

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**NATIONALISM ROLE ON LOCAL BRANDS PREFERENCE: EVIDENCES
FROM TURKEY CLOTHES MARKET**

THESIS

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Business Administration Program

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Business Administration Program

Thesis Advisor: Assist. Prof. Dr. Özgül UYAN

December, 2019

ONAY FORMU



T.C.
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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis.

Nasr Abdulaziz Ghaleb Murshed



FOREWORD

Firstly, I would like to thank my advisor Dr. Özgül Uyan who allowed this work to be all mine and motivate me to be creative and original. Also, I would like to thank my family whom always believe in me and raised me to be the person I am today. Mother, you're my soul and my compass in life. Father, you supported my mine and taught me how to think. Brothers, you are my honor and pride. Aunt, you are my smile. Finally my everything, my soulmate, wife, and mother of my children, without you nothing is the worthy, you're the beginning and the ending for every happiness in my life.

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Nasr Abdulaziz Ghaleb Murshed

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ABBREVIATIONS

COO	: Country of Origin
ed.	: Edition
etc	: Et cetera (and so on)
SPSS	: Statistical Package for Social Sciences
US	: United States
CBBE	: Consumer-based brand equity



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NATIONALISM ROLE ON LOCAL BRANDS PREFERENCE: EVIDENCES FROM TURKEY CLOTHES MARKET

ABSTRACT

Consumers decide which brands they should choose, and which brands they should forget every day. In a globalized marketplace, choices between worldwide and local brands are affected by numbers of factors. Local brands link the domestic economy with the well-being of individuals. For this reason, it could be useful from a financial point of perspective to create a shared identity among the people of a nation.

The main purpose of this study is to investigate the role of nationalism on purchasing process, the relationships of culture and society with the brands, and their impact on consumer preferences for local brands in apparel sector. In accordance with this purpose, a research was carried out on Turkish citizens in Istanbul. In this research, survey method is used, and the data collected are analyzed through SPSS program. This study contains six variables which are: national identity, tradition and personal cultural orientation, local brand bias, local brands social value, brand relevance in the clothes market, and local brand loyalty.

As a result of the analyzes carried out within the scope of this research, it was concluded that national identity has a strong relationship with local brand loyalty. So if the local brands pay more attention to promote the national identity and lead consumers to have more linkage with self-national identity, that can impact the loyalty to the local brands and raise the preference and sales of local brands. The concept of nationalism can include many variables. In this study, some of them were discussed and variables such as traditional and personal culture orientation, brand social value, and of course national identity were analyzed. The findings of the study revealed that all variables had a strong relationship with local brand loyalty in terms of the population this research is conducted on. Therefore, it can be stated that the stronger the consumers' feelings about these variables, the more they become loyal to local brands. This research proves that the main factor impacting consumer bias toward local brands is quality and price ratio. This inference indicates that perceived price and how the price is associated with the quality is the most important factor which the consumer care about while evaluating a local brand.

Keywords: *Brand Loyalty, Consumer Preference, International Brands, Local Brands, Nationalism, Turkey Apparel Market*

YEREL MARKALARIN TERCİHİNDE MİLLİYETÇİLİĞİN ROLÜ: TÜRKİYE GİYİM PAZARINDAN KANITLAR

ÖZET

Tüketiciler her gün, hangi markaları seçmeleri ve hangilerinden vazgeçmeleri gerektiğine karar vermektedirler. Küreselleşmiş bir pazarda, dünya çapında ve yerel markalar arasında seçim yapmayı etkileyen birçok faktör bulunmaktadır. Yerel markalar, iç ekonomiyi bireylerin refahı ile ilişkilendirir. Bu nedenle, belli bir millete mensup kişiler arasında ortak bir kimlik oluşturmak finansal açıdan faydalı olabilmektedir.

Bu çalışmanın temel amacı milliyetçiliğin satınalma sürecindeki rolünü, kültür ve toplumun markalarla olan ilişkisini ve bunların tüketicilerin giyim piyasasında yerel markalara ilişkin tercihleri üzerindeki etkisini araştırmaktır. Bu kapsamda, İstanbul'daki Türk vatandaşları ile bir araştırma gerçekleştirilmiştir. Araştırmada anket yöntemi kullanılmış olup, elde edilen veriler SPSS programı ile analiz edilmiştir. Bu araştırma 6 değişken içermektedir. Bunlar: ulusal kimlik, gelenek ve kişisel kültürel yönelim, yerel marka yanlılığı, yerel markaların sosyal değeri, giyim pazarında marka alaka düzeyi ve yerel marka sadakatidir.

Bu araştırma kapsamında gerçekleştirilen analizler neticesinde, ulusal kimliğin yerel marka sadakati ile güçlü bir ilişki içinde olduğu sonucuna varılmıştır. Bu nedenle, yerel markalar ulusal kimliği teşvik etmeye daha fazla özen gösterirse ve tüketicilerin kendi ulusal kimliği ile daha fazla bağlantı kurmasını sağlarsa, bu, yerel markalara olan sadakati etkileyebilir ve yerel markaların tercihini ve satışını artırabilir. Milliyetçilik kavramı birçok değişkeni içerebilmektedir. Bu çalışmada bunlardan bir kısmı ele alınmış olup, geleneksel ve kişisel kültür yönelimi, marka sosyal değeri ve tabii ki ulusal kimlik gibi değişkenler analiz edilmiştir. Çalışma bulguları tüm değişkenlerin yerel marka sadakati ile güçlü bir ilişkisi olduğunu ortaya koymuştur. Bu nedenle, tüketicilerin bu değişkenlere ilişkin hisleri ne kadar güçlü olursa, yerel markalara o kadar sadık kalacakları ifade edilebilir. Bu araştırma, tüketicilerin yerel markalara yönelik tercihlerini etkileyen ana faktörün kalite ve fiyat düzeyi olduğunu ortaya koymaktadır. Bu sonuç, algılanan fiyatın ve fiyatın kalite ile nasıl ilişkilendirildiğinin, tüketicinin yerel bir markayı değerlendirirken ilgilendiği en önemli faktör olduğunu göstermektedir.

Anahtar Sözcükler: *Marka Sadakati, Tüketici Tercih, Uluslararası Markalar, Yerel Markalar, Milliyetçilik, Türkiye Hazır Giyim Pazarı*

1. INTRODUCTION

1.1 Objectives, research questions and the importance of the research

In today's globalism, all communities and civilizations are exposed to each other's culture, including markets and trade exchange; which affects the local markets in one way or another, due to that the need for local business's share has risen dramatically for strengthen the national economic. Because of that local business must set so many strategies and technique to keep up with the competition in their own local market from the international mega brands.

Some local brands tried to play the nationalism card to get more costumer; but is that game really works? dose the costumer consider his/her own country brands before foreign brand or the opposite? and dose the degree of the consumers national identity effect the way they perceive local brand?

- Objectives and Rationale

We can summarize this research objective with the following goals:

1. To analyze consumer perspective on local brands
2. To analyze the impact of nationalism on local brand preferences
3. To analyze the culture and social role on local brand preferences

- Research questions

This research is trying to answer the question listed down: -

1. Is it beneficial for the local brands to focus on their national identity?
2. Do consumers consider local brands as a part of their nationalism self-concept?
3. what are the circumstances in which local brands would be preferable?

- The Importance of Research

Branding and brand equity have been the topic of many researches along the history of marketing studies; however, the fuel of those studies has been focusing on the local brands market and much fewer of them or maybe none had considered the linkage between branding and local market and nationalism with culture and identity.

Those might seem not related to each other, but especially with the rise of globalization and nationalism around the world, they become a huge force on the market.

Many previous studies noted that, consumers self-identity and society culture have a strong impact on any brand in the market, because they effect how the consumer perceived each brand separately.

While it may seem easy to find that link between nationalism and consumer preferences for local brands; it is not; since every society has different angles to shape their identity and how that identity reflects on the market.

This research is trying to find the degree in which consumers identify themselves with their national identity and social culture. After that, it will analyze how the consumers receive their local brands? and finally trying to find the relationship between nationalism and social culture with local brands loyalty.

This research aims to provide insights for local brands to help them targeting their local customers and whither they should focus on their national identity or it will be better if they embrace the global identity approach?

It will be very helpful if we could understand the role of nationalism nowadays in the commercial environment, not only for local brands; but for all brands in the local market.

1.2 Previous studies

Previous studies have shown that customers often assess foreign products differently from national products (Wang, et al., 2004) . Bilkey and Nes (1982) note that, consumers in economically developed markets prefer domestic products more than foreign products, whereas customers in emerging economies favor foreign products more than domestic ones.

They assume that foreign products are of higher quality than domestic brands and that the use of foreign brands impresses others because they are linked to high fashion and high-quality products.

Table 1.1 below contain multi researches related to the topic of this study: -

Table 1.1: Previous studies related to this study

Study	Main Objective	Conclusion and Contributions
(Sampaothong, 2018)	Study prospective variations in brand loyalty formation in Thai customer organizations for national and international products by brand equity, customer satisfaction, and the influence of nation of origin.	For national and international brands, the impacts of brand awareness and brand connections were comparable. While this connection was reversed for worldwide brands, national brands had greater impacts from customer satisfaction than perceived quality.
(YILDIZ, 2017)	Gain thorough data on Turkey's present situation and national brand strategies	There is a mutual connection between business brands and nation brands and there is a negative impact on Turkey's country brand because of the lack of such worldwide products. The success criteria of Turkish businesses on the market in
(Yusifli, 2017)	Find out the success principles of Turkish companies in the Azerbaijan market	Azerbaijan showed that the most significant variables are customer-oriented service, strong leadership skills and local customer confidence in Turkish products.

Table 1.1: (con) Previous studies related to this study

Study	Main Objective	Conclusion and Contributions
(LUTFI, 2016)	Examine branding impacts on clients so that marketers can use the correct message to create compelling brand messages that target the correct client	Branding affects and influences the mindsets of clients and their methods of purchasing a product or service, impacts the customer's private judgment and enables him to create continuous purchasing choices.
(Kaptan, 2015)	Enlighten relations between nationalism, globalization and neoliberalism by examining the quickly evolving Turkish advertising sector and its links with global capital.	Not only are advertisers strategically attractive to Turkish identity as a means of selling products, but they also use advertisements to build Turkish identity: a global national identity, which manifests the struggle to articulate a fresh Turkish identity created by new nationalism as part of a neoliberal worldwide capitalist project.
(Izci, 2011)	Explore Turkish consumers' attitudes towards international clothing products when purchasing decisions regarding the impact of brand equity	Perceived quality is the most frequently discovered and brand loyalty is found to be the least influential brand equity items on overseas brand purchasing consumer preference. On the other side, occupation and age have no effect on the differentiation of these resources on brand equity investments.

1.3 Sectoral Outlook for Turkish Apparel Market

Textile Dershanesi (2015) note that, during the Ottoman Empire, the basis of textile and clothing was set. In 1915, 18 out of 22 major government industrial enterprises were involved in this industry, 10 out of 28 joint-stock firms, 45 out of 214 private sector firms and 73 out of 264 manufacturing firms.

According to the Turkish Ministry of Employment Statistics, there are over 50,000 companies in the Turkish textile and apparel industry, most of which are

very tiny. 83% of Turkish textile and clothing companies hire fewer than 10 individuals. The 41 biggest firms represent almost 55 percent of all manufacturing capability, and these firms rank among the world's 500 biggest textile and apparel firms.

Manufacturers of clothing and apparel are primarily situated in the areas of Marmara and Aegean, in towns like Istanbul, Bursa, Tekirdag, Gaziantep, Corlu, Izmir. Manufacturing facilities for textiles and raw materials are primarily in towns such as Istanbul, Izmir, Denizli, Bursa, Gaziantep and Kahramanmaras (Tekstil Dershanesi, 2015) .

According to ITKIB Apparel R&D Department (2019) , Turkey's overall exports rose from \$86.3 billion in January-June 2019 to \$88.2 billion with a rise of 2.2%. In the period January-June 2019, Turkey's export of clothing is recorded as 8.7 billion dollars with a decrease of 1 percent compared to the same period of 2018. In the same period, Turkey's share of total export of clothing was calculated as 9.9 percent. In the January-June period of 2018, this share was 10.2%. France, Spain, the Netherlands and the United Kingdom are the first four countries to export Turkish clothing in the first six months of 2019, followed by France, Iraq, the United States, Italy, Israel and Denmark.

Table 1.2 below compares the export and import for the clothing market for the year of 2017

Table 1.2: Turkey Textiles and Clothing exports and imports By Region 2017

Partner Name	Export (US\$ Thousand)	Import (US\$ Thousand)	Export Product (%)	Import Product (%)
East Asia & Pacific	627835.3	4439647.78	8.72	9.45
Europe & Central Asia	18952536.98	3057834.94	21.4	2.55
Latin America & Caribbean	191831.75	239168.14	7.96	3.49
Middle East & North Africa	4847616.68	752191.46	11.87	3.21
North America	1477133.6	847153.31	15.23	6
South Asia	208614.56	2009129.95	12.07	26.94
Sub-Saharan Africa	182994.74	174262.57	5.02	5.91
World	26814966.73	11832590.92	17.08	5.06

Source: (World Integrated Trade Solution, 2017)

Turkish products are becoming increasingly popular on shopping streets around the globe, taking on fast-fashion giants like Zara, H&M, Mango and Topshop with their mixture of global trends and Turkey's own unique style. LC Waikiki, probably the largest fast-fashion brand in Turkey, which was founded in France in 1988 and sold to Turkish owners in 1997 and now has 962 shops in 46 nations, with the company's belief that "everyone deserves to dress well" empowering people to enjoy accessible fashion at affordable rates through quality products (LC Waikiki, 2015) .

Among Turkey's fashion brands, the vibrant fresh spirit is creating a cosmopolitan yet truly Turkish style. Ipekyol, which opened its doors in 1989 and became one of Turkey's most popular clothing brands with more than 236 shops in Turkey and 39 shops overseas. It has become a favorite fashion brand

in Istanbul for its clean mixture, contemporary lines with bold prints and glamorous decorations. (Ipekyol, 2019) .

The other brands worth mentioning are: Defacto, which opened its doors in 2005 and led to the opening of 324 shops in Turkey and 123 stores in 24 other countries (Defacto, 2017) , Koton which established in 1988 and has 480 shops , including 290 in Turkey and 190 overseas, and won best managing customer experience brand award in 2016 (koton, 2019) .

Table 1.3: Clothes brands in Turkish top 100 brands 2019

Position	Brand	Brand Value) m.\$)	Change in Brand Value	Origin
26	Koton	199	-31.4%	Turkey
32	Mavi	144	-17.1%	Turkey
48	Boyner	61	-19.4%	Turkey
65	Vakko	27	-27.1%	Turkey
86	Bossa	15	-45.6%	Turkey

Source: - (Brand finance, 2019)

According to Izci (2011) , the textile and clothing industry in Turkey is dominated by two sections: - Spinners and weavers, which use high-quality national raw materials to create fabrics, including (top) brand names such as Karaca, Beymen, Network, Mithat, Vakko, etc. With initial designs, these companies maintain high market expectations.

Some clothing companies in Turkey use a mix of national and imported clothing to create non-branded finished goods and market their products through third-party retail chains. The majority of national and export sales are presently made up of non-branded products.

As shown in the table 1.4 below, it is clear that none of Turkish clothes brands exist in the list of the top 500 brands in the world; however, many other countries have several brands in that list.

Table 1.4: Clothes brands in WORD top 500 brands 2019

Position	Brand	Origin	Position	Brand	Origin
41	Nike	United States	181	Gucci	Italy
92	Zara	Spain	263	Coach	United States
107	H&M	Sweden	291	Victoria's Secret	United States
123	Cartier	France	326	Christian Dior	France
124	Louis Vuitton	France	351	Tiffany & Co.	United States
145	Uniqlo	Japan	451	Prada	Italy
163	Hermes	France	460	The North Face	United States

Source: - (Brand finance, 2019)

Shopping centers in Turkey can be considered as kind of young idea, as history dates back only to the late 80s; however, nowadays there is at least one shopping center in almost every neighborhood.

In addition to being one of the world's entertainment and culture hubs, Istanbul is also a metropolitan listed as one of the top shopping lovers' destinations. In many sectors, these shopping malls offer countless brands and services ranging from clothing to food and entertainment to electronics. These centers are also considered recreational areas as well as being a place to shop. Shoppers will find everything they are looking for in Istanbul shopping centers that offer thousands of products and countless brands for every age group.

Here's the list of Istanbul's 10 famous shopping mall:

- 1) Forum İstanbul / Bayrampaşa
- 2) Mall of Istanbul / İkitelli

- 3) Emaar Square / amlıca
- 4) Marmara Forum / Bakırky
- 5) İstanbul Cevahir / Mecidiyeky
- 6) Vialand / Eyp
- 7) Marmara Park / Beylikdz
- 8) Torium / Beylikdz
- 9) Acacia Acıbadem / Acıbadem
- 10) Stage Park / Stage (İstinye)



2. LITERATURE REVIEW

2.1 Nationalism dimensions

When someone defines a certain party, say a country, as being non-democratic, patriarchal, collectivist, envious, and full of hatred towards others, and compared with another nation, defined as democratic, progressive, cooperative, and individualistic, it is generally reasonable to infer that we are dealing with biases and ethnocentrism. When we read that some nationalism is non-democratic, totalitarian, collectivist, centered on the envy and hatred of others, while others are defined as liberal, progressive, civil, individualistic, we must infer that we are dealing with nationalism theories. In this context, it was common practice to stereotypically present nationalism as unique to certain externally homogeneous ideologies (nations). (Todosijević, 2001).

