-,83	,40
	CHP	AKP	-,224	,183	,472	-,67	,22
		MHP	-,436	,262	,252	-1,08	,21
	MHP	AKP	,212	,251	,701	-,40	,83
		CHP	,436	,262	,252	-,21	1,08

Microsoft	AKP	CHP	-,719 [*]	,178	,000	-1,15	-,28
		MHP	-,822 [*]	,246	,004	-1,42	-,22
	CHP	AKP	,719 [*]	,178	,000	,28	1,15
		MHP	-,103	,253	,921	-,72	,52
	MHP	AKP	,822 [*]	,246	,004	,22	1,42
		CHP	,103	,253	,921	-,52	,72
Garanti	AKP	CHP	-,231	,178	,432	-,67	,21
		MHP	,221	,242	,658	-,37	,81
	CHP	AKP	,231	,178	,432	-,21	,67
		MHP	,452	,254	,205	-,17	1,07
	MHP	AKP	-,221	,242	,658	-,81	,37
		CHP	-,452	,254	,205	-1,07	,17
Turkcell	AKP	CHP	-,053	,167	,951	-,46	,36
		MHP	-,015	,226	,998	-,57	,54
	CHP	AKP	,053	,167	,951	-,36	,46
		MHP	,038	,237	,987	-,54	,62
	MHP	AKP	,015	,226	,998	-,54	,57
		CHP	-,038	,237	,987	-,62	,54
Ülker	AKP	CHP	2,770 [*]	,191	,000	2,30	3,24
		MHP	1,945 [*]	,260	,000	1,31	2,58
	CHP	AKP	-2,770 [*]	,191	,000	-3,24	-2,30
		MHP	-,825 [*]	,273	,011	-1,49	-,16
	MHP	AKP	-1,945 [*]	,260	,000	-2,58	-1,31
		CHP	,825 [*]	,273	,011	,16	1,49

Table 42. One-Way Anova for "Political Identity vs. Brands"

Dependent Variable	(I) temel	kimlik (J) temel	kimlik	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Coca-Cola	liberal	social democrat		1,074*	,286	,001	,37	1,78
			conservative	2,039*	,287	,000	1,33	2,74
	social democrat	liberal		-1,074*	,286	,001	-1,78	-,37
			conservative	,965*	,248	,001	,36	1,57
	conservative	liberal		-2,039*	,287	,000	-2,74	-1,33
			social democrat	-,965*	,248	,001	-1,57	-,36
McDonalds	liberal	social democrat		,181	,278	,809	-,50	,86
			conservative	,945*	,281	,004	,26	1,63
	social democrat	liberal		-,181	,278	,809	-,86	,50
			conservative	,764*	,244	,008	,17	1,36
	conservative	liberal		-,945*	,281	,004	-1,63	-,26
			social democrat	-,764*	,244	,008	-1,36	-,17
Cappy	liberal	social democrat		,261	,247	,572	-,35	,87
			conservative	,275	,250	,547	-,34	,89
	social democrat	liberal		-,261	,247	,572	-,87	,35
			conservative	,013	,215	,998	-,51	,54
	conservative	liberal		-,275	,250	,547	-,89	,34
			social democrat	-,013	,215	,998	-,54	,51
Microsoft	liberal	social democrat		-,628*	,235	,029	-1,21	-,05
			conservative	,377	,248	,315	-,23	,99
	social democrat	liberal		,628*	,235	,029	,05	1,21
			conservative	1,005*	,220	,000	,47	1,54
	conservative	liberal		-,377	,248	,315	-,99	,23
			social democrat	-1,005*	,220	,000	-1,54	-,47

Garanti	liberal	social democrat	,238	,239	,609	-,35	,82
		conservative	,597*	,240	,046	,01	1,19
	social democrat	liberal	-,238	,239	,609	-,82	,35
		conservative	,359	,208	,225	-,15	,87
conservative	liberal	-,597*	,240	,046	-1,19	-,01	
	social democrat	-,359	,208	,225	-,87	,15	
Turkcell	liberal	social democrat	-,413	,222	,177	-,96	,13
		conservative	-,254	,223	,523	-,80	,29
	social democrat	liberal	,413	,222	,177	-,13	,96
		conservative	,159	,192	,711	-,31	,63
conservative	liberal	,254	,223	,523	-,29	,80	
	social democrat	-,159	,192	,711	-,63	,31	
Ülker	liberal	social democrat	,913*	,254	,002	,29	1,54
		conservative	-1,616*	,255	,000	-2,24	-,99
	social democrat	liberal	-,913*	,254	,002	-1,54	-,29
		conservative	-2,529*	,221	,000	-3,07	-1,99
conservative	liberal	1,616*	,255	,000	,99	2,24	
	social democrat	2,529*	,221	,000	1,99	3,07	

Table 43. T-Test for “Parenthood vs. Brands”

	Levene's Test for Equality of Variances						
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Coca-Cola	0,032	0,859	0,010	-0,708	0,273	-1,243	-0,172
McDonalds	1,710	0,192	0,471	-0,190	0,264	-0,708	0,328
Cappy	1,468	0,226	0,162	-0,327	0,234	-0,786	0,132
Microsoft	4,848	0,028	0,079	-0,387	0,220	-0,820	0,045
Garanti	0,088	0,766	0,306	-0,239	0,234	-0,698	0,220
Turkcell	0,169	0,681	0,606	0,114	0,221	-0,320	0,547
Ülker	8,103	0,005	0,000	1,408	0,270	0,879	1,938

Table 44. T-Test for “Fastfood consumption vs. Brands”

	Levene's Test for Equality of Variances						
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Coca-Cola	6,487	,011	,000	-1,069	,195	-1,453	-,686
McDonalds	,043	,835	,000	-1,140	,183	-1,500	-,781
Cappy	12,211	,000	,000	-,629	,167	-,957	-,301
Microsoft	8,228	,004	,117	-,266	,169	-,598	,067
Garanti	10,527	,001	,016	-,390	,162	-,708	-,073
Turkcell	,923	,337	,247	,175	,151	-,122	,472
Ülker	1,516	,219	,054	,374	,194	-,006	,755

Table 45. T-Test for “Alcohol Consumption vs. Brands”

	Levene's Test for Equality of Variances						
						95% Confidence Interval of the Difference	
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Coca-Cola	5,009	,025	,000	-,688	,194	-1,070	-,307
McDonalds	3,699	,055	,163	-,257	,185	-,619	,105
Cappy	4,895	,027	,975	-,005	,166	-,331	,320
Microsoft	3,166	,076	,382	-,146	,167	-,474	,182
Garanti	5,123	,024	,237	-,190	,160	-,504	,125
Turkcell	3,066	,080	,568	,086	,150	-,208	,379
Ülker	95,081	,000	,000	2,113	,179	1,761	2,465

Table 46. T-Test for “Smoking vs. Brands”

	Levene's Test for Equality of Variances						
						95% Confidence Interval of the Difference	
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Coca-Cola	4,865	,028	,007	-,517	,192	-,893	-,141
McDonalds	1,767	,184	,024	-,410	,181	-,766	-,055
Cappy	,560	,454	,001	-,519	,162	-,838	-,200
Microsoft	,407	,524	,436	,126	,161	-,191	,442
Garanti	1,434	,231	,612	,080	,158	-,230	,391
Turkcell	3,869	,049	,158	,208	,147	-,081	,498
Ülker	5,560	,019	,003	,552	,188	,182	,922

Table 47. One-Way Anova for “Coca-Cola Reputation Score vs. Coca-Cola Perception”