2.1.1 Nationalism history and theories

After 1914, cosmopolitan capitalism was substituted by sharper national identities; it became politically essential to be considered as a "local" company, and this stayed mainly the case until today.

The emergence of new nations has risen dramatically since the end of the Second World War. While most of these new nations have been the product of liberation movements and the collapse of old colonial powers, the latest wave has resulted from the breakup and replacement of multi-ethnic states in Eastern Europe by more ethnically homogeneous nations (Sidanius, et al., 1997).

New countries born in the aftermath of collapsed empires are mobilizing and demanding independence for their societies, as are indigenous peoples in the old industrial democracies living in enclaves. Globalization has accelerated these ethnic nations' development (Riggs, 2002).

Nationalism is a claim made on behalf of a body of individuals claiming to be a country to create a sovereign state over a land; once that state is established, it

must develop a national identity in order to differentiate itself from another state. (Ahmed, 2008) .

Regardless of the political regime, it is simpler to coordinate the interests of distinct communities within a nation in the name of "the nation" than in the name of one group, even if coordination is obviously in favor of that group ; nationalism has fueled huge government spending, mass education, military competition and even dictatorship throughout the twentieth century .

Riggs (2002) argues that, state countries foster state nationalism, ethnic countries foster ethnic nationalism. It is necessary to cultivate deeper connections in the bigger community so that a significant proportion of individuals, a majority if not the entire population, identify in an emotional sense with the state. To accomplish this, the state must disseminate the national identity through the education scheme, the mass media and the political system in the bigger community. (Ahmed, 1998) .

Many ethnically heterogeneous nations, including the United Kingdom, the United States, Russia, Spain, Canada and China, often experience social tension between ethnic group attachment and domestic attachment. (Sidanius, et al., 1997) .

According to Lan & Li. (2015) , Nationalism is a comparatively recent but strong force as it did not exist until modern countries (nation states) emerged in the nineteenth century. It has since played a crucial role in the domestic politics of almost every country (Riggs, 2002).

Baker (1995) points out that, while nationalism is growing in different nations, it has emerged as one of the world's primary challenges, a concept linked to both collective behaviors and government policies (e.g. financial protectionism and cultural isolationism) and individual behaviors (voting behaviors, inter-racial relations, stereotyping, etc.); although the consequences of both levels of nationalism.

According to Garvin (2006), nationalism theories as a sociological phenomenon can be easily divided into three classifications: primordialist, perennialist and modernist. primordialist believes that nations have been around for thousands of years, or at least excellent countries, so nationalism is one of the basic building

blocks of civilization, and any attempt to deny national privileges violates one of the deepest demands. Modernism argues that, nationalism is the result of the modern world and the development of a growing industrial state, rewriting and rehabilitating historical narratives to assert the claims of an imagined community to independence. Sometimes this community is perceived as unconsciously emerging as a "natural" response to industrial society's formation and class structures, mass literacy, big cities, and popular cities.

For better or worse, nationalism provides the ideological basis for a country's political agreement to establish and enforce policies (Lan & Li., 2015) .

Nationalists are more ambitious, militaristic, violent, hostile to other nations and ethnic groups. In contrast, nationalists tend to retain more stereotypical outgroup representations and precipitate distorted domestic self-images that can re-stress inter-state cooperation, contribute to isolationism, trade protectionism, minority abuses of human rights, ethnic violence, extremism, and finally war.(Sidanius, et al., 1997).

2.1.2 National identity effect

Identity is conceived as involving, above all, the concept of the permanence of a subject or object over time. Many modern societies move away from a class-based industrial capitalist model. For an action theory that explains the creation and actions of different groups, the concept of identity has become increasingly important; likewise, the concept of unity which sets the limits of a subject or object and makes it possible to differentiate it from any other subject. (Ryoo, 2008) .

Identity is formed by shared experiences, memories and misconceptions opposed to those of other collective identities, often forged by opposition to important others ' identities, as the history of paired war demonstrates so often.(Smith, 1992).

Brewer and Gardner (1996) suggest three identification levels: individual, relational and collective. Relational and collective self-identities are strongly linked to social identities like worldwide and national identities. The level of self-relation is based on personalized interactions and associated private networks with others.

Brewer & Yuki (2007) point that, Collective selves do not involve interpersonal relationships and are instead depersonalized connections based on symbolic group affiliation.

Identity is important to the strategy of placement because individuals tend to create attitudes and behaviors that strengthen their identity; for example, Zhang and Khare (2009) found out that, worldwide and local identities influence worldwide and local brand assessment.

This identity-building process is known as self-verification. The theory of self-assessment stated that, individuals are trying to ensure that their identities are stable and even take action to protect them (Swann, 1983) . According to this hypothesis, Self-verification is based on a preference for consistency and stability that is almost innate and suggests that individuals tend to construct and retain their own views. People create worlds, receive signs and symbols, develop behaviors to self-check and join groups to affirm their collective identity (Swann, et al., 2004).

In short, people strive for self-consistency and Stability and participation in the conduct of these self-examinations (Westjohn, et al., 2012).

Ahmed (2008) argues that, there is no complete or objective criterion (or criteria) on which nationalism as a whole or nationalism as whole can be based. Language, religion, common ethnic origin, historical knowledge, cultural heritage or culture, common residence in the same area and numerous other variables of this kind have been invoked from time to time to build domestic identity

2.1.3 Evolution of Turkish Identity

After the defeat of the Ottoman Empire in World War I, Mustafa Kemal (Atatürk) led the liberation war against the Western powers and Greece to a successful conclusion. After the deposit of the Sultan and the establishment of the Turkish Republic in 1923, Atatürk and his cadres undertook a major reformulation of Turkish identity, Using all the mechanisms of the new state to spread and institutionalize this new concept among the people (Aktürk, 2007).

Smith et al. (1996) also noted that, Turkey is a collectivism nation that focuses on group loyalty. Healthy patriotism is by definition an expression of loyalty to one's nation and individuals, as well as a powerful motivator of financial behaviour.

Turkish nationalism is civic as it embraced French nationalism solely based on citizenship under the management of the great leader Mustafa Kemal Atatürk. According to this view, the competing identities of Islam, Ottomanism and Turkism have been resolved in favor of a peaceful and inclusive Turkish nationalism united within the borders of the new republic.(Erçel, 2016)

The 1990s brought the opening to overseas products of a Turkish domestic market and brought irresistible changes in daily life. In this age, as commodities, media pictures, symbols and messages became increasingly intercultural and intertextual in a worldwide context, the definition of nationalism was reconfiguring d and requested through its connection with globalization (Kaptan, 2015) .

Turkish feelings of domination and superiority (nationalism); therefore do not seem to be achieved by taking pride in their domestic products at the expense of foreign products ; therefore, Foreign products are therefore not seen as opposed to or repudiating their nationalistic sentiments, so patriotism in Turkey seems to be the primary motivation for consumer ethnocentrism (Balabanis, et al., 2001).

2.1.4 Youth and global identity impact

People are increasingly developing a global element of identity that manifests itself in convictions about the benefits of globalization, opinions that emphasize similarities and differences between individuals around the globe, and increased interest in worldwide events (Tu, et al., 2012).

Consumers with a strong global identity tend to have a stronger orientation towards global consumption (Tu, et al., 2012), Improved attitude towards worldwide goods (Guo, 2013) , And greater worldwide brand ownership probability (Bartsch, et al., 2016).

Marketers and academics have tried to allocate nomenclature like "Next Generation" or "Generation Z" to the post-21st century generation. Generally,

the importance of studying Generation Z is gaining in importance owing to the critical role that adolescence and early adulthood of this generation play in influencing their preferences (Young & Hinesly, 2012) .

Brands need to know this generation's preferences and conduct patterns to connect with them at the correct moment and provide tailor-made alternatives (Palfrey J. & Gasser, 2008) Before considering other alternatives and transferring loyalties to other brands. By engaging with these digital natives, marketers need to understand the evolving company landscape (Jones & Shao, 2011) .

Generation Z is an excellent chance for brands to have a consistent connection with them to guarantee their brand loyalty (Kitchen & Proctor, 2015) . Therefore, the company and its executives must maintain and create their faithful clients through long-term interactions with Generation Z (Sharma, 2019) .

In recent decades, the dynamics of globalization have produced a fresh social force, the worldwide consumer culture (Ritzer, 2007) , Global consumer tradition is strongly linked to people's faith in global citizenship and their willingness to join the global village (Strizhakova, et al., 2008) .

Anholt (2003) stated that, according to studies in developing countries, young consumers seeking to better their financial situation and that of their nation are likely to adopt brands as an authority's discourse and feel that buying global brands enables them to take part in this global arena by encouraging their own local businesses and regions.

For example, Fong (2004) noted that, Brazilian youth combine intense nationalism with worldwide culture and an aspiration for an "American dream".

Troiano (1997) pointed that, Brazil's character and love does not disappear but is intricately accompanied by a fresh global dimension in its attitudes, preferences and values, including adopting global brands as an authority discourse.

Recent evidence indicates that consumers in emerging markets can encourage economic nationalism while accepting global brands as an outlet for citizenship, thus enhancing their corporate identity (Strizhakova, et al., 2008) , Tomlinson

(1999, p. 190) calls "localism" and "globalism" the "two axial principles of our age."

Customers have begun to bargain with globalization on their local and global identities, and scientists have given insights on customers' local and global orientations. Some have recognized worldwide cultural identity dimensions of consumers, such as global, glocal, local and alienated; others have attracted attention to worldwide connectivity and worldwide identity (Strizhakova & Coulter, 2015).

Russell and Russell (2010) noted that, worldwide customer connectivity moderates responses to corporate social responsibility so that more globally oriented consumers are more open to global obligations than to corporate social responsibility at national level.

2.1.5 Eastern vs. Western Nationalism

It is necessary to distinguish between 'western' and 'eastern' nationalism. According to Kohn (1945), western nationalism is defined as being related to conceptions of individual freedom, rational cosmopolitanism, without much affection for the past, as existed in Britain, France, the United States.

On the other hand, Eastern nationalism occurred and developed in organic, cultural, totalitarian ways in a backward state of political and social development. Eastern nationalism was not aimed at transforming existing states into the state of people, but at redefining political boundaries in accordance with ethnographic requirements.

Such two types of nationalisms are influenced by various social and intellectual forces, but also by psychological factors. When the Eastern nationalists saw that the philosophy, they adopted from the West did not work as well as in the exporting countries, it wounded the prestige of the skilled indigenous community and generated the inferiority complex (Kohn, 1945).

According to Todosijević (2001), It should be remembered three underlying premises of these statements. The first is the nationalisms' presumed unidimensional; it is assumed that nationalisms can be compared with one dimension, i.e. the degree of cynicism and memorability.

Some authors link this notion to the idea of progressive historical development, that is the position of a nation on this dimension corresponds.

The other relevant underlying assumption, making this type of theorization similar to stereotyping, is the assumed internal homogeneity of nationalisms. (Todosijević, 2001)

Furthermore, the branding of patriotism as political and cultural suggests the character's temporal stability; Which indicates that in the last two hundred years, for example, English populism has been continually civic (Todosijević, 2001)

A significant analytical challenge in criticizing the mentioned philosophical in suggesting that Western nationalism is social, egalitarian, liberal, is rarely explicit. It could be interpreted in a sense that a single nationalist movement existed, characterized uniformly by the "civic" understanding of nationality.

It might also mean that dominant political elites or power holders held such views, or that some important intellectuals expressed such ideas. It could imply the absence of ethnic conflicts between the population, either in particular, or those supported by the state, or nationalist rulers, or randomly. It could also imply that a nation's leaders hold predominantly attitudes which could be defined as "civic nationalist attitudes."

By presenting two kinds of evidence, the view of nationalisms as internally homogeneous, unidimensional, and temporarily stable can be discredited. One concerns political, intellectual, institutional, and other divergent traditions within the nationalisms of Eastern and Western.

2.2 Purchasing behaviour and brand preferences

Businesses may distinguish their product offerings from those of the competition through concentrating on any physical (e.g. flavor, design, fit) or non-physical (e.g. price, brand name, country of origin) characteristics of a product, (Dickson & Ginter, 1987) .

Ultimately, any attempt to differentiate a company should result in an increase in the perceived value of a product for customers (Keller, 1993) .

To some, branding simply means advertising designed to create usually associated emotional imagery with a business. To others, it implies creating symbols that enable the organization to be prepared to remember.

Moreover, the contemporary branding idea is more complicated and embraces the holistic atmosphere in which the brand exists, works and interacts with its many clients and stakeholders. (Skuba, 2002) .

Branding emphasizes both the emotion and the psychological; however, it is not specifically intended for either purpose or deliberation.

Branding is not defined by systematic information processing and rational weighing of arguments, but rather by heuristics-based affective and rapid assessments (Eshuis & Edwards, 2013) .

Keller (2003) showed that the power of the product lies in the minds of the consumers and what they have seen and learned over time about the company.

2.2.1 brand equity impact

Since the early 1990s, brand equity has been a common subject in scholarly and company debates. Companies are investing significant effort over many years to construct their brands' equity; As they benefit from this investment in the consumer market and the effects of the financial market and use their brand equity to launch brand extensions (Datta, et al., 2017).

Farquhar (1989) points that, both practitioners and scholars view brand equity as a platform for building competitive benefits such as tension opportunities, resilience to the promotional operations of rivals and obstacles to competitive entry.

Brand equity has been carefully designed, referring to the incremental value added by its brand to a consumer. (e.g., Aaker 1991 and Keller 1993) (Washburn & Plank, 2002) .

Aaker (1991, p. 15) described brand equity as a collection of brand assets and liabilities linked to a brand, its name and logo, adding or removing from the value given to a company and/or its customers by a product or service.

Steady with Keller (1993), Aaker (1991) Suggested that brand equity offers value to the company (e.g. through marketing optimization initiatives, brand loyalty, price discounts, favorable brand expansion environment, etc.) and value to the consumer (e.g. better information storage, confidence in purchasing decisions, and enhanced user satisfaction).

Aaker (1991) described brand loyalty, brand awareness, perceived quality and brand associations as reflecting customer perceptions and brand responses, dimensions easily understood by customers. The fifth brand asset, other proprietary brand property, including patents, marks and channel interactions, has been further established (Aaker, 1991) .

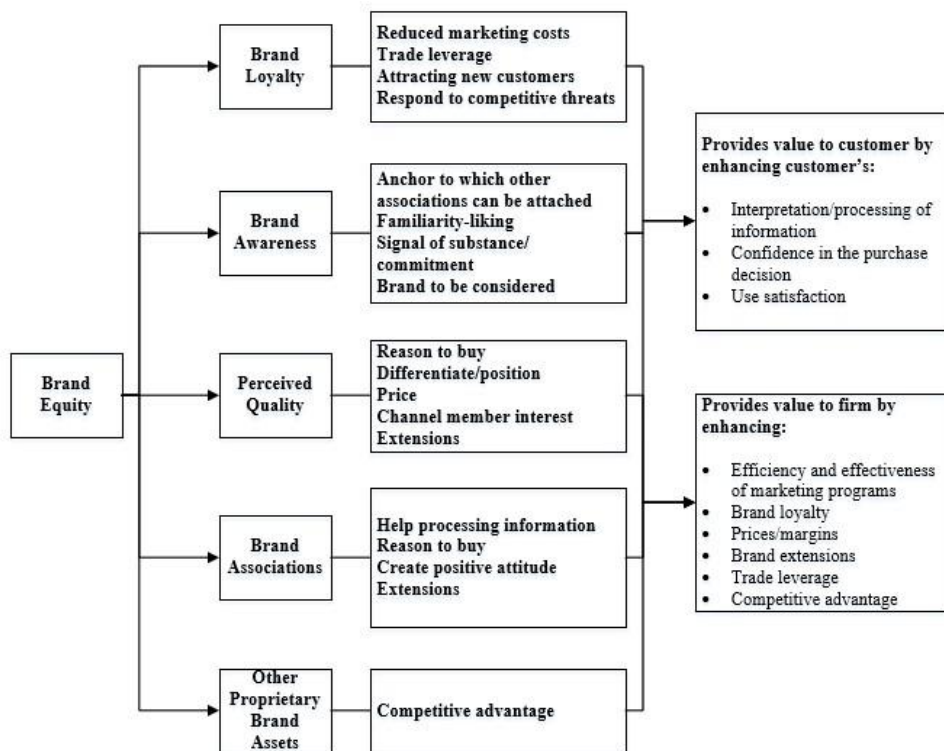


Figure 2.1: Aaker's brand equity model

Source: (Aaker, 1991)

Although , according to Yoo and Donthu (2001) , the associated brand equity problems includes the beneficial impact of brand equity on future corporate earnings and long-term cash flow, consumer readiness to pay premium rates, decision-making on merger and acquisition, inventory prices, sustainable competitive advantage, and marketing success.