(I) Coca Cola perception	(J) Coca Cola perception	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
pozitive	negative	3,675 [*]	,182	,000	3,17	4,19
	notr	2,024 [*]	,242	,000	1,35	2,70
	harmful, but...	,954	,360	,072	-,05	1,96
negative	pozitive	-3,675 [*]	,182	,000	-4,19	-3,17
	notr	-1,652 [*]	,237	,000	-2,32	-,99
	harmful, but...	-2,722 [*]	,357	,000	-3,72	-1,72
notr	pozitive	-2,024 [*]	,242	,000	-2,70	-1,35
	negative	1,652 [*]	,237	,000	,99	2,32
	harmful, but...	-1,070	,390	,058	-2,16	,02
harmful, but...	pozitive	-,954	,360	,072	-1,96	,05
	negative	2,722 [*]	,357	,000	1,72	3,72
	notr	1,070	,390	,058	-,02	2,16

Table 48. Predicting Coca-Cola Reputation Score Depending Anti-Americanism Drivers

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,217	,200		16,096	,000
If a company is of American origin, this increases its reputation in my eyes.	,265	,039	,213	6,759	,000
I prefer international companies to national companies.	,113	,034	,103	3,379	,001
If a company is of American origin, this does not negatively affect my preference of that company.	,232	,030	,241	7,840	,000

a. Dependent Variable: Coca-Cola Reputation Score

Table 49. Predicting Coca-Cola Reputation Score Depending Environment Drivers

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,192	,392		15,786	,000
I consider myself an environmentalist.	-,093	,053	-,068	-1,745	,081
If a company is supporting/sponsoring protection of nature, this positively affects my preference for that company.	,009	,043	,007	,208	,835
I raise the consciousness of people around me about environmentalism.	,012	,051	,009	,234	,815

a. Dependent Variable: Coca-Cola Reputation Score

Table 50. Predicting Coca-Cola Reputation Score Depending Health Drivers

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,139	,402		17,755	,000
I try to eat healthily.	-,185	,070	-,138	-2,649	,008
I try to live a healthy life.	,018	,062	,013	,281	,779
I care about the healthiness of products I purchase.	-,024	,059	-,017	-,402	,688

a. Dependent Variable: Coca-Cola Reputation Score

Table 51. Predicting Coca-Cola Reputation Score Depending Portfolio Drivers

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,355	,311		14,011	,000
The more a company's product diversity, the more its reputation in my eyes.	,125	,050	,107	2,514	,012
The diversity of a company's products positively affects my preference of them.	,082	,055	,064	1,493	,136

a. Dependent Variable: Coca-Cola Reputation Score

Table 52. Predicting Coca-Cola Reputation Score Depending Visibility Drivers

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,460	,260		13,304	,000
I like watching commercials.	,209	,038	,191	5,555	,000
A good commercial increases a company's reputation in my eyes.	,102	,044	,088	2,341	,019
Commercials are influential in my preference of products.	,090	,042	,083	2,161	,031

a. Dependent Variable: Coca-Cola Reputation Score

Table 53. Arguments selected for drivers

I like watching commercials.	visibility
I consider myself an environmentalist.	environmentalism
If a company is of American origin, this increases its reputation in my eyes.	(-)Anti-Americanism
I am interested in technological innovations.	Technology
The more a company's product diversity, the more its reputation in my eyes.	portfolio
I try to eat healthily.	health
If a company is international, this increases my confidence in its products or services.	internationality
If a company is innovative, this increases its value in my eyes.	bein innovative

Table 54. Predicting Coca-Cola Reputation Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,912	,504		7,762	,000
I like watching commercials.	,206	,034	,188	5,982	,000
I consider myself an environmentalist.	-,074	,046	-,055	-1,619	,106
If a company is of American origin, this increases its reputation in my eyes.	,324	,039	,261	8,311	,000
I am interested in technological innovations.	,066	,038	,056	1,753	,080
The more a company's product diversity, the more its reputation in my eyes.	,070	,037	,060	1,869	,062
I try to eat healthily.	-,198	,045	-,148	-4,435	,000
If a company is international, this increases my confidence in its products or services.	,125	,042	,102	2,994	,003
If a company is innovative, this increases its value in my eyes.	4,095E-5	,052	,000	,001	,999

a. Dependent Variable: Coca-Cola Reputation Score

Table 55. Predicting McDonalds Reputation Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,964	,486		6,105	,000
I like watching commercials.	,044	,033	,044	1,331	,184
I consider myself an environmentalist.	-,036	,044	-,029	-,812	,417
If a company is of American origin, this increases its reputation in my eyes.	,302	,038	,265	8,044	,000
I am interested in technological innovations.	,046	,036	,043	1,274	,203
The more a company's product diversity, the more its reputation in my eyes.	,059	,036	,055	1,639	,102
I try to eat healthily.	-,119	,043	-,097	-2,763	,006
If a company is international, this increases my confidence in its products or services.	,075	,040	,066	1,861	,063
If a company is innovative, this increases its value in my eyes.	,009	,050	,007	,188	,851

a. Dependent Variable: McDonalds Reputation Score

Table 56. Predicting Cappy Reputation Score Depending Consumer Style
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,016	,447		8,983	,000
I like watching commercials.	,118	,031	,130	3,847	,000
I consider myself an environmentalist.	-,017	,041	-,015	-,411	,681
If a company is of American origin, this increases its reputation in my eyes.	,154	,035	,151	4,460	,000
I am interested in technological innovations.	-,008	,033	-,009	-,245	,806
The more a company's product diversity, the more its reputation in my eyes.	,012	,033	,013	,365	,715
I try to eat healthily.	-,007	,040	-,006	-,175	,861
If a company is international, this increases my confidence in its products or services.	,033	,037	,033	,887	,375
If a company is innovative, this increases its value in my eyes.	,100	,046	,080	2,146	,032

a. Dependent Variable: Cappy Reputation Score

Table 57. Predicting Microsoft Reputation Score Depending Consumer Style

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,469	,440		12,422	,000
I like watching commercials.	,017	,030	,020	,563	,573
I consider myself an environmentalist.	,006	,040	,006	,160	,873
If a company is of American origin, this increases its reputation in my eyes.	,008	,034	,008	,234	,815
I am interested in technological innovations.	,168	,033	,190	5,121	,000
The more a company's product diversity, the more its reputation in my eyes.	-,016	,033	-,019	-,504	,615
I try to eat healthily.	-,012	,039	-,012	-,316	,752
If a company is international, this increases my confidence in its products or services.	,076	,037	,082	2,081	,038
If a company is innovative, this increases its value in my eyes.	,104	,046	,091	2,278	,023

a. Dependent Variable: Microsoft reputation score

Table 58. Predicting Garanti Reputation Score Depending Consumer Style

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,836	,442		10,945	,000
I like watching commercials.	,052	,030	,059	1,718	,086
I consider myself an environmentalist.	,052	,040	,048	1,289	,198
If a company is of American origin, this increases its reputation in my eyes.	,095	,034	,095	2,786	,005
I am interested in technological innovations.	-,045	,033	-,048	-1,370	,171
The more a company's product diversity, the more its reputation in my eyes.	,008	,033	,009	,246	,806
I try to eat healthily.	,020	,039	,019	,512	,608
If a company is international, this increases my confidence in its products or services.	,076	,037	,076	2,060	,040
If a company is innovative, this increases its value in my eyes.	,051	,046	,042	1,113	,266