2.2.2 customer-based brand equity

In the marketing literature, brand equity has been operationalized in three primary ways: first as consumer brand views and attitudes affecting purchasing behavior, second as an observed collection of unbranded benchmark income, and third as a financial-market assessment of the dollar value of the company's intangible assets attributable to the company's benchmark (Rego, et al., 2009) .

Keller (1993, p. 2) explained and described the term customer-based brand equity as the differential impact of product awareness on consumer marketing response.

Also, Keller (1993) point that, a comprehensive knowledge of customer-based brand equity is crucial for effective brand leadership since brand memory content and structure will affect the efficiency of future brand policies.

Keller clarifies the importance of recognizing brand equity from the customer's point of view (1993, p. 8) : while the ultimate objective of any marketing program is to increase sales, it is first necessary to establish information structures for the product so that customers can react favorably to the brand's marketing activities.

Keller (1993) additionally stated that, while favorable customer-based brand equity may result in higher incomes, lower expenses, and higher profits; it has direct consequences for the company's ability to control higher rates, customer readiness to seek fresh distribution channels, marketing efficiency communications, and brand expansion and licensing opportunities success. In other sayings, the level of custom brand equity contributes to the effectiveness of the company's marketing mix (Washburn & Plank, 2002) .

Because of its brand identity, brand equity is the differential choice and reaction of the marketing attempt of a company. Either customer perceptions or sales can be used to measure brand equity.

Consumer-based brand equity (CBBE) tests how consumers think and feel about the brand, while sales-based brand equity (SBBE) is the brand's intercept in a preferential or market share system. (Datta, et al., 2017).

Over the years, many market research and consulting firms have built their own CBBE frameworks and interventions. Examples include Young & Rubicam's Brand Asset Valuator (BAV), YouGov's Brand Index, Millward Brown's "beliefs" part of Brand Dynamics, Harris Interactive's EquiTrend, IPSOS ' Brand Value Creator's Attitudinal Equity element, and Research International's Equity Engine model.

Those schemes use large-scale customer surveys to evaluate brand attitudes along seventeen years; while each CBBE system has its own measurements; it touches on many of the same or associated aspects (Datta, et al., 2017) .

Academics also proposed testing methods for CBBE, the most notable of these are the Brand Equity Ten of Aaker (1996) and the CBBE model of Keller (1993) which later developed into Keller's CBBE pyramid (2001).

Keller (2001) was the first to present in CBBE process the concept of brand building blocks, coexisting with different interrelated brand ideas. The architecture of this block modeling follows a hierarchical structure, a brand pyramid where the success of each block depends on the positive achievement of the previous block.

Keller (2013) emphasizes differential effect; brand equity arises from customer reaction diversity. If there is no important distinction in customer reaction, then it is possible to classify the product brand for example, a broad product.

Differing customer brand awareness can lead in distinct brand reactions. The information is created over time in the gathering of practices as a brand's characteristics of learning, seeing and feeling.

Customer response to advertising; reactions are reflected in perceptions, preferences and behavior patterns. Brand equity is then the customer's associated value as a justification (differential effect) depending on measurable and intangible perceptions, behaviors and desires (brand knowledge) with a premium price (consumer response) in favor of a particular product or service.

Keller (2013) describes his technique in a "Resonance Framework" which consisting of four successive phases, with six modules in a ranking structure, each based on the performance of the previous one.

These steps are in line with the four basic brand issues that customers are asking for; "Who are you?" (Identity of the brand), What are you? "What about you (brand meaning), what about you? "What do I think of you?" (Responses from the brand), and "What about me and you? "What kind of association would I like to have with you and how much relationship? (brand connection) (Keller, 2008)

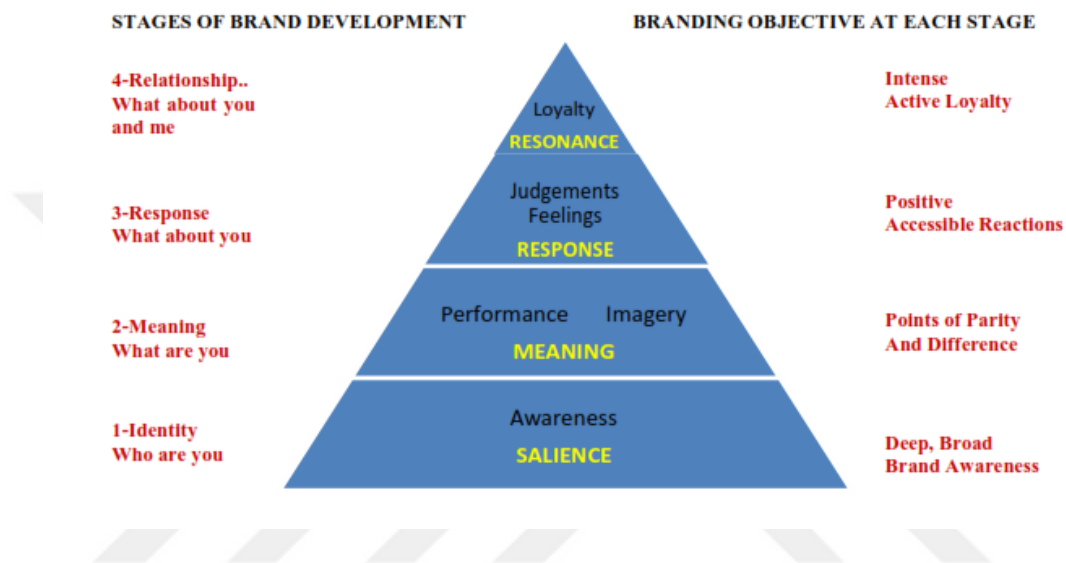


Figure 2.2: Keller's Brand Equity Prism

Source: (Keller, 2013)

2.2.3 Consumer Purchasing Behaviour

Consumer purchasing is a confusing illustration of uncertainty. Almost each consumer has his own unique history of product transactions over time in a multi-brand environment.

As a framework for aggregating the information and reducing it to manage-able (i.e. understandable) quantities, logical constructions are needed (Lawrence, 1966).

Consumer behaviour is characterized as the system and practices in which people search, choose, buy, use, review and position of products and services in order to meet their needs and wishes (Belch & Belch, 2004)

An important issue for marketers is to understand how consumers' black box changes due to the buyer's characteristics and how these affect the consumer decision process.

In addition to the personal characteristics of consumers, cultural factors, social factors and psychological factors affect the behavior of consumers (Kotler, 2000).

In internal quest and external search, Hoyer and MacInnis (2001) described that judgments of "brands" were impacted by the system of knowledge quest, while consumers remember the label sets from their memories in the inner search (evoked set) wherever the question is .

Generally, two or eight products are recalled at a time, and if customers are unable to remember goods from memory, the collection of outside aspects like market supply or a salesperson's recommendation may influence the purchasing of consumers.

Therefore, during internal quest, well-known brands are easier to remember than new brands since the recollection connections correlated with these brands appear to be tougher (Hanna & R.Wozniak, 2001).

According to most experts, the product decision-making process consists mainly of five phases, which are: "need or concern, identification, search for information, analysis of alternatives, purchasing behaviour or action and actions after purchase." (Hanna & R.Wozniak, 2001).

More than just decision-making mechanisms, there are factors that impact consumer behavior that are defined as external and internal pressures. Culture, social class, and reference groups are the main needs and external influences, while motivation, exposure, and attention are the main internal factors; perception; personality, lifestyle, and attitude. (Solomon, 2009)

In most steps such as information search and evaluation of alternatives and also in post-purchase behavior, brand plays an important role as a conclusion for the consumer decision process. (Izci, 2011)

2.2.4 Consumer preference toward local brands

Individuals decide which brands to have and which brands to ignore every day. In a globalized marketplace, selections between worldwide and local brands are increasingly involved (Özsomer, 2012).

In various isolated researches, customer preferences for national products over imported products have never been explored in a single model integrating several customer orientations in the group and out-group at the moment (Zeugner-Roth, et al., 2015) .

Multinational marketers, who will be able to figure out how to represent national identity in their advertisements, will make the most progress in the next century (Dunn, 1976) .

The drivers of worldwide brand decisions have been identified by relevant studies (Dimofte, et al., 2008) (e.g., quality, prestige, status signaling) , and the reasons for local brand purchases (Schuiling & Kapferer, 2004) (e.g., local adaptability, symbolism, community support), and the requirements for whether customer preferences are based on worldwide or local products (Davvetas & Diamantopoulos, 2016) (e.g., product category) .

Davvetas & Diamantopoulos (2018) said : Even in the case of a superior forgotten alternative; a global brand can remain desirable because of its reputation and popularity after a purchase; while a local brand choice can still be respected for moral or ethical reasons (e.g., support for the local underdog or the national economy) .

Masella (2013) argues that, it could be useful from a financial point of perspective to create a shared identity among the people of a nation.

Local brands link the domestic economy with the well-being of individuals, while global brands can be suspected of being a threat to domestic financial prosperity.

When global brand present in the minds of ethnocentric consumers not only it becomes an economic but also a cultural threat. Lower levels of cosmopolitanism and openness to foreign cultures also contribute to the

negative evaluation of global brands by more ethnocentric consumers (Steenkamp, et al., 2003) .

Based on the concept of regret, Davvetas & Diamantopoulos (2018) argue that the remorse felt after the purchase is a direct function of the perceived global / local availability of the selected and forgiven products purchased, and differs widely across categories of products and customers with distinct levels of identification worldwide.

Davvetas & Diamantopoulos (2018) discovered that regret for a poor buying is becoming sturdier if the acquisition involved selecting a local (and rejecting a worldwide) product in categories where worldwide brand purchases are the representation standard.

Whereas Davvetas & Diamantopoulos (2018) noted the reverse impact in categories with more prominent local products in the consumer classification scheme.

These variations in regret first influence post-choice fulfillment and readiness to repurchase the brand or move to a forgotten alternative, second explain the distinction in the justification capacity of worldwide forgiveness for local products versus global choice over local products, and third regulate the worldwide identity of customers.

In their evaluation of national products, consumers are often favorably biased versus foreign options as Verlegh (2007) Shows that the domestic bias is motivated in part by the need for improvement. This impact is greater for customers who highly identify with their own nation and complements the impact of consumer ethnocentrism, which gives a nation with financial motivation.

However , Steenkamp and De Jong (2010) display that numerous customers still favor brands and products globally over brands and products worldwide , and Steenkamp et al. (2003) report that brands viewed by consumers as an emblem of local culture often generate more favorable reactions to the market.

Two autonomous (complementary) motives may drive home country bias. The first is consumer ethnocentrism, well identified in the literature. The next is

domestic identification, reflecting the craving for a positive national identity generated by the need for a positive self-assessment. (Verlegh, 2007) .

2.2.5 Country-of-origin effect

National origin is a significant driver of consumer assessment of a product. It was generally discovered that, a product's country of origin (COO) serves as an indicator of product quality and potential risk impacts and likelihood (Zeugner-Roth, et al., 2008).

According to Keller (1993), Country-of-origin organizations might state to the country's financial level (macro) or goods generated in the nation (micro), nation image (comparable to brand image) is a collection of country-of-origin organizations arranged in a meaningful manner into organizations.

Country-of-origin (COO) researches in worldwide business and marketing contexts has been used for decades. The idea was first created in the mid-1960s when preconceived pictures of products based on national origin were tested. (Schooler, 1965).

Country of origin has become a possibly strong picture variable that can be used in global marketing to achieve competitive advantage (Parameswaran & Pisharodi, 1994).

It is a vibrant method that shifts over time, involving two-way interactions between buildings in both product and country-specific aspects. (Lampert & Jaffe, 1988).

The theory of stereotypes in social psychology provides a promising conceptual domain for COO effects study (Herz & Diamantopoulos, 2013) .

A stereotype is an oversimplified collection of views on the characteristics of any social category primarily held within a given population ; it is usually thought that the stereotype content (i.e., stereotypical traits) applies evenly to each person member belonging to the group (Greenwald & Banaji, 1995).

Stereotypical associations, steady with the concept of stereotyping, apply not just to individuals, but also to every stimulus item attributed to the stereotypical category. Therefore, if we define the nation of origin of a brand, stereotypical

country views will pass impressions to our product and lead to inferences about the product's characteristics and nature (Herz & Diamantopoulos, 2013) .

Country image has extensive been viewed as a relationship between product category and national origin, national branding study addresses all country features, i.e. The country's geographic, political, economic and socio-cultural aspects, taking into account the characteristics of the material and the producer (Pasquier, 2008).

Pappu, et al. (2007) argue that the macro and micro country image of customers may influence the equity that they associate with that country's brand. Country image can affect significant dimensions of brand equity such as brand associations, perceived quality, and brand loyalty.

In other words, for the product category identified (e.g., computers), in the specified market (Australia), the consumer image of a nation (e.g., the United States) and the product image of that nation that affect the brand value of that nation (e.g., IBM or Apple).

2.2.6 Global brand and Nation branding impact

Consumers see products as international or local based on their belief in these brands ' global or regional availability, acceptance and desirability (Steenkamp, et al., 2003) .

Customers perceive a brand as global to the extent that it is correlated with global market distribution, global reach, and international sales, while perceiving a brand as regional to the extent that it is identified with limited visibility and accessibility to a well-defined geographic area, territory, or region (Dimofte, et al.2008) .

Though local marks are often related to national origin, domestic consumption or local significance, beyond regional accessibility (Halkias, et al., 2016) .

In line with present movements in globalization, several international businesses have shifted from the traditional multidomestic strategy in which local subsidiaries market products locally to local people to a worldwide strategy in which businesses market their products globally with restricted adaptation to local markets (Kotabe & Helsen, 2010) .

The international economy's interwar disintegration encouraged national multinational subsidiaries to Strengthen regional identities and become their parents ' mini-replicas (Jones, 2006) .

From a cultural-historical point of view, a country's level of economic development is directly linked to its branding and consumer culture history.

U.S. and other nations with greater rates of financial growth have a lengthy history of worldwide and local brands, while worldwide brands have just become a power to be regarded in less-developed economies since the 1990s.

Global and local brands therefore have distinctive meanings in nations with lower versus greater rates of economic development.

In nations with a greater level of economic development in particular, both worldwide national brands (e.g., McDonald's [US], Burberry [UK], UGG [Australia]) and local brands (e.g., Dairy Queen [US], Republic [UK], Darreil Lea [Australia]) are indicative of local cultural significance (Strizhakova & Coulter, 2015) .

It should be noted that, In Europe, there are more local brands than global brands, although the trend is declining from local to global brands. While, among others, the automobile, software and high-tech industries are well known for their strong global brands., their local brands still characterize many sectors (Schuiling & Kapferer, 2004).

Local brands often reflect several years of strategic investment, as they are well-known in their markets and often create strong relationships with local customers over the years.

Moreover, multinational brands have largely eliminated strong local brands, not because they do not represent strong local brand franchises, but because their relative sales volumes do not allow economies of scale (Schuiling & Kapferer, 2004).

Increased quality, prestige, modernity, psychological and functional value associate brands perceived as globally available (Swoboda, et al., 2012) .

Consumers use understanding of the global reach of a brand as a brand strength proxy that improves brand quality assessments, increases the credibility of the brand and reduces perceived performance hazard (Dimofte, et al., 2008) .

Moreover, customers regard local products as more genuine and original than their worldwide counterparts, enjoy the portrayal of local culture by these brands and are proud of their achievement. (Özsomer, 2012) .

Brand locality has also been discovered to cause inferences of quality and prestige, and constructing local iconic value is an efficient tactic against worldwide brands (Steenkamp, et al., 2003) .

Countries are strategically positioned on their skills in the worldwide context, assuming competitive advantage. Creation operations ensure a positional advantage in worldwide markets (Day & Wensley, 1988) .

A powerful nation brand enhances the perception of customers about local products or services and well-known worldwide brands promoting the nation's brand (Yildiz, 2017).

Nation branding is about creating a key message about a nation that can be used by distinct industries, building a holistic product-country picture for global audiences, and eventually ensuring positive country-of-origin impacts (Lee, 2011).

Developing nations can better position themselves to achieve their goals by establishing favorable and coherent export products (Papadopoulos, 2004) .

Nation branding is an innovative way of creating, positioning and sharing their domestic products with favorable international associations and eventually achieving worldwide competitiveness (Lee, 2011) .

National branding should aim at enhancing social cohesion and achieving significant sustainability by transforming quality local goods and services into competitive global company (Pant, 2005) .

While there is no accepted definition of nations competitiveness, the idea that a country's financial achievement depends on its global and local competitiveness has prevailed among business, political, and academic leaders.

The only issue is how to do it best as nation branding has the ability to play a much higher role both worldwide and locally in building and maintaining domestic competitiveness (Lee, 2011) .

2.2.7 Culture and Social effect

Brands image globally and locally are valued not just for their greater prestige and superiority, but also for their capacity to facilitate the expression of required identity for clients (Xie, et al., 2015) .