a. Dependent Variable: Garanti reputation score

Table 59. Predicting Turkcell Reputation Score Depending Consumer Style

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,652	,416		15,993	,000
I like watching commercials.	,045	,028	,054	1,573	,116
I consider myself an environmentalist.	-,025	,038	-,025	-,668	,504
If a company is of American origin, this increases its reputation in my eyes.	,033	,032	,035	1,024	,306
I am interested in technological innovations.	-,029	,031	-,033	-,939	,348
The more a company's product diversity, the more its reputation in my eyes.	,020	,031	,022	,634	,526
I try to eat healthily.	,051	,037	,051	1,387	,166
If a company is international, this increases my confidence in its products or services.	,086	,035	,093	2,499	,013
If a company is innovative, this increases its value in my eyes.	,001	,043	,001	,021	,983

a. Dependent Variable: Turkcell Reputation Score

Table 60. Predicting Ülker Reputation Score Depending Consumer Style
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,508	,529		10,416	,000
I like watching commercials.	-,025	,036	-,024	-,702	,483
I consider myself an environmentalist.	-,034	,048	-,026	-,713	,476
If a company is of American origin, this increases its reputation in my eyes.	,045	,041	,037	1,095	,274
I am interested in technological innovations.	-,103	,039	-,092	-2,619	,009
The more a company's product diversity, the more its reputation in my eyes.	,141	,039	,125	3,594	,000
I try to eat healthily.	,107	,047	,083	2,272	,023
If a company is international, this increases my confidence in its products or services.	,063	,044	,054	1,446	,149
If a company is innovative, this increases its value in my eyes.	,039	,055	,027	,717	,473

a. Dependent Variable: Ülker Reputation Score

Table 61. Coca-Cola drivers vs. profile variables

Şehir	taste	environment	Visibility	internationality	portfolio	anti-Americanism	health	bottles&boxes
Istanbul	6,38	4,26	6,54	4,52	5,07	5,03	7,12	6,19
Ankara	6,27	4	5,94	4,57	5,37	5,53	6,86	6,21
Izmir	6,87	4,89	6,9	4,76	5,94	5,22	6,95	6,07
SES								
AB	6,85	4,48	6,92	4,48	5,35	4,68	7,04	6,6
C	6,42	4,28	6,58	4,58	5,37	5,24	7,12	6,26
DE	6,25	4,32	5,94	4,65	5,16	5,4	6,81	5,67
Education Level								
Secondary School	5,97	4,24	5,92	4,48	5,07	5,57	6,95	5,65
High School	6,54	4,28	6,64	4,53	5,24	5,21	7,05	6,28
University	7	4,52	7,02	4,8	5,73	4,61	7,09	6,73
Social age								
50+	5,66	4,41	5,62	4,7	5,05	5,49	7,3	5,6
34-49	6,23	4,46	6,38	4,5	5,26	5,12	7,25	6,05
23-33	6,91	4,21	6,78	4,76	5,49	4,9	6,78	6,5
15-22	6,89	4,2	7,01	4,32	5,36	5,43	6,74	6,42
Cinsiyet								
Men	6,66	4,33	6,35	4,71	5,46	5,19	6,58	6,32
Women	6,25	4,33	6,61	4,45	5,16	5,17	7,48	6,03
Identity								
liberal	7,04	5,13	7,07	5,6	5,64	4,29	5,99	6,76
social democrat	6,63	4,56	6,88	4,69	5,54	4,8	7,28	6,66
conservative	5,45	3,7	5,47	4,16	4,65	6,12	7,52	5,44
parti_sade								
AKP	6,01	4	6,13	4,59	5,1	5,27	7,02	5,89
CHP	7,27	4,74	7,19	4,83	5,74	4,66	7,09	6,74
MHP	6,33	4,46	6,04	4,31	5,16	5,9	6,95	6,02
parenthood								
father	7,06	4,48	6,77	4,76	5,63	5,03	7,03	6,58
non-parent men	6,93	4,22	6,44	4,75	5,29	4,69	6,23	6,45
mother	6,21	3,97	6,45	4,03	4,97	5,46	7,94	5,96
non-parent women	6,58	4,74	6,92	4,81	5,68	4,61	7,15	6,55

Fast-food									
Rarely or Never	5,4	3,84	5,72	4,17	4,97	5,66	7,62	5,55	
I consume	7,04	4,59	6,9	4,81	5,5	4,91	6,69	6,52	
Alcohol									
Never	5,66	4,04	5,9	4,53	4,84	5,69	7,48	5,71	
Commonly	6,95	4,51	6,84	4,61	5,6	4,86	6,74	6,47	
Tobacco									
Never	5,86	4,26	6,22	4,65	5,01	5,5	7,64	6	
Commonly	6,9	4,38	6,67	4,53	5,53	4,94	6,56	6,3	
Total	6,46	4,33	6,48	4,58	5,31	5,18	7,03	6,17	

Table 62. One-way Anova for “Coca-Cola Reputation Drivers vs. Provinces”

Dependent Variable	(I) City	(J) City	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	Istanbul	Ankara	,120	,249	,890	-,49	,73
		Izmir	-,532	,256	,116	-1,16	,10
	Ankara	Istanbul	-,120	,249	,890	-,73	,49
		Izmir	-,652	,305	,102	-1,40	,10
	Izmir	Istanbul	,532	,256	,116	-,10	1,16
		Ankara	,652	,305	,102	-,10	1,40
Coca-Cola is an environmentally sensitive company.	Istanbul	Ankara	,255	,210	,479	-,26	,77
		Izmir	-,632*	,216	,014	-1,16	-,10
	Ankara	Istanbul	-,255	,210	,479	-,77	,26
		Izmir	-,887*	,257	,003	-1,52	-,26
	Izmir	Istanbul	,632*	,216	,014	,10	1,16
		Ankara	,887*	,257	,003	,26	1,52
I like the advertisements of Coca-Cola.	Istanbul	Ankara	,587*	,227	,035	,03	1,14
		Izmir	-,396	,233	,236	-,97	,17
	Ankara	Istanbul	-,587*	,227	,035	-1,14	-,03
		Izmir	-,983*	,277	,002	-1,66	-,30
	Izmir	Istanbul	,396	,233	,236	-,17	,97
		Ankara	,983*	,277	,002	,30	1,66
Being Coca-Cola an international company increases its reputation in my eyes.	Istanbul	Ankara	-,050	,228	,976	-,61	,51
		Izmir	-,254	,234	,556	-,83	,32
	Ankara	Istanbul	,050	,228	,976	-,51	,61
		Izmir	-,203	,279	,767	-,89	,48
	Izmir	Istanbul	,254	,234	,556	-,32	,83
		Ankara	,203	,279	,767	-,48	,89
I consider Coca-Cola creative in terms of product diversity.	Istanbul	Ankara	-,289	,221	,425	-,83	,25
		Izmir	-,876*	,227	,001	-1,43	-,32
	Ankara	Istanbul	,289	,221	,425	-,25	,83
		Izmir	-,587	,270	,095	-1,25	,08
	Izmir	Istanbul	,876*	,227	,001	,32	1,43
		Ankara	,587	,270	,095	-,08	1,25
Being Coca-Cola an American origin affects my consume level of its products negatively.	Istanbul	Ankara	-,461	,264	,219	-1,11	,19
		Izmir	-,135	,271	,883	-,80	,53
	Ankara	Istanbul	,461	,264	,219	-,19	1,11
		Izmir	,326	,323	,602	-,47	1,12