Social identity theory (Tajfel & Turner, 1979) and social categorization theory (Tajfel & Turner, 1986) suggest that, identity includes both private identity (i.e., an individual sense of self) and social identity (i.e., a group to which one belongs or is affiliated).

Previous study has recorded the significance of cultural openness as essential notions of overseas and domestic branded products consumption habits.

According to Shimp & Sharma (1987, p. 280) , ethnocentrism of consumers reflects public assumptions about the suitability, and ethics, of buying foreign-made products.

The more ethnocentric customers are, the less interested in purchasing foreign products and services, due to the idea that buying foreign products and services is morally wrong and harmful to the national economy.

Cultural openness is more generally defined as a person's concern and familiarity with foreign people, values and cultures; it is not specifically linked to the consumption of foreign products and services as opposed to national product (Sharma, et al., 1995) .

Culture can be seen as the representational prism through which consumers view brands, evaluate information processing strategies and cognitive constructions that influence their decisions (McCort & Malhotra, 1993) .

The brand views of customers play a critical part in the recognition and understanding of products by customers. Researchers emphasize that cultural variations change the way customers perceive, categorize and connect themselves to objects (Chatzipanagiotou, et al., 2019) .

A big amount of global companies' research clarifies the effect of cultural differences and reveal the dominant position of individualism / collectivism in the decoding of brand perceptions of customers (Chatzipanagiotou, et al., 2019) .

Consumers, for example, categorize objects / brands based on laws and characteristics in individualistic societies (Choi, et al., 1997) .

They readily acknowledge the abstract values associated with brands while considering their functional characteristics in a more analytical way (Nisbett, et al., 2001) .

A commitment to the brand revolves around a self-image, which is established as an independent entity independent from particular social classes and expectations on the grounds of themselves (Markus & Kitayama, 1991).

They incline to concentrate on products that are compatible with their self-image and can represent the components of their individuality and social discourse (Tuškej, et al., 2013) .

Particularly for self-serving purposes, individualists create relationships (Steensma, et al., 2000) instead of being mutually helpful (Wuyts & Geyskens, 2005) .

They create, retain and value relationships that can better serve and demonstrate their individual thoughts, goals and achievements (Triandis, 1989) .

Collectivists, on the other hand, typically participate in deeper or lengthier lasting interactions equated to their individualistic counterparts (Triandis, 1995) .

People are open to social connection and their personality is interwoven with the ideals of their social system. (Steensma, et al., 2000) .

They can be described as holistic thinkers who concentrate on relationships (Masuda & Nisbett, 2001) instead of abstract brand values, social product advantages rather than functional ones are prioritized (Paul, et al., 2009) .

Furthermore, culture not just unpacks the key parts of the CBBE creation cycle in different domestic contexts, it can also change the structure of these CBBE buildings towards meaningful behavioral results(Chatzipanagiotou, et al., 2019).

Local marketing proponents claim that promotional campaigns in these areas need to be localized to understand cultural differences in values, views, culture, and language, they noted that individuals have distinct objectives, needs, product uses, and methods of living in distinct industries. Consequently, any publicity that is insensitive to these differences is condemned (Zhou & Belk, 2004) .

2.2.8 Brand social value effect

The theory of social identity states that individuals get to understand themselves with the community they belong to (Tajfel, 1982) , as individuals become part of the community they pursue with the same likes and dislikes (Catanzaro, et al., 2010) .

The theory of social identity also illustrates that if individuals see that particular group adopt the favorable picture, they will follow them more frequently (Tajfel, 1982) .

Social pressure affects people to carry out certain actions or to buy certain products and brands in various social events or rituals (Belk, 1988) .

Lassar, et al., (1995) limit the picture dimension reference to the personal dimension and call it social image as a social picture contributes more to brand equity.

Social image is described as the perception of the customer of the esteem in which the brand is held by the social group of the consumer. It involves a consumer's attributions, and a consumer believes that others create the brand's typical user.

Social norms refer to one's perceived acceptance of a brand among other appropriate ones; in a sense, social norms are consumer perceptions of how others view a brand. What other relevant people think of a brand is important in the choice of a brand (Richins, 1994).

Several scientists highlight the need for steadiness among their brand perceptions, emotions and behaviors among customers in individualistic societies (Mooij & Hofstede, 2011); which would be consistent with their analytical thinking (Nisbett, et al., 2001) .

They appear to follow more organized decision-making models including brand, cost and quality awareness (Mooij & Hofstede, 2011) .

To individualists, brand identity serves more individualistic purposes and therefore their product recommendations are motivated for others on the basis of their vision management. (Hennig-Thurau, et al., 2004) .

Brand emotions and interactions, on the contrary, drive the conduct of collectivist customers (Mooij & Hofstede, 2011), as they concentrate heavily on the advantages of the social product in order to make the choice to buy backs (Paul, et al., 2009).

Positive brand suggestion for collectivists is probably the consequence of a mutually beneficial partnership established with the brand, which produces reciprocity in the form of brand / company gratitude (Samaha, et al., 2014).

According to Yang, et al. (2019), in order to recognize social norms that determine what is and is not "socially" acceptable conduct, individuals constantly scan their environment.

Hofstede (2003) advocates that, nation communities vary in their structures of value. For instance, American society is renowned more than German society for emphasizing individualism; because brands can assist customers to interact with themselves and differ from others.

2.2.9 Brand reputation and its relevance in the product category

The circumstances for effective brand building across categories are not similarly favorable. Success relies on a few variables, including the predisposition of clients toward brands, own leadership capacities, and the operations of rivals.

The predisposition of customers towards brands is particularly crucial because brands need to be relevant to the client as a prerequisite for holding any financial significance for the company.

When clients think that brands are essential to their purchasing decision, they do so because brands play a significant role in the purchasing decision and consumption cycle (Fischer, et al., 2010).

According to Kapferer (2008), category brand significance relates to several financial implications at the level of the client, company level, and product market.

Customers have a higher demand for brand fits in categories with higher brand significance such as decreased danger, and the brand name plays a significant part in the purchasing choice. Therefore, if products are more important to clients, clients should be more prepared to pay a greater cost for a brand name item and more loyal to their favorite brand, so price premium and brand loyalty are significant economic brand equity drivers.

Brand significance in the category may influence the distribution of resources at the company level. In industries where clients are more vulnerable to brand spending, demand is also more responsive to brand spending (Fischer, et al., 2010).

Davvetas & Diamantopoulos(2016) arguing that, when the brand attribute Globalness is prominent for the most important products in a specific category; customers infer that this category is dominated by superior worldwide brands.

Similarly, in categories where customers view the finest local products, these perceptions will be transferred to the category scheme that would later have "locality" as a central association.

Moreover, Davvetas & Diamantopoulos (2016) noted that, the global or local nature of a category is driven by the intensity of its most dominant brands with brand Globalness / locality associations.

Brand-related activities and communications generate a sense of brand reputation in the minds of customers (Ponzi, et al., 2011) .

If consumers are exposed to motivations and brand-side information and the impression-expectation-satisfaction process ends with a result, this stimulus and data becomes a credibility for the brand (Shamsie, 2003) .

Brand Reputation can therefore be described as the consumer's view, which is based on an assessment method based on a distinctive set of criteria (Ponzi, et al., 2011). It is the output of the company's brand identity, the company's

promises and the extent to which customers experience the company's offer (Sözer, et al., 2017) .

Keller (2008) noted that, brand reputation is evidence that the brand can perform the commitment of the brand in a sustainable manner. Brand reputation is an instrument for businesses to generate a powerful brand equity based on consumers by adding distinction, value and significance to the brand's key value proposition (Kapferer, 2012) .

As the ultimate result of this connection between consumer-based brand equity and brand reputation; companies need to build a favorable brand reputation within the consumer society in order to achieve superior output and profitability (Herbig & Milewicz, 1993).

A powerful brand reputation is a precious asset for any company, driving the acquisition, satisfaction, loyalty and advocacy of greater customers. The net outcome is that high equity among stakeholders contributes significantly to a strong brand strength and promotes company development and profitability. (Brand finance, 2019) .

2.2.10 Brand loyalty importance

Brand loyalty is a strategic marketing idea that is usually acknowledged as an asset. (Aaker, 1984) . Wernerfelt (1991) noted that, a lot of literature on consumer behavior concerns the sources of allegiance and the processes by which it occurs.

Brand loyalty was ascribed to risk aversion, behavioral loyalty in which people are likely to buy the brand again in the future, or attitude loyalty in which a specific brand is connected with certain distinctive values (Enström & Ghosh, 2016) .

Oliver (1997, p. 392) proposed a concept of brand loyalty as a comprehensive dedication to the continuous repurchase or re-patronization of a desired product or service in the future, resulting in repeated purchases of the same brand or brand collection, given situational factors and promotional efforts to trigger switching behaviour.

Moreover, Hellier, et al. (2003, p. 1765) defined loyalty as the extent to which the customer has repeated the purchasing behavior of a particular company service in recent years; and the significance of that expenditure in terms of the total expenditure on that particular type of service by the customer.

Although, Moreira, et al (2017, p. 25) note that, customer loyalty is a psychological process involving both behavioral and attitudinal components. Behavioral loyalty is the degree to which a customer returns purchases of a product or system, whereas the brand loyalty attitude is the degree of inclination or behavior towards the brand.

The connection that is constructed over time will lead to a client's greater tolerance, which discourages customers from comparing with other brands (Aziz & Ngah, 2019) .

A customer survey conducted by Yotpo noted that just over 90 percent of participants (out of 2,000 customers) considered themselves to be equally or more loyal to the brand than they were a year ago.

"I enjoy the product(s)" was the reason provided in reaction to the question by 55 percent of survey participants, "What is the main reason you're faithful to a brand?" "And when questioned what could "lose their allegiance," participants quoted bad product/quality (51%) and bad client service (23%) as the two main factors. By contrast, other variables were negligible (Bitran, 2018) .

Brand loyalty can be very useful economically for any organization's company as its clients would pay a premium to purchase their products. Studies in the financial services sector show that a 5% rise in client loyalty could lead to a 25 to 75% rise in revenue (Chan, et al., 2001) .

Oliver's (1997) claims that, customers are taught to be faithful, first in a cognitive sense, then in an affective sense, then in a conative way, and finally in a behavioral way, as seen in table 2.1 below .

Table 2.1: Loyalty Phases with Corresponding Vulnerabilities

Stage	Identifying maker	Vulnerabilities
Cognitive	Loyalty to information such as price, characteristics, etc.	By interaction (e.g., advertising) and vicarious or personal experience, actual or imagined better competitive characteristics or cost. Deterioration of brand or price characteristics. Searching for variety and voluntary trial.
Affective	Loyalty to love: "Because I like it, I purchase it."	Induced discontent cognitively. Improved liking for competitive brands, possibly transmitted through imagery and association. Searching for variety and voluntary trial. Performance deterioration.
Conative	Loyalty to an intention: "I will purchase it."	Convincing anti-competitive argumentative messages. Induced trial (e.g., coupons, sampling, promotions at the point of purchase). Performance deterioration
Action	Loyalty to inertia in action, together with overcoming barriers.	Induced unavailability (e.g. stock lifts-buying from a merchant the entire inventory of the item of a competitor). Overall, increased barriers. Performance degrading.

Source: (Oliver, 1999)

3. RESEARCH METHODOLOGY

3.1 Research Design

This study at first takes the exploratory design as there isn't any similar studies using same model as this research; however, for the testing and discussing of the hypothesis, this research will be using analytical and descriptive design in a quantitative research style .

3.2 Sampling and Data Sources

Because the clothes market in Turkey is so big as noted in the literature review chapter earlier and this research is an exploratory study; the researcher had to choose a smaller sample to induct the study in.

As the researcher could not examine the whole market, he chose to conduct this research in clothes' customers in Mall of Istanbul, one of Turkey's biggest shopping malls, houses of the world's leading brands as well as Turkish local brands.

The population cannot be determined exactly, so it's estimated that the mall daily visitors are 1000 person and within 5 confidence interval and Confidence Level is 95% the target sample was 287 responds.

Therefore, 400 questionnaires was distributed as hard copy as well as 600 was sent to the respondents via email among male and female, age 15 – 45 with random sampling method.

However; only 100 responds were collected, which only represent a return rate of 10% due to several Limitation, which will be explained later.

The primary data source is: field data that gathered by survey, which will be discussed later, and the secondary data source is: published data related to subject (books, magazines, websites, official statistics), and expert's observations.

The data was collected from 10 June to 10 September 2019 and the primary respondents are 18-25 years old, currently Student on bachelor's degree with income range of 1,000 TL or less.

3.3 Limitation of the Study

Since this research model have never been studied before linking the nationalism effect to the customer preferences and local brands, the researcher had difficulties to find resources for that linkage.

Also due to the fact that researcher is not a Turkish citizen, he had some difficulties reaching the Turkish society. Even that the resercher distributed 1000 surveys as hard and electronic version, he only received 100 responds, that's why the sample was small.

That is maybe because some people prefer not to discuss a national related subject with foreigners.

This research is self-funded and with limitation in time, therefore it faced some difficulties in the funding for some procedures related to the research specially getting more responds.

As a result of lacking enough response to represent the research sample, we cannot generalize the results of this research to the hole sample .

3.4 Hypothesis

1. There is relationship between brand relevance in the clothes market and local brand loyalty
2. There is a relationship between local brand bias and local brand loyalty.
3. There is a relationship between local brands loyalty and perceived ability of local brand to enhance social approval.
4. There is statistically significant relationship between local brands loyalty and tradition and personal cultural orientation
5. There is statistically significant relationship between local brands loyalty and national identity.

3.5 Variables and Model.

The main purpose of this research is to investigate the effect of nationalism on consumer preferences for local brands.

As well as the relationships between culture and society with brands, and their impact on consumer loyalty for local brands.

As mentioned before, there is not much studies that link nationalism to consumer's preferences toward local brands; therefore, the researcher had to come up with a new model to test that theory.

This new model contains multiple variables which also combine together to give us a better understanding for research problem.

The model of this research comprises multi-level of relationships, the first one is the relationships between demographical variables and the main variables of this research.

The second level of relationships is between the five nationalism variables (National identity, Tradition and cultural orientation, Local Brand bias and Local brands social value) with local brand preferences which will be examine by the degree of local brands loyalty, due to the fact that local brand loyalty is a symbol for local brands preferences.

So, this study contains six demographical variables and six main variables which are: -

- 1- National identity
- 2- Tradition and Personal cultural orientation
- 3- Local Brand bias
- 4- Local Brands social value
- 5- Brand Relevance in the clothes market
- 6- Local brand loyalty

And the demographical variables are (Gender, Age, Education, Occupation, Income, Usual clothing style).

The researcher merged 6 different scales from multi-sources to examine the research model which will be discuss later.

Table 3.1: List of the Variables due to their Sources

Variab le	Source	Description	Reliabil ity	Scale Items in Questionnair e
National Identity	(White & Dahl, 2007)	The degree in which an individual recognizes a nation in question and respect for an ethnic or subcultural group.	Alphas is 0.94	Q 7-11
Tradition and Personal cultural orientation	(Hofstede, 1980) (Hofstede, 1991) (Sharma, 2010)	To what extent an individual value the culture, traditions and heritage of one's family.	Alphas is 0.72	Q 12-16
Brand Relevance in the clothes Category	(Fischer, et al., 2010) (Fornell & Larcker, 1981)	The significance of the brand to the purchasing choice of a consumer in a product category rather than in all categories	Alphas is 0.938	Q 17-20
local brand Social Value	(Sweeney & Soutar, 2001) (Zhou, et al., 2010)	The usefulness derived from a brand's perceived capacity to improve the self-concept and social acceptance of its user	Alphas is 0.94	Q 21-26
local brand loyalty	(Ailawadi, et al., 2001) (Völckner, 2008)	The degree in which a customer communicates his or her favorite brands in the class and the desire to concentrate on those brands while shopping	Alphas is 0.914	Q 27-28
local brand bias	(Steenkamp, et al., 2003) (Zhou, et al., 2010)	The degree in which an individual think that products produced in his / her nation are of greater quality and more connected to national customers than overseas brands	Alphas is 0.82	Q 29-33

And the model which this research will follow can be understood from the Figure 3.1 below.

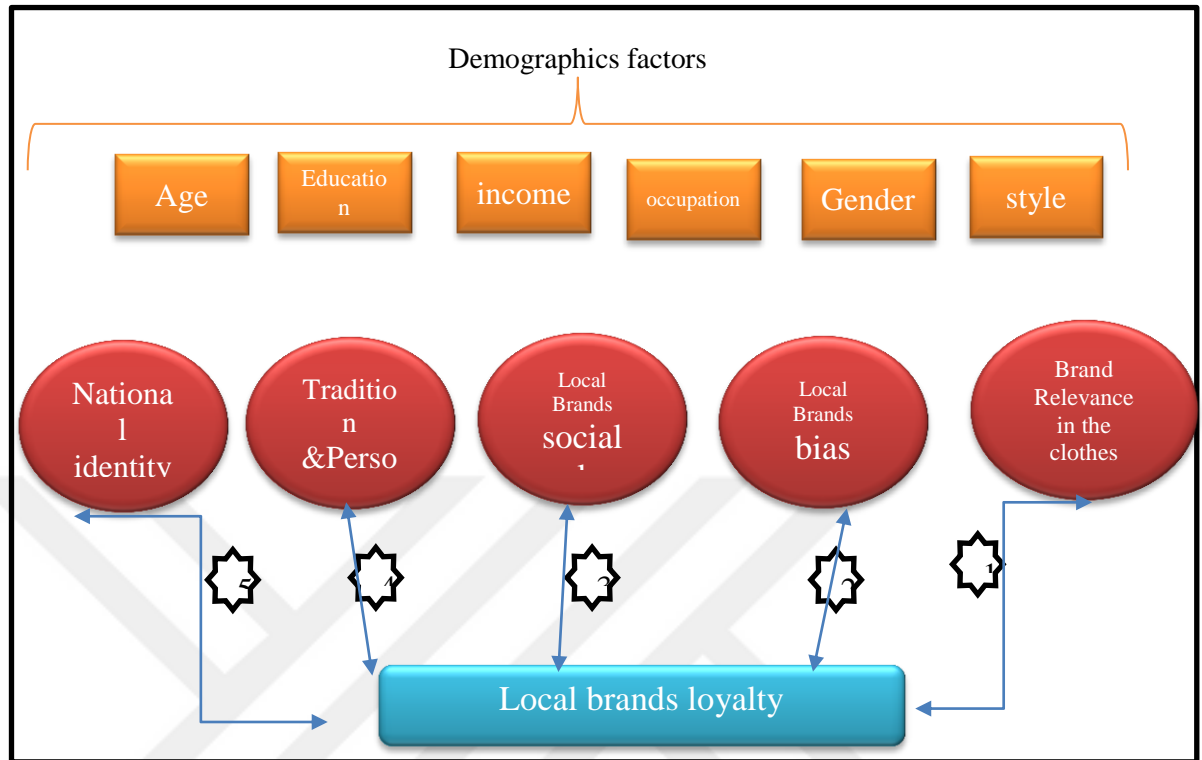


Figure 3.1: Conceptual Framework of the Study

As explained in the Figure 3.1 above, firstly this study will analyze the impact of demographical variables on the main six variables of the study.

Secondly, the researcher will analyze the relationships between the variables (national identity, traditional and personal culture, local brand bias, local brands social value, and brand relevance in the clothes market) as dependent variables and local brand loyalty which is the indicator of local brand preferences as independent variable.

3.6 Questionnaire Discussion

Questionnaire is the tool which used in this research to collect data. The questionnaires are distributed in Turkish language among the sample of this study in Istanbul.

The first section of the questionnaire was dedicated for the demographic information of the respondents which contains six questions about (gender, age, education, occupation and income, and usual clothes style) using nominal, ordinal and interval scale questions.

Questions 7-28 used five-point Likert-type scales from strongly agree to strongly disagree to measure five variables which are national identity, tradition and personal cultural orientation, local brands social value, brand relevance in the clothes market, and local brand loyalty), while the last five questions (29 – 33) used semantic-differentials scale to measure local brand bias.

For the purpose of statistical analysis, the researcher used SPSS 25 to conduct all the tests in this study .

Table 3.2: Summary of Questionnaire

Aim of Question	Number	Type of Question	Statistics Technique
Demographics	1-6	nominal, ordinal	Frequency -ANOVA
Measure the degree of National Identity	7-11	five-point Likert-type	Correlation and Regression
Measure the degree National Identity	12-16	five-point Likert-type	Correlation and Regression
Measure the degree of Brand Relevance in the clothes Category	17-20	five-point Likert-type	Correlation and Regression
Measure the degree of local brand Social Value	21-26	five-point Likert-type	Correlation and Regression
Measure the degree of local brand loyalty	27-28	five-point Likert-type	Correlation and Regression
Measure the degree of local brand bias	29-33	semantic-differentials scale	Correlation and Regression

4. DATA ANALYSIS AND FINDINGS

4.1 Model Testing

The model variables are evaluated with one or more statements of questions, therefore, same weight was given to each of the questions.

To get the first look of the research variables, see table 4.1 below which contains scales statistics such as Mean , Std. deviation and Variance .

Table 4.1: Scales Statistics

	National identity	Personal cultural and tradition orientation	Brand relevance in the clothes category	Local brand social value	Local brand loyalty	Local brand bias
N Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0
Mean	3.4860	3.7600	2.7500	2.7883	2.6800	1.5020
Std. Error of Mean	.11499	.11046	.10511	.10607	.11710	.03712
Std. Deviation	1.14988	1.10463	1.05109	1.06069	1.17103	.37118
Variance	1.322	1.220	1.105	1.125	1.371	.138
Minimum	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00	2.00

As showed in the table 4.1 above, National identity scale had mean equal to 3.4860 with std. deviation equal to 1.14988 and variance equal to 1.322 .

Personal cultural and tradition orientation scale had mean equal to 3.7600 with std. deviation equal to 1.10463 and variance equal to 1.220.

Brand relevance in the clothes category scale had mean equal to 2.7500 with std. deviation equal to 1.05109 and variance equal to 1.105.

Local brand social value scale had mean equal to 2.7883 with std. deviation equal to 1.06069 and variance equal to 1.125.

Local brand loyalty scale had mean equal to 2.6800 with std. deviation equal to 1.17103 and variance equal to 1.371.

Finally, local brand bias scale had mean equal to 1.5020 with std. deviation equal to .37118 and variance equal to .138 (note that this is a two point scale not five point like the rest variables .

- Questionnaire reliability

Since the questionnaire was the primary source of data in this study, quantity analysis is performed on the primary source of data to assess the internal consistency and accuracy of the information in questionnaire, in other words, to show the strength of the items selected in questionnaire. The researcher used SPSS 25 to check the reliability by using Cronbach’s alpha test.

The alpha value of Cronbach performed for this analysis as shown in table 4.2 below indicates a value of 0.919 showing a very high reliability of the questionnaire items.

Table 4.2: Reliability test

Reliability Statistics				
Cronbach's Alpha	Mean	Variance	Std. Deviation	N of Items
.919	76.83	319.637	17.878	27

In addition, by looking at ANOVA's table 4.3 below , which contains analysis of the model variance where dependent variable is local brand loyalty and predictors are: (constant), local brand bias, personal cultural and tradition orientation, brand relevance in the clothes category, local brand social value, national identity.

The value of (Sig.) is shown as (0.000) and usually when the value of sig. is shown less than 0.05, it means that it has statistically significant significance; therefore, we can say that this research model is statistically significant.

Table 4.3: Analysis of the Model Variance with ANOVA ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.583	5	17.317	33.100	.000 ^b
	Residual	49.177	94	.523		
	Total	135.760	99			

a. Dependent Variable: local brand loyalty

b. Predictors: (Constant), local brand bias, Personal Cultural and Tradition Orientation, Brand Relevance in the clothes Category, local brand Social Value, National Identity

The linear regression was performed also via SPSS 25 for this research model to decide whether the selected independent variables; which are local brand bias, personal cultural and tradition orientation, brand relevance in the clothes category, local brand social value, national identity; influence the dependent variable: local brand loyalty.

The results showed the value of R and R square as shown in table 4.4 below, the value of R is 0.799 which is the simple correlation of 79.9%, and that means very high correlations.

Table 4.4: Summary of the Thesis Model with Regression Analysis Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.799 ^a	.638	.618	.72330	.638	33.100	5	94	.000

a. Predictors: (Constant), local brand bias, Personal Cultural and Tradition Orientation, Brand Relevance in the clothes Category, local brand Social Value, National Identity

b. Dependent Variable: local brand loyalty

4.2 Descriptive and Frequencies analysis

Frequency and Descriptive analysis are method used to summarize the data and group it into specific categories. The frequency and descriptive distribution analysis are performed through SPSS 25 and the outcomes shown in the tables 4.5, 4.6 and 4.7 below.

Table 4.5: Descriptive Statistics

	Mean		Std. Deviation Statistic
	Statistic	Std. Error	
Being Turkish has a great deal to do with how I feel about myself.	3.47	.134	1.337
Being Turkish is an important part of my self-image.	3.23	.143	1.427
Being Turkish is important to my sense of the kind of person I am.	3.68	.140	1.399
I have a strong sense of belonging to Turkey.	3.60	.139	1.385
I strongly identify with being Turkish	3.45	.143	1.431
I am proud of my culture.	4.05	.117	1.167
Respect for tradition is important for me.	3.84	.128	1.285
I value a strong link to my past.	3.68	.125	1.254
Traditional values are important for me.	3.47	.139	1.389
I care a lot about my family history.	3.76	.130	1.304
When I purchase clothes, the brand plays, compared to other things, an important role.	2.76	.118	1.182
When purchasing clothes, I focus mainly on the brand.	2.68	.113	1.127
To me, it is important to purchase a brand name clothes.	2.62	.125	1.245
The brand plays a significant role as to how satisfied I am with the clothes.	2.94	.127	1.270
Turkish clothes brands would help me to feel acceptable.	2.78	.120	1.203
Turkish clothes brands would improve the way I am perceived.	2.66	.124	1.241
Turkish clothes brands would make a good impression on other people.	3.00	.115	1.155
Turkish clothes brands would give its owner social approval.	2.72	.119	1.190
Turkish clothes brands would help me feel trendy/up to date.	2.72	.121	1.207
I think it is particularly appropriate to use Turkish clothes brands in social contexts.	2.85	.123	1.234
I prefer Turkish brands of most products I buy.	2.75	.120	1.201
I am willing to make an effort to search for Turkish brand	2.61	.129	1.294
Turkish clothes brands are in overall quality	1.46	.050	.501
Turkish clothes brands are in design and styling	1.56	.050	.499
Turkish clothes brands are in their degree of technological advancement	1.53	.050	.502
Turkish clothes brands are in their level of quality and price ratio	1.48	.050	.502
Turkish clothes brands are in their connected to the minds and hearts of local consumers	1.48	.050	.502
Valid N (100)			

Table 4.6: Frequency Table 1

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
Being Turkish has a great deal to do with how I feel about myself.	12%	9%	30%	18%	31%
Being Turkish is an important part of my self-image.	15%	18%	25%	29%	13%
Being Turkish is important to my sense of the kind of person I am.	12%	10%	16%	22%	40%
I have a strong sense of belonging to Turkey	11%	13%	18%	21%	37%
I strongly identify with being Turkish	15%	11%	21%	20%	33%
I am proud of my culture.	7%	2%	17%	27%	47%
Respect for tradition is important for me.	9%	4%	25%	18%	44%
I value a strong link to my past.	10%	4%	27%	26%	33%
Traditional values are important for me.	14%	10%	22%	23%	31%
I care a lot about my family history.	10%	7%	18%	27%	38%
When I purchase clothes, the brand plays, compared to other things, an important role.	19%	19%	37%	17%	8%
When purchasing clothes, I focus mainly on the brand.	19%	23%	33%	21%	4%
To me, it is important to purchase a brand name clothes.	23%	26%	25%	18%	8%
The brand plays a significant role as to how satisfied I am with the clothes.	17%	19%	30%	21%	13%
Turkish clothes brands would help me to feel acceptable.	18%	20%	39%	12%	11%
Turkish clothes brands would improve the way I am perceived.	22%	23%	32%	13%	10%
Turkish clothes brands would make a good impression on other people.	12%	18%	40%	18%	12%
Turkish clothes brands would give its owner social approval.	19%	23%	33%	17%	8%
Turkish clothes brands would help me feel trendy/up to date.	21%	18%	38%	14%	9%
I think it is particularly appropriate to use Turkish clothes brands in social contexts.	18%	20%	31%	21%	10%
I prefer Turkish brands of most products I buy.	20%	18%	38%	15%	9%
I am willing to make an effort to search for Turkish brand	25%	24%	27%	13%	11%

Table 4.7: Frequency Table 2

Turkish clothes brands are in general	
poor in overall quality	excellent in overall quality
%46	%54
poor in design and styling	excellent in design and styling
56%	44%
low in their degree of technological advancement	high in their degree of technological advancement
53%	47%
low in their level of quality and price ratio	high in their level of quality and price ratio
48%	52%
less connected to the minds and hearts of local consumers	more connected to the minds and hearts of local consumers
48%	52%

4.3 Demographics Analysis

- Gender

Figure 4.1 indicates the respondents' gender and according to the Figure , 48% respondents were females and 52% were males.

Also as seen from the graph, there is a slightly decrease in the mean of almost all of the research variables at the female responses. The mean of local brand social value is for male 3.09 and for female 2.45, also local brand loyalty mean is for Male 3 and for female 2.33 ,which may indicate that females in general does not prefer local brand as men do; independent samples test will be done to verify that.

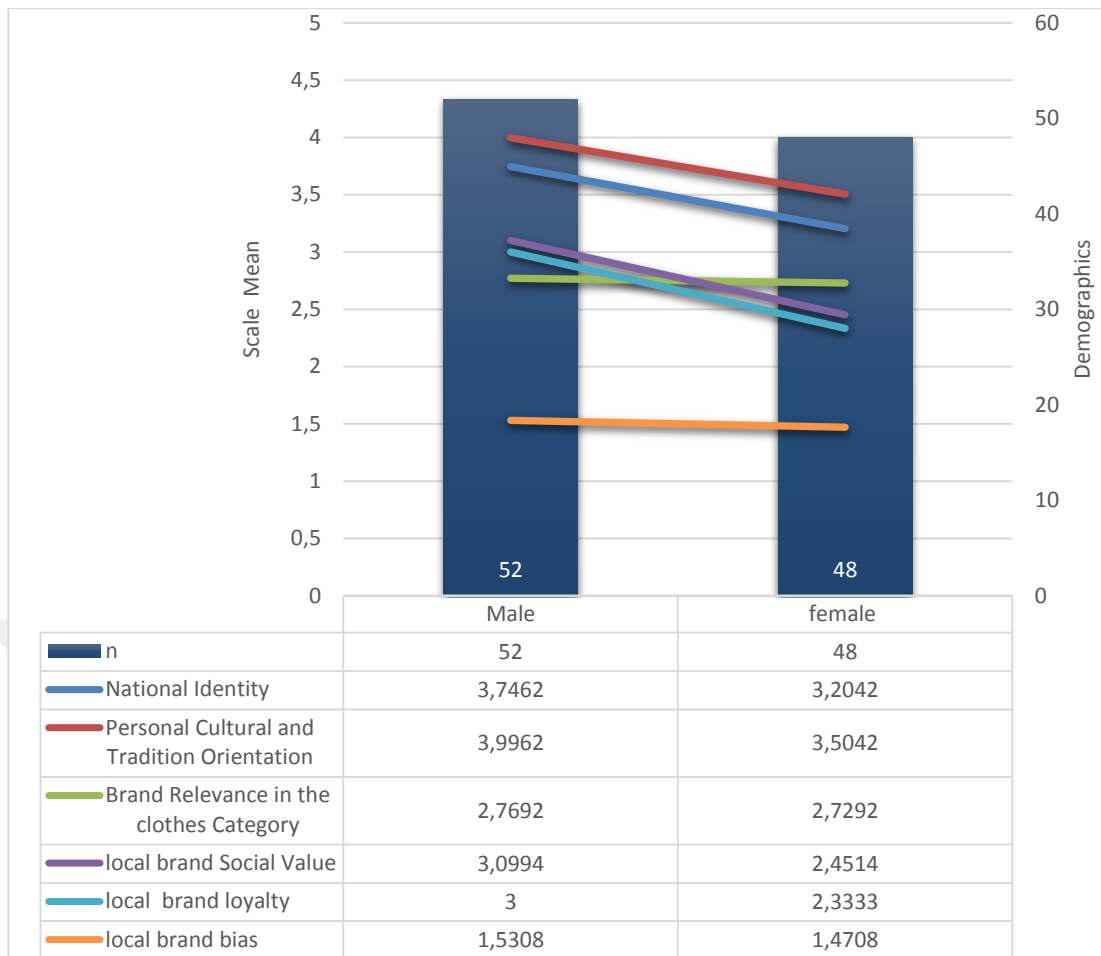


Figure 4.1: Gender Summaries

As seen from table 4.8 independent samples test below, there is a statistically significant difference between male and female in some of this research variable.

Social value for local brand has Sig. (2-tailed) = 0.002, local brand loyalty has Sig. (2-tailed) = 0.004, National identity has Sig. (2-tailed) = 0.018 and finally personal culture and traditional orientation has Sig. (2-tailed) = 0.025.

However, there is no statistically difference between males and females in the variables: brand relevance in the clothes category and local brand bias as both have Sig. (2-tailed) value above 0.05 .