	Izmir	Istanbul	,135	,271	,883	-,53	,80
		Ankara	-,326	,323	,602	-1,12	,47
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	Istanbul	Ankara	,267	,232	,514	-,30	,83
		Izmir	,180	,238	,750	-,40	,76
	Ankara	Istanbul	-,267	,232	,514	-,83	,30
		Izmir	-,087	,283	,954	-,78	,61
	Izmir	Istanbul	-,180	,238	,750	-,76	,40
		Ankara	,087	,283	,954	-,61	,78
I like the styles of bottles and boxes of Coca-Cola products.	Istanbul	Ankara	-,012	,218	,998	-,55	,52
		Izmir	,106	,224	,894	-,44	,66
	Ankara	Istanbul	,012	,218	,998	-,52	,55
		Izmir	,119	,267	,906	-,54	,77
	Izmir	Istanbul	-,106	,224	,894	-,66	,44
		Ankara	-,119	,267	,906	-,77	,54

Table 63. One-way Anova for “Coca-Cola Reputation Drivers vs. SES”

Dependent Variable	(I) SES	(J) SES	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	AB	C	,395	,268	,338	-,26	1,05
		DE	,534	,303	,213	-,21	1,28
	C	AB	-,395	,268	,338	-1,05	,26
		DE	,139	,237	,841	-,44	,72
	DE	AB	-,534	,303	,213	-1,28	,21
		C	-,139	,237	,841	-,72	,44
Coca-Cola is an environmentally sensitive company.	AB	C	,181	,227	,729	-,38	,74
		DE	,192	,257	,757	-,44	,82
	C	AB	-,181	,227	,729	-,74	,38
		DE	,011	,201	,998	-,48	,50
	DE	AB	-,192	,257	,757	-,82	,44
		C	-,011	,201	,998	-,50	,48
I like the advertisements of Coca-Cola.	AB	C	,359	,243	,336	-,24	,96
		DE	,952*	,275	,003	,28	1,63
	C	AB	-,359	,243	,336	-,96	,24
		DE	,593*	,215	,022	,07	1,12
	DE	AB	-,952*	,275	,003	-1,63	-,28
		C	-,593*	,215	,022	-1,12	-,07

Being Coca-Cola an international company increases its reputation in my eyes.	AB	C	-,176	,245	,774	-,78	,42
		DE	-,228	,277	,714	-,91	,45
	C	AB	,176	,245	,774	-,42	,78
		DE	-,052	,216	,971	-,58	,48
	DE	AB	,228	,277	,714	-,45	,91
		C	,052	,216	,971	-,48	,58
I consider Coca-Cola as creative in terms of product diversity.	AB	C	-,021	,239	,996	-,61	,56
		DE	,141	,270	,872	-,52	,80
	C	AB	,021	,239	,996	-,56	,61
		DE	,162	,211	,745	-,36	,68
	DE	AB	-,141	,270	,872	-,80	,52
		C	-,162	,211	,745	-,68	,36
Being Coca-Cola an American origin affects my consume level of its products negatively.	AB	C	-,581	,283	,122	-1,28	,11
		DE	-,677	,321	,108	-1,46	,11
	C	AB	,581	,283	,122	-,11	1,28
		DE	-,096	,250	,929	-,71	,52
	DE	AB	,677	,321	,108	-,11	1,46
		C	,096	,250	,929	-,52	,71
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	AB	C	-,082	,248	,947	-,69	,53
		DE	,243	,281	,689	-,45	,93
	C	AB	,082	,248	,947	-,53	,69
		DE	,325	,220	,335	-,21	,86
	DE	AB	-,243	,281	,689	-,93	,45
		C	-,325	,220	,335	-,86	,21
I like the styles of bottles and boxes of Coca-Cola products.	AB	C	,343	,233	,337	-,23	,91
		DE	,907*	,264	,003	,26	1,55
	C	AB	-,343	,233	,337	-,91	,23
		DE	,564*	,206	,024	,06	1,07
	DE	AB	-,907*	,264	,003	-1,55	-,26
		C	-,564*	,206	,024	-1,07	-,06

Table 64. One-way Anova for “Coca-Cola Reputation Drivers vs. Education Level”

Dependent Variable	(I) education level	(J) education level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	Secondary School	High School	-,548	,231	,060	-1,11	,02
		University	-1,030*	,253	,000	-1,65	-,41
	High School	Secondary School	,548	,231	,060	-,02	1,11
		University	-,482	,252	,163	-1,10	,14
	University	Secondary School	1,030*	,253	,000	,41	1,65
		High School	,482	,252	,163	-,14	1,10
Coca-Cola is an environmentally sensitive company.	Secondary School	High School	-,089	,197	,903	-,57	,39
		University	-,323	,216	,326	-,85	,21
	High School	Secondary School	,089	,197	,903	-,39	,57
		University	-,234	,215	,553	-,76	,29
	University	Secondary School	,323	,216	,326	-,21	,85
		High School	,234	,215	,553	-,29	,76
I like the advertisements of Coca-Cola.	Secondary School	High School	-,694*	,210	,004	-1,21	-,18
		University	-1,084*	,230	,000	-1,65	-,52
	High School	Secondary School	,694*	,210	,004	,18	1,21
		University	-,390	,229	,236	-,95	,17
	University	Secondary School	1,084*	,230	,000	,52	1,65
		High School	,390	,229	,236	-,17	,95
Being Coca-Cola an international company increases its reputation in my eyes.	Secondary School	High School	-,125	,212	,840	-,65	,39
		University	-,358	,233	,306	-,93	,21
	High School	Secondary School	,125	,212	,840	-,39	,65
		University	-,233	,232	,605	-,80	,34

	University	Secondary School	,358	,233	,306	-,21	,93
		High School	,233	,232	,605	-,34	,80
I consider Coca-Cola as creative in terms of product diversity.	Secondary School	High School	-,142	,206	,789	-,65	,36
		University	-,652*	,226	,016	-1,21	-,10
	High School	Secondary School	,142	,206	,789	-,36	,65
		University	-,510	,226	,078	-1,06	,04
	University	Secondary School	,652*	,226	,016	,10	1,21
		High School	,510	,226	,078	-,04	1,06
Being Coca-Cola an American origin affects my consume level of its products negatively.	Secondary School	High School	,301	,245	,470	-,30	,90
		University	,990*	,268	,001	,33	1,65
	High School	Secondary School	-,301	,245	,470	-,90	,30
		University	,690*	,268	,036	,03	1,35
	University	Secondary School	-,990*	,268	,001	-1,65	-,33
		High School	-,690*	,268	,036	-1,35	-,03
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	Secondary School	High School	-,115	,216	,866	-,64	,41
		University	-,095	,236	,923	-,67	,48
	High School	Secondary School	,115	,216	,866	-,41	,64
		University	,021	,236	,996	-,56	,60
	University	Secondary School	,095	,236	,923	-,48	,67
		High School	-,021	,236	,996	-,60	,56
I like the styles of bottles and boxes of Coca-Cola products.	Secondary School	High School	-,628*	,201	,008	-1,12	-,14
		University	-1,104*	,220	,000	-1,64	-,57
	High School	Secondary School	,628*	,201	,008	,14	1,12
		University	-,477	,219	,095	-1,01	,06
	University	Secondary School	1,104*	,220	,000	,57	1,64
		High School	,477	,219	,095	-,06	1,01