Table 4.8: Independent Samples Test (Gender)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
local brand loyalty	Equal variances assumed	.481	.490	2.953	98	.004	.66667	.22576	.21866	1.11467
	Equal variances not assumed			2.979	96.285	.004	.66667	.22382	.22240	1.11094
local brand Social Value	Equal variances assumed	1.859	.176	3.190	98	.002	.64797	.20310	.24492	1.05102
	Equal variances not assumed			3.221	95.564	.002	.64797	.20115	.24866	1.04728
National Identity	Equal variances assumed	.179	.673	2.411	98	.018	.54199	.22476	.09596	.98802
	Equal variances not assumed			2.420	97.997	.017	.54199	.22398	.09751	.98646
Personal Cultural and Tradition Orientation	Equal variances assumed	6.539	.012	2.271	98	.025	.49199	.21660	.06215	.92182
	Equal variances not assumed			2.296	94.482	.024	.49199	.21424	.06664	.91734
Brand Relevance in the clothes Category	Equal variances assumed	.121	.728	.190	98	.850	.04006	.21142	-.37949	.45962
	Equal variances not assumed			.190	97.487	.850	.04006	.21135	-.37938	.45950
local brand bias	Equal variances assumed	1.306	.256	.805	98	.423	.05994	.07443	-.08776	.20763
	Equal variances not assumed			.808	98.000	.421	.05994	.07419	-.08729	.20716

- Age

As can be seen from the Figure 4.2, the research sample is composed of respondents between the ages 18 – 45, and the age intervals grouped into five categories .

The respondents below 18 years old are 2% of the sample, while 18-25 age group is 64 % , 26-30 age group is 11%, 31-40 group is 18 % , 41-45 group is 3 % and lastly above 45 age group is 2% of the sample.

Figure 4.2 below also shows that , the mean of all the research variables is different in all age categories, which may indicate that there is an impact of age into this study variables.

To check the degree of the impact for each variable further analysis will be done.

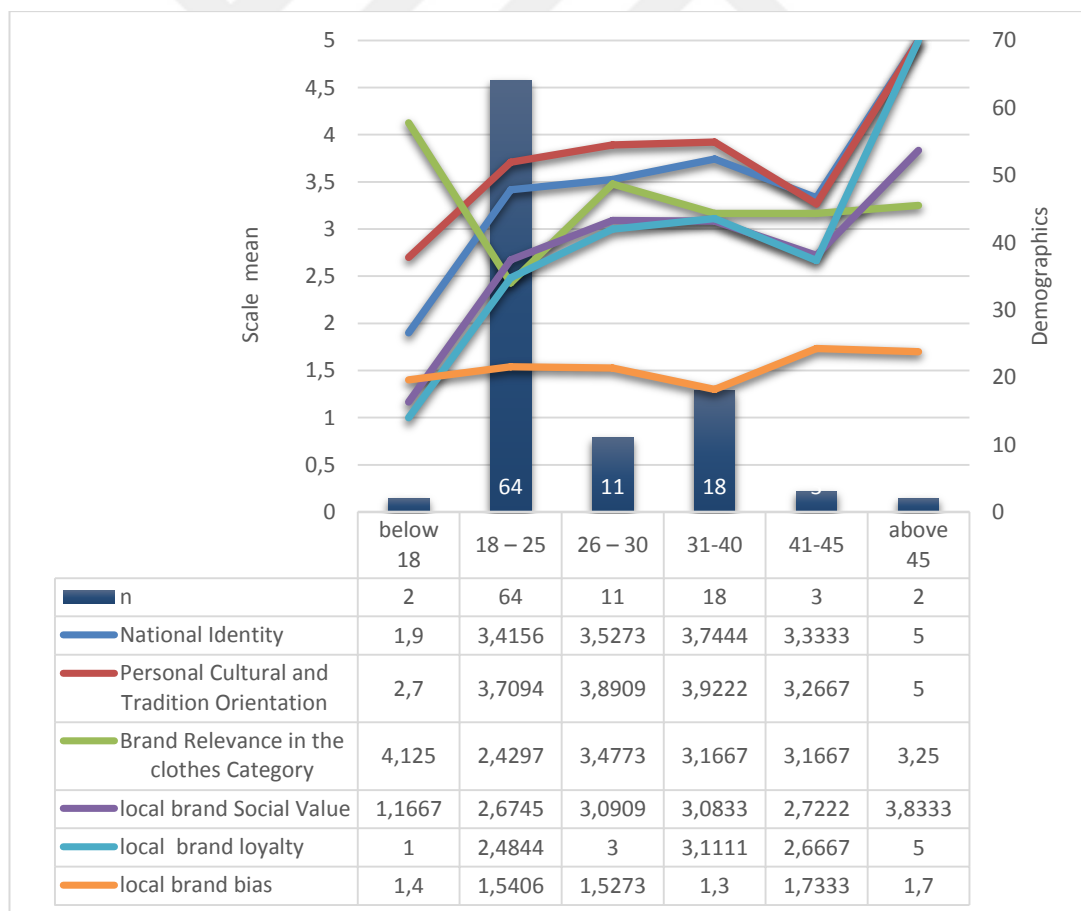


Figure 4.2: Age Summaries

Table 4.9 below shows the results of the test of Homogeneity of Variances and the p values are more than 0.05 for all the variables except brand relevance in the clothes category which has $p = 0.024$; therefore, we can use an ANOVA test only for national identity, personal cultural and tradition orientation, local brand social value, local brand loyalty, and local brand bias , while for brand relevance in the clothes category we will use Welch test as seen below .

Table 4.9: Test of Homogeneity of Variances (Age)

	Levene Statistic	df1	df2	Sig.
National identity	2.013	5	94	.084
Personal cultural and Tradition Orientation	1.850	5	94	.111
Brand relevance in the clothes category	2.723	5	94	.024
local brand social value	.928	5	94	.467
local brand loyalty	1.654	5	94	.153
local brand bias	.707	5	94	.619

Table 4.10: Robust Tests of Equality of Means (Age)

		Statistic^a	df1	df2	Sig.
Brand relevance in the clothes category	Welch	13.318	5	5.871	.004

Table 4.11: ANOVA (Age)

		Sum of Squares	df	Mean Square	F	Sig.
National Identity	Between Groups	11.223	5	2.245	1.763	.128
	Within Groups	119.677	94	1.273		
	Total	130.900	99			
Personal Cultural and Tradition Orientation	Between Groups	6.879	5	1.376	1.135	.347
	Within Groups	113.921	94	1.212		
	Total	120.800	99			
local brand Social Value	Between Groups	10.860	5	2.172	2.031	.081
	Within Groups	100.521	94	1.069		
	Total	111.381	99			
local brand loyalty	Between Groups	23.331	5	4.666	3.901	.003
	Within Groups	112.429	94	1.196		
	Total	135.760	99			
local brand bias	Between Groups	1.097	5	.219	1.644	.156
	Within Groups	12.543	94	.133		
	Total	13.640	99			

As seen from table 4.10 Welch test and table 4.11 ANOVA test ; there is a statistically significant difference between age groups mean in some of this research variable such as: local brand loyalty which showed by its Sig. that equal to 0.003 and brand relevance in the clothes category and that shows by its Sig. which equal to 0.004 .

Meanwhile; there is no statistically difference in age groups mean with the variables (national identity, personal culture and traditional orientation , local brand social value and local brand bias), which all show Sig. value above 0.05

and that means the difference in means does not have any significant meaning and cannot be generalized .

- Education

As can be seen from the Figure 4.3, sample is composed of 5% respondents have high school education from the total sample, bachelor’s degree respondents are 59%, master’s degree respondents are 23%, above master’s degree respondents are 12% and Other education group is 2% from the total sample.

If we give a deeper look to the change in the means of the research variables at the Figure 4.3 below, we can notice that personal culture and traditional orientation and brand relevance in the clothes category curves have a more noticeable influence due to changing in an education category.

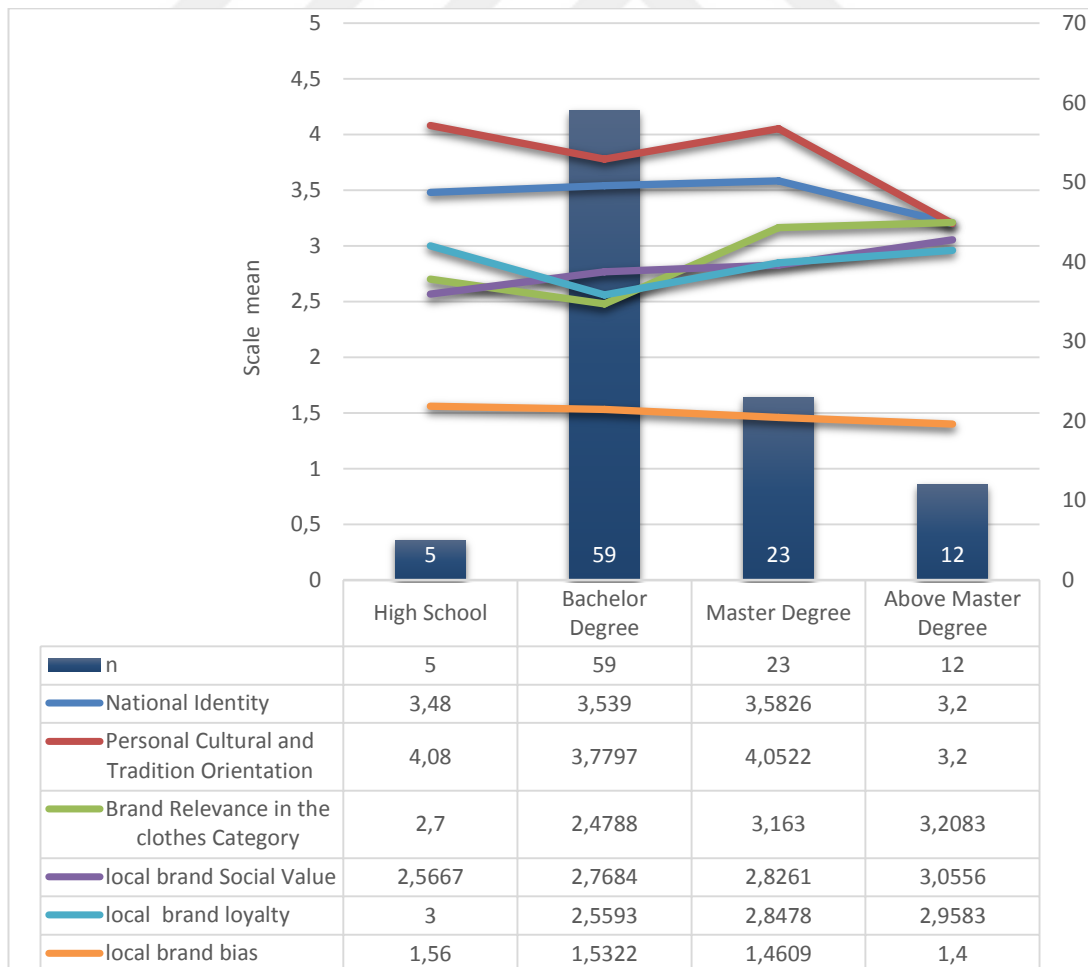


Figure 4.3: Education Summaries

Table 4.12 below shows the results of the test of Homogeneity of Variances and the p values are more than 0.05 for all the variables except local brand loyalty which has p value = 0.024 ; therefore, we can use ANOVA test only for national identity, personal cultural and tradition orientation, local brand social value, brand relevance in the clothes category , and local brand bias .

Table 4.12: Test of Homogeneity of Variances (education)

	Levene Statistic	df1	df2	Sig.
National Identity	1.106	3	95	.351
Personal Cultural and Tradition Orientation	1.340	3	95	.266
Brand Relevance in the clothes Category	1.817	3	95	.149
local brand Social Value	1.446	3	95	.234
local brand loyalty	3.305	3	95	.024
local brand bias	.365	3	95	.779

Table 4.13: ANOVA (education)

		Sum of Squares	df	Mean Square	F	Sig.
National Identity	Between Groups	4.919	4	1.230	.927	.452
	Within Groups	125.981	95	1.326		
	Total	130.900	99			
Personal Cultural and Tradition Orientation	Between Groups	13.879	4	3.470	3.083	.020
	Within Groups	106.921	95	1.125		
	Total	120.800	99			
Brand Relevance in the clothes Category	Between Groups	12.359	4	3.090	3.025	.021
	Within Groups	97.016	95	1.021		
	Total	109.375	99			
local brand Social Value	Between Groups	4.357	4	1.089	.967	.429
	Within Groups	107.024	95	1.127		
	Total	111.381	99			
local brand loyalty	Between Groups	5.771	4	1.443	1.054	.384
	Within Groups	129.989	95	1.368		
	Total	135.760	99			
local brand bias	Between Groups	.244	4	.061	.433	.785
	Within Groups	13.396	95	.141		

As seen from table 4.13 ANOVA test above, there is a statistically significant difference between education groups mean in some of this research variable such as: Personal cultural and tradition orientation and that shows by its Sig. which equal to 0.020 and brand relevance in the clothes category and that shows by its Sig. which equal to 0.021 .

Meanwhile; there is no statistically difference in education groups mean with the variables (national identity, local brand social value, local brand loyalty and local brand bias), which all show Sig. value above 0.05 and that means the difference in means does not have any significant meaning and cannot be generalized .

- Occupation

As shows from the Figure 4.4 below , the major of the sample are student with 64% responds while the rest of the sample contains 10% government officer, 13% Private company staff, 2% businessman – businesswomen, 4% freelancer, 2% housewife , and 3% unemployed .

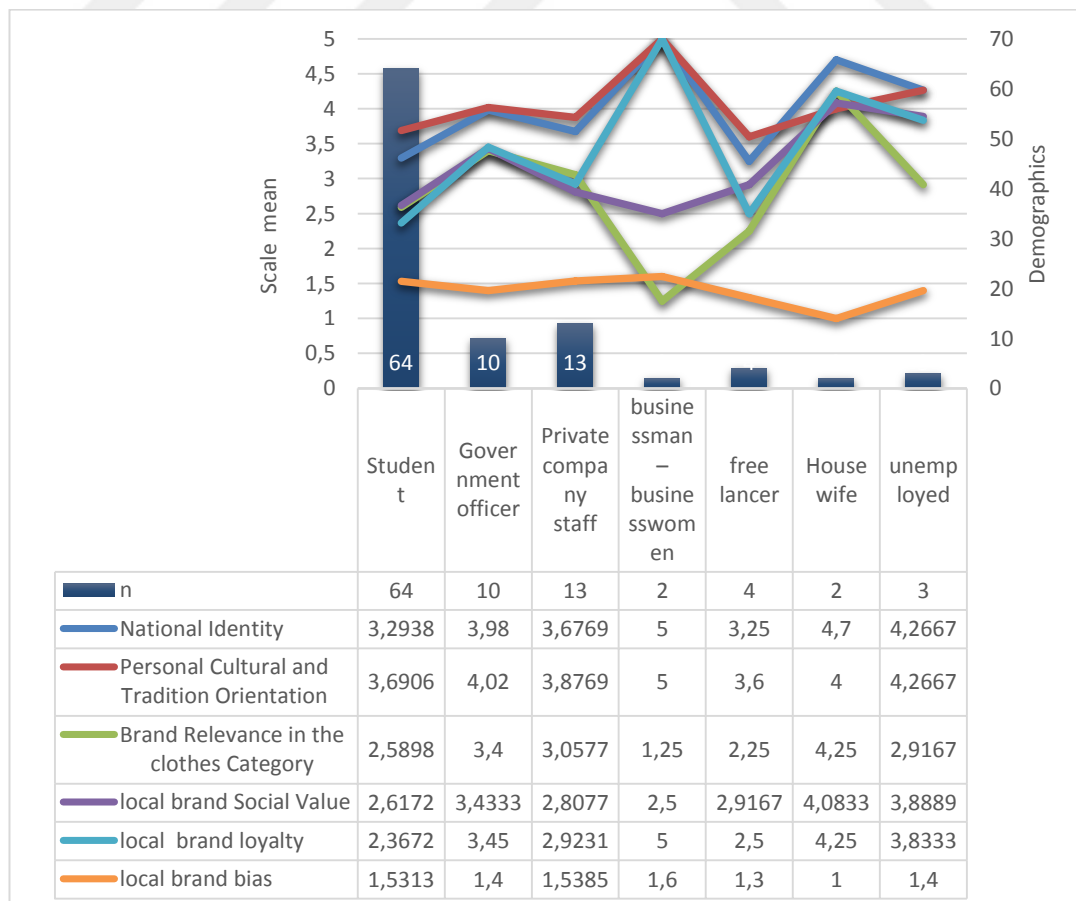


Figure 4.4: Occupation Summaries

We can also see in the graph that there is a big difference in some variables mean curve so further analysis will be made to verify that.

Table 4.14 below shows the results of the test of Homogeneity of Variances and the p values are more than 0.05 for all the variables ; therefore, we can use ANOVA test for national identity, personal cultural and tradition orientation, local brand social value, brand relevance in the clothes category, local brand bias and local brand loyalty .

Table 4.14: Test of Homogeneity of Variances (Occupation)

	Levene Statistic	df1	df2	Sig.
National Identity	1.647	7	92	.132
Personal Cultural and Tradition Orientation	1.070	7	92	.389
Brand Relevance in the clothes Category	.888	7	92	.519
local brand Social Value	1.820	7	92	.093
local brand loyalty	1.454	7	92	.194
local brand bias	1.455	7	92	.193

As seen from table 4.15 ANOVA test below , there is a statistically significant difference between occupation groups mean in some of this research variable such as: local brand loyalty and that shows by its Sig. which equal to 0.000 and brand relevance in the clothes category and that shows by its Sig. which equal to 0.018

Meanwhile; there is no statistically difference in occupation groups mean with the variables (national identity, personal cultural and tradition Orientation, local brand social value, and local brand bias), which all show Sig. value above 0.05 and that means the difference in means does not have any significant meaning and cannot be generalized .

Table 4.15: ANOVA (Occupation)

		Sum of Squares	df	Mean Square	F	Sig.
National Identity	Between Groups	16.807	7	2.401	1.936	.073
	Within Groups	114.093	92	1.240		
	Total	130.900	99			
Personal Cultural and Tradition Orientation	Between Groups	11.420	7	1.631	1.372	.226
	Within Groups	109.380	92	1.189		
	Total	120.800	99			
Brand Relevance in the clothes Category	Between Groups	17.962	7	2.566	2.582	.018
	Within Groups	91.413	92	.994		
	Total	109.375	99			
local brand Social Value	Between Groups	14.503	7	2.072	1.967	.068
	Within Groups	96.878	92	1.053		
	Total	111.381	99			
local brand loyalty	Between Groups	33.699	7	4.814	4.340	.000
	Within Groups	102.061	92	1.109		
	Total	135.760	99			
local brand bias	Between Groups	1.071	7	.153	1.120	.357
	Within Groups	12.568	92	.137		
	Total	13.640	99			

- Income

As can be seen from the Figure 4.5 , the major of the sample in the income category of 1,000 TL or less with 42% of the total sample. The rest spreads between other categories with 17% in 1,001 - 2,000 TL category , 11% in 2,001 - 3,000 TL category , 16% in 3,001 - 5,000 TL category , 8% in 5,001 - 7,000 TL category , 4% in 7,001 - 10,000 TL category , and 2% in more than 10,000 TL category .

We can also see in the graph that there is a difference in some variables mean curve so further analysis will be made to verify it.

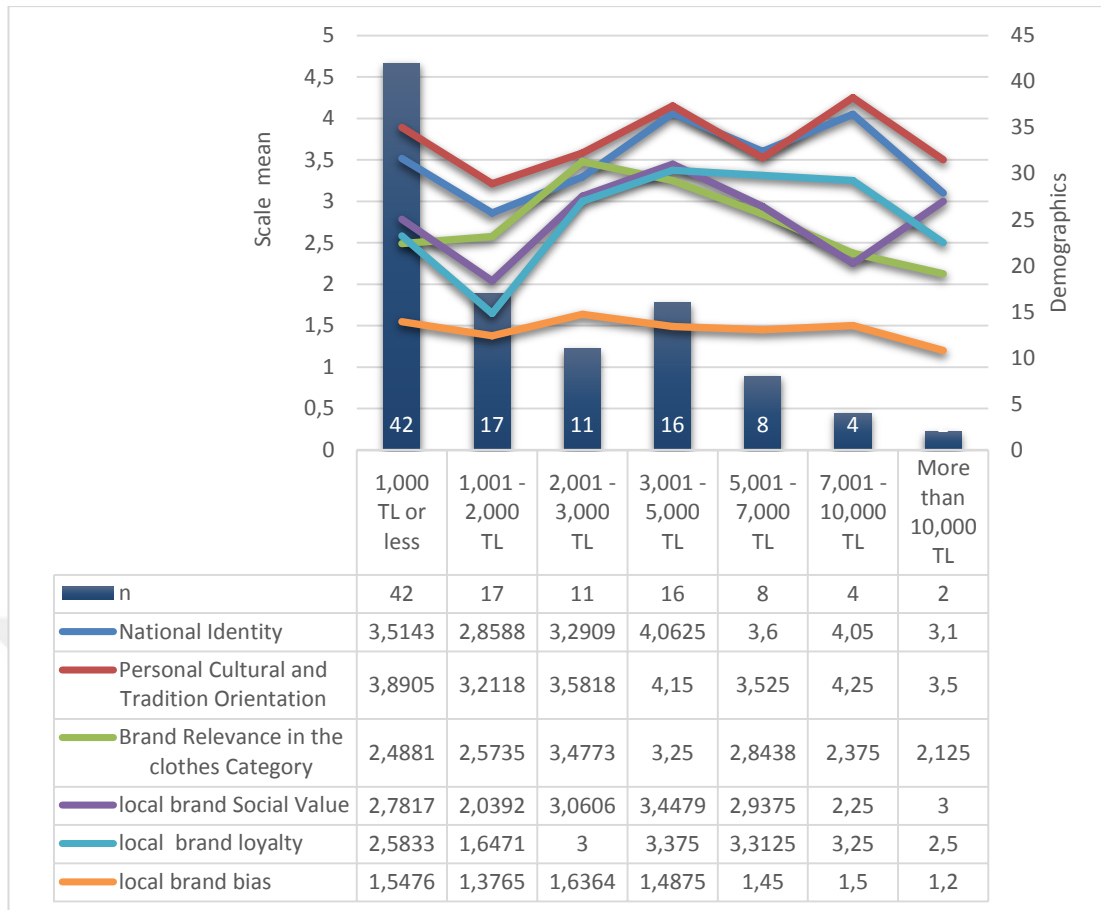


Figure 4.5: Income Summaries

Table 4.16 below shows the results of the test of Homogeneity of Variances and the p values are more than 0.05 for all the variables except local brand social value which has p value = 0.049; therefore, we can use an ANOVA test only for (national identity, personal cultural and tradition orientation, brand relevance in the clothes category, local brand loyalty, and local brand bias), while for local brand social value we will use Welch test as seen below.

Table 4.16: Test of Homogeneity of Variances (income)

	Levene Statistic	df1	df2	Sig.
National Identity	1.402	6	93	.222
Personal Cultural and Tradition Orientation	.755	6	93	.607
Brand Relevance in the clothes Category	.406	6	93	.873
local brand Social Value	2.208	6	93	.049
local brand loyalty	.502	6	93	.806
local brand bias	.272	6	93	.949

As seen from table 4.17 ANOVA test and table 4.18 Welch test below , there is a statistically significant difference between income groups mean in some of this research variable such as: local brand loyalty and that shows by its Sig. which equal to 0.000 , local brand social value and that shows by its Sig. which equal to 0.004 ,and brand relevance in the clothes category and that shows by its Sig. which equal to 0.034 .

Meanwhile; there is no statistically difference in income groups mean with the variables (national identity, personal culture and traditional orientation, and local brand bias), which all show Sig. value above 0.05 and that means the difference in means does not have any significant meaning and cannot be generalized .

Table 4.17: ANOVA (income)

		Sum of Squares	df	Mean Square	F	Sig.
National Identity	Between Groups	14.131	6	2.355	1.876	.093
	Within Groups	116.769	93	1.256		
	Total	130.900	99			
Personal Cultural and Tradition Orientation	Between Groups	10.145	6	1.691	1.421	.215
	Within Groups	110.655	93	1.190		
	Total	120.800	99			
Brand Relevance in the clothes Category	Between Groups	14.643	6	2.440	2.396	.034
	Within Groups	94.732	93	1.019		
	Total	109.375	99			
local brand loyalty	Between Groups	31.951	6	5.325	4.771	.000
	Within Groups	103.809	93	1.116		
	Total	135.760	99			
local brand bias	Between Groups	.761	6	.127	.916	.487
	Within Groups	12.878	93	.138		
	Total	13.640	99			

Table 4.18: Robust Tests of Equality of Means (income)

		Statistic ^a	df1	df2	Sig.
local brand Social Value	Welch	6.078	6	11.814	.004

a. Asymptotically F distributed.

- Clothes usual style

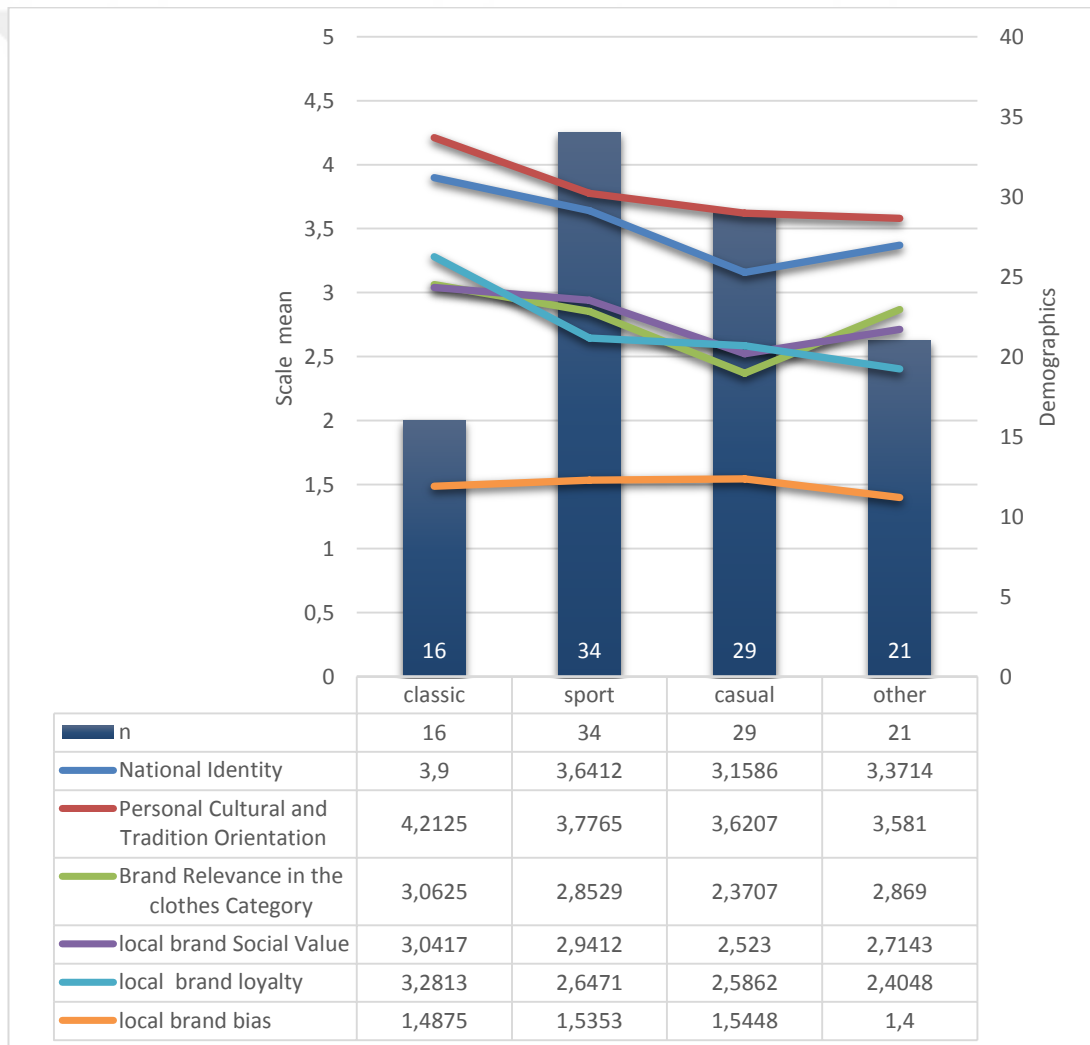


Figure 4.6: Type Of Apparel Summaries

When the respondents asked about their usual clothes, 16% said classic, 34% said sport, 29 % said casual and 21% preferred other which may indicate a mix clothes style, as seen in the Figure 4.6 above .

We can notice that there isn't any huge difference between clothes category in the variables mean curve, further analysis will be made to verify that.

Table 4.19: Test of Homogeneity of Variances (clothes style)

	Levene Statistic	df1	df2	Sig.
National Identity	1.295	3	96	.281
Personal Cultural and Tradition Orientation	.113	3	96	.952
Brand Relevance in the clothes Category	1.763	3	96	.159
local brand Social Value	4.406	3	96	.006
local brand loyalty	2.157	3	96	.098
local brand bias	.477	3	96	.699

Table 4.19 above shows the results of the test of Homogeneity of Variances and the p values are more than 0.05 for all the variables except local brand social value which has p value = 0.006; therefore, we can use an ANOVA test only for (national identity, personal cultural and tradition orientation, brand relevance in the clothes category , local brand loyalty, and local brand bias) , while for local brand social value we will use Welch test as seen below .

Table 4.20: Robust Tests of Equality of Means (clothes style)

		Statistic^a	df1	df2	Sig.
local brand Social Value	Welch	1.085	3	42.789	.366

a. Asymptotically F distributed.

Table 4.21: ANOVA (clothes style)

		Sum of Squares	df	Mean Square	F	Sig.
National Identity	Between Groups	6.945	3	2.315	1.793	.154
	Within Groups	123.956	96	1.291		
	Total	130.900	99			
Personal Cultural and Tradition Orientation	Between Groups	4.521	3	1.507	1.244	.298
	Within Groups	116.279	96	1.211		
	Total	120.800	99			
Brand Relevance in the clothes Category	Between Groups	6.393	3	2.131	1.986	.121
	Within Groups	102.982	96	1.073		
	Total	109.375	99			
local brand loyalty	Between Groups	7.667	3	2.556	1.915	.132
	Within Groups	128.093	96	1.334		
	Total	135.760	99			
local brand bias	Between Groups	.313	3	.104	.751	.524
	Within Groups	13.327	96	.139		
	Total	13.640	99			

As seen from table 4.20 Welch test and table 4.21 ANOVA test above , there is no statistically difference in clothes style groups mean with the variables (national identity, personal culture and traditional orientation, brand relevance in the clothes category, local brand loyalty, local brand social value and local brand bias.), which all show Sig. value above 0.05 and that means the difference in means does not have any significant meaning and cannot be generalized .

- Summary of the Demographical factors impact on the variables

Table 4.22 below summarize all the impacts from the demographical factors on the variables studied in this research (the less Sig. value the stronger the impacts).

National identity affected by gender ($p=.018$), personal culture and traditional orientation affected by education ($p=.020$) and gender ($p=.025$).

Brand relevance in the clothes category affected by age ($p=.004$), occupation ($p=.018$), education ($p=.021$) and income ($p=.034$).

Local brand loyalty affected by income and occupation at the same level at ($p=.000$), age ($p=.003$) and gender ($p=.004$).

Finally, local brand social value effected by gender ($p=.002$) and income ($p=.004$).

Table 4.22: Summary of the Demographical factors impact on the variables

Demographical variables	Research variables	p
Gender	local brand social value	.002
	local brand loyalty	.004
	National identity	.018
	personal culture and traditional orientation	.025
Age	local brand loyalty	.003
	Brand relevance in the clothes category	.004
Education	Personal Cultural and Tradition Orientation	.020
	Brand relevance in the clothes category	.021
Occupation	local brand loyalty	.000
	Brand relevance in the clothes category	.018
Income	local brand loyalty	.000
	local brand social value	.004
	Brand relevance in the clothes category	.034

4.4 Variables Correlations

We can see the results of statistically significant contribution for each independent variable on the dependent variable local brand loyalty separately based on table 4.23 regression analysis (which done by SPSS 25) as the independent which has p value less than 0.05 statistically contribute to local brand loyalty.

Table 4.23: Comparison of the Independents on Dependent with Regression Analysis

Model		Factors Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.263	.460		-.571	.570
	National Identity	.325	.092	.319	3.524	.001
	Personal Cultural and Tradition Orientation	.054	.085	.051	.632	.529
	Brand Relevance in the clothes Category	-.081	.074	-.072	-1.089	.279
	local brand Social Value	.604	.091	.547	6.633	.000
	local brand bias	.098	.199	.031	.489	.626

a. Dependent Variable: local brand loyalty

According to the table 4.23 above , local brand Social Value sig. is 0.000, so we can say that local brand Social Value statistically contribute to local brand loyalty.

We can add that national identity, which shown sig. value equal to 0.001 also contributes statistically to local brand loyalty.

The rest of research variables (Personal Cultural and Tradition Orientation, Brand Relevance in the clothes Category, and local brand bias) do not statistically contribute to local brand loyalty as all of them have p value above 0.05.

To further examine the relationships between research variables, Pearson Correlation has been done using SPSS 25 , the findings with a confidence interval of 95 % can be seen on the table 4.24 below.

When the correlations between the independents are examined; consider that as the value goes closer to + 1 or -1, it suggests a stronger correlation degree.

Table 4.24 below contain correlations test , which indicate a relationship between variables if the Sig. (2-tailed) value below 0.05 after that we can see the degree of that relationship by the Pearson correlation value which indicate a strong relationship if its above 0.5 and the relationship direction can be understood from the sign (- & +) .

Therefore, the strongest impact on local brand loyalty is from “local brand social value” which has p value equals to 0.740, after that we see the impact of national identity with p value equals to 0.676.

Meanwhile we can see that there is a relationship between “personal culture and tradition orientation” and local brand loyalty; however , it not a strong relationship as its p value equals to only 0.440

In addition, we can see that there is a strong relationship between local brand social value and national identity which indicated by the correlation value of 0.606, as well as personal culture and traditional orientation has a stronger relationship with national identity with value of correlation 0.621.