	University	Secondary School	,358	,233	,306	-,21	,93
		High School	,233	,232	,605	-,34	,80
I consider Coca-Cola as creative in terms of product diversity.	Secondary School	High School	-,142	,206	,789	-,65	,36
		University	-,652*	,226	,016	-1,21	-,10
	High School	Secondary School	,142	,206	,789	-,36	,65
		University	-,510	,226	,078	-1,06	,04
	University	Secondary School	,652*	,226	,016	,10	1,21
		High School	,510	,226	,078	-,04	1,06
Being Coca-Cola an American origin affects my consume level of its products negatively.	Secondary School	High School	,301	,245	,470	-,30	,90
		University	,990*	,268	,001	,33	1,65
	High School	Secondary School	-,301	,245	,470	-,90	,30
		University	,690*	,268	,036	,03	1,35
	University	Secondary School	-,990*	,268	,001	-1,65	-,33
		High School	-,690*	,268	,036	-1,35	-,03
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	Secondary School	High School	-,115	,216	,866	-,64	,41
		University	-,095	,236	,923	-,67	,48
	High School	Secondary School	,115	,216	,866	-,41	,64
		University	,021	,236	,996	-,56	,60
	University	Secondary School	,095	,236	,923	-,48	,67
		High School	-,021	,236	,996	-,60	,56
I like the styles of bottles and boxes of Coca-Cola products.	Secondary School	High School	-,628*	,201	,008	-1,12	-,14
		University	-1,104*	,220	,000	-1,64	-,57
	High School	Secondary School	,628*	,201	,008	,14	1,12
		University	-,477	,219	,095	-1,01	,06
	University	Secondary School	1,104*	,220	,000	,57	1,64
		High School	,477	,219	,095	-,06	1,01

Table 65. One-way Anova for “Coca-Cola Reputation Drivers vs. Age Groups”

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	50+	34-49	-,482	,290	,428	-1,29	,33
		23-33	-1,217*	,296	,001	-2,04	-,39
		15-22	-1,182*	,329	,005	-2,10	-,26
	34-49	50+	,482	,290	,428	-,33	1,29
		23-33	-,734*	,248	,033	-1,43	-,04
		15-22	-,700	,286	,113	-1,50	,10
	23-33	50+	1,217*	,296	,001	,39	2,04
		34-49	,734*	,248	,033	,04	1,43
		15-22	,034	,292	1,000	-,78	,85
	15-22	50+	1,182*	,329	,005	,26	2,10
		34-49	,700	,286	,113	-,10	1,50
		23-33	-,034	,292	1,000	-,85	,78
Coca-Cola is an environmentally sensitive company.	50+	34-49	-,022	,248	1,000	-,72	,67
		23-33	,206	,253	,881	-,50	,91
		15-22	,220	,281	,894	-,57	1,01
	34-49	50+	,022	,248	1,000	-,67	,72
		23-33	,228	,212	,762	-,36	,82
		15-22	,242	,245	,807	-,44	,93
	23-33	50+	-,206	,253	,881	-,91	,50
		34-49	-,228	,212	,762	-,82	,36
		15-22	,013	,250	1,000	-,69	,71
	15-22	50+	-,220	,281	,894	-1,01	,57
		34-49	-,242	,245	,807	-,93	,44
		23-33	-,013	,250	1,000	-,71	,69
I like the advertisements of Coca-Cola.	50+	34-49	-,742*	,264	,049	-1,48	,00
		23-33	-1,166*	,269	,000	-1,92	-,41
		15-22	-1,373*	,299	,000	-2,21	-,54
	34-49	50+	,742*	,264	,049	,00	1,48
		23-33	-,424	,225	,317	-1,06	,21
		15-22	-,631	,260	,119	-1,36	,10
	23-33	50+	1,166*	,269	,000	,41	1,92
		34-49	,424	,225	,317	-,21	1,06
		15-22	-,207	,266	,895	-,95	,54

	15-22	50+	1,373*	,299	,000	,54	2,21
		34-49	,631	,260	,119	-,10	1,36
		23-33	,207	,266	,895	-,54	,95
Being Coca-Cola an international company increases its reputation in my eyes.	50+	34-49	,243	,267	,842	-,50	,99
		23-33	-,059	,272	,997	-,82	,70
		15-22	,439	,303	,551	-,41	1,29
	34-49	50+	-,243	,267	,842	-,99	,50
		23-33	-,302	,228	,625	-,94	,34
		15-22	,196	,264	,907	-,54	,93
	23-33	50+	,059	,272	,997	-,70	,82
		34-49	,302	,228	,625	-,34	,94
		15-22	,498	,269	,331	-,26	1,25
	15-22	50+	-,439	,303	,551	-1,29	,41
		34-49	-,196	,264	,907	-,93	,54
		23-33	-,498	,269	,331	-1,25	,26
I consider Coca-Cola as creative in terms of product diversity.	50+	34-49	-,253	,260	,815	-,98	,48
		23-33	-,470	,266	,373	-1,21	,27
		15-22	-,329	,295	,743	-1,16	,50
	34-49	50+	,253	,260	,815	-,48	,98
		23-33	-,217	,223	,813	-,84	,41
		15-22	-,076	,257	,993	-,80	,64
	23-33	50+	,470	,266	,373	-,27	1,21
		34-49	,217	,223	,813	-,41	,84
		15-22	,141	,263	,962	-,59	,88
	15-22	50+	,329	,295	,743	-,50	1,16
		34-49	,076	,257	,993	-,64	,80
		23-33	-,141	,263	,962	-,88	,59
Being Coca-Cola an American origin affects my consume level of its products negatively.	50+	34-49	,372	,309	,694	-,49	1,24
		23-33	,622	,316	,275	-,26	1,51
		15-22	,147	,351	,981	-,84	1,13
	34-49	50+	-,372	,309	,694	-1,24	,49
		23-33	,250	,264	,827	-,49	,99
		15-22	-,225	,305	,909	-1,08	,63
	23-33	50+	-,622	,316	,275	-1,51	,26
		34-49	-,250	,264	,827	-,99	,49
		15-22	-,476	,312	,508	-1,35	,40
	15-22	50+	-,147	,351	,981	-1,13	,84
		34-49	,225	,305	,909	-,63	1,08
		23-33	,476	,312	,508	-,40	1,35

Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	50+	34-49	,018	,271	1,000	-,74	,78
		23-33	,435	,276	,479	-,34	1,21
		15-22	,476	,307	,493	-,38	1,34
	34-49	50+	-,018	,271	1,000	-,78	,74
		23-33	,418	,232	,355	-,23	1,07
		15-22	,458	,267	,401	-,29	1,21
	23-33	50+	-,435	,276	,479	-1,21	,34
		34-49	-,418	,232	,355	-1,07	,23
		15-22	,041	,273	,999	-,72	,81
	15-22	50+	-,476	,307	,493	-1,34	,38
		34-49	-,458	,267	,401	-1,21	,29
		23-33	-,041	,273	,999	-,81	,72
I like the styles of bottles and boxes of Coca-Cola products.	50+	34-49	-,369	,254	,551	-1,08	,34
		23-33	-,854*	,259	,013	-1,58	-,13
		15-22	-,789	,288	,058	-1,60	,02
	34-49	50+	,369	,254	,551	-,34	1,08
		23-33	-,485	,217	,173	-1,09	,12
		15-22	-,420	,251	,423	-1,12	,28
	23-33	50+	,854*	,259	,013	,13	1,58
		34-49	,485	,217	,173	-,12	1,09
		15-22	,065	,256	,996	-,65	,78
	15-22	50+	,789	,288	,058	-,02	1,60
		34-49	,420	,251	,423	-,28	1,12
		23-33	-,065	,256	,996	-,78	,65

Table 66. T-Test for “Coca-Cola Reputation Drivers vs. Gender”

	Levene's Test for Equality of Variances						
						95% Confidence Interval of the Difference	
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
The taste of Coca-Cola products is fine.	2,642	,104	,035	,416	,197	,030	,801
Coca-Cola is an environmentally sensitive company.	1,264	,261	,988	-,003	,168	-,332	,327
I like the advertisements of Coca-Cola.	,384	,535	,138	-,266	,179	-,617	,085
Being Coca-Cola an international company increases its reputation in my eyes.	,074	,785	,147	,261	,180	-,092	,614
I consider Coca-Cola as creative in terms of product diversity.	3,503	,062	,081	,307	,176	-,038	,653
Being Coca-Cola an American origin affects my consume level of its products negatively.	2,521	,113	,912	,023	,209	-,387	,434
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	5,834	,016	,000	-,896	,181	-1,251	-,540
I like the styles of bottles and boxes of Coca-Cola products.	3,019	,083	,093	,290	,172	-,048	,627

Table 67. One-way Anova for “Coca-Cola Reputation Drivers vs. Political Identity”

Dependent Variable	(I) kimlik temel	(J) kimlik temel	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	liberal	social democrat	,475	,308	,304	-,28	1,23
		conservative	1,613*	,307	,000	,86	2,37
	social democrat	liberal	-,475	,308	,304	-1,23	,28
		conservative	1,138*	,267	,000	,48	1,79
	conservative	liberal	-1,613*	,307	,000	-2,37	-,86
		social democrat	-1,138*	,267	,000	-1,79	-,48
Coca-Cola is an environmentally sensitive company.	liberal	social democrat	,650*	,257	,041	,02	1,28
		conservative	1,514*	,256	,000	,89	2,14
	social democrat	liberal	-,650*	,257	,041	-1,28	-,02
		conservative	,864*	,223	,001	,32	1,41
	conservative	liberal	-1,514*	,256	,000	-2,14	-,89
		social democrat	-,864*	,223	,001	-1,41	-,32
I like the advertisements of Coca-Cola.	liberal	social democrat	,192	,270	,775	-,47	,85
		conservative	1,620*	,269	,000	,96	2,28
	social democrat	liberal	-,192	,270	,775	-,85	,47
		conservative	1,427*	,234	,000	,85	2,00
	conservative	liberal	-1,620*	,269	,000	-2,28	-,96
		social democrat	-1,427*	,234	,000	-2,00	-,85
Being Coca-Cola an international company increases its reputation in my eyes.	liberal	social democrat	,973*	,275	,002	,30	1,65
		conservative	1,569*	,274	,000	,90	2,24
	social democrat	liberal	-,973*	,275	,002	-1,65	-,30
		conservative	,596*	,238	,044	,01	1,18
	conservative	liberal	-1,569*	,274	,000	-2,24	-,90
		social democrat	-,596*	,238	,044	-1,18	-,01

I consider Coca-Cola as creative in terms of product diversity.	liberal	social democrat	,085	,260	,948	-,55	,72
		conservative	1,025*	,259	,000	,39	1,66
	social democrat	liberal	-,085	,260	,948	-,72	,55
		conservative	,940*	,225	,000	,39	1,49
conservative	liberal	-1,025*	,259	,000	-1,66	-,39	
	social democrat	-,940*	,225	,000	-1,49	-,39	
Being Coca-Cola an American origin affects my consume level of its products negatively.	liberal	social democrat	-,515	,320	,273	-1,30	,27
		conservative	-1,926*	,319	,000	-2,71	-1,14
	social democrat	liberal	,515	,320	,273	-,27	1,30
		conservative	-1,410*	,277	,000	-2,09	-,73
conservative	liberal	1,926*	,319	,000	1,14	2,71	
	social democrat	1,410*	,277	,000	,73	2,09	
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	liberal	social democrat	-1,301*	,279	,000	-1,99	-,62
		conservative	-1,551*	,279	,000	-2,23	-,87
	social democrat	liberal	1,301*	,279	,000	,62	1,99
		conservative	-,250	,242	,586	-,84	,34
conservative	liberal	1,551*	,279	,000	,87	2,23	
	social democrat	,250	,242	,586	-,34	,84	
I like the styles of bottles and boxes of Coca-Cola products.	liberal	social democrat	,073	,263	,963	-,57	,72
		conservative	1,318*	,263	,000	,67	1,96
	social democrat	liberal	-,073	,263	,963	-,72	,57
		conservative	1,246*	,228	,000	,69	1,81
conservative	liberal	-1,318*	,263	,000	-1,96	-,67	
	social democrat	-1,246*	,228	,000	-1,81	-,69	

Table 68. One-way Anova for “Coca-Cola Reputation Drivers vs. Political Party”

Dependent Variable	(I) parti_sade	(J) parti_sade	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	AKP	CHP	-1,240*	,222	,000	-1,79	-,70
		MHP	-,364	,298	,475	-1,09	,37
	CHP	AKP	1,240*	,222	,000	,70	1,79
		MHP	,876*	,312	,020	,11	1,64

	MHP	AKP	,364	,298	,475	-,37	1,09
		CHP	-,876*	,312	,020	-1,64	-,11
Coca-Cola is an environmentally sensitive company.	AKP	CHP	-,725*	,189	,001	-1,19	-,26
		MHP	-,450	,253	,207	-1,07	,17
	CHP	AKP	,725*	,189	,001	,26	1,19
		MHP	,275	,266	,585	-,38	,93

	MHP	AKP	,450	,253	,207	-,17	1,07
		CHP	-,275	,266	,585	-,93	,38
I like the advertisements of Coca-Cola.	AKP	CHP	-1,083*	,204	,000	-1,58	-,58
		MHP	,047	,273	,985	-,62	,72
	CHP	AKP	1,083*	,204	,000	,58	1,58
		MHP	1,130*	,286	,000	,43	1,83

	MHP	AKP	-,047	,273	,985	-,72	,62
		CHP	-1,130*	,286	,000	-1,83	-,43
Being Coca-Cola an international company increases its reputation in my eyes.	AKP	CHP	-,270	,208	,429	-,78	,24
		MHP	,242	,278	,685	-,44	,92
	CHP	AKP	,270	,208	,429	-,24	,78
		MHP	,512	,292	,215	-,20	1,23

	MHP	AKP	-,242	,278	,685	-,92	,44
		CHP	-,512	,292	,215	-1,23	,20
I consider as Coca-Cola creative in terms of product diversity.	AKP	CHP	-,695*	,200	,003	-1,19	-,20
		MHP	-,089	,268	,947	-,75	,57
	CHP	AKP	,695*	,200	,003	,20	1,19
		MHP	,606	,281	,098	-,08	1,30

	MHP	AKP	,089	,268	,947	-,57	,75
		CHP	-,606	,281	,098	-1,30	,08
Being Coca-Cola an American origin affects my consume level of its products negatively.	AKP	CHP	,686*	,237	,016	,10	1,27
		MHP	-,583	,318	,186	-1,36	,20
	CHP	AKP	-,686*	,237	,016	-1,27	-,10
		MHP	-1,269*	,333	,001	-2,09	-,45

	MHP	AKP	,583	,318	,186	-,20	1,36
		CHP	1,269*	,333	,001	,45	2,09
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	AKP	CHP	-,050	,210	,971	-,56	,46
		MHP	,096	,281	,943	-,59	,78
	CHP	AKP	,050	,210	,971	-,46	,56
		MHP	,147	,294	,884	-,58	,87

	MHP	AKP	-.096	,281	,943	-.78	,59
		CHP	-.147	,294	,884	-.87	,58
I like the styles of bottles and boxes of Coca-Cola products.	AKP	CHP	-.852*	,195	,000	-1,33	-.37
		MHP	-.142	,261	,863	-.78	,50
	CHP	AKP	,852*	,195	,000	,37	1,33
		MHP	,710*	,274	,035	,04	1,38