Table 4.24: Correlations Between Factors

Correlations		National Identity	Personal Cultural and Tradition Orientation	Brand Relevance in the clothes Category	local brand Social Value	local brand loyalty	local brand bias
National Identity	Pearson Correlation	1	.621**	.100	.606**	.676**	.057
	Sig. (2-tailed)		.000	.323	.000	.000	.574
Personal Cultural and Tradition Orientation	Pearson Correlation	.621**	1	.010	.440**	.488**	-.015
	Sig. (2-tailed)	.000		.925	.000	.000	.885
Brand Relevance in the clothes Category	Pearson Correlation	.100	.010	1	.296**	.117	-.153
	Sig. (2-tailed)	.323	.925		.003	.247	.129
local brand Social Value	Pearson Correlation	.606**	.440**	.296**	1	.740**	-.038
	Sig. (2-tailed)	.000	.000	.003		.000	.709
local brand loyalty	Pearson Correlation	.676**	.488**	.117	.740**	1	.039
	Sig. (2-tailed)	.000	.000	.247	.000		.702
local brand bias	Pearson Correlation	.057	-.015	-.153	-.038	.039	1
	Sig. (2-tailed)	.574	.885	.129	.709	.702	

** . Correlation is significant at the 0.01 level (2-tailed). N = 100

The final test will be to give an answer about in which circumstances the consumer will prefer local brands.

For that we will be doing independent samples test for the local brand bias sub variables; which are (Overall quality , design and style , technological advancement , quality and price ratio, and the connected to the minds and hearts

of local Consumers) ;which all can measure how connected those sub variables to the main independent which is local brand loyalty .

Table 4.25 below contains the results which gathered from SPSS 25, and as we can see first all the sub variables pass Levine’s Test for Equality of Variances so Equal variances assumed as all variable has P value below 0.05.

After that we can see that all the sub variables have no impact on the independent local brands loyalty as Sig. (2-tailed) value above 0.05, however if we used the results of Sig. (1-tailed) instead , then we can see an impact from the sub variable quality and price ratio on the dependent local brand loyalty as the its P vale equals to 0.038 .

Meanwhile, the rest of sub variables remines with no impact neither on Sig. (2-tailed) nor on Sig. (1-tailed).

Table 4.25: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
overall quality	3.766	.055	-.293	98	.770	-.06924	.23605	-.53768	.39919
design and styling	.029	.865	.099	98	.921	.02354	.23710	-.44698	.49406
technological advancement	.267	.606	-.163	98	.871	-.03854	.23579	-.50646	.42938
quality and price ratio	2.154	.145	-1.790	98	.076	-.41506	.23183	-.87511	.04499
connected to the minds and hearts of local consumers	1.279	.261	.706	98	.482	.16587	.23499	-.30046	.63220

Independent: local brand loyalty

4.5 Hypotheses results

- Hypothesis 1:

There is relationship between Brand Relevance in the clothes market and local brand loyalty

As seen in Table 4.23 Regression Analysis, the P value is 0.279 and in Table 4.24 Correlations, the P value is 0.247

In both p is greater than .05 which indicated no statistically significant relationship between Brand Relevance in the clothes market and local brand loyalty.

Therefore Hypothesis 1 is rejected.

- Hypothesis 2:

There is a relationship between local brand Bias and local brand loyalty.

As seen in Table 4.23 Regression Analysis, the P value is 0.626 and in Table 4.24 Correlations, the P value is 0.702

In both p is greater than .05 which indicated no statistically significant relationship between local brand Bias and local brand loyalty.

Therefore Hypothesis 2 is rejected.

- Hypothesis 3:

There is a relationship between local brands loyalty and perceived ability of local brand to enhance social approval.

As seen in Table 4.23 Regression Analysis, the P value is 0.000 and in Table 4.24 Correlations, the P value is 0.000

In both p is less than .05 which indicated statistically significant relationship between variables, and that relationship is shown in table 30 by Pearson

correlation which resulted $p = 0.740$ and that means a strong relationship between local brands loyalty and local brand social value

Therefore Hypothesis 3 is accepted.

- Hypothesis 4:

There is statistically significant relationship between local brands loyalty and Tradition and Personal cultural orientation

As seen in Table 4.23 Regression Analysis, the P value is 0.529 which is greater than .05 which indicated no statistically significant relationship between variables.

However, in Table 4.24 Correlations, the P value is 0.000 but the Pearson correlation value is 0.488 which indicates a weak relationship between local brands loyalty and Tradition and Personal cultural orientation.

Therefore Hypothesis 4 is rejected.

- Hypothesis 5:

There is statistically significant relationship between local brands loyalty and national identity.

As seen in Table 4.23 Regression Analysis, the P value is 0.001 and in Table 4.24 Correlations, the P value is 0.000

In both p is less than .05 which indicated statistically significant relationship between variables, and that relationship is shown in table 30 by Pearson correlation which resulted $p = 0.676$ and that means a strong relationship between local brands loyalty and national identity.

Therefore Hypothesis 3 is accepted.

Table 4.26: Hypothesis Test Summary

Hypothesis 1:	There is relationship between Brand Relevance in the clothes market and local brand loyalty	Rejected
Hypothesis 2:	There is a relationship between local brand Bias and local brand loyalty.	Rejected
Hypothesis 3:	There is a relationship between local brands loyalty and perceived ability of local brand to enhance social approval.	Accepted
Hypothesis 4:	There is statistically significant relationship between local brands loyalty and Tradition and Personal cultural orientation	Rejected
Hypothesis 5:	There is statistically significant relationship between local brands loyalty and national identity.	Accepted

5. CONCLUSION AND DISCUSSIONS

5.1 Finding Summary

This study contains six demographical factors which are (gender, Age, Education, occupation, income, usual clothing style), and six main variables which are: -(National identity, Tradition and personal cultural orientation, Local Brand bias, Local brands social value, Brand relevance in the clothes category , Local brand loyalty) .

The impact from the demographical factors to the main variables examined and the results showed that : National identity affected by gender, Personal culture and traditional orientation affected by education and gender, Brand Relevance in the clothes category affected by age, occupation, education and income, local brand loyalty affected by income , occupation, age ,and gender, and finally local brand social value affected by gender and income.

In regression analysis, it's proven that national identity and local brand social value contribute statistically significantly to local brand loyalty.

At Pearson correlations test, researcher found evidence which indicate that the strongest impact on local brand loyalty is from social value for the local brand, after that the impact from national identity and finally a weak impact from personal culture and traditional orientation.

Also, there is a strong relationship between national identity and local brand social value, as well as personal culture and traditional orientation. There is also a weak relationship between personal culture and tradition orientation and local brand social.

Finally after analysing the sub variables of local brand bias which are: (overall quality , design and styling, ,technological advancement, quality and price ratio , and connecting to the minds and hearts of local consumers), the researcher found that all sub- variables have no relationship with local brands loyalty.

However; after analyzing the impact as one way from the sub variables on the independent, then the researcher found an impact only from quality and price ratio on the independent variables local brand loyalty. As the rest of the sub-variables remains with no impact neither on Sig. (2-tailed) nor on Sig. (1-tailed).

5.2 Conclusion and Recommendations

This research started to answer three simple questions so to summarize the conclusions we can answer those questions.

Nevertheless, before starting with them it must be mentioned that this research tests the impact of brand relevance in the clothes category and finalized that there is no impact from the importance of brand in the studied category on the studied variables, therefore we can assume that the results are applicable across all local brands categories.

- Is it beneficial for the local brands to focus on their national identity?

All the analysis conducted by this research finalized that national identity has a strong relationship with local brand loyalty; therefore, if the local brands pay more attention to promoting their national identity. That may lead to more linkage with consumer's self-national identity which impacts the loyalty for the local brands and in the end benefits the local brands preference and promotes sales.

- Do consumers consider local brands as a part of their nationalism self-concept?

Nationalism self-concept may include several variables; this study analyzed some of them like traditional and personal culture orientation, brand social value, and of course national identity. All of them proven to have a strong relationship with local brand loyalty; therefore, the more consumers feel about those variables, the more loyal they become toward local brands.

- What are the circumstances in which local brands would be preferable?

As proven in this research the main factor impact consumer bias toward local brands is quality and price ratio which indicate consumer perceived price. Is the most important factor that the consumer care about when the judge a local brand and is that price associate with the quality, they got from that price point.

The researcher noted that local brands need to promote their national heritage with a close attention to the traditions and focusing on enhancing the social value of their brand as proven it's the most important factor that has an impact on local brand loyalty.

After that they need to find a right formula to justify the price they put on their goods as the consumer pay a lot of attention on associate that price, they pay with the quality they got from a local brand.

5.3 Suggestions for Future Studies

1. As this research has many limits especially the sample size, the researcher suggests that same model test again with different and bigger sample.
2. Because national identity may differ from nation to nation the researcher suggest that same study conduct in different countries with more nationalism and less nationalism as for example Germany and Lebanon.
3. This research shown that the strongest factor which impact local brand loyalty is local brand social value therefore the researchers suggest a more detailed study to understand how the social value of a brand create and how the brand could improve it by time.

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APPENDIX

APPENDIX A: QUESTIONNAIRE – English

APPENDIX B: QUESTIONNAIRE – Turkish

APPENDIX C: Ethic Approval Form



APPENDIX A: QUESTIONNAIRE – English

This questionnaire is designed for the BUSINESS ADMINISTRATION Master Thesis of T.C. Istanbul Aydin University to investigate the Nationalism role on local brands preference in Turkey clothes market. Therefore, your opinion will be highly valuable for our study and the information provided will be kept confidential and for academic use only. It will take your 10 minutes. I greatly appreciate your cooperation.

Thank you

- Demographics

1. Gender: (1) male (2) female
2. Age:
(1) below 18 (2) 18 – 25 (3) 26 – 30 (4) 31-40 (5) 41-45 (6) above 45
3. Education
(1) Primary School (2) Secondary School (3) High School (4) Bachelor Degree
(5) Master Degree (6) Above Master Degree (7) Others. Please specify.....
4. Occupation
(1) Student (2) Government officer (3) Private company staff (4) businessman – businesswomen
(5) free lancer (6) Housewife (7) unemployed (8) Others. Please specify
5. Income (monthly average)
(1) 1,000 TL or less (2) 1,001 - 2,000 TL (3) 2,001 - 3,000 TL
(4) 3,001 - 5,000 TL (5) 5,001 - 7,000 TL (6) 7,001 - 10,000 TL
(7) More than 10,000 TL
6. What type of apparel product do you buy mostly?
(1) classic (2) sport (3) casual (4) Other ,Please specify.....

Nationalism and local brands factors : Please cross the number which is accurate for you		strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Approving degree		5	4	3	2	1
7	Being Turkish has a great deal to do with how I feel about myself.					
8	Being Turkish is an important part of my self-image.					
9	Being Turkish is important to my sense of the kind of person I am.					
10	I have a strong sense of belonging to Turkey.					
11	I strongly identify with being Turkish					
12	I am proud of my culture.					
13	Respect for tradition is important for me.					
14	I value a strong link to my past.					
15	Traditional values are important for me.					
16	I care a lot about my family history.					
17	When I purchase clothes, the brand plays, compared to other things, an important role.					
18	When purchasing clothes, I focus mainly on the brand.					
19	To me, it is important to purchase a brand name clothes.					
20	The brand plays a significant role as to how satisfied I am with the clothes.					
21	Turkish clothes brands would help me to feel acceptable.					
22	Turkish clothes brands would improve the way I am perceived.					
23	Turkish clothes brands would make a good impression on other people.					
24	Turkish clothes brands would give its owner social approval.					
25	Turkish clothes brands would help me feel trendy/up-to-date.					
26	I think it is particularly appropriate to use Turkish clothes brands in social contexts.					
27	I prefer Turkish brands of most products I buy.					
28	I am willing to make an effort to search for Turkish brand					

- Turkish clothes brands are in general: (select one)

29. poor in overall quality / excellent in overall quality.

30. poor in design and styling / excellent in design and styling.
31. low in their degree of technological advancement / high in their degree of technological advancement
32. low in their level of quality and price ratio / high in their level of quality and price ratio.
33. less connected to the minds and hearts of local consumers / more connected to the minds and hearts of local consumers ,
34. Which were the brands in your mind while answering these questions?



APPENDIX B: QUESTIONNAIRE – Turkish

Bu anket, İstanbul Aydın Üniversitesi Sosyal Bilimler Enstitüsü İşletme Yönetimi Bilim Dalı'nda yürütülen yüksek lisans tezi kapsamında, İstanbul/Türkiye Tekstil piyasasındaki yerel markaların tercih edilmesinde milliyetçiliğin rolünü incelemek üzere hazırlanmıştır. Görüşleriniz çalışmamız için çok değerli olup, elde edilen bilgiler gizli tutulacak ve sadece akademik amaçla kullanılacaktır. Anketin cevaplanması sadece 10 dakikanızı alacak olup işbirliğiniz için şimdiden teşekkür ederim.

Saygılarımla

- Demografik Özellikler

1. Cinsiyet:

- (1) Erkek (2) Kadın

2. Yaş Aralığı:

- (1) 17 ve altı (2) 18 – 25 (3) 26 - 30 (4) 31-40 (5) 41 - 45 (6) 46 ve üstü

3. Eğitim Durumu

- (1) İlkokul (2) Ortaokul (3) Lise (4) Lisans
(5) Yüksek Lisans (6) Doktora Derecesi (7) Diğer. Lütfen belirtiniz.....

4. Meslek

- (1) Öğrenci (2) Devlet Memuru (3) Özel Sektör Çalışanı
(4) İşadamı - İşkadını (5) Serbest Meslek (6) Ev Hanımı
(7) İşsiz (8) Diğer. Lütfen belirtiniz.....

5. Gelir Durumu (Aylık Ortalama)

- (1) 1.000 TL ve altı (2) 1.001 - 2.000 TL (3) 2.001 - 3.000 TL
(4) 3.001 - 5.000 TL (5) 5.001 - 7.000 TL (6) 7.001 - 10.000 TL
(7) 10.000 TL üstü

6. Genellikle ne tür kıyafetler satın alıyorsunuz?

- (1) Klasik Tarz (2) Spor Tarz (3) Rahat (4) Diğer . Lütfen belirtiniz.....

-Milliyetçilik ve yerel marka faktörleri

	Aşağıdaki sorulara “kesinlikle katılıyorum - kesinlikle katılmıyorum” ölçeği üzerinde işaretlemeler yaparak tercihlerinizi belirtiniz. Her bir ifade için tek bir seçenek kullanılmalıdır.	kesinlikle katılıyorum	katılıyorum	ne katılıyorum ne katılmıyorum	katılmıyorum	katılmıyım
	İfadeye Katılma Derecesi	5	4	3	2	1
7	Kendimle alakalı hissettiklerimin Türk olmamla ilgisi var.					
8	Türk olmak imajımın önemli bir parçasıdır.					
9	Kişiliğim açısından Türk olmam önemlidir.					
10	Türkiye'ye ait olduğuma dair güçlü hislerim var.					
11	Türk olmakla son derece özdeşleşiyorum.					
12	Kültürümle gurur duyuyorum.					
13	Geleneğe saygı duymak benim için önemlidir.					
14	Geçmişimle güçlü bir bağlantıya değer veriyorum.					
15	Geleneksel değerler benim için önemlidir.					
16	Aile geçmişime çok değer veriyorum.					
17	Kıyafet satın alırken marka tercihim diğer özelliklerden daha önemlidir.					
18	Kıyafet alırken ağırlıklı olarak markaya odaklanırım.					
19	Bana göre bir marka kıyafet satın almak önemlidir.					
20	Giysilerimden memnun olmamda marka önemli bir rol oynuyor.					
21	Türk giyim markaları kendimi kabul edilebilir hissetmeme yardımcı olacaktır.					
22	Türk giyim markaları algılanma biçimimi geliştirecektir.					
23	Türk giyim markaları diğer insanlar üzerinde iyi bir etki bırakacaktır.					
24	Türk giyim markaları sahibine sosyal kabul sağlayacaktır.					
25	Türk giyim markaları modaaya uygun hissetmeme yardımcı olacaktır.					
26	Türk giyim markalarını sosyal bağlamda kullanmanın özellikle uygun olduğunu düşünüyorum.					
27	Satın aldığım çoğu üründe Türk markalarını tercih ediyorum.					
28	Türk markalarını arayıp bulmak için gayret ederim.					

- Türk giyim markaları hakkında genel kanaatiniz (birini seçiniz):

29. genel kalitede kötü / genel kalitede mükemmel.

30. tasarım ve stil açısından kötü / tasarım ve stil açısından mükemmel.

31. teknolojik gelişmişlik derecesi düşük / teknolojik gelişmişlik derecesi yüksek.

32. kalite ve fiyat düzeyi düşük / kalite ve fiyat düzeyi yüksek.

33. yerel tüketicinin aklına ve gönlüne daha az uygun / yerel tüketicinin aklına ve gönlüne daha fazla uygun.

34. Anket sorularını yanıtlarken aklınızda hangi markalar vardı?



APPENDIX C: Ethic Approval Form



T.C.
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Müdür

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