MHP	AKP	,142	,261	,863	-,50	,78
	CHP	-,710*	,274	,035	-1,38	-,04

Table 69. One-way Anova for “Coca-Cola Reputation Drivers vs. Parenthood”

Dependent Variable	(I) ebeveyn_detay	(J) ebeveyn_detay	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The taste of Coca-Cola products is fine.	father	non-parent men	,099	,383	,995	-,98	1,17
		mother	,806	,435	,330	-,41	2,03
		non-parent women	,431	,394	,754	-,67	1,54
	non-parent men	father	-,099	,383	,995	-1,17	,98
		mother	,707	,398	,370	-,41	1,82
		non-parent women	,332	,354	,830	-,66	1,32
	mother	father	-,806	,435	,330	-2,03	,41
		non-parent men	-,707	,398	,370	-1,82	,41
		non-parent women	-,375	,408	,839	-1,52	,77
	non-parent women	father	-,431	,394	,754	-1,54	,67
		non-parent men	-,332	,354	,830	-1,32	,66
		mother	,375	,408	,839	-,77	1,52
Coca-Cola is an environmentally sensitive company.	father	non-parent men	,226	,319	,919	-,67	1,12
		mother	,509	,362	,577	-,51	1,52
		non-parent women	-,283	,328	,862	-1,20	,64
	non-parent men	father	-,226	,319	,919	-1,12	,67
		mother	,283	,332	,867	-,65	1,21
		non-parent women	-,509	,294	,394	-1,33	,32
	mother	father	-,509	,362	,577	-1,52	,51
		non-parent men	-,283	,332	,867	-1,21	,65
		non-parent women	-,792	,340	,145	-1,75	,16
	non-parent women	father	,283	,328	,862	-,64	1,20
		non-parent men	,509	,294	,394	-,32	1,33
		mother	,792	,340	,145	-,16	1,75

I like the advertisements of Coca-Cola.	father	non-parent men	,308	,346	,851	-,66	1,28
		mother	,196	,392	,969	-,90	1,30
		non-parent women	-,204	,355	,955	-1,20	,79
	non-parent men	father	-,308	,346	,851	-1,28	,66
		mother	-,112	,359	,992	-1,12	,90
		non-parent women	-,511	,319	,463	-1,41	,38
	mother	father	-,196	,392	,969	-1,30	,90
		non-parent men	,112	,359	,992	-,90	1,12
		non-parent women	-,400	,368	,758	-1,43	,63
	non-parent women	father	,204	,355	,955	-,79	1,20
		non-parent men	,511	,319	,463	-,38	1,41
		mother	,400	,368	,758	-,63	1,43
Being Coca-Cola an international company increases its reputation in my eyes.	father	non-parent men	,043	,366	1,000	-,99	1,07
		mother	,808	,415	,286	-,36	1,97
		non-parent women	-,002	,376	1,000	-1,06	1,05
	non-parent men	father	-,043	,366	1,000	-1,07	,99
		mother	,766	,381	,258	-,30	1,83
		non-parent women	-,045	,338	,999	-,99	,90
	mother	father	-,808	,415	,286	-1,97	,36
		non-parent men	-,766	,381	,258	-1,83	,30
		non-parent women	-,810	,390	,231	-1,91	,28
	non-parent women	father	,002	,376	1,000	-1,05	1,06
		non-parent men	,045	,338	,999	-,90	,99
		mother	,810	,390	,231	-,28	1,91

I consider Coca-Cola as creative in terms of product diversity.	father	non-parent men	,236	,354	,931	-,76	1,23
		mother	,461	,402	,725	-,67	1,59
		non-parent women	-,167	,364	,976	-1,19	,85
	non-parent men	father	-,236	,354	,931	-1,23	,76
		mother	,225	,368	,945	-,81	1,26
		non-parent women	-,402	,327	,679	-1,32	,51
	mother	father	-,461	,402	,725	-1,59	,67
		non-parent men	-,225	,368	,945	-1,26	,81
		non-parent women	-,628	,377	,430	-1,69	,43
	non-parent women	father	,167	,364	,976	-,85	1,19
		non-parent men	,402	,327	,679	-,51	1,32
		mother	,628	,377	,430	-,43	1,69
Being Coca-Cola an American origin affects my consume level of its products negatively.	father	non-parent men	,353	,427	,877	-,84	1,55
		mother	-,403	,484	,874	-1,76	,95
		non-parent women	,423	,439	,818	-,81	1,65
	non-parent men	father	-,353	,427	,877	-1,55	,84
		mother	-,756	,444	,407	-2,00	,49
		non-parent women	,070	,394	,999	-1,03	1,17
	mother	father	,403	,484	,874	-,95	1,76
		non-parent men	,756	,444	,407	-,49	2,00
		non-parent women	,827	,455	,349	-,45	2,10
	non-parent women	father	-,423	,439	,818	-1,65	,81
		non-parent men	-,070	,394	,999	-1,17	1,03
		mother	-,827	,455	,349	-2,10	,45

Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	father	non-parent men	,724	,364	,268	-,30	1,75
		mother	-1,025	,413	,105	-2,18	,13
		non-parent women	-,212	,374	,956	-1,26	,84
	non-parent men	father	-,724	,364	,268	-1,75	,30
		mother	-1,749*	,378	,000	-2,81	-,69
		non-parent women	-,935	,336	,053	-1,88	,01
	mother	father	1,025	,413	,105	-,13	2,18
		non-parent men	1,749*	,378	,000	,69	2,81
		non-parent women	,814	,388	,223	-,27	1,90
	non-parent women	father	,212	,374	,956	-,84	1,26
		non-parent men	,935	,336	,053	,00	1,88
		mother	-,814	,388	,223	-1,90	,27
I like the styles of bottles and boxes of Coca-Cola products.	father	non-parent men	,130	,339	,986	-,82	1,08
		mother	,655	,384	,406	-,42	1,73
		non-parent women	,008	,348	1,000	-,97	,98
	non-parent men	father	-,130	,339	,986	-1,08	,82
		mother	,525	,352	,528	-,46	1,51
		non-parent women	-,122	,312	,985	-1,00	,75
	mother	father	-,655	,384	,406	-1,73	,42
		non-parent men	-,525	,352	,528	-1,51	,46
		non-parent women	-,646	,361	,361	-1,66	,37
	non-parent women	father	-,008	,348	1,000	-,98	,97
		non-parent men	,122	,312	,985	-,75	1,00
		mother	,646	,361	,361	-,37	1,66

Table 70. T-Test for “Coca-Cola Reputation Drivers vs. Fastfood Consumption”

	Levene's Test for Equality of Variances						
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
The taste of Coca-Cola products is fine.	5,635	0,018	0,000	-1,647	0,199	-2,037	-1,257
Coca-Cola is an environmentally sensitive company.	0,212	0,645	0,000	-0,75	0,174	-1,091	-0,409
I like the advertisements of Coca-Cola.	6,034	0,014	0,000	-1,184	0,183	-1,544	-0,825
Being Coca-Cola an international company increases its reputation in my eyes.	0,123	0,726	0,001	-0,633	0,187	-0,999	-0,266
I consider as Coca-Cola creative in terms of product diversity.	1,523	0,217	0,004	-0,535	0,183	-0,894	-0,176
Being Coca-Cola an American origin affects my consume level of its products negatively.	0,107	0,743	0,001	0,754	0,217	0,329	1,179
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	13,245	0,000	0,000	0,925	0,189	0,554	1,296
I like the styles of bottles and boxes of Coca-Cola products.	0,007	0,935	0,000	-0,974	0,177	-1,321	-0,626

Table 71.

Table 72. T-Test for “Coca-Cola Reputation Drivers vs. Alcohol Consumption”

	Levene's Test for Equality of Variances						
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
The taste of Coca-Cola products is fine.	8,312	0,004	0,000	-1,287	0,198	-1,676	-0,898
Coca-Cola is an environmentally sensitive company.	0,001	0,970	0,006	-0,47	0,172	-0,807	-0,132
I like the advertisements of Coca-Cola.	2,138	0,144	0,000	-0,937	0,182	-1,294	-0,58
Being Coca-Cola an international company increases its reputation in my eyes.	4,205	0,041	0,637	-0,087	0,185	-0,451	0,276
I consider Coca-Cola as creative in terms of product diversity.	1,747	0,187	0,000	-0,763	0,18	-1,115	-0,411
Being Coca-Cola an American origin affects my consume level of its products negatively.	0,436	0,509	0,000	0,831	0,213	0,413	1,25
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	9,106	0,003	0,000	0,74	0,187	0,373	1,107
I like the styles of bottles and boxes of Coca-Cola products.	0,717	0,397	0,000	-0,76	0,175	-1,104	-0,416

Table 73. T-Test for “Coca-Cola Reputation Drivers vs. Smoking”

	Levene's Test for Equality of Variances						
						95% Confidence Interval of the Difference	
	F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
The taste of Coca-Cola products is fine.	6,31	0,012	0	-1,039	0,196	-1,424	-0,654
Coca-Cola is an environmentally sensitive company.	0,284	0,594	0,446	-0,129	0,169	-0,461	0,203
I like the advertisements of Coca-Cola.	0,3	0,584	0,012	-0,455	0,18	-0,809	-0,1
Being Coca-Cola an international company increases its reputation in my eyes.	5,09	0,024	0,483	0,128	0,182	-0,229	0,485
I consider Coca-Cola as creative in terms of product diversity.	6,189	0,013	0,003	-0,52	0,177	-0,868	-0,172
Being Coca-Cola an American origin affects my consume level of its products negatively.	0,554	0,457	0,008	0,556	0,21	0,143	0,969
Giving importance to my health negatively affects my choices in preferring Coca-Cola products.	18,458	0	0	1,085	0,182	0,728	1,442
I like the styles of bottles and boxes of Coca-Cola products.	1,306	0,253	0,09	-0,295	0,174	-0,636	0,046

Table 74. Predicting Coca-Cola Taste Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized C.	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,107	,547		9,338	,000
I like watching commercials.	,063	,037	,056	1,694	,091
I consider myself an environmentalist.	-,117	,050	-,084	-2,347	,019
If a company is of American origin, this increases its reputation in my eyes.	,229	,042	,179	5,402	,000
I am interested in technological innovations.	,117	,041	,097	2,875	,004
The more a company's product diversity, the more its reputation in my eyes.	,036	,040	,029	,878	,380
I try to eat healthily.	-,159	,048	-,115	-3,274	,001
If a company is international, this increases my confidence in its products or services.	,155	,045	,122	3,411	,001
If a company is innovative, this increases its value in my eyes.	,034	,057	,022	,605	,545

a. Dependent Variable: The taste of Coca-Cola products is fine.

Table 75. Predicting Coca-Cola Environment Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,064	,462		2,304	,021
I like watching commercials.	,090	,032	,095	2,867	,004
I consider myself an environmentalist.	,006	,042	,005	,148	,882
If a company is of American origin, this increases its reputation in my eyes.	,223	,036	,206	6,230	,000
I am interested in technological innovations.	,113	,034	,111	3,268	,001
The more a company's product diversity, the more its reputation in my eyes.	,031	,034	,031	,920	,358
I try to eat healthily.	,020	,041	,017	,492	,623
If a company is international, this increases my confidence in its products or services.	,111	,038	,104	2,905	,004
If a company is innovative, this increases its value in my eyes.	,025	,048	,019	,524	,600

a. Dependent Variable: Coca-Cola is an environmentally sensitive company.

Table 76. Predicting Coca-Cola Commercial Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,331	,490		6,793	,000
I like watching commercials.	,196	,033	,190	5,839	,000
I consider myself an environmentalist.	-,003	,045	-,002	-,060	,952
If a company is of American origin, this increases its reputation in my eyes.	,078	,038	,067	2,046	,041
I am interested in technological innovations.	,071	,037	,065	1,952	,051
The more a company's product diversity, the more its reputation in my eyes.	,051	,036	,046	1,396	,163
I try to eat healthily.	-,088	,043	-,070	-2,017	,044
If a company is international, this increases my confidence in its products or services.	,224	,041	,194	5,494	,000
If a company is innovative, this increases its value in my eyes.	,040	,051	,028	,787	,432

a. Dependent Variable: I like the advertisements of Coca-Cola.

Table 77. Predicting Coca-Cola Internationality Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,025	,459		2,231	,026
I like watching commercials.	,099	,031	,096	3,154	,002
I consider myself an environmentalist.	-,005	,042	-,004	-,113	,910
If a company is of American origin, this increases its reputation in my eyes.	,339	,036	,290	9,546	,000
I am interested in technological innovations.	-,052	,034	-,048	-1,528	,127
The more a company's product diversity, the more its reputation in my eyes.	,105	,034	,095	3,080	,002
I try to eat healthily.	-,061	,041	-,049	-1,509	,132
If a company is international, this increases my confidence in its products or services.	,318	,038	,274	8,350	,000
If a company is innovative, this increases its value in my eyes.	,008	,048	,006	,177	,859

a. Dependent Variable: Being Coca-Cola an international company increases its reputation in my eyes.

Table 78. Predicting Effect of ABD-origin of Coca-Cola Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,304	,583		9,102	,000
I like watching commercials.	-,116	,040	-,097	-2,905	,004
I consider myself an environmentalist.	,096	,053	,065	1,813	,070
If a company is of American origin, this increases its reputation in my eyes.	-,308	,045	-,227	-6,837	,000
I am interested in technological innovations.	,040	,043	,032	,926	,355
The more a company's product diversity, the more its reputation in my eyes.	,090	,043	,070	2,079	,038
I try to eat healthily.	,096	,052	,066	1,854	,064
If a company is international, this increases my confidence in its products or services.	-,122	,048	-,091	-2,518	,012
If a company is innovative, this increases its value in my eyes.	,000	,060	,000	,008	,994

a. Dependent Variable: Being Coca-Cola an American origin affects my consume level of its products negatively.

Table 79. Predicting Coca-Cola Health Score Depending Consumer Style

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,741	,496		11,564	,000
I like watching commercials.	-,061	,034	-,058	-1,793	,073
I consider myself an environmentalist.	,152	,045	,117	3,368	,001
If a company is of American origin, this increases its reputation in my eyes.	-,305	,038	-,257	-7,950	,000
I am interested in technological innovations.	-,077	,037	-,068	-2,070	,039
The more a company's product diversity, the more its reputation in my eyes.	,018	,037	,016	,498	,619
I try to eat healthily.	,252	,044	,197	5,721	,000
If a company is international, this increases my confidence in its products or services.	-,025	,041	-,021	-,609	,543
If a company is innovative, this increases its value in my eyes.	,023	,052	,016	,450	,653

a. Dependent Variable: Giving importance to my health negatively affects my choices in preferring Coca-Cola products